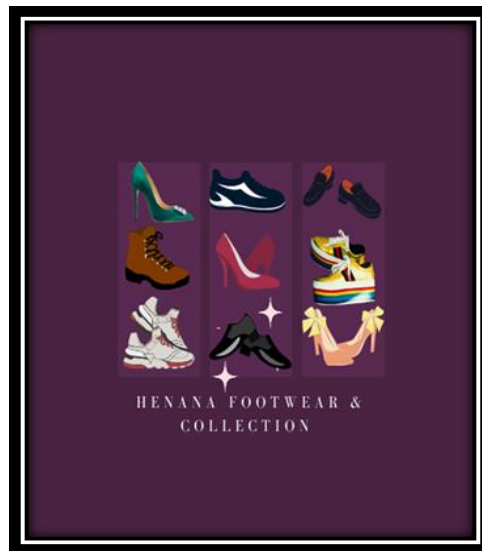




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UNIVERSITI
TEKNOLOGI
MARA

ENT 300: FUNDAMENTALS OF ENTREPRENEURSHIP
BUSINESS PLAN PROPOSAL



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EXECUTIVE SUMMARY

HENANA Footwear and Collection officially started its operation on 13 June 2020, that located at Alamesra, Sulaman Coastal Highway, 88450, Kota Kinabalu, Sabah. Which this business is run by six main people that held different positions in the company, such as General Manager, Marketing Manager, Operation Manager, Financial Manager, Administration Manager and Administration Clerk.

As a matter of fact, HENANA names were created by abbreviation and combination of capital names of six partners of the business. In addition, HENANA Footwear and Collection were funded by the six partners' capital contribution and loan from Malayan Banking Berhad. Whereby, the six partners of this business have contributed RM 30,000 each and the loan amounted to RM 171,830.

Uniquely about our business is, HENANA Footwear and Collection not only producing our own brand footwear but also provide a customized service that we called as HENANA Collection. The existence of this business in the event of higher demand for footwear lately, as the footwear is known as a necessary thing to human beings, in order to protect our feet. Coupled with the fact of trend and status of the consumer.

As stated above, HENANA Footwear and Collection is sited at a strategic area, which this aspect has increased the business productivity, whereby this area is placed near to main road, residential area, Shopping Mall and specifically our main target market. The location of our physical business is crucial as part of the marketing plan. Thus, by taking the location of the business into consideration, HENANA Footwear and Collection will be successful and become more acknowledged.

1.0 INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

HENANA footwear is a partnership business that selling various shoes for any kind of occasion such as formal, sport, casual and etc. Moreover, our business also provides a service to customize shoes, either the customer itself made a full custom shoe followed their design or the client may ask our professional designer to custom their footwear, which they could pick any design through consultation. This services namely HENANA Collection.

HENANA Footwear physical store located at Alamesra, Sulaman Coastal Highway, 88450, Kota Kinabalu, Sabah. HENANA was established on June 13, 2020. A footwear is crucial as it one of needs things that protect our foot, not only that a footwear also reflect social status and fashion status among the society. As for that reason, we decide to run a footwear business, which we know that the demand of footwear nowadays increasing in line with the fashion development.

Additionally, as a footwear business our target is open to all consumer, as it considered as needed things and our business provided various types of shoes. Equally important, as our business are considered local product, we tried to gain more opportunity to be a well-known brand in Malaysia, and a popular brand internationally. Hence, our business tried to open more branches in the future to fulfil our dreams