



## UNIVERSITY TECHNOLOGY of MARA SAMARAHAN

TITLE OF BUSINESS PLAN	THE FOOT BEADS ENTERPRISE'S BUSINESS PLAN
NAME OF THE BUSINESS	THE FOOT BEADS ENTERPRISE
ADDRESS OF THE BUSINESS	SUBLOT 3.10, LEVEL 3, WISMA SATOK, JALAN SATOK, 93000 KUCHING, SARAWAK, MALAYSIA
NAME OF THE WRITERS	FELICIA PUKAN DANIEL 2008218678 MAUREEN TOMMY AGAN 2008265216 ELLINA MATHEW NYUIN 2008265204
DATE OF SUBMISSION	APRIL 2011

## **TABLE OF CONTENT.**

<b>NO</b>	<b>CONTENT</b>	<b>PAGE NO.</b>
1	LETTER OF SUBMISSION	1
	<b>GENERAL PLAN:</b>	2
1.1	EXECUTIVE SUMMARY	3
1.2	INTRODUCTION	4-6
1.3	PURPOSE OF BUSINESS PLAN	7
1.4	BUSINESS BACKGROUND	8
1.5	PARTNER'S BACKGROUND	9-11
2	<b>MARKETING PLAN:</b>	12
2.1	INTRODUCTION OF MARKETING PLAN	13
2.2	MARKETING OBJECTIVE	14
2.3	PRODUCT AND SERVICE DESCRIPTION	15-17
2.4	TARGET MARKET	18
	2.4.2 MARKET SIZE	19
2.5	MAIN COMPETITORS	20-21
2.6	MARKET SHARE	22-24
2.7	SALE FORECAST	25-27
2.8	MARKETING STRATEGIES	28-33
2.9	MARKETING BUDGET	34
	SAMPLE OF MARKETING STRATEGIES	35-38

Surat Kami : 100-UiTMKS (HEA. 30/7)  
Tarikh : 25 Januari 2011

**KEPADA SESIAPA YANG BERKENAAN**

Tuan/Puan

**PENGESAHAH PELAJAR**

BIL.	NO. PELAJAR	NAMA PELAJAR
1.	2008265216	MAUREEN TOMMY AGAN
2.	2008265204	ELLINA MATHEW NYUIN
3.	2008218678	FELICIA PUKAN DANIEL

AS120

Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Sains** untuk membuat satu kertas projek bagi kursus **ETR300 (Fundamentals Of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

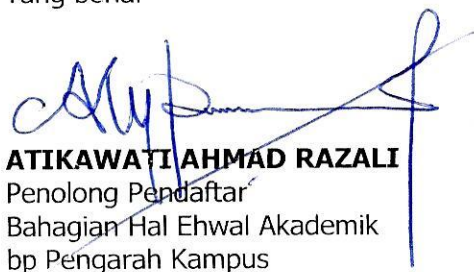
Sila hubungi Penyelia Projek **Puan Margaret Lucy Gregory** ditalian **082-677200** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

**"BERSATU BERUSAHA BERBAKTI"**

Sekian.

Yang benar

  
**ATIKAWATI AHMAD RAZALI**  
Penolong Pendaftar  
Bahagian Hal Ehwal Akademik  
bp Pengarah Kampus

hea/ni



## **1.1 Executive summary**

*"The Foot Beads Enterprise"* is the name created for our company as to synchronise with the beaded footwear industry that we are venturing in. As we are formed based on partnership proprietor form of business, we are here into the business to make money by doing what we love –beads and designs, and to input as many creativity from every shareholders to produce a marketable products. Based on the trend of beaded jewellery in Sarawak, we realise that there is wide market opportunity for beaded footwear as the foot needs jewellery too!

Our company is going to offer beaded footwear product and customization service on the beads design. The product is of casual footwear ranging from flip flop to ladies sandals. We are going to boost value-added to the footwear by stitching the beads design upon received supplies of casual footwear and beads from local supplier to produce unique and valuable beaded footwear. Since we are dealing with the design and stitching of the beads, therefore, it is easy and applicable for us to offer customization on the beads design which we believe that it will meet the customers' want and need.

The nature of our business is focusing more on beaded footwear. In Kuching, there are still no footwear retail shops that are focusing only on beaded footwear. Thus, it opens a wide market potential for our product to compete with other retail shops that are targeting the same target market.

To realize our business, there are three shareholders that are going to manage the business' marketing, operational, administration and financial. As what has been analysed in the business plan, we come out with the project cost that is RM47,799. With the mission, vision and objective of our company, we hope that we are able to produce a quality renowned brand of beaded footwear in our business. Thus, for the first year of launching, we are expecting RM63,553 returns and we aim the value to increase by year.



## **1.2 INTRODUCTION.**

### **1.2.1 Name of the company.**

The name created for our company is 'The Foot Beads Enterprise'. It clearly states the business nature and thus, it helps the customers to recognize our company and the products easily. The words "The Foot Beads" obviously means beaded footwear. Besides that, literally, "foot" represent the verb walking and the "beads" symbolise natural beauty. Thus, *Foot Beads* means the nature of walking in beads with its own natural glamorous beauty that suits today's fashion/trend. The name has been decided with the consensus of all the members of shareholders. We believe that the name will bring us up into the top footwear market and be known throughout Malaysia.

### **1.2.2 Nature of business.**

Our main activity is to sell various designs of beaded casual footwear to the customers. Besides that, we also provide customize service where customer can realize their preferred designs of their own creativity according to their need and want.

### **1.2.3 Industry profile.**

#### **Malaysian footwear industry**

Malaysia has transformed from commodity-based economy to industry-based in the recent years, and it has strategised itself to reduce dependence on imports of raw commodities and increase its imports of processed of finished products, boosting the value-added exports. As such, in the recent years, this phenomenon has taken effect on the fashion industry including the footwear sector. As more and more foreign investors are penetrating the market, the local manufacturers are taking smaller shares of the cake. As a result, local manufacturers are trying to compete aggressively by using high quality materials.

The Malaysian market of footwear is dominated by local manufacturers, a few large scale retailers and major department stores. In general, although some Malaysians (mostly elites and affluent people) can afford the finest footwear made everywhere, a significantly large number buy low priced footwear. These are the middle income earners.

The Foot Beads Enterprise is a fashion business that presently focuses on casual footwear. However, the product is going to be unique than other casual footwear available in the market due to the nature of the business that concentrates more on the use of beads as the design on the footwear. Furthermore, our company is going to introduce customized service on the beads design which is effective in fulfilling the customer needs and wants. We believe that beads are able to boost value-added into normal casual footwear. In Kuching itself, there are many beads store such as Elizabeth Kiing and other more that are focusing on beaded jewellerys. The customer is not only involving the Malays and indigenous people but also the Chinese and Indian. Therefore, our company see the opportunity and is confident to venture in this industry and targeting to verify the use of beads such that on footwear.