



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENUERSHIP

BUSINESS PLAN
HOUSE OF TRANQUILITY

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EXECUTIVE SUMMARY

Service type of business is said to be quite tough to run as it needs a complicated planning. It also refers to intangible goods where people can not touch the good yet still can be consumed. The idea of having service type of business is because we know it's a challenging task but we can feel that the opportunity is big. We have the feeling that we might have the chance to be a successful pioneer company which can provide a business type of product which is in the form of hospitality and care.

Serving the old folks may not be a favorable activity that many people want to venture in. That's why we use this opportunity to make a house for the elders to be sent to. In Malaysia, especially in Peninsular Malaysia, there's quite a lot of old folk's nursery have been created. Unfortunately, the amount of this type of service being provided is almost zero in Sabah. The elderly care center does exist in Sabah, but they're not doing it for the purpose of business, instead, they just want to help out the elderly without getting any payment.

That is why we come up with the idea of establishing the HOUSE OF TRANQUILITY. This so called house is created for the elderly to enjoy their relaxing time in our premise which is located on top of a hill which is also not far from the Kota Kinabalu city. The planning for this business requires a lot of works and researches that we need to accomplish as the elders are not the same as children. They know what they really want and desire in order for them to feel comfort.

Kota Kinabalu city is one of the fastest growing cities in Malaysia, hence, there will be a lot of citizen who are always busy and cannot take good care of their aged parents, and so we use this

chance and come up with the HOUSE OF TRANQUILITY. With the aid of our tagline which is “Your Favourite Home!” we want the elderly to feel love and happy during their time in our house. We just want to give our best in serving and comforting the old folks while they still can enjoy it. The elderly can also socially active communicating and chit-chatting among themselves as well as fill their day with joyful and healthy activities. Moreover, their healthiness will also be taken care of as we are going to provide them with nurses while they are in our house.

In establishing this company, we have decided to form a partnership company as it required quite high amount of capital where each partners will contribute cash excluding additional capital. In addition, to run our business, all partners will participate to manage the administration process. This means that each partner is real members and not a nominal partner as they contribute their effort to run the business. The location of our premise is in Likas. We choose this location because we think that this place is the most suitable and available as it can bring many customers to our premise.