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APPENDICES

2.1 INTRODUCTION

Administration plan is usually involved the organizing plan of the company business. In this scope, the person who holds the administration manager which under Administration Department, plays a big role in providing important information of the logistic and organizational that will support the operation of the company. This department also provides the assist to the General Manager besides perform other related work as required. The successful of the business always depend on these common traits which are company culture, customer service, attitude, business strategy, discipline, risk, financial roadmap, business progress and so on. The areas of program responsibility including accounting budgeting, financial planning and reporting, debt and cash management, purchasing, information systems, liability insurance and also customer service.

2.1.1 BUSINESS VISION

To achieve a minimum 1% of the total global tourism receipt in craft by the year 2020.

2.1.2 MISSION

To market position Sabah, Malaysia Borneo as the premier nature adventure destination in the world.

“We Unite, We Serve and We Achieve!!”

2.1.3 OBJECTIVE

- ✦ To promote, develop, improve and encourage tourism, tourist trades and all other means and ways of attracting tourists, travelers and others to Sabah Borneo in particular, and to Malaysia in general.

- ✦ To encourage, persuade and advice residents of other states in Malaysia and residents of neighboring countries and elsewhere to spend their holidays in Sabah.

- ✦ To promote the demand for O'Borneo handicrafts and other products made in Sabah.