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UNIVERSITI
TEKNOLOGI
MARA

STARTSKETCH STUDIO



FACULTY & PROGRAMME	FACULTY OF INFORMATION SCIENCE
SEMESTER	SEMESTER 3
CLASS & GROUP	ENT530 - GROUP 6
PROJECT TITTLE	STARTCKETCH BUSINESS PLAN
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SUBMISSION DATE	1 FEBRUARY 2026

ACKNOWLEDGEMENT

First of all, Alhamdulillah, we are grateful to God for his abundance of grace that we are able to complete the assignment of Principle of Entrepreneurship (ENT530), business plan successfully. It was such a meaningful experience because we are able to gain many new things. We are very grateful for being able to complete this assignment on time. Next, we would like to express our gratitude to the lecturer, Madam Ainunnazlee binti Mohd Ali, for guiding us a lot throughout the completion of this assignment. Without her guidance, we would definitely have difficulty in completing this assignment. What she taught during the class helped us a lot in understanding this subject and completing this assignment.

Next, a special thanks to our group members who gave great cooperation and helped each other a lot in preparing this assignment report. Our group members play a very important role and show dedication and responsibility in completing their respective parts. Without the hard work and group spirit, we will definitely face difficulties in completing this task. Last but not least, thanks to our beloved family members and our fellow friends for the endless support and spirit that they gave to us throughout the journey in completing this assignment. Without their help and moral support, we will not be able to complete this assignment perfectly.

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1.0 EXECUTIVE SUMMARY

StartSketch Studio, established in January 2025, is a service-based creative business offering digital design and printing services such as banners, posters, bunting, and other promotional materials, targeting students, small businesses, startups, organizations, and the general public. Operating from a small studio with both walk-in and online services, StartSketch Studio emphasizes high-quality, affordable, and timely solutions by integrating creative design with efficient printing processes to meet customer needs effectively (Kotler & Keller, 2016). The business differentiates itself through competitive pricing, fast turnaround time, and personalized customer service, supported by digital marketing initiatives, community engagement, and customer loyalty programs to strengthen brand awareness and customer trust. Managed by a five-member team and guided by structured operational and financial planning, StartSketch Studio aims to establish a strong local presence, achieve sustainable growth, and build long-term customer relationships by delivering reliable and accessible design and printing solutions in a competitive market (Scarborough, 2018).

2.0 COMPANY PROFILE

2.1 Company Background

StartSketch Studio is a creative and service-oriented enterprise that specializes in digital design and printing services. Established in January 2025, the company was founded with the aim of supporting individuals, students, small businesses, startups, and organizations by providing high-quality, creative, and affordable visual communication solutions. The establishment of StartSketch Studio was driven by the increasing demand for professional design and printing services that are both accessible and convenient. The studio offers a wide range of services including the design and printing of banners, posters, bunting, and various promotional materials, allowing customers to effectively present their ideas and brand messages. Our company ensures that each design meets the specific needs and preferences of its customers. The business operates through walk-in and online services, enabling customers to place orders easily and receive timely outputs. Known for its commitment to creativity, efficiency, and customer satisfaction, StartSketch Studio focuses on delivering visually appealing designs while maintaining consistent print quality.

2.2 Company Logo



Figure 1: Company logo

The StartSketch Studio logo is designed to represent creativity, innovation, and professionalism. The logo features design-related elements such as a pencil and creative symbols, which symbolize the sketching and design process. These elements

highlight the company's core business of digital design and printing services. The combination of modern typography and creative visuals in the logo is intended to attract customers and reflect the studio's identity as a creative and reliable service provider. Overall, the logo represents StartSketch Studio's mission to transform ideas into visually appealing, high-quality printed materials.

2.3 Company History

StartSketch Studio began as a small startup with the vision of transforming creative ideas into meaningful visual designs that help individuals and businesses communicate effectively. The journey of StartSketch Studio started with a simple yet ambitious idea to provide accessible, creative, and professional design and printing services for everyone, especially students and small businesses. In its early stages of this company, we began working from a small workspace to focusing on developing design concepts and improving technical skills using digital design software. Countless hours and hard work were spent experimenting with layouts, typography, color combinations, and printing techniques to ensure that every design produced met high-quality standards. Initial projects were completed for friends, classmates, and small local businesses, which helped the founders gain valuable experience and feedback. The positive responses, repeat orders, and growing demand for design and printing services motivated us to further improve their workflow and service quality. This encouraging support became the driving force behind the decision to officially establish StartSketch Studio. Today, the studio continues to grow with the mission of providing reliable and innovative visual solutions while helping customers bring their ideas to life through professional design and printing services.

2.4 Vision and Mission

VISION

- To become a well-known and trusted digital design and printing studio among students, businesses and organizations.

MISSION

- To provide creative, high-quality, and affordable design and printing services.

- To offer convenient walk-in and online ordering services for customers.
- To help individuals and businesses promote their ideas effectively through visual communication.
- To ensure customer satisfaction by delivering professional, timely, and reliable services.

2.5 Legal Structure

StartSketch Studio is established as a partnership business, which is a form of business entity that allows two or more individuals to jointly as co-owner of the company. This business is operated as a general partnership, consisting of a five-person management team, where each partner plays a significant role like Chief Executive Officer (CEO), Chief Operating Officer (COO), Creative Director, Marketing & Sales Manager and Finance & Administration Manager. As a partnership, StartSketch Studio benefits from shared responsibilities, pooled resources, and collective decision-making, which enhances operational efficiency and creativity in delivering design and printing services. This business falls under the category of small and medium enterprises (SMEs) in the digital design and printing services industry, focusing on providing creative, high-quality, and affordable visual and promotional materials. In terms of liability, StartSketch Studio operates under a general partnership, where all partners share unlimited liability. This means that each partner is personally responsible for the debts and obligations of the business, and personal assets may be used to settle business liabilities if required. To minimize financial risks, our partners implement effective financial management practices, maintain proper financial records, and consider appropriate insurance coverage such as business liability and equipment insurance.

2.6 Key Partnership/Management

Startsketch Studio has established strategic partnerships that serve as a strong foundation for stable operations and long-term business growth. One of the key partnerships involves collaborating with printing material suppliers, including suppliers of paper, ink, banners, and printing equipment. Our partnerships ensure a consistent supply of high quality materials, enabling our studio to maintain excellent print quality while meeting customer demands efficiently. In addition, we also collaborate with design

software providers and digital platforms to ensure the use of updated tools and technologies in producing creative and professional designs. We will make sure our company stays competitive in the digital design and printing industry. Our studio also builds partnerships with students, small businesses, startups, and local organizations, which helps expand its customer base through repeat clients and word-of-mouth promotion. Furthermore, our studio maintains strong relationships with shipping service providers and online platforms to enable seamless order fulfillment and timely delivery for our online customers. These partnerships enhance customer convenience and improve overall service efficiency to support our company's mission to deliver creative, affordable, and high-quality design and printing services while maintaining professional standards.

For the management structure, StartSketch Studio is managed by a team of business partners, where each individual holds a specific role and contributes significantly to the smooth operation of the company. Our management team consists of five members, with Nur Aina Naziha Binti Mohd Naser, as the Chief Executive Officer (CEO), responsible for overseeing the overall strategic direction of the company, making high-level business decisions, and ensuring that the company's vision and objectives are achieved. Next, Nurul Haryani Binti Abdul Latif, who holds the position of Chief Operating Officer (COO), manages the day-to-day operations of the studio. Her responsibilities include supervising workflow processes, coordinating design and printing activities, and ensuring timely delivery of customer orders. The role of Creative Director is held by Nurul Anessa Binti Mohd Zamri, who is responsible for overseeing all creative aspects of the business. She ensures the quality, originality, and consistency of design outputs while managing design concepts, artwork preparation, and customer revisions. Meanwhile, Nur Alia Maisara Binti Mohd Yaziz, as the Marketing & Sales Manager, leads marketing strategies and sales activities. Her role focuses on promoting the studio's services through digital platforms, managing customer relationships, and expanding the company's market reach. Lastly, Irdina Naili Binti Irwan Nizan, who serves as the Finance & Administration Manager, is responsible for managing financial

records, budgeting, expense control, and administrative matters to ensure effective financial management and operational sustainability.

Company Name	StartSketch Studio
Business Address	7-1, Jalan Pulau Lumut Q U10/Q, Alam Budiman, 40170 Shah Alam, Selangor
Correspondence Address	7-1, Jalan Pulau Lumut Q U10/Q, Alam Budiman, 40170 Shah Alam, Selangor
Business Social Media	Instagram: @startsketch_studio Facebook: StartSketch Studio
Telephone Number	+03 6725 4410
Fax Number	+03 6725 3890
Email	startsketch_studio@gmail.com
Form of Business	Partnership Company
Main Activity	Offered to design and printing of banners, posters, bunting, and promotional materials.
Registration Number	202503000123-K
Date of Commencement	2 January 2025
Date of Registration	4 January 2025
Name of Bank	Maybank Berhad
Bank Account Number	1551 3500 5068

Table 1: Company background

3.0 INDUSTRY ANALYSIS

3.1 Industry Overview

StartSketch Studio operates within the digital design and commercial printing industry, which plays an important role in providing tangible marketing and communication materials. This industry supports sectors such as education, business marketing, and event management by producing items like posters, banners, brochures, and customized prints. Despite the rapid growth of digital platforms, printing remains highly relevant because physical materials create a lasting and professional impact that digital media alone cannot achieve. The primary customers in this industry include students, small and medium enterprises (SMEs), startups, organizations, and event organizers who rely on affordable, high-quality printed materials for promotion and branding purposes.

3.2 Industry Size, Growth Rate & Sales Projection

a) Industry Size

The digital design and commercial printing industry represents a substantial economic segment both globally and in Malaysia. It generates strong revenue due to consistent demand from key sectors. In education, students require thesis and project printing services. In business marketing, SMEs need branding materials such as flyers, name cards, and brochures. Meanwhile, the events sector depends heavily on banners, posters, and promotional displays. These combined markets ensure that printing services remain essential and widely used across different customer groups.

b) Growth Rate

The industry demonstrates stable to moderate growth driven by specific market segments. The increasing number of SMEs and startups creates continuous demand for affordable branding and marketing materials. Additionally, universities and campuses regularly organize promotional activities, sustaining demand from students and

organizations. Another factor supporting growth is the rising preference for short-run and customized printing, where customers seek small quantities with fast turnaround times. These trends contribute to steady expansion within the commercial printing sector.

c) Sales Projection

Sales within the industry are expected to remain stable with gradual growth over time. This outlook is supported by increasing demand for personalized and fast-turnaround printing services. Students and small businesses continue to spend consistently on promotional and academic materials, especially when pricing is affordable. As customization and convenience become more important, printing businesses that offer quick, flexible, and cost-effective services are likely to benefit from sustained sales performance.

3.3 Industry Trends

Several key trends are shaping the digital design and printing industry. Technologically, digital printing advancements enable faster production, lower costs for short runs, and improved print quality. The growth of online platforms also allows customers to submit designs, preview work, and place orders conveniently. Economically, the expansion of SMEs increases demand for affordable yet professional printing services, while customers remain cost-conscious. Socially, campus activities and community events continue to require physical banners and posters, and small businesses are becoming more aware of the importance of branding. From a regulatory perspective, the industry operates under standard SME business regulations involving registration and compliance, providing a generally stable environment for printing businesses.

3.4 Key Success Factors in the Industry

Success in the digital design and printing industry depends on several important factors. Affordable pricing is crucial because many customers, especially students and SMEs, are budget-sensitive. Fast turnaround time is another key differentiator, as

clients often require urgent printing for events or submissions. Consistent print quality helps build trust and encourages repeat customers. In-house creative design capability adds value by helping customers who lack professional designs. Strong customer service and reliable communication also strengthen long-term relationships. Finally, convenience through both walk-in and online services improves accessibility. StartSketch Studio is designed to meet these success factors through tiered pricing, guaranteed quick production, strict quality control, core design services, and a hybrid physical and online service model.

3.5 Long-Term Industry Prospects

The digital design and commercial printing industry shows positive long-term prospects. Demand for physical materials continues to complement digital marketing rather than be replaced by it. SMEs, students, and event organizers provide a continuous and reliable customer base. The industry's shift toward customization and faster service aligns well with modern customer expectations. As businesses increasingly seek personalized and professional branding, printing services remain relevant and sustainable. Therefore, the industry offers a suitable and long-term opportunity for a startup like StartSketch Studio.

4.0 PRODUCT OR SERVICE DESCRIPTION

4.1 Opportunity

StartSketch Studio provides design services in digital format for printing purposes, including banners, posters, bunting, and document printing services for supporting educational as well as promotional or business-related activities. Even as digital marketing continues to have a wide expansion in its growth, physical promotional items are of great relevance and use as a promotional tool in physical marketing events such as exhibitions and business events due to the added visibility provided to the brand (Grand View Research, 2024).

There is a growing interest in obtaining quick, affordable, and customized printing solutions among both students and small business people who require a professional level of print production but at less cost and on deadline. This indicates an excellent opportunity for the StartSketch Studio to compete in the digital print and design industry.

4.2 Details of service

Some of the services it offers include banner printing, poster printing, bunting printing, PPT and document printing, and basic graphic design. The studio uses digital printing technology because this allows faster production, flexible customization, and efficient handling of small to medium print volumes. Customers are given a digital preview or virtual prototype before printing to ensure accuracy and satisfaction. Pricing is positioned at competitive and relatively cheap levels, making the services accessible for students and small businesses, while print quality remains consistent.

4.3 Service fit in the market

StartSketch Studio is a competitive and budget-friendly printing services outlet that is not of high and premium studio standards. The company serves clients who value cost-effectiveness, timely processing of orders, and design customization as key considerations to be taken into account when placing

orders. Banner or bunting prints that are of large format continue to be employed for promotional activities because of their ability to draw intense attention to pass on messages effectively. With this positioning strategy, StartSketch Studio can effectively compete with other existing local printers and small design studios in Malaysia.

4.4 Value proposition

The key value proposition of StartSketch Studio is that it combines both design and printing services. This helps to reduce any necessity for clients that want to seek services from different providers, which may have reduced total costs, fastened production times, and generally became more convenient. Custom printing solutions have helped companies increase customer engagement and differentiate their brand, especially for small and medium-sized enterprises. StartSketch Studio offers clear economic and functional benefits by providing affordable, creative, reliable solutions to its customers.

4.5 Anticipate customer demand

The demand for StartSketch Studio's services is expected to be stable and to increase gradually. Continuous demand for printing in academic, marketing, and promotional activities for businesses and organisational events calls for continued demand in the market. In Malaysia, the commercial printing industry is still being driven by business sectors, education, and promotional events, which implies a positive trend concerning demand on the long term basis.

4.6 Existing competitors

StartSketch Studio operates within an environment that is made up of existing companies providing printing and design services to clients. Such companies include Object Design Studio, Printing Resak, and One Heart Printing. Although these are competitors, they offer similar design and printing service to clients.

5.0 MARKET ANALYSIS AND STRATEGY

StartSketch Studio is a business that operates in the printing service industry's niche market. Its primary focus is on providing affordable and quick printing solutions that are customised for students and small businesses and other organisations. The printing service industry's market is one that attracts customers who require quick and efficient service. The products offered by the business, such as banners and posters, also have a high level of visual impact and are thus important for offline communications.

The business stands out from the rest because it offers design and printing services that are customised and affordable. Its features also enable the business to compete effectively in the printing service industry's market. By offering quality and reliability, the business is thus positioned well to compete effectively in the local printing service industry's market.

i) Market Analysis

Method of collecting data

The market research carried out on StartSketch Studio utilized a combination of primary and secondary sources. The primary sources involved an online survey administered to students and small businessmen to know about printing requirements and costs. Direct observation of printing companies in the locale was also undertaken to assess flow of customers, services provided, costs, and other working procedures. Secondary sources included any sources external to a project, such as books, articles, and so on.

The secondary data was gathered from industry reports and industry websites that focus on market research and provide insight into the industry as a whole. Competitor price comparisons were conducted to see how the pricing structure of StartSketch Studio compares in the industry. Combination of these methodologies gives a well-rounded outlook on the market for the commercial printing industry (Grand View Research in 2024).

5.1 Marketing objectives

i. To create market presence.

StartSketch Studio aspires to capture a minimum of 5% of the market share in the first year of operation. StartSketch Studio targets the market segment composed of university students and small business owners who need affordable, accessible, and speedy digital design and printing services. This is in line with the objective of establishing the business in the market from the very beginning.

ii. building brand awareness and loyal customers.

StartSketch Studio aims to enhance its brand image through quality service, competitive pricing, and effective marketing strategies. The business offers various design and printing services, and this is seen as a way to gain loyal customers.

iii. pursuing market growth.

In the mid-term horizon, the objective is to gain 10 percent market share in the next three years. The growth of the market is based on the quick turnaround times, comprehensive services, and steady demand in the printing and design services market, which still offers opportunities for new market entrants (Grand View Research, 2024).

5.2 Market Segmentation

Market segmentation is an imperative aspect that ensures that customers with similar requirements are targeted by StartSketch Studio. Market segmentation is performed by StartSketch Studio based on demographics, geography, psychographics, and behaviour.

a) Demographic Analysis

The target customers for StartSketch Studio would be students aged between 18 and 30 years old, small business owners, and working adults

who need printing and design services on a daily basis. This group of customers is price-conscious and time-conscious, requiring prompt and cost-effective solutions for their needs in academics, business, and marketing.

b) Geographic Analysis

The target customers for StartSketch Studio would be customers living in the area of Puncak Perdana, particularly around the area of UiTM Puncak Perdana. This area has been selected because it is a hub for students and business, thus requiring constant demand for printing services such as posters, banners, bunting, and printing of documents.


c) Psychographic Analysis

The target market of StartSketch Studio is a group of customers who value convenience, time, and reliability. They are likely to prefer service providers that can provide quick and efficient services, as well as easy communication and flexibility in design. These customers, being students and small business owners, are likely to appreciate creativity and practicality in solving their needs and requirements.

d) Behavioral Analysis

The customers of StartSketch Studio are likely to need printing services for their assignments, presentations, events, marketing, and promotional activities. The customers' behavior in using the services of StartSketch Studio is likely influenced by their needs, which are urgent and require fast and affordable solutions.


Market Segmentation For Bplans Diner



Demographic Analysis


Age: 18-65 years - college students, young adults, working professionals & seniors.

Occupation: Shift workers, students & professionals



Geographic Analysis


Region: Urban area/near a university, Heavy foot traffic, high population density.



Psychographic Analysis

Lifestyle: Students, night owls, frequent travelers, workers with unconventional hours

Values: Fun, convenience, speed, reliability



Behavioral Analysis

Buying Motivation: Quick service, variety of options, 24-hour availability

Buying Concerns: Food quality and safety, ambiance

5.2.1 Target market

The target market for StartSketch Studio includes students, small businesses and startups, organizations and event organizers, and the general public. Students often need printing services for their academic requirements. Small businesses and startups need banners, posters, and other promotional materials for marketing and branding. Organizations and event organizers need printing materials for events and exhibitions.

Such target markets have common attributes like price sensitivity, regular printing needs, and favorability towards convenience, speed, and reliability. In such a manner, the pricing and speed of StartSketch Studio are very much in tune to what the respective markets would want or are hoping for..

FINDING YOUR TARGET MARKET

<p>GEOGRAPHIC</p> <ul style="list-style-type: none"> • City • State • Population • How to reach ideal customer • Who is your competition 	 	<p>DEMOGRAPHIC</p> <ul style="list-style-type: none"> • What age range is your ideal customer? • Gender of your ideal customer • Income of your ideal customer • What does your ideal customer do?
<p>PHSYCHOGRAPHIC</p> <ul style="list-style-type: none"> • What is their lifestyle? • What are their interests? • What are their values? • What type of goods do they like 		<p>BEHAVIORAL</p> <ul style="list-style-type: none"> • Interests • Spending habits • How do they buy goods? • When do they buy goods? • What benefits do they hope to gain from purchasing?



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5.2.2 Market size

Market Size. This refers to the total potential demand for the printing and design services of StartSketch Studio in the targeted market area. Estimates the maximum potential revenue opportunity available to the business if it successfully captures the targeted market.

Important of market size:

- Aids in deciding the feasibility of the business concept
- Is used by entrepreneurs to help in strategic planning and investment choices
- Guide for marketing and sales plans on revenue potential

Method of Calculation

The market size is calculated using the following formula:

Market Size = (Average Selling Price per Unit) × (Number of Potential Customers × Purchase Frequency)

Market size estimated for StartSketch by observation

- **Average selling price per order: RM15.00**
- **Estimated target population (students & nearby SMEs):15,500 person**
- **Percentage likely to use local printing services: 90%**
- **Number of potential customers: 15,500 x 90% = 13,950 customers**
- **Average purchase frequency: 6 orders per year**

Market Size Calculation

Market size = RM15.00 × (15,300 × 6)

Market size = RM1,377,000.00 per year

The market size estimated for this business is RM1,377,000 a year, indicating a conservative and realistic approach towards the demand for a small-scale printing studio. The estimated demand for business meets the capability and requirement for a successful startup into the printing industry in Malaysia.

Market Segment	Estimated Population	Target Market	Target market size
Students	15,000	40%	6,000
Small business and startups	500	60%	300
Organisations and event organisers	200	50%	100
General public	2,000	30%	600
Total	17,000	-	7,000 customers

Table (a): Market size

Market Segment	Target market	Potential purchase per year and person	Total potential purchase (Yearly) (RM)
Students	6,000	15.00	90,000.00
Small business and startups	300	300.00	90,000.00
Organisations and event organisers	100	800.00	80,000.00
General public	600	30.0	18,000.00
Total	-	-	278,000.00

Table (b): market size

Note: This represents conservative direct spending, while total market size reflects broader usage frequency.

5.2.3 Market Share

Market Share is the percentage of total sales in a market that is earned by our business.

Formula

$$\text{Market Share (\%)} = (\text{Annual Revenue} / \text{Total Market Size}) \times 100$$

Market Share Estimation for StartSketch Studio

Based on the revised market size calculation in Section 5.2.2, the following assumptions are applied:

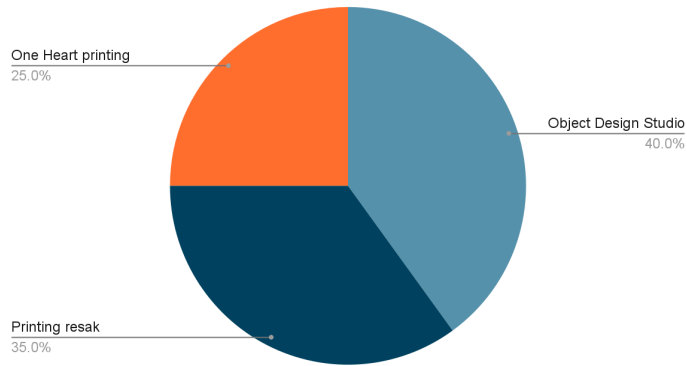
- Total market size: RM1,377,000.00 per year
- Estimated sales performance (Year 1): 5%
- Average selling price per order: RM15
- Estimated number of orders (Year 1):
 $RM68,850.00 \div RM15.00 = 4,590$ orders per year
- Annual Revenue (Year 1) = 5% × RM1,377,000.00
- **Annual Revenue = RM68,850**

Market shared before entered the market

Competitor	Market share (%)	Market share\Yearly (RM)
Competitor 1: Object Design Studio	40%	550,800.00
Competitor 2: Printing Resak	35%	481,950.00
Competitor 3: One heart printing	25%	344,250.00
Our company: StartSketch Studio	-	-
TOTAL	100%	1,377,00.00

Table: Market share before entering the market

Points scored

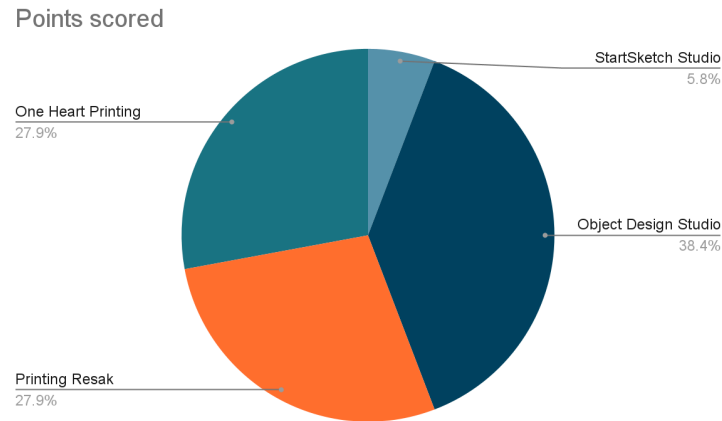


Pie chart market share before entry

Market share after entering the market

Competitor	Market share (%)	Market share\Yearly (RM)
Competitor 1: Object Design Studio	38%	532,260.00
Competitor 2: Printing Resak	33%	454,410.00
Competitor 3: One heart printing	24%	330,480.00
Our company: StartSketch Studio	5%	68,850.00
TOTAL	100%	1,377,000.00

Table: market share after entering the market



Pie chart of market share after entry

Market share calculation

$$\text{Market Share} = (\text{RM}68,850 \div \text{RM}1,377,000) \times 100$$

$$\text{Market share} = 5.0\%$$

StartSketch Studio is expected to establish a market share of about 5.0% from the identified active printing market segment in Puncak Perdana in its first year of establishment. The high market share seems appropriate since the venture targets a niche group with services that are cheaper and faster compared to other services from its competitors.

5.2.4 Sales forecast

Month	Sales forecasting (RM)
January	5,000
February	5,200
March	5,500
April	5,700
May	5,900
June	6,000
July	5,800
August	6,000

September	6,200
October	6,300
November	6,600
December	6,650
Year 1	68,850
Year 2	137,700
Year 3	206,550

Table: Sales forecasting for StartSketch Studio

Note: In July StartSketch Studio may experience a slow business since most students are having their mid semester breaks.

Data collection method

This competitive analysis was conducted through secondary data research, primarily by reviewing the official website of competitors. This approach provided valuable insight into product offering, pricing strategies and promotion activities. This analysis identified key strengths and weaknesses of identified competitors, which informed the market positioning and strategic planning for the business.

5.3 Competitor Analysis

Competitor	Type	Strengths	Weakness
Competitor 1: Object Design Studio Indirect	Indirect	A strong focus on creative digital design services with professional branding solutions. Has experience in corporate clients and can provide quality design services.	The range of services is basic, and the pricing is a bit on the higher side, making it difficult for students and other small-scale customers to opt for this service.
Competitor 2: Printing Resak Direct	Direct	A wide range of printing services with quick turnaround times. Has a solid customer base and	The range of services offered is limited, and there is a lack of focus on creative and

		competitive pricing for bulk printing.	customized design services.
Competitor 3: One heart printing Indirect	Indirect	The business offers basic printing services and is easily accessible to customers within the locality. It is known for its affordability and convenience.	Lack of high-end digital design services. The business has a poor online presence. The brand has a low level of differentiation, especially considering new competitors.

5.4 SWOT Analysis

An analysis of the SWOT for StartSketch reveals that the company enjoys a number of competitive advantages due to its low pricing, strategic location, and capacity to offer quick and customized printing services to both students and small businesses. As a result, StartSketch is able to carve a niche for itself compared to conventional printing businesses that mainly deal with bulk orders. However, the business also faces a number of weaknesses that need to be addressed. For example, the company is not well known, and it mainly serves the local community. At the same time, the business enjoys a number of opportunities that can be leveraged to grow. Some of these opportunities include the provision of online ordering services and the demand for small-scale printing services. However, the business also faces a number of threats that need to be managed if it is to grow sustainably.

	Opportunities (external, positive)	Threats (external, negative)
Strength (internal, positive):	Strength-Opportunity Strategies: StartSketch can use its competitive price advantage, speedy product delivery, and combined design and printing service to increase its consumer base. The organization can use its strengths to exploit the opportunities available in the market.	Strength- Threats Strategies: StartSketch can use its personalized service delivery and speedy product delivery to differentiate itself from the numerous players in the design and printing industry.

Weakness (internal, negative)	Weakness- opportunity Strategies To create a positive brand image in the market, StartSketch can use cost-effective digital marketing strategies that have a wide outreach. The firm can also form partnerships with local SMEs and universities to expand its operations.	Weakness- Threats strategies: To limit its weakness, StartSketch can focus on its operations and services, thus staying financially disciplined in the competitive environment.
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SWOT Analysis

Supporting Factors of the SWOT Analysis

- **Strengths (Internal, Positive)**

StartSketch's competitive pricing, quick product delivery, and integration of digital design with printing services are some of the major strengths of the organization. StartSketch's organizational structure is well-designed for catering to the needs of students and small businesses.

- **Weaknesses (Internal, Negative)**

StartSketch, being a new entrant in the market, may face difficulties in creating brand awareness.. Financial constraints may also affect the firm's operations in its initial phase of operations.

- **Opportunities (External, Positive)**

The design and printing industry is a growing sector, especially the segment that offers digital design and printing services. The need of students, small enterprises, and online ventures creates a favorable environment for StartSketch to expand its consumer base.

- **Threats (External, Negative)**

The design and printing industry is a competitive industry with a number of established players in the industry that provide similar services. The constant change in design trends, rapid technological advancements in

the design industry, and price sensitivity of customers are some of the threats that affect the operations of the firm.

5.5 Estimate Volume and Value

Product/Service Market Share and Sales			
	Year		
Market share (%)	Year 1 (5%)	Year 2 (increase 5%)	Year 3 (increase 5%)
Total sales in units	4,590	9,180	137,700
Total sales (RM)	68,850.00	137,700.00	206,550.00

Table: Volume and Value

5.6 Market Strategy

5.6.1 Product Strategy

StartSketch will focus on delivering quality, fast, and reliable printing services to meet the demands of the student population, small businesses, and the surrounding community. The range of products will include document printing, assignments, posters, flyers, business cards, and design services. The organization will focus on delivering convenience and speed, with particular attention to small businesses and those with last-minute printing demands that are often overlooked by large printing businesses.

To become more competitive in the market, StartSketch will introduce a variety of products to meet the demands of the market, such as color and monochrome printing, various types of papers, binding options, and custom sizes for printing. The organization will provide a simplified process for ordering products, which will serve both walk-in customers and those who wish to place orders online or through WhatsApp. The organization will provide quality products, affordable prices, and excellent customer service, which will help it win the trust of the community and gain customer loyalty.

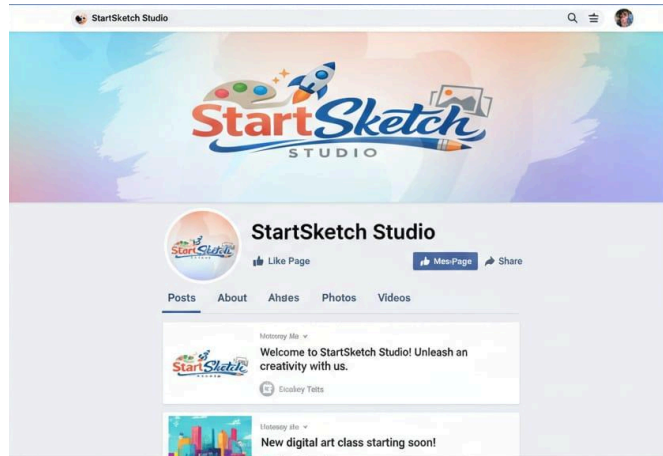
5.6.2 Price Strategy

The price of the products is an important aspect of the market as it will help to attract more customers to the printing services provided by the organization. StartSketch will use a fair and affordable pricing strategy for the products to ensure that they meet the demands of the market, especially the student population and small businesses.

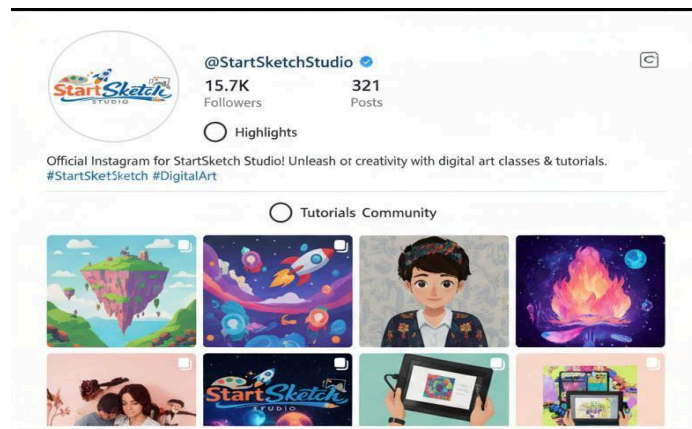
To encourage increased usage, StartSketch will offer value propositions such as bulk printing package pricing, discounts to students, and promotions during peak academic periods. Pricing strategies can be used to set premium prices for high-quality services such as, for example, high-quality color prints and that use specialty paper materials. By effectively managing costs, StartSketch can sustain competitive pricing while offering high-quality services.

5.6.3 Promotion Strategy

The promotion strategy of StartSketch will be simple yet effective. The promotion strategy will focus on the local community. Digital media will be employed to advertise the services of StartSketch. The online presence is likely to attract students and businesses in the surrounding area who make extensive use of digital media to communicate. StartSketch will also engage in community-based promotion. The company will work with the surrounding community, students, and businesses. Word-of-mouth promotion, loyalty programs, and time-sensitive promotions will be implemented to retain customers and attract new ones. By employing these promotion strategies, StartSketch aims to build brand awareness and create a strong presence in the local printing industry.



StartSketch Studio Facebook pages



StartSketch Studio Instagram page

In addition, StartSketch Studio also uses a business card to spread the information about the organization to future customers. The card was designed specifically to attract customers to look at it. Furthermore the organization information also can be found on the card. For example, company logo, contact information, and location.



StartSketch Studio Business card

No	Expenses	Total(RM)
1.	Business card: 200 pieces , matte lamination	40.00
2.	Influencer for promoting	1,000.00
3.	Marketing materials	3,000.00
4.	Social media ads	250.00
Total		4,290.00

Table: Marketing Expenses

5.5.4 Distribution Strategy

The distribution strategy of StartSketch is to offer digital design services coupled with printing services through physical stores as well as online stores. The physical storefront acts as a service outlet for walk-in customers, with a focus on serving students and small businesses within the community. In addition, there will be an online component where customers will be able to request design services and print services through WhatsApp, email, and social media. The digital design services will be offered fully online, and customers will not be required to physically visit the premises. Social media will be used as a distribution channel, and Instagram, TikTok, and Facebook will be used to promote the services. The combination of the two strategies is anticipated to result in enhanced organizational flexibility and customer convenience.

5.5.5 Sales Tactics

The sales tactics adopted by the start-up enterprise, such as StartSketch, are geared towards developing strong customer relationships, as well as marketing the design and printing services. The enterprise will motivate walk-in customers through its speedy service, competitive pricing, and design consultations. In addition, the business will offer bundled services to customers. These will include design and print services, student discounts, and small business and startup discounts. The business will also offer loyalty and referral programs. In addition, the business will use social media to showcase its design portfolio and completed projects. The use of social media will be a cost-effective way to attract customers. The sales tactics will be geared towards promoting design and print services while developing strong customer relationships. The use of social media will be a cost-effective way to attract customers. The sales tactics will be geared towards promoting design and print services while developing strong customer relationships.

6.0 OPERATION PLAN

StartSketch Studio operates from a small creative studio that focuses on digital design services as its core business, with printing services for banners, posters, and other promotional materials offered as an additional convenience. The studio serves both walk-in clients and online orders, allowing it to reach a wide range of customers including students, small businesses, startups, and organizations.

6.1 Daily Operations

The daily operations at StartSketch Studio begin with understanding the customer's needs and preferences. Once the requirements are clear, the team creates the digital design and, if necessary, prepares the materials for printing. After the design is approved, the printing process is carried out, and the final product is delivered to the customer. Throughout the day, the team also manages inquiries and coordinates workflow to ensure that all orders are completed efficiently and on time.

6.2 Studio Setup and Equipment

The studio is equipped with modern computers, design software, printers, cutters, and a laminator to guarantee professional and high-quality outputs. Customers can place orders either by visiting the walk-in studio or through online platforms such as social media and messaging apps, providing convenience and flexibility. StartSketch Studio operates from Monday to Saturday, 9:00 AM to 6:00 PM, allowing ample time to handle orders while maintaining high standards of service and customer satisfaction.

6.3 Team and Roles

StartSketch Studio is managed by a small and focused team, with each member responsible for specific tasks such as customer service, digital design creation, and printing operations. This clear division of responsibilities ensures smooth workflow, consistent quality, and timely delivery of all services.

Overall, the operation plan is designed to be simple, effective, and customer-friendly, ensuring that the studio runs smoothly while providing creative and reliable design and printing services.

7.0 MANAGEMENT TEAM AND COMPANY STRUCTURE

7.1 Management Team

StartSketch Studio has a chief executive officer (CEO), one chief operating officer (COO), one creative director, one marketing & sales manager and one finance & administration manager.



Organizational chart



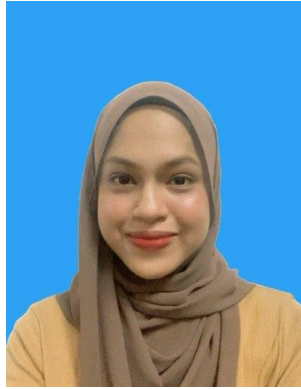
CHIEF EXECUTIVE OFFICER (CEO)

NAME	NUR AINA NAZIHA BINTI MOHD NASER
IDENTITY CARD NO.	990418-10-4346
AGE	27
MARITAL STATUS	MARRIED
ADDRESS	NO. 33, JALAN ENCASA, 3/3, ENCASA HIGHS, 40100, SHAH ALAM, SELANGOR
EMAIL ADDRESS	ainanazihawork@gmail.com
ACADEMIC QUALIFICATION	<ul style="list-style-type: none">● SPM (2016)● Foundation in Business Studies (2017-2018)● Bachelor of Business Administration (Hons.) Entrepreneurship & Management - UiTM (2017-2020)
ROLE	Oversees overall business strategy, operations and decision-making. Responsible for setting company direction, managing partnerships, and ensuring long-term business growth.
EXPERIENCES	<ol style="list-style-type: none">1. Operations Executive (Creative Print Solutions Sdn. Bhd.) (2021-2024)<ul style="list-style-type: none">● Handled supplier communication and basic financial tracking● Assisted in pricing strategies and cost control● Coordinated with design and printing teams
COMPENSATION	Monthly salary of RM6,000 + 10% profit share



CHIEF OPERATING OFFICER (COO)

NAME	NURUL HARYANI BINTI ABDUL LATIF
IDENTITY CARD NO.	020422-04-0368
AGE	24
MARITAL STATUS	SINGLE
ADDRESS	742-1 Km 11 Kampung Bukit Wow, Telok Mas, 75460 Melaka
EMAIL ADDRESS	nurulharyani.ltf@gmail.com
ACADEMIC QUALIFICATION	<ul style="list-style-type: none">• SPM• STPM• Bachelor in Business Administration
ROLE	Manages daily studio operations, workflow coordination, and service delivery. Ensures efficient order processing, timely completion and operational quality control.
EXPERIENCES	<ul style="list-style-type: none">• Experience in coordinating daily business operations and workflow• Skilled in scheduling tasks, and monitoring production processes• Familiar with basic business operations and time management• Experience assisting in small-scale business activities• Involved in student-led business and project-based activities related to services
COMPENSATION	Monthly salary of RM5,000 + 8% profit share



CREATIVE DIRECTOR

NAME	NURUL ANESSA BINTI MOHD ZAMRI
IDENTITY CARD NO.	010709-14-0550
AGE	25
MARITAL STATUS	SINGLE
ADDRESS	1993, JALAN SJ 10/8, TAMAN SEREMBAN JAYA, 70450, SEREMBAN, NEGERI SEMBILAN
EMAIL ADDRESS	anessanurul04@gmail.com
ACADEMIC QUALIFICATION	<ul style="list-style-type: none">• SPM (2018)• STPM (2019-2020)• Bachelor in Information Science (Hons). Information Content Management - UiTM Puncak Perdana, Shah Alam (2022-2024)
ROLE	Leads creative direction for all design and printing projects to ensure high-quality visual output and brand consistency. Oversees design concepts, revisions, and final artwork approval.
EXPERIENCES	<ul style="list-style-type: none">• 2 years leading creative direction for digital design and printing projects, overseeing concept development, visual consistency and quality of final artwork.• Content creator - Jakel Senawang, Negeri Sembilan
COMPENSATION	Monthly salary of RM4,800 + 7% profit share



MARKETING & SALES MANAGER

NAME	NUR ALIA MAISARA BINTI MOHD YAZIZ
IDENTITY CARD NO.	000112-10-9398
AGE	26
MARITAL STATUS	SINGLE
ADDRESS	ZC32 KAMPUNG GERIGIS, JALAN DATUK KUMBAR 05300, ALOR SETAR, KEDAH.
EMAIL ADDRESS	nurmaisara@gmail.com
ACADEMIC QUALIFICATION	<ul style="list-style-type: none"> ● SPM (2017) ● STPM (2018-2019) ● Bachelor in Information Science (Hons) Record Management- UiTM Puncak Perdana, Shah Alam (2020-2022)
ROLE	Develops and executes marketing strategies, manages customer relationships, and drives sales growth. Handles promotions, online marketing and client acquisition.
EXPERIENCES	<ul style="list-style-type: none"> ● Experience with digital marketing tools, such as social media, SEO, and email marketing, ● 3–5 years of professional experience in sales, business development, and account management. Proven success in achieving sales targets, managing client relationships, and leading with past companies.
COMPENSATION	Monthly salary of RM4,000 + 6% profit share



FINANCE & ADMINISTRATION MANAGER

NAME	IRDINA NAILI BINTI IRWAN NIZAN
IDENTITY CARD NO.	000723-03-0488
AGE	26
MARITAL STATUS	MARRIED
ADDRESS	NO. 18, JALAN ELMINA VALLEY 3/2, ELMINA VALLEY, 40160, SHAH ALAM, SELANGOR
EMAIL ADDRESS	irdinanaili@gmail.com
ACADEMIC QUALIFICATION	<ul style="list-style-type: none">• SPM (2017)• Foundation in Accounting (2018-2019)• Bachelor's Degree in Accounting - Hitotsubashi University, Tokyo, Japan (2022)
ROLE	Oversees financial planning, budgeting, record-keeping, and administrative tasks. Ensures financial stability, compliance and efficient resource management.
EXPERIENCES	<ol style="list-style-type: none">1. Accounts Assistant (ABC Accounting Services Sdn. Bhd.) (2022-2024)<ul style="list-style-type: none">• Manage bookkeeping and expense tracking.• Prepared monthly financial summaries and budgets• Assisted in administrative tasks such as invoicing, payroll, and documentation2. Part-Time Experience (2020-2021)<ul style="list-style-type: none">• Managed financial records for small teams
COMPENSATION	Monthly salary of RM4,200 + 5% profit share

7.2 External Resources and Services

Resource / Service	Purpose	Frequency	Provider / Contact	Estimated cost (RM)
Graphic Design & Creative Industry	Provide advice on design trends, visual branding, and creative quality standards	As needed	Mr. Ahmad Faizal Bin Rahman	RM300 / year
Printing & Production	Advises on printing processes, material selection, cost efficiency, and quality control	As needed	Ms. Nurul Izzati Binti Hamzah	RM300 / year
SME Business Consultant	Guidance on business growth strategies, operations, and SME best practices	As needed	Mr. Hafiz Azman Bin Salleh	RM400 / year
Digital Marketing	Guidance on social media presence, customer engagement, and marketing strategies	As needed	Ms. Aina Farhana Binti Zainal	RM300 / year

Table 7.2: List of external resources and services

7.3 Human Resources

Employee Type	Total	Monthly Salary (RM)	Benefits (RM)	Total Monthly Cost (RM)	Share of Ownership	Notes
Chief Executive Officer (CEO)	1	6000	600	6600	10%	Oversees overall business strategy, management, and decision-making
Chief	1	5000	500	5500	8%	Manages

Operating Officer (COO)						daily operations, workflow, and services delivery process
Creative Director	1	4800	480	5280	7%	Oversees creative direction, design quality, and final artwork approval
Marketing and Sales Manager	1	4000	400	4400	6%	Handles marketing strategies, promotions, and customer acquisition
Finance and Administration Manager	1	4200	420	4620	5%	Manages financial records, budgeting, and administrative tasks.
Total	5	24,000	2,400	26,400	36%	Remaining 64% retained by founders

Table 7.3: Management Compensation and Ownership of StartSketch Studio

7.4 Advisory Board

Name	Expertise	Role / Contribution
Mr. Ahmad Faizal Bin Rahman	Graphic Design & Creative Industry Expertise	Provides advice on design trends, visual branding, and creative quality standards in the local

		market.
Ms. Nurul Izzati Binti Hamzah	Printing & Production Specialist	Advises on printing processors, material selection, cost efficiency, and quality control in printing services.
Mr. Hafiz Azman Bin Salleh	SME Business Consultant	Offers guidance on business growth strategies, operations planning, and SME best practices in Malaysia.
Ms. Aina Farhana Binti Zainal	Digital Marketing Specialist	Guide marketing strategies, social media presence, and customer engagement for design and printing services.

Table 7.4: Advisory Board

8.0 FINANCIAL PROJECTION

This section presents an estimated financial projection for the StartSketch design services business. All figures are estimates and may be adjusted as the business grows.

8.1 Start-Up Costs

CATEGORY	ITEM	ESTIMATED COST (RM)
Capital Expenditure: Administrative	Computer & laptops	8,000
	Office renovation & setup	4,000
	Office furniture & fixtures	3,000
Capital Expenditure: Operations	Digital printer	12,000
	Laminator & cutter	5,000
One-Time Start-Up Expenditure	Initial printing materials & inventory	5,000
	Legal & registration fees	1,000
	Marketing & opening promotion	4,290
	Installation & equipment setup	2,000
Pre-Operational Expenditure	Rental & utilities deposit	6,000
	Insurance	1,500
	Licenses & permits	1,000
Total		52,790

Table 8.1: Start-Up Costs

8.2 Working Capital Requirement (Monthly)

CATEGORY	RM	FIXED	VARIABLE
Marketing			

Delivery expenses	800		800
Advertising & promotions	1,200		1,200
Administrative			
Salaries	26,400	26,400	
Operations	2,800	300	2,500
Other	300		300
Total Monthly Working Capital	31,500	26,700	4,800
Total Working Capital Required	3 Months	31,500 x 3 = RM 94,500	
Working Capital + Contingencies	10%	(94,500) + (10% x 94,500) = RM 103,950	

Table 8.2: Working Capital Requirement (Monthly)

8.3 Start-Up Capital and Financing

ESTIMATED START-UP CAPITAL	
FINANCING	
Total Capital Required (Start-Up Costs + Working Capital + Contingencies)	RM 156,740
Equity Contribution (Partners)	RM 90,000
Loan	RM 66,740
<i>Annual Interest Rate</i>	5%
<i>Loan Duration (years)</i>	5

9.0 PROJECT MILESTONES

This section shows key milestones required to ensure the successful establishment and operation of StartSketch design services business during its first year.

MONTH	MILESTONE ACTIVITIES
1	Business registration, partnership agreement, securing premises
2	Purchase of equipment, setup of studio, supplier agreements
3	Staff onboarding, system setup, soft launch
4	Official business launch, initial marketing campaigns
5	First major customer orders and service optimization
6	Performance evaluation and process improvements
7-9	Expansion of online orders and customer base
10	Review of financial performance
11	Service refinement and promotional campaigns
12	Year-end evaluation and future planning

Table 9.0: Milestone Activities

10.0 CONCLUSION

In conclusion, this business plan demonstrates that StartSketch Studio is a feasible and well-structured service-based digital design and printing business. The analysis of the industry and market indicates consistent demand for affordable and reliable printing services, particularly among students, small businesses, startups, and organisations. Through effective market segmentation, clear marketing objectives, and competitive pricing strategies, StartSketch Studio is positioned to meet customer needs while remaining competitive within the local printing and design industry.

Moreover, the operational plan and management structure support the smooth and efficient running of the business, ensuring quality service delivery and customer satisfaction. The financial projections and project milestones reflect a realistic and achievable approach towards business growth and profitability. With a committed management team, practical operational strategies, and a strong focus on customer value, StartSketch Studio has the potential to sustain its operations and grow steadily in the Malaysian digital design and printing market.

11.0 REFERENCES

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