



UNIVERSITI TEKNOLOGI MARA (UiTM)

ETR 300: FUNDAMENTALS OF ENTREPRENEURSHIP

KANOU-KANOU HOMESTAY

PREPARED BY:

EVA LEZA GERARD WILFRED	2008565201
ESTER ABOT	2008579505
MAYDONA BINTI JULIAN	2008306427
ISFALELA BINTI ISMAIL	2007292962
AMYSTEFFIE BINTI JOEOPREY	2008360527

# TABLE OF CONTENT

NO.	TITLE	SUB-TITLE	PAGE
<b>1.0</b>	<b>Introduction</b>		<b>6</b>
		1.1 Executive summary	7
		1.2 Vision, Mission, Objective & Motto	8
		1.3 Location	9
		1.4 Letter of submission	10
		1.5 Company's background	11
		1.6 Partners background	13-17
		1.7 Terms & Policies	18-19
		1.8 Partnership agreement	20
<b>2.0</b>	<b>Administration Plan</b>		<b>22</b>
		2.1 Location Plan	22-23
		2.2 Location view and facilities	24-27
		2.3 Organization chart	28
		2.4 List of administrative personnel	29
		2.5 Schedule of tasks and responsibilities	30-32
		2.6 Working hours	33
		2.7 Schedule of remuneration	34
		2.8 Office layout	35-36
		2.9 List of office equipment & supplies	37
		2.10 Administration budget	38
<b>3.0</b>	<b>Marketing Plan</b>		<b>43</b>
		3.1 Introduction	43
		3.2 Objective	44
		3.3 Profile of service	45-46
		3.4 Market analysis	47
		3.5 Target market	48
		3.6 Marketing strategy	49-53
		3.7 Market size	54
		3.8 Competition	55-57
		3.9 Market share	58-61
		3.10 Sales forecast	62-74
		3.11 Marketing budget	75
<b>4.0</b>	<b>Operational Plan</b>		
		4.1 Office location	77-78
		4.2 Process & flowchart	79-81
		4.3 Capacity planning	82
		4.4 Material requirement	83-96
		4.5 Layout plan & operation area	97
		4.6 Operation overhead	99
		4.7 Operation budget	100

## LIST OF TABLES

NO.	TITLE	TABLE NO. AND TITLE	PAGE
<b>1.0</b>	<b>Introduction</b>		
		1.1 Logo description	11
		1.2 Partners name and position	18
<b>2.0</b>	<b>Administration Plan</b>		
		2.1 Schedule of task & responsibility	30-32
		2.2 Schedule of remuneration	34
		2.3 Employee's incentive schemes	36
		2.4 Legend of office layout.	37
<b>3.0</b>	<b>Marketing Plan</b>		
		3.1 Extras furniture list	45
		3.2 Target market based on market segmentation	48
		3.3 Packages description	52-53
		3.4 Competitors of Kanou-Kanou Homestay	56
		3.5 Kanou-Kanou Homestay strength and weaknesses	57
		3.6 Percentage before Kanou-Kanou Homestay enter the market	59
		3.7 Percentage after Kanou-Kanou Homestay enter the market	61
		3.8 Sales forecast for the month of January	62
		3.9 Sales forecast for the month of February	63
		3.10 Sales forecast for the month of March	64
		3.11 Sales forecast for the month of April	65
		3.12 Sales forecast for the month of May	66
		3.13 Sales forecast for the month of June	67
		3.14 Sales forecast for the month of July	68
		3.15 Sales forecast for the month of August	69
		3.16 Sales forecast for the month of September	70
		3.17 Sales forecast for the month of October	71
		3.18 Sales forecast for the month of November	72
		3.19 Sales forecast for the month of December	73
<b>4.0</b>	<b>Operational Plan</b>		
		4.1 Description of homestay first floor layout	97
		4.2 Description of homestay second floor layout	98

## 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.

