



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
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“AN- NUR TRAVEL AND TOURS”

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EXECUTIVE SUMMARY

Our company is known as **AN NUR TRAVEL AND TOURS**. The business is in the form of partnership, which consists of six members. Each partner contributes certain amounts of cash as agreed in our agreement. Our main business activity is selling services towards the tourist which is come from within and outside country Malaysia. Our business activity will be operating at

All partners are entitled to participate in the business management. We have agreed that **Amer Fawwaz bin Mohamad Yasid** is the **General Manager**, **Wan Izzati binti Md Daud** is the **Administration Manager**, **Nor Hafiza Atiqah binti Azizi** is the **Marketing Manager**, **Nurul Sumi Hafizah binti Abdul Wahab** is the **Operational Manager**, and **Farahin binti Ismail** is the **Financial Manager** of the company.

The management will lead by the General Manager and assisted by other managers. The General Manager is responsible in controlling, leading, organizing, and planning the entire business. Administration Manager is responsible for the entire jobs related to office administration. The Marketing manager is responsible in preparing marketing plan. This includes identifying the target market share, develop sales forecast and develop the marketing strategies. The operation of our business is controlled and monitored by the Operation Manager. All workers who work in our company are working under Operation Manager. The Financial Manager will take the responsibility in financial matter such as preparing budget and financial statement for each department expenses.

INTRODUCTION OF THE BUSINESS BACKGROUND

Nowadays, Kuching is well known as one of the town that popular in the Borneo Island as it is also well known by the people around the country. With the increased number of Muslims in the State, approximately around 600,000 peoples, there is a big opportunity and potential for our company to provide the Travel services for Umrah in order to fulfill the needs of the Muslim People in Sarawak. So, we have reached an agreement to establish our business to provide a umrah services as well as the travel services to our customer. Kuching Town is our location because it has a big market and demands especially for the Muslim People. As Kuching is the capital of Sarawak, it will easy for our customer to locate and find our place of business.

We believe that our business can expand very well but it depends on our strategies especially in marketing aspect. Before we start our business, we have to count the risks and unpredictable circumstances such as competitors, economic downturn, not well exposed, changing of timeline, and number of Muslim people that living in the state.

From the financial aspect, we are well prepared in order to face unpredictable situations. In order to run our business, we went through several legal stages. Kuching Town is the most potential place to achieve our business goals and objective.

INTRODUCTION TO MARKETING PLAN

Marketing is the process of planning and executing the product conception, pricing, promotion and distribution. Marketing also defined as the activities that are carried out systematically to encourage and increase sales products or services as long as the activities are in line with religious and ethical practices. Marketing is basically an exchange activity that takes places between business entity and its customer. Simple stated, the marketing concept means that an organization should seek to make profits by serving the needs of customer groups.

Philip Kotler defines marketing “is the societal process by which individual and groups obtain what they need and want through creating, offering and freely exchanging product and services of value with others”. The scholar identify that marketing is to fulfill the customer needs and wants. They offer various services and product to achieve the customer satisfaction. The customer needs are not limited however the resources are limited to fulfill all the needs of the customer.

Based on the research of our project, we have discovered that Muslim in Kuching who is interested to go to Umrah having the difficulties of choosing the right travel agency that can bring them to go there with a good price as well as a good service. Since there are not many travel agency of travel and tours offer the Umrah package, we take the advantage to focus on the Umrah service and give affordable and worth pricing of packages.

Our services will provide the best services where our customers can have benefits from us without wasting their money where we offer a capable price of our customers. Customers will be satisfied with the services given in with the price that they paid.