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ENT 300 - FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS CATEGORY:

SERVICE

**BUSINESS
COMPANY NAME:**

FLOWER'S SHOES AND BAGS REPAIR

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PREFACE

The partnership member of Flower's Shoes And Bags Repair firm were very grateful and thankful to God as only from His bountiful, we have wisdom, energy, courage and opportunity to successfully finish and complete this Business Plan Book and now it is ready to be checked and evaluated by the lecturers. Also, after we done all this, we all including our lecturer, Madam Sharifah Nurafizah Syed Annuar, who always give the mental support are still in good condition and very happy to have this book.

This book is designed to provide information about the main operation and considerations that need to be given in the implementation of the repairing shoe and also bag business. There are five main parts included in this book such as the introduction, operation, marketing, administration and financial plan and the vital element each part of it in carrying out a business so that it can be manage to have a clear sight about this project. Hope by doing this book, it may give us useful experience and knowledge in business for future use and hope every of our effort capable to achieve a great bless for all so that it become the way to lift our standard in front of ALLAH.

Authors

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INTRODUCTION

1.0 EXECUTIVE SUMMARY

The executive summary on administration is about the management of the partners in the organization of Flower's Shoes And Bags Repair. The organization consist of six partners that have their own task and responsibility to manage each of department. The name of our business company is Flower's Shoes Repair. The partner of this business is Ryn Brenda Junaidy as the Manager and founder of Flower's Shoes Repair, Mazlizah Binti Jamlin as Administration Executive, Nadilah Tros as Marketing Executive, Calveiani Binti Akim and Amiera Natasya Binti Ahmad as Operation Executive and Florence Vathwang Anak Karim as the Financial Executive. There are two people holding the Operation Executive because operation planning is the critical part since it is doing the repairing service which the customer satisfaction depend very much on it either it is provide the best service or not.

The second executive wanted to be summaries is Marketing Executive which play the very important role to market our service. This executive have to introduce and make the society realize the service of repairing shoes and bags appear in the market besides always active to make advertising and promotion such as creating website, Facebook and price discount, end year promotion so that people easily know our business existence and advantages. Also, know who the target market and the market size that consist of student and working people who face the problem of damaging shoe and bag problem at any range of age for man as well as the ladies. The department have to determine the price of each service quality have impose affordable price and determine the price according to external factor such as government regulation and the competitor price. The executive has to know about their competitor in the market especially their strength and weakness so that can make comparison with own firm and to innovate improvement for benefit of the firm and society in order to compete with them so that the firm able to gain heed of the customer and be loyal with the firm service.

The executive summary on operation plan, it contain about on how to the activity of the repairing shoes and bags is carried out from the receiving the item, check the damage, repair, give added value of cleaning and shining shoes and deliver it to the customer directly in the shop or by delivering method such as using transportation and posting. Other than that, this executive also responsible to know and record all the expenses and cost and important raw material to repair shoe, machine is the grinding machine to sew, tools require to do repairing and all other expenses such as water and electricity usage during operation. These expenses