



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENUERSHIP

BUSINESS PLAN

WALK WITH ME

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Introduction

Loan facilities, practical institutions and courses that related to entrepreneurship were some of the intensive and support given from the government to encourage bumiputeras to involve in business. With this, it is proven that a lot more bumiputeras entrepreneurs have motivated to stand on their feet and able to complete with the other races.

Other than that, with the rarity of our job vacancies, it also can contributes to many jobless people. Either from fresh graduate or people who has lose their previous job, they all have the opportunity to compete in filling in any job as long as they are qualified for it.

With this, we are determined to be in business rather that earn our living under other people. We have discovered a brand new product that is called WALK WITH ME. It is a type of shoes where customers can design their own shoes. It sounds unique that every level of person can wear the shoes. And this we decided to sell that types of shoes named WALK WITH ME .

Another important knowledge is that we have discovered is that not many people in Malaysia can find the custom made shoes, with this market share would be larger and freer. In other word, it is a golden opportunity for the entrepreneurs to start this business as the competitors are very low and demand in the market are high.it just like money in the bank.

We hope that our business will become the best example to other entrepreneurs who are interested in joining the shoes business because this field of business is a profitable business especially for the bumiputeras who wish to succeed in business.

BUSINESS PLAN PURPOSE

This business plan is established by WALK WITH ME for the purpose of:

- To identify the opportunities to expand the newly opened business.

In order to sustain and succeed in this shoes business, our company need to identify every opportunities and risks because our product of durian crepes is new to the market.

- As a medium in identifying the problems or obstacles that might possibly occurs and find the best solutions to overcome it.

With this existence of business plan it is easier to identify any problems that might occur soon because these business plans come with complete details and information that can be referred in order to find the best solutions. These business plans is able to avoid problems in decision making process.

- To allocate business resources effectively and efficiency and assist in application or loans or financing facilities from relevant financial institutions

The existence of this business plan also assists in allocating business resource effectively and efficiency, respectively money and basic resources. This may prevent wastage of money and basic resources and also prevent misuse of the resources.