



UNIVERSITI TEKNOLOGI MARA



**MARA UNIVERSITY OF TECHNOLOGY**

**SHAH ALAM**

**FACULTY OF CIVIL ENGINEERING**

**ETR 300**

**BASIC ENTREPRENEURSHIP**

**purple pearl travel and tours agency**

**PREPARED FOR:**

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**Business Letterhead**



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## **INTRODUCTION TO BUSINESS**

**Purple Pearl Travel and Tours Agency is travel agency which is a based in Malaysia and wholly owned by bumiputera. We provide tourism packages in our nice country.**

**After some discussions,an agreement has been made among the five shareholders. The business has been planned properly and approximately it took about two and a half years for our business to commence.**

**Our Ministry of Tourism has long promoted “Cuti-Cuti Malaysia”. So we decided to take this opportunity to promote the best of location in Malaysia, especially for the Malaysians to discover themselves the beauty of their own country. We also have special promotions for foreign tourists from all around the world to visit the wonderful places in our country.**

**Our main target is provide perfect and excellent services to all types and levels of tourist inclusive personal tourist, families, companies, IPT students and also to school students.**

**Our agency will provide services especially on:**

- ◆ Transportation to the destination ( e.g. bus or van under reasonable prices**
- ◆ We will recommend and suggest you only the best and comfortable place to stay ( hotels, chalets, condos etc )**



**To achieve our vision to be one of the most prominent travel agencies in Malaysia,  
the support from the public and the government are much anticipated.**



### BUSINESS PLAN PURPOSE

The list below show our company purpose business plan :

- **“This business plan is prepared by Purple Pearl Travel and Tours Sdn Bhd for the purpose to obtaining working capital loan from Maybank for the amount of RM 70,000**
- **We cooperate with our partner create this business for growth.**
- **“The best services customers” is objective of our company.**
- **We follow the government for “CUTI-CUTI MALAYSIA”**
- **Our business also help for this country economic growth.**