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**ETR 300
BUSINESS PLAN REPORT ON:
“FUN WORLD”**

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1.0 INTRODUCTION

Fun World is an interesting place that people should experience, find out more about it and feel the great excitement of the real situation in our park. All customers either local or foreign will get a brand new experience especially to those fun seekers. Fun world provide a comprehensive and recreational facilities. They can enjoy full of fun filled with various activities that entertain them together with their family and friends which are readily available for their comfort and convenience.

Fun World is tremendously associated with unique features consist of Jungle Wave Bay, sliders, white crystal sandy beach, recreational garden, handicraft, animal world, cafeteria and McDonald. Fun world is focusing to its unique sliders and the Jungle Wave Bay. Other features are gathered here to make Fun world different from other water park in Sabah. The other features such as cafeteria, McDonald, handicraft, and animal world can show the different from other water park whereby it had been gather together in the Fun World so that people don't have to go far away from here. The combinations are gratefully will give numerous changes in interpreting the distinguishing it from other place. In addition of this fascinating and adventure activities, Fun World has its own reason in attracting more people to come here. The reason is, that Fun World represents the fabulous place of Sabah in introducing the place that primarily focus in giving the customers leisure of joyful and fascinating with modern lifestyle. Other than that, Fun World represents the place that is chosen to be the worthy holiday destination because Sabah more focus in promoting shopping complex than leisure places.

Jungle Wave Bay is the heart of a water park. The uniqueness of fun world is associated with the wave. It is a wave pool for customers to feel the excitement of wave made by man. Besides, families can spend their free time to gather especially for those families who are busy with their work and seldom be together.