

**UNIVERSITI TEKNOLOGI MARA
KAMPUS KOTA KINABALU**

**D'SKY BLUE TRAVEL AND TOURS
SDN. BHD.**

PREPARED BY :

GEORGINA M. ABAS	2001267932
LYDIA LASIO	2001654471
MD. REDZWAN AG. BASAR	2001267925
ADZIZUL LATIP	2001267996
RICHARD MARTIN	2001343750

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COVER LETTER

Your Ref:

Our Ref:

Date: 16 February 2004

Mr. Kamarulzaman B. Ishak
MEDEC Coordinator,
UITM Kota Kinabalu Campus,
Locker Bag 71,
88997 Kota Kinabalu,
Sabah.

Dear Sir,

Submission of Business Plan (ETR 300) for Nov-Mac 2004

In reference to the above subject, we from D'sky Blue Travel and Tours Sdn. Bhd. would like to submit our business plan for the ETR 300 subject. We will be performing our business that is ticketing and tour packaging at Putatan Square.

1.0 INTRODUCTION

Name of the business

We have chosen D'Sky Blue Travel and Tours Sdn. Bhd as the name of our business as it is easily pronounced and remembered by clients. Apart from that, since we are in the airline business, it would be apt to include the word "sky", and when the sky is "blue" it means the weather is fine, which indirectly suggests a smooth and comfortable journey. We spell "The Sky" as "D'Sky" to indicate our innovative, creative, and modern approach to the industry.

Type of business

Our business is based on partnership whereby the entire partners have the right to manage the operation and share in the profits.

Industry Overview

The tourism industry has become one of the major income contributors to our country's economy. Thanks to the many wonderful natural sites in Malaysia, tourists have been flocking in to our country continuously. The Mega Sales, which are held three times a year, have also ensured the influx of shoppers from all over the world as they could kill two birds with one stone when they arrive in Malaysia – visit the places of interest and shop at the many shopping malls in Malaysia at bargain prices.

Tourism and transportation are closely linked with each other; as long as tourism exists, there will always be demands on transportations. Be it by road - buses and taxis; by sea - boats, ferries and cruises; by rail - commuter trains, monorails, LRT, KTM; or by air - helicopters and aeroplanes. It is the last option which has attracted us the most.

Currently there are two main airline companies in Malaysia: Malaysia Airline System (MAS) and Air Asia. The former has been around for a long time, whereas the latter has only been established a few years ago. However, Air Asia has a great potential; as proven by its huge profit gained last year. In is our faith in its low-fare no-frill policy, plus the infinite potential of Malaysian tourism, that convince us to open a ticketing company.

Location of the Business

We will be doing our business at the Putatan Square. We will be leasing a ground floor shop lot as our office. There are banks, supermarkets, restaurants, free parking spaces, public telephones, cyber cafés, a college and etc in the area.

Date of commencement

Our business will start on 1st June 2005.