



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI
INTRODUCTION TO ENTREPRENUERSHIP ETR300**

**BUKIT HIJAU ENTERPRISE
"DESA PERMAI HOMESTAY RESORT"**

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang di kendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

Salah satu daripada syarat didalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

1. Mohamad Farid b Othman
2. Mas Azmimin b Ahmad
3. Mohd Fareed b Mohd Yusof
4. Mohd Rasidee b Rasid
5. Mohd Fairos b Jaafar

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

MAZNAH WAN OMAR
Koordinator MEDEC
b.p Pengarah

INTRODUCTION.

Desa Permai Homestay Resort wholly owned by Bukit Hijau Enterprise is one of the beautiful resorts that can fulfill your sense and can reduce all your stress. It is surrounded by the natural beautiful of flora and fauna. At that moment, the guest will feel free and peace when stay at our resort.

Desa Permai Homestay Resort is located on Lot 2233, Kg. Sg. Badak, Mukim Gurun, 08600 Kuala Muda, Kedah Darul Aman; Malaysia. It is only take thirty minutes from Alor Setar and forty-five minutes from Sungai Petani. It is also near to the highway. Desa Permai Homestay Resort is free from noises and pollution.

This resort comprises of beautiful and unique chalet, dorms and other facilities. Actually, there are three types of chalet that will be provided in our resort. The types of chalet are divided into A, B and C. What make the chalets different with each other are the price and the facilities, which is been provided to the customers such as there is an air-conditioner in a type A's chalets. There are also dorms, which are separated into two parts, one for the men, and the other one is for women. These two dorms are provided for the customer who comes in a large number. Other facilities, which are provided in the resort, are parking space, dining hall, mini field, surau, seminar hall and others.

Our main office, Bukit Hijau Enterprise is located in the resort area. This is to ensure that all the operation activities and the administration in the resort can be run smoothly and efficiently.

There are several factors that influence us to choose this type of business. First, there is less number of resorts in Kuala Muda District that compete with our business. For

EXECUTIVE SUMMARY.

Desa Permai Homestay Resort, which wholly owned by Bukit Hijau Enterprise, is specialized on services business based on recreation and tourism. We run a partnership business that is contributed by Mohd. Fairos B. Dato' Jaafar as a General Manager, Mohd Fareed B. Hj. Mohd Yusof as a Administration Manager, Mas Azmimin B. Ahmad as a Marketing Manager, Mohd Rassidee B. Mohd Rasid as a Operation Manager, and Mohamad Farid B. Othman as a Financial Manager.

General Manager contributes RM 48843 while the other managers contribute RM36343 each one. So the total contribution from every partner is RM 194215 as a capital to the business and Bank Bumiputera Commerce finances the balance. The entire partner has good academic qualification, have working experiences and the most important thing is all the partners are skillful in their own field. We also have a clerk to help us in run the administration management at the office while under the operation manager, there are 4 workers; 2 gardeners and 2 housekeepers to help operation activities in the resort.

Our business is located at Lot 2233, Kg. Sg. Badak, Mukim Gurun, 08600 Kuala Muda, Kedah Darul Aman. We choose this place because it is very comfortable to the people who want to get the privacy and a peaceful environment on their holiday. There are also other facilities that we provide to the customer in the resort.

As a conclusion, all the partners will run the business, as a one team who will work and cooperate together to achieve our goal for the company.