



اَوْبُو سَيْتِي تَيْكُو لُو كِي مَبَارَا

UNIVERSITI TEKNOLOGI MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300**

**BUSINESS PLAN
“HANAMI CAPSULE HOTEL”**



PREPARED BY:

WAN NUR HUSNA BINTI ABDUL NASIR (2018434872)

PREPARED FOR:

MADAM ASIAH BINTI ALI

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EXECUTIVE SUMMARY

Hanami Capsule Hotel services for customer, providing the service accommodation and service food that gives high satisfaction of human or customer.

Customer Hanami Capsule Hotel majority come from a variety of ages and background, but the concept offer to customer like more focus on backpack, solo, teammates, partner and small family because the customer will find or prefer a hotel with no big space, simple, temporary accommodation and so on.

Location Hanami Capsule Hotel at Cameron Highland, business has see an explosion of growth over the month and year. Also, Cameron Highland is an famous place that many people go travel or overseeing espically time school holiday, public holiday and so on.

Hanami Capsule Hotel marketing strategy is give the best quality for service what Hanami Capsule Hotel offer to customer. In addition, offer the affordable price because not everyone can afford to stay at an expensive price and the original purpose Hanami Capsule Hotel is to give excellent knowledge so we want everyone to feel and enjoy the service provide by hotel also satisfaction the target customer.

The management of Hanami Capsule Hotel is produced by Wan Nur Husna as sole-ownership. I have many experiences for hotel and travel even only travel in Malaysia but it gives a lot experience and knowledge. In addition, not everyone can afford to travel outside, so we bring the concept of being abroad in Malaysia, espically places or country that are an option for vacation or travel like Japan, Korean, Italy, Australia and other.

Already Hanami Capsule Hotel have services commitment pelan to aggressively build our services through websites, business card and signboard. The services for all people especially people of Malaysia.