



UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
RIANG RIA TRAVEL AGENCY

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Based on the delivery of service	
FUTURE PROSPECTS OF THE BUSINESS	
NAME OF COMPANY	Riang Ria Holiday Sdn Berhad
ADDRESS	Pusat bandar, 88000 Kota Kinabalu, Sabah, Malaysia
NATURE OF BUSINESS	This company runs a business relating to the tourism industry which it aims to provide tour and travel services. Basically, the company is providing services like transportations, flight bookings, and accommodations and also touring services for the convenience of all the clients especially the foreign tourists who have never been to Sabah, Malaysia.
FACTORS IN SELECTING THE PROPOSED BUSINESS	There are some of the factors found that leads to the selection of the proposed of this business. It can be seen as follows: I. There is a big opportunity to enter the industry of the tourism and travelling agency II. There is a high in demand among the visitors and foreigners III. There is a space for a new-born company IV. There is an opportunity to enhance the tourism industry of the country V. There is a chance in enhancing the country's economics VI. There is a chance of high-earnings of profit