



اَوْنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA

**FACULTY OF INFORMATION MANAGEMENT**

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**BACHELOR OF INFORMATION SCIENCE (HONS) INFORMATION  
SYSTEM MANAGEMENT (IM245)**

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**SUBJECT:**  
**Information System Management (IMS 552)**

**TITLE:**

Fly Venture Sdn.Bhd

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## 1.0 INTRODUCTION OF PROJECT

The project is about the information system which comprises by this area artificial intelligence. In this research we have chosen the Fly Venture Sdn,Bhd company as our place to make research and to our final project purpose regarding the topic.

According to What IS? (n.d) this system can help many people to explore the place of vacation very easily and faster with only one click on device. In other words describe the user may interact with the specific of the system.

## 2.0 ORGANIZATION OF BACKGROUND

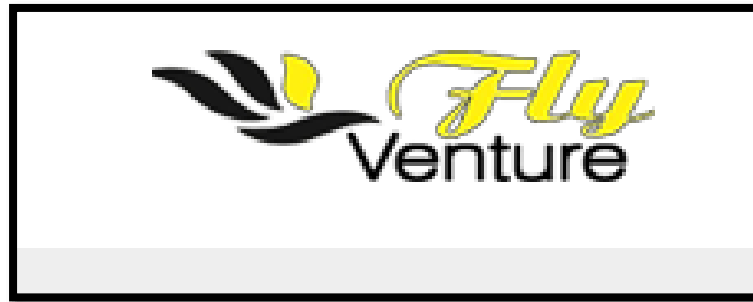


Figure 1

FLY VENTURE is a travel agent company having office in Malacca catering to the travel needs of the people. They are branded as FLY VENTURE and are known for honest pricing AND transparency. They provide specialized services in various traveling requirements to serve their leisure travellers. Media relation centre.A dedicated well trained team of holiday customer service staffs work out to deliver their service. A local call number provides easy and direct access to the Call Centre in 5 days a week. They believe in not only giving you stress free holidays but also plan your holidays in the best possible way as the hotel and resort they select are amongst the best in their respective categories. You can rely on them for your dream holidays for comforts as well as pricing, as they have special rates with all the leading Hotels & Resorts. So experience a holiday, you will never forget, wherever you go, whenever you go.

### **3.0 CORPORATE MISSION, VISSION, GOAL AND OBJECTIVES**

#### **3.1 VISSION**

The vision for the future is to greatly expand our range products / services and Lifetime Holiday business for their members. Their innovative and enthusiastic team is committed to keeping the FLY VENTURE product / service as the industry leader while at all times keeping the interest of their member's top.

#### **3.2 MISSION**

The Company's Mission is to improve and cheer up people lives by making family holidays a part of their lifestyle. They focus is on their members to ensure that they have the "the experience without the expense".

#### **3.3 OBJECTIVES**

- To promote responsible and community-based travel company so that locals can enjoy increased socio-economic benefits and improved environment.
- To promote and ensure the respect and dignity of people in tourism, marketing and promotion of tourism.
- To promote environmental awareness, conservation and sustainable use of natural resources.

#### **3.4 GOALS**

- To be a company that keeps its commitments to its vendors, travel agents and employees.
- To be a respected part of the communities where they do business.
- To incorporate technology that allows their agents to book tickets easily and efficiently to increase sales.