



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

BUSINESS PLAN

PLUG & TWIST

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## 1.0 INTRODUCTION

Plug & Twist was established by Izzatur Najlaa, Noratikah Ashikin, Nur Azreen, Putri Khalilah and Noor Umi Maziyyah on 1 January 2018. They rent a small shop in level 2, In Imago Shopping Mall. They started the capital with RM500 000 to established the shoes designer and manufacture industry. In the organization, we have marketing, operating, financial and admin that lead by one CEO of the company. Our shoe shop are placed at the strategic place which in the biggest and popular mall in Kota Kinabalu town which be the most attractive mall in Sabah. It not only visited by Kota Kinabalu people, but it also attract the whole Sabah people to come. Plug & twist serve a special convenient heels for the woman to them look more confident and elegant.

According to this modern era, woman is always need and has to come out with elegant styles especially on working days. So they tend to use high heels to make the outfits much better and more stylist. Plug & Twist is to introduce women out there about how convenient shoes is when it is have different height of heels in one flat shoes. It is to help them to feel more comfortable and happy while working or going anywhere. The customers can choose type of heels they want to use during their day according to their situation. By having shoes from Plug & Twist, they no need to buy different shoes to get a different height of heels because on Plug & Twist they only need to change the heels that we provide in one box. Moreover, they can reduce their cost, they also can reduce their time and space to place various type of shoes in the car or in the office.

We Plug & Twist, saw the opportunities in this market of selling shoe because design that we serve to the customer are the limited design which the customers just need to pluck and twist the heels to change the height of heels based on their own comfort. The people always need a comfortable, convenient and elegant shoes to make them always be confidence on their appearance especially for working woman. Plug & Twist see this way in this market by taking an advantage of all these people's need especially when there are no shoe company sell this kind of convenient shoes.

## 2.0 PURPOSE OF THE STUDY

This business plan are prepared because to identify the challenges arise in become entrepreneur and started new business. It is important because since we are the new shoe shop company, so we need to compete with other popular shoe shop that already have their own name this the market such as Bata and Vern's. By identify the challenges at the beginning of the business will make the organization well prepared with their own strategies to control and overcome all the problem in the future of the business.

This business plan also being drafted and it will be the guideline for all the managers in the company in order to achieve our company goals. All the mission, vision, target of market and the financing plan are already state in this business plan so they can always refers to make sure what they did are always in line with the objective of the company.

Since Plug & Twist have not asked for loan from any bank, so they need to make all the shareholder confident in their investment to the company. All the shareholder are already agreed to contribute RM100 000 each person to start this business. This business plan is important as an evidence of all the shareholder because all the financing and all the agreement are already stated in this business plan. The financing will be used to start up the business to purchase fix asset such as furniture, admin manager equipment and to renovate the store.



6.0 Marketing plan

6.1 Service Description

6.1.1 Services

Plug and Twist provide a affordable shoes for every women and girl who love being simple but still look smart. It is include a working women, students, mothers, sisters, a husband and more. Our services is a walk-in basis or by online shopping. Every customers can choose either they wanted go to our shop by their own or order shoes in our website or social media. Since we have online shopping, we need to ensure that our services is effective and fast respond to our online customers. We are focus on customers-centric where customer’s needs is our priority.

6.1.2 Service Descriptions

The following is an overview of our main services by our main services by category:

1) Heels of shoes	- This is the main service that we offered here. There are a few height of heels that we provide from flat, 2 inch, 4inch and 6 inch to meets the customers needs, budget and expectation.
2) Shoes	- This services that we offered is to ensure that our customers feel comfortable when they are wearing it.
3) Packaging for the shoes	- The shoes and heels will be in the packaging that we are offered is in a box. The box will design nicely and ensuring we satisfaction of the customers.
4) Heels purchases	- The service that we offered is where the customer can purchase the heels if their heels was missing or have problems. They don’t have to buy a new shoes but, they just only can buy a heels.

## 6.2 Target Market

Plug & Twist will consist of the two following groups:

### 6.2.1 Fashionable girl/women

- Every girl or Women like fashion. In fashion they need to focus on shoes as well because people will see what are they wearing. To save their money, they can buy our shoes for once and can come out with different style in term of heel sizes. Besides, they also can change their habit on keep buying shoes that they are not satisfied with their heels. If they are going to holiday they don't have to bring a lot of shoes just bring our shoes.

### 6.2.2 Working women

- As usual working women will wear a simple and comfort shoes to go work but, every women has different way to style their shoes when they go to work. Not all women will use high heels to go work based on their condition. By using shoes from plug&twist they can easily change their heels to flat shoes and if they want to go out while they are working, they can change it to more comfortable shoes.

### 6.2.3 Men or husband

- Men are responsible to make their girl happy. They can buy our shoes and give to the women as a present. For example, present for birthday. Anniversary and many more. By buying shoes from our shop, they don't have to think what kind of present that they going to give. While, we are provide a pair of shoes that will make all girl satisfy and happy.