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UNIVERSITI
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COMPANY ANALYSIS

Salam World Travel and Tours Sdn Bhd

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY & PROGRAMME : Faculty of Accountancy
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EXECUTIVE SUMMARY

In this modern era, the tourism industry has undergone rapid growth of unsurpassed nature over the last several years. This has mainly been due to the advent of a 'borderless' world and increased information dissemination about the majestic sceneries throughout the world. Social media is also a big influencer to people around the world to feel how it is like to go to an awesome places based on their preferences.

The current trend towards an increase in the number of tourists entering the country presents an opportunity for Salam World Travel and Tours Sdn Bhd to penetrate the market. We are on the brink of penetrating a lucrative market in a rapidly growing industry. An opportunity for success exists because the national tourism industry is growing at a rapid pace annually especially in Malaysia. Salam World Travel and Tours Sdn Bhd take advantage of this growth and moderate competition in the city travel portion of the industry.

Salam World Travel and Tours Sdn Bhd with a dedicated and more than 3 years experienced staff, excellent networking, and effective management and marketing together makes our dreams work. Salam World Travel and Tours Sdn Bhd intends to provide travel and adventure packages to tourists primarily in the Asia, and also the whole of Malaysia.

Salam World Travel and Tours' services and products provided will initially include pre-arranged tours, custom packages according to clients specifications, travel consultation, flight ticket reservation, school and universities trips and as time progresses making reservations for lodging amongst other related services. Salam World Travel and Tours Sdn Bhd seeks to differentiate itself as the premier adventure mobile operator in the Sepang area. Our services will be positioned very carefully and they will be of extremely high quality, comfortable, informative and tailored to the clients needs such that they will enable individuals to have a greater appreciation of the natural environment and its intricacies.

Our marketing strategy will be based mainly on ensuring customers know about our existence and the services we fulfil. We want to satisfied all of our customers in all aspects. Hence our intention is to make the right information available to the right target customers. This will be done through implementing a market penetration strategy that will ensure that we are well known and respected in the tourism industry.

For the prices offered, we will ensure that our prices take into consideration peoples' budgets, that these people appreciate the services know that it exists, and how to contact us. The marketing will convey the sense of quality in every picture, every promotion, and every publication. Our promotional strategy will involve integrating advertising, events, personal selling, public relations, direct marketing and the Internet especially on Facebook and Instagram on Salam World Travel and Tours, details of which are provided in the marketing section of this plan. We also plan to make our own website and mobile application so that our customers will be easier to contact us.

It is important to recognize that we do not intend to just take individuals on sightseeing excursions, but also to ensure that they appreciate nature through informative briefings on objects' origins. We ensure that those who go for group trips will also have fun and enjoy every little penny that they have paid for. We making sure that we give the best quality of trips for people to enjoy. We plan to have our own trip photographer for the customers to have a good photo while travelling with us. These element will assist in differentiating us from our competitors and contribute towards the development of a sustainable competitive advantage. Hence we need to engage the right people in the right place at the right time if we are to ensure optimum growth. We intend to develop our team so that our people can grow as the company grows - a mutually beneficial relationship. Our project sales to increase from more than RM97584 in the first year to more than RM100000 the second, and RM101500 in the third year.

In conclusion, we do not just intend to market and sell our service, but to market and sell travel solutions and a total-quality environment. This will ensure we establish a reputable corporate image.

1.0 INTRODUCTION

1.1. BACKGROUND OF THE STUDY

Nowadays, there are various SMEs businesses created over the years under Small and Medium Enterprises Corporation (SME Corp.) Malaysia. SMEs play an important role in the development and growth of the Malaysian economy. However, their contribution to the national economies of both countries is still small. SMEs can be established in any place for any kind of business activity in urban or rural area.

SMEs are defined as manufacturing companies or companies that provide manufacturing-related services based on the annual sales turnover and number of full-time employees. As the definition for the manufacturing sector, SMEs are firms with sales turnover not more than RM50 million or number of full-time employees not more than 200 employees. As the definition for the services and other sectors, SMEs are firms with sales turnover not more than RM20 million or number of full-time employees not more than 75 employees.

Therefore, in respect of this coursework of Principles of Entrepreneurship, students are required to interview any SME company or business around the campus in a group. The purpose of the interview session is to help the students in analysing the problem faced by the SME business or if there is any non-compliance done by the SME entity. When the students are conducting the interview session, if there is any problems or non-compliance by the SME entity, the students need to give some advice or come up with solutions or alternatives to solve them. This is to ensure all SMEs to be continuously successful in the future. SMEs are the backbone of the Malaysian economy. Therefore, in respect of conducting this case study, all the findings and discussion may help and guide all the entrepreneurs to improve their businesses level to the successful ones.

Other than that, this case study will also eventually lead to many advantages for the students as the students will be exposed to the real business world. Thus, it will help them to learn the core business areas such as finance, marketing, operation, management and accounting. This case study contribute focus on the development of skills that enables students to analyse the surrounding environment whether internal or external.