

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300-492

WINCCI SHOES SDN BHD

LOT 1-96, FIRST FLOOR
BERJAYA MEGAMALL
JALAN TUN ISMAIL
SRI DAGANGAN
25000 KUANTAN, PAHANG



UNIT RUJUKAN DAN PERKHIDMATAN PEMBACA
UNIVERSITI TEKNOLOGI MARA
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APPRECIATION

First of all, we were very thanks to every body that involve in ensuring our business plan is fully success. This special thanks is dedicated to our lecturer, En Farok Zakaria and Puan Norsidah Ahmad who is always shows us the right way to do this business plan.

Besides that, we are also would like to say thanks to *VINCCI SHOES SDN BHD'S* employees who are very sporting and pleasant to help us in gathering the information about the VINCCI shoes shop. The person who was means is Mrs Bernice as manager of Kuantan branch.

For all partnership, they gave fully participate to finish this business plan. With their affort in doing all the entire job so all the problems are always solved by smart solution.

Lastly, we hope this business plan could satisfy our lecture in order to fulfill our task in subject Entrepreneurship (ETR 300).

(1.0) INTRODUCTION OF THE BUSINESS

Our company registered name is *VINCCI SHOES SDN BHD* which location at :

*Lot 1-96, First Floor,
Berjaya Megamall,
Jalan Tun Ismail,
Sri dagangan,
25000 Kuantan,
Pahang Darul Makmur.*

Our type of business is retailing Vincci Shoes Product. Our business provide many types of shoes according to the demand of the potential customer. Actually, we will start our business 12 January 2003.

We chose these types of business because of factor :

- ❖ This business has a high potential customer because the branded and high quality shoes.
- ❖ It is located at a strategic location town in Kuantan.
- ❖ There is lowest malay's entrepreneurship involved in this type of business.

In our opinion, we believe that this particular business can gives us a big potential to be one of the huge Bumiputera's company. As we known that this business is famous and high quality. This will enable us to create competitors among the others. Since Kuantan is development city, there is a higher demand of Vincci products by women. So we can get higher profit business and attract more customer.

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