

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

CUPID HEELS MANUFACTURER

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**UNIVERSITI TEKNOLOGI MARA
DIPLOMA IN TOURISM MANAGEMENT**

**BUSINESS PLAN:
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TABLE OF CONTENT

Preface	i
Acknowledgement	ii
Section 1: Executive Summary	1
1.0 Introduction	2
1.1 Company name and logo	3
Section 2: Business Plan Purposes	4
Section 3: Background of the Business	5
Section 4: Background of Partners	8
Section 5: Administration Plan	20
Section 6: Marketing Plan	36
Section 7: Operational Plan	58
Section 8: Financial Plan	81
Appendixes	104

Section 1: EXECUTIVE SUMMARY

Introduction

The name of our business is Cupid High Heels Manufacturer. The name itself shows that we are as the manufacturer that produce high heel. Since we see a lot of demand for this product nowadays, so we decide to be one of the heels manufacturers begin with around the Kota Kinabalu area expand to Sabah and lastly around the Malaysia.

Our factory is located at Kota Kinabalu Industrial Park (KKIP). The park is located 25km north of the central business district of Kota Kinabalu, and 5km from the deep-sea Sapangar Bay Container Port. The area was selected due to its location and accessibility.

The reason we select this type of business is because we get positive feedback from the survey that we have done. This survey was being distributed to the student from nearby campus and college around Kota Kinabalu such as UiTM, UMS, UNITAR and Polytechnic, because our main target market is from student type.

Section 2: BUSINESS PLAN PURPOSE

Preparing a business plan is important to make sure that our business run smoothly and efficiently. The business plan is the business master plan that explains on the studies undertaken and on the measures to be taken in the future to develop the business; projections and forecast as well as a plan of implementation for the business strategy.

The main purposes of preparing our business plan are as follow:

- 1) To enable us to study and evaluate a project in an objective, critical and practical manner.
 - Through a business plan we can evaluate our project and business in an objective, critical and practical manner without rely more on emotions and gut feeling rather than objective and rational consideration.
- 2) To evaluate the project feasibility and growth potential.
 - By having a business plan, as entrepreneurs it can give us an early indication as to the feasibility of a project. We can also see the business growth potential if we prepared the business plan.
- 3) To convince relevant parties on the business ideas and to serve as basis for funding proposals.
 - The availability of business plan will boost the confidence of interested parties to finance partially or fully the cost of the venture. Potential investor includes financial institutions, private investors, suppliers and government agencies.
 - This plan will state clearly the amount that need to be financed by either our own capital contribute by our personnel or loan from external parties.
- 4) To serve as a guideline for management of the business.
 - The business plan is use as a guideline for managing the proposed venture. It also as a reference to manage the proposed business in the future and to ensure our efficiency of the business itself.

Section 5: Administration Plan

Introduction

Administration function is one of the first to be considered for it has no direct link to bringing revenue across the threshold. It will provide benefits administration outsourcing for the organization. Administration plan also provide high quality benefits administration and customer service, allowing its clients to focus on their core competencies and other strategic initiatives. Furthermore, it helps in managing the whole manufacturing activity.

Mission

- ❖ *Gaining a profit with a minimum cost.*
- ❖ Provides high quality benefits administration and customer service. Also allowing our employee to focus on their strategic initiatives which consist the system of disciplinary, systematically, effectively and efficiently.
- ❖ *Manufacturing high quality of products to satisfied all customers.*
- ❖ Becoming one of the well known manufacturers.
- ❖ Upgrading our operational system from time to time, as according to the globalizations.

Objectives

- ❖ Reduce lost in the first 3 year and generate revenue in the following year.
- ❖ By the end of 2015, having our own shoes outlet by the name of Cupid Heel.
- ❖ *Fulfilling the needs and wants of customer*
- ❖ Produce a more variety types of shoes ware according to customer needs and wants.
- ❖ Becoming one of the most well known heels manufacturer in Malaysia in 5 years time.
- ❖ Gain the ISO classification standard of working system.