



**UNIVERSITI TEKNOLOGI MARA SARAWAK**

**KOTA SAMARAHAN**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**KAYUH BORNEO**

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**DIPLOMA IN TOURISM MANAGEMENT**

**PREPARED FOR:**

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## **LETTER OF SUBMISSION**

### **ENT 300 Students**

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23 October 2013

Madam,

#### **RE: SUBMISSION OF BUSINESS PLAN**

As the representative of our business, KAYUH BORNEO, I would like to submit our business plan proposal for your evaluation. We are very thankful and we appreciate your support and advices that you have given us as a guideline in order to complete this business plan proposal. We managed to accomplish our goals and objective towards the preparation of our business plan until it completed at the time given respectively.

ENT 300 (Fundamental of Entrepreneurship) had given us the experience and a clearer view of the basic entrepreneurship on how to start up a business and what to be done in real life. We gain a lot of knowledge and skills from ENT 300 which can lead us to be an excellent entrepreneur in the future after we graduated from UiTM and towards self-employment.

Due to the completion of this project, we can see the future opportunity for our business plan proposal to be succeeded and achieved if there are strong supports for other parties. To be a successful entrepreneur in the future, we should accept the challenges and carry the determination to succeed. Moreover, a good team spirit is needed where we are

## EXECUTIVE SUMMARY

From the agreement that has been made by all the members of the partnership, our company has carried the name Kayuh Borneo as a first business that provides bicycle rental services in Sarawak and Malaysia as a whole. This business is in the form of partnership which consists of 5 members and also as the stakeholders. We contributed RM 10,000.00 per person as an agreed amount as the initial capital for our business. Our main business activity is bicycle rental which we rent bicycles to the customers who are interested to witness the beautiful view of Kuching city by using the bicycle. Kayuh Borneo will be operating at 12, Main Bazaar, 93000 Kuching, Sarawak. We will start our business on the 25 June 2014 from 9.00 am to 9.00pm, Tuesday until Sunday.

All partners will actively participate and involve in this business management as a team. After a discussion and decision has been made among the partners, we agree that Josiah Jesse Anak Ajing as our General Manager, Hanis Hazwani Binti Hasdi as the Administration Manager, Sharifah Nurfathihah Syuhadah Binti Wan Ahmad as the Marketing Manager, Idda Fatin Athirah Binti Albar as the Operational Manager and Nur Syahirah Binti Shazali as our Financial Manager. All partners are very talented and have their own expertise on their tasks.

Kayuh Borneo management will be led by the General Manager and assisted by the other managers. The General Manager would be responsible for organizing, planning, leading and controlling the entire business operation process. He also will act as a decision maker and make improvement to the business idea. The Administration Manager is responsible to ensure the efficiency of the management work. The Marketing Manager is responsible on how to make sales and gain customers for the business. The Operational Manager will be monitoring and ensuring the business operation is being accomplished according to the plan. Lastly, the Financial Manager is responsible in handling the business financial accounting. Thus, each of the managers has their own tasks and duty to be done

## **1.0 INTRODUCTION**

### **1.1 Name of company:**

KAYUH BORNEO

### **1.2 Nature of business:**

Our business is renting bicycles to all generation as it has a high demand for saving the earth. Apart from that, we are selling variety types of packages to our customers which can give unforgettable experience.

### **1.3 Business ownership:**

The ownership of our business is Partnership.

### **1.4 Business location:**

12, Main Bazaar, Kuching Waterfront 93000, Kuching Sarawak.

### **1.5 Date of business commencement:**

20 June 2014

### **1.6 Date of business registration:**

25 September 2013

### **1.7 Factor of selecting the proposed business:**

We choose this business because the number of competitors is less. We also find out that there is a huge demand of cycle-tour in the tourism industry as it is still a new type of tour in town. The location of business is very strategic which it is located at one of the most famous tourist attraction in Kuching city. We try to promote and encourage an environmental friendly type of tour simultaneously.