



**UNIVERSITI TEKNOLOGI MARA**

**FUNDAMENTAL OF ENTREPRENEURSHIP (ETR300)**

**3F HOMESTAY**

**BY,**

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**DIPLOMA IN INFORMATION MANAGEMENT (IM110)**

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**LETTER OF SUBMISSION**

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27<sup>th</sup> September 2012

Madam,

**RE: SUBMISSION OF BUSINESS PLAN**

As the representative of our business, 3F Homestay, I would like to submit our bussiness plan proposal for your evaluation and further action. We are very thankful for all the support and advice that you have been given to us in order to accomplish this business plan and in the same time attach us toward goals and objective of the preparation of this business plan until us finally completing according to time given respectively.

1. Our group's perception towards ETR300 (Introduction to Entrepreneurship) had given us the experience and clear views on the fundamental on how to start a business as well as what to do before starting one. This experience may be a help for us after

**3F HOMESTAY**

## **EXECUTIVE SUMMARY**

We have decided to establish business that consists of five (5) shareholders. Each of us is appointed based on our experience and skill, which are Valerie Gabril as General Manager, Sophia Mary Willie as Administrative Manager, Louis Anak Sipang as Operational Manager, Fivia Four as Marketing Manager and Venka Megafitria Anak Nyamek as Financial Manager.

The purpose of choosing the business is to give comfort homestay for customers who want rest from responsibilities in school or offices, having some time with family and friends also getting some time for themselves. Our business will give fresh, friendly, and fun services for our customers. For our proposal is to help any entrepreneur as a guideline to the organization in order to execute any business's activities.

Besides, this proposal is used to convince certain parties for instance the bank in order to give business's loan. As a measure in determining either the business is profitable or else. We hope that our proposal can be given advantages especially to us. In any business especially in this kind of business, every shareholder should be responsible and have the spirit and encouragement of team work in performing their tasks and activities to make sure everything runs smoothly, systematically and properly.

After doing the observation and research on the business opportunity in Annah Rais, and our group decided to specify our business in giving our services for customers. Our group has come up with the business plan of partnership whereby our organization's name will be known as 3F Homestay. The term of 3F is representing our services where as we are giving Fresh air and environment, Friendly customer services and Fun packages for our customers.

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## 1.0 General Plan

### 1.1 Introduction

3F Homestay or known as Fresh, Friendly and Fun homestay, located at No. 1, Kampung Annah Rais, Jalan Borneo Height, Padawan, 94200, Kuching, Sarawak is a company that provides services in homestay based business. The services that we provided would be of good quality to ensure the satisfaction of our customers but with a reasonable price which is not too high and accustomed to the market price. Customers would be able to consult us first for packages they want from our homestay.

3F Homestay will start operating on the 13<sup>th</sup> of January in 2013 after the celebration of New Year. This type of business was chosen as it is expected that in the future the statistic of tourists will come to Sarawak will be increase. Our business will provide the services for this purpose and due to the better service that offers, our company would be the best choice of homestay agencies.

What makes the our business different from other homestay out there is that 3F Homestay provides more packages with cheap prices for customers who wanted use our services. To ensure that our business services are always at the best condition, we will conduct evaluation on each of partners and worker's performance in year.

3F will always ensure that the customer's satisfaction comes first which is done by providing them with good services and this would be a good way to ensure our customers trust and sustain their trust on us. By maintaining all this, at the same time the company would be able to ensure the success of the business in the future and gain the targeted profit as there would be more customers will use our services.