



اَبُو سَيِّدِي تَكْنُوْلُو كِي مَارَا
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MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT



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UNIQA ENTERPRISE

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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.