



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَآرَا
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ENT300

SHOES DELUXE SHOP
(SDS)

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"BERSATU BERUSAHA BERBAKTI"

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Yang benar

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S.D.S.

1.0 INTRODUCTION

SHOES DELUXE SHOP (SDS) is given name an idea of company partnership. Shoes Deluxe Shop (SDS) was established on 1 January 2015. This new baby born company possesses the new outcomes of shoes. Shoes Deluxe Shop is a shoes shop which display variety kind of shoes which have many types of colours, sizes, patterns and designs. We provide a variety of shoes for all types off people either man or woman.

Shoes Deluxe Shop is located at The Summer in Desa Ilmu Kota Samarahan, Sarawak. The idea of starting the business came from the observation of the range of the target market that we will have since the many housing, universities and colleges. There are UNIMAS, UITM, IPG, Secondary and Primary school and many more. There are many students and the workers which we choose as a target market.



S.D.S.

2.0 Introduction To Marketing Plan

Marketing is the process of communicating the value of a product or service to consumer, for the purpose of selling that product or service. From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange processes and building long term relationships. Marketing can be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customers, and managing customer relationships in ways that also benefit the organization and its shareholders. Marketing is the science of choosing target markets through market analysis and market segmentations, as well as understanding consumer buying behavior and providing superior customer value.

Our business, "Shoes Deluxe Shop" is venturing in the women and men shoes industry. Despite of many competitors in the The Summer Shopping Mall, Samarahan, we would like to have an established name in the market by being different unique. Thus, marketing plan plays a key part to a successful business.

The purposes of our company marketing plan are.

1. As a essential reference when seeking financial backing, bank loans, or partnerships.
2. As a reference or our basis to execute a marketing strategy throughout the operation of the business.
3. To set measurable objectives, deadline define responsibilities and consider the company budget.
4. To assist our management team in integrating the company total marketing effort and ensures a systematic approach to develop products and services to meet and satisfy our consumer's needs.