



UNIVERSITI TEKNOLOGI MARA
KAMPUS KOTA KINABALU SABAH

**FUNDAMENTAL OF ENTREPRENUERSHIP
(ETR 300)**

PESORONG KAM BED & BREAKFAST

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SECTION ONE: EXECUTIVE SUMMARY ACKNOWLEDGEMENT

1.1 Name of The Company

Firstly, we want to thank all parties who are involved in completing our business plan project. Without them, we might not be able to complete our project because they are the source of our information. Therefore, we would like to thank all of the following for their help and support towards us:

1. Miss Jacqueline Koh Coordinator MEDEC
2. Mdm Bernardette henry Lecturer of ETR 300
3. Mdm Roslida Ramlee Tutor of ETR 300
4. Mr. Jimin Taib Owner of Kota Belud Homestay
5. Mr Azmi Abd Majid Acquisition Manager, Bank Islam Berhad

1.2 Nature of the Business

The nature of our business is providing by close relationship. We try to make our services appear different from the competitors. Pesorong Kam Bed & Breakfast come up with few interesting places such as Bajau Karaman, Perang Maling, Ostion Shell Farm, Tandu and Kampung Bobot Local Handcraft. Besides promoting our accommodation we also promoting Sabahan culture and lifestyles to make our Visitors experience something different in their life.

SECTION ONE: EXECUTIVE SUMMARY

1.1 Name of The Company

The name of our business is Pesorong Kam Bed & Breakfast that is referring to simply as a **B&B**, is a type of *boarding house* typically operating out of a large single-family residence. Guests are accommodated at night in private bedrooms and breakfasts are served in the morning either in the bedroom or more commonly in a dining room or the host's kitchen. Bathrooms can be private or shared (with other guests) or en-suite (where the accommodations are directly accessed from the guest's bedrooms).

Our business is situated at Kota Belud town where 77 km away from Kota Kinabalu city. The area was selected because of the location strategically near to shopping area, and our specialty products. The business will start on 1st Jan 2009.

The factor in selecting this business is because nowadays, Kota Belud does not have enough accommodation. As a tourist attraction, accommodation is a vital factor for tourists to stay. In the future, we hope to expand our business not only in Sabah but also to venture around Malaysia.

1.2 Nature of the Business

The nature of our business is positioning by class dissociation. We try to make our services appear different from the competitors. Pesorong Kam B&B come up with few interesting places such as Bajau Horsemen, Parang Making, Ostrich Show Farm, Tamu and Kampung Bobot Local Handicraft. Besides promoting our accommodation we also promote Sabahan culture and lifestyles to make our visitors experience something different in their life.