



اَوْبُوْ سَيِّدِيْ تَيْكُوْ لُوْ كِيْ مَبَادَا  
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TEKNOLOGI  
MARA

**FACULTY OF ELECTRICAL ENGINEERING**

**DIPLOMA IN ELECTRICAL ENGINEERING POWER (EE112)**

**J4EE1124B1**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**DE'VILLA VENTURES  
G-SOCKS**

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## **EXECUTIVE SUMMARY**

This strategic agreement shows a diagram of business portrayal, exercises and objectives inside three years anticipating business period. De'Villa Ventures start up the business at Jalan Masai Lama, Bandar Seri Alam, 81750 Masai Johor, Malaysia. Our mission is to sell a socks that can make customers feel comfort when wear it in a long time. To make this business happen, De'Villa Ventures operating at office hour which is 9.00 am. until 9.00 pm. The customers that we target are kids, teenagers, and adult. Our product comes with various size from small to large.

De'Villa Ventures aims to get 10% of market share among competitors Adidas, Soxworld, and Uniqlo with forecast sales of RM 24,345. average monthly and it would generate about RM 292,145 sales revenue in the first year. The business will experience 5% and 10% increment in sales revenue and working capital for second and third year of business.

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