



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْ لُوْكِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN FOR SOLEMATE.CO



'Your one-stop retail shoe store'

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EXECUTIVE SUMMARY

Solemate.Co is a standard and registered shoe retail store business that will be located in one of the well-known shopping malls in Georgetown, Penang. We have been able to lease a physical store that is big enough to fit into the design of the kind of standard shoe store that we intend launching and the facility is located in a corner piece directly opposite the main entrance of Gurney Paragon Mall, Penang.

Solemate.Co will retail men and women athletic sports shoes, sneakers, sandals and other types of footwear from different manufacturers and famous brands from abroad. We are set to services a wide range of customers in and around Georgetown, Penang.

We are aware that there are several large and small chains of famous shoe retail store outlets all around Georgetown, Penang which is why we spent time and resources to conduct a thorough studies and market survey so as to be well positioned to positively compete with all of our competitors.

Retail stores industry has the widest range of customers; almost everybody on earth need one form of footwear or the other especially if they can afford it. For instance, it will be difficult to find any sane man or woman on the street without shoe because it is one of the basic needs in life. In view of that, we have positioned our shoe retail store to service the residence and tourist around Georgetown, Penang and every other location where franchise outlets of our shoe retail stores will be located all over key cities in Malaysia.

Solemate.Co will at all times demonstrate its commitment to sustainability, both individually and as a firm, by actively participating in our communities and integrating sustainable business practices wherever possible. One of our business goals is to make Solemate.Co a one stop shoe outlet for both household and corporate organizations. Our excellent customer service experience, online store, various payment options and highly secured facility will serve as a competitive advantage for us. We will ensure that we hold ourselves accountable to the highest standards by meeting our customers' needs precisely and completely whenever they deal with our products.

1.0 INTRODUCTION

1.1 – Organization Background

Name of the Organization : SOLEMATE.CO SDN.BHD

Business Address : 163D, Gurney Paragon, 1-19 & 20, Gurney Drive, 10250 George Town, Pulau Pinang.

Website : www.solemateco.com.my

E-mail address : mysolemate@gmail.com

Official Instagram : <https://www.instagram.com/solemate.co/>

Official Facebook : <https://www.facebook.com/solemate.co/>

Telephone Number : +604-2730 2100

Main Activities : Retail trade service of various kinds of branded shoes.

Date of Commencement : 1/07/2020

Date of Registration (30 days before Date of Commencement) : 1/06/2020

Name of Bank : Bank Islam Malaysia Berhad.

Bank Account Number : 02011024387797

1.2 - Organization Logo/ Motto

a) Logo description



Pink colour: The colour of frivolity lives between red and white. Pink takes all the passion and energy of red and tempers it with the purity of white, leaving us with the colour of tenderness and affection.

Physical Effects

Pink has been definitively linked to toning down aggression, and its use in holding cells for violent criminals has been quite effective. Some sports teams have even painted opposing team locker rooms pink in an attempt to reduce aggression. Pink is such an effective mood regulator that too much of it can be physically draining. Dark pinks have effects similar to red—heightened emotions, while pale pinks are more soothing.

Pink Diamond: are somewhat rare, incredibly sought after, and timelessly beautiful. Their hue represents joy, romance, and creativity.

b) Motto description

‘Your one-stop retail shoe store’

The meaning behind this motto is Solemate.Co a retail shoe stores where it provides various range of shoes from the top-quality brands, that you do not have to go to different shoe stores anymore. In accordance of our motto, we are supplying all of a customer's needs within a particular range of shoes or services.

c) Vision and Mission of company

Our vision is to become one of the leading brands in the shoe retail stores industry in North-bound; Penang and to establish a one stop shoe retail store in capital of Malaysia in Kuala Lumpur and in other key cities in the country.

- Our mission is to establish a world – class shoe retail store business that will make available a wide range of shoes from top shoe manufacturing brands at affordable prices to the residence of Penang and other key cities in Malaysia and Asia country; Singapore where we intend opening of chains of shoe retail stores and franchise.