



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT 300)

BORNEO OASIS BOUTIQUE CHALET

PREPARED BY:

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## Introduction

### 1.1 Executive Summary

In making our business to a new business venture there are six main anchor which will lead Borneo Oasis Boutique Chalet that is Mr. Muhammad Izzat Haziq as a General Manager, Administrative department lead by Mr. Amirul Hamdan, Operational department lead by Mr. Zulhilmi Khairi, Marketing department which operated by Mr. Donatello Carl, and last but not least the Financial department by Mr. Rafi Ruslan. These are the main person as well as the group of our partnership members that will operate the business and there will be supporting staff in managing our chalet. Each of this position is very important to ensure the business objective, vision and mission to be achieved. In this partnership business, an agreement has been made to prevent several problem that might be occur in the future, which has been agreed by each member in the partnership.

Our business has provided an incentive scheme for employee to encourage them to more responsible and have a high commitment in carrying their job such as salary, employee's provident fund (EPF), Social Security Organization (SOCSO), emergency leave, bonus, insurance and maternity leave. Besides that, cash contribution from each of our partners to commence the business is RM30,000 followed by few of non-current asset and office equipment.

Borneo Oasis is the name that we are used as business name. We've pick it based on the place of our business location which is in Borneo Sabah and Oasis as a reflection of the beautiful natural environment in Sabah. It was formally open on the 20th of January 2013 and was operated on the 13th of January 2012. Borneo Oasis Boutique Chalet was placed at Kg Sayap – Sayap, Kota Belud where it is beside waterfall and the main reason behind the opening of our Chalet is actually to promote the Sabah culture in one roof where our chalet will be designed according to the 32 ethnics existed in Sabah, we also wanted to reveal the original ethnic food in Sabah to our clients and

also in making Malaysia especially Sabah to be known through our chalet which is the Borneo Oasis.

Borneo Oasis Boutique Chalet is a service operated business under the IzzatWong & Partners Company, we provide service for our customers in food and beverage, housekeeping, front office, recreational and several other oriented service. Borneo Oasis Boutique will operate in ongoing basis which means on weekdays, weekends and public holidays, for that we will have our staff roster.

Our business location is forty-five minutes' drive from Kota Kinabalu, BORNEO OASIS Chalet located in Kampung Sayap-Sayap, Kota Belud, Sabah. The selected location provides our business with a good view where there is waterfalls in that particular area that will be an advantage to the business. We will market our business through our main website, fliers, newspaper ad, and brochure and kiosk center. By using these tools we are able to attract customers internally and externally effectively. Basically, we are targeting mainly on foreigner whose prefer kampong- like ambiance that is farther from the city hub and also who love entertaining themselves with the nature. We are certain to attract customers to come and experience the service we provide for them as we are offering for them very affordable prices suited with the service that we provide for them.

The purpose of making this business proposal is to be implemented directly boost the National Income of Malaysia, reduce the unemployment rate in Malaysia especially in Kota Belud and to promote Malaysia unique culture through this establishment of the boutique chalet.

## **1.2 Business plan purposes**

This business plan is prepared by IzzatWong & Partners for the purpose of:

This project will be implemented directly boost the National Income of Malaysia

To reduce the unemployment rate in Malaysia especially in Kota Belud

Gain profit from the project

Boutique Chalet is another step taken by Borneo Oasis to promote Malaysia's unique culture through this establishment of the boutique chalet.

## **1.3 Background of Business Plan**

### **1.3.1 Vision**

To provide a service that can encourage domestic and international tourist to come to Sabah

Become one of the reason tourist to Sabah

Provide the tourist with the new excitement of having beautiful sightseeing

### **1.3.2 Mission.**

To ensure customer always feel comfortable and satisfy with our services

Always ensure to give customer the best services and practicing the customer services

To be well known chalet company that a different concept home-stay in Malaysia

### **1.3.3 Objectives**

To manage Human resources properly

To fulfill customers needs

Make know the tourist the beautiful, lovely and interesting place.

Attract more tourists in Sabah

### **1.3.5 Location of the Business.**

The location of this business operated is located in Kampung Sayap-Sayap, Kota Belud, Sabah. The selected location provides our business with a good view where there is waterfalls in that particular area that will be an advantage to the business. Meanwhile the main head-quarter for our business is located at Alamesra, Kota Kinabalu, Sabah. This is because Alamesra is a strategic area to open a business due to the rapid development around that area.

### **1.3.6 Business Plan Purpose.**

This business plan is prepared by IzzatWong & Partners for the purpose of obtaining a capital loan from debtors

**1.3.7 Name of the Business** : **Borneo Oasis Boutique Chalet**

**1.3.8 Business Address** : **IZZATWONG & PARTNERS,  
BORNEO OASIS BOUTIQUE  
CHALET, Lot no.152, Alamesra  
Plaza Permai, Sulaman Coastal  
Highway,  
88400 Kota Kinabalu, Sabah**

**1.3.9 Contact Number** : **088 444 555**

**1.3.10 Form of Business** : **Partnership business**

**1.3.11 Main Activity** : **home-stay services**

**1.3.12 Date of Commencement** : **13th January 2012**