



MARA UNIVERSITY OF TECHNOLOGY

**FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)**

**“SABAH BORNEO ADVENTURE PARK
SDN.BHD”**

GROUP MEMBERS:

BELINDA YAP@LOUIS	(2005251551)
NALINIE J. MINING	(2005251418)
NORMAN BIN SELIP	(2005251192)
PINDATUN BIN BERSON	(2005431315)
RENEUS BIN MANI	(2005251201)

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Thank you for your cooperation.

May God's bless you all.



1.1 EXECUTIVE SUMMARY

Our business, Sabah Borneo Adventure Park is a Private Limited Company which provide Extreme Games service. This business was planned and will be start in the early January 2009, with our starting workers, 14 people including us as the main leader of this company.

Our business will be located at Tuaran. This location is chosen because this place is located in between Mimpiari Jadi Resort and Rasa Ria Resort. The recruitment process will be done by using advertisement and will be implemented 3 months before starting the business.

The characteristic of this company is we are focusing on our customer that we called "friendly customer", for quality of the sports service and provide our customer with healthy life style by joining this kind of games.

Our vision is to be an international Extreme Games Service and more competitive with another company, not only in sabah but also, in other states in malaysia. Besides that, we strong desire to achieve for various services such as image consultant, and provide new extreme games service by our own company.

Furthermore, our mission is considering of satisfaction and needs of our customer by provide more extreme and fun games that can encourage people to do an exercise. Beside that, we hope the capital that we obtain through our saving and loan can gain and earn maximum profit throughout the year

We hope that our complex system, Sabah Borneo Adventure Park will be well known via guarantee quality and good Extreme Games services.