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اَوْنِبُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



**ENT 530: PRINCIPLES OF
ENTREPRENEURSHIP
GROUP ASSIGNMENT : BUSINESS PLANNING
AZZIY ENTERPRISE**

PREPARED FOR : MDM ZANARIAH BINTI ZAINAL ABIDIN

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INTRODUCTION

Name of Business : Azziy Enterprise
Nature of Business : Tourism
Location of Business : Sabak Bernam
Date of Business Commencement : 19 January 2019
Future prospect of the business : Social Media, Email, Influencers

PURPOSE

To apply for a loan of RM 350,000 from SME Bank (get from sources of finance)

1. BUSINESS BACKGROUND

Name of Business	AZZIY BOUTIQUE CHALET SABAK BERNAM
Address	Sungai Lang, 45400 Sungai Ayer Tawar Selangor
Email/Website	Email: azziychalet@gmail.com Website: azziychaletsabakbernam.com
Form of Business	Partnership
Main Business Activity	Tourism
Date of Business Registration	18 Ogos 2018
Date of Commencement	19 January 2019
Name of Bank	CIMB BANK
Bank account number	
Initial (own) Capital	107,000.00

3. ADMINISTRATION PLAN

3.1 VISION

- Our commitment to providing guest with unique standards of hospitality with innovation and high technology room with a fusion of industrial chic and street art theme.
- To be recognised as unique chalet with affordable price.
- To be recognizable by service and product quality standard and to be consistent in promotion of excellence
- To be the first choice of guests, students, family, colleagues and business partners.
- To provide employment opportunities around Sabak Bernam through tourism and destination family resort recreation

3.2 MISSION

- Our chalet focuses on to delight our guests every time by creating engaging experiences straight from our heart.
- To develop and manage hotel properties that provide the best guest experiences possible
- We are the preferred destination of choice offering professional, personalised, flexible hospitality and service to the discerning business and leisure market.
- To exceed guest expectations. To inspire and motivate employees. To achieve excellent financial results.
- Azziy Boutique Chalet is an intimate Chalet that is uniquely designed and is dedicated to providing a warm and comfortable personalized service with a special attention to detail.