



اَبُو سَيِّدِي بَاتِي كُنُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

Sneakers World

Faculty Of Business Management

Bachelor of Business Administration (Hons.) Finance

ENT530 (Principle Of Entrepreneurship)

BM2424A1

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Submitted to :

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Submission Date :

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The agreement letter has been made on 2 September 2017 between partners of the business and below is the list of partners and agrees terms.

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EXECUTIVE SUMMARY PLAN

The purposes of preparing this business plan are:

We decided to start the business as a partnership and from the agreement we made, we decided to use a name which is **Sneakers World**. We choose this name because we believe that when people heard our company's name, they will automatically know what we are selling and the name also easy to be remembered by the people. The word "world" itself is represents our vision which is to become well known seller that meet customers' satisfaction. Our business plan will be focusing on selling AAA grade (70% copy from original design) foot wears including shoes and slipper. Our sneakers is "cheaper", "affordable" and "near to high quality" product to attract customers and our most potential and targeted customers are adults. Among the brand that we sell are Nike, Vans, Adidas, Converse, New Balance, Mizuno and Figos. Our partnership consists of 3 members/partners. We are not contributing any amount of capital contribution and we don't need a business premise since we are like an agent or dropship of the other seller/supplier. We are dealing with them whereby we will get a commission from every item sold and the portion of the commission is only 30%, while the owner will took 70% from the price of every item. From the 30% commission, each of us will get equally 1/3 shares as what we have agreed before.

PURPOSE OF BUSINESS PLAN

The purposes of preparing this business plan are :

i) To fulfill the market demand

Name of Business - There is a lot of dissatisfaction voiced by the customer in term of
Business Form uncomfortable, so we will find a way to fulfill their satisfaction and
Number of People make them more comfortable.

ii) To provide a comfortableness to the customer

Business online - We want every customer feel easy during their shopping

iii) To gain profit with high demand

E-mail - In order to survive from the competition, we need to get a high
Date of Registration demand to get higher profit.

iv) To involve the Bumiputera in entrepreneurial

- The Bumiputera also need to compete with the other entrepreneurial
in order to be more successful.

BUSINESS LOGO

