

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
WANDERLUST BORNEO TRAVEL

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1.1 NAME OF COMPANY

WANDERLUST BORNEO TRAVEL

1.2 ADDRESS

3-2 3rd Floor, KK Times Square, Pantai Baru Highway, 88000 Kota Kinabalu
Sabah.

1.3 NATURE OF BUSINESS

This company runs a business relating to the tourism industry which it aims to provide tour and travel services. Basically, this company provides services like transportations and accommodations and also touring services for the convenience of all the clients especially the foreign tourists who have never been to Sabah, Malaysia.

1.4 FACTORS OF THE ESTABLISHMENT OF BUSINESS

There are some of the factors found that leads to the selection of the proposed of this business. It can be seen as follows:

- I. There is a big opportunity to enter the industry of the tourism and travelling agency
- II. There is a high in demand among the visitors and foreigners
- III. There is a space for a new-born company
- IV. There is an opportunity to enhance the tourism industry of the country
- V. There is a chance of high-earns of profit based on the delivery of service

1.5 FUTURE PROSPECTS OF BUSINESS

There are also some of the future prospects that can be identified in the business. It can be seen as follows:

- I. High profit-making
- II. High competencies between other competitors
- III. High demands in the market
- IV. Tourism industry is growing rapidly
- V. More tourists and foreigners will come to visit the country

PURPOSES OF PREPARING A BUSINESS PLAN

A Business Plan is a written document that is used to describe and manage the proposed business project to be implemented in a systematic and comprehensive manner. In other terms, Business Plan is also known as the business proposal. The preparation of Business Plan should be done after observations and researches have been made to identify the needs and demands of the people in the market.

In a Business Plan, it includes all the details and information of the company or the organization, the owners' and the partners' backgrounds, the location of the business, its marketing, operations, organizational and financial plans.

"Wanderlust Borneo Travel" has identified and constructed its business plan for several purposes. One of the main purposes is to determine whether the business project is viable. It means that, by the help of the Business Plan, our company will be able to identify and observe whether the business can be done effectively and efficiently. Not only that, business opportunities can also be assessed and identified by the entrepreneurs or the people who are able to take risks in order to make profits in business. Based on the Business Plan made, entrepreneurs will be able to run the business complying with the organization's objectives, critically and practically.