



**UNIVERSITI TEKNOLOGI MARA**

**BUSINESS PLAN  
CAPSULE HOMESTAY VILLAGE**

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Tourism industry in Sabah is very promising as the main contributor in Sabah's Gross Domestic Product is largely dependent on the tourism industry. As the tourism industry and market are developing rapidly, we are looking for an opportunity to introduce a new homestay concept to the tourism market. Capsule Homestay Village is a new concept in the tourism market as it provides a very unique and comfortable stay for tourists. Nowadays, people from different backgrounds are looking for new and interesting experiences in the tourism industry.

Next, we are sure that our partnership business relationship with our customers as one of our business philosophy that we apply in Capsule Homestay Village is marketing management philosophy that emphasize on our services that we offer to them. We believe that our partnership business will successfully compete with competitors in a few years ahead because customers are always in the search of something unique. Basically, we define Capsule Homestay Village as unique in its own way. A strategic location is also a bonus for us in making Capsule Homestay Village success in the tourism industry.

Our partnership business, Capsule Village, are willing to take the opportunity that we saw and has the potential of success provided that it is planned, managed and handled in an efficient manner. People have always needed new things regarding to technological and cultural developments that made all people around the world to try unique and new things.

## EXECUTIVE SUMMARY

### 1.0 INTRODUCTION

Capsule Homestay Village is a partnership business under tourism industry that provides unique accommodation service and outdoor recreational activities for both local tourists and foreigners. Our business is located at Kg. Kambizaan, Papar, Sabah. This location is a developing site in Papar as a tourism attraction with adorable scenery, beautiful river and surrounded by green rainforest.

Tourism industry in Sabah is very promising as the main contributor in Sabah's Gross Domestic Product is largely contributed by the tourism industry. As the tourism industry and market are developing in Sabah, Capsule Homestay Village is taking this opportunity to introduce a new homestay concept. Through unheralded users' attention, Capsule Homestay Village will slowly but surely make its way to the tourism industry's market as it provides a very unique concept of homestay and design of the building. Nowadays, people from different background are seeking for something unique and innovative in the tourism industry.

Next, we are surely believe that our team will create long-term relationship with our customers as one of our business' philosophies that we apply in Capsule Homestay Village is marketing management philosophy that emphasize on our services that we offer to them. We believe that our partnership business will successfully compete with competitors in a few years ahead because customers are always in the search of something unique. Basically, we define Capsule Homestay Village as unique in its own way. A strategic location is also a bonus for us in making Capsule Homestay Village success in the tourism industry.

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