



اُنْبُوْا رِبِّيْ تَتَكُوْلُوْا كِيْفَ مَا اَرَادَ
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DIPLOMA IN ACCOUNTANCY (AC110)

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FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

2MIT FOOTWEAR BHD

ADJUSTABLE HEELS

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LETTER OF SUBMISSION

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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**2MIT FOOTWEAR BHD – ADJUSTABLE HEELS**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



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NUR DIYANA BINTI BADZRUL SHAH
General Manager

ACKNOWLEDGEMENT

First and foremost, we would like to show our gratitude and thankful to Allah S.W.T. because of His blessing, we had done such a wonderful task as one of the requirements that need to be accomplish in the course work assessment for the code ENT 300.

We would also like to thank our beloved lecturer, Madam Ilyani Azer because she is such a great helper to us from the start until end. Madam Ilyani Azer has given her guidance, advises and instruction in order to do and complete this proposal. A part from that, special thanks to our parents in supporting us to complete this business plan.

In dealing with this assignment, we manage to become more organize and mature in dealing with the problems and learn on how to create solution that occur during our research. This business plan covers marketing plan, operation plan, organizational plan and financial plan.

Alhamdulillah, after all the great works from all teammates, finally this proposal is complete. Thank you for our all classmates whom also help us in giving us the information when needed. I apologize to all other unnamed person who helped us various ways to complete this project. We believe that this business plan will give innovative ideas to encourage the local community into the challenge business.

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EXECUTIVE SUMMARY

2mit Footwear is a business which produces and sells heels. This company sells variety types of trendy heels. The reason of this innovation product is because there are a lot of people that tend to spend a lot of money to buy different level of heels, as the trend and season are always changing from time to time. Other than that, are also women suffering sore foot after wearing heels for large amount of time. From this stimulus, 2mit Footwear becomes more concerned and determine in producing adjustable heels. This company is located in Desa Sri Hartamas, Kuala Lumpur. The reason for choosing Desa Sri Hartamas is because this area is very strategic and has many fashion industry businesses. Our group targets are those that are fashion forward and trend conscious, residing in an urban area. For heels business, the target market is quite big. This is because most of people want the best and comfortable heels so that they will look more confident.

Next, the marketing strategy for this business is to produce high quality heels with high quality material. For business product, the quality of the product is very important because it can attract the attention of customers. Moreover, with providing the best quality of products, we can easily get regular customers and the number of customers will increase. For price, we always give affordable price for middle-income ladies. This company is a partnership company. All of the workers have extensive experience in finance, entrepreneurship, sales and accounting. All of them will expertise and portfolio. Other than that, some of our managers are also involve in production works.

Overall, this business plan has many benefits to our company. Business plan is very important because it acts as a guideline for our company operations. It really helps entrepreneur like 2mit Footwear to lead a company successfully. Besides, this business plan helps us to study and evaluate the feasibility of the business. We will seriously consider establishing business only if it is expected to generate positive earnings, and will provide return on our investment and ease s operations. We hope that 2mit Footwear can be a well-known company throughout the nation and able to serve a great product from time to time. We also believe the demand of adjustable heels will increase rapidly every year. Lastly, it is our pleasure to be the benchmark for others people who are interested to start business.