



KICKS BLING ENTERPRISE

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300): BUSINESS PLAN

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EXECUTIVE SUMMARY

Kicks Bling is a company that offers washing services and restoring the shoes. Every customer who comes to enjoy the service we offer will definitely come out with a smile. This is because we ensure the best service as if it were like new shoes. We are targeting among adults and teenagers who love the clean and nice shoes. Our service is not limited on any type of shoes and customers can freely decide which parts of shoe they want to be cleaned or restored. The best part is customers could able to see their shoe progress through our website.

Kicks Bling is open on every weekdays and weekend except for Sunday and public holidays. Any enquiries regarding to our business, people can simply visit our website or social media. We chose the famous location for our physical store which is at Jalan Tunku Abd Rahman in Kuala Lumpur. The location is strategic as it surrounded with office buildings and attractions that may attracted more people to come to our store.

We have assured that all of our staffs are profesional and skillful to serve customers from all around Malaysia. Besides, we only used high quality products, equipment and machine in our service. For the company management, it consist of 4 main leading managers. All of the them are profesional in handling the marketing, operation and financial of the business.

For the price, we offered the affordable and reasonable price. The charge for cleaning is only RM 45.00/ pair while for the shoe restoration is RM 35.00/pair. In promoting our business, we have monthly promotion for the regular customer. Also, we have special discount for students.