



اَبُو سَيِّدِي تَكْنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT



PREPARED BY

NAMA	NO MATRIKS
AIN ATIQAH BINTI AHMAD FAUZI	2018278878
FATIN NURAQILAH BINTI JAMSARI	2018242886
NURUL NAZIRA BINTI NOR AZMI	2018291346
FARAH HANI BINTI ABDUL AZIZ	2018245236
MOHAMMAD AFIQ BIN MOHAMMAD DAUD	2018212936

**DIPLOMA IN MICROBIOLOGY (AS1145A2)
FACULTY OF APPLIED SCIENCES (FSG)**

BUSINESS NAME:

ÜNİQA ENTERPRISE

SUPERVISED BY:

MADAM SITI HAJAR BINTI MD JANI

TABLE OF CONTENT

COVER LETTER	1-3
PARTNER AGREEMENT	4-8
EXECUTIVE SUMMARY	9-10
SECTION I: INTRODUCTION	11
1.0 COMPANY BACKGROUND	12-13
1.1 PARTNERSHIP BACKGROUND	14-23
1.2 PURPOSE OF THE BUSINESS PLAN	24-25
1.3 DESCRIPTION OF BUSINESS	26
1.4 INDUSTRY BACKGROUND	27-29
1.5 BUSINESS LOCATION	30-31
SECTION II: PRODUCT OR SERVICE DESCRIPTION	32
2.0 PRODUCT AND SERVICE	32
2.1 UNIQUENESS OF PRODUCT AND SERVICE	33-39
SECTION III: MARKETING PLAN	40
3.0 MARKETING OBJECTIVES	41-43
3.1 TARGET MARKET	44-454
3.2 MARKET SIZE	46
3.3 COMPETITION	47
3.4 MARKET SHARE	48-49
3.5 SALE FORECASR	50-51
3.6 MARKETING STRATEGY	52
3.6.1 PRODUCT OR SERVICE STRATEGY	52
3.6.2 PRICING STRATEGY	53
3.6.3 PLACE STRATEGY	53-54
3.6.4 ADVERTISING AND PROMOTION STRATEGY	55-61
3.7 MARKETING PERSONNEL	61



3.8 MARKETING BUDGET	62
SECTION IV: ADMINISTRATION PLAN	63
4.0 THE VISION, MISSION AND OBJECTIVES	64
4.1 ORGANIZATIONAL CHART	65
4.2 LIST OF ADMINISTRATION PERSONNEL	65
4.3 SCHEDULE OF REMUNARATION	66
4.4 SCHEDULE OF TASK AND RESPONSIBILITIES	67
4.5 LIST OF EQUIPMENT	68-70
4.6 LIST OF FIXTURE AND FITTING	71
4.7 ADMINISTRATION BUDGET	72
SECTION V: OPERATION PLAN	73
5.0 PROCESS PLANNING	74-76
5.1 OPERATIONS LAYOUT	77-79
5.2 PRODUCT PLANNING	80
5.3 MATERIAL PLANNING	81
5.4 MACHINE AND EQUIPMENT PLANNING	82-87
5.5 FIXTURE AND FITTINGS	88
5.6 MANPOWER PLANNING	89-91
5.7 OVERHEADS REQUIREMENT	92
5.8 LOCATION	93-94
5.9 BUSINESS AND OPERATIO HOURS	95
5.10 LICENSE, PERMITS AND REGULATIONS REQUIRED	96-97
5.11 OPERATIONS BUDGET	98
5.12 PROJECT IMPLEMENTATION SCHEDULE	99
SECTION VI: FINANCIAL PLAN	100
6.0 MARKETING BUDGET	101
6.1 OPERATIONAL BUDGET	102
6.2 ADMINISTRATION BUDGET	103



EXECUTIVE SUMMARY

Shoe is one of the most must have item for every individual as it does not only protect the feet when walking outside, but it also stands out to be a fashionable complementary item with a person's whole outfit. As to this reason, our company decides to create a footwear product with unique characteristics specifically designed for women of all background.

The product that we create is a replaceable sole shoe. Unlike any other shoe with a fixed sole, this shoe is designed to fit into any occasions. Be it either for formal wear, an evening party, a leisure walks at the park or going out for a jog, this shoe can fit all purposes with its replaceable sole characteristics. The shoe was designed with an upper shoe part that are both high durable and still fashionable. The sole of the shoe comes with three replaceable soles- the high heels soles, the flat soles, and the sport soles. These soles can be replaced whenever the wearer desire. It is easy usage and storage are the main attraction of this shoe as no other shoe can serve three different purposes at once. It is said to have an easy storage because it does not consume as much space as having three different shoes at once.

Business will start its operation on 1st November 2020. The business will be operated by five shareholders that had agreed to operate the business together under the signed terms and regulations. The five shareholders will be positioned as the Chief Executive Manager, Administrative Manager, Operational Manager, Marketing Manager and Financial Manager. Each manager will have their own line of employees to further aid them in operating each sector smoothly.

Our office and factory share the same building, which is located at Seksyen 33, Elite Industrial Estate Shah Alam, 40100 Selangor, Malaysia. Our premise is located 13 minutes away from our main building which is at Jalan Akuatik 13/64, Lot G51, Jln Akuatik 13/64, Seksyen 13 Aeon Mall Shah Alam, 40100 Selangor, Malaysia. The reason our premise is located in a mall is because of the huge number of customers that comes to the mall every day. The surrounding pack community is also a reason we chose to place our premise here.

We have discussed several effective strategies that we are going to take to introduce our product to customers. First of all, we focus on building our brand name. Branding is an important aspect to attract customers in buying a product. Branding serves as a benchmark for a product to be well-known among customers. With a strong branding, we believe customers would be more prone in buying our product. Next, we strive to create our product with a high-quality standard. Quality is an aspect that customers always look forward to during considering in buying one's product. Thus, we at Üniqa will always create our product carefully and delicately as to meet our high-quality standards and easily capture every customers' heart. The last strategy we would like to focus on is the design of our product. Üniqa create its shoe with unique eye-catching design, specifically for women who are adventurous, trendy and fashionista. Beautiful design is also another important aspect that gives a first impression towards customers. Good design gives out good first impression thus increasing customers' engagement towards purchasing our product. For this very reason, Üniqa is designed thoroughly to attract customers into buying our product.

We also had planned various advertising strategies to attract customers and putting our products to be more noticeable during the early stage of our opening. Social media platforms are an effective and fast way to promote our product. Through this medium, a high number of customer engagement is achievable as most of the people nowadays have their own social media accounts. Another way we would promote and advertise our product is through business card and flyers. The business card will provide the information needed to customer if they are interested in buying our product whereas the flyer will give out complete information and visuals needed to effectively advertise our product to any customer. We also decided to do our advertisement on buntings and signboards. By doing so, we can advertise our product at different locations easily and effectively.

Last but not least, we at Üniqa Enterprise hope that our exchangeable sole shoe will provide the comfort needed for women to get through their everyday routine with more confidence and ease.