



اُنْدِيْفُوْرْسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP

ENT 300

BUSINESS PLAN

“ETHNIC TOUR TRAVEL AGENCY”

BM1116A1

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EXECUTIVE SUMMARY

The name of our company is Ethnic Tour Travel Agency. Travel agency is a business that provides product or services to the customer on the behalf of the suppliers. For example, airlines, hotels, car rental and vacation packages with the combination of several products. The nature of our business is partnership.

Our main office is located at Wisma Sabah, Ground Floor, Lot G13, Jalan Tun Fuad Stephens, 88000 Kota Kinabalu, Sabah. We expect to start up our business on 1st January 2012. With the reference of Sabah Tourism Statistic, there are 2,504,669 visitors (Domestic and International) that come to Sabah on 2010. So, we are taking this opportunity to start a business related to tourism management.

The future prospects of our business are people around Malaysia and at the same time aiming the international tourist. This is because, by referring the statistic of Sabah Tourism, the most visitors to Sabah are people who are live within Malaysia. On the other hand, international visitors are mostly half of the domestic visitors. This business has a high potential to expand.

We are prospecting to increase 1% and 4% sales of our business on second and third year respectively.

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1.0 INTRODUCTION

The name of our company is Ethnic Tour Travel Agency. Travel agency is a business that provides product or services to the customer on the behalf of the suppliers. For example, airlines, hotels, car rental and vacation packages with the combination of several products. With the reference of Sabah Tourism Statistic, there are 2,504,669 visitors (Domestic and International) that come to Sabah on 2010. So, we are taking this opportunity to start a business related to tourism management.

Our target customers are people around Malaysia and at the same time aiming the international tourist. This is because, by referring the statistic of Sabah Tourism, the most visitors to Sabah are people who are live within Malaysia. On the other hand, international visitors are mostly half of the domestic visitors.

Our business will operate at the Wisma Sabah, Kota Kinabalu. We choose Wisma Sabah because it is the place where most of the travel agency was located.

This business has a high potential to expand. We are prospecting to increase 1% and 4% sales of our business on second and third year respectively.