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UNIVERSITI
TEKNOLOGI
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ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

BORNEO LEGEND & ADVENTURE ARTS

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EXECUTIVE SUMMARY

1.0 INTRODUCTION

BORNEO LEGEND & ADVENTURE ARTS is a company that operation in selling products, which is a souvenir, based on Sabah old folklore stories and interesting places in Sabah. BORNEO LEGEND & ADVENTURE ARTS are trying to bring Sabah state in the eye of the whole world by using the old folklore stories and interesting places in Sabah. By doing that, BORNEO LEGEND & ADVENTURE ARTS will tell the stories in souvenirs form to the customers and BORNEO LEGEND & ADVENTURE ARTS will surely share the legend stories in Sabah as well as interesting places to our beloved customers.

BORNEO LEGEND & ADVENTURE ARTS is trying to attract more customers especially the foreign tourists around the world as well as local customers. To make this successful, BORNEO LEGEND & ADVENTURE ARTS using more advertising types such as e-commerce, public relation in term of Facebook page and Instagram , banners, brochures, promotional mix, sales promotions, personal selling such as face to face.

BORNEO LEGEND & ADVENTURE ARTS also will do some questionnaires from customers to get feedback of business's products and we will improve the products in order to satisfy our beloved customers. BORNEO LEGEND & ADVENTURE ARTS's products available in three sizes, which are large, medium and small. Different size will come out with different prices and the customers can get any size of souvenirs they want.

6.0 MARKETING PLAN

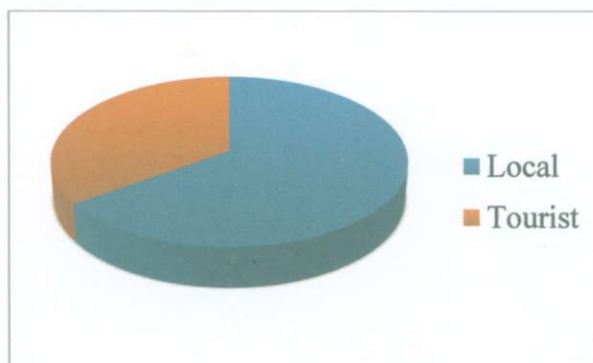
6.1 PROFILE OF PRODUCT/SERVICES

BORNEO LEGEND & ADVENTURE ARTS had produced a product, which is a souvenir. The product is representing the old folks story and interesting place. For the first edition, our company focusing on Sabah old folks story and interesting place. For all products, we provide three sizes, which is small, medium and large. The price for each product is depends on the size and the cost to produce. Other than as a souvenir, this product will promote Sabah to all tourists around the world and can attract them to visit that place.

6.2 TARGET MARKET

Target market is a group of customers who can be identified to have needs and wants that which can be satisfied by the business through the supply of goods and services.

Market segmentation can be defined as dividing market into different group of potential buyers, so that the company can focus on that group. Our company target markets will consist of local customers and tourist customers. In our opinion, tourist will be more attract to buy our product rather than local. This is because tourist is tending to buy our product and make it as a collection.



PIE CHART 1:

Rate for local & foreign tourists in Sabah