



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
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MARA

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BUSINESS PLAN REPORT (A3)

(SERENITY RESORT)

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We hope that this business plan reflects the knowledge and experience we have gained throughout the course and serves as a valuable reference for future entrepreneurial endeavors.

EXECUTIVE SUMMARY

This business plan presents the proposed establishment of Serenity Resort, an eco-luxury hospitality business located in Lok Kawi, Putatan, Sabah. Guided by the tagline “Where the Sea Whispers Serenity,” the resort aims to provide premium accommodation and wellness experiences in a peaceful coastal environment while promoting environmental sustainability.

Serenity Resort offers a range of exclusive accommodation options, including overwater chalets, beachfront villas, and eco-friendly suites. In addition to accommodation services, the resort provides wellness facilities such as spa treatments, yoga sessions, meditation, snorkelling, guided eco-tours, and other recreational activities designed to deliver a memorable and relaxing holiday experience.

The business plan consists of five main components which is business background, administration, marketing, operations, and financial planning. The administrative plan outlines the organizational structure, management responsibilities, business objectives, and administrative budget. The marketing plan focuses on attracting domestic and international tourists through premium positioning, digital marketing strategies, and sustainable tourism practices. The operational plan emphasizes efficient service delivery, quality management, environmental responsibility, and customer satisfaction. Meanwhile, the financial plan demonstrates the project's feasibility through capital investment, projected sales, cash flow, income statements, and balance sheets.

Serenity Resort is strategically located near Kota Kinabalu International Airport and several popular tourist attractions, giving it a competitive advantage in attracting both local and international visitors. The business is expected to capture a significant share of the eco-luxury tourism market by providing personalized services, high-quality facilities, and exceptional hospitality.

Overall, this business plan demonstrates that Serenity Resort has strong potential to become a successful and sustainable hospitality business in Sabah. With effective management, sound financial planning, and continuous commitment to service excellence, Serenity Resort is well-positioned to achieve long-term growth while contributing to the development of the local tourism industry and economy.