**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**DIPLOMA IN PUBLIC ADMINISTRATION (AM 110)**

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**FUNDAMENTALS OF ENTREPRENEURSHIP**

BUSINESS PLAN REPORT ( 50%)

RAINFOREST RESORT HOMESTAY

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## EXECUTIVE SUMMARY

Rainforest Resort Homestay is a proposed tourism and accommodation business located in Ranau, Sabah, Malaysia. The business is developed based on the core concept of "Nature Healing," which focuses on providing a peaceful and relaxing environment for customers who wish to escape from the busy lifestyle of urban areas. The homestay targets various groups of customers including tourists, families, backpackers, couples, and nature lovers who are searching for affordable and comfortable accommodation surrounded by natural scenery.

The idea of establishing Rainforest Resort Homestay is inspired by the increasing number of tourists visiting Ranau every year. Although the tourism industry in Ranau continues to grow rapidly, there is still high demand for accommodation that combines affordable prices, comfortable facilities, and peaceful natural surroundings. Therefore, the business aims to fulfill this gap in the market by offering accommodation services that integrate modern facilities, traditional Sabahan hospitality, and eco-tourism experiences to create memorable stays for guests.

The homestay plans to provide fully furnished guest rooms together with several facilities such as free WiFi, parking areas, BBQ areas, a shared kitchen, campfire zones, outdoor leisure spaces, and transportation services. In the future, the business also plans to introduce additional tourism activities including hiking, sightseeing tours, and guided tours around Ranau and nearby tourist attractions. All facilities and services are designed to prioritize customer comfort, satisfaction, and relaxation.

Rainforest Resort Homestay is managed by six partners who share responsibilities according to their respective positions, namely General Manager, Assistant General Manager, Administrative Manager, Marketing Manager, Operation Manager, and Financial Manager. Each partner plays an important role in ensuring smooth business operations and effective management. The business emphasizes professionalism, teamwork, customer satisfaction, and high-quality service as its core organizational values.

The marketing strategy mainly focuses on digital marketing through social media platforms and online booking applications such as TikTok, Instagram, Facebook, Agoda, Airbnb, and Booking.com. In addition, the business also uses posters, online advertisements, and promotional

## 1.0 INTRODUCTION

Rainforest Resort Homestay is a proposed partnership business located in Ranau, Sabah, Malaysia. The business focuses on the tourism and accommodation industry by providing comfortable, peaceful, and affordable accommodation surrounded by beautiful rainforest scenery. The business is developed based on the concept of "Nature Healing," which aims to provide relaxing experiences for tourists who want to escape from busy city lifestyles and enjoy natural environments.

Ranau is one of the most popular tourist destinations in Sabah because of its cool weather, mountains, rivers, waterfalls, and eco-tourism attractions. Every year, many local and international tourists visit Ranau for sightseeing, short vacations, hiking, and relaxation activities. However, there is still high demand for accommodation that combines affordable prices, comfortable facilities, and peaceful natural surroundings. Therefore, Rainforest Resort Homestay aims to fulfill this demand by providing accommodation services that focus on customer comfort and satisfaction.

The homestay plans to provide several facilities and services such as fully furnished guest rooms, free WiFi, parking areas, BBQ areas, a shared kitchen, campfire zones, outdoor leisure spaces, and transportation services. Besides accommodation services, the business also plans to introduce tourism activities including hiking, sightseeing tours, and guided tours around Ranau and nearby tourist attractions. All facilities and services are designed to provide memorable and comfortable experiences for guests.

Rainforest Resort Homestay operates as a partnership business consisting of six partners who manage different departments such as administration, marketing, operations, and finance. Each partner contributes business capital, skills, ideas, and responsibilities to ensure smooth business operations and effective management. The business emphasizes professionalism, teamwork, customer satisfaction, and high-quality service as its main organizational values.

With the continuous growth of Sabah's tourism industry, Rainforest Resort Homestay has strong potential to become one of the preferred homestay accommodations in Ranau. Through strategic location, quality services, affordable pricing, and peaceful rainforest surroundings, the business aims to provide unique eco-tourism and relaxation experiences for all guests.