



اُنْهَوُا سَبِيْلِي تَتَجَكُّوْا عَلٰى عِيْنِيْ مَا اَرَادُوْا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ACCOUNTANCY**

**DIPLOMA IN ACCOUNTING (AC110)**

**AC1105B**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**BUSINESS NAME: DAWISI.CO**

**PRODUCT NAME: DRESS SHOES & SPORT SHOES**

**PREPARED FOR:**

**SIR MOHD AIDIL RIDUAN AWANG KADER**

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## LETTER OF SUBMISSION

Diploma in Accounting (AC110)  
Faculty of Accountancy  
Universiti Teknologi MARA Cawangan Pahang  
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24 JANUARY 2021

Sir Mohd Aidil Riduan Awang Kader  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Accountancy  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

Sir,

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

Attach is the business plan title “**DAWISI.CO – DRESS SHOES & SPORT SHOES**”  
to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

*Izzatfarhan*

.....  
IZZAT FARHAN BIN MOHD ASRI  
General Manager

## **ACKNOWLEDGEMENT**

Bismillahirrahmanirrahim,

Alhamdulillah and grateful to Allah SWT who for His willingness to give us the courage and patience to accomplish this assignment. Without His blessing, we certainly cannot finish our report for this subject, ENT300. Firstly, we would like to express our gratitude to everyone who is direct or indirectly involved in helping us to complete this assignment. We sincerely appreciate all the support, advice and knowledge that our lecturer, Sir Mohd Aidil Riduan Awang Kader has delivered. Without his support and guidance, we may not be able to solve all the problems during the process until we finish this assignment successfully.

Also, heartfelt thanks and appreciation to our friends and family for their motivation, positive suggestion and full of support to complete this assignment. Last but not least, thousands of thanks we would like to express to our group members for the cooperation given to the group from the beginning until the end. We possibly could not complete this task without cooperation and tolerance among the members of the group. Thank you again to everyone who helped us and guided us to finish the assignment. We also want to apologise if we have made any errors in this report. We hope that our report and our attempts to complete this report will be accepted.

Thank you.

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## **EXECUTIVE SUMMARY**

DAWISI.CO is a start-up business venture that began on 2 January 2021. After a long time of searching and surveying our target market, we decided to open our store at Jalan Baling Padang H13/H, Seksyen 13, 40100, Shah Alam, Selangor, strategically located in the middle of Shah Alam City. This place has been surrounded by many higher education institutions, schools, shopping malls and housing areas with a wide population of students, athletes and talented employees as our target clients.

It is a partnership form of business that is mainly developed to produce different types of shoes based on vegan material. Our company's business motto is to "create your anecdote for every shoes". With a view to provide high quality of shoes to different groups of consumers, DAWISI.CO will strive to offer superior products and services available in the market. The company has been created by five individual managers who hold key positions in the company.

DAWISI.CO has manufactured two types of products which are dress shoes and sport shoes for both males and females. In addition, the products actually combine fabric and vegan materials to increase the durability of the products produced. The company has therefore specified its products by managing the anti-abrasion features of its dress shoes while uniquely designing their sport shoes with more breathable and soft cushion elements.

DAWISI.CO's report outlines the scheduling of the company within the operating hour and provides readable information on profit-oriented activities. It also included how many types of materials or ingredients used in every production process as well as planning process for manufacturing used in the process flow chart and activity chart.

In order to increase the effectiveness of day-to-day business management, we have agreed to employ and train four staff to assist three crucial parts of finance department, marketing department and operation department that can assist managers in their day-to-day tasks and responsibilities. The employees will be paid on average basic salaries starting from RM 1200 while manager's salaries start from RM 2000 including others benefits for both managers and employees.

The business capital of DAWISI.CO is RM 282,069 with an addition RM 70,000 of loan yet, the company plan to obtain 10 percent increase in the annual revenues, 15 percent annual increase in after tax profit and 10 percent annual increase in earnings per share. Hence the company need to increase the sales production and making strategies to cater new buyers.