



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

DIPLOMA IN BANKING

GO TRAVEL (BORNEO)

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GO TRAVEL (BORNEO)

1.1 INTRODUCTION

EXECUTIVE SUMMARY

Nowadays, our country has been one of the most success countries in the world. As we know, our country has been stabilizing its economic structure after facing the world economy crisis in 1972. There are many factors that help Malaysia to keep on cope and overcome the economic problem; one of the factors is because Malaysia has become more popular in tourism sector.

The tourism sector has been the second largest sector in the whole country. It is because Malaysia has many exciting and beautiful places to be explore. It is also because Malaysia has many types of celebration that can influence more tourists to come to our country. On top of that, it is also because many of the citizens of Malaysia have begun to realize about how much important an environment to their life and the government effort also to taking care and promote the Malaysian environment to the whole world.

As for our business plan, we have come to an agreement to form a travel agent company. This is because, we realize that many tourist tend to come to Malaysia especially Sabah. So we decided to take that opportunity to serve the tourist that come to Sabah, and we will help to promote Sabah to be one of the most favorable places to be explored. We will also take the opportunity to gain profit from the service we provide as well as to satisfy our target market to gain their loyalty in terms of long term relationship.

As we all agreed, we will use Go Travel (Borneo) to be the name of our company. It represents the effort of all of us to influence people to go travel focus in Borneo area. We will choose to open the company in center of Kota Kinabalu town area since there are many tourists that come to Sabah will prefer to go to Kota Kinabalu town to seek an information and trip advisor as well as travel agent.

Our company is a partnership company which consists of 5 partners. These 5 partners will provide capital for the business equally and they will share the profit, equally. Partnership is chosen because partnership is easy to be set up with few formalities; financial assistance from financial institutions is easier to be secured compared to sole proprietorship and the business risk can be reduced.