



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

LADYBUS CORPORATION

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1.1 ACKNOWLEDGEMENT



AGNES THOMAS

GENERAL MANAGER OF

LADYBUG CORPORATION

Firstly, we are grateful and thankful to God because of His blessings we are able to produce this business proposal. Even though we have encountered many obstacles and difficulties throughout the process of completing this proposal but we are managed to complete this proposal on time by having full cooperation and commitments from all of the group members. Special thanks to our families and colleagues who have gave us support in every single minute.

We also dedicated this special thanks to our beloved lecturer, Sir Cyril Supain for guiding and supporting us in completing our business plan. His ideas, general knowledge and comments have given us the courage and strength in making this business proposal into reality.

3.1 INTRODUCTION TO MARKETING PLAN

The business that we venture into is making clothes and shoes. This product will not only market to public but to students and staffs UiTM, Sabah Campus as well. Since clothes and shoes are necessities items, we had done some research on the demand of these two products to nearest residents and also students and staff in UiTM Sabah so that they can accept our products. On the other hands, we also consider all factors involved which is influenced our marketed. For example, we considered our location whether it is strategic or not for us to attract the customers to come to our shop. Our location is very strategic which it is at Taipan Lama Inanam, Kota Kinabalu and there are lots of people in this area. So, it is benefit for us since we are first who sell clothes and shoes at the same shop.

In terms of operation, we operate 8 hours on Monday until Friday which is started from 8 am to 12 pm, then continues from 2 pm to 6 pm. On Saturday, the business will operate from 8 am to 12 pm for the delivery only. The reason why we choose this type of time table is because all workers, student, and staff who had a work or classes in the morning able to come to our shop at evening, while Sunday is our off day.