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FACULTY OF HOTEL AND TOURISM MANAGEMENT
DIPLOMA IN TOURISM MANAGEMENT (HM111)

ENTREPRENEURSHIP 300
(ETR300)

MUSSEL VILLAGE

SALINAN FOTO TIDAK DIBENARKAN

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In this Business Plan, all the information consisted are given and made by our effort without any illegal reference by other people. The information that consisted in this Business Plan is based on administration, operation, marketing and financial matter, whereby it comes out from our own research. However in order to fulfill this assessment very well, we also have to make some references from certain books.

As the general information for you madam and to everyone that should be, below are the main figures of our Business Plan

Type of business	: Partnership
Total member	: 5
Business specification	: Mussel Production and Homestay

1.0 INTRODUCTION

The name of our business will be Mussel Village. Our concept is we produce mussel as our main business and at the same time develops home stay so that foreigner can experience the mussel production as well as the community lifestyle of the villagers. The form of our business is based on partnership.

The aquaculture industry has a very bright future in Malaysia especially in Sabah. There are plenty of spaces to develop this industry here in Sabah especially when the government itself wants to focus more on aquaculture. That is why our business is concentrating on mussel production which is very rare in Kota Kinabalu even though they have a big demand. In fact, the local mussel productions are still low especially in Kota Kinabalu. That is why we choose to produce mussel so that we can be one of the producers and also suppliers for Kota Kinabalu area and not depending on other region in Sabah to get the mussel and its seed.

In addition to the mussel production, we decided to have home stay program that relates to mussel production since tourism industry in Malaysia is the second largest industries that generate income to this state after the agriculture sector which is including palm oil and rubber. It gives a high return especially in Sabah. In fact that Sabah has a variety of attractions; this plan is established to fulfil the needs and requirement of the entrepreneur as well as the Sabah state government in achieving the Sabah Development Corridor. Our product is concentrating at rural community area, so the most suitable accommodation will be home stay. Home stay is a type of accommodations provide to the tourist or traveler to experience the host communities' cultural, lifestyle and activities in daily life.

We choose to develop this duo business because we can see the potential in both businesses whether in mussel production as well as home stay. More over, here in Sabah there is no mussel products combined with home stay program been establish