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BUSINESS PLAN - KUNDASANG GUESTHOUSE

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EXECUTIVE SUMMARY

The following is about our business which is Kundasang Guesthouse. Our business is located at Kundasang, Ranau. We strive for an excellent service that can make our customers have their loyalty to us. The service that we do is to make our guest to feel like they are at home whenever they are at our house. Thus, we need to make sure that we can provide them with anything that we are capable of. We aim for a service that can be the top among the other competitor. Our guesthouse is mainly focus on our customers' satisfaction.

OBJECTIVES

Kundasang Guesthouse is in a very competitive business based on the location. Since there are many other guesthouse that have the same business as us, we are currently trying to be the spot where people will continuously use our service or support us. Kundasang Guesthouse want to grow much more and expand our company by providing the best service. The better the service we give to our customers, the satisfied they are with us.

- To strive for growth and expansion of our company
- To make sure that the guest is satisfied with our services.

MISSION

Since the moment we started our business, we only have 2 missions that we often remind to each of us.

-To continuously apply and set the highest standards of service quality and thus justify and uphold the reputation that we have among our guests, partners, competitors and the wider community.

-To attract more and maintain the regular guest to use our services.