



Diploma in Office Management and Technology

ETR 300
FUNDAMENTALS OF ENTREPRENEURSHIP
PARADISE TRAVEL & TOURS SDN. BHD.

Prepared for:

Professor Madya Norsidah Ahmad

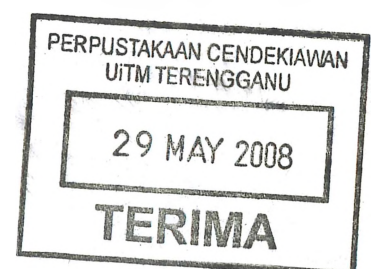
Prepared by:

OMD50A

Norhainani Mohd Hashim Rani	2005469769
Nor Ashikin Abdullah	2005469307
Khairani Kamal	2005469520
Nik Nurul Syamimi Md. Kasim	2005469689
Nur Alyani Abd. Aziz	2005695307
Nur Murhasuani Murad	2005695353

Faculty of Office Management and Technology
MARA Technology of University
23000 Dungun, Terengganu
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Unit Perkhidmatan Maklumat
Perpustakaan Cendekiawan
UiTM Terengganu



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Paradise Travel and Tours Sdn.Bhd / Norhainani Mohd Hashim
Rani...[et.al.].

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Norhainani Mohd Hashim Rani

Nor Ashikin Abdullah

Khairani Kamal

Nik Nurul Syamimi Md. Kasim

Nur Alyani Abd. Aziz

Nur Murhasuani Murad

Executive Summary

This business plan was prepared for the reader to get expose with our incoming business. This business plan provide information about our services, market potential, project management, project cost and our expected returns.

As a travel agency, our services focus more on transporting customer to several islands and connecting them to their chosen resort.

For the market potential we put our target to East Cost of Malaysia, which are Kelantan, Terengganu and Pahang and we would like to expend this target market wider within 10 years.

We manage this project according to administrative, marketing and operation plan in order to make it well organized.

The total cost for this project is 301 666, and our capital comes from our members contribution and loan.

Our business is expected to be commencing in January 2008 and we expect to have a returned of capital within the first three years.

CHAPTER 1: INTRODUCTION

Our company's name is Paradise Travel & Tours Sdn. Bhd which will be commencing on January 2008. Our business form is private limited company. We have six shareholders who is Norhainani Mohd Hashim Rani, which hold the highest share (30%), followed by Nor Ashikin Abdullah (20%), Nik Nurul Syamimi Md Kasim (15%), Nur Murhasuani Murad (15%), Khairani Kamal (10%), Nur Alyani Abd. Aziz (10%).

Our company provides services such as tourist guide, tourist arrangement, holiday packages, one day package and transportation to jetty. All of these services only provided throughout Terengganu.

Paradise Travel & Tours Sdn. Bhd. located at 47, Jalan Sultan Zainal Abidin, 20000 Kuala Terengganu, Terengganu. It is near the Marang Jetty.

We want to develop this business according to several factors. The first one is we choose this industry because Terengganu have lots of beautiful island that can attract local and foreign tourist. Another reason is 2008 is the year of visiting Terengganu.

We want to develop this business according to several factors. The first one is, because of our interest in tourism and we want other to share the same interest with us.

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