



Fundamentals of Entrepreneurship(ENT300)

Island Travel Semporna

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Executive summary

In this business plan, we are a travel agency that gives services to not only Malaysian people but also we would be give services to foreign tourist visiting Semporna. We are providing a package of services that includes, sightseeing, hiking and snorkelling, to make people aware of the environment.

Other than that we choose this type of business because we know that services like travel agency are profitable and marketable among society nowadays. Furthermore, we as a travel agency always try to make our customer satisfy with our service so that our customer will use our services again. The price in our package is relevant, affordable and suitable for all level of income.

Our Vision is to be the best tour company in Malaysia. While our Mission is to give the best service to make the customers satisfied and fulfil their demand, other than that we also want to influence people to visit the best place in Sabah like Semporna and we also want to promote the culture and place in Sabah Borneo with a reasonable prices.