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MARA UNIVERSITY OF TECHNOLOGY

ENTERPRENEURSHIP
(ETR 300)

BUSINESS PLAN

MUTIARA DE' LEGEND TOUR AND TRAVEL

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DIPLOMA IN BUSINESS STUDIES

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INTRODUCTION

NAMA OF BUSINESS: MUTIARA DE' LEGEND TOUR AND TRAVEL.

TYPE OF BUSINESS: PARTNERSHIP.

INDUSTRY OVERVIEW: TOURISM.

LOCATION OF THE BUSINESS: KUALA PERLIS-LANGKAWI-PERLIS.

DATE OF BEGINNING: 1 JANUARY 2005

FACTORS OF INFLUENCING:

- LACK OF TOURISM AGENCIES
- THERS'S NO AGENCIES OFFERING SUCH SERVICES.
- A LOT OF INTERESTING PLACES TO BE VISITED.
- THE TOURISM SECTOR IS HIGHLY DEMAND IN PERLIS

BUSINESS POTENTIAL: POTENTIAL TO ACHIVE HIGHER SUCCESS.

Introduction.

Mutiara the Legend Tours and Travel

The business plan is prepared for the company that builds under the company act. Our company or business named is 'Mutiara De' Legend Tours & Travel', which there are five shareholders.

Our main operation is almost providing tour package, jetty transfer, and coach transfer, sightseeing tour and car renter for those who are interested. Mutiara De' Legend is located at:

No.11, Lorong Bahagia, Jalan Kasturi,
04500 Kuala Perlis,
Perlis Indera Kayangan.

We decided this industry as our business, we have to look certain factors that influencing our choice. First, to development our tourism industry. Second, the built of our company can provide socio-economy development for the people around Perlis. Beside that we have our branch at Pulau Langkawi which is situated at Mukim Kedawang.

We confident, if we get more encourage from certain side, this business can be expand and our package will become the best choice for tourist especially in North Malaysia.

Finally we hope that all parties can give supports, response, encouragement and cooperation to us in achieving our objectives.