



اَوْنِبُوْرَسِيْتِي تِيكِنُوْلُوْكِ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA SARAWAK
FAKULTI OF HOTEL MANAGEMENT

DIPLOMA IN TOURISM MANAGEMENT
(HM111)

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)

PROPOSAL BORNEO HOME STAY

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TABLE OF CONTENT

NO	TITTLE	PAGE NUMBER
1.	GENERAL PLAN:	
	Submission Letter	1-2
	Acknowledgement	3
	Executive summary	4
	Introduction to business plan	5
	Name of the company	6
	Business Location	7
	Purposed of business plan	8
	Shareholder agreements	9-10
	Partner Contribution	11
	Company Background	12
	Company Logo	13
	Business Objective	14
	Mission and Vision	14
	Owner background	15-18
2.	Marketing Plan	
	Introduction	19
	Product and service description	20
	Marketing Objective	19
	Target market	21-22
	Market segmentation	
	Market size	21
	Competitors	22-23
	Market Share	24-25
	Sales forecast	26-27
	Marketing strategy	28-33
	Marketing budget	34
3.	Operational Plan:	
	Introduction	35
	Operation Schedule	44-45
	Operation Process – flowchart	40-43
	Objective of operational plan	36
	Organizational chart	37
	Job description	38-39
	List of suppliers	52
	Schedule of remuneration	47
	Cost overhead	51
	Machine and equipment	46

Submission Letter

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19th March 2014

Madam,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our Borneo Home Stay, I would like to submit our business plan for your evaluation and further action. We are very grateful for all the support and advice that have been given by you in order to accomplish this business plan and in the same time attach us towards goals and objectives of the preparation of this business until us finally completing according to time given respectively.

Executive Summary

Our company is Borneo home stay. The business has been decided on the form of partnership. Each of us contributes certain amount of capital as agreed in our agreement. Our main business activity is to give services and to support our local product at Santubong area. We will open our company at Taman Sri Sarawak, Jalan Padungan, Kuching, Sarawak and our business will be commence by 1st June 2014.

All four of us have to agreed to participate in all the business management that will establish that is Dzarul Harith Osman as a General Manager/ Administration Manager, Caroline Anak Francis as a Financial Manager, Norita Anak Jelimang as a Marketing Manager, and Mohammad Fadzli Uteng as a Operational Manager.

Borneo Home stay is a company that will give the customers services and experience how they live in Borneo land. We also provide a lot of interesting activities to the customers such as how to make "belacan", bird watching and many more at Santubong and Kampung Buntal Area. By establish our soon company, I hope that the tourist will enjoy every moment when they are staying at our home stay because they will "Experience the nature, Feel the environment".

Introduction to Business Plan

Business plan is important because it explains about the activities, strategy, financial operation and others that are related to the business. People that have the knowledge about entrepreneurship will easily construct new business from business plan because it has a lot of information about the business itself, which will guide the entrepreneurs in managing their business effectively.

The management team will be led by the General Manager and the others manager will help in other process. The general Manager is the one who responsible in controlling, leading, organizing as well as plan the entire business that will establish. The Marketing Manager will responsible in preparing the marketing process which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast, and marketing strategies. The Operation hour of our business is controlled and monitored by Operational Manager and this manager also will be the one who take notes about the equipment and others facilities that are required in Borneo Home stay Services. The Administrative Manager will responsible in doing all jobs relating to office administration that will do task in admin that will establish soon. Finally, the Finance Manager will handle financial matters such as a preparing for the budgets and financial statement for each department. All the financial statement need to be taken care properly by our Finance manager.