



UNIVERSITI TEKNOLOGI MARA

FACULTY OF TOURISM AND HOTEL MANAGEMENT
DIPLOMA IN TOURISM MANAGEMENT

(ENT300)
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
WALAIKU HOMESTAY

PREPARED BY:

DANA MERLIZE GINTIK	2014254536
KELLY SIMON	2014448274
SYLVIA AHMUI MINIK@SYLVESTER	2014668368
JOSS LUKAS	2014241766
TATIANA NATASHA POUMIN	2014284692

TABLE OF CONTENTS

Acknowledgement	1
Submission of business plan	2
1.0 Executive summary	3
1.1 Introduction	4
1.2 company background	5
1.3 company's logo	6
2.0 purpose of business plan	7
3.0 Partnership background	8-12
4.0 Partnership agreement	13-14
5.0 Business location	15-16
6.0 Administrative plan	17
6.1 Introduction	18
6.2 Company's visions, missions and objectives	19
6.3 Organizational chart	20
6.4 Administrative personnel	21
6.5 Task description	22-25
6.6 Schedule or remuneration	26
Office equipment	27
Office furniture	28-29
6.7 Administrative budget	30
6.8 Workers incentive schemes	31-32
7.0 Marketing plan	33
7.1 Introduction	34
7.2 Product and service description	35-37
7.3 Target market	38
7.4 Market size	39
7.4.1 Package	40
7.5 Competitors	41
7.6 Sample product	42-44
7.7 Market share	45-47
7.8 Sales forecast	48
7.9 Marketing strategies	49-51
7.10 Marketing budget	52
8.0 Operational plan	53
8.1 Introduction	54
8.2 Purpose of operational plan	55
8.3 Operation strategies	56
8.4 Office layout	57-59
8.5 symbol	60
8.6 process charts	61-62
8.7 List of operation personnel	63
8.8 Task description	64
8.9 Furniture and fitting	65-66
8.10 Suppliers	67
8.11 Raw materials	68
8.12 Operation budget	68-69
8.13 Shop location	70

8.13 Business and operation hours	71
9.0 Financial plan	72
9.1 Introduction	73
9.2 Process of developing financial plan	74
9.3 Objective of financial plan	74
9.4 Financial strategies	74
9.5 Source of financial information	75
9.6 Financial responsibilities	75
9.7 Purpose of financial plan	75
9.8 Steps in financial plan	76
9.9 Schedule of remuneration (salary)	77
9.10 Administrative budget	78
9.11 Sales forecast	79
9.12 Marketing budget	80
9.13 Raw materials	81
9.14 Purchase budget	82
9.15 List of furniture and fitting	83-84
9.16 Operation budget	84
9.17 Projected administrative, marketing, operation expenditure	85-87
9.18 projected sales and purchases	88
9.19 increase in working capital	89
9.20 project implementation cost and source of finance	90-92
9.21 operation budget	93
9.22 depreciation and schedule	94
9.21 loan and purchases	95-96
9.23 pro-forma income statement	97-98
9.24 financial ratio analysis	99-100
10.0 Conclusion	101
11.0 Appendixes	102-105

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SUBMISSION OF BUSINESS PROPOSAL

Regarding to the request of your "Walafiku" dormitory would like to submit our business plan proposal for your approval. especially we would like to know the function of the business plan will tell information relating to the business that we are planning to do. Then, for us we are hoping that with the business plan, we can expect a successful business in the future. The business plan can be very useful as a reference to grow a who interested in doing the business.

We hope that all our efforts will give satisfaction as the ENT300 requirement and really have contributed to the success of your school.

Thank you in advance

Sincerely,

ANITA GERLUFF GINTIN

General manager of "Walafiku" dormitory

1.0 EXECUTIVE SUMMARY

We intend to start a homestay called "Walaiku". Our homestay is a cultural theme homestay, where we highlight the three major ethnics in Sabah that are kadazandusun, runigus and murut. We want to make a homestay that can give a new experience to our customers and able them to learn the culture that have in Sabah. Such as, traditional food, traditional custom, the lifestyle, souvenirs and so on. We choose to run a homestay because this kind of business nowadays is popular, especially for tourists who come to visit our country. We also want to give the best service to our customers in satisfying their needs and wants so that to keep them feel comfortable in our homestay.

This company's market potential are it will be well-known in Sabah because this type of business is very popular nowadays, so our homestay can stay long in this business industry. The business venture will start on 1 September 2019 and we intend to employ people to fill the following positions in our company.