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BLUE MOON EVENT MANAGEMENT SDN. BHD.

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DIPLOMA IN TOURISM MANAGEMENT

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Sir,

SUBMISSION OF BUSINESS PROPOSAL

Adherence with requirement for the complete of the course of Fundamentals of Entrepreneurship (ETR 300), we proudly submit to you the completed and final business proposal of our group, Blue Moon Event Management Company on this date of 25 October 2008 which had been agreed before.

2. We would like to contribute our appreciation upon your kindness and generosity in guiding and leading us in making of this proposal all this while. Without your advices, we definitely would not be able to come out with such determined and dedicative proposal.

EXECUTIVE SUMMARY

Business plan for this company is doing event management. Our company name Blue Moon Event Management Sdn Bhd. Our company is located in Dubs Commercial & Office Centre, Petanak Road, Kuching Sarawak. We get the loan from SME Bank for start the business. We have five partnerships. Our manager is backed by a group of professionals from diverse background. We start from the small business but we give the best and quality services to our client. We also try to fulfill their need and wants. We choose this business because only a few company run this business. Our vision is we develop innovative service based on product to enhance the quality of life of host community and provide an effective events experience for our valuable clients. We are committed to reinventing ourselves every single day in a consistent, targeted pursuit and undivided delivery in providing our guests with a product that consistently exceeds their expectations. Our objectives are to provide the host community with event management service and to fulfill the urbanization needs of people in event planning. Our company goals are to get more high operating income for every year and to manage 2 – 3 big events in a month.

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1.1 INTRODUCTION OF BUSINESS PLAN

Event planning consider as conducting research, creating an event design, finding a site, arranging for food, decor and entertainment, planning transportation to and from the event, Sending invitations to attendees, Arranging any necessary accommodations for attendees, Coordinating the activities of event personnel, Supervising at the site, Conducting evaluations of the event

Our company name is Blue Moon Event Management Sdn Bhd. We provide services for every event in Kuching, Sarawak. We do operation in Kuching city because lots of events were celebrated for the whole year here.

Blue Moon Event Management provides excellent services, creative concepts, superb methods, strategies and techniques in order to successfully fulfill our clients' unique requirements. We also provide high performance resources in creative and conceptual designs, special effects systems, sound, lightings, and AV system and entertainment consultancy services.

Blue Moon has the most comprehensive and latest creative ideas and concept in town, execution and production expertise in the industry. Our services range from offering conceptual planning to execution stages and sometimes post-event when client needed.

This company will open on January 2009. Our company is located at Petanak Road. We choose this location because in front of our office exist a location which most of events had been organized here. Besides, this location is strategic because it is situated at the center the Kuching city, shopping centre, and situated nearly Everise building office. Our office also has 24 hours security guard services.

We already do our research about Event Company in Kuching, we found that only a few involve and run in this business. Only certain people can do this business. As event management team, we must know all about event, have the experiences or have attended training programmes before becoming team members. Furthermore, team member must be professional and educated at least have degrees in courses related to event management. Blue Moon team will organize by a group of professionals from diverse background.