



FUNDAMENTAL OF ENTREPRENEURSHIP - ENT 300



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1. SUBMISSION LETTER

Aryqqa Syafenne binti Ismadi
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96400 Mukah,
Sarawak.

Madam Siti Farah binti Lajim,
ENT300 Lecturer,
MARA University of Technology,
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10TH AUGUST.2016

Madam,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company, "Print Apparel Co." I would like to submit our business plans for your evaluation and further action. We are indeed, very grateful for the generous amount of motivation and support. Not to mention the guidance given which has paved us the way and reinforced us towards our aim and target when preparing and finally finalized this business plan on time and as scheduled.

2. For all five of us, ENT300 (Fundamental of Entrepreneurship) has given us a clear picture of starting a business. Along the way, we gathered many ideas which we personally felt, would have done much use and benefit us if ever "Print Apparel Co." became a reality. We highly compute that it is not all that easy to become an entrepreneur what more a successful entrepreneur. It takes diligence, innovativeness and patience just to name a few services we provide for our customer to achieve success in order to overcome all form of obstacles and risk, all of which we have learnt as well as we attempted this business plan.

3. Your attention, guidance and cooperation have taken us far by allowing this business plan to become a reality. It is sufficient to express our word of gratitude for all the knowledge that has been passed on to us as well as the continuous effort in assisting us as much as could in completing this business plan.

3. EXECUTIVE SUMMARY

The name of our company is Print Apparel Co. Our business is in the form of partnership which consists of five members. Each partner contributes certain amount of capital as agreed in the agreement. The main business activity is to provide services for t-shirt printing, design and embroidery for customers in and around Mukah Town. Our focus is on providing superior quality printed t-shirts and design at a very affordable price.

We had agreed that Aryqqa Syafenne binti Ismadi as our General Manager, Syahira binti Jos as the Marketing Manager, Siti Fatimah Abdillah as the Operation Manager, Nur Asyila Syamim binti Ismadi and Norshafiqah Karmen as Financial Manager. The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability of the partner. The management team will be led by the General Manager and assist by the other managers.

The General Manager is responsible in planning, leading, controlling and organizing the business. The Marketing Manager will be responsible to create the marketing plan, identify the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. The Operation Manager is responsible to the entire job that relates to the operation and will be supervising and coordinating the operation of the business.

The Administration Manager is responsible to the remuneration schedule of salary and wages. Last but not least, the Financial Manager will be handling the financial matters such as preparing the budget and financial statement for the expenses of each departments and controlling flow of the money within the organization.

1.1 INTRODUCTION TO BUSINESS PLAN

The business plan of Print Apparel Co. is proposed so that it can be undertaken comprehensive manner. This business plan gives opportunity for us to assess the business in the future. We had decided a partnership business which provides services of t-shirts. The nature of the business is in the form of partnership which consists of five shareholders.

All shareholders had agreed as stated in the letter of agreement which the amount of capital, profit and loss will be divided as a ratio. We chose this form of business since it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of accounting period.

Thus, the partnership is a perfect option to be taken as the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity time to time.

