

**UNIVERSITI TEKNOLOGI MARA
CAWANGAN KOTA KINABALU**

**FACULTY IN HOTEL AND TOURISM
MANAGEMENT (HM111)**

**TITLE:
IN D'VISION
"SABAH CULTURAL ETHNIC HERITAGE"**

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1.0 Introduction

In this project, we already decided to name of our company is **IN D' VISION**. We choose this name because it is the combination of the name of the business partners that included Vun Fah Justin, Iskandar Khalid, Cornelia Marcus, Nordin Suan and Dissy Diana. We also choose to establish a company on partnership because it is easy to form this kind of business besides that we also can combine the business skills and knowledge that we have due to our different backgrounds.

In addition to that, we establish a partnership business because if we gained profit or even liabilities the good thing is we share it equally. The point is if one person ran his or her business on his own, so she or he will burden himself if problems occurred. With 5 of us sharing this business, we can face and handle the problems together.

The nature of our business we choose is on food and beverages. We are trying to focus on offering local traditional delicacies and not forgetting commercial menu to our beloved customer. As for additional purposes, we are trying to entertain our guest by giving them some kind of performance of course focusing as well on local culture such as performance on Sumazau Dance, Daling-Daling dance and many more to entertain them. As we all know, food and beverages industry have a very good opportunity to gain profit in the future as well as today. So in this case, we take these opportunities to establish a business with theme that introduce Sabah local traditional food together with the traditional performance to attract local and foreign tourist to come and experience the difference and uniqueness of our restaurant services that been offer publicly.

The industry profile of our business that we want to establish is based on the food service provider but it has a theme that is on the cultural heritage of Sabah. We choose this kind of business because beside the food service provider now develop very fast, we also have the opportunity to step inside the tourism industries that have good potential in Sabah to develop in the future because of the promotion by government and private sectors. Other than that, Sabah also one of the place of interest in Malaysia that can attract visitor to come here and this is the reason why we come out with this type of business to catch the opportunities in the market.

2.1 Business Plan Purposes

This business plan is prepared by Sabah Ethnic, Cultural, and Heritage Restaurants for the purpose of:

- a) To obtain a term loan for the amount of RM250,000.00 from Maybank Bank under the 'IKS' aimed at fresh graduates planning to venture into a business.
- b) As a guideline in managing the business.
- c) To evaluate the feasibility of the business proposal.
- d) To evaluate the ability of the competitors in this type of business, and whether this business is able to compete with the other competitors.
- e) To be in line with the government's objective, particularly the '*Halatuju Plan*' initiated by The Right Honorable Datuk. Musa Hj. Aman, the Chief Minister of Sabah that encourages the participation of Bumputera-owned companies in the entrepreneur world.
- f) To fulfill the requirements of the ETR 300 subject.