

UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP  
(ETR 300)

BORNEO CAMP SITE

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## TABLE OF CONTENTS

1.0	Executive Summary	3
1.1	Acknowledgement	4
1.2	Submission Letter	5
2.0	Business Plan	7
2.1	Introduction	8
2.2	Business Logo	9
2.3	Purpose of Business Plan	9
2.4	Company Background	10
2.5	Partner's Background	11
2.6	Partnership Terms Agreement	15
2.7	Location of Business	18
3.0	Administrative Plan	22
3.1	Introduction to the Organization	23
3.2	Organization Chart	24
3.3	Manpower Planning	25
3.4	Schedule of Tasks and Responsibilities	25
3.5	Schedule of Remuneration	27
3.6	Office Plan	28
3.7	List of Office Equipment	29
3.8	List of Fixtures & Fittings	29
3.9	List of Stationeries	30
3.10	List of Sanitary Items	31
3.11	List of Cleaning Items	31
3.12	Administrative Budget	32

**ETR 300****BORNEO CAMP SITE**

<b>4.0</b>	<b>Marketing Plan</b>	<b>33</b>
4.1	Product Descriptions	35
4.2	Target Market	40
4.3	Market Size	42
4.4	Market Share	44
4.5	Competitors	46
4.6	Sales Forecast	48
4.7	Marketing Strategies	51
4.8	Marketing Budget	56
<b>5.0</b>	<b>Operational Plan</b>	<b>57</b>
5.1	Steps in Preparing Operational Plan	58
5.1.1	Process Planning	59
5.1.2	Operational Layout	60
5.1.3	Production Planning	64
5.1.4	Material Planning	65
5.1.5	Other equipment	68
5.1.6	Manpower planning	69
5.1.7	Business and operation hours	70
5.1.8	Repair & maintenance cost	71
5.1.9	Operation budget	72
5.1.10	Implement schedule	73
<b>6.0</b>	<b>Financial Plan</b>	<b>74</b>
6.1	The Process of Developing Financial Plan	75
6.2	Financial Performance	87
<b>7.0</b>	<b>Appendices</b>	<b>91</b>



## 1.0 EXECUTIVE SUMMARY

Situated on the beautiful island of Borneo, Sabah is one of the thirteen states which Malaysia is made of. Ideal for backpackers, Sabah is richly blessed with nature diversity, unique cultures, fun adventure, beautiful beaches, and fantastic cuisines for the adventurous taste buds. We have it all, from the world's largest flower - the Rafflesia, one of the highest mountains is South East Asia - Mount Kinabalu, to one of the world's top dive sites - Sipadan Island. This situation causing Sabah became more famous in terms of tourism diversifications. So, we take the advantages, to setting up a business related to the tourism which is providing camping site.

The name of our business is Borneo Camp Site. We provide site, services and facilities for campers. The type of our business is partnership. There are several departments in our business, which is consisting of administrative, marketing, operation, and finance that hold by General Manager. We established this business with starting modal (initial capital) RM 150,000.00. All partners contribute RM 25,000.00 each and take approximately RM 150,000.00 loan from Bank Islam. Our business is located in Bundu Tuhan, Ranau nearest with the Mount Kinabalu and which is already known as the 'Mountain Foot Village'. We are very lucky as the land that we use to set up our site for the business purpose is a personal land and we do not have to purchase it.

BORNEO CAMP SITE



## 2.1 INTRODUCTION

This site is proud to bring you some of the most exotic camping sites in North Borneo (Sabah, Malaysia). Borneo Camp Site sites are to be treasured and enjoyed. And there's no better way to truly appreciate the unique environment of our camping sites than to spend time in them under canvas. Nested within the tropical rainforest ecosystem - the highest biodiversity on Earth, and coloured by the diverse culture of the indigenous Bornean will certainly make this amazing experience as one of the top journey of a lifetime.

While we are preparing most of our campsites for your future destination, we now offer you the top campsite in our list - the Borneo Camp Site. Apart from its astounding location, the stunning view of the site and its surrounding has made the site a place not to be missed. Escape from the stresses of the hectic and routine life activities and immerse yourself with the aromas of the tropical green, the coldness of the highland weather, the touch of snowy mist, the view of the majestic Mt Kinabalu, the true brilliance of stars in deep night sky, and the memorable gathering of friends and family around a shared meal. When you camp there's no rumble of traffic to keep you awake -- only the wind in the trees and the sound of nocturnal creatures in the wilderness. There's clean, fresh air you won't find in the city and your senses, awakened by the wonder of the environment, will seem more alive than ever.

Name of the company	: Borneo Camp Site
Nature of business	: Partnership business
Industry profile	: Tourism management
Location of the business	: Bundu Tuhan, Ranau, Sabah
Date of commencement of business	: January 1 <sup>st</sup> , 2012
Factors in selecting the proposed business	: 1) High demand of camping services in Ranau 2) Beautiful view in Ranau attracts many tourists.
Future prospects of the business	: 1) To boost the tourism in Malaysia.