



**UNIVERSITI TEKNOLOGI MARA CAWANGAN  
KELANTAN**

**GROUP ASSIGNMENT  
(BUSINESS PLAN)**

**PRINCIPLES OF ENTREPRENEURSHIP  
(ENT530)**

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*done!*

## Executive summary

A & A Travel & Tours offers services which is offers variety of package for travel abroad or in domestic for customer, providing travel equipment and the other service such as ticketing, visa and transportation.

A & A Travel & Tours established on 2020 and located Unit 49, Level 1, Kota Bharu City Point, Seksyen 11, 15350 Kota Bharu, Kelantan. This company consists 10 staff all together which is every department have one manager and help by five co-workers. "Beyond your dream, within your reached" is our motto. As a tour designer, holiday planner and trip advisor with vast experience and consultation with full of travel tips and product knowledge, we provide you right vacation that will meet your touring budget. Customer will not regret if purchase packages from this agency.

A&A Travel & Tour provides many holiday packages which is international and domestic tours and services such as application for visa and travel insurance. This is reliable company and vast experience on product knowledge in tourism industry, this make customer satisfied once they purchased packages offered because price is affordable however our company offered a little bit expensive price than other company

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## COMPANY PROFILE

### I. Details of company name and logo



Our company name is A&A Travel and Tours which is acronym A&A stands for name of groups member which is Arishya, Aisyah, Asma and NoorizA. The color of A&A Travel and Tours is pink color in which means the girls power. The picture of beach stands for most of our customers prefer go to travel in country which is that country have beach such as Bali, Indonesia. The picture of aeroplane means that transportation that our company used for bring the customer go to travel. Mostly our company used Air Asia or Malaysia Airlines. The background of our company logo is white color. White color can significant as honesty, purity and sincerity among our workers that willing work in our company. Our company trademark is "Beyond your dream, within your reach". It means that when customer purchased our services, customer will get more than their expectation.