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UNIVERSITI  
TEKNOLOGI  
MARA

ENT 300

FUNDAMENTAL OF PARTNERSHIP

BUSINESS PLAN

KACA & Co

HAKMILIK  
Perpustakaan  
Universiti Teknologi MARA  
Sabah

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BAHAN SUMBANGAN

## EXECUTIVE SUMMARY

Our business's name is KACA & Co. We came up with this name from the combination of our name, **Kay**, **Atiqah**, **Calvin** and **Afikah**. Since our business is corporation, we put Co. in our business name. KACA & Co is offering and providing mainly service, a clothes' printing to our customers. We serve our customer by print their cloths according the design made by themselves or they may use our design as their wants. KACA & Co located at Lot 2-1-10 Wawasan Plaza Kota Kinabalu, Sabah.

At present, KACA & Co. consist 4 manager which is the General Manager, Administrative Manager, Marketing and Operational Manager, and Financial Manager also 4 employee which two in printing department and two in sewing department.

Based on our research, there are estimated of 3.2 million people in Sabah. With the information, we are taking advantage to start up our business which is more on providing service to customer. Our location is easy to reach and accessible and most of people live around that place are students, tourists, government and private workers and there may need our service.

Therefore, to implement our project we are requiring fund of RM200,000 to start our business. We are prospecting to increase 5% to 10% and more sales in our business on second and it following year.



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## 1.0 INTRODUCTION

As a graphic designer working in the latest graphics programs, your only limitations are creativity and skill level. If your mind can conceive it, you can create it with the right amount of knowledge and experience. But what about taking your artwork from the computer screen and expecting the same results on a t-shirt? This can be very tricky depending on the technicality of the overall design, and the various elements being used.

Making the translation from screen to fabric introduces a new set of limitations and considerations when a t-shirt is the final destination of your artwork.

These limitations can be overcome with the right amount of awareness, and reasonable expectations for what is possible. Using t-shirt fabric as a design medium has an inherent set of constraints because of the print process, porousness of the surface, inks used, and its elasticity. Knowing these constraints is just half the battle, but we'll show you the solutions to overcome the obstacles of dealing with fabric as a design medium.

Fabric, however, is absorbent, allowing the inks to saturate deeper than paper, which makes fabric great for permanent print. This also greatly affects the way colors look, especially processing light-colored inks on dark colored t-shirts.

For example, if you want a white print design on a black t-shirt, the color will translate differently since the black of the t-shirt will dominate the white ink. The solution to this common problem is running the white ink twice with flashing in between each printer run.

Printed t-shirts are worn both indoor and outdoor, in dry and wet conditions, and go through an intensive cleaning process repeatedly in household washers and dryers. The heavy usage of a printed t-shirt over time requires the ink to permanently adhere to the fabric and maintain its quality. There are three major ink options for t-shirt print designs, and in order of popularity, they are plastisol ink, water-based ink, discharge ink.

Understanding these obstacles and their solutions when using fabric as a design medium can drastically improve the finished product. Doing what you can as a designer during the design portion of the process is crucial. Knowing the printer's challenges will help you effectively communicate the remaining critical steps, ensuring the best results in the translation from computer screen to fabric.



## **1.1 BUSINESS PLAN PURPOSE**

### **1.1.1 VISION AND MISSION STATEMENT**

#### **VISION**

To become one of the most competitive and effective Printing T-shirt Service in Sabah

#### **MISSION**

To increase performance continuously and become the top five choice of printing T-Shirt service in Sabah by the year 2020

### **1.1.2 BUSINESS OBJECTIVES**

- i. To provide quality in printing T-Shirt service to the consumer.
- ii. To fulfill the needs and wants of every customer for what they want to wear.
- iii. To provide job opportunities.
- iv. To gain profit through the business.