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FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

SAPATOS

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EXECUTIVE SUMMARY

After doing our research about a business in Kuching area, our group decided to build a business to specify our business in repairing shoes. Our group has chosen a name of our business plan of partnership is "SAPATOS".

In the business plan, we all need to know all the aspects that really important to our business including administration, marketing, operation and finance. In addition to that, we are agreed to open our business in Kuching which is in Satok. We have to ensure that all aspects that we had planned will run smoothly.

As the one who will be productive that is Nur Athirah Binti Mohd Yusof as an Administrative Manager, she will be the most important roles in making the business. The administration management functions to plan, coordinating, directing and controlling all activities in the organization.

As we know, all the business will need someone that can carried out the systematically to encourage and increase sales of products or services which is Marketing Manager. Nurul Shahera Binti Ismail will be the Marketing Manager as she is the one who can manage all the activities in our business. The Marketing Manager will responsible in the process of identifying the target market, determining the market size, identifying the competitors, developing the sales forecast and marketing strategies.

Operation is one of the important parts also in the business organization. Therefore, the one that who are potential to do this is Shaznira Binti Ruslan. She is the one that will ensure that the business will meet the customers' expectations. Besides that, Operation Manager also taking notes on equipments and other facilities that our business needs to run our business and responsible over the operation hours of a business.

The final process on business planning is the financial plan and we decided to choose Nurul Syafinaz Binti Raie as a Financial Manager. She will play an important role as she that will conduct all the data derived from the operating budgets, for example the marketing, operations and administration budgets. Financial Manager will determine the flow of profits and losses of Sapatos.

We hope that all the guidelines that we have will help us to manage our business and hopefully our business plan will be accepted.

1.0.1 INTRODUCTION TO THE BUSINESS

Business plan is very important because it explains the content of our business. The main of business plan are marketing plan, operations plan, administrative plan and financial plan. People who have entrepreneurship knowledge will be easy for them to conduct a new business from business plan. It gives information about the business itself and guides them to run the business smoothly.

The name of our shop is "SAPATOS" that we are picked from Portuguese language. The meaning of Sapatos is shoes that are show that our business is about shoes. We will open our shop at at Lot 514 & 515, Seksyen 6, Jalan Kulas, 93400 Kuching, Sarawak and will be operating on 1st January 2015. We are decided to build our business as a partnership. Partnership is the best option for us to start the business because a lot of ideas, talents and skills can be pooled together for better management. Besides that, the responsibility of managing and handling the business can be divided equally among partners.

As we had agreed in our agreement letter, each of us contributed certain amount of capital to open up our business. In cases of profits and losses, each partners will share the burden together, but if one of our partner do not want responsible legal action will be imposed.

Our main activity is serving repairing shoes to all citizens in Kuching area, especially in Satok. Compared to our competitors, we also have waiting room by providing television and massage chair for our customer while they waiting for their shoes. We are also resale the shoes with the best price. Along with that, we are offer special service which is delivering service to our customer with affordable price.

2.0.1 INTRODUCTION OF MARKETING PLAN

Marketing can be defined as the activities that are carried out systematically to encourage and increase sales of products or services as long as the activities are in line with religious and ethical practices. Marketing is an activity whereby we want to promote our product or services so that it can be well known and to be like by customers. Marketing also is a set a institutions and a process for creating, communicating, delivery and exchanging offering that have value for customers, clients, partners, and society.

Marketing is not just a series of business-related functions, but more wide-reaching than this. It is a business philosophy designed to develop an attitude of mind which should be shared by everyone in an organization and is often enhanced by both frequent and open communication. Developing such an attitude of mind reduces the likelihood of crisis and contributes to the development of the overall future of an enterprise at both strategic and tactical levels. It has become more challenging where products can be manufactured easily. During this time, entrepreneurs will take this advantage to sell more goods and services to their customers. They also can market them at visible and invisible risks. This is because of the capabilities of the firm and not the needs and desires of the marketplace.

A well prepared marketing plan helps entrepreneurs to develop strategies to market products or services of the business. The term of marketing concept holds that the firm or company must satisfy customer needs and wants, and at the same time achieves the organizational goal. Its purpose is to focus on the customer satisfaction first and then profits, if the needs and wants of our customer are fulfilled, this is an advantage for us to gain more profit compared to our competitors. Furthermore, it encourages our customers to come back and enjoy our products or services.

In order to maintain our sales and fulfil customer needs and wants, marketing plays important roles by offering products or services that are easily available to the target customer at the right place and time and at an affordable price