

PRINCIPLES OF ENTREPRENEURSHIP  
ENT530  
T-SHIRT PRINTING

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## 1. EXECUTIVE SUMMARY

Our business plan will be focusing on T-shirt Printing services where our customer. This type of services is one of the most demanded services in the market such as students in Universities as well as public. The concept of this services is that customer may have their own printed design on their shirts that they wanted and it create the looks of unity among the students together with the society.

In marketing our product, we focus on selling our services locally to increase the number of our customer around the area of Kota Kinabalu, Sabah. For the past few months we have sold quite numbers of shirts based on their own requests where the price is depends on the type of materials of the shirts, the quantity requests and the type of design printed which is heat press, silk screen, or embroidery.

Therefore, we provide such services for the purpose of helping students in providing them a place to have the shirts that they desired. For an example, students prefer in having their own Faculty's shirt to represent themselves.

Our management team which consists of three members and based on our agreement that we delegate evenly the tasks of doing the financial, marketing, and sales production.

### FACTOR IN SELECTING THE PROPOSED BUSINESS

- i. There is high in demand among the institution.
- ii. There is a space for new business company.
- iii. To gain a profit and expand our business.
- iv. Speculative upon opportunity (Supermits).

### FUTURE PROSPECTS OF THE BUSINESS

There are also some of the future prospects that can be identified in the business. It can be seen as follows:

- i. More varieties of services.
- ii. High competencies between other competitors.
- iii. To gain a profit and expand our business.
- iv. Forecast events.

## 2. COMPANY PROFILE

<b>NAME OF COMPANY</b>	L U E U R Tee's
<b>NATURE OF BUSINESS</b>	<p>This company runs a business relating to the social entrepreneur which can help the client to have high quality goods. Basically, the company provide services such as designing, T-shirt printing, and also embroidery names and logos.</p>
<b>INDUSTRIAL PROFILE</b>	<p>There are some industrial profile that can identified in the business. It can be seen as follows:</p> <ol style="list-style-type: none"><li>i. High demand among the citizen due to many events being held.</li><li>ii. Printing shirt has been trending among the citizen.</li><li>iii. Sport industry grows rapidly.</li></ol>
<b>FACTOR IN SELECTING THE PROPOSED BUSINESS</b>	<p>These are the factors that leads to the purpose of establishing the business. It can be seen as follows:</p> <ol style="list-style-type: none"><li>i. There is high in demand among the institution.</li><li>ii. There is a space for newborn company.</li><li>iii. To gain a profit and expand our business.</li><li>iv. Speculative upon opportunity (Supermits).</li></ol>
<b>FUTURE PROSPECTS OF THE BUSINESS</b>	<p>There are also some of the future prospects that can be identified in the business. It can be seen as follows:</p> <ol style="list-style-type: none"><li>i. More varieties of services.</li><li>ii. High competencies between other competitors.</li><li>iii. To gain a profit and expand our business.</li><li>iv. Forecast events.</li></ol>

## 2. COMPANY PROFILE INDUSTRY ANALYSIS



The name of our company is “LUEUR TEE’S” which ‘Lueur’ means glow in France and our team believes, that by glowing we are able to help particular society in serving and provide this T-shirt Printing services. The logo of our company represents simplicity which means our services are easy, simple, and less complicated. The logo also represent the year of our company has established with the hope of our business could be in a long-term. Also include in the logo there are details of a nature which is the leaf of tree which represents that our company is eco-friendly and a go-green company.

The capital contribution by the members of Lueur’s company is RM100 each person and there are three members, so in total for the capital contribution is RM300. We have started our business in building the connection with the students in UiTM.

In relation to the social media business, we’ve gain a lot of attention by providing this services. Most of our customers are from the students in UiTM as well as the staff in UiTM. In addition, we have also received order from the outside of UiTM, which is from the society who sees a potential in our company.

On 5<sup>th</sup> December 2017, Entrepreneurship Day was conducted in UiTM to provide the opportunity of each businesses to open a booth and sell their product and services and to attract even more customer. On that event, our company had won an award of “The Best Financial Plan” and it has boost our confident in continuing this business.

### 3. ENVIRONMENTAL INDUSTRY ANALYSIS

In comparison with all the company that provides a printing services. They lack of idea in designing an attractive and low cost printing services. Lueur Tees wants to become one of the lowest cost printing services in.

Other than giving a low cost prices to the customer, it is also to give a satisfaction in term of quality in fabric also in coloring the fabric. For now, we provide a variety types of fabric such as, cotton, microfiber, Lacoste and etc. In the future, we will try to have our own printing machine in order for us to make the production become easier and more to lowering our cost.

Currently, in this industry there are many competitors that compete with us since this business is currently growing rapidly. Especially the one that promote their product through online such as, Facebook and Instagram. We want to become the leading company that gives a lowest cost and an affordable printing services. By doing this, in the future we want to become well known among our own target market which are, the students from the University and Colleges and gather a lot more customer from any range of target. This strategy could give us a very high profitability in the future.

Based on our current sales from the project that we get, we predicted that our business will grow because of its potential in the market especially in local market. Currently, this printing services is having a high competition due to high demand from customer. From the program of Entrepreneurship day on 5<sup>th</sup> December 2017, it shows that, this printing industry could bring us profitability in the future.

#### 5. Market Trend

Our product is very marketable but it is on a seasonal basis. Therefore, there is ups and downs in our sale throughout the months we operated. We need a very precise strategy in