



ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP
DE'HOMESTAY

FACULTY OF PLANTATION AND AGROTECHNOLOGY
UITM SABAH

PREPARED BY:

MUHAMMAD HAFFIZAN BIN YAAKOB (2013422692)

JARED JENESEN JIKON (2013409324)

MOHD AKMAL BIN MOHD JAFRI @ YASIN (2013802272)

MOHD ALI HANAFIAH BIN MOHD TAHIR (2013469372)

JONATHAN PAUL SEVERINCES (2012607342)

MOHD FAIZAN MATIAS (2012847872)

LECTURER' S NAME: MADAM SHARIFAH NURAFIZAH BINTI SYED ANNUAR

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EXECUTIVE SUMMARY

This company established on 8 August , 2015. Our company named is De' Homestay. We choose that name because the name symbolize our identity and it is easy for our customers to remember and recognize it.

Our company choose to gived service. All of our service that we provide is based on accomodation . We choose this accomodation as our main service because there is still does not have many accommodation at that place. This will gives opportunity to our company to make this homestay successful.

In addition, our homestay also gives a job opportunity to the local people at that place. Beside that, the local people can increase their standard of living in that area. Last but not least, our company will provide high quality of service than others homestay that will satisfied our customer needs.



De'Homestay

INTRODUCTION

1.1 Introduction to the industry.

This company established on 8 August , 2015. Our company named is De' Homestay. Our company choose to gived service. All of our service that we provide is based on accomodation . We choose this accomodation as our main service because there is still does not have many accommodation at that place.This will gives opportunity to our company to make this homestay successful.

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1.2 Objective of the organization :

1) Mission

- Provide a good service to satisfied our customer.

2) Vision

To generate income of our company and increase the standard living of the local people.

3) Goals

- To become one of the best homestay at the area
- To satisfied customer needs and also compatible price.

1.3 Purpose of business plan.

- To raise and obtain support and guideline.
- To get loan from bank.
- Easy to explain the business activities.

De'Homestay

Introduction to Operation Plan

In operational plan, the physical necessities of business operation such as location and facilities will be describe. The process of operation which involve the services and the workers in our company to search a lot of information about inventory requirement and supplier for our production. In this section, it also will cover the description of how the business were run day by day.

In this stage, the customer can choose the various type of package that consist the type of room that they prefer to be in.

Operational objectives

1. Ensure all of the material and equipment are in good condition.

The material and equipment has to be in good condition. This has to be maintain to ensure our services could not be affected if there is faulty on the equipment such as damages and so on.

2. Ensure we always give the best services to our beloved customers.

We will ensure that we will give the best services on treating our customers. To be polite and practice good ethics while handling our customers.

3. To build good relationship with our supplier and customers.

The most important part in running our business is to get their trust in our business so that we can run our business smoothly.

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