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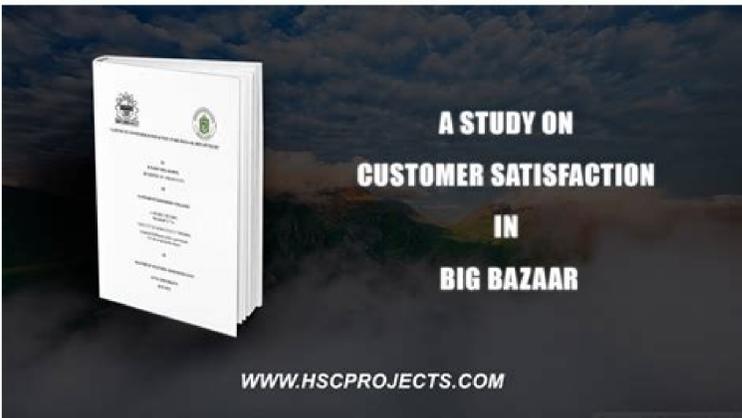


eWalk

# Feasibility plan

Entrepreneurship project

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Mba entrepreneurship itb. Mba entrepreneurship project topics.

Opportunity to Make Connections Provides Hands-on Experience Take Many Entrepreneurship-related Courses Become Prepared to Run Organizations A Safe, Creative Space Many educational institutions offer students the opportunity to study advanced degrees in business, but are there any advantages to having an MBA in entrepreneurship? This program is particularly appropriate for students who wish to build and manage their own companies or collaborate with others to start a new business. Here are five advantages to having an MBA in Entrepreneurship. 1. Opportunity to Make Connections An important goal of the MBA in Entrepreneurship is to introduce students to others who are also either starting their own companies or running their own successful businesses. Many degree programs run seminars, and students have access to notable people in their fields. In addition, the project-based, collaborative nature of many MBA programs allow students to connect with others and develop long-term professional relationships with their peers. In fact, after graduation, many students go into business with individuals they have met through the programs. 2. Provides Hands-on Experience Another advantage to having an MBA in entrepreneurship is the opportunity to receive hands-on learning experience. These experiences often go hand-in-hand with the coursework and require students to work with classmates on project. In addition to allowing students the opportunity to improve their leadership skills in a safe environment, this concentration will also show students how to develop sound business plans, find new ventures, identify and assess business opportunities and practice their entrepreneur skills in a number of mock situations and contexts. These classes will help students avoid many of the most common mistakes often experienced by new entrepreneurs when starting and running businesses. 3. Take Many Entrepreneurship-related Courses Although all MBA programs allow students to take a number of applied business courses that will prepare them for the future, seeking an MBA in entrepreneurship also provides a variety of courses within a specific interest area. Requirements vary depending on the school and program, but most MBAs with a concentration in entrepreneurship offer courses in global strategies, mergers and acquisitions, entrepreneur strategies, venture capital and private equity. Students will learn a multitude of critical business skills, including the methods of coping with the uncertainties of the business world, the organizational strategies necessary to companies and the tactics of investing. 4. Become Prepared to Run Organizations An MBA program in entrepreneurship prepares graduates to manage investments, raise money and begin and operate their own organizations and businesses, including limited liability corporations, companies and nonprofits. Students have the opportunity to make connections with angel investors at MBA program-run conferences and seminars, and students will complete a unique combination of entrepreneurship-related coursework that may include hands-on experience brainstorming business ideas by collaborating with their peers. With these opportunities, graduates are prepared to lead companies as they proceed through all of the beginning stages of business formation in a collaborative, intimate and safe environment. 5. A Safe, Creative Space Having others' perspectives, taking a break and giving yourself time to think is important. To come up with good ideas, you'll need to step away from the day-to-day. Earning an MBA in Entrepreneurship allows you to take advantage of this space so that you can think about solving problems. Similarly, earning an advanced degree in this concentration provides a safe environment in which you can test your ideas—and fail with less-harsh consequences—thus helping you to hone your decision-making skills and build confidence. In general, a Master of Business Administration opens doors to high-paying positions in the corporate world. However, if you know you wish to start your own business, there are many advantages to having an MBA in entrepreneurship, including the opportunity to network, gain hands-on experience and gain knowledge through entrepreneur-focused courses. Related Resource: The 25 Best MBA in Entrepreneurship Programs 1. eWalk Feasibility plan Entrepreneurship project Group No: 2 4/24/2016 2. Page2 Topic: Feasibility Plan of venture Company name: eWalk Submitted to: Ma'am Maria Submitted by: Aqsa Nawab 2006 Mehreen Fatima Qamar-un-Nisa Zunara Hayat Iram shehzadi 3. Page3 Table of content: Elements in feasibility plan Page no Executive summary 5-6 Business concept 7 Product or services 8 Market research and analysis 9 Market plan 10-11 Manufacturing or operations 12-15 Entrepreneurship team 15 Financial documentation 16-19 4. Page4 About Company eWalk is a women shoes brand. We offer customizes shoes for ladies and growing old women's that are in your convenience. 5. Page5 1-Executive Summary Industry Background Shoes have always been an important part of a daily outfit. The Pakistan shoe retail industry has about 20,000 stores with revenue ranging around 25 billion every year. Though the economic downturn has slowed down the shoe market, the shoe marketplace has not been discontinued. Shoe manufacturing in the Pakistan has become non-existent. Companies like Stylo and Metro, Borjan and number of companies that are off shoring their products to cut cost and gain a larger profit. Our company eWalk is a shoe store that also providing a online facility & giving a ordering platform to generate sales on nationwide basis. That will serve a number of different mid and high end shoes to women's that is its targeted market. The Company base on the partnership between founders and take loan from financial institution. eWalk provides a sleek and sophisticated design or prepare according to our customer requirement. We follow the traditional business concept "customer is king" & give full power to customer. Our tag-line is "we know your comfort". We plan to market our product to women currently in the workforce as well as the baby-boomers who are searching for products that provide them a comfort. Still we are a small company and provides customize women's shoes. We have employees that follow the current fashion trends. Our employees are trained in the art of making shoes as well as helping customers create their shoes. We deal in women shoe and our shoes range from casual, athletic, and formal. When our customers look for shoes they depend on, shoes that are "reliable and stylish", we provide shoes that fit every customers need. How we deal! The customer sits in with a consultant and picks from a screen how their shoe will look, what colors it will be, as well as the style. If they contact us online then we provide services by meeting them personally on their home. And after the customer has completed their look, the product is priced and the design is sent off to be made. During the initial shoe making process the customer can change things about the shoe. We send the customers pictures through cell phones and emails showing the process throughout and allowing the customer to see the step by step development. In the initial makings of the shoe, the customer may choose to change the look of the shoe. 6. Page6 Products and Services eWalk is a business that specializes specifically in the women's shoes. Through online facility, the Company intend to sell a number of women's shoe lines, which will include mid and high-end shoe manufacturers. Through These additional sales will allow the business to reach profitability very quickly. Market characteristics (geographic ortarget) eWalk average client will be a middle to upper middle class woman, working or house wife. We also focus to facilitate growing old women's or disables. There is no geographic boundary when we have virtual store and we can facilitate easily within or outside the Pakistan. But still we are at initial stage and have also store in Allama Iqbal town and at this level we focus to expand our brand in Lahore and serve well. Entrepreneurial Team The Company founded by group of friends each has specialize in its field. Aqsa in Marketing, Mehreen in IT, Qamar in finance & Zunara in shoe designing and Iram in operation management. Through their expertise, they will be able to bring the operations of the business to profitability within its first year of operations. Financial summary: At this time, the eWalk have one lac twenty five thousand initial investme In this 25000 founders investment and remaining take loan from bank and others. Below is a breakdown of how these funds will be used; Projected startup cost Rs/- Initial repayment and deposit 10,000 Working capital 25,000 Domain purchase deposit 10,000 Leasehold improvement 10,000 Security deposit 5,000 Openings supplies 15,000 Company vehicle and lease deposit 20,000 Marketing budget 10,000 Miscellaneous and unforeseen cost 20,000 Total start up cost 125,000 7. Page7 2- Business description Mission Statement eWalk mission is to become the recognized leader in women customize shoes and serve well as they want. And providing with quality and customized assortments of shoes to accommodate all varying styles and shapes in regards to the customers liking. Company Goals eWalk is a partnership between Aqsa Nawab, Mehreen Fatima, Qamar-un-Nisa, Zunara Hayat and Iram Shehzadi. As a company we make a promise to our customers that they will have the option to design and create a shoe customized to their liking and to the extent that we can allow, eWalk key to success includes the highest amount of customer satisfaction and hope for the reputation of our company to grow into a popular trend maybe even creating more stores across Lahore. Company Objectives The objectives for the first three years of operation include: 1. To create a product that is custom designed for each customer satisfying their personal needs. 2. To increase the client retention to 50% after the first year of being in business. 3. To develop a start-up business, surviving off of our own cash flow and profiting solely after the third year. Registered Name and Corporate Structure eWalk The Company is registered as a corporation. The eWalk shoe name website domain purchase and have open a outlet in Allama Iqbal town at rent. Investor Equity Founders take loan from investors from a third party at this time. Entrepreneurial Equity 8. Page8 Founders have 25% of their own equity. 3-Products and Services Below is a description of the shoe products offered by the eWalk. We sell upscale women's shoes. The general categories of shoes that will be sold are: Sandals Stylish work shoes Loafers Dress shoes Stylish shoes jelly flip flop gum shoes Trainers Slippers Peep high Pump Bow sandals Clogs Chunky Desert boots Oxford Wedge Y-strip Thigh high heel knee boots Ankle boots Our punch line is "we know your comfort". In short, the Company will actively sell women's mid and high end shoes to its customers. All of the Company's sold shoes and related apparel will always be of the highest quality. Management anticipates that the Company will be able to mark-up our purchased inventory 65% of its actual cost. This is an unusually high margin for a branded label merchandise business. The key to the success of the business will depend on Management's ability to create a stable brand that attracts a wealthy middle to upper middle income earning group within the targeted region. 9. Page9 Service We also provided online buying facility so that customer who don't want to visit store or cannot be able to visit like disables we facilitates as much we can like Our employee visit customer house and take their size and know the basis requirement and design shoe in front of them if customer want any changes made on the spot. We also accommodate our customers e.g repair, delivery free and production time is at least 2 days. In case of emergency we look in another option. 4- Strategic and Market Analysis Market analysis summary eWalk will be targeting a mix of fashion-conscious female shoppers—professional workers and housewives. While both groups are interested in dress shoes, the professionals will also be looking for fashionable shoes that they are able to wear with their business attire. The housewives might be looking for fashionable but more casual shoes. Potential Customer Profile eWalk average client will be a middle to upper middle class woman living in the Company's target market. Common traits among clients will include: \* Annual household income exceeding 60,000 \* Lives or works anywhere through our site or store \* Will spend Rs/-1000 to Rs/-2000 per visit to our store. Market evaluation The direct retail sale of apparel (which includes shoes) to the end user is a Rs/-150 billion rupee a year industry in the Pakistan. Specially, the sale of shoes generates Rs/-25 billion rupee per year of revenues. This growth rate for this industry has been tremendous over the last five years. Growth is expected to occur at a rate of 4% to 5% on an annual basis once the economy exits its current recession. Management is currently building a number of proprietary marketing and pricing models to help ensure the continued success of the Company. Because one of the most exciting areas of retail trade is the ability we have a virtual store online. Management fully anticipates that retail operations commence, the Company will develop a streamlined method for our end user client. This will allow them to order, purchase, and make transportation arrangements without having to visit, that actually we want. Competitive Analysis Numbers of shoes brands are in market & are our competitors but as compared to our competitors, we provide quick response service and give power to our customer provide them. 10. Page10 We provide order base product. And offer a good quality at a reasonable cost. Our competition includes surrounding shoe brands Stylo and Metro. Both are one of the largest shoe manufacturers at that time and has discount stores. What gives us the advantage is the customers get one on one attention from our staff as well they get to participate in every aspect of the shoe making process. Our shoes are for the young, middle aged and elder ladies. We accept them no matter what shoe size they are and we try to fit in the customers need no matter what they may ask, there are never any judgments all shoes are our specialty. 5-Marketing Plan eWalk intends to maintain an extensive marketing campaign that will ensure the maximum visibility for the business in its targeted market. Below is an overview of the marketing strategies and objectives of the Company. With our product one area we will target is those women over the age of twenty five but that don't mean we don't serve the below this age we just focus on them and will serve all those who contact with us. The reason for focusing over twenty five that as people grow older and more mature they tend to care more about the comfort ability of shoes instead of style. While we will try to produce the most stylish shoe possible it has to compete with giants such as Stylo and Metro in the area of teens and young girls because they seem to care solely on style of shoe. Our shoes will be specialize in comfort and being able to wear either dress or casual shoes to any occasion and you won't have to change shoes just to walk home or go for work. With people over the age of 25 this tends to be more of an issue; having shoes that you can wear wherever you need to go. Another target market we will have is that of the working class. Our shoes are not expensive or only for the rich, but they are also are not cheap. With targeting the working class we can make sure that the targets are at least able to purchase our product. The last market we will target is that over the age of forty-five. The reason is that elderly women's usually either have a medical issue with walking or their legs are just not strong enough to walk comfort. With our shoes we can offer back, arch, foot, and ankle support which makes the senior women's market a high target of ours. Trends The newest trends in shoes for women are loafers and oxfords, which are two traditional "comfy and casual" shoe styles. With our company we would definitely be offering multiple styles for women's loafers. Our company will offer different type of these styles because we will try to make of those people that work walk more comfortably. Also we want to be able to offer walking shoes such as hiking boots that women's can rely on comfort while they walk. 11. Page11 Market Penetration To penetrate the market we will try to take customers away from competitors but also try to get new women to wear our work or walking shoes. To add new customers to the market for customize shoes we will try to show that you can wear nice, stylish shoes for any occasion that you want and are also comfortable and reliable. To take customers away from competitors we will show through price and non-price competition that our shoes are more comfortable, medically better for your body and at the same time they do not compromise your style of shoe. Price We offer that price that easily affords a every class women. And estimate after the design of the shoes and design with the instruction of customer. Because we offer a customize shoes in which we use product base production method. The biggest market that we can see sales revenue coming from is from women's that work home or outside do job or run their business or anything in which they are walking more and constantly on their feet walking around and while fashion and style is important to everyone, we can provide comfort to them who need it for them and need comfort to be successful. Promotion Implement a local campaign with the Company's targeted market via the use of vouchers. Use local newspaper advertisements. Use word of mouth advertising. Develop an online presence by developing a website and placing the Company's name and contact information with online directories. Distribution channel We will open a catalog at Allama Iqbal town and also open a virtual store and with the help of virtual store we can increase our market without open a catalogs and increase our market at initial level. Because we offer a customize product we can serve as manufacturer as well as distributor. Service or warranties We offer different services like Because online buying facility with the help of customer who don't want to visit store or cannot be able to visit like disables we facilitates as much we can like Our employee visit customer house and take their size and know the basis requirement and design shoe in front of them if customer want any changes made on the spot. We also accommodate our customers e.g repair, delivery free and production time is at least 2 days. In case of emergency we look in another option. We also give them opportunity to free repair if any defect comes in 3 months. 12. Page12 Marketing strategies We intend on using a number of marketing strategies that will allow the eWalk to easily target women within the target market. These strategies include traditional print advertisements and ads placed on search engines on the Internet. We will also use an internet based strategy. This is very important as many people seeking local retailers, such as shoe stores, now the Internet to conduct their preliminary searches. We register the company with online portals so that potential customers can easily reach the business. 6. Manufacturing or operational plan Production Our production is customizing shoes according to the customer wants and needs and we provide services. Our products are solely derived from the area, which benefits the time period in which we can produce a shoe and deliver it to the customer promptly possible. As a shoe store we value our customer service techniques of being able to fit shoes while having a vision of what the customer is thinking throughout the design process. Since we provide a company that allows the customers to design their own shoes, our staff are all trained in custom shoe-making while also having had design experience in all different fields, this allows us to be able to pay healthy wages to our staff members equally. Our production development timeline ranges from the first meeting to the second meeting with a two week maximum time period in between. Facilities purchase or lease We purchase over stores and some store get lease and run over business / eWalk shoes business. Renovations Light in weight and

