

MARA UNIVERSITY OF TECHNOLOGY

ETR 300

MANUFACTURING SHOES

FAN C Co'

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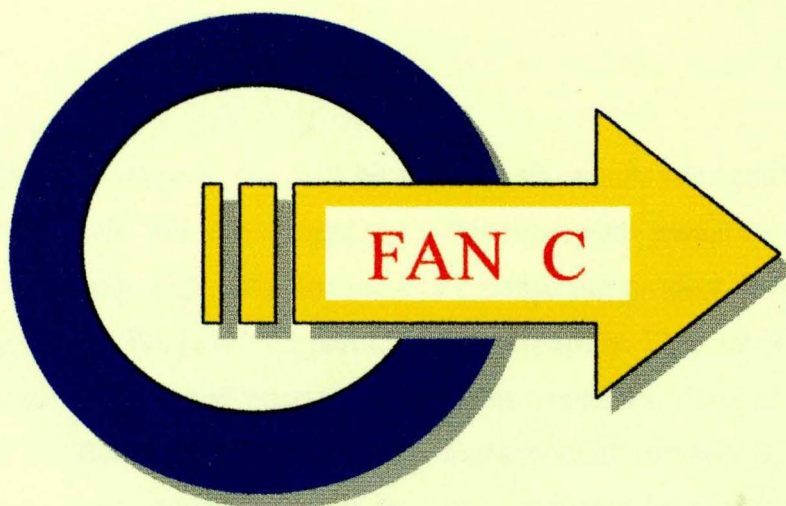
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Entrepreneurship (ETR300)



ADDRESS:

***96 G&96 H, KAWASAN
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EXECUTIVE SUMMARY.

FAN C Co' is a company that will be organize six month after graduation. Our company is produce shoes. We also a supplier for this shoes. Our product is suitable for young teenagers especially male. We also want to produce our product through Kedah, Perlis and Penang market. We have four partners in this company. They are Norhafiza Bt. Yusoff as a general manager and operational manager, Azura Bt. Alwi as a financial manager, Marlia Bt. Basir as a administration manager and Amizan B. Saad as a marketing manager. Every partner's assent for every post that have been given. Our factory or business will cost RM99, 910 for the business build. We hope that our company will get RM300, 000 as a profit. It is because the profit will cover cost that we use before it. We also hope that our profit will increase month-by-month or year-by-year. If it happens, it will give back our cost that we have invest to build this business. Our location is Mergong Industrial Area in Alor Setar, Kedah. We choose this location because the location is so strategic and good potential to develop in the coming year.

INTRODUCTION

This project that we have done are for the sandals and selling it to customers or vice versa at certain location. Looking at this business that we are going to open, we restricted the selling according to the demand from the customer and the location for marketing the shoes are at Kedah, Penang, and Perlis.

Our business's name is FAN C Co'. Before this there are lot of competitors in this industry such as Tai Meng Sdn. Bhd. Tis industry has began about 20 or 30 years ago. Our location is at industrial area at Mergong, Alor Setar at Kedah.

After finished this proposal we will start our business one and a half-year after we grade from university because we can set our business strategy and achievement our business goals and practice about what we have studied. The business planning will be our guidelines and reference for us to start the business.

We have selected this business because we want to give new innovation in producing the latest shoes in the market. Our product can give the consumers' feel more comfortable in wearing a shoe especially for the household. Besides that, we also prepared an adventure, more grips and then sell it at the suitable price.

We also are supplying the shoes to the household, students and shoe shop. In this industry there lot competitors that produced this product and for us, we will try as best as we can to produce a quality and latest product that can give us an advantages in this industry.