



FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BUSINESS AND MANAGEMENT IN TRANSPORTATION (BA 117)

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300



BUSINESS NAME

SOLESTEPS

EVERY STEP MATTERS

SOLESTEPS

PRODUCT NAME

SNEAKERS

PREPARED FOR:

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SOLESTEPS
EVERY STEP MATTERS

EXECUTIVE SUMMARY

This business plan will introduce SOLESTEPS. SOLESTEPS is a new brand introduced from Kuala Lumpur. SOLESTEPS is a brand that sells sneakers for Malaysian people that can suit with their daily life.

SOLESTEPS have a wide target market. SOLESTEPS target market is Malaysian adult people. The sneakers that SOLESTEPS sells can be wear by adults. SOLESTEPS also will only sell the sneakers in Malaysia because SOLESTEPS does not have a plan to sell it internationally. The materials that SOLESTEPS use is high quality because its imported.

SOLESTEPS offers product that made of high quality material and with affordable price. SOLESTEPS choose this range of price because SOLESTEPS is a new company in the market. Hence, SOLESTEPS need to find and give good first impression to its first customers so that they would continue to support SOLESTEPS sneakers in the future. This kind of service would attract more customer in the future so that the brand can continuously grow in the market.

SOLESTEPS is confident that it can make profit by using this strategy. This is because SOLESTEPS has conducted a lot of researches and studies before deciding to establish this business. During the planning stage, SOLESTEPS has discover various and attractive ways to attract customers in the market. This would help SOLESTEPS to plan an efficient marketing and production strategy so that it can generate profit from the product sales.

SOLESTEPS choose to open its first boutique in Cheras because of its strategic location. Cheras has a high amount of people population which is SOLESTEPS target market. Cheras is also located at the centre of Kuala Lumpur which connects with the main highway to the city. This way, people would see SOLESTEPS store when they are passing by the highway.

1.0 INTRODUCTION

1.1 Name of the Business

The name chosen for the business is SOLESTEPS. The word 'SOLE' is taken from a part of our foot and it shows that we supply footwear to the consumers and the word 'STEP' is taken because it shows that we want our consumers feel more confident and more comfortable for every steps they take as a daily use with the sneakers that we have supplied. SOLESTEPS plans to start as a partnership and perhaps to grow throughout the years until become one of the most famous business company for reselling sneakers scene in Malaysia.

1.2 Nature of Business

Our main activity in this partnership is reselling sneakers. SOLESTEPS focus on reselling sneakers with several unique design. SOLESTEPS also offer orders and delivery services to our online customers. SOLESTEPS planned to import the sneakers from the famous brand in the world, Nike.

1.3 Industry Profile

Fashion Industry is one of the leading industries in Malaysia right now. Though not many young entrepreneurs were interested in fashion industry back in the early 2010s, now it has become one of the most famous industries in Malaysia.