



**UNIVERSITI TEKNOLOGI MARA SARAWAK,  
KAMPUS KOTA SAMARAHAN**

**BUSINESS PLAN  
DREAMLAND TRAVEL AGENCY**

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## LETTER OF TRANSMISSION

ETR 300 students,  
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**Mr. Abang Yusuf Abang Sepawi**

ETR 300 Lecturer,  
Universiti Teknologi Mara  
Samarahan Campus,  
Jalan Meranek,  
94300 Kota Samarahan,  
SARAWAK  
Sir,

11 august 2006

RE: Submission of Business Plan

As a representative of our company, "**DREAMLAND TRAVEL AGENCY**", I would like to submit our business plan for your evaluation and further action. We are very grateful for the generous amount of motivation and support not to mention guidance given which has indeed paved us the way and anchored us towards our aims and goal when preparing and finally completing this business plan on time and as scheduled.

2. For all six of us, ETR 300 (Introduction to Entrepreneurship) has given us a clear picture on the fundamentals of starting a business. Along the way, we gathered many ideas, which we personally felt, would have done much use and benefit to us if ever '**DREAMLAND TRAVEL AGENCY**' became a reality. We highly compute that it is not all that easy to become an entrepreneur what more a successful entrepreneur. It takes diligence, innovativeness and patience, just to name a few, which we regard as the main ingredients to achieve success in order to overcome all forms of obstacles and risks, all of which we have learnt as we attempted this business plan.
3. Your undying attention, guidance and cooperation have taken us far by allowing this business plan to become a reality. It is insufficient to express our words of gratitude for all the knowledge that you have passed on to us as well as your continuous effort in assisting us as much as you can in completing this business plan.

Thank you.

Yours faithfully,

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(LEONARD IMBAN SODUSTA)  
General Manager

## **B. EXECUTIVE SUMMARY**

Our company is known as DREAMLAND TRAVEL AGENCY. The business is in the form of partnership, which consists of six members. Each partner contributes certain amounts of cash as agreed in our agreement. Our **main business activity** is selling services towards the tourist which is come from within and outside our country Malaysia. Our business will be operating at lot 82, n83, section 50 KTLD at Jln Abell, 93450, Kuching, Sarawak.

All partners are entitled to participate in the business management. We have agreed that Leonard Imban Sodusta is the General Manager, Augustine Seli Bilong is the Administration Manager, Jenny Gunong is the Marketing Manager, Khadtizah Khamisyiah is the Operational Manager, Shirly Jugah is the Financial Manager and Norfaizah Sajali as finance assistant.

The management will be lead by General Manager and assisted by other managers. The **General Manager** is responsible in controlling, leading, organizing, and planning the entire business. **Administration Manager** is responsible for the entire jobs related to office administration. The **Marketing manager** is responsible in preparing marketing plan. This includes identifying the target market share, develop sales forecast and develop the marketing strategies. The operation of our business is controlled and monitored by **Operation Manager**. All workers who work in our company are working under operation manager. The **Financial Manager** will take the responsibility in

## **E. INTRODUCTION OF THE BUSINESS BACKGROUND**

Nowadays, Sarawak is well known by the tourist even in inside and outside our country as the beautiful places to visits. We can see there is a big opportunity and potential in travel services. So, we have reached an agreement to establish our business to provide a travel services to customer as well. Kuching Town is our location because Kuching Town has a big market and demands of the people is higher. Besides that, Kuching is the capital of Sarawak State and well known through its history the many beautiful places to visits. This situation will create opportunity potential for our business to compete with other competitors.

We believe that our business can expand very well but it depends on our strategies especially in marketing aspect. Before we start our business we have to count the risks and unpredictable circumstances such as competitors, economic downturn, not well exposed, changing of timeline, and number of tourist who come to visits this country

From the financial aspect, we are well prepared in order to face unpredictable situations. In order to run our business we went through several legal stages. Kuching Town is the most potential place to achieve our business goals and objective.