

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

TIMPAK HOMESTAY

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1.1 INTRODUCTION

Our business, Timpak Home stay is a Partnership company which provides traditional home stay. This business was planned and will be start in the early January 20011, with our starting workers, 30 people including us as the main leader of this company.

Our business will be located at Ranau. This location is chosen because this place is located between the National Park and Hot Springs Water. The recruitment process will be done by using advertisement and will be implemented 3 months before starting the business.

The characteristic of this company is we are focusing on our customer that we called "friendly customer", for quality of the good service and provide our customer with healthy life style by staying and enjoy the activities that provided by our Home stay.

Our vision is to be an international home stay provide services and more competitive with another company, not only in Sabah but also, in other states in Malaysia. Besides that, we strong desire to introduce the Sabah culture in the international stage. To make our home stay as the prime agri-tourism destination and to keep make Sabah a state with diversified ethnic cultural heritage with a preserved, managed, and lasting natural surroundings.

Furthermore, our mission is considering of satisfaction and needs of our customer by provide place to relax tensions and have vacation with their family, friends and fells the state culture. To support Malaysian government tourism industry the main lasting economic contributor for the state and well as the nation. To protect, preserve and conserve the beauty of the natural surroundings for a clean, healthy and safe living. To protect and preserve elements of arts and cultural heritage as well as tangible and intangible nature surroundings to be manifested so they will not disappear with time. Besides that, we hope the capital that we obtain through our saving and loan can gain and earn maximum profit throughout the year.

1.2 BUSINESS PLAN PURPOSES

This business plan was prepared according to several purposes, which help the entrepreneur to realize our dream to establish the business organization which developed and competitive.

One of the Business Plan's purposes is as a guideline to the entrepreneur in managing the business that they want to do and to understand more about the proposed business in order to determine the potential of the business in the future prospective.

The contents of Business Plan are strongly covered many aspects so that we can run up our business and business' strategies appropriately. On the other hands, we can always remember and struggle to achieve our business' mission and vision.

In addition, Business Plan helps us to analyze and evaluate our business performance either advance forward or does not reach the standard level. Then, we also look for brilliant ideas on how to develop and enhance our business. We use this Business plan as a guideline to predict the sale, cash flow and financial statement.

To conclude, this Business Plan enables us to be successful entrepreneurs to access our business thoroughly, critically and practically.