



اَبُو سَيِّدِي تَتِكُونُو لَوِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

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## ACKNOWLEDGEMENT

Firstly, we would like to praise to God for giving us the opportunity to complete this business plan for Satisfactory Skate Shop. Without His blessing, we will never be complete this business plan on time. Although we had been through a lot of challenges while doing this, we still can face it.

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Along with that, we would like to acknowledge ourselves for able to complete the task given. Thank you for giving full commitment since the beginning we started our task until the end of the business proposal. Every of our contributions are much appreciated and hopefully we are able to conduct a business soon.

We also would like to thanks to everyone whether they are directly or indirectly involved in giving us an ideas motivate us and support during the process of business plan. Their generosity and assistance are highly appreciated.

Last but not least, we want to thank to our parents because never stop in motivating us to do this business plan. They also are being generous for giving us money to contribute it for us to complete the business plan. We hope our business plan will give benefit to all of us and encourage students to make a business in the future. Thank you.

## EXECUTIVE SUMMARY

**Satisfactory Skate Shop** is a partnership owned by us. Each of our team members have decided to venture into the business of skateboarding and all our members have agreed to contribute a sum of capital to start this business. Our main business activity is to provide services such as changing tires skate, switch boards, bearings, trucks and others. We also sell products such as clothes and shoes skate where we ordered from suppliers and sell them to customers at an affordable price. Our business will be located at Kota Samarahan and we also hope to run our business at January, 2015.

All of our partners are required to participate in all business management and we have agreed and have appointed **Murphy anak David Alam** as the General Manager, **Helen Umping anak Samat** as the Marketing Manager, **Roslynda anak Jelema** as the Operational Manager, **Physilla anak Paul Wesmolen** as the Administration Manager and **Samuel anak Achar** will be the Financial Manager.

The management team will be led by the General Manager with help of other manager in business management process. The general manager is responsible in controlling, leading, organizing as well as plan the entire business. The administrative manager is responsible in doing all jobs that relating to office administration. For the marketing manager, they will be responsible in preparing the marketing process which includes the process of identifying the competitors, developing the sales forecast, identifying the target market, determining the market size, determining the market share, and marketing strategies. And for last but not least is the financial manager which is will be the one who will handle the financial matters such as preparing for the budgets and financial statement for each department.

## INTRODUCTION TO BUSINESS PLAN

A business plan is a document or a formal statement where it describes a project which will be taken under comprehensive manner. It is very important to construct a business plan when we want to venture into business because it is used to explain any activities of the business, marketing strategies, financial planning, operation and others that related in the business. This also will help to guide entrepreneurs to manage their business effectively.

Satisfactory Skate Shop is a business that ventures in services which related to sport activity. This business has been agreed by all the partners of the business in which we conduct amongst people in Sarawak. All our business partners have agreed to abide by all terms and conditions of the partnership and contribute some equity contribution by shares allocated. In this way, we will be able to share all profits and contributing ideas and knowledge in order to develop business, always achieving high productivity and received good feedback from our customers.

For good reason, our business is to provide the best services that are affordable to our customers. Therefore, we believe that if we work hard in this business, we believe that we will have good profit since this service is high demand by the teenagers. This will attract the interest of the customers to try on our services since it is different than the others. With our business philosophy, we believe that we can give a good impact on our competitors in Kuching area such as Rupert Rage, RoyJenn Collection, RAGE, Seventh Tribe, Show Off and others.

Customers can also choose whether they want to design their own design such as, trucks, and tires or buy directly what is available in our store at the time. Customers can also choose whether they want to design their own designs such as, trucks, and tires or buy directly what is available in our store at the time. Customers can also claim a warranty on their skate goods, if any damage occurs when they wear it in 6 months.