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FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

ARAMAN HOMESTAY
(GROUP C)

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1.1 EXECUTIVE SUMMARY

Nowadays, there are several business existed in our country which competitively. Entrepreneurship acts as the movers of the economy who involve in the business of product or service. However the entrepreneur has absolute right to make decisions of what product to produce based on relevancy. Business might give profit or gain losses but it depends on the entrepreneur to manage the business as well. Normally entrepreneur starts up their business because they want to get maximum profit as their main goal.

After we made up decision, finally we determine to state to open up Aramaii Homestay that provide hospitality service such as room for rent and expose the ethnic culture activities to the locals and foreigners. Before we make this decision, we already did various methods to identify the opportunity in the business field. Nevertheless, our company name is Aramaii Homestay which establish as a partner company. We are expecting to run the business as of first January 2014.

We choose hospitality service because we want to fully utilize the natural environment at Kundasang as well as commercializing the local ethnic culture and promote the tourism industry in Sabah. Apart from that, our aim is to become among the popular and interesting place to stay. Establish this service will help us to earn profit with a lower cost compare to other hotel and resorts and also to expand capitals and get a loyal customer. Our homestay is not only for accommodation purpose but we are offering job opportunities for the local community. This is because we want to help the improvement in the local hospitality service.

Therefore the accomplishment depends on the proper management and the proper cooperation between employers and employees whereby we provide high quality of our service by ensuring the satisfaction, serenity and savory to the customers. The great disciplinary by both parties is required to ensure business mission is achieved and performance is under the target line. Our target market help us in providing service that we are focusing at Kundasang, Ranau as it is our first step before expanding our business. Marketing analysis about our market size and competitors help us to forecast sales and build up marketing strategies.

All partners have sacrifice time, energy expertise and everything to ensure that this business plan done very well. With hope this business plan could bring us to achieve our goals.

1.2 INTRODUCTION

The business that our partnership will open up is hospitality service which is homestay and our business name is "Aramai Homestay". Our homestay is providing homestay services for the local and also the tourist a place to stay or rent for a specific time either a few days, a week or a month. We come out with the homestay business as it allows visitor to rent a room and be around with the local family for a better learn of the local lifestyle as well to improve their language and allow the visitors to learn the various culture of the villagers that living around the homestay. Other than that, we also provide a training services for the student that need a place to do their practical learning. The name of our business,"Aramai" come from the Dusun language which means "Excitement or Enjoyful" that relevant with our environment and packages provided in our homestay. Our homestay will be located at the area of mountain 'Gunung Kinabalu' called Kundasang which is very popular with its fresh air, fresh vegetable and its dairy farm. It takes approximately around 90-100 Kilometer from Kota Kinabalu town and around 2 hours of journey to arrive at our places. Aramai Homestay is strategically located because it located in the middle of place that surrounded by a lot of tourist spot that popular in Sabah such as Desa Cattle dairy farm, Sabah Tea, Poring Hotspring and Kinabalu Park. Our homestay also provide variety of package such as honeymoon package, family packages and many more. We choose homestay as our business because;

- It's a popular and interesting places to stay nowadays.
- We can earn profit with lower cost compared to hotel or resort.
- The place is strategic.
- Has bigger opportunity to expand capital and to get loyal customer.
- We can offer a job opportunity for the local community and also give contribution for the purposes of education.

At last, our aspiration for the Aramai Homestay is eventually to improve the local business and for the improvement of the hospitality service as well as our industry of tourism in Malaysia specially in Sabah, Land Below the Wind