



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**DIPLOMA IN PUBLIC ADMINISTRATION**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**CALZADO**

**DESA ILMU, JALAN DATUK MOHD MUSA, 94300 KOTA SAMARAHAN, SARAWAK**

**DATE OF SUBMISSION:**

**29 SEPTEMBER 2015**

**PREPARED FOR:**

**MADAM ESFARINA AMIZA**

**PREPARED BY:**

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**CALZADO**

CLASS AM110 4B

Diploma in Public Administration,

Faculty of Administrative Science and Policy Studies,

UITM Campus Samarahan 2,

Jalan Meranek, 93400, Kota Samarahan,

Sarawak.

Madam Esfarina Amiza,

Lecturer of ENT300 (Entrepreneurship)

UITM Campus Samarahan,

Jalan Meranek, 93400 Kota Samarahan,

Sarawak.

Madam,

**Re: Submission of Business Proposal**

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT300 subject

Adherence with the ENT300 Entrepreneurship group project, I, Shane Dorian anak Dunstan as the general manager of Calzado, acting on behalf of my group partners, would be honored to submit our business plan for your evaluation purpose. Stated below are the names of our group members :

- Dayang Diyanah Liyana Bt. Abg. Jeffri
- Ranisah Bt. Fauzi
- Valentino Wesley anak Harry
- Mohd. Faiz Ikzuwan B. Jeffrey

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## Acknowledgement

First of all, we would like to praise God for his blessing for giving and blessing us with strength, patience, and guidance to complete this project. We are truly grateful for the ups and downs along the way that taught us a lot and we mature a lot throughout the whole experience. We have finally completed our business plan. To be honest, none of us thought that it was possible to complete the job at hand. Once again, we are grateful that we endured and completed the project on time.

During the whole period of preparing this business plan, we went through a lot. Especially during the final week before the presentation and before submitting this proposal. We believe that without the right guidance along the way, there is no way for us to cross the finishing line. Because of that, we would like to express our sincere thanks to Madam Esfarina Amiza for her efforts and knowledge as well as her kindness in her motivational advices and guidance. We thank you very much.

We would also like to thank the group members who gave their all in completing this business proposal. The efforts that were poured in completing this proposal has made us closer as a unit. We would also like to thank every single person who helped us directly and indirectly. The supports and advice of our families and loved ones helped in boosting ourselves more in facing the obstacles and hardships throughout the process. Thank you and we love you.

## 1.0 INTRODUCTION

### 1.1 Name of Business

#### **CALZADO Shoe Boutique**

CALZADO is a Spanish word for footwear.

### 1.2 Nature of the Business:

CALZADO is a custom made shoe boutique located at Desa Wira, Jalan Datuk Mohd Musa, 94300 Kota Samarahan, Sarawak. Our business allows the local citizens of Kota Samarahan to satisfy their deepest inner interest in shoe fashion in one convenient location. CALZADO thrives in the shoemaking industry to raise the interest in footwear fashion. It is established to be the best custom made shoe boutique in all of Sarawak region.

The premise is established in Samarahan because it is the main education hub in the region. This will enable us to not only target the local residents, but also the students, staffs and lecturers of nearby universities. The Universities that are in the Samarahan area are University Malaysia Sarawak (UNIMAS), University Teknologi Mara (UiTM) and Institut Perguruan Tunku Abdul Razak (IPTAR). Students who are up to date will surely be attracted to our business as they are fashionable and have very high taste. Not to mention the staffs and lecturers as well, who are interested in the footwear fashion.

CALZADO provides range of shoes for both male and female and are also available for the younger and older generation.