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BUSINESS PLAN

MAGMA XII SPORTS

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Executive Summary

1.0 Introduction

Magma XII Sport is a sport shoes shop located in KK Times Square, Phase 2, Off Coastal Highway, 88100 Kota Kinabalu, Sabah. This actually helps most of the people in Sabah especially in Kota Kinabalu to have their needs which are these kind of sport shoed that meet their satisfaction and needs. Magma XII Sport fits with all gender both male and female, older to young generation people. Magma XII Sport also promotes a low price with satisfaction uses for the customers.

People across Sabah have decided to use our products and come to our shop when they want to fulfil their needs, for example to have their sport shoes or to buy shoes with different style and function such as water proof shoes. Magma XII Sport has foreseen this opportunity to provide the best satisfaction and the best quality sports shoes to everybody, regardless of age or gender. This shows that Magma XII Sport has caliber become one of the most successful sports shoe shops in Sabah.

We, Magma XII Sport, have seen this business opportunity have the potential of success as it is handled efficiently and well. People always need to maintain their health with quality sports shoes, or as shoes reflect their personality, and make them feel more confident and comfortable. Magma XII Sport sees this as a way to succeed in this market, by utilizing all the needs of this person.

2.0 Purpose

This business plan is prepared because to convince venture capitalists, investors and banker in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and upgrading.

This business plan is also being drafted so Magma XII Sport will have the necessary funding to start its business. Each shareholder agrees to contribute RM 50,000 each. Financing will be used to purchase start-up assets such as raw materials, equipment, furniture and fittings, front shop and artwork, advertising and more. We can get all of these items from trusted suppliers, and they have agreed to provide products with the best deals ever.

We also use this business plan as our guide for success in business. Magma XII Sport has all the ingredients to be one of the best in the business. We have set our targets for success. This business plan includes company background, marketing strategy, operating plan, sales forecast and most importantly, business financing plan. Magma XII Sport will fully use all assets in order to maximize profits.