



اُنِيُوْ تِكْنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**UNIVERSITI TEKNOLOGI MARA CAWANGAN PAHANG**

**KAMPUS JENKA**

**FACULTY OF APPLIED SCIENCE**

**DIPLOMA IN SCIENCE (AS120)**

**AS1205I**

**FUNDAMENTALS OF ENTREPRENUERSHIP (ENT 300)**

**BUSINESS NAME**

**"SOLE TO SOUL"**

**PREPARED FOR:**

**SIR AZEMAN ABD MAJID**

**PREPARED BY:**

<b>NAME</b>	<b>MATRIC NUMBER</b>
<b>AMIRA NATASHA BINTI AZMAN</b>	<b>2018203654</b>
<b>AZALEA MARSHILLA BINTI ISMAIL</b>	<b>2018203784</b>
<b>FATHIN NASYUHA BINTI RAZALI</b>	<b>2018212256</b>
<b>NUR HIDAYATI HANIS BINTI NOSBI</b>	<b>2018243766</b>

## LETTER OF SUBMISSION

Diploma in Science (AS120)  
Faculty of Applied Science  
Universiti Teknologi MARA Pahang  
26400 Jengka, Pahang

22 JANUARY 2021

Sir Azeman Abd Majid  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
Universiti Teknologi MARA Pahang  
26400 Jengka, Pahang

Sir,

### **Submission of the Business Plan (ENT 300)**

Attach is the business plan title “**Sole to Soul**” to fulfil the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

AMIRA NATASHA BINTI AZMAN	2018203654
AZALEA MARSHILLA BINTI ISMAIL	2018203784
FATHIN NASYUHA BINTI RAZALI	2018212256
NUR HIDAYATI HANIS BINTI NOSBI	2018243766

Thank you,

Yours sincerely



.....  
(AMIRA NATASHA BINTI AZMAN)  
General Manager

## ACKNOWLEDGEMENT

Alhamdulillah, we show our gratitude towards Allah SWT for the completion of this assignment of Business Plan as one of the requirements that was needed to be accomplish in the course work assessment for the code ENT300.

We gift this thanks to our parents in supporting us throughout doing this business plan until completion. This business plan has been prepared with the cooperation and support from many people. Not to be forgotten to our lecturer, Sir Azeman Bin Abd Majid, his kindness and dedication in educating us in the course of ENT300 and this business assignment. He provided his utmost attention and dedication in providing us the information and the knowledge we needed in making this business plan and within the lecture of ENT300. Without his effort, we would not be able to complete this assignment.

Looking pass all the problems, we come across, we manage to become more systematic and organized when it comes to dealing with issues that might arise during our research. This business plan covers organization, marketing, operation, financial and training plan and any other information needed by a newly established entrepreneur as a guide to start a business.

To conclude this acknowledgement, to those who were involved and contributed directly and indirectly such as our fellow classmates of AS1205I, we express out fullest gratitude for the effort and initiative that they have shown in our project until we completed the business plan with flying colours. We sincerely apologize to all other unnamed people who helped us in various ways to complete this project and we hope this business plan report can lighten us a little more about the entrepreneurship world and how to become a successful entrepreneur in the future.

## TABLE OF CONTENTS

CONTENTS	PAGES
<b>LETTER OF SUBMISSION</b>	2-3
<b>ACKNOWLEDGEMENT</b>	4-5
<b>TABLE OF CONTENT</b>	6-7
<b>EXECUTIVE SUMMARY</b>	8-9
<b>1) INTRODUCTION</b> 1.1 Name of Business 1.2 Nature of Business 1.3 Industry Profile 1.4 Location of The Business 1.5 Date of Business Commencement 1.6 Factors in Selecting the Proposed Business 1.7 Future Prospects of The Business	10-12
<b>2) PURPOSE OF THE BUSINESS PLAN</b> 2.1 To evaluate the project viability and growth potential 2.2 To apply for loans or financing facilities from the relevant financial institutions 2.3 To act as a guideline for the management of the proposed business 2.4 To allocate business resources effectively	13-14
<b>3) BUSINESS BACKGROUND</b> 3.1 Vision and Mission of Business 3.2 Organizational Chart 3.3 Logo and Motto	15-17
<b>4) BACKGROUND OF PARTNERSHIP</b>	18-22
<b>5) LOCATION OF BUSINESS</b> 5.1 Physical Location of the Project 5.2 Advantage of Location in Helping Business to Achieve Objectives	23-25
<b>6) MARKETING PLAN</b>	26-37
<b>7) OPERATIONAL PLAN</b>	38-48
<b>8) ADMINISTRATION PLAN</b>	49-55
<b>9) FINANCIAL PLAN</b>	56-60
<b>10) CONCLUSION</b>	61-62
<b>11) PARTNERSHIP AGREEMENT</b>	63-64

## EXECUTIVE SUMMARY

Sole to Soul offers collapsable heels and services for customers, providing the variety detailing for accessories such as beads, crystal pearls and glass charm for our collapsable heels decorations. We also collaborate with famous fashion detailing which is Datter Enterprise Sdn Bhd They are expert in fashion and trendy industries by customizing the detailing that desired with a medium to high price range due their good profile and ratings.

We have created this perfect product for those who love to wear heels, but are unable to endure the heel's long and painful agony and sorrow. Comforts inside the sophistication of a shoe that can fit day-to-day activities are the values we are trying to deliver as this product seeks to fulfil the need for comfort in fashion from the consumer. These heels have various colours and accessories to suit the needs of the customer. It has a collapsable heel that offers flexibility and fashion, 2 benefits in 1.

Across Selangor and Sepang especially the Sole to Soul business has seen and explosion of growth throughout the year. Mitsui Outlet Part is an area where it is known as the Malay elite because of its proximity to the airport which is Kuala Lumpur International Airport (KLIA) and also it has been known as a famous shopping centre for international or local customers. Also, our business is in an open area, there are no problems in terms of parking and free from traffic jams. Although we have rivals close to our business, we are confident we also have great potential from our competitors.

Sole to Soul marketing strategy is to emphasize the quality of price of our products and services. We offer the affordable price because we want to concentrate on a wide community of customers of varying backgrounds and ages who are working to fulfil the same heels-related criteria and issues. Thus, we develop marketing strategy that give attraction to come our shop especially women with diverse background and different ages.

The management of Sole to Soul consists of four lead workers are Amira Natasha, Azalea Marshilla, Fathin Nasyuha and Nur Hidayati Hanis. In finance, business, sales and accounting, our employees have extensive experience. Instead of separate roles and partner portfolio, all the four partners will carry on shared role responsibilities.

There is already a commitment to services and products to aggressively build our brand through brochures, advertisement and social media. The variety of collapsable heels that will be provided by Sole to Soul will definitely be seen by customers throughout the state of Selangor, especially in Sepang area.