



UNIVERSITI TEKNOLOGI MARA (UiTM)

ETR 300: FUNDAMENTALS OF ENTREPRENEURSHIP

KANOU-KANOU HOMESTAY

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1.0 INTRODUCTION

The Homestay programme are getting popular and becoming word of mouth among local people in Malaysia including Sabah. This homestay programme are also becoming a trend in the local tourism industry.

Sabah, which is also known as 'Land below the wind' is packed with numerous types of races, religions as well as the unique ethnic's background that existed in Sabah. Therefore, homestay programmed are normally established among local people in Sabah with the purpose of introducing the local lifestyles of Sabah, besides promoting Sabah local products and attractions.

Moreover, this programme is on demand by the local community because of its unique environment and facilities that are available. Furthermore, this programme is devoid of any packages as the activities are decided by the hosts and visitors in order to allowed visitors to involved themselves annually in the activities that are decided by the host besides to create bonding among visitors and the hosts.

Due to this great opportunity, we are very interested in venturing and establishing homestay programme that we named it Kanou- Kanou Homestay which mean "come" or "welcome". We will also take this opportunity to increase the local community income besides having our own beneficial income for our business.

1.1 EXECUTIVE SUMMARY

Kanou-Kanou homestay is dealing with services provided for tourist to experience the local lifestyle as well as to see the uniqueness of our homestay which different from other homestays in Papar area. We will give our best for our guest in terms of services that we offered to them.

Kanou-Kanou homestay named was taken from Kadazan language to encourage people from various places to engage with services that our homestay offered. In English language, Kanou-Kanou means “come”.

Our homestay business will be operated in Kampung Kayau, Papar. We choose this place because it is a strategic place where our homestay location is close to the roadside. People can easily see our homestay. Besides that, we are aiming for our target markets who want to feel and experience on homestay's environment.

Our homestay is very different from others eventhough this homestay concept is known for experiencing the local lifestyle. The design of our house has some element of the traditional house of Baba Nyonya in Melacca. But the decoration of the house will be a local Sabah design.