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UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

BUSINESS OPPORTUNITY REPORT

FACULTY & PROGRAMME: EC110

SEMESTER : 4

**PROJECT TITLE : BUSINESS PLAN REPORT (SHOE
CLEANING AND REPAIRING SERVICE)**

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EXECUTIVE SUMMARY

H.A.R.M Co is a partnership business, where it is managed by four person or partner. The location of our business is located within the Kota Samarahan area where it provides the unique and rare services concentrated on shoe. The rare service of shoe repairing and cleaning can provide the citizen with a high and efficient services

H.A.R.M Co is managed by Mr. Allentykoster Anak Anyap , the General and Operational Manager, Mr Harrington Anak Aldrin, the Financial Manager, Mr Roy Hekinen Anak Henry as the marketing Manager and Mr Mattheus Larry Anak Umbol, the administrative manager. Since we are a small company, the work done in our business are conducted by ourselves mostly with only the assistance of one outside cobbler to conduct repair on the shoe that is too severe for to repair ourselves. The business starts at 9:00 AM-5:00PM on every Monday till Friday at which the operation hour starts at 10:00 AM – 5:00 PM.

The reason of starting up the business is to provide the people of Kota Samarahan the access to get their shoe fixed and clean at an affordable price. Our goal is to grow in terms of profit and also establish a firm grip of understanding between ourselves and the respective customer.

In the Business Plan, we have summarize the administrative ,operational, marketing and financial objectives of H.A.R.M Co with a detailed budget and plans of how the business progress.

INTRODUCTION

i) Name of Business

The proposed name of our business, H.A.R.M Co derives from our initial alphabet within our name. The "H" refers to our Financial Manager, Mr Harrington. The alphabet " A " derives from Mr Allentykoster, General Manager and Operational Manager and the " R " refer to Mr Roy Hekinen, the Marketing Manager. Last but not list, "M" refer to our Administrative Manager, Mr Mathheus Larry.

ii) Nature of Business

H.A.R.M Co is a partnership based business comprising of four partner that are responsible to the upbringing and the operation of the business with the primary goal of gaining profit. H.A.R.M Co will be providing shoe cleaning and repairing services.

iii) Idea of business

The business idea emerge from the conversation from one of the partner and his friend. The first aspect were about the huge strain to get a shoe fixed because most of the shoe cobbler available are centered at the city. The next one is the effort to get a shoe clean thoroughly. With this in mind, the idea became a beacon for our business start-up.

iii) Industry profile

H.A.R.M Co offers a services that enable people to ease their mind and also money regarding their shoe condition. As of this century, shoe plays an important role in the social aspect because it reflects their personality accurately. With a distance away and a reasonable price at hand, we help the people of Kota Samarahan to keep their personality in check by taking care of their important asset in this time, shoe of all types and gender.

iv) Date of commence

The commence for our business will be on 23rd April 2022 at the designated area.

iv) Future of business

In few years to come, we would like for a bright future of H.A.R.M Co as there is a potential for the business to grow and expand little by little. We also like to see a greater expand of customer and also profit.

2. Purpose of business plan

A business plan defines a business, identifies its goal and served as the company investment proposal. To prepare a business plan, one should ensure that all the conditions and terms outlined in Fundamentals of Entrepreneurship (ENT300) are met accurately. Business plan plays an important role before a start of a business and therefore must identify the crucial element needed to clarify the meaning of business plan made. Among its purpose is to:

1. Create opportunity of success

- The plan made create a passage and opportunity for any new business to attract any interested investor and see its ability to shine.

2. Set business mission and vision

- This enable the business to concentrate and function efficiently because of clear goal and activities.

3. Determine the appropriate way of managing a business

- Enable business to operate without any distraction and enable to solve problems effectively should it arise.

4. Determine business performance

- Enable for the company to keep track of all activities and how to increase its productivity without any disadvantage.