



Universiti Teknologi MARA  
Faculty of Civil Engineering

Diploma in Civil Engineering  
( EC110 )

Fundamental of Entrepreneurship  
( ENT300 )

**Business Plan**  
**“ Steamboat Hangout “**

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**Prepared for :**

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**Submission date :**

September 2015

## Submission Letter

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Miss ,

### RE: SUBMISSION OF BUSINESS PLAN

As the representative of our company , Steamboat Hangout , I would like to submit our business plan for future evaluation and action . We are very grateful for the guidance , motivation , advises and supports that has been given to us to accomplish this business plan . We also looking forward to the goals and objectives of preparation of this plan until we finally complete it within the time given . We might not able to complete the task without your help ang we are very grateful for it .

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## **Executive Summary**

Steamboat Hangout is a business designed, to fulfill the need of accommodation among local and international tourist around the world. Our main activity is offering a hospitality facility and services to our targeted customers, that located on the third floor of The Summer Mall , Kota Samarahan .We are targeting our launch of business on 1<sup>st</sup> January 2016.

We are practicing a partnership business nature where our management team was made up of four members which are the General Manager , Marketing Manager , Operational Manager and an Administrative Manager. Hence , the profit will be equally divided to each member according to the percentage of their contribution. We will be starting our business with a starting capital total, RM126, 000. RM22, 000 are from our General and Administrative Manager and the balance RM18, 000 will be contributed by our shareholders , while the other RM50, 000 will be the amount of loans from financial institutions.

We are developing a complete studio services giving a warm greeting and great hospitality to our customers .

Besides , we will offering them to complete their design with their own hands to achieve higher satisfaction among customer .

## Acknowledgement

Thank God for finally completed our business plan proposal. We had been through many challenges and problems throughout the period of completing this subject. Gratefully, it has been solved and the project is now completely prepared.

Thank you to our lecturer Miss Philomina Banyie for her guidance and advices throughout her lectures and this project timeline. Her advises has given us lots of helps especially during last preparation of the project. Besides that, thanks to our friends and staffs who were involved during the project as well. They had been very supporting in sharing information and experiences.

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