



UNIVERSITI TEKNOLOGI MARA
CAWANGAN SABAH

DIPLOMA IN TOURISM MANAGEMENT
FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN
KALANGADAN INN

PREPARED FOR
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1.3 EXECUTIVE SUMMARY

Kalangadan Inn is a new type of business in the market in the lodging industry. It is the first services that does not only offer the lodging facility but also offers an attraction inside the Inn itself, which is the themed room, in Sabah. We choose Kalangadan Inn as the name of the business because we want to show the authenticity of Sabah by using one of the native language which is from the kadazan ethnic.

As for the business, we are providing Inn with special features in each room. We are offering themed rooms for our customer that comes to use our lodging services. Since we are still new in the industry, we are currently offering 3 themed room which are, honeymooners' room, teenagers' room and family room together with 2 standard rooms which are made for the budget travellers and backpackers. This business was inspired by each of us as we have our own personal experience from staying in different kinds of lodging especially in the location that we have selected for this business, Kundasang, Ranau.





1.4 VISION, MISSION, & GOALS

VISION:

Providing accommodation and creating a living environment that will satisfy the customer.

MISSION:

To ensure customers are leaving the place with a memorable experience.

MOTTO: "One step closer to tranquillity"

GOALS

- ✓ To achieve an average total sales of 13,000 monthly.
- ✓ To obtain at least 60% room occupancy.

1.5 PURPOSE OF THE BUSINESS PLAN

Basically this business plan is created with a certain purpose. Below are the identified main purpose of the business plan.

- 1. As an important piece of document that will serve as a guidance to the owner, investor, supplies, customers and to our company's partner.**

Creating a clear and transparent outline for current and future referral; to avoid miscommunication or misunderstandings among all parties involved and participating as well as gaining confidence and fervour from all the stakeholders in our business endeavour.

- 2. To attract banker.**

To convince the bankers in black and white that the business an ideal investment and expected to flourish in its industry, thus obtain an incremental rise up in the capital application order to help the business venture.

- 3. As guideline for companies operation**

This is important to ensure that all the activities goes smoothly and are aligned with the organization's goals and objective in achieving long-term success in the industry.

- 4. To distribute business resources effectively**

To become cost-efficient in any task and to eliminate wastage elements in all aspects of the business.