



**MARA UNIVERSITY OF TECHNOLOGY
PENANG BRANCH**

ETR 300

MAHLIGAI HOTEL

PREPARED BY:

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PREPARED FOR:

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MARCH 2005

SUBMISSION LETTER

Ikhwan Bin Mat Yasin @ Hashim
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Mrs. Shaira bt Ismail,
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MARA University of Technology,
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Seberang Perai.

1st January 2004

Madam,

SUBMISSION OF THE BUSINESS PLAN

I am the person that named state above as a representative for my group and also as a General Manager with the authority from the group member would like to submit our business plan.

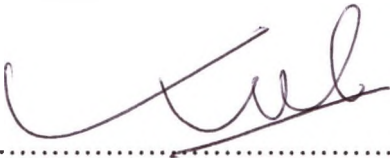
2. The purpose of completing this business plan or present the business draft is to fulfill part of learning the fundamental of entrepreneurship (ETR300). From this project, we hope all our effort for what we have done during completing this business plan can give the benefit and satisfaction for all parties and persons.

3. Beside that, we kindly thank you for giving us support and guideline to complete this task and show us the right way how to manage and being success in doing business.

Last but not least, we gladly appreciate any student who used our business plan as reference and guidance. We hope you can take the expedient assessment from our business plan. May Allah blessing being upon us.

Thank you,

Yours truly,



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(IKHWAN BIN MAT YASIN@HASHIM)

GENERAL MANAGER

ACKNOWLEDGEMENT

First and foremost, we like to thank Allah The Almighty for giving us a chance to complete our project excellently on time. The bless, a perfect health, and the ability that He gave us makes a good impact in completing this business plan..

With the final exam are just around the corner, the pressures are there around us. Here we would like to thank our parents and family for giving us support and strength to stand on our own feet. The spirit and motivations they gave made us realize they are always behind us to give their help.

To our beloved ETR 300 lecturer, Puan Shaira Binti Ismail, from the bottom of our heart, we would like to thank you for all your support, advices and guidance. Without your concerned, we can't afford to complete these by ourselves. The opinion that you gave about what should be done step by step, a lot of information, and your counsel gives us some space to think about the overall of our business plan. We really appreciate all the hard work and times you spend for us.

Other than that, we also would like to express our sincere gratitude appreciation to Mr. Azli and Mr. Jaafar who guide us to complete this project successfully. We really admire with your brilliant idea and we hope that our dreams will come true.

Not forget, to our friends from electrical engineering department, the lecturers from Hotel and Tourism Department, thanks a lot for giving us some tips and ideas in completing all this.

For the sake of our parents, lecturer, and ourselves, we completed this business plan with flying colors. We are all very satisfied and happy with our work as we spend a lot of time doing this.

Last but not least, may Allah blessings be upon all of us. Thank you.

ABSTRACT

Business plan is usually prepared before a business can be formed. It is important to have business plan because it determines the availability of the venture in a designed market. The business plan also gives principle plan, which gives a picture to the entrepreneur to take a step of action for starting a new business. So, it will be a guide line to manage our business efficiently.

Mahligai hotel is established our result of our survey and research to provides 4 star hotels at Langkawi Island. We took this place as our main operation location because it has the strategically element as our needs to encourage our business promotion and services. As we already known, Langkawi Island is one of the most popular places to visit in Malaysia.

We provide a rental service of guest room, ballroom, seminar and conferences room, health spa and others. Besides, we also develop our hotel with Bali and British concept. We make a different concept so that we can attract the tourist to stay at our hotel. Membership card will give to the people who would like to be our membership. They will get a lot of advantages when they stay at Mahligai hotel. But, the most important features of our business are to offered a good quality of services instead of reasonable price and fulfill customer satisfaction.