

UNIVERSITI TEKNOLOGI MARA

FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE (AS120)

AS1205K

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINES NAME

SWEET BOATHOUSE

ACCCOMMODATION SERVICE

PREPARED FOR:

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LETTER OF SUBMISSION

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26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title **"SNSBH Enterprise – BOATHOUSE SERVICE"** to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

……
Sharifah Nurliyana binti Saiyed Ibrahim
General Manager

ACKNOWLEDGEMENT

In the name of Allah SWT, the Most Gracious and The Most Merciful

All praises to Allah SWT and His blessing for the completion of this business plan. He have showered us with all this opportunities, trials and strength in this planning.

First of all, we express our deep sense of gratitude to Madam Ilyani binti Azer, our Fundamental of Entreprenuership lecturer for her guidance, understanding, patience and the most importantly, her positive encouragement and warm spirit that she provided in this business plan. It has been a great pleasure and honour to have her as our ENT300 lecturer.

We would like to give our special thanks for our teammates for their contribution in this business plan. Without them, we would never finished it within the time. They gave us their full passion and focus in completion our business plan although they have many assignments that need to be completed. In this period, they have show us the real teamwork in a team.

Lastly, we would like to thank all people who involved directly or indirectly in our business plan. They have been a great helper to us in completing this business plan.

EXECUTIVE SUMMARY

SNSBH Enterprise is a company offering accommodation services under the name of Sweet Boathouse. Sweet Boathouse is located by the Pekan River, Pahang. This is a strategic location where guests can feel the pleasant and calm atmosphere of the village, particularly for nature lovers and fishing enthusiasts. Our company provides customers with accommodation for three days and two nights. Each boathouse can fill customers with exactly 20 people. Customers can rent a boathouse in a group and enjoy the experience with their family and friends. There's a lot of service that the customer can experience like staying in a boathouse with three bedrooms, bathrooms, kitchen, bed and other amenities. There is also delicious food for breakfast, lunch and dinner. Other than that, a boat service is provided to customers who want to go fishing. This can also encourage fishing enthusiasts to use our boathouse as a place to catch fish.

Our company uses a number of ways to market our business to the public. Other than the website, we are also using social media such as Facebook, Instagram and others. We are going to promote our company with a signboard, a banner and a business card. From there, we can draw a lot of customers to our business. The price is also affordable for people to feel the experience of staying at a boathouse for three days and two nights with a lot of entertainments. We will ensure to offer attractive amenities to our customers with the help of experienced boathouse’s managers and employees. We will also ensure that our service can meet the demand of the customers. We know that if customers are satisfied with our services, they will come back to enjoy it again. This demonstrates the achievements of our company in bringing the best service to the beloved customers.

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