

CEO OF

ARWANA

EKSPRESS

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HISTORY OF THE COMPANY

Arwana

Arwana Travel and Tours were started by Mohamad Ithnian Bin Md Yusop since December 2006, he was inspired to open his own transportation company because of the experience that him faced before this. The first thing that the owner has done which is go to the school and universities and try to approach them to use our bus if have any kind of events or activities. The owner also get the positive feedback after try to promote their own company among the society.

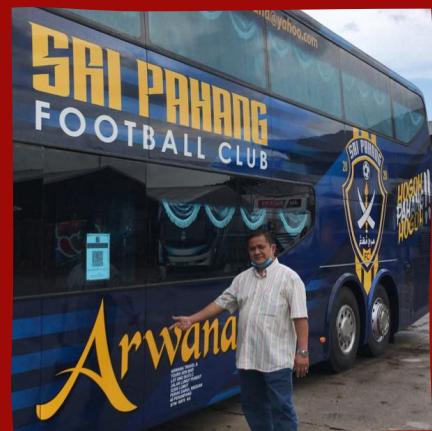
Other than that, the name of Arwana Ekspres itself was inspired by the fish that been given name "Arowana". The owner was very interested to that fish since young, the elegant and exclusive looks at the "Arowana" fish make everybody feels interested to own the pricy fish as we all known. "Arowana" fish is not same with the fish that we know, because of to taking care of that fish is very details and the price of fish will increase when the size growing up. So, the story of that fish were inspired Mohamad Ithnian Bin Md Yusop to expand and try to grow their business until the company fully successfully among others. Last but not least, when he get the opportunities to build up the transportation company, he was give the name of their own company which is Arwana Travel and Tours inspired by 'Arowana' fish itself.



BACKGROUND OF THE COMPANY



ARWANA TRAVEL AND TOURS SDN. BHD. (757645-T) were established since 27th December 2006 and the company was totally own by Bumitputra Title Company and also the operations of the company where been located at Lumut, Perak. Arwana Travel and Tours background is more to transportation and tourism business activities. The budget that be allocate which is RM2,350,000 million and the purpose of the company was been created because of to fulfil the market of Malaysia sector of tourism and transportation. Furthermore, the main business in Arwana Travel and Tours is provide the transportation services, for example Express Bus and Chartered Bus for people that want to rent or use our services in Malaysia. The company also have their own tourism package which is Inbound and Outbound and also include the services of facilities and hospitalities. Arwana Travel and Tours was been registered with "Kementerian Pelancongan dan Kebudayaan Malaysia" and also have their own Business Tourism Management Agency license.



PROFILE OF ENTREPRENEUR



NAME: Mohamad Ithnian bin Md Yusop

AGE: 46 Years old (17 May 1975)

EDUCATIONAL BACKGROUND: Diploma in Business Management

WORKING EXPERIENCED:

- Worked as manager of Express Bus for 20 years
- Worked as tourism agent for ten years

ABILITIES:

- Good in management of the company
- Good in management of bus system
- Good in management of tourism package and agency
- Good in approach and attract the customer
- Good in increase sales of business

FAMILY BACKGROUND: He has a wife that manage Arwana Agro and the first son that manage Arwana Emas. He also have six children which is three sons and three daughter.

PRODUCT AND SERVICES



USB PORT CHARGER



SMART READING LIGHT



HIGH QUALITY LEATHER



BUSINESS CLASS SEATER

CHALLENGES FACED AND WAYS TO OVERCOME

SUBORDINATE ATTITUDE

As an owner of company subordinate attitude is one of the challenges that must be faced and give more focus to manage and handle it. This is because subordinate is the important person for the company and them also will make sure the vision and mission of the company will achieve and always in the right track to get it. Arwana Travel and Tours SDN BHD. have more than 70 staff and drivers to manage it. Each of them has their own character and behavior, and side of company is to make sure that their attitude is excellent went serve the customers that using our services

CUSTOMER PREFERENCE

In every business they must have several problems either during to serve the customer or customer itself. Transportation services is one of the sectors that must deal with a lot of people and customers, so each of them has their own behavior to handle it. For instance, went their want to buy the bus tickets or their want to use our services.

SOLUTION

To solve this problem the best method that will be take by the owner which is must make sure before their hire the staff they must select the best personality and know the staff behavior itself. Other than that, in this company we have our routine which is the board of director will do the spot check during their staff working and monitor them using the CCTV. So, this ways will make sure that all the subordinate does their job in a good and proper ways following by the company policy.



SOLUTION

To solve this problem the right solution is the owner of the companies must make sure that subordinate control their emotions and give the best services during serve the customers. They also can approach the customer in an attractive way, which is they can use the low tone when approach with the customers to make sure that customers feel appreciated.



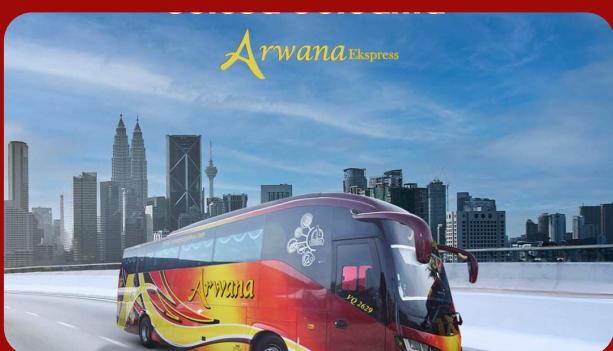
CHALLENGES FACED AND WAYS TO OVERCOME

SERVICES

Arwana Travel and Tours SDN BHD. is the company that serve the transportation services to their customers. So, services will include in the challenges that must be faced because of every services that will be serve from our staff and drivers to the customer must using the best or the excellent treatment to them. Other than that, services are also include with the buses that customers will use it, so as an owner of the transportation services they must make sure that before customers using their services the bus must be in a good condition and clean

SOLUTION

To solve this problems the best method that can be use which is the owner must hire some of their subordinate to monitor each of bus before their departure schedule to take the customer at the terminal. For example, the buses must be service by following their date of maintenance, to make sure the bus is in a good condition. In this company the routine that drivers must follow which is after their finish the trip, they must clean all the rubbish and mop the bus before their leaving, to make sure the bus is clean and fragrant

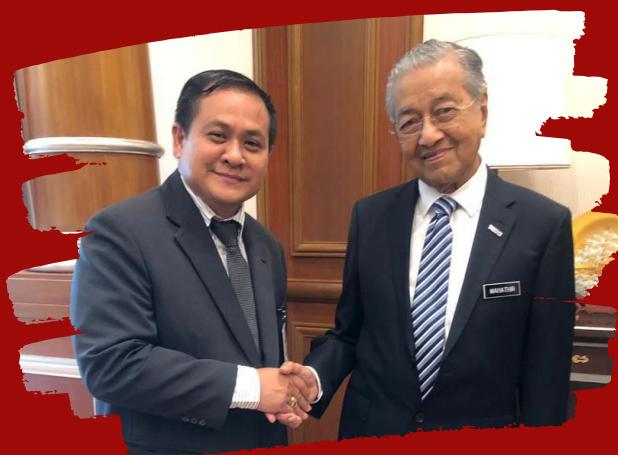


MOTIVATION

FINANCIAL RESOURCES

From nothing to something is one of the factors that influence Arwana Travel and Tours Sdn. Bhd to improvise and expand their company to another level, which is they have their own vision and mission that they want to achieve it. The goals of this company are wanting to be a successful transportation services company among others company in Malaysia. Furthermore, they also wanted their company to well-known not only in Malaysia but also in overseas and their next target is wanting to open an airlines business for the future.

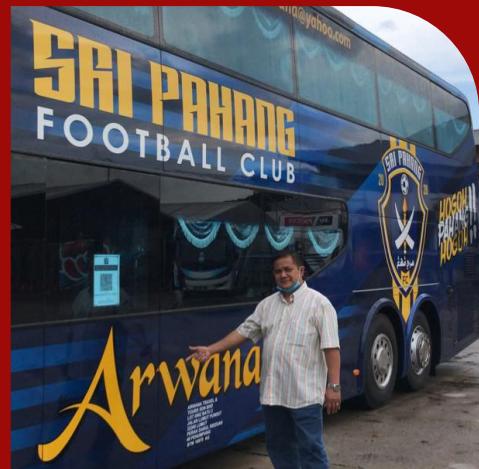
To start up the business of transportation, the initial capital is needed, and the money will be used to start up the cost to build the office building, maintenance for bus, mechanic equipment and to buy the new bus and also to hire the new employees. Other than that, funding is one of the most important things to start up a business. Mohammad Ithnian Bin Md Yusop, the owner of Arwana Travel and Tours SDN BHD were start up with RM 1,000,000 and half of million is the own money from his personal's savings and half from bank loan as initial capital. Last but not least, to start up any business we must manage the financial in a proper way, this is because the money will roll to maintain and sustain the business and to prevent any burden for the future.



FUTURE PLANNING



Future planning for Arwana Travel and Tours is to expand their scope of business which from now they also have their own plantation which is chicken farm under Arwana Agro. This is because before Mohamad Ithnian Bin Md Yusop start up the Arwana Travel and Tours as the main business, he also is a chicken farmer and from there he can have what he have now. Other than that, the owner also has five lorries to do the food tender in several schools and universities or for any kind of events. This methods will give more profit and not just focus on transportation business if anything happens, if have the opportunities he wants to create an airline business for the future and the name for the airline is Arwana Airlines. Lastly, the owner also wants Arwana Travel and Tours will be the successful transportation company and being well known among the Malaysia community.



PERSONAL ENTREPRENEURIAL COMPETENCIES

Persuasion

An entrepreneur can influence or persuade the users with provide the best transportation services and at the same time do some marketing to approach people and customer to use our services. An entrepreneur also can do some promotion during a special day such ad ticket discount for any eid celebration and give discount for student to ensure them to used our transportation.



Initiative

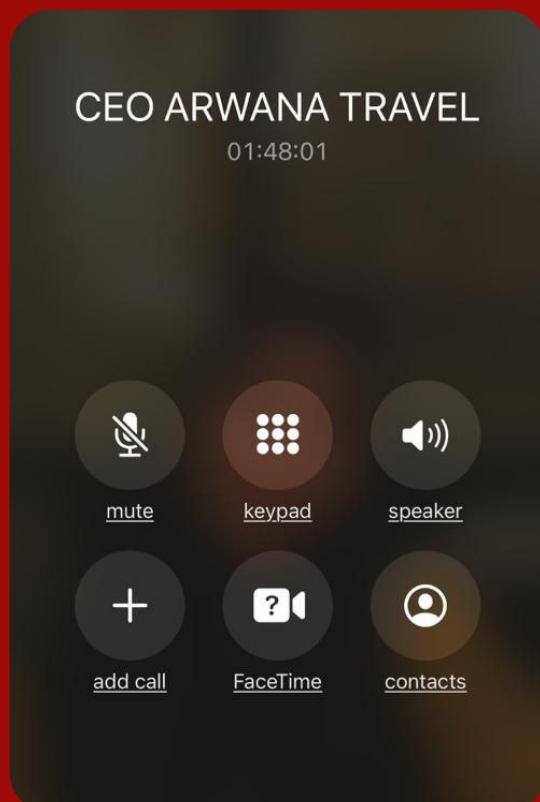
Personal entrepreneurial competencies (PEC) that related to this entrepreneur is Initiative. Where this entrepreneur should be able to take actions that go beyond his job requirements and to act faster. He is always ahead of others and able to become a leader in the field of business. For example, to begin with this business of transportation, the initial capital is needed and the money will be use to start up the cost to build the office building, maintenance for bus, mechanic equipment and to buy the new bus and also to hire the new employees. Mohammad Ithnian Bin Md Yusop, the owner of Arwana Travel and Tours SDN BHD were start up with RM 1,000,000 and half of million is the own money from his personal's savings and half from bank loan as initial capital



REFERENCES

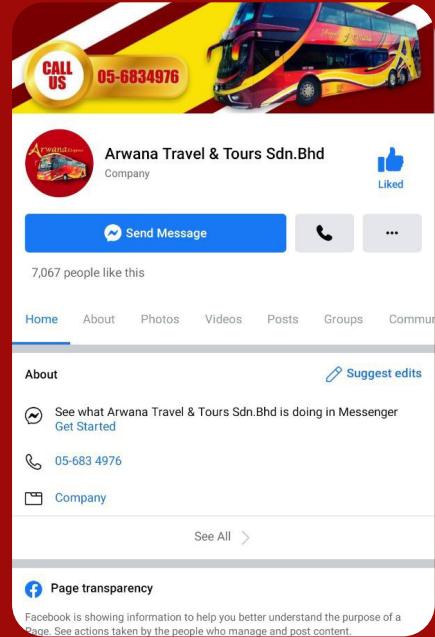
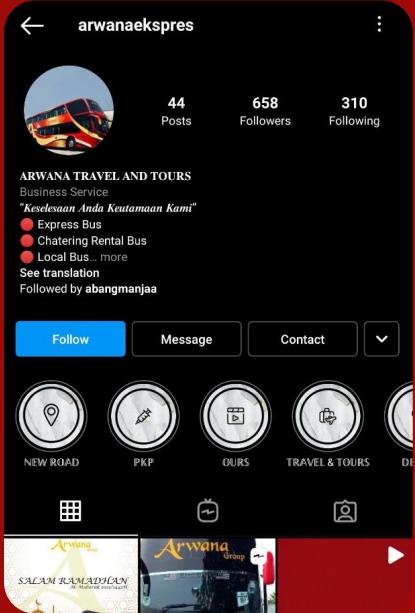


Certificate of registration



**Interview session with CEO
of Arwana Ekspress**

APPENDIX





GROUP MEMBERS

FUNDAMENTALS OF ENTREPRENEURSHIP | ENT300

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