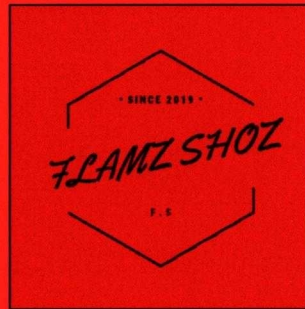




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FLAMZ SHOZ SDN BHD



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PRINCIPLES OF ENTREPRENEURSHIP (ENT530) BUSINESS  
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FACULTY & PROGRAMME	: FACULTY OF ACCOUNTANCY BACHELOR OF ACCOUNTANCY (HONS)
SEMESTER/CLASS	: AC2203N
PROJECT TITLE	: BUSINESS PLAN (FLAMZ SHOZ SDN BHD)
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LECTURER	: SIR MOHAMMAD ZAIM BIN MOHD SALLEH
DATE OF SUBMISSION	: 13 DECEMBER 2019

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## **EXECUTIVE SUMMARY**

Flamz Shoz Sdn Bhd offers shoe products and services for customers, providing the variety types of design and colour based on customer needs that will gives high satisfaction of consumer. Our clients is customers identifying as student, working adults and tourist which include both gender, men and women who want to consume product with affordable price of product. We also targeting busiest workers because we have online seller of our product to customers home.

Flamz Shoz Sdn Bhd provide footwear that is compatible according to any weather either sunny or rainy days. Our product can survive under rainy days without any problems that people do not have to worry when it comes to rainy days and at the same time they are wearing ordinary shoes which will make their shocks wet and the shoe will have a bad odour Across Malaysia and Bukit Bintang particularly the Flamz Shoz Sdn. Bhd. business has seen an explosion of growth over the year. Bukit Bintang is an area that targeted population growth in many years, it cause demand of shoes rise over the year. While there are currently three businesses like us in area Bukit Bintang, but we only business have special delivery services and custom design.

Flamz Shoz Sdn Bhd marketing strategy is to emphasize the quality and price of our products and services. We offer the affordable price based on the quality of our product. Thus, we develop marketing strategy that gives attraction to come our shop and buying through online. The management of Flamz Shoz Sdn. Bhd. consists General Manager/ CEO which is Anis Najiha and another 4 top management workers which are Shazlin, Amira, Farhana and Zailani. Our workers has extensive experience in finance, businesses, sales and accounting. Five partners will be take role responsibilities together instead different duties and portfolio of partners. Already we have service and products commitments plan to aggressively build our brand through newspaper, ads and signboard in order to achieve our vision which is to be the top organization and grow as a dynamic, flexible organization which provide good quality shoes in Malaysia.

# 1. COMPANY INFORMATION

## 1.1 COMPANY PROFILE

Name of the business	:	FLAMZ SHOZ SDN BHD
Business address	:	8, Tingkat Tong Shin, Bukit Bintang, 50200 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur
E-mail address	:	<a href="mailto:flamz_shoz@gmail.com">flamz_shoz@gmail.com</a>
Telephone number	:	03-22657800
Main activity	:	Shoes

### Location Of Business

