



UNIVERSITI TEKNOLOGI MARA

FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN BUSINESS STUDY

ENTREPRENEURSHIP

(ENT 300)

OYSTER PARADISE

PREPARED BY :

FIONA ELZA J. TINGADON	2010408332
NUR ATHIRAH JAMLI	2010475958
INDARYANI BTE MOHD BACUK	2010275282
NATASYA FARHANAH BTE SAUDIN	2010216238

PREPARED FOR:
MR. CYRIL SUPAIN @ CHRISTOPHER
LECTURE OF ENTREPRENEURSHIP

DATE OF SUBMISSION,

18 MARCH 2013

TABLE OF CONTENT

CONTENT	PAGE
1.0 INTRODUCTION	3
1.1. Business Vision, Mission & objective	4
1.2. Logo description	5
2.0 PURPOSE OF BUSINESS PLAN	6
3.0 BUSINESS BACKGROUND	7
3.1 Location of Business	8
4.0 PARTNER BACKGROUND	10-12
4.1 Contribution by partners	13-14
4.2 Partnership agreement	15-16
	17-34
5.0 ADMINISTRATION PLAN	
6.0 MARKETING PLAN	35-70
7.0 OPERATIONAL PLAN	71-89
8.0 FINANCIAL PLAN	90-117
9.0 CONCLUSION	118
10.0 APPENDICES	119

1.1 INTRODUCTION

The name of our business is Oyster Paradise Home stay. We choose this name because we want our customer feel comfortable and the warm welcoming with us and what we want from them is they are happy and enjoy with our services and accommodation. We are offering the guest splendid and enormous vacation lifestyles.

Situated along Tuaran River at kampong Laya-laya, our home stay is offering a comfort without compromising with the nature as we are committed in making our home stay an eco-friendly homestay. Eventhough we much more close to many competitors such as Borneo Kelly Bay, Linangkit village also other hotel or Resorts along Tuaran district but we certainly are sure that this Home stay are going to be a prominent home stay in Tuaran.

In conjunction with our tagline which is the slice of paradise, we actually are trying to offer the accommodation that not only to cater the needs of traveler but also promoting the other side of kampong Laya-laya with their authentic scenery.

Here in Oyster Paradise we offer you the best services with different choices of package and also a lots of activity to be participate with. Moreover, the Restaurant that we have is offering the guest all the local delicacies and "kuih -muih" such as "Penjaram ".Futhermore, the main ingredient in our in-house restaurant are Oyster, which had been cultivate in our home stay itself.

All in all, we are relatively as a start-up business in immerse the guest with a new profound vacation home stay, and in here at the Oyster Paradise we are truly wanted the guest to enjoy a truly warm -friendly Home stay break from hustle and bustle of the city.

BUSINESS VISION, MISSION AND OBJECTIVE

LOGO DESCRIPTION

VISION

TO BECOME A VERY COMPETITIVE HOMESTAY AND WELL KNOWN OVER THE COUNTRY

MISSION

TO PROMOTE TOURISM INDUSTRY
TO OPEN THE JOB OPPURTUNITIES TO LOCAL PEOPLE
TO EXPAND HOMESTAY BUSINESS IN MALAYSIA

OBJECTIVES

GIVING EXPERIENCE OF LIFE IN THE VILLAGE HOMESTAY
INTRODUCE THE LIFESTYLE OF THE RURAL AREA PEOPLE
PROMOTE A NEW TOURISM DESTINATION.

PURPOSE OF BUSINESS PLAN

This business plan is prepared by Oyster Paradise Home Stay. The purposes are,

- a) As a guidelines in managing the business or the proposed venture.
- b) To evaluate the ability of this business whether it is able to complete with other competitors.
- c) To add the number of Bumiputera involvement as an entrepreneur for being involve in this business
- d) To show the business opportunity from home stay.
- e) To fulfill the requirement of the Entrepreneurship Studies (ENT300) subject.

