

UNIVERSITY OF TECHNOLOGY MARA
CAMPUS KOTA KINABALU

KREMLIN SHOE EMPIRE
BUSINESS PROPOSAL

FUNDAMENTALS OF ENTREPRENEUSHIP
(ETR 300)

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Kremlin Shoe Empire is pleased and proud to offer the finest quality brand name comfort footwear. Our policies are designed to be fair to our customers, to meet their needs, and to assure their comfort. Our Shoe store offers a variety of different footwear that ranges from sports and trendy tennis shoes and sneakers to the more casual and elegant casual shoes. We enter to this business with an already established competitors of franchise shoe store. The business we are entering are monopolied by mainly Chinese entrepreneurs and foreign based companies. Our vision is to think big and try first to establish a brand for our store and as we progress franchise our brand and set up branches around West Malaysia. Our shoe gallery offers :

- i. Fresh, fashionable and trendy footwears.
- ii. Provide affordable branded quality shoes for the market.

Firstly, we need to name our business. We have agreed that our business will be named as **Kremlin Shoe Empire**. This shows people the illusion that we already have a well-established brand of shoe store, on the other hand the name will appear very commercial to the public. As discussed among the partners the name will directly tell about the business that we have operated and as a vision in order to be one of the many successful franchises of shoe store.

To start our business, we need:

- a) Cash - our cash will come from personal bank loan, (Bank Rakyat Malaysia), each partner will apply for RM 50,000 personal loan as well as, our own equity in cash term; each from us contributes about RM20,000 to start our business,
- b) Location – Our business will be located at one Borneo Hypermall shopping complex the largest shopping complex in East Malaysia.

EXECUTIVE SUMMARY

In the globalization era, there are various of business opportunities that exist especially in Malaysia where all sector of our economy is rapidly developing. Usually entrepreneurs involve themselves in product production or selling or provide service. The entrepreneurs must practice an effective and efficient decision making skills to ensure their business operate smoothly. Each business may generate profit or incur losses, but it is up to the management to find the most efficient and cost effective way to run their businesses.

Our target market in this business is the university student (UMS, UiTM, Polytechnic, ILP) which we estimate the population of student in UMS is 15000, UiTM is 3000, Polytechnic is 4000 and ILP is 2000. Moreover our target market also is the resident in Indah Permai, kingfisher and resident around the Sepanggar area. The reason we choose our target market will be explained later on.

Furthermore, based on our survey we have three (3) main competitors where they operate out of the Sepanggar area which is around the Kota Kinabalu city center area. We expect our competition to open their branches at one Borneo hyper mall, that's why we estimate our sales to be a bit slow in the first year of operation on top of that we are prepared to incur loses before our investment reaps reward. We truly believe that we can challenge our competitors based on our advantages.

The concepts of shoe retail store is different with the others retail store that exist in Sabah, although there are shoe retail store that operate around the city center it is not done in a much larger scale like we are attempting to do. We provide new fresh trendy and fashionable footwear to consumers. For example, customer can expect new trends of shoe that is only available by our supplier, more over potential customer can browse our website in the comfort of their homes or workplace before visiting our store to purchase their ideal shoes. Customer can communicate with us by sending replies of their favourite shoe brand, models, and even colour and size. This will be achieved by creating a rating system in our website where customer can interact with and choose their favourite options available.

To conclude, the kind of business we are venturing in shows bright future for our company, which promise high revenue returns. We also believe that our company can survive and even thrive in this business because usually consumers generally are not affected by and political, economic instability.

One Borneo Hypermall,
Jalan Sulaman 63000,
Kota Kinabalu,
SABAH.

Business Objectives :

- ② To fulfill the Basic Entrepreneurship subjects requirement
- ② To respond to the government forces to increase the number of Bumiputra involve in the business sector.
- ② Provide the best merchandise to customer and earn maximum profit.
- ② To development and grow our business.
- ② To be one of the biggest retail shoe outlet in east malaysia.
- ② To provide the market with more options and choices of footwear.
- ② To supply and satisfy the needs of sabah's ever growing consumer market.