



اُنيڤرسيتي ٽيكنولوگي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT 300**

**FUNDAMENTAL OF ENTREPRENEURSHIP**

**BUSINESS PLAN**

**"U'rDream Boutique Hotel"**



**Prepared by,**

<b>NAME</b>	<b>MATRICES NUMBER</b>
<b>Siti Zullayha Zulkapli</b>	<b>2010517121</b>
<b>Priscilla Rimin</b>	<b>2010321897</b>
<b>Yvonne Ludayan Bakansing</b>	<b>2010589311</b>

## EXECUTIVE SUMMARY

U'rDream Boutique Hotel aim to providing a service by giving the memorable experience to the customer when they stay at our boutique hotel.

Our business will be open on July 2015 and it will be organize by three partners which is Siti Zullayha Zulkpli act as the CEO for the hotel, Priscilla Rimin act as the Marketing Manager and Yvonne Ludayan Bakansing as the Financial Manager. Our hotel is located at Blu Summersuit, Kota Kinabalu, Sabah.

Basically our hotel provides our customers, services such as room services, housekeeping, spa and relaxation, providing information, luggage handling and ancillary services. U'rDream Boutique Hotel are focusing their target market on the premier people and also the inbound tourists.

The main purposes of our business are we provide the rooms with variety types of themes. We believed that by provide different types of accommodation for our customers it will help our hotel to stay survive in the industry of hospitality. U'rDream Boutique Hotel is not only acted as accommodations but it is also act as the tourism attraction. Based on our research according to Brooke Barrett CEO of Denihan Hospitality group said that people are looking for highly personalized service, so our companies come out with the U'rDream Boutique Hotel because we believed boutique hotel premise is based on providing services that suit customer preference.

In the future we are planning to increase our profit and also want people to be aware to our about our businesses which is the boutique hotel and built a good relationship with the potential customers and by keep in touch with the customer it will bring the benefits to Sabah itself because people will spread the news to their friends and relative about our product that is located in Sabah.

We hope that our Boutique Hotel, U'rDream Boutique Hotel will be as success like the others competitors and will bring our industry to the international level same as the other develop country in the world.

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## 1.0 INTRODUCTION

The name of our business is U'rDream Boutique Hotel. We are providing room for the potential customers. Room that we provide is not ordinary rooms that similar to the other hotel provide their room to their customer. What make our room different from the other hotel room is our room is come up with variety of theme. Each of our room has their own theme, story and characteristic itself.

U'rDream Boutique Hotel vision is to become the pioneer boutique hotel in Sabah since we have found out that there is one of hotel that declare they business as the boutique hotel in Kota Kinabalu areas however their hotel does not fulfill the requirement of the boutique hotel concepts so that means our hotel was the first one that have all the requirements that the boutique hotel should have.

U'rDream Boutique Hotel mission are we will be using magazine, websites, signboard, brochures, and business card to promote our hotel to the potential customers. By maintaining the good standard of service towards our customers we believed that it will bring a success to the hotel and the trust of the customer to purchase our service again and this will help to increase the profits and help our hotel to stay survive in the business industry. We also believe that by maintaining the high level of the staff will show the professional of our service to the customers and to be able to compete with the others competitors.

We believe that with this variety of theme rooms, we will attract the potential customers to purchase our service and to be different from our competitors.