

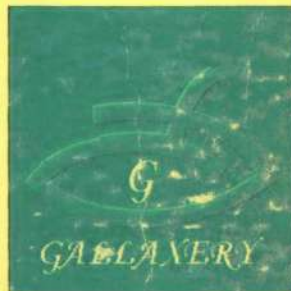
# UNIVERSITI TEKNOLOGY MARA

## DIPLOMA IN SCIENCE

### AS 120

### ENTREPRENEURSHIP

### ETR 300



## GALLAXERY ENTERPRISE

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## *Content*

	Pages
Introduction.....	2
The purpose of business.....	5
Background of business.....	7
Background of partners/shareholders.....	10
Administration Plan.....	20
Marketing Plan.....	35
Operation Plan.....	47
Financial Plan.....	61
Conclusions and Recommendations.....	76
Appendices.....	77

## *Acknowledgement*

Thanks to Allah S.W.T the Almighty. We are so grateful to Allah, it is through His Grace that we were managed to complete this Business Plan. It was an enriching and thought provably experience no doubt as we were flooded with interview that we were tried to absorb and interpret to the best at our ability.

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We wish that with this Business Plan, we can apply it beneficially somewhere in future. Needless to say, without the assistance and support from all we mentioned above, it would have been impossible to complete.

## *Introduction*

As a new company, Gallaxery Enterprise provides designing and printing of banners, brochures and wedding cards. Set up with a better service and quality utilizing high technology of printing as an objective of the company distinguishes our company from the other companies. The industry profile involves the target market and industrial prospect. The target markets are the event organizers, schools, companies and the public itself. While then, the industrial prospect of this business is creating an advertising platform for other parties to promote and advertise their events utilizing the printing technology. With high competency in targeting market, our vision is to manipulate printing industry in Senawang Commercial Park, thus, be the first company to provide services using high-tech in its range. Within 5 years, we are expecting to expend our business nature on publishing books as our long term mission. Our short term mission is to attract as many regular customers to deal with our company.

The most important part of our business is the operational plan, to make sure that we meet up our target and give satisfaction to our customer. Our business operation involves the actions starting from planning, organizing, leading and controlling. Financial and non financial resources are used to produce spanking new, top quality product and outstanding services that meet the demand of our market. Operational aspect is important to ensure our business run smoothly, without any critical problem such as shortage of materials, inefficient service, customer's complaint, high employee turnover and other problem that effect the reputation of our business. We always try to maintain and upgrade our operational plan efficiency by doing research and development and also confirm to actual performance. We also practice quality control to ensure our product and services are always in top condition. Our business location is at Senawang Commercial Park and the date of business commencement is on the sixth of June 2006.

Our business operation is from 10.00 am to 9.00 pm daily except on Sunday. We introduce 'DIYS' meaning 'Do It Yourself System' in which customers have all the right to choose whichever they fancy. Should they need any assistance, we would be more than willing to help.

We guarantee only the best quality product to our customers, all year round. With proper and comprehensive operation plan, we believe that we would be able to stay in the market for a longer period and cope with challenges by other competitors in the millennium. As we can see, nowadays there are a lot of printing stores in our country all over the place. This is because of the high demand in the market and also their acceptance towards this type of business. There are several reasons why we chose this type of business to initiate our entrepreneurship. One of them is because many event organizers lack expertise on printing section and insufficient resources opens an opportunity for us to run the business. As entrepreneurs, we are responsible to generate our skills and knowledge in this field and give benefits to society. Hence, contribute to the country's economic development.

The main objective of this business is to gain a high profit with low production cost. Besides of gaining profit, we also want to take on the government challenge and prove that Bumiputera people are also capable of conducting a business.