



اَوْبُو دَسِيْبِيْ تِيْكُو لُو كِيْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300

FUNDAMENTAL OF ENTERPRENEURSHIP

Anggun Beach Villa Cafe & Guest House

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9 September 2016

Faculty of Business Management

Diploma in Banking Studies

UiTM Mukah Sarawak



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Executive Summary

Mr. Julaihi has successfully develops the Anggun Beach Villa Cafe & Guest House from Non-Claim Resident land. The business start from November 2014. The ideas to develop the guest house start from the previous experience when he was doing his photograph business .Since 2014, Mr. Julaihi has made extensive move in creating,expanding and managing the business.

The Anggun Beach Villa Cafe & Guest House is located near the Hotel Kingwood Resort, Education Building (Universiti Teknologi Mara,Mukah, Maktab Rendah Sains MARA and Politeknik Mukah). It is 8.5 km from the Mukah Town.

The business is operate 7 days in a week. They provide accommodation,foods services and outdoor activities to the customer. The place used for relaxation or recreation, attracting visitors for vacations or tourism. Waking up in a place where your first glimpse of the day is an endless horizon of turquoise and blue, dotted with lush tropical islands.



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9 September 2016

Dear Sir,

SUBMISSION OF BUSINESS PROPOSAL

Referring to the matter above, we would like to submit our business plan for your analysis, evaluation and references. Anggun Beach Villa Cafe & Guest House consultants and the site address are as mentioned below:

Details of the consultants are as follow:

| | |
|---|------------|
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| AYU FARZILAWANEE BT SULAIMAN | 2014451678 |
| NORAZWA BINTI HAMDAN | 2014433858 |

Business address:

Anggun Beach Villa Cafe & Guest House
8.5km Jalan Bahuong (Jln Mukah-Balingian),
96400 Mukah



1.1 Introduction

1.1.1 Name of the business

We choose Anggun Villa Cafe and Guesthouse whereby the business has been decided in the form of sole proprietorship. We chose this name because the word of Anggun came from Malay word which means attractive, convincing so that we can persuade more customers to come to our place

1.1.2 Nature of business

The main activity is to provide the best quality of services to attract a possibly larger scale of customers to meet their demands. Generally, guests are accommodated in private bedrooms and bathrooms. All of our accommodation are fully air conditioned. We also provides food facilities such as cafe and also charcoal grills which makes picnicking by the shore an even more exciting experience for our customers.

The cafe business is to fulfill guests' diverse needs and wants. Other than that, The staff are focusing on water quality, environmental protections and many more.

1.1.3 Industry profile

Malaysia's hospitality industry is experiencing healthy growth in Guest house openings and hospitality-related services through the steady flow of business travelers, tourists and popularity as a MICE (Meeting, Incentives, Conventions, Exhibitions) venue.

Malaysia's advantage in this sector lies in good value in terms of costs compared to the rest of the region, its diversity of natural attractions such as beaches and mountains as well as solid infrastructure and amenities.

A total of 23.6million tourists entered Malaysia in 2009, marking an increase of 7.3% y-o-y compared to 2008. The tourism industry has rebounded quickly despite the effects of the global economic crisis.