



UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDAMENTALS OF ENTREPRENUERSHIP

BUSINESS PLAN  
SchuhEmania

PREPARED BY:

AK MOHD SHAHRIN NIZAM	2011318101
DATU MOHD HAZLIN	2011924325
GRACE JOHN	2011340749
JULIANA JUNUS	2011516123
MARHAIN MAZNI	2011169143

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## **1.0 INTRODUCTION**

### **1.1 EXECUTIVE SUMMARY**

Based on our company business, we manage to overcome all the challenges through the starting of operating the business. Start from the company plan where we decided to open a shoe retailer as a business. Then we plan out the organizational plan to make sure all the employees manage to realize and do their responsible in the company. For the marketing plan, we selected the suitable target market to ensure our product in the company reliable for the customer to purchase it by making a best approach to the customer themselves. Operational in the business is planned properly for our company to manage to get the best quality of shoe and at the same time it gives satisfaction to the customer towards our product. Finally, the financial plan where we plan our budget and expenses carefully to avoid lose in our company business. As a manager, working together with other people makes us to get more experiences in the business. Hence, any challenges in the future by sure we will be ready to face and overcome together for the business to become successful.

## 1.2 INTRODUCTION

First of all, we would like to grateful to God for giving us a good health and spiritual support in anytime and anywhere we go to do this business plan. We did facing a lot of consequences while we finishing this project but with the team work and effort, we did manage to do it together. We also would like to thank for our families for their support especially in financial that help us to complete this project.

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We as a group of student from faculty of hotel and tourism management are grateful to be able to join this project together with the other group from AM1114A3 because even though we not know each other with the AM111 group, but still they except and share the classroom with us. We hope that all of us still can cooperate with each other and together we strive to get an excellent result for this subject.

Cordially,

ScHuchEmania