

# UNIVERSITI TEKNOLOGI MARA SHAH ALAM

## MEDEC

ETR 300

Business Plan of a Graphic House

Millennium Fleas Production Sdn. Bhd.

Prepared by:

Siti Eliana Azyze bte Ezami Azyze

Marlia bte Mohamed

Jozziyana bte Salleh Jolhie

Maria bte Khalid

Zairul Azwan bin Zainal

**CONSULTANT  
(CONS)**



**Universiti Teknologi MARA Shah Alam**  
Fakulti Komunikasi & Pengajian Media  
Diploma Komunikasi & Media  
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Millennium Fleas Production Sdn. Bhd.

# INTRODUCTION

# **MILLENNIUM FLEAS PRODUCTION:**

## ***AN INTRODUCTION***

Millennium Fleas Production Sdn Bhd is a company that caters in designing, be it the print or electronic media.

In this globalisation era, ICT play a major role in the business sector. The emergence of K-Economy had calls for professional workers to contribute in the growth of the country. We see that there is need for the K-Economy business to spread their wings and we have the solution.

By opening a graphic house, we will be producing communication media for the government and private sector usage. Our services will provide a chance for other people to venture into this form of business. At the same time we will also e helping students of the same field to learn and share our knowledge and skills.

In the following pages we will present our business plan proposal.

This business plan is made to:

1. Apply a loan in the amount of RM 80 000 from Perwira Affin Bank.
2. As a guideline for the company.
3. As a reference for our customers and future share partners.
4. As a reference or guideline to other budding enterprise.
5. For our retailer suppliers reference.

## MISSION

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*As a graphic house that caters in offering design services for print and screen media, we aim to produce high quality images from the brains of our professional design team. We comply with a set of mission to ensure that our business operations are of a high standard:*

- \* To cater to the business society with the best designed media in the country,*
- \* To provide professional consultation to our business clients regarding designs and media issues,*
- \* To provide the best quality print material and image for print job (print media),*
- \* To use the best and most recent technology advances in design software, print material and innovative methodology in producing works that shouts "Satisfaction Guarantee" from our clients, and*
- \* To translate ideas into graphic representation efficiently and conveniently at much better prices.*