

**UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS**

ENTREPRENEURSHIP (ETR 300)

D'CABANNA BACKPACKERS LODGE

DIPLOMA IN TOURISM MANAGEMENT

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While doing this paperwork, our group gained a lot of information and knowledge in how to establish a backpacker and the procedures in establishing a backpacker. Moreover, we also learn on how an organization of the backpackers is operated and how they manage their organization.

Last but not least, we would like to express our grateful because we have been given this opportunity to do this paperwork and for all the group members of the D'Cabanna Backpackers Lodge, thank you in your full participation in this paperwork and completed the report on this Business Plan of D'Cabanna Backpackers Lodge for ETR300.

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3. Types of business are franchising.
4. Name and address of business are:
D'Cabanna Backpackers
No 24, Lorong Dewan 8800
Kota Kinabalu, Sabah, Malaysia
5. In the partnership Act 1961, this business is established by the agreement of members. The partnership will be continued until it exist the matters that will cause the breach of a partnership business. Law of partnership is stated:

1.1 INTRODUCTION BUSINESS PLAN

Tourism industry in present is growing rapidly. With the support of the government, the industry is now the third largest industry in the country. Tourism industry generates income to the country, provide job opportunities, exchanging of culture and technology and many more. Other than that, these are the factors on why we have selected lodging industry as our main business.

- a. Low budget hotel with high demand among the budget travelers.
- b. To understand the needs and wants of the customer by providing lodging to the low budget travelers.
- c. High potential to earn profit during the high season.
- d. Low investment to start the business but possible making profit.
- e. Tourism is the third largest industry in Malaysia, therefore the necessity of lodging is becoming important.

Furthermore, we also see the future potential of this business. In the future we planned to open up our own café to our guests, to provide transfer service from airport to lodging, to expand the business by opening up new branches in West Malaysia, to create our own packages to our own guests, and open a ticketing division for domestic tours such as to the Sepilok, Sandakan, peninsular Malaysia and so on.