



اَوْنِفُو رَسِيْتِي بَاتِي كُنُو لُو كِي مَبَارَا
UNIVERSITI
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Institut Pendidikan Neo
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Etika Padu Bakti



ENTERPRISE

ETIKA PADU BAKTI ENTERPRISE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : CASE STUDY

FACULTY & PROGRAMME : BBA HONS. HUMAN RESOURCE MANAGEMENT
(BM 243)

SEMESTER : 3

CLASS : NBH 6A

PROJECT TITLE : CASE STUDY

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Submission Date

12 November 2017

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1) ACKNOWLEDGMENT

Assalamualaikum warahmatullahi Wabarakatuh, Alhamdulillah, praise in the name of Allah S.W.T. the al-Mighty of all. Finally, we are completely done making this assignment on time. We are very grateful and satisfied with work that we have done. With the feeling of loving and thankful, surely we are not forgetting the parties who are willing to help us without feeling burden and not expecting any reward even we know they are busy with their work. Initially, a highest gratitude to our dedicated lecturer Madam Zanariah bt Zainal Abidin

For guiding us and show a professional characteristic from the beginning until the end of the project. The comment and advice that she give to us is very important to our project and also to our future. Rather than that, she also show to us how becoming a matured entrepreneur to challenge local also international trade. To our family and friends, the time that we have spent together doing this job is very worthy. All of the effort and supportive that they give to our group is very valuable. We are very feel appreciated.

The opportunity is the responsibility to us to make it happen. But before it happen, it will come to the challenging. The successful will not be achieve if we do not have bad experience. There are a lot of problem that we face together, but with the supportive from lecturer, family and friends we get started again and try to find the solution. We thank them all again. Nonetheless to say, if we get the achievement, it is not for us but it is for the parties who are involve and give us spirit to become successful.

Lastly, I am sure if we get the opportunity again, we can give one hundred percent effort. If we lose, we try again until we get what we want. And this is how we learn.

2) Executive summary

Civic etiquette is a homestay located at Location: - GPS: N 3.458292, E 102.45319 Located at the top of the hill of Taman Jaya 3, Temerloh, Pahang. A house In the gardens of the teachers & doctors. The company is focuses on producing quality service, For the information, on Monday until Sunday is operation day, this homestay has 3 rooms 1 bathroom and 2 toilets. Suitable for family holidays, wedding trips, weddings, parties, excursions, outstations, school or university students, sports excursions, as close to Temerloh city, Mentakab city, Felda Jengka, Jerantut city ,Maran city, Lanchang City, IKBNT, Kuala Gandah Elephant Orphanage Sanctuary and more.

3) INTRODUCTION

3.1 Background Of The Study

Homestay is a popular hospitality and lodging whereby visitors stay in a house or room of a local of the city to which they are traveling. The length of stay can vary from one night and maybe one week , in exchange for monetary compensation, in exchange for a stay at the guest's property either simultaneously or at another time (home exchange), or in exchange for help on the host's property. Longer term homestays are popular with students that are participating in study abroad programs. Homestays are examples of collaborative consumption and sharing. In cases where money is not exchanged in return for accommodation, they are examples of a barter economy or gift economy.

3.2 Problem Statement

Malaysia has no exposure on the existence of homestays, most of whom do not know homestay at the tourist center, homestay can increase the income of the locals, as well as the presence of guests to see the country's unique culture while at the same time demonstrating the diversity of cultures in Malaysia. we can see most visitors who come to their holiday destination more hotel reservations than homestay because they are not prone to what homestays are. Besides that they also do not know the homestay cheaper than hotels and homestays as well as equipment. They consider homestay as a low class and non-comparable luxury hotel like five stars hotel

3.3 Purpose Of Study

The purpose of this study is

- (1) To explore demographic profiles of tourists who visited homestays in Malaysia.
- (2) To explore factors which influence tourists' choice of Homestays
- (3) To investigate which attributes satisfy tourists who chose a homestay.
- (4) To investigate motivation factors which influence tourists' satisfaction. Addressing these questions will assist homestay operators in developing strategies to attract more travelers.