



UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ACCOUNTANCY

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

TRAVEL VICTORIA

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LETTER OF SUBMISSION

ACKNOWLEDGEMENT

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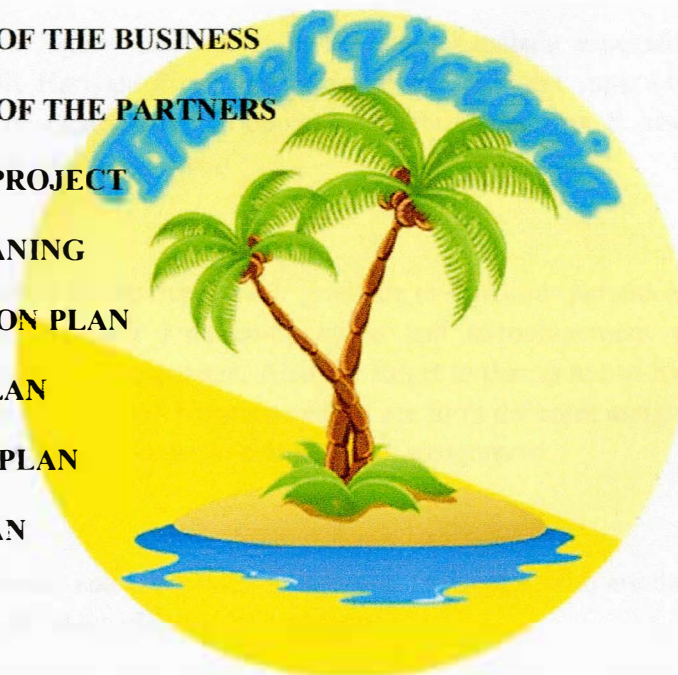
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Introduction

Activity of setting up a business or businesses, and taking on financial risk in the hope of profit. It is related to a human effort to fulfill cost needed. It is run by an entrepreneur. It is important to influence the growth of the economy in our country especially for our bumiputera to compete with other races.

Our business is registered by the name of Travel Victoria. The words "Victoria" from the old name of that island because WP Labuan once called Victoria at British invasion era.

To form our business, we are going to set up a company with capital at RM130,000. This capital are contribute by 6 partners. 5 partners contribute RM20,000 as capital and become head of department that is, Financial Department, Administration Department and Marketing Department. Another 1 partner contribute RM30,000 as capita and became General Manager for this business.

A travel agency is a private retailer or public service that provide travel and tourism related service to the public on behalf of suppliers such as activities, airlines, car rentals, cruse lines, hotels, railways, travel insurance and package tour. But our main business is about package tour since we have started a new travel agency. We are going to bring tourist to the historical places and to the island that include in our package tour.

A lot of tourist attraction have been built and a countless effort has been made by the government to boost the tourism industry as Malaysia. In year 2016, there are 25.7 million tourist came to our country and 69.1 billion that our country contribute in that year.

The government has provide not only tourist but also the local to spend their time during their holiday by promoting Cuti-Cuti Malaysia. It is cause by the demand of local tourist in Malaysia increasing. Local tourist also help in enhancing the tourism industry.

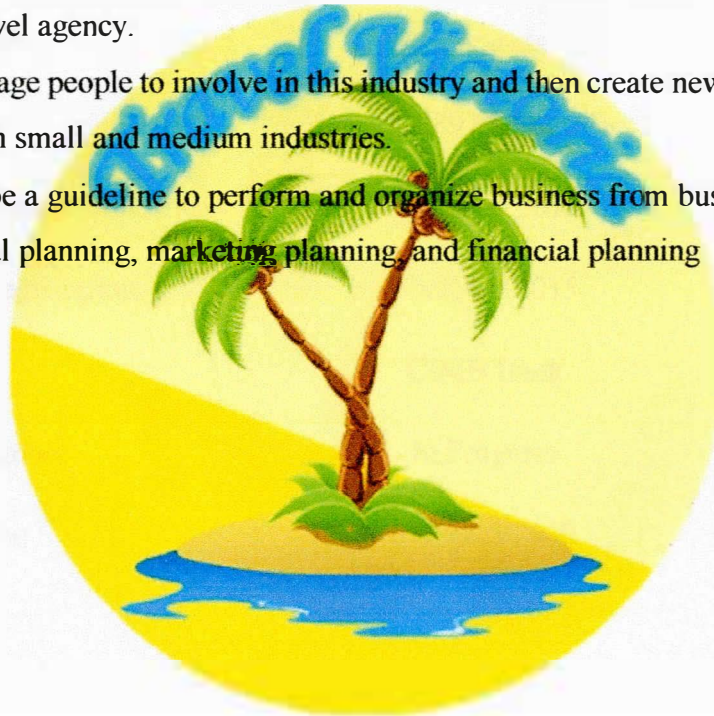
Our travel agency is operating at Wilayah Persekutuan Labuan where is Labuan Times Square at Jalan Merdeka, 87007 Labuan, Labuan Malaysia.



2.0 Purpose

This business plan is prepared by 'Travel Victoria' for the purpose of :

- For the purpose to fulfill the requirement of the ENT300 subject.
- To make the local people at Labuan realize the important of tourism industry in their economy.
- It is also can be refer as a guideline for those who want to venture into the business line of travel agency.
- To encourage people to involve in this industry and then create new business in this business in small and medium industries.
- Also can be a guideline to perform and organize business from business planning, operational planning, marketing planning, and financial planning





INTRODUCTION

As we concern, to start a business, a systematic planning needs to prepare a well plan business. A systematic administration plan is own of the important part and elements in a business plan. It is linked directly to the management system that took part in the handling and organizing various resources in order to achieve organizational goals. In competitive business, a well-planned management system is not only a need but most important for a business. In order to make this happen, good objectives needs in paper where it consist specific, measurable, achievable, and realistic through time and condition.

In case as a new established business, Travel Victoria concerns and likes most importance in the management of the organization as a result to achieve the organization's objectives. For these goals, the management of Travel Victoria had outline systematic planning to provide an efficient managerial planning, organizing and handling the organizations sources effectively and efficiently, also accomplish a long-term goals for our vision and mission and objectives as short-term goals.

As a result, Travel Victoria look forward for the successful in gain whether the profits or to increase the market size for this business. For the first three years, the management expects that the Travel Victoria will gain over 50% of its profits. In case to move forward through this company, the managerial see that the demanded from consumer by using travel agent given such a big opportunities.