

UNIVERSITI TEKNOLOGI MARA

ENT530

PRINCIPLES OF ENTREPRENEURSHIP

BUSINESS PLAN

LA VIA

PREPARED BY

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Besides that, we would like to thank our family members that give us moral support and financial assistance upon completing this task. Additionally, our gratitude is for our colleagues for having a lot of assistance as well as cooperation for the realization of efforts to complete this task successfully.

Nevertheless, we believe that this business can go further in the future with the help of many people. We believe that with the support and consultants from everyone, we can successfully complete this business plan. We hope that our online business can be continued even after this project has ended.

This remark is also addressed to all those who have been involved in the success of this task either directly or indirectly. Any help that you extend highly appreciated because without your help and support, this task will not able to be completed. Thank you very much.

Sincerely,



EXECUTIVE SUMMARY

Introduction

La Via is a new company which run the online business that selling variety of tote bag. La Via Company is schedule to begin the operation on 16 September 2017. The business offers variety of tote bag in which the specialty will be having customers to design their own tote bag. This helps to give them the elements of uniqueness and exclusiveness in wearing the bag from our company.

La Via tote bag will able to attract the customers with its hand-painted and custom made bag which is up-to-date with current trend in tote bag fashion industry. La Via saw the opportunity that this business has the potential of success because it will be different from the other tote bag business as it taking advantage of all these people's interest. The people have always needed to take care of their look, as the fashion reflects their personality, and to make them feel more comfortable and exclusive.

Accordingly, La Via will run its business operation and promotion through the social media likes Instagram and Facebook. All the business activities and update will be post at the La Via's Instagram and Facebook pages. This will helps to ensure that our target market will get the news and update from our company and attract them to buy our products. While there are many online businesses that selling tote bag like La Via, La Via will excel due to its attention to detail regarding customer service.

La Via will deliver a very good services along with good etiquette to the customers in order to retain the relationship between our company and the customers. Through unheralded customer attention, La Via will slowly but surely gain market share as it will provide the customer's satisfaction to the customers by providing them with high quality products. Also, La Via will attract its target market by provide them with the up-to-date tote bag design and fashion.

Our target markets are especially for the students and those who are in 20s and 30s who are working. This is because, tote bag is very popular among them as it was useful in their daily life. The tote bag will helps them to look fashionable and able those to bring a lot of items to be put on that bag. It will fulfill their purpose in buying bag as well as looking elegance. Accordance with our projection, we expect to make profit by selling our tote bag and will able to strive a high profit in our business.

These partnership that consist three of people will take care the flows of this business in all area of operation such as marketing, financial, operation and public relation, La Via will able to run the business smoothly. This is by looking into the qualifications and skills that possess by all the management team. All in all, La Via has a capability to be the leading in tote bag fashion industry in the future.

Missions

Purpose

This business plan is prepared because to convince venture capitalists, investors and banker in order to raise capital and obtain support for the venture upcoming. We need investors to raise fund for the purpose of company management and upgrading in the future.

Besides that, this business plan will serve as a guideline to ensure that the business run smoothly with more cohesive vision. It is important to ensure all of the operation of the business can be carried out precisely and accordingly.

We also use this business plan as a guideline to the manager in order to succeed in the business. La Via has all the ingredients to be one of the best in the business. We have set out our entire target in order to be successful. This business plan will includes company background, marketing strategy, operation plan, sales forecast and also the most important, the financing plan of the business.