



UNIVERSITI TEKNOLOGI MARA

FUNDIMENTALS OF ENTREPRENUERSHIP (ENT300)

BUSINESS PLAN

COMETOPAPA T-SHIRT PRINTING SERVICES

PREPARED BY :

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1.0 EXECUTIVE SUMMARY

Our business is based on partnership where we are consisting 6 members which hold important position in the company such as, general manager, administrative manager, marketing manager, operational manager and financial manager. The business capital in our company is RM 20,000, which is every member have their own contribution which are RM 3340 for each member equivalent to RM 20,040 and the RM 40 we took it as an additional. Our business is located at Sulaman Sentral, Kota Kinabalu Sabah, we are choosing this location because it is a strategic places and one of the place that consist big amount of people that are suitable to be our customer.

Our company's mission is to create an apparel company that can offer superior design quality. Our company is more focusing on providing a shirt printing service and provide plain T-shirt that is good in term of quality. Our company will provide a plain of shirt that the customers can order and ask to be printed such as name, number and logo. What make our company different from others is we are providing services of customization, meaning to say customers can pick the pattern, colour and else for their shirt. For the T-shirt we make it more durable than the other because we can see that it is our opportunity to start our business. We have found that the T-shirt nowadays is not durable and easy to tear, so we can see that it is our chance to make the T-shirt that more suitable with the customer need and demand.

To make our product more attracting and more interesting, we decided to provide product customization from customer, which is the customers themselves can request their own design that they want such as in term of size, shape, and colouring. We are also providing delivery services to the customers that live nearby from our company. In order to do that, we have already prepared our company with vehicle to deliver our product to the customers.

We expect that our business will become more developed in the future because with the new innovation on our printing service and also T-shirt that we provide, the demand from customer will increase time by time. This will give more advantages for us to make our product more profitable in long term.

1.1 Objective of Organization

- 1) To manufacture and provide the customers with the quality products to the best interest of the customers.
- 2) To create competitive market of t-shirt as to show the best quality of the custom-made products
- 3) To strive to meet and exceed customer’s expectation so as to ensure a sustainable business relationship.

Figure 1: Company Logo

1.2 Mission

Our company’s mission is to create an apparel company that can offer superior design, quality and value to the consumer. We will accomplish this by being committed to offering great service and real value to our business partners and consumers.

1.3 Vision

Be the company that able to fulfil customer’s demands

Business Location	Sulaman Sentral, Kota Kinabalu Sabah
Business	Manufacturing Business
Date of Establishment	2 nd January 2020
Scope of Business	T-shirt printing
Website	www.cometopapa.com.my
Email	cometopapacorporation@gmail.com
Telephone Number	08-97077768
Capital Start-up	RM 20,000
Name of Bank	CIMB Bank
Bank Account Number	1522 1236 2345

Table 1 : Company Background

1.4.1 Explanation on Background:

We have chosen the name of our company which is Come To PaPa Corporation, It's an unique name and does not exist in the market yet so it can help us to attract people just by seeing our company's name. Location of our business is at Sulaman Sentral Kota Kinabalu, Sabah. The reason why we choose this location is because it is a strategic location that consist of many and high potential people that can be our custome. The type of our business is producing and services, we are producing t-shirt and provide printing services to get a profit. Our company structure is partnership, which are being held by Amsler Simpul, Andi Mohd Nur Baihaqi bin Alimudin, Mohd Danish Bin Sufian, Modh Firdaus Bin Matlin, Mohd Asri Bin Hmazah and Ag Yazid bin Ag Yusof. 2th January 2018 is the date of establishment of our business in Sulaman Sentral, Kota Kinabalu. For more information you can go through our website at www.ComeToMePapa.com.my.

1.4.2 Purpose of Business Plan:

The purpose of our business plan is to introduce our product and business to our investor in order to convenience relevant parties of the investment potential of the project. It is also for our guideline on managing the business effectively and efficiently. And the last but not least is, to allocate our business resources effectively.


Icon	Meaning
	It's an unique name that will attract and catch customer's eyes to come at our company

Table 2: Logo Meaning

Come To PaPa corporation motto is "You Deserve For The Best"

ADMINISTRATIVE PLAN

Company of name	Come To Papa corporation
Location	Sulaman Sentral,Kota Kinabalu,Sabah
Operation	8.00 AM- 5.00 PM
Office number	088-663329937

Come To Papa Corporation, the entire member in the organization will play their own role and responsibilities to make sure that the business is running smooth from time to time. It is important to make sure that the member in our company plays their role to achieve our objective, mission, vision and goal in company. In administrative plan, we have divide all the role and responsibilities of our staff based on their expertise and skill.

In order to do that, we need this administrative plan to make sure that the entire member in our company has their own responsibilities and role in the organization. It is also to make sure that we have discipline staffs and help us to take care of our staffs in this company, so they will fees satisfied and secured with us. This administrative plan will assist our company to determine the cost of paying our staffs, determining the equipment and the personal needed in order to run our business.