



University MARA of Technology

FACULTY OF ADMINISTRATION SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

Introduction of Entrepreneurship (ENT300)

Business Proposal

“Ruai Temuai Hotel”

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Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek, **Encik Abg Sulaiman bin Abg Salleh** ditalian (**013-5701068**) sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

"BERSATU BERUSAHA BERBAKTI"

Sekian.

Yang benar



WAN FAKHRURRAZI WAN DAHALAN

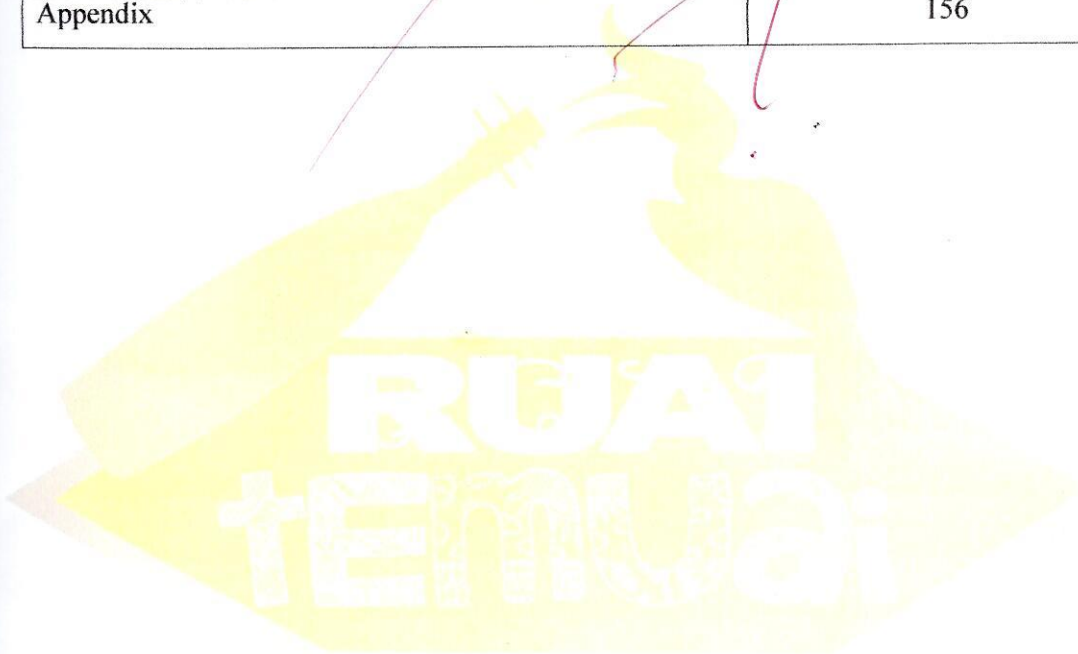
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EXECUTIVE SUMMARY

Our company name is **Ruai Temuai Hotel**. It has been established by a form of five prominent individual through a system which is called partnership. We have been agreed that we will contribute a certain amount to start a business as a capital. Our business is service oriented and we want to give a very high quality of service to our customers. Ruai Temuai Hotel has his own assurance in providing the service and that is our main focus. Our hotel will be officially operated on the **25th May 2014** and it is located at Lot 779 Jalan Lapangan Terbang Baru, 93722 Kuching, Sarawak and near with Kuching International Airport (KIA).

Founder of Ruai Temuai Hotel which are lead by **Vianny Athanasius anak Banye**, **Rosemary anak Bantin**, **Ahmad Fadzle bin Ali**, **Shahrizul Amizan bin Sahari** and **Elizabeth Rabai anak Usin** have been reach understanding to contribute capital of 2 million Ringgit Malaysia to start the business. We were agreed, after the Grand Meeting, have been decided that **Vianny Athanasius anak Banye** will be General Manager, **Rosemary anak Bantin** as a Administrative Manager, **Ahmad Fadzle bin Ali** as a Financial Manager, **Shahrizul Amizan bin Sahari** as a Operative Manager and **Elizabeth Rabai anak Usin** as a Sales and Marketing Manager.

Ruai Temuai Hotel is a transit based hotel. The theme or concept we used is boutique concept. Sarawak heritage will be the main theme because we want to promote the culture, local cuisine and tribes that we have in Sarawak. This concept has been a good concept as our location is at the middle of transit that connected the airport to the near town. Our target customers are the tourist, domestic businessman, and local people who are in travel domestically. We provide a high standard of services at the minimum fee. Services that we provide are the same as the others hotel which is crucial in the hotel industry. However, the distinction between our hotel and the others is how we want to deliver the service.

We have estimated and calculate that the market size within the area is RM 22, 576, 000 per year

The market share that we have estimated after our company will be established can be seen in the table below;

INTRODUCTION TO BUSINESS PLAN

According to Wikipedia, a Business Plan is a formal statement of a set of business goals, the reasons they are believed attainable, and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals. The business plan is also known as working paper, project paper or prospectus.

Business Plan is crucial to the external audience and internal because the nature of the business is stated in detail and is formally written. Thus, it is easier for external audience such as investor, banker and supplier to know the nature of your business, how you will run it and make a decision as whether, in their own opinion your business is worthwhile for them to be involved in or it is just a waste of time. As for internal audience such as the entrepreneur, organizational clients and the company staff, the Business Plan would be used to serve as a guideline to run the business, to know the scope of work for each department and to effectively and efficiently allocate the business property to maximize the business profit.

HOTEL