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UNIVERSITI
TEKNOLOGI
MARA

ENT300 (FUNDAMENTALS OF ENTREPRENEURSHIP)

BUSINESS PLAN REPORT

SHOE GARAGE (PRODUCT ORIENTED)



AM110 (FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES)

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1.0 EXECUTIVE SUMMARY

Our company, Shoe Garage Sdn Bhd is a form of partnership that consisted of 5 shareholders which hold important positions such as the General Manager, Marketing Manager, Operational Manager, Administrative Manager and Financial Manager.

Shoe Garage with the tagline '*Premium Shoes With Retail Prices*' is located at Kota Samarahan with an address, No 125, Aiman Mall Jalan Dato' Mohd Musa 94300 Kota Samarahan.

Shoe Garage is a company that focuses on offering footwear products for the customers, providing a variety of choices of footwears for people from any age range and genders. The designs and style for each and every footwear are from the latest trends and are all brand new. The examples of footwears that are on sale at Shoe Garage are sport shoes, sneakers, sandals, high heels, wedges, slippers and many more.

Apart from that, not only does our company offers a variety of shoes to the customers, but we also provide a '*Cash on Delivery*' services for those who do not have transport or is too lazy to go out from their houses. They can visit our instagram page and have a look through our posts as we posted our products there. The customers can message us on instagram to order and we will send it directly in front of their doorstep. On top of that, with our premium quality shoes with the most affordable prices, we are sure that our business can go far in the shoe industry in Malaysia.

On top of that, to make our business looks more interesting and attractive, we decided to provide a shoe truck services. Nowadays, people prefer to go to night markets and such during their free time as there are various products and services that can be seen there. Thus, with the existence of our shoe truck, we can move our business around and would just operate our business anywhere depending on the market. Not only that, we will also operate our business when there are events or occasions that needed our services. Moreover, with our business moving around, we can promote our business to customers from other areas and not only just in Kota Samarahan. With this method, we can ensure that our business can develop in a wider and bigger range in the shoe industry.

1.1 Introduction

Logo of the business

The business logo was inspired by Gucci's logo, hence the G. The front initial of 'SG' interprets the name of 'Shoe Garage' which is our business' name. The picture of a shoe in the back indicates that our business is in the shoe industry. Together, they represent our business which is the Shoe Garage.



Name of the business

Our business' name is Shoe Garage. We use the name Shoe Garage as our business' name as we want to give the message to our customers that we sell our products with an affordable price as the term "Garage" is usually used for a place that sells product with low prices. This name was inspired by the garage sales events as garage sales usually sells used products with low prices but instead of used products, our business only sells brand new products with affordable prices. Hopefully with the name, customers from various kind of backgrounds would be attracted to come visit our shop and purchase from us.

Nature of business

Our business is solely on selling shoes. We sell a variety of shoes for customers from different range of age and gender. The shoes that we sell are from the latest trends and designs, giving the customers a variety of choices and with a reasonable price. Apart from the store, we also operate our business on a truck and provide delivery services.

1.2 Purpose of the Business Plan

Business plan is a set of documents prepared by an organization's management to summarize in marketing, operational and financial objectives for the near future. It provides a step by step guideline once we started our business. It also provides us an idea on how to achieve the organization objectives. This business plan is very important for a new company like Shoe Garage as it could help us to maintain our business in the business industry.

To allocate business resources efficiently and effectively

The business plan plays a key role in allocating resources throughout a business so that a company can meet the organization's objectives. The company can use the business plan as a road map to help the business leaders on staying focused on their business growth, mission and organization's objectives. For example, when a company is reviewing their business plan to cover the next stages, it is important to be clear on how they will allocate their resources to make their strategy work. If a particular department in a company has been given a target, the business plan should allocate enough resources to achieve it. These resources may already be available or may be generated by future activity. This could mean the company should recruit more employee, spend more time on marketing or buying more supplies and equipment needed. The changes in market could mean that there are increased opportunities for a certain division. Maximise on this by making sure that they have enough resources to increase the activities.

To evaluate the project viability and growth potential

Everyone in the company will use the information contain in the company's business plan, whether to set performance targets, guide decision-making with regard to on going operations, or asses personnel performance in terms of their ability to meet objectives set forth in the business plan. A company's performance and progress can be measured within planned goals involving sales, expenditures, time frame and strategic direction. Business plans also help an entrepreneur or business manager identify and focus on potential problem areas, both inside and outside the company.