



اَوْنِيُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA PAHANG

**FACULTY OF SPORT SCIENCE AND RECREATION**

**DIPLOMA IN SPORT STUDIES (SR113)**

**SR1134A**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**ASSIGNMENT 4: CLASSIC SHOES BUNDLE**

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## LETTER OF SUBMISSION

Diploma in Sport Studies (SR113)  
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16<sup>th</sup> of July 2021

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Madam,

### **Submission of the Business Plan (ENT 300)**

Attached herewith is our business plan title “**Classic Shoes Bundle – Branded shoes bundle**”. This is to fulfill the subject of ENT300 requirements.

Thank you,

Yours sincerely

*DanISH Aiman*

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(MOHAMMAD DANISH AIMAN BIN RIDWAN HANAFI)

Manager of Classic Shoes Bundle

## **ACKNOWLEDGEMENT**

Assalamualaikum, firstly we would like thanks to Allah S.W.T because we finally completed our group assignment which is Business Plan. We are deep indebted and respect to our lecturer, Madam Siti Fahazarina Binti Hazudin who always helps up improving and give knowledge to assist us in finish our assignment as well. The success and outcome of this assignment required a lot of guidance and assistance from many people and extremely fortunate to have got this all along completion of our assignment work. Whatever we have done is only due to such guidance and assistance and we would not forget to thank them. We are extremely grateful to her providing such a nice support and guidance.

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## **EXECUTIVE SUMMARY**

Our company's main business field is necessity production. The entire population of the world wears shoes. Once the concept of wearing a pair of shoes is to protect the feet, but as time passed, it became style. A lifestyle is a person pattern of living in the world as expressed in activities, interest, and opinions. Lifestyle portrays the whole person interaction with his or her environments.

In an era of style, Shoes Bundle has created a niche for itself among the young generation and to people who love bundle. Shoes Bundle has become a part of people's lifestyle around Malaysia. In the case of the Malaysia People, it has much interaction among the young or teenager generation.

Firstly, we aimed producing high quality branded shoes bundle for example, Nike, Adidas, Puma, and others. It can interact young generation to buy it because nowadays young generation like to wear branded shoes instead of normal shoes. In this business, our target market is focusing on people with 30 and below. Secondly, we offer a very reasonable and affordable price which is range price from RM70-RM180. Thirdly, we do our promotion in social media such as Instagram and Tiktok. Other that, we also printed advertisement such as flyers and brochures. For your information, we sell this shoes bundle by online and cash on delivery. In addition, the purposes of this business plan are to obtain loans from banks, highlighting proposed ventures and as a guideline for management. In a nutshell, the business has been proven to have a bright future in the industry.