



اَبُو سَيِّدِي تِكْمُو لُو كِي مَارَا
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MARA

FACULTY OF ACCOUTANCY

DIPLOMA IN ACCOUNTANCY (AC110)

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT 300)

PRO-KEDS

SELLING SHOES

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LETTER OF SUBMISSION

Diploma in Accountancy (AC110)
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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan project title “**PRO-KED – SHOES PRODUCTS**” to fulfill the requirements as needed as university requirements.

2. We really hope that our business plan will be accepted and has achieve your requirement as in the subject Fundamentals of Entrepreneurship (ENT300). We also hope that our business will be a huge success in the near future.

Thank you,

Yours sincerely

Aiman

(MUHAMMAD NUR AIMAN BIN ISMAIL)
General Manager

ACKNOWLEDGEMENT

First of all, we would like to say Alhamdulillah to the Almighty for accompanied our journey and giving us the opportunity to complete this report. We also like to thank our parents for always supporting and encouraging us throughout the years and have made us become who we are today.

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And with all that, we also like to thanks the readers of this report for giving up your times to read this report and we really grateful for your kindness.

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EXECUTIVE SUMMARY

Pro-keds is a business that we started by produce and selling many kind of shoes. The business cover almost all types of shoes for schooler, teenagers and adult. Pro-keds shoes store also sell many accessories for shoes such as laces, shoe protectors, socks and much more. The business is located at no 1, Bangunan LKNP, Jalan Besar, 25200 Kuantan, Pahang. The location of the business is strategic because it is located in the middle of the town. Nowadays, shoes store sell their products at high price and for people with stable income.

The purpose of this business is to sell shoes at affordable price to ease the customers in buying their dream shoes. It will ease the customer that have financial problems but need to buy a pair of shoes for their needs. It really convenience the buyers as Pro-keds provides only high quality shoes for it customers. This will give joy to the customers as the shoes is really comfortable and will not easily defects.

Pro-keds targets all types of customers, from working professionals to government agencies and even kids and teenagers. The business only sell affordable and high quality shoes for customers satisfaction. Every staff at Pro-keds are well train and definitely will gives very comfortable services to the customers. The store will also be well managed and keep clean to give the customers a comfortable and clean views when they come to our store. The customers not only can buy our product walk-in but they also can get it through online such as our website or mobile applications. We will give a good customer service if they have problems to maintain the good relationship with our customers.