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KAMPUS KOTA SAMARAHAN**

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DIPLOMA IN PUBLIC ADMINISTRATION

SUNSHINE PARADISE TRAVEL AGENCY

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Above is our business logo that represents our business entity. The object and colors each have their own meaning. The explanations about the meaning of the logo are as given below:

Sun : It represents the mood and the environment of our travel agency which is relaxing and comfortable and that we welcome everyone to come over. It also has its uniqueness in the design that adds the sense of attraction to customers.

Shine ; Represent the feeling of happiness and that spread when customers come to get our services.

The Colors : The bright colors represent the different attitude and personality from other agencies in terms of services, quality and satisfactions.

Smiley face: Represent the happy and enjoyment feeling when customers come to get our service.

INTRODUCTION

A. NAME OF THE BUSINESS

We have given our travel agency name as '**SUNSHINE TRAVEL AGENCY**' as the business provide traveling and tour guiding service. The name chosen reflects the moods and satisfactions that customers will gain when receiving our service. It is hope that the name that we picked would give a sense of attractions to customers.

B. NATURE OF THE BUSINESS

Our business will be based on service and the major concerns of this business are giving guides and packages for tours around the State of Sarawak. Our travel agency is specialized in 'in-bound tour' which means we are providing service for tour only within the State of Sarawak and does not include any other places outside its boundary. We also offer our customers with interesting and attractive packages which they can choose depending on their own budgets and requests.

G. PURPOSE OF THE BUSINESS PLAN

The purposes of the business plan are as follows:

- 2.1 This business plan is made with an intention to inform the concerning parties about the background, nature, and prospects of the business.
- 2.2 This business plan also acts as a guide for the management of the business.
- 2.3 It is a reference for the allocation of resources of the business.
- 2.4 It is to avoid misconduct of the management in handling the business and avoid wastage.
- 2.5 It is also to avoid misunderstandings and help the management in the decision making process.