

UNIVERSITI TEKNOLOGI MARA

**STRATEGIC ANALYSIS OF
MONGKOS HOMESTAY**

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for the degree of
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ABSTRACT

The objectives of this study are to conduct strategic business analysis for Mongkos Homestay in terms of its marketing, operations, finance and management activities and to investigate the critical success factors for homestay business. Our investigation shows that Mongkos Homestay needs to improve on the areas mentioned above to enable it to sustain and flourish in the industry. Besides that, through the analysis of TOWS matrix, Mongkos Homestay can execute various strategies to utilize its potential opportunities and existing strengths. And at the same time, it is able to react positively to its weaknesses and external threats.

Our research found that the critical success factors for homestay business are:

- Support from committee, local communities, and host family,
- Proactive coordinator and strong Leadership,
- Attractive packages,
- Effective marketing strategy,
- Strategic location or ease of accessibility,
- Previous recognition received by the villages (GDW, SMEs activities)
- Uniqueness (Cultural, Flora and Fauna, and etc),
- Comfort facilities provided by the host families,
- Hygiene, and
- Collaboration between travel agents, tour operators and etc.

CANDIDATES' DECLARATION

We, hereby declare that the work in this thesis was carried out with the regulations of Universiti Teknologi MARA. It is original and is the result of our own work, unless otherwise indicated or acknowledge as referenced work. This topic has not been submitted to any other academic institutions or non-academic institution for any other degree or qualification.

In the event that our thesis be found to violate the conditions mentioned above, we voluntarily waive the right of conferment of our degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

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TABLE OF CONTENTS

	Page
TITLE PAGE	i
ABSTRACTS	ii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
LIST OF ABBREVIATIONS	ix
1.0 INTRODUCTION	1
1.1 Background of the Study	
1.2 Company/Organization Profile	
1.2.1 The Business	
1.2.2 The Management Team	
1.3 Problem Statement	
1.4 Objectives of the Study	
1.5 Limitations of the Study	
1.6 Scope of Study	
1.7 Significance of Study	
2.0 BACKGROUND OF STUDY	11
2.1 Concepts of Homestay	
2.2 Scenario in Homestay Industry	
2.3 Homestay Industry in Malaysia	
2.4 Homestay Industry in Sarawak	
2.5 Industry Requirements	
2.6 Expectations from Homestay Programme	
2.7 Critical Success Factors in Homestay Industry in Malaysia	
2.8 The Strategic Management Concept	

1.0 INTRODUCTION

1.1 Background of the Study

One hundred and three kilometer or one hour forty-five minutes journey from Kuching city through green scenery of oil palm plantation bring us to Kampung Mongkos, inhabited by a Bidayuh community. Please refer Appendix 1 for Malaysia and Sarawak map and Appendix 2 for the road map from Serian town to Kampung Mongkos. The Bidayuh community had occupied the village ever since the occupation of Japanese in Tanah Melayu in 1947. The kampung folks earn their living through agricultural activities.

Figure 1.1 (a)
Paddy field along the roadside to the
Kampung



Figure 1.1(b)
Bidayuh woman with their pepper plants