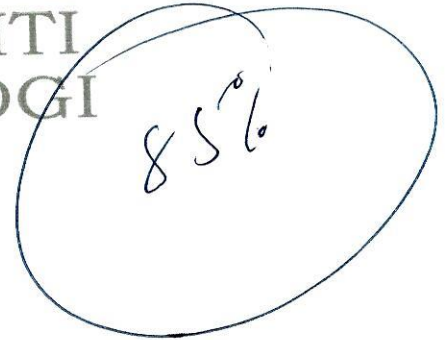




اَوْنِبُوْرَسِيْتِي تِي كُونُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



ETR/ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

DO, RE, MI HOME STAY.

Name of Group Members:

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Muhammad Firdaus Bin Johari	2010244472
Akmal Hakim Bin Norahmad Termizi	2010832554
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AP114 4A

LECTURER: SIR JATI KESUMA

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EXECUTIVE SUMMARY

The name that has been given is Do, Re and MI Homestay. The business is in form of partnership which consists of five people as a partner. Each partner contributes certain amount of capital as agreed in agreement. Our main business activity is provide and expose an entertainment, refreshment, relaxation, cultural enjoyment and arts appreciation places to our visitors in Kuching, Sarawak.

There are no sleeping partners and all are entitled to participate in the business management. We agreed to choose Amirul Hakimi Bin Miskam as the General Manager, Mohd Firdaus B. Johari as Marketing Manager, Akmal Hakim B. Norahmad Termizi as Operation Manager, Nur Rahman Adli B. Othman as Administration Manager and Mohd Nas Ai'zad Merican B. Md Zainudin as our company's Financial Manager.

The management team will be led by the General Manager and assist by the other executives. The General Manager is responsible in planning, leading, controlling and organizing the business. And the rest of the manager will responsible in all aspects of their job.

PURPOSE OF BUSINESS PLAN

1. As a business guideline for managing the business

The business plan consists of planned strategies and the rules and regulations. Thus, it becomes our comprehensive guideline in our daily operation.

2. To maximize the profit and allocate business resources effectively

In business plan, the details about the budgets and the way to utilize it, is clearly identified. The effective and efficient management of cost will decrease the cost and at the same time maximize the profit.

3. To convince relevant parties of the investment potential of the project

A good business plan will enable us to convince the financial institutions and investors to provide loan and help the establishment of the business.

4. To allow entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical matter.

By using the plan, entrepreneurs will be strong and well grounded information to supplement the planning as well as the decision making process.

MARKETING PLAN

INTRODUCTION.

History tells us that since the beginning of known civilizations, human being have made and created their daily needs. As populations grew bigger, people took exchanging goods in terms of barter trade through an organized marketplace.

Marketing efforts are focused on the new and prevalent concept of marketing, which is satisfying the customers' needs and wants.

Marketing activities is critical efforts in any business because it is form of backbone to the total business efforts in achieving a profitable outcome. Consequently, the challenge in any business to promote, produce and offer products that result for the business and more importantly satisfies the targeted customer.

Marketing is basically an exchange activity that takes place between a business entity and its customers. The customers can include individuals