



UNIVERSITI TEKNOLOGI MARA (UiTM) KOTA SAMARAHAN
FACULTY OF ADMINISTRATION AND POLICY
DIPLOMA IN ADMINISTRATION

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)
INSPIRED FOOTPRINT COMPANY

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Re : Submission of Business Plan

As stated above, I, Qaisha Binti Mohamad Suffian, as a General Manager of Inspired Foot Print and also a representative for my group members, would like to submit our business plan for your evaluation and further action.

We feel highly motivated in completing this project because it gives us a clear and wide introduction about the fundamental of stating a business. We really think that this knowledge and experience will be useful for us when we want to develop our own career in the future.

Due to completion of this project, our group members have all contributed brilliant ideas, and I personally felt that our project can be materialized one day. The business plan would not be able to be completed on time if the members does not cooperated and helping each other. The experienced that we went through and gained by meeting with a lot of people of different sector have made us braver and are now ready to face the business world.

EXCLUSIVE SUMMARY

After doing extensive research on the business opportunity available in Summer Shopping Mall, Kota Samarahan, our group has decided to specify our business in selling our products which is shoes. Our group has come up with the business plan of partnership whereby our company's name will be known as "Inspired Foot Print". Our shops are located at 2nd Floor, Summer Shopping Mall, Lot 7455, Block 1, Jalan Dato Mohd Musa, 94300, Kota Samarahan Sarawak.

After a few discussions, we have decided to set up a partnership company -INSPIRED FOOTPRINT Company. Our major focus is to introduce our new products that comfortable and inspired people and to make sure everybody can have their own inspired shoes. We can make sure that this business can gain a large profit.

In order to make this business plan running smoothly we must have an efficient and complete method of management in an administration of business. All partners must involve in this strategic management. The most important thing that we must take care is efficiency in the management to make our objective will be achieved and we have to put effort in preparing this business proposal. Marketing production and financial aspect must be considered in business which consist a complete team of management that planning, organizing, leading and controlling. Marketing also must find a supplier for supply our products.

Administration also needs to set vision and mission which can be used by the organization as guideline to get the profit. Beside that administration also include the allocation of resource to avoid wasteful besides can give a better develop the money based on requirement of every department.

In addition, to establish and launched this business, we need a total project implementation cost amounted from loan of RM11,663 from the SME Bank and contribution of RM 72,000 from the shareholders. Although this business requires quite a large amount of money to start, we guaranteed that the annual operation budget will bring us profit and will be able to pay back the debt in the time given.

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1.0 GENERAL PLAN

Having a business plan is essential in starting a business where it serves as a blueprint and guide for a proposed business project that one intends to undertake. The information gathered regarding the project is used in the business plan to propose strategies, predict viability and forecast success for the project.

1.1 BUSINESS PLAN

INSPIRED FOOTPRINT is a company that produce a shoes. The purpose we open this business is to gives the new design of shoes that can give inspire to our customers.

When we want to open this business we realize that we will have so many competitors in the market. That why we open this shoes business with different type and new design that can inspire people while they look at the shoes. To ensure that this business achieve its goal, we have done an intense research before we start the business. Inspired Foot Print is a partnership business form of enterprise which consists of five shareholders with experience in our own field, nature of job. All of the shareholders had agreed as stated in the agreement letter that the amount of capital, profit and loss will be divided as stated ratio. By doing a partnership business with all experienced managers, we are able to compete with other competitor and we are able to be creative for our customers. In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity from time to time. We offer customers with inspires new shoes for every gender and age with creative design as well as our friendly services.