



اَلْاِنْدِيُوْنِيْسِيَّةُ تَكْنُوْلُوْجِيَّةٌ فَاْمَرًا

UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN:

PRINTING JAYA

Prepared by:

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Class:

BA1184J

Prepared for:

Madam Ilyani bt Azer

Date of Submission:

LETTER OF SUBMISSION

Diploma in Office Management and Technology (BA118)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

4 MAY 2021

Madam Ilyani bt Azer
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**Printing Jaya – Printing Services**” to fulfil the requirements as needed by university requirements.

Thank you,

Yours sincerely



Muhammad Ikhmal Hakimi bin Khairil Anuar
Operational Manager of Printing Jaya

ACKNOWLEDGEMENT

First of all, we, Muhammad Ikhmal Hakimi bin Khairil Anuar, Nurain Arissya binti Nain and Nur Amira Farhana binti Zamri would like to thank you to all people who participated and working along during this assignment's period. It is so fun and we gain a lot of new experiences in our life.

First and foremost, we would like to say thank you to Madam Ilyani binti Azer because of her advices and guides that she gave to us throughout the process of completing this assignment. It is an honour to be one of her student.

Not only that, we would like to give praise to Allah because of strength and patient that gave to us from Him. Without His blessing, we do not have a strength and spirit to complete this assignment.

To wrap things up, thank you to everyone of gathering individuals for the responsibility and devotion to wrap up composing the marketable strategy together and helping each other during the interaction. We had encountered so much from scholarly angle as well as our character. We additionally took in numerous new things from doing the strategy and we desire to have the option to utilize the information later on.

EXECUTIVE SUMMARY

The coming up plan is a proposition of a strategy, Printing Jaya, an occasion printing things such as shirts and mugs for people that want to order for birthday party, family day, teacher's day, Hari Raya Aidilfitri, school festival and many more. The business is set up together by 3 people which comprise of, Administrative Manager, Operational Manager and Financial Manager with a capital RM5,000 as a beginning. As a recently fabricate business, we need to be a difficult solver to purchasers which is the reason we will probably offer an extraordinary assistance for our customers by attempting our absolute best to satisfy all prerequisites mentioned.

Before we initiate the business, clearly we have done a ton of investigations and examination to guarantee the assistance that will be given can fulfill purchasers' necessities and needs. We likewise put our rivals which are Ali Printing Sdn. Bhd, Munira Café and Printing and Superb Duperb Printing as our benchmarks to contend steadily and to assist us with performing administration. To contend with them, we will make sure the current assistance is mainly our target which will assist the business with being unique in relation to other people. This additionally will help the business to work adequately and productively. Furthermore, we offer uncommon bundle to buyers which incorporates picture taker alongside the occasion space at a sensible cost. This would assist the business with drawing in more customers and in the long run support our month to month deals.

Our business, Printing Jaya has decided to aim group of people like teachers and students to be our customers. We decided to use this plan because it will be more profit for us if people buy our products with wholesale. So if the group like teachers buy our products, they will buy with wholesale because of the events that will be carried out at the school.

As an entrepreneur, we are anticipating that Printing Jaya should develop step by step at its own speed while contending steadily with our rivals. We hope to score a colossal benefit by having a great deal of customers and furthermore construct our own dependable client base. We need to be a business that effectively fulfills our customers' necessities and needs by offering simply the best assistance for them.

1.0 BUSINESS BACKGROUND

1.1 Business Information

Table business background

Name of business	Printing Jaya
Business address	No 12, Jalan Taman Indah, Lanchang 28500 Temerloh, Pahang
Correspondence address	No 45, Jalan Susur, Bandar Mentakab, 28400 Temerloh, Pahang
Website	www.printingjaya.com
E-mail	
Telephone number	
Fax number	
Form of business	Partnership
Main activity	Provide all types of printing services
Date of Commencement	13 July 2021
Date of registration	12 Jun 2021
Registration number	IP004689-P
Name of bank	Maybank
Bank Account Number	

1.2 Vision and Mission

1.2.1 Vision

- To be the top suppliers of printing services and ensure that customers get the best printing service by producing a printed product which offered high and good quality but with low price.

1.2.2 Mission

- To provide various types of printing such as books, magazine, banner, shirt and others.
- To make sure that customers get the products with best quality that not able in others store.