

**INDIVIDUAL ASSIGNMENT
FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**



**UNIVERSITI TEKNOLOGI MARA (UiTM)
CAWANGAN KEDAH**

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SUBMISSION DATE:

18th JUNE 2020

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EXECUTIVE SUMMARY

The product that Swift Print Enterprise is being offered is a printer. We tried to create a printer that has the same features and function like the expensive printers but our company offers them at an affordable price. We offer printers because nowadays printers have become one of the essential things that students and office workers must buy.

The customer segment of Swift Print Enterprise is to the students and office workers. Our company believes that students and office workers are the most in need of printers produced by our company because our printers meet their needs. Our target market wants printers that have a new design and features but with the affordable price. We believe those who cannot afford to buy an expensive printer, can buy Swift Print's printer because the price is affordable with the latest features and design that we put on our printers.

Our competitive advantages are at product and price. The product range of our printer is an E45 printer, F50 printer and F80 printer. The price of every design is different according to its features and designs.

1.0 INTRODUCTION

1.1 ORGANIZATION BACKGROUND

- a. **Name of the Organization:** SWIFT PRINT ENTERPRISE
- b. **Business Address:** Bayan Lepas Free Industrial Zone Phase 4, Bayan Lepas Industrial Park, 11900 Bayan Lepas, Pulau Pinang.
- c. **Website/e-mail address:** www.swiftprint.com.my
- d. **Telephone number:** 019-7733227
- e. **Main activities:** Manufacturing, trading and selling
- f. **Date of commencement:** 26 March 2021
- g. **Date of registration:** 23 January 2021

1.2 ORGANIZATION LOGO / MOTTO



The diagram above shows the logo of Swift Print Enterprise. The motto of Swift Print Enterprise is “going beyond your imagination”. We choose this motto because we want to create printers that are beyond our customers imagination. Over the years, we have never seen printers that have a colourful design. So, Swift Print Enterprise produces printers that have many colourful designs for customers to choose from.

Vision: Our vision is to create the best printer that makes life better for everyone, everywhere and at any time. We also want to continue producing new printer technology which adds value and consequently makes the world a better place.

Mission:

1. The first mission of Swift Print Enterprise is to deliver the best customer experience. It is important to satisfy our customers. Swift Print Enterprise prioritizes on providing its customers with products whose quality has been tested and proven. At Swift Print Enterprise, every design goes through a meticulous process to ascertain that it meets the minimum expected standards.

2. The second mission of Swift Print Enterprise is to exceed the expectations. The company uses all quality ingredients to produce the best products with changing needs in the consumer market. In addition to the flexibility to meet the needs of our customers, Swift Print Enterprise does various innovations for our printers where it has helped develop our technology skills.

1.3 OWNER BACKGROUND



- a. **Name of the owner** : Nur Firzana Karmila Binti Abdul Jalil
- b. **Identity card number** :990326-07-6562
- c. **Address** : 759 Mukim 8 Permatang Rawa, 14000 Bukit Mertajam, Pulau Pinang.
- d. **Email address** : fkarmila15@gmail.com
- e. **Telephone number** : 017-4903646
- f. **Date of birth** : 26-03-1999
- g. **Age** : 21 years.
- h. **Marital status** : Single
- i. **Academic qualifications** : Diploma in Banking (Graduate in 2020)
- j. **Skill** : Good at marketing the products.
: Can speak in English and Malay.