



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENUERSHIP

BUSINESS PLAN

UNDERSIGHT HOUSE

PREPARED BY

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i. Executive summary

The name of the company is, undersight house where we build a house underground. We were inspired by the 'rumah terbalik' and thought that it will be better to have more unique idea and views in Sabah. This house is the first in Malaysia and located in Kiulu Tamparuli Sabah. Other than just the house, our surrounding is full with nature such as Kiulu River and jungle. It is a quiet place where you can hear the birds sound clearly. This kind of place is good in reducing stress and having much fun with family members, moreover our place is not that far from the water rafting place. So besides visiting our place and enjoy the nature view you can also do the water rafting.

Our target market is the domestic and foreigner tourist. The domestic people will surely come and see the house because it is the first in Sabah and of course will spend time with their family on weekends because of the nature and river. For foreigner this is the kind of places and thing they were attract to come and visit Sabah. More over this will put Malaysia to the eye world and our tourism company will increase.

This business has a high potential to be known and grow in the future. We believe that we can make a lot of profit with this project. Even though we do aware that we will experience a decrement at low season, but we believe that it will not be that bad and we still can recover the losses during high pick seasons.

We also believe that this will be one of the best locations of holiday in Malaysia. There will be no other place feels like home other that undersight house.

1.1 INTRODUCTION

1.1.1 EXECUTIVE SUMMARY

Administration plan is required in any business organization. It is therefore is an important element in an organization itself. People manage organization and organized in order to ensure that every individual has their own responsibility to carry out their job functions. The creation of this plan may not be too complicated but more focus to the changes depending on what business is to be carrying out. The success of this business plan is definitely depending on carrying a good administration plan. Discipline, cooperation between staffs in management is a must in order to provide good scenario of the business and the business objective itself.

Underground house is a company which run the business more on tourism. We would like to open the eye of other country that Sabah can do something unique. Our business is located in Kiulu Tamparuli Sabah.

1.1.2 PURPOSE

The main aim of this proposal is to establish a business that have its potential growth on tourism and to fully utilize the nature source of this country. This business is seen as a type of business that had the potential to develop because it is the first in Sabah even in Malaysia it self. As our daily work give stress our place is the best place people can go and relex beside our unique house underground, we were also sourrounded with nature such as river and forest. We were sure this business will develop and growth fast because there were no place as paradise as our place.

2.1 MARKETING OBJECTIVES

New business:

- Our marketing objective is to introduce Undersight Underground House as a competitive tourism and recreation place to the country and worldwide. We also would like to take advantage on our underground house as it is the first on this country.
- Our objectives also to increase the number of potential local and foreign tourist to visit our underground house

2.1.1 PRODUCT OR SERVICE DESCRIPTION

Our main attraction is the Undersight house, which is located underground. We did not want people to look our underground house as an ordinary house, but it have its own attraction based on design, location, environment and visitor experience

