



**DIPLOMA IN PUBLIC ADMINISTRATION
& SCIENCE POLICIES**

1BORNEO WILDLIFE ADVENTURE SDN BHD

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INTRODUCTION

As we all know, tourism in Malaysia is one of the country major income. Sabah second largest industry is tourism; this industry is one of the most popular and gives a high return to the country. Sabah is one of the big states in Malaysia other than Sarawak and Pahang, and it still preserved the largest virgin jungle in Malaysia. Sabah main attraction is the beauty of the scenery and the unique fauna that can be found here, such as orangutan, proboscis monkey, Sumatra rhino, tembadau and others makes Sabah different from other state in Malaysia specifically and the whole world generally. That's why people all over the world come to Sabah.

This paper work highlighting the natural wild life in Sabah and also the enjoying the scenery and fresh air which Sabah's virgin jungle has to offer. Our wildlife adventure park lets you experience and watch the nature of the animals that mostly available in Sabah. We also provide jungle trekking, camping and barbeque site within the adventure park. Our park also provides accommodation to all local and foreign tourists to enjoy the greenies, wildlife, and the fresh air that exclusively can only be found in Sabah.

The project also helps people especially Sabahan to aware on the fauna and the beautiful scenery that have long existed in Sabah. With the total size of the park is 127.15 hectares'. The park provided the visitors chance to watch fauna that can be found mostly in Sabah, it also provide jungle activity such as jungle trekking and camping for the visitors that wants to experience the panorama in the virgin jungle of the park. The park also provides chalet for the visitor who wants to stay and relax in the park. All this is the main source of income of the project.

This project will commence around the first quarter of 2019, this will be the first private wildlife adventure park in Sabah located near small village name Kampung Numbak. If this project approved by the government, the people in the Kampung Numbak will get benefits from this project. They may improve their standard of living. The infrastructure such as road can be improved for the use of the local community.

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BUSINESS PLAN PURPOSES

1. To evaluate the project viability and growth potentials in tourism industries.
2. To act as managing plan for the guideline of potential proposed business.
3. For proper allocation of business fund and resources.
4. For applying loan in order to fund the business plan. To convince the ministry of tourism to approve loan.
5. To attract more investor foreign and local into the business so that, the business can be expanded

COMPANY MISSION AND VISION

MISSION

To be the first tourism centre in Malaysia that provides the tourist to experience the beautiful scenery and the unique of wildlife in one park. The wildlife kept in the park is for the visitors to watch the animals and take pictures of them. The chalet that provided in the park is for those visitors who want to get away from the busy life in the town or just to enjoy the scenery and the fresh air in the park. The jungle activities such as jungle trekking and camping are also provided for those visitors that want to enjoy the panorama in the jungle.

VISION

To promote this new concept of wildlife tourism centre near the central town and to help to develop the area of Kampung Numbak and Kampung Delima as one of the new tourism centre in Sabah. The wildlife adventure park helps to promote tourism in that area and attract more visitors foreign and local to visit the park.