



**ENT 300  
FUNDAMENTAL OF ENTREPRENURSHIP**

**“CLOUDS HOMESTAY ENTERPRISE”**

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## **PART 1: INTRODUCTION**

### **1.1 EXECUTIVE SUMMARY**

The number of tourist coming to Sabah increases over the year, as in 2015, the number of tourist was 3,230,645 based on the statistics report issued by Sabah Tourism Board. The huge market size in the tourism industry leads us to introduce our home-stay situated in Tambunan, namely Clouds Homestay Enterprise.

#### **Why you need to visit our Clouds Homestay Enterprise?**

We provide traditional-approach style of home-stay to our visitors in order to introduce our culture in the eyes of the world. Our home-stay is situated nearby the Mahua waterfall, and you can enjoy the panoramic scenery and be one with the nature. You can also learn how to prepare traditional Dusun foods and learn Dusun traditional dance.

#### **What kind of services we offer in Clouds Homestay Enterprise?**

We offer 2 family rooms with 2 rooms and 8 deluxe twin rooms, made from bamboo. Our package includes meals (breakfast, lunch and dinner) and some activities such as visiting Mahua waterfall, and visiting Pasar Tambunan held every Thursday.

#### **How are we going to promote our Clouds Homestay Enterprise?**

It is expected that our home-stay will get many attention from various travel agents such as Tedar Tours & Travel Sdn Bhd and PEAK Adventure Travel Sdn Bhd, as we are going to market our services via travel agencies, online agent such as Agoda, and online marketing via Facebook and Instagram.

We believe that our home-stay will be a center of attraction of tourists in the near future, as we provide the best hospitality for you and your family.

**Homestays**  
Tambunan, Sabah.

## **1.2 PURPOSE**

We are running the home-stay program because we would like to promote Sabah in the eyes of the world. Plus, we would like to give economic opportunity to the villagers surrounding in order to help them to improve their living standard. Developing such a place in Tambunan could boost the economy in Tambunan, and it may be one of the incubator centers of tourism industry in Sabah.

## **1.3 COMPANY / BUSINESS BACKGROUND**

Our company name is Clouds Homestay Enterprise. It is form as a partnership by five people, as all of us contribute RM50,000 as a capital to run the home-stay business. Our home-stay is situated at Kg Patau, nearby Mahua waterfall. The place is also surrounded by villagers' home.

## **1.4 PARTNERS BACKGROUND**

Pazzi Lyn Martin was born in Sandakan. She started her first school at SJK (C) Ming Chung, Batu 14, Sepilok, Sandakan. Her passion in business had blossomed during her time in secondary school, where she used to involve in business activities held by her school. Now she is furthering her study at Universiti Teknologi MARA Kota Kinabalu in Diploma of Business Studies program.

Farisha Audrina Sherwan was born in Kota Kinabalu. The eldest from 3 siblings, she has a lot of experience in doing small businesses during her time in school. Now she is furthering her study at Universiti Teknologi MARA Kota Kinabalu in Diploma of Business Studies program.

Bernd Rosemont Juking was born in Ranau. His specialties is in computer skill and management, where he used to do financial reports to his team when their team had completed some activities and to have post-mortem meeting for evaluation purpose. Now he is furthering her study at Universiti Teknologi MARA Kota Kinabalu in Diploma of Business Studies program.

Rabiatul Adawiyah Anuar was born in Sandakan. She used to involve in her father's business operation, as she exposed to the business world in the early age. Inspired by her father, she is determined to have her own business in the future. Now she is furthering her study at Universiti Teknologi MARA Kota Kinabalu in Diploma of Business Studies program.

Mohd Azri bin Azlan was born in Kota Kinabalu. Helping his parents selling their products in the market boost his interest more in business world. Now she is furthering her study at Universiti Teknologi MARA Kota Kinabalu in Diploma of Business Studies program.