



UNIVERSITI TEKNOLOGI MARA

ENT300
BUSINESS PLAN
LE BORNEO HOMESTAY

PREPARED BY

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DECLARATION

“We certify that this business proposal does not, to the best of our knowledge and belief :

- I. Incorporate without acknowledge any material previous submitted for Diploma in any institution of higher education;
- II. Contain any material previously published or written by another person except where are reference is made in text; or
- III. Contain any defamatory material

We also grant permission for the library at University Of Mara Technology, Kota Kinabalu Campus to duplicate copies of our business proposal (ENT 300).”

Signature:

General Manager: Mohd Fadhli Bin Asilin

Date: 18th September 2015

1.3 Executive Summary

Le Borneo Homestay is a low budget homestay which is build by using bamboo as the main attraction. Good quality service will be provided to all of our customers. This company is established by five members of partnership whereby all the members give full support to this project. Each of the member contributes RM35, 000 for the capital and applied RM50, 000 loan from Maybank Bhd..

Our business address is:

LE BORNEO HOMESTAY
P.O BOX NO 1060, KG ROUN
89208 TUARAN, SABAH.

As we are in the tourism sector, we would love to promote our Sabahan culture to the world. We would love for the people from all over the world to go to Sabah and experience the richness of our culture and nature. Great indoors and outdoors activities are provided in this homestay. The activities are the combination of modern and traditional activities.

Based on our research there are very few hotels, resorts or homestays available in Tuaran. Therefore, we decided to make a homestay so that this business will be available to compete within other business organizations. Moreover, Tuaran has become one of the developing towns in Sabah and it is the most strategic location because this route is connecting the north of Sabah to Kota Kinabalu. That is why we expected that there will be higher demand for this business in five years duration.