



اوتنو سيني تيكنولوگي مارا
UNIVERSITI
TEKNOLOGI
MARA

BUSINESS PLAN

GD SHELF SHOES

No 8 , Jalan TIAJ 2/3 , Taman Industri Alam Jaya , 42300 Bandar Puncak Alam

Selangor, Selangor Darul Ehsan

(JBM 119 5B)

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LETTER OF SUBMISSION

COVER LETTER

Diploma in Banking
Faculty of Business Management
Part 05
University Technology MARA, Segamat, Johor

17 August 2015

Lecturer
Fundamental of Entrepreneurship (ENT 300)
Faculty of Business Management
University Technology MARA, Segamat, Johor.

Miss Rosmah Binti Abdul Ghani @ Ismail

SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT 300)

Referring to the subject stated above, we would like to submit the proposal of our project paper for the subject Fundamental of Entrepreneurship (ENT 300).

2. This business plan is focusing on producing and selling shelf shoes that we implemented from hamster roll. It consist of six different colours and has a circle shape that can be roll on and easy to move from one place to another.

3. We had put our greatest commitment in order to complete this business plan according to the guidelines and requirements given based on our subject syllabus. This business plan s constructed to serve as a blueprint and guidance for a proposed business venture which covers administration, marketing, operation and also financial aspects.

4. Thank you for your guidance and time to go through our business plan and analyzing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration. We hope that this business plan will be successful and fulfil your satisfaction.

ACKNOWLEDGEMENT

We have taken efforts in this project. However, it would not have been possible done without the kind support and help of many individuals and organizations. We would like to express our deepest appreciation to all those who provided us the possibility to complete this report.

We are highly indebted to Miss Rosmah Binti Abdul Ghani @ Ismail for her guidance and constant supervision as well as for providing necessary information regarding the project and also for her support in completing the project.

We would like to express our gratitude towards our parents for their kind co-operation and encouragement which help us in completion of this project.

A special thanks goes to our team mate, who had done their part and assemble the parts and gave suggestion about the task. We have to appreciate the guidance given by others as well as the panels especially in our project presentation that has improved our presentation skills. We would like to thank to their comment and advices.

Our thanks and appreciations also go to my colleague in developing the project and people who have willingly helped us out with their abilities. Last but not least, many thanks go to whom have invested their full effort in guiding the team in achieving the goal.

EXECUTIVE SUMMARY

The basic proposed product for Graphic Design Shelf Shoes is shelf shoes. To attract people to use our product, we are focusing on the distribution place. We decide to place our product at Kuala Selangor, Shah Alam and Subang Jaya. However, our office and factory is located at No 8 , Jalan TIAJ 2/3 , Taman Industri Alam Jaya , 42300 Bandar Puncak Alam Selangor, Selangor Darul Ehsan.

We would like to introduce our product since our product is the first circle roller shelf shoes in Malaysia. Our product design stylish, modern and give many benefits in term of saving space, the size of product and others. Other than that, our product also suitable for those who stay at a medium house that have a medium space. We are very sure that our product will slowly catch the eye of the target market as they always want to try a new thing. The customer can choose their favourite colour since our produce is made in different colour that can attract people to buy it. Our product will come out with various colour such as pink, blue, green, orange, black and white.

We, GD Shelf Shoes can see the opportunity and potential of this business that can go higher and success brightly if this business is going to handling efficiently and efficiency.

Name of the company : Graphic Design Shelf Shoes

Nature of Business : Shelf Shoes

Industry Profile : Our business is owned actively by partnership, incorporated as Graphic Design Shelf Shoes. Our business provide shelf shoes for student, teacher, lecturer, family, carrier person, shoes lover and many more.

Location of the business : No 8 , Jalan TIAJ 2/3 , Taman Industri Alam Jaya , 42300 Bandar Puncak Alam Selangor, Selangor Darul Ehsan.

Date of business commencement : Our business will begin to operate on 1 January 2016.

Factor in selecting the proposed business : We choose this business because it can give us high profit and can expand future expectation. Besides that, we can attract student, teacher, lecturer, family, carrier person and shoes lover because we provide a unique shelf shoes with reasonable price.

Future prospects of the business : This business has good future prospects. It is because it has highly demand because we are preparing new and unique product and it differs from others product. In three years in the future, we have always believed that our product is for being use for everyone. In addition, we are also planning to expand our wings by opening several branches around Peninsular Malaysia. Plus, in six years in the future, our next goal is to have our own building and there will be more extension product provided by our company.