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UNIVERSITI
TEKNOLOGI
MARA

“AGRO HOMESTAY”

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ENT 300

FUNDAMENTAL OF ENTERPRENEURSHIP

For

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INTRODUCTION

EXECUTIVE SUMMARY

This business is based on partnership where it consists of five members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 500,000 where the total contribution of each member is RM 100,000 that we loan from bank simpanan nasional(BSN)

Agro homestay provide hospitality service and cheapest and also affordable room per night, we also provide a family hostel packages , single , double , and couple room packages. Our homestay is located in address AGRO HOMESTAY , P.O Box 73, 89300 Kundasang,Ranau, Ranau 88000 Malaysia

Agro homestay is a very strategy location because it's tourists attraction from domestic and tourists from all over the world of the attractive place such as the Kinabalu park , Mount Kinabalu, the war memorial, vegetable farm, Sabah Teh farm Ranau, golf club kundasang, JS Nursery (flower garden Kundasang), Desa Dairy Farm , and many more interesting place.

We at the Agro homestay provide a farm based food ,the concept of '**FRESH FROM THE GARDEN**' all vegetable the we serve are pick in our own farm and also 100% organic way it is planted ,free from chemical. This uniqueness that make our business can compete with other competitor and one of our attraction because we serve a organic based type of food.

We also provided a service of tourist guide to show all of the interesting place in Kundasang and Ranau, Sabah, with a package low RM 200-300 per day. This packages are offered to foreigner tourist only.With loan given as a support from Bank Simpanan National(BSN) we are hoping and wishing to make AGRO HOMESTAY able to achieve outstanding demand from consumer.

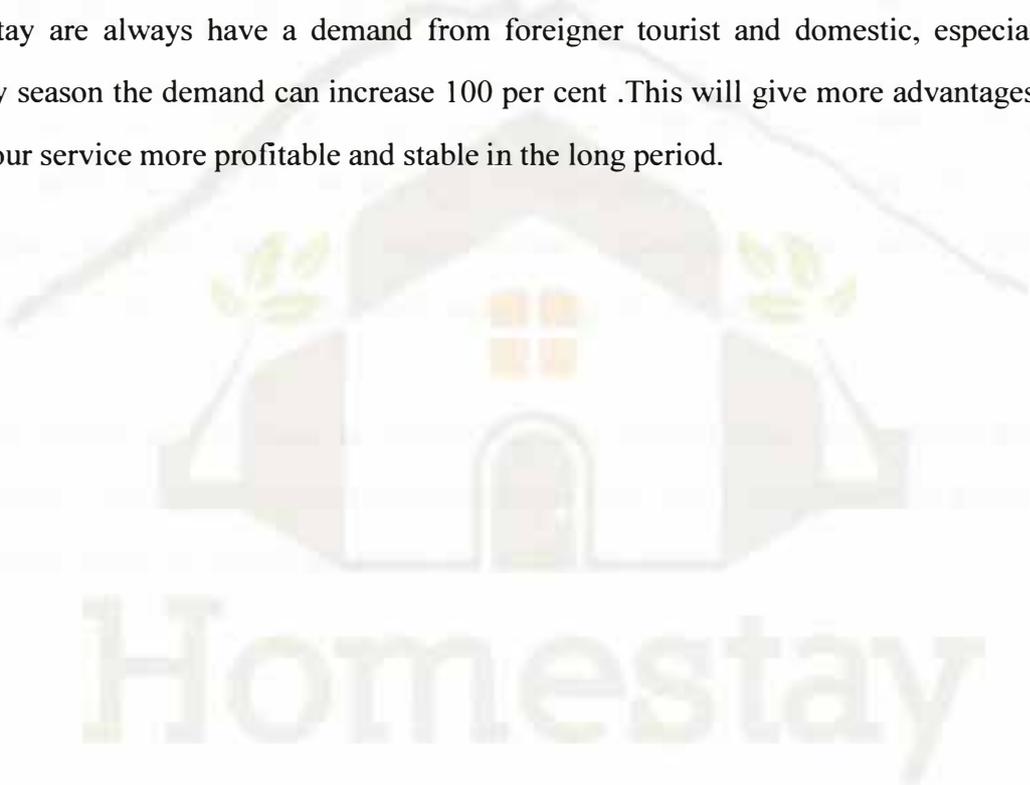
Our business is expected to commence on 2016 and our vision is to make our company a well-known,of the great hospitality provider in Sabah and also in international level and also

known by the domestic and foreign tourist. This will be realized by the full cooperation and efforts among the partners to promote the company.

Based on the objectives above, we are venturing into the hospitality service industry. The Agro homestay has a big potential to make a lot of profit because the location is well known to tourists.

AGRO

We expect that our business will become more developed in the near future because homestays always have a demand from foreign tourists and domestic, especially in the holiday season the demand can increase 100 percent. This will give more advantages for us to make our service more profitable and stable in the long period.



Homestay

SERVICE DESCRIPTION

Agro homestay provide a hospitality , this will give an greenery experience with the full view of the Mount Kinabalu the symbol of pride to the Sabahan people which also the location of the most highest mountain in South East Asia. The place is also rich of history and this place also have been declare as a world heritage sites this mean this place is become an attraction place to visit.

The requirement of our service will be increase in holiday session and the visitor will come from this country and also from another country over the world. This is the opportunity that our service can take for growing our profit and improving our service to the tourist.

Our company also providing the tourist guide to visit other place that interesting to be visited. We have notify the place that we target to be visited such as kinabalu park , JS nursery , desa dairy farm , golf club kundasang , vegetable farm , vegetable and fruit market , war memorial park , Sabah tea farm , Tagal ikan kelah ranau And poring hot spring.

We also provide the food from the organic vegetable without using any chemical material. We also provide a local chef to give the differentiation from others competitor and to give a special taste for the tourist to feel the local food and traditional food

Homestay

1.3 PURPOSE OF BUSINESS PLAN

1. The Entrepreneurs (Agro Homestay managers)

To better understand the purpose of the business and act as guideline to manage the business effectively and efficiently.

2. Financial Institutions

Assist and help the financial institution to evaluate the capability of the proposed project and provide loan for the business. Financial institution involved in this business project is Bank Islam.

3. Company Staffs / Workers

This can help workers to fully understand the business's goals and objectives and give a guideline to them regarding their job duties and responsibilities.

4. customers

This can persuade the domestic and foreign tourist to visit our Homestay service and hospitality that we provided. With the packages we offered we are sure that the will attract many costumer to try our service and hospitality.

With the uniqueness the we have provided of taste of the local food and fresh vegetable give us advantage from other competitor. With a cozy atmosphere will give a new experience to the tourist to visit our homestay.