



اَوْبَهُوَ سَبِيحَتِي تَيْكُونُ لَوْ كُنَّ بِمِثَابًا
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AKIRA

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TABLE OF CONTENTS

TITLE	PAGE
Letter of Submission	5
Acknowledgement	6
Executive Summary	7
<hr/>	
1.0 INTRODUCTION	
1.1 Introduction	
1.2 Purpose of Business Plan	9-26
1.3 Company Background	
1.4 Partner's Background	
1.5 Partnership Agreement	
<hr/>	
2.0 ADMINISTRATION PLAN	
2.1 Introduction	
2.2 The Vision, Mission and Objectives	
2.3 Organizational Chart	
2.4 List of Administration Personnel	27-40
2.5 Schedule of Task and Responsibilities	
2.6 Schedule of Remuneration	
2.7 Benefit of Partners	
2.8 List of Office Equipment	
2.9 List of Fixture and Fittings	
2.10 Administration Budget Table	
<hr/>	
3.0 MARKETING PLAN	
3.1 Introduction	
3.2 Objectives	
3.3 Product Description	
3.4 Target Market	
3.5 Market Size	41-62
3.6 Competition	
3.7 Market Share	

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EXECUTIVE SUMMARY

The business is based in a partnership where it consists of five members who hold important roles and positions which are General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital amounts to RM 82,860 where the contribution of each member is RM 10,000 and the rest are RM 40,00 which are acquired from a loan.

AKIRA delivers a service that is rarely found not only in the premise's area, Taman Kempas Indah, but also in the whole Malaysia. We manufacture shoe soles that are made from the best of materials, namely Polyurethane Solid, Polyurethane Cellular, and Vulcanized rubber. These raw materials are widely known for its durability and characteristics to withstand different circumstances that a shoe sole had to face on a daily basis. Our company will initialize its operation at Jalan Kempas, 1/1, Taman Kempas Indah, 81300, Johor and expand the business further in the future.

We also provide sole-replacement service to the customers to help the society dismiss the habit of throwing away their possessions despite the cost that they spent on the item. In order to make the customers more attracted into using our service, they are allowed to customize the designs of the soles according to their preferences. Therefore, our designs are unlimited as customers have a wide selection of designs that come from both the company's artistry and their own creative ideas. AKIRA's employees will also undergo an intensive training before being employed to ensure that they can deliver A1 services to the customers as an alternative to induce a healthy and constructive relationship with the customers.

With the aim of becoming a brand known in the global footwear industry, we will start by introducing this product to the public and maintain potential customers by perpetuating good relationship between the suppliers, creditor and most importantly the customers. From that, our business will run smoothly because no further complications are to arise that can disrupt the flow of the business.

With the loan of RM 40,000 as a financial help, we are wishing and hoping to make AKIRA achieve an outstanding and extreme demands from our customers. Our business is to expected to commence on 25th of December in the year 2019 and our vision is to make our company well-known, established, and satisfied by the customers in order to bring our company to even greater heights. This will be seen by the full cooperation and efforts among the partners to promote the company.

1.0 Introduction

AKIRA is a multinational corporation that is engaged in the design, development, manufacturing, worldwide marketing and sales of shoe soles. AKIRA also provides the customers with a service to replace their old, worn out soles, with the high-quality soles that we manufactured and designed notably for the satisfaction of our customers. This company will be established on 16th of September with the objective to overcome the problems faced by many consumers involving worn out shoe soles that can cause slipping and dangerous accidents. The company's name which originated from the Japanese word 'akiramenai' has the meaning of "never give up" when translated. "Soles for the souls" is the company's tagline to give the impression that the consumer should not fret when the shoes they bought are worn out. Instead, they can simply remove the current soles and replace them with a new sole that comes with various designs from the nearest Akira shoe store.

1.1 Purpose of the Business Plan

1. To the Entrepreneurs (AKIRA)

To understand the business and use it as a guideline to manage the business efficiently and productively.

2. Financial Institutions

Assist and help the financial institution to evaluate the capability of the proposed project and provide loan for the business. Financial institution involved in this business project is

3. Suppliers

Help convince suppliers of the viability of our business venture thus benefitting both the suppliers and our company in the long term business arrangement.