



اُنِيُوَرْسِيْتِي تِيكْنُولُوجِي مَارَا
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TEKNOLOGI
MARA**

FUNDAMENTALS OF BUSINESS ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

PARADISE @KUNDASANG

HOMESTAY AND SERVICES

PREPARED BY

FACULTY : FACULTY OF ACCOUNTANCY
PROGRAMME : DIPLOMA OF ACCOUNTANCY (AC110)
SEMESTER : 5
GROUP MEMBERS:
1. MUHD HAFIS BIN HARBI
(2015795525)
2. SMITH ROBERT
(2015575451)
3. MOHD NORAZIZAN BIN MOHD FIRDAUS
ABDULLAH CHAM
(2015778133)
4. MOHD ZULIZZAN BIN SAZALYE DONOL
(2015119005)

PREPARED FOR

SIR MOHAMAD FIRDAUS

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TABLE OF CONTENTS

TITLE	PAGE
1.0 INTRODUCTION	
1.1 INTRODUCTION	1
1.2 PURPOSE OF BUSINESS	3
1.3 COMPANY BACKGROUND	4
1.4 LOCATION OF BUSINESS	6
1.5 PARTNERS' BACKGROUND	9
1.6 PARTNERSHIP AGREEMENT	13
2.0 ADMINISTRATION PLAN	
2.1 INTRODUCTION	17
2.2 SCHEDULE OF TASKS AND RESPONSIBILITIES	19
2.3 ORGANIZATIONAL CHART	21
2.4 SCHEDULE OF REMUNERATION	23
2.5 INCENTIVE SCHEME FOR EMPLOYEES	24
2.6 LIST OF OFFICE EQUIPMENT	26
2.7 LIST OF OFFICE STATIONERY	27
2.8 UTILITIES (MONTHLY)	28
2.9 ADMINISTRATIVE BUDGET	28
3.0 OPERATIONAL PLAN	
3.1 INTRODUCTION	29
3.2 PROCESS PLANNING	30
3.3 BUSINESS AND OPERATION HOURS	31
3.4 BUSINESS LICENSE	31
3.5 COMPONENT OF OPERATION BUDGET	32
3.6 OPERATION BUDGET	34
4.0 MARKETING PLAN	
4.1 INTRODUCTION	35
4.2 MARKET ANALYSIS	36
4.3 SERVICE PROFILE	37
4.4 SERVICE AVAILABLE	38
4.5 MARKET	41
4.6 COMPETITORS ANALYSIS	43
4.7 MARKET SIZE	46
4.8 SALES FORECAST	49
4.9 MARKETING STRATEGY	52
4.10 MARKETING PERSONNEL	58
4.11 SCHEDULE OF TASKS AND RESPONSIBILITIES	58
4.12 SCHEDULE OF REMUNERATION	59
4.13 MARKETING BUDGETS	60
5.0 FINANCIAL PLAN	
5.1 INTRODUCTION	61
5.2 OBJECTIVES OF FINANCIAL PLAN	62
5.3 FINANCIAL PLAN STRATEGIES	63
5.4 SOURCES OF FINANCIAL INFORMATION	64
5.5 EXPENSES	65
5.6 SALES AND PURCHASE PROJECTION AND DETAILS OF BUSINESS	68
5.7 PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE	70
5.8 BUDGETS (REPEATED)	71
5.9 FIXED ASSETS' AND AMORTISATION	74
5.10 PRO FORMA CASH FLOW	79
5.11 PRO FORMA INCOME STATEMENT	81
5.12 PRO FORMA BALANCE SHEET	82
5.13 FINANCIAL ANALYSIS AND RATIOS	83
5.14 FINANCIAL RATIOS (GRAPH)	84

1.1 INTRODUCTION

Paradise @Kundasang is the most refreshing concept of homestay coming soon to be located in Kampung Mata Mata Mesilau, Kundasang, Sabah that will serve both local and foreign tourists to experience a different environment of staying in a homestay. Our team pledge our full commitment in serving all guests with our very best and have them to enjoy an experience like no other.

Our partnership business is built on the opportunity given by the Sabah gift of mother nature itself. The increasing number of foreign and local tourists visiting Sabah in the recent years have shown a sign of a need in the still developing tourism industry in Sabah. And interestingly we also managed to find out that the industry is very profitable not only for business carriers but were also will economically benefits the local people as it provides more job with better payment and also helps tp boost out infrastructures as well

Tourists nowadays are different as they weren't only seeking for usual random things. They crave for a plus one services, which means they expect to get more with the money they are paying. This is the part where we, **The Paradise @Kundasang** are formed for.

We are not only going to serve our homestay guests with same random house staying experience where guest will only get good bed pillow and nice garden view balcony. We offer much much more than that.

Well, literally speaking, it is a Paradise at Kundasang ☺

1.2 PURPOSE OF THE BUSINESS PLAN

As we know business plan is the most important tools, the main plan that requires to be prepared in a specific and detail to ensure the future flow of the planned business is risk minimum. Business plan is a written documents which fully describes the all the purpose of the planned business to be undertaken in comprehensive manners. The other name for business plan are also known as a working paper, business proposal, business blue prints or prospectus.

A business plan is a written summary of entrepreneur, purpose business venture; its operational and financial detail, its target market opportunities and strategies, and its managers' skills, ability and expertise. The plan serves as an entrepreneur's guideline and road map on a journey of building a successful business with low risk of failure. It describes the direction of a business to achieve its goals, mission, vision and objectives. There are many purposes of business plan as below:

- ❖ To research and evaluate the business environment in regards of the business area.
- ❖ To show the detailed information of the business implementation.
- ❖ As the main guidelines for the business routines.
- ❖ To assess and inspect the business project viability and its growth potential
- ❖ To attract potential investors, capitalist and banker to provide loan in order to raise equity and capital
- ❖ To give the users a clear and crisp proof of the business availability

Hopefully, our business plan will be able to convince our users and to achieve our business achievements targets.