



**ProPrint Solutions**

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**Submitted to Sir Raslan Bin Nordin**  
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## **1.0 EXECUTIVE SUMMARY**

ProPrint Solutions is providing printing and customised merchandise business. The company planned to commence operation in January 2026. It is designed to provide affordable, high quality and reliable printing services. The main target is university students, institution and small organisations.

ProPrint Solution main activities is printing services and customised merchandise such as T-shirt, tote bags, lanyards, banners, posters, business cards and rubber stamps. The business aim is to offer fast services, flexible customisation and focus on customer solution for printing needs.

The business expected operate as partnerships with a proposed business location in Selangor, Malaysia. It is because the business starts by small scale and gradually expand its services based on customer demand. Therefore, Marketing strategies will also use social media platforms, campus networks and direct communication to reach target customers. It is to build brand awareness and attract early customers.

Overall, ProPrint Solutions is positioned for sustainable growth especially combining competitive pricing, consistent services quality and efficiency operations. It allows the company to remain competitive in printing and customized merchandise industry for customers need.

## 2.0 COMPANY PROFILE



*Figure 1: ProPrint Solutions Logo*

ProPrint Solutions is printing service company. It provides affordable, high quality and customized printing services. The company also offer various printed product such as custom T-shirts, tote bags, lanyards, business cards, banner, poster and rubber stamps. It also serves government agencies, NGO, educational institutions, event organizers and public. This company focuses on fast services, good print quality and easy online ordering. ProPrint Solutions aim is to deliver reliable and professional printing services.

The business starts with small scale. We only offering printing services mainly for universities students such as printing assignments, report, poster and T-shirts. As a result, the company expanded its service because of customer demand increased. The company start services printing and promotional products for institutional, organization, event organizers and small business.

## 2.2 COMPANY DETAILS

<b>Name of the company</b>	ProPrint Solutions
<b>Business Address</b>	Selangor, Malaysia
<b>Telephone Number</b>	012- 643287657
<b>Fax Number</b>	011-98767896
<b>Email</b>	Proprintsolution@gmail.com
<b>Form of Business</b>	Partnerships
<b>Main Activity</b>	Custom Printing Services
<b>Date of Commencement</b>	Planned for January 2026

<b>Name of Bank</b>	Maybank
<b>Bank Account Number</b>	

### 2.3 MISSION

- a) To provide high quality and affordable printing services for customers.
- b) To deliver fast, reliable and customer focused services.

### 2.4 VISION

Trusted and preferred printing company that provides quality and affordable printing services.

### 2.5 LEGAL STRUCTURE

ProPrint Solutions operates as Partnerships. The company registered under the Companies Commission of Malaysia (SSM). It allows to manage the business easily and make decisions quickly.

### 2.6 KEY PARTNERSHIP AND MANAGEMENT

#### Key partnership

- Supplier of printing material
- Event organizers and educational institution for regular printing orders
- Deliver services to ensure on-time delivery

#### Management

ProPrint Solution management by business owner with small support teams. The management team handles:

- Printing operations
- Customer service
- Design and product preparation
- Order management and delivery

### **3.0 INDUSTRY ANALYSIS**

#### **3.1 NEEDS**

Observations conducted before the establishment of this company have found many individuals and organizations face difficulties in managing printing tasks efficiently. Students and the public often experience problems and challenges such as limited access to printers, high printing costs, last-minute printing, and poor print quality in academic assignments. In addition, small businesses that require printing services and event organizers. This will increase stress, waste time and affect the quality of printing to customers. Therefore, our company aims to provide reliable, affordable and high-quality printing services that not only meet the academic needs of students but also to other customers in a wider scope. In addition to printing tasks, reports, posters, and presentation materials. Our company also aims to provide leaflets, brochures, custom T-shirts, custom tote bags, lanyards, business cards, banners/posters, rubber stamp, and other promotional or personal items. The printing service is very suitable for all individuals, including families, entrepreneurs and organizations that need professional printing solutions.

ProPrint Solutions focuses on fast turnaround times, high-quality product production and flexible customization options. Customers can submit their designs online by being able to choose their specifications, including paper type, colour choices, binding, layout format and product design. Customers can save their time by using this system and allow convenience for personal and business purposes. In strategy to maintain the company's strong performance and consistent market demand, we constantly improve the quality of service through the customer feedback system. The customer can give feedback every time they use our services. In addition, this company is always renewing the use of the latest printing technology. Furthermore, it is an important role for our company to do research and development in ensuring customer satisfaction and loyalty. Therefore, the company also chooses reliable suppliers who are in providing quality paper, ink, and printing equipment at reasonable prices. The company can meet the diverse needs of customers and remain competitive in the printing services industry is with effective management and continuous improvement.

## **3.2 INDUSTRY TRENDS**

### **3.2.1 COMPANY TRENDS**

ProPrint Solutions uses a focused marketing strategy targeting students, academic groups, and the public who require printing services for various purposes. The frequent needs of students and educational institutions remain an important market segment for printing assignments, projects, and presentation materials. At the same time, the company also responds to the increasing demand from individuals, small businesses, and event organizers for customized printing products such as custom t-shirts, mugs, wedding cards, banners, flyers, and promotional materials.

The dependency on a single customer segment is reduced as this is diversified approach allows the company to maintain consistent demand throughout the year. Our company conducts marketing activities mainly through social media platforms, local community networks, campus channels, and word-of-mouth promotions. Among the key strengths of our printing company are highlighted, such as convenience, affordability, fast turnaround time, and customization options to attract more customers. Customers prefer digital-based services that save time and effort, in line with current industry trends. Our printing services are very convenient, which allows customers to submit designs and documents online, select product specifications, and pick up their orders. This trend supports operational efficiency while meeting customer expectations for speed and ease of use. Therefore, the company remains competitive in the ever-evolving printing and customization industry by adapting to changing customer behaviour and expanding product offerings.

### **3.2.2 DEMOGRAPHICS**

The demographics segmentation for the company's printing services is based on age, education level, income, occupation, and usage needs. Academic purposes are the main target market for students from high schools, colleges, and universities who require affordable printing. In addition, printing services for business promotions, events, and personal use are for working adults, entrepreneurs, families, and organizations. An important factor in the purchasing decision is that most customers come from the middle-income group and price-conscious, making affordable prices and value-for-money services. The age range of our company's customers ranges from 15 years and above, covering students, young professionals and adults who are involved in business or events.

ProPrint Solution initially focused on the local market to ensure faster service delivery and effective customer communication since the business operates in Malaysia. But in the future, the company plans to expand its reach by offering online ordering to a wider audience, including international students and customers who need custom-printed products. The company's expansion can support long-term business growth and strengthen the company's market presence.

### **3.3 DESCRIPTION OF THE INDUSTRY**

#### **3.3.1 Structure and Size**

The printing services industry plays a vital role in supporting operations such as business, education, marketing, and personal needs. Digital printing, offset printing, large format printing and custom printing such as banners, brochures, business cards, and packaging materials are some of the printing services. Despite the growth of digital media, the demand for printing services has remained stable as organizations continue to require physical promotional materials and documentation.

The company operates from a purpose-built facility that includes office space, print production space, a finishing department, and storage area. The printing facility is designed to support an efficient workflow from order processing from start to finish. The company has chosen a strategic location based on accessibility, proximity to suppliers and transportation facilities, to help reduce operating costs and improve service delivery to customers.

#### **3.3.2 Major Factors Affecting Sales and Market Growth**

There are several factors that affect sales and market growth in the printing services industry. The key factor is customer loyalty, as regular customers such as businesses, schools and organizations contribute to consistent revenue. Significant impact on customer satisfaction and sales performance such as Competitive pricing, high quality printing results, and on-time delivery.

Technological advancements also play a significant role in the growth of the market. The use of modern digital printing machines allows for faster production, more efficient print quality and customization options. Competition from other printing companies requires businesses to constantly improve the quality of services. In addition, there is a need to introduce value-added services such as design support and express printing. In addition, the overall

growth of the printing services industry is affected by government policies, economic conditions and market trends.

#### 4.0 PRODUCT OR SERVICE DESCRIPTION

ProPrint Solutions offers various printing services. We provide practical and high-quality printed products for institutional use. Our business focuses on producing merchandise and printed materials. This printing business is suitable for government agencies, NGOs, universities, schools and event organizers. The products offered are designed to support official programmes, campaign, events, and daily operational needs. Our customers can custom their own products based on their organizational needs and preferences. ProPrint Solutions aims to help organizations strengthen identity, communication, and brand visibility through professionally printed products. Our business offers six products where customers may design or custom them according to their needs. The products available are:

##### 1. Custom T-shirt/Jersey



*Figure 2: Short Sleeve Shirt*



*Figure 3: Long Sleeve Shirt*

- **Details of Product**

- Customers can custom their design, text, logo, colours, and sizes according to their need.
- We offer sizes for kids and adults, ranging from XS to 8XL, short sleeve and long sleeve.
- Material used:
  - Cotton for comfort and everyday use.
  - Microfiber eyelet for sports or active events.
- Price range per T-shirt:
  - RM14 – RM20 per shirt, for bulk orders of 30+.

- Price may be lower for larger bulk quantities (e.g., RM10-RM15 per shirt for 80+ orders)
- Customers are provided with virtual prototype before production begins.
- **Product Fit in the Market**
  - Our custom T-shirt printing service is put as a competitive-priced product, not high end. Our T-shirt use good material quality and reliable printing finish.
  - ProPrint Solutions focuses on offering value of money, without paying for too high cost.
- **Value Proposition**
  - Our service gives customers flexibility to design their own shirt while ensuring product quality and bulk pricing benefits.
  - This strengthens event branding, team unity, and visibility during programmes.
- **Anticipated Customer Demand**
  - ProPrint Solutions expect high demand from:
    - Government agencies needing printed T-shirts for campaign and projects.
    - NGOs organising volunteer and community events.
    - Universities for clubs and student activities.
    - Schools for sport, extracurricular and teacher clubs.
- **Existing Competition**
  - Local printing shops that offers customised T-shirt printing services with similar price range which targeting institutional customers.

## 2. Custom Tote Bags



*Figure 4: Custom Tote Bags*

- **Details of Products**
  - Custom-printed tote bags designed for campaigns, conferences, seminars, and organisational events.
  - Tote bags are suitable for keeping books or documents and daily use.
  - Available sizes:
    - Small (30 cm x 30 cm)
    - Medium (35 cm x 40 cm)
    - Large (40 cm x 45 cm)
  - Materials used:
    - Canvas (durable and premium feel)
    - Cotton fabric (lightweight and eco-friendly)
    - Non-woven material (cost effective for large events)
  - Price range per tote bag:
    - RM6 – RM10 per unit for standard orders
    - RM4 – RM 6 per unit for bulk orders (80 pieces and above)
  - Customers are provided with virtual prototype before production begins.
  
- **Product Fit in the Market**
  - Put as a competitive and cost-effective product in the market.
- **Value Proposition**
  - Helps organizations reduce the need for plastic bags.
  - Enhance brand visibility through daily reuse by recipients.
- **Anticipated Customer Demand**
  - High demand from government agencies and NGOs for seminars, public awareness programmes, and campaigns.
  - Regular demand from universities and schools for academic programmes.
- **Existing Competition**
  - Local gift suppliers offering custom tote bags.
  - Online merchandise printing platforms.

### 3. Lanyards



*Figure 5: Lanyard*



*Figure 6: ID Card Holder*

- **Details of Product**

- Custom lanyard service designed for identification and access purposes.
- Customers can customise their own lanyard and ID card holder by selecting logo, text, and a variety of colours.
- Available lanyard types:
  - Standard polyester lanyard
  - Nylon lanyard
- Available sizes:
  - Standard width: 15 mm, 20, and 25 mm
- Price range per lanyard:
  - RM2 – RM4 per unit for standard orders
  - RM1.50 – RM2.50 per unit for bulk orders (80 pieces and above)
- Customers are provided with virtual prototype before production begins.

- **Product Fit in the Market**

- Known as a low-cost and competitive product in the market.

- **Value Proposition**

- Offers an economical solution for identification and branding needs.
- Lanyard allows organisations to keep a professional look for daily use while controlling cost.

- **Anticipated Customer Demand**

- High demand from government agencies and NGOs for staff identification and volunteer identification.
- Continuous demand from education institutions for students and staffs.
- **Existing Competition**
  - Small-scale lanyard manufacturers serving institutional customers.

#### 4. Business Cards



*Figure 7: Business Cards*

- **Details of Product**
  - Custom business card printing service designed for professional identification and communication.
  - Available sizes:
    - Standard size (90 mm x 54 mm)
    - Square size (optional)
  - Material used:
    - Art card (260 – 350 gsm)
    - Matte laminated card
    - Glossy laminated card
  - Printing options:
    - Single-sided or double-sided printing
    - Full colour printing
  - Estimated price range:
    - RM25 – RM40 per box (100 pieces)
    - RM20 – RM 30 per box for bulk orders (5 boxes and above)

- **Product Fit in the Market**
  - Low-cost and competitive product.
  - Suitable for organisations that need professional business cards without expensive cost.
- **Value Proposition**
  - Helps organizations maintain a consistent and professional image.
  - Saves time by providing customisation and fast production in one service.
- **Anticipated Customer Demand**
  - High demand from government offices for staff identification.
  - Continuous demand from education institution for academic and administrative staff.
- **Existing Competition**
  - Small-scale printing vendors targeting professional customers.

## 5. Banners/Posters



*Figure 8: Banners/Posters*

- **Details of Product**
  - Custom banner and poster printing service designed for information display, promotion, and event communication
  - Available banner types:
    - PVC banners
    - Fabric banners
    - Roll-up banners
  - Available poster sizes:
    - A3

- A2
- A1
- Material used:
  - PVC tarpaulin
  - Synthetic paper
  - Art paper (for posters)
- Display stand and accessories options:
  - Roll-up banner stand
  - X-stand
  - Tripod stand
  - Banner rope and clips
- Estimated price range:
  - Posters: RM5 – RM15 per unit depending on size and material
  - Banners: RM30 – RM80 per unit depending on size and type
  - Display stands: RM60 – 120 per unit
- Bulk orders offers are available for large quantity orders.
- **Product Fit in the Market**
  - Competitive and practical product in the printing market.
  - Serves as an alternative as long-term advertising solutions.
- **Value Proposition**
  - Provides a cost-effective solution for organizations to deliver information clearly and effectively.
  - Enhances professionalism during events.
- **Anticipated Customer Demand**
  - High demand from government agencies and NGOs for official announcements, awareness, and outreach programmes.
  - Continuous demand from education institution for exhibitions and academic programmes.
- **Existing Competition**
  - Event suppliers that provide printing and display solutions.

## 6. Rubber Stamp



*Figure 8: Rubber Stamp*

- **Details of Product**

- Designed for administrative and documentation purposes.

- Available stamp types:

- Date stamp
- Manual rubber stamp
- Self-inking rubber stamp

- Available sizes:

- Small (approx. 37 mm x 13 mm)
- Medium (approx. 46 mm x 17 mm)
- Large (approx. 59 mm x 24 mm)

- Ink colour options:

- Red
- Blue
- Black

- Estimated price range per stamp:

- RM24 – RM39 per unit for standard rubber stamp
- RM 44 – RM69 per unit for self-inking stamp

- Discount is available for bulk orders (10 units and above)

- **Product Fit in the Market**

- Rubber stamp is a competitive and essential product.

- Worthy for organizations that need official documentation tools at affordable price.

- **Value Proposition**

- Created for official verification and documentation.
- Enhances professionalism in documents.
- **Anticipated Customer Demand**
  - Government offices, universities, schools consistently require it for daily administrative tasks.
- **Existing Competition**
  - Local stationaries that offer rubber stamp services.

## **5.0 MARKET ANALYSIS AND STRATEGY**

### **I.) MARKET ANALYSIS**

#### **5.1 Marketing Objective:**

The marketing objectives of ProPrint Solutions are:

1. To establish brand recognition among government agencies, educational institutions and event organizers within the first year of operation.
2. To capture at least 5% market share in year 1, increasing to 10% by year 3.
3. To achieve consistent sales growth through long-term contracts with institutions and recurring event clients.
4. To position ProPrint Solutions as a reliable, affordable and high-quality printing partner.

#### **5.2 Market Segmentation**

Target Market:

- Government agencies
- Non-Governmental Organisations (NGOs)
- Universities
- Schools
- Event organizers

Market Needs:

- Custom T-shirts
- Tote bags
- Lanyard
- Business cards
- Banner/Posters
- Rubber stamps

Market Size & Growth:

The printing and promotional merchandise industry in Malaysia continues to grow due to increasing institutional events, branding needs and promotional activities. Demand remains stable throughout the year with seasonal peaks during academic sessions, election periods, festivals and large-scale events.

Sales Forecast Summary:

Based on conservative estimates and current demand levels, ProPrint Solutions projects strong growth over three years.

### 5.3 Competitor Analysis

<b>COMPETITORS</b>	<b>STRENGTHS</b>	<b>WEAKNESSES</b>
PrintHub Enterprise	Establish brand, wide client base	Higher prices, slow turnaround
QuickPrint Services	Fast service, good location	Limited product variety
Online Print Platforms	Convenience, online ordering	Lack of customisation & personal support

- ProPrint Solutions differentiates itself by offering customised solutions, competitive pricing, fast turnaround, and personalised customer service.

### 5.4 SWOT Analysis

<b>OPPORTUNITIES</b>		<b>THREATS</b>
<b>Strengths</b>	SO, Strategies: Use strong design services and affordable pricing to win large institutional contracts.	ST Strategies: Maintain quality and service speed to retain customers during price competition.
<b>Weaknesses</b>	WO Strategies: Use digital marketing and partnerships to overcome limited brand awareness.	WT Strategies: Improve operational efficiency to reduce costs and withstand competitor pressure.

- Strengths: High product quality, flexible customisation, competitive pricing, strong customer relationships
- Weaknesses: New brand, limited initial capital
- Opportunities: Growing event industry, increasing branding demand, government programs
- Threats: Price competition, online competitors, rising material costs

### 5.5 Sales Forecast (3 years)

<b>Year</b>	<b>Market Share (%)</b>	<b>Total Sales (units)</b>	<b>Total Sales (RM)</b>
<b>1</b>	<b>5%</b>	<b>500 pcs</b>	<b>RM ,5000</b>
<b>2</b>	<b>8%</b>	<b>900 pcs</b>	<b>RM 9,000</b>
<b>3</b>	<b>10%</b>	<b>1,200 pcs</b>	<b>RM 12,000</b>

- The projected growth reflects increasing market penetration, customer retention and brand awareness.

## II.) MARKET STARATEGY

## **5.6 Product Strategy**

ProPrint Solutions offers high-quality customized printing products:

- Custom T-shirts
- Tote Bags
- Lanyards
- Business Cards
- Banners/Posters
- Rubber Stamps

Products emphasise durability, vibrant printing, and professional finishing.

## **5.7 Pricing Strategy**

- ProPrint Solutions adopts competitive pricing with:
- Bulk order discounts
- Contract-based pricing for institutions
- Promotional pricing for first-time clients

ProPrint Solutions uses a competitive pricing approach to lure and retain institutional and corporate customers for sustainability in business. The costs for this business organisation's products or services are established in accordance with production costs, market demand, competitive pricing, and the extent to which customers require customisation for their products or services. In this company, multi-level pricing structures are used to offer discounts to their customers who require large volumes of their products, hence encouraging them to purchase in bulk from governmental institutions, institutions of higher learning, learning institutions, and event organisers. Another pricing approach used in this business organisation is long-term contract pricing for institutional customers to cultivate business relationships. Another pricing approach used in ProPrint Solutions is promotional pricing for first-time customers during peak times.

## **5.8 Promotion Strategy**

- Social media marketing

- Direct marketing to institutions
- Partnerships with event organisers
- Referral programs and loyalty rewards

The promotion plan for ProPrint Solutions aims to establish the brand, develop consumer relationships, and maximise market reach. Digital promotion tools, which include social networking sites and digital ads, are utilised for portfolio, testimonials, and recent project showcases. Direct promotion is done via electronic emails, telephone contacts, and physical meetings with the relevant representatives from the governments, institutions, and non-governmental agencies. Strategic collaboration with event managers further enhances visibility and provides continuous project opportunities. In addition, customer referral programs and loyalty incentives are implemented to encourage repeat purchases and long-term customer retention.

### **5.9 Distribution Strategy**

- Orders are received through:
- Online platforms (WhatsApp, social media, email)
- Direct institutional sales visits
- Products are delivered directly to clients or collected from the service centre.

ProPrint Solutions uses a direct distribution method to ensure efficiency, maintain quality control, and keep customers satisfied. Orders come in from various channels, including online platforms like email, social media, and messaging apps, as well as through direct consultations with institutional clients. After production, completed orders are either delivered directly to customers or picked up at the company's service centre, depending on what the customer prefers. This flexible distribution approach helps ProPrint Solutions reduce delivery delays, keep product quality high, and offer responsive service to all customer segments.

### **5.10 Sales Tactics / Sales Plan**

- Appoint sales representatives for institutional clients
- Provide quotation within 24 hours

- Offer free design consultation
- Ensure on-time delivery and after-sales service

The sales plan of ProPrint Solutions focuses on personalized service, efficiency, and building long-lasting relationships. Dedicated sales representatives manage key institutional accounts and maintain ongoing communication with clients. All sales inquiries receive a response within 24 hours, providing detailed quotes and product recommendations. The company offers free design consultations to help clients create effective promotional materials and ensure they are happy with the final product. Strict timelines for production and on-time delivery policies help build customer trust. After-sales service is available to address feedback, complaints, and repeat orders, which supports high customer retention and a positive brand reputation.

## **6.0 OPERATIONS AND PRODUCTION PLAN**

### **6.1 DEVELOPMENT**

#### **6.1.1 Possible location**

ProPrint Solutions plans to operate at No. 25, Jalan Industri Maju, Shah Alam, Selangor which is a strategic area for business operations and printing services. This location is within an industrial zone, making it ideal for a printing business because it is far from residential areas, reducing noise and other disturbances to the community. The surrounding area also has other commercial and industrial establishments which supports a professional working environment and allows for potential business collaborations.

#### **6.1.2 Distance from Raw Material Suppliers**

Our company is located close to major suppliers of printing materials including paper, ink and binding materials which are mostly based in Selangor and Klang. Delivery from these suppliers takes approximately 45 minutes to 1 hour, allowing for efficient and timely supply of raw materials. Being near suppliers also helps to reduce transportation costs which can contribute to lower overall production expenses.

#### **6.1.3 Transportation**

The location is easily accessible by public transport and private vehicles. There are several bus stops within walking distance including the RapidKL Bus 820 and 821 routes. Customers or employees traveling by bus will take around 5 to 10 minutes to reach the office from the nearest stop. For those arriving by car or taxi, the company is connected to major roads, and it takes roughly 10 to 20 minutes from central areas like Shah Alam or Klang. The accessibility ensures that both customers and staff can commute conveniently.

#### **6.1.4 Basic Amenities**

The building is equipped with essential facilities including continuous electricity and water supply, telephone and internet services and proper sanitation facilities. These amenities ensure that daily operations run smoothly, allowing staff to work efficiently and maintain high-quality services for customers.

## 6.2 PRODUCTION

This section describes the production operations of ProPrint Solutions which focuses on providing customized printing and promotional products such as custom T-shirts, tote bags, lanyards, business cards, banners and posters as well as rubber stamps. The production process is designed to meet the needs of institutional clients including government agencies, non-governmental organizations (NGO), universities, schools and event organisers. Emphasizes is placed on quality control, efficiency and timely delivery to ensure customer satisfaction.

### 6.2.1 SOURCE OF EQUIPMENT

#### LIST OF MACHINES AND EQUIPMENT REQUIRED

The machines and equipment used by ProPrint Solutions are sourced from reliable local suppliers and authorized distributors in Malaysia. Selecting local suppliers allows the company to reduce maintenance costs, ensure quick technical support and maintain smooth daily operations. The equipment chosen supports both small-scale and bulk production to cater to institutional and event-based orders.

Item	Supplier
Heat Press Machine (T-shirt & Tote Bag Printing)	Local Printing Equipment Supplier (Malaysia)
DTG / DTF Printing Machine	Epson Malaysia Sdn. Bhd.
Vinyl Cutting Machine	Roland DG Malaysia
Large Format Printer (Banner & Poster)	Canon Marketing (Malaysia) Sdn. Bhd.
Business Card Printing Machine	Konica Minolta Malaysia
Rubber Stamp Making Machine	Local Office Equipment Supplier
Computer & Graphic Design Software	Authorized IT Supplier
Delivery Vehicle	Local Automotive Dealer

These machines enable ProPrint Solutions to produce high quality customized products efficiently while meeting the specific requirements of institutional and organizational clients.

### 6.2.2 PRODUCTION WORKFLOW

In planning the production process, ProPrint Solutions identifies step-by-step activities from receiving customer orders until final delivery. Proper planning is essential to ensure smooth operations especially for customized and bulk orders. The production workflow is as follows:

### **1. Receive customer order and requirements**

Orders are received from government agencies, NGO, educational institutions or event organizers including product type, quantity, design and delivery timeline.

### **2. Design and artwork preparation**

Graphic designers prepare the artwork based on customer specifications. Design approval is obtained before production begins.

### **3. Identify materials and equipment required**

The company determines the type of fabric, paper, ink, vinyl or stamp materials needed for each order.

### **4. Procurement of raw materials**

Required materials are purchased from approved suppliers to ensure quality and consistency.

### **5. Inspection of materials and equipment**

All materials and machines are inspected to ensure quality and consistency.

### **6. Production and process**

- Printing on T-shirts, tote bags and lanyards using heat press or DTG/DTF machines.
- Printing business cards, banners and posters using digital and large-format printers.
- Producing rubber stamps using stamp-making machines.

### **7. Quality control and finishing**

Finished products are checked for colour accuracy, print quality and durability before packaging.

### **8. Packaging and delivering**

Products are packed securely and delivered to customers according to the agreed schedule.

This structured workflow ensures ProPrint Solutions delivers high quality customized products efficiently while fulfilling the expectations of its target market.

## **Flow Chart Production for Each Custom Order (Transformation Process)**

### **1. Receive customer order and requirements**

Orders are received from government agencies, NGO, educational institutions or event organizers including product type, quantity, design requirements and delivery date.

## **2. Prepare and confirm design artwork**

Design artwork is created according to customer requirements and sent for approval before proceeding to production.

## **3. Select materials and production method**

Identify suitable materials such as fabric, paper, ink, vinyl or rubber stamp components as well as the appropriate printing method.

## **4. Set up machines and equipment**

Prepare and adjust machines such as heat press machines, digital printers, cutting machines or stamp-making machines according to the job specifications.

## **5. Printing and production process**

Carry out the printing process for T-shirts, tote bags, lanyards, business cards, banners/posters or rubber stamps based on the approved design.

## **6. Finishing process**

Perform finishing activities such as cutting, laminating, binding, heat pressing or stamping to complete the product.

## **7. Quality control inspection**

Inspect the final products to ensure print quality, colour accuracy, durability and compliance with customer specifications.

## **8. Rework (if product does not meet quality standards)**

Products that fail quality inspection will be corrected or reprinted before proceeding further.

## **9. Packaging and delivery**

Products that meet quality standards are packed properly and delivered to customers as finished products.

### **6.2.3 Manpower Planning**

Manpower planning is essential to ensure that the daily custom printing operations of ProPrint Solutions run smoothly and efficiently. Since the company operates based on customer orders, sufficient manpower is required to handle various production activities such as design preparation, printing, finishing, quality control and packaging.

Based on production planning, ProPrint Solutions targets to complete an average of 16 custom printing items per day including T-shirt, tote bags, lanyards, banners, business cards and rubber stamps. Each worker works 9 hours per day including 1 hour of rest, resulting in 8 effective working hours per day.

On average, the production of one custom printed item requires approximately 4 hours, depending on the complexity of design and type of product. Therefore, one worker can complete 2 items per day within the effective working hours.

The manpower requirement is calculated as follows:

16 items per day / 2 items per worker

= 8 workers required

Thus, ProPrint Solutions requires a total of 8 workers to meet its daily production target. This manpower allocation ensures that production activities can be completed on time while maintaining consistent quality and avoiding work overload.

- **BUSINESS HOURS**

Business hours refer to the period during which ProPrint Solutions operates and provides services to its customers. Proper planning of business hours ensures smooth coordination between order processing, production activities and customer communication.

For production purposes, ProPrint Solutions operates 8 effective hours per day, aligned with the manpower planning to achieve the targeted daily output. These hours are used for printing, finishing, quality inspection and packaging processes.

In terms of customer access, ProPrint Solutions utilizes both online platforms and physical coordination with clients. Online platforms allow customers to place orders and submit design requirements 24 hours a day, providing flexibility and convenience. However, order processing, confirmation and production activities are carried out during normal working hours.

This business hour arrangement allows ProPrint Solutions to maximize customer accessibility while maintaining a structured and manageable production schedule.

- **OPERATION HOURS**

Operations hours are the time that the employees need to complete and settle their tasks. The operation hours of our business are as follows:

DAY	TIME	REST
Monday – Thursday	8:00 am – 6:00 pm	12:00 pm – 1:00 pm
Friday	8:00 am – 6:00 pm	12:00 pm – 1:00 pm
Saturday	8:00 am – 6:00 pm	12:00 pm – 1:00 pm
Sunday	CLOSED	

- **PRODUCTION PLANNING**

Production planning is an important process to ensure that our business can produce enough products to meet the expected market demand. Therefore, effective production planning is essential to achieve this goal. Before implementing this plan, it is necessary to obtain information related to the marketing plan and the average sales forecast. The following explains our production planning and how we plan to carry out the production process.

Average sales forecast per month	RM 35,000
Price per unit	RM 60.00
Number of outputs per month	480 units
Number of operations days per month	30 days
Number of outputs per day	16 units

- **OPERATION COST**

Operation cost is the total cost incurred to produce a custom printing item including materials, labour and overheads.

**Breakdown of cost per item:**

Material cost	RM 870
Labour cost	RM 590
Overhead cost	RM 240
<b>Total production cost</b>	<b>RM 1700</b>

- **MACHINE AND EQUIPMENT PLANNING**

Machine and equipment planning ensures production targets are met without delays.

Based on daily production of 16 items and effective working hours of 8 hours per day, the number of machines required is calculated as:

Number of machines required =  $16/2 = 8$  machines (all typed combined)

This ensures all production activities can be performed simultaneously, supporting manpower allocation and achieving the daily target.

## 6.3 FACILITIES

### 6.3.1 LOCATION PLAN

The location of a business refers to the place where the business chooses to operate and carry out its operations and production activities. Location decisions have a significant impact on the costs and revenues of a business. When selecting a business location, several factors are considered such as infrastructure, transportation systems, distance from suppliers and other related aspects. The choice of location plays an important role as it can directly affect the company's sales revenue.

#### Address of HQ Office:



Figure 9: Maps

### 6.3.2 OPERATIONS LAYOUT

There are several types of layout designs such as process layout, product layout and fixed position layout. Each type of layout plays an important role in influencing the efficiency of operations, workflow arrangement and overall quality of the final product.

For the operation layout, ProPrint Solutions considers designing the layout of its production area as efficiently as possible to support the custom printing workflow. Since the business handles various types of customized products such as T-shirts, tote bags, banners, business cards and rubber stamps an effective layout is necessary to ensure smooth movement of materials, workers and finished products.

ProPrint Solutions adopts a process-based layout for its operations. This layout arrangement groups similar machines and workstations together based on the type of process such as design preparation, printing, finishing, quality inspection and packaging. The process-based layout is suitable for ProPrint Solutions as the company operates on a custom order basis where each order may differ in product type, design and production method.

This layout allows flexibility in handling different customer orders while minimizing unnecessary movement and production delays. In addition, the arrangement supports better supervision, efficient use of machines and improved coordination between workers.

Overall, the selected operation layout helps ProPrint Solutions achieve a more efficient production flow, maintain product quality and create a better working environment which ultimately contributes to higher productivity and customer satisfaction.

### **6.3.3 DESCRIPTION OF THE LAYOUT PLAN**

ProPrint Solutions plans to operate its business in a single storey building designed to support both administrative and production activities efficiently. The building layout is divided into several main areas which include the office area, design workstation, manufacturing and printing area, finishing area, quality inspection area, storage area and packaging section. This arrangement is planned to ensure smooth workflow and effective coordination between each operational process.

The office area is allocated for internal management activities such as administration, customer service, order processing and design preparation. This area is designed to provide a comfortable and organized working environment for employees to perform managerial and design-related tasks efficiently. Proper space planning in the office area also supports communication between staff and improves overall operational control.

The manufacturing and printing area is the core section of ProPrint Solutions operations. This area houses printing machines such as digital printers, heat press machines and cutting equipment used for producing customized items including T-shirts, tote bags, banners,

business cards and rubber stamps. The layout of this area is arranged based on the production process to allow systematic movement of materials from one stage to another while minimizing unnecessary handling and congestion.

Next to the printing area, a finishing and quality inspection area is provided to ensure that all the products meet the required quality standards before delivery. In addition, a tools and equipment storage space is provided to keep maintenance tools in an organised manner, allowing proper machine upkeep and reducing downtime.

Overall, the layout plan of ProPrint Solutions is designed to support efficient operations, ensure smooth production flow, maintain product quality and create a conducive working environment that contributes to higher productivity and customer satisfaction.

## 6.4 STAFFING

### LIST OPERATIONAL PERSONNEL UNDER OPERATION DEPARTMENT

Position	Number of Personnel
Graphic designer	2
Printing machine operator	1
Packaging & Quality control	2
Customer service/cashier	1
<b>TOTAL</b>	<b>6</b>

### JOB DESCRIPTION AND JOB SPECIFICATION

Position	Job Description and Specification
Graphic designer	<p><b>Job description:</b></p> <ul style="list-style-type: none"> <li>• Operate printing machines such as digital printers and heat press machines according to job orders.</li> <li>• Handle materials and perform printing and finishing processes.</li> <li>• Ensure products are produced according to customer specifications.</li> <li>• Prevent damage to materials during the production process.</li> </ul> <p><b>Graphic designer job specification:</b></p> <ul style="list-style-type: none"> <li>• Minimum certificate or diploma in printing, graphic design or related field</li> <li>• Able to operate printing equipment</li> <li>• Detail-oriented and able to multitask</li> <li>• Able to work in a team and under time pressure</li> </ul>

Printing machine operator	<p><b>Job description:</b></p> <ul style="list-style-type: none"> <li>• Maintain and service printing machines and production equipment</li> <li>• Troubleshoot machine breakdowns and technical issues</li> <li>• Ensure machines operate safely and efficiently</li> </ul> <p><b>Printing machine operator job specification:</b></p> <ul style="list-style-type: none"> <li>• Minimum diploma or bachelor’s degree in electrical, mechanical or electronic engineering</li> <li>• Skilled in handling and maintaining printing machines</li> <li>• Knowledge of workplace safety procedures</li> </ul>
Packaging & quality control	<p><b>Job description:</b></p> <ul style="list-style-type: none"> <li>• Inspect finished products to ensure quality standards are met</li> <li>• Check printing accuracy, colour quality and product condition</li> <li>• Identify defective products and report issues to the production team</li> </ul> <p><b>Packaging &amp; quality control job specification:</b></p> <ul style="list-style-type: none"> <li>• Minimum certificate or diploma in quality management or related field</li> <li>• Good attention to detail</li> <li>• Able to follow inspection standards and procedures</li> </ul>
Customer service / cashier	<p><b>Job description:</b></p> <ul style="list-style-type: none"> <li>• Package finished products properly for delivery</li> <li>• Label and prepare orders according to customer requirements</li> <li>• Ensure products are protected during handling and transportation</li> </ul> <p><b>Customer service / cashier job specification:</b></p> <ul style="list-style-type: none"> <li>• Minimum secondary school qualification</li> <li>• Able to work efficiently and carefully</li> <li>• Physically fit and able to handle packaging tasks</li> </ul>

#### 6.4.1 TRAINING

ProPrint Solutions provides basic training to its operational staff to ensure smooth daily production activities. The training focuses on machine operation, work procedures, safety practices and quality control requirements. Since the production process mainly involves custom printing and finishing tasks, the training provided is sufficient to enable workers to perform their duties efficiently.

In addition, ProPrint Solutions recruits employees who already possess relevant skills and experience in their respective job scopes. This approach helps reduce training time and

ensures that employees can adapt quickly to the operational environment while maintaining productivity and product quality.

**SCHEDULE:**

<b>POSITION</b>	<b>NO. OF WORKER</b>	<b>SALARY (RM)</b>	<b>EPF 12%</b>	<b>SOCSSO 1.75%</b>	<b>TOTAL (RM)</b>
Graphic designer	2	1,700.00	204.00	29.75	7,735.00
Printing machine operator	1	1,650.00	198.00	28.88	1,876.88
Packaging & Quality control	2	2,100.00	252.00	36.75	2,388.75
Customer service/cashier	1	1,500.00	180.00	26.25	3,412.50
<b>TOTAL</b>					<b>15,413.13</b>

**6.5 EQUIPMENT**

**LIST OF MACHINES AND EQUIPMENT REQUIRED**

ProPrint Solutions decided to purchase all machines and equipment required for its operations as it provided long-term benefits to the company. Purchasing the machines allows the company to have full control over the production process and maintenance schedule. In addition, owning the equipment helps improve operational efficiency and reduce dependency on external parties.

The machines and equipment selected are suitable for supporting the custom printing activities of ProPrint Solutions and are sufficient to meet the planned daily production capacity.

<b>ITEM</b>	<b>MACHINE/EQUIPMENT</b>	<b>PRICE per UNIT (RM)</b>	<b>QUANTITY</b>	<b>TOTAL COST (RM)</b>	<b>SUPPLIER</b>
1	Digital Printing Machine	35,000	1	35,000	Canon Malaysia
2	Heat Press Machine	8,000	2	16,000	VEVOR
3	Large Format Printer	45,000	1	45,000	Epson Malaysia
4	Cutting Machine	6,000	1	6,000	Silhouette

5	Lamination Machine	7,000	1	7,000	Local Supplier
6	Computer & Design Software	5,000	2	10,000	Dell Malaysia
7	Packaging Equipment	3,000	1	3,000	Local Supplier
	<b>Total Machine and Equipment Cost</b>			<b>122,000</b>	

## 6.6 SUPPLIES

### 6.6.1 MATERIALS NEED

#### MATERIAL PLANNING

Material planning is carried out to determine the type and quantity of raw materials required for the daily operations of ProPrint Solutions. This planning process is important to ensure that sufficient materials are available to support production activities without interruption. The material planning process involves identifying the required materials, listing the bill of material, estimating the quantity needed and determining suitable suppliers.

**THE MATERIAL USED FOR CUSTOM PRINTING PRODUCTS ARE LISTED BELOW:**

ITEM NO.	DESCRIPTION	SPECIFICATION	QUANTITY
101	Blank T-shirt	Cotton, various size	1 unit
102	Tote bag	Canvas material	1 unit
103	Printing ink	CMYK digital printing ink	As needed
104	Heat transfer paper	A4/A3 size	1 sheet
105	Banner material	PVC flex banner	1 unit
106	Packaging material	Plastic wrap/box	1 unit
107	Label sticker	Custom printed label	1 unit

**THE BILLS OF MATERIAL FOR A UNIT OF CUSTOM PRINTING PRODUCT:**

PRODUCT NO.	DESCRIPTION	QUANTITY	PRICE/PCS (RM)	TOTAL (RM)
101	Blank T-shirt	1 unit	15.00	15.00
102	Tote bag	1 unit	10.00	10.00
103	Printing ink	0.1 unit	60.00	6.00

104	Heat transfer paper	1 sheet	4.00	4.00
105	Banner material	0.5 meter	20.00	10.00
106	Packaging material	1 unit	0.50	0.50
107	Label sticker	1 unit	0.50	0.50
	<b>TOTAL</b>			<b>46.00</b>

**THE BILLS OF MATERIAL FOR A MONTH OF CUSTOM PRINTING PRODUCT:**

<b>PRODUCT NO.</b>	<b>DESCRIPTION</b>	<b>QUANTITY REQUIRED PER MONTH</b>	<b>PRICE/PCS (RM)</b>	<b>TOTAL (RM)</b>
101	Blank T-shirt	400 units	15.00	6,000.00
102	Tote bag	400 units	10.00	4,000.00
103	Printing ink	40 units	60.00	2,400.00
104	Heat transfer paper	400 sheets	4.00	1,600.00
105	Banner material	200 meters	20.00	4,000.00
106	Packaging material	400 units	0.50	200.00
107	Label sticker	400 units	0.50	200.00
	<b>TOTAL</b>			<b>18,400.00</b>

**IDENTIFY THE SUPPLIER OF RAW MATERIAL:**

<b>PRODUCT NO.</b>	<b>DESCRIPTION</b>	<b>SUPPLIER</b>
101	Blank T-shirt	Cotton Apparel Supplier Sdn. Bhd
102	Tote bag	Eco Bag Manufacturing Sdn. Bhd
103	Printing ink	Print Ink Solutions Malaysia
104	Heat transfer paper	Heat Press Supply Co.
105	Banner material	SignPro Materials Sdn. Bhd.
106	Packaging material	Pack Right Malaysia
107	Label sticker	Label Tech Printing Sdn. Bhd.

**6.6.2 HOW TO MANAGE INVENTORY**

ProPrint Solutions adopts the First in First Out (FIFO) method in managing its inventory. The FIFO method is considered effective as it helps material wastage and prevents inventory from becoming obsolete. By using this method, raw materials such as printing ink,

blank apparel, paper and packaging materials are used based on the order in which they are received.

This approach ensures that materials are utilized within their recommended usage period and maintains consistent product quality. In addition, the FIFO method allows ProPrint Solutions to manage inventory more efficiently, minimize losses and support smooth daily production operations.

## **6.7 LICENSE, PERMITS & REGULATIONS REQUIRED**

ProPrint Solutions complies with all legal requirements and intellectual property regulations to ensure smooth business operations. The following are the details of the licenses and protections acquired:

**1. Business Registration (SSM)** ProPrint Solutions is officially registered as a legal business entity under the **Companies Commission of Malaysia (SSM)**. This registration complies with the Registration of Businesses Act 1956, allowing the company to conduct commercial transactions, enter contracts, and open corporate banking accounts.

**2. Local Authority Business Premise & Signboard License** The company has obtained a valid **Business Premise and Advertisement License** from the **Shah Alam City Council (MBSA)**. This license ensures that our physical operations comply with local zoning laws and grants us the legal right to display our company's brand name on the storefront.

**3. Trademark Registration (MyIPO)** To protect our brand identity, the name "ProPrint Solutions" and its official logo have been filed for trademark protection with the **Intellectual Property Corporation of Malaysia (MyIPO)**. This prevents unauthorized parties from using our brand assets and ensures our brand remains exclusive in the printing industry.

**4. Copyright Protection** All original graphic designs, creative templates, and marketing materials produced by ProPrint Solutions are protected under the **Copyright Act 1987**. This ensures that the company retains full ownership of its creative works and intellectual property.

**5. Software Licensing** ProPrint Solutions operates using authentic and licensed software. We maintain active professional subscriptions for the **Adobe Creative Cloud Suite** (Photoshop, Illustrator, InDesign) and **Microsoft Office 365** to ensure high-quality output and full compliance with digital intellectual property laws.



## 7.0 MANAGEMENT TEAM AND COMPANY STRUCTURE

### 7.1 MANAGEMENT TEAM

ProPrint Solutions operates as a partnership under the Partnership Act 1961 and is registered with the Companies Commission of Malaysia (SSM). The partnership structure was chosen because it allows flexibility in management and avoids double taxation, as business profits are taxed only at the personal level of the partners.

Ownership of the business is shared among eight partners who contribute capital to the company and share profits and losses according to the partnership agreement. This structure also allows the business to pool financial resources for operations and future growth.

ProPrint Solutions is managed by the partners, with each partner handling specific managerial roles based on their expertise, such as operations, marketing, finance, human resources, and production. The company is supported by a small operational team including graphic designers, printing machine operators, packaging and quality control staff, and customer service personnel to ensure smooth daily operations.

#### 7.1.1 Personnel Planning

These are listed positions of ProPrint Solutions with the numbers of manpower managed of each role:

Position	Number of personnel
Founder & CEO	1
Sales Manager	1
Marketing Manager	1
Operations Manager	1
Production and Design Manager	1
HR Manager	1
Finance Manager	1
Finance Assistant	1

## 7.1.2 ORGANIZATIONS CHART



**NURDEINA SUFFIYAH**  
Chief Executive Officer



**SITI ADRIAH**  
Production &  
Design Manager



**LYA  
HAIZIERAWAFA**  
Operation Manager



**PUTERI ERIEKA  
EMIERA**  
Finance manager



**DAYANA  
BATRISYIA**  
HR Manager



**MAS IZZATUL  
IMAN**  
Sales Manager



**CLAYRISSA  
CARMIE**  
Marketing Manager



**MARIE GRACE  
LIONEL**  
Finance Assistant

### 7.1.3 STAFF BACKGROUND

- **CHIEF EXECUTIVE OFFICER**

<b>NAME</b>	NURDEINA SUFFIYAH BINTI RUZAIMAN
<b>IDENTITY CARD NUMBER</b>	040910-10-0024
<b>DATE OF BIRTH</b>	10 SEPTEMBER 2004
<b>AGE</b>	21
<b>MARTIAL STATUS</b>	SINGLE
<b>PERMANENT ADDRESS</b>	LOT 516, BATU 22 ½, JALAN SULTAN ALAM SHAH, KANCHONG DARAT, 42700 BANTING, SELANGOR
<b>TELEPHONE NUMBER</b>	019-4598043
<b>ACADEMIC QUALIFICATION</b>	MASTER OF BUSINESS ADMINISTRATION (MBA) INTERNATIONAL UNIVERSITY OF JAPAN
<b>SKILLS</b>	<ul style="list-style-type: none"> <li>• Expert Business Management</li> <li>• Strong Communication &amp; Negotiation</li> <li>• Strategic Leadership</li> <li>• Critical Thinking &amp; Problem Solving</li> <li>• Good in Building Relationships</li> <li>• Expert in Multiple Languages (Malay, English, Japan, Arabic)</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Chief Executive Officer (CEO) of ProPrint Solutions (2025 – present)</li> <li>• General Manager of Astro Malaysia Holdings Berhad (2023-2025)</li> <li>• Business Development Manager of Creative Media Agency (2020-2023)</li> </ul>

- **SALES MANAGER**

<b>NAME</b>	MAS IZZATUL IMAN BINTI MOHD YUSRI
<b>IDENTITY CARD NUMBER</b>	041020-10-1548
<b>DATE OF BIRTH</b>	20 OKTOBER 2004
<b>AGE</b>	21
<b>MARTIAL STATUS</b>	SINGLE
<b>PERMANENT ADDRESS</b>	NO 15, JALAN HIJAU 6/6, PINGGIRAN LEMBAH 6 (BLOK 29), BANDAR TASIK PUTERI, 48020, RAWANG
<b>TELEPHONE NUMBER</b>	019-4598043
<b>ACADEMIC QUALIFICATION</b>	BACHELOR OF MARKETING OF UNIVERSITY MALAYA
<b>SKILLS</b>	<ul style="list-style-type: none"> <li>• Adept at relationship building and networking</li> <li>• Skilled in Microsoft Office Suite</li> <li>• Skilled in identifying new market opportunities and revenue streams</li> <li>• Proficient in creating sales plans aligned with business objectives</li> <li>• Experienced in handling customer complaints and escalations</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Sales Manager of ProPrint Solutions (2025 – Present)</li> <li>• Assistant Sales Manager of Samsung Malaysia (2023 – 2025)</li> <li>• Marketing Intern of Grab Holdings Inc. (2022-2023)</li> </ul>

- **MARKETING ASSISTANT**

<b>NAME</b>	CLAYRISSA CARMIE ANAK PONY
<b>IDENTITY CARD NUMBER</b>	040116-13-0082
<b>DATE OF BIRTH</b>	16 JANUARY 2004
<b>AGE</b>	21
<b>MARTIAL STATUS</b>	SINGLE
<b>PERMANENT ADDRESS</b>	KPG GROGO, 94000 BAU, SARAWAK
<b>TELEPHONE NUMBER</b>	012-8980371
<b>ACADEMIC QUALIFICATION</b>	BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING UNIVERSITI TEKNOLOGI MARA (UiTM)
<b>SKILLS</b>	<ul style="list-style-type: none"> <li>• Expert in Market Analysis</li> <li>• Expert in Technology &amp; Digital Tools</li> <li>• Expert in E-commerce Operations</li> <li>• Pro in photoshop, video and image editing</li> <li>• Expert in brand positioning and differentiation strategies</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Marketing Manager of ProPrint Solutions (2025 – Present)</li> <li>• Marketing Executive of Shopee Mobile Malaysia Sdn. Bhd. (2022 – 2025)</li> <li>• Promoter &amp; Sale Crew of U Mobile Sdn. Bhd. (2020 – 2021)</li> </ul>

- **PRODUCTION AND DESIGN MANAGER**

<b>NAME</b>	SITI ADRIAH BINTI AZMAN
<b>IDENTITY CARD NUMBER</b>	040804-01-1546
<b>DATE OF BIRTH</b>	4 AUGUST 2004
<b>AGE</b>	21
<b>MARTIAL STATUS</b>	SINGLE
<b>PERMANENT ADDRESS</b>	4, JLN WARISAN 6, TAMAN WARISAN PESERAI, 83000, BATU PAHAT JOHOR, JOHOR
<b>TELEPHONE NUMBER</b>	011-20854857
<b>ACADEMIC QUALIFICATION</b>	BACHELOR OF GRAPHIC DESIGN (HONS) UNIVERSITI TEKNOLOGI MARA (UiTM)
<b>SKILLS</b>	<ul style="list-style-type: none"> <li>• Proficient in Adobe Creative Suite</li> <li>• Advanced knowledge of print production</li> <li>• Adept at time management in fast-paced environments</li> <li>• Skilled in multitasking across multiple creative projects</li> <li>• Proficient in constructive critique and design feedback</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Production and Design Manager of ProPrint solutions (2025 – Present)</li> <li>• Assistant Production Manager of Unilever Malaysia (2022 – 2025)</li> <li>• Junior Graphic &amp; Production ZALORA Group (2020 – 2022)</li> </ul>

- **OPERATIONS MANAGER**

<b>NAME</b>	LYA HAIZIERAWAFA BINTI ROZALI
<b>IDENTITY CARD NUMBER</b>	040307-16-0022
<b>DATE OF BIRTH</b>	7 MARCH 2004
<b>AGE</b>	21
<b>MARTIAL STATUS</b>	SINGLE
<b>PERMANENT ADDRESS</b>	116-B4-GF JLN PJS 6/3B KAMPUNG LINDUNGAN, 46150 PETALING JAYA SELANGOR
<b>TELEPHONE NUMBER</b>	011-64249400
<b>ACADEMIC QUALIFICATION</b>	BACHELOR OF INDUSTRIAL MANAGEMENT (HONS) UNIVERSITI TEKNOLOGI MALAYSIA (UTM)
<b>SKILLS</b>	<ul style="list-style-type: none"> <li>• Skilled in production planning and scheduling</li> <li>• Accomplished in warehouse operation optimization</li> <li>• Proven track record in team leadership and staff development</li> <li>• Advanced knowledge of data analysis using Excel and Operational</li> <li>• Experienced in training monitoring and KPI tracking</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Operations Manager of ProPrint Solutions (2025 – Present)</li> <li>• Assistant Operation Manager of Lazada Express (2023 – 2025)</li> <li>• Junior Operations Executive of Pos Malaysia (2020 – 2023)</li> </ul>

- **HUMAN RESOURCES MANAGER**

<b>NAME</b>	DAYANA BATRISYIA BINTI MOHD HANAFI
<b>IDENTITY CARD NUMBER</b>	040205-14-0506
<b>DATE OF BIRTH</b>	5 FEBRUARI 2004
<b>AGE</b>	21
<b>MARTIAL STATUS</b>	SINGLE
<b>PERMANENT ADDRESS</b>	BLOK 45-E, MAHSURI APARTMENT, JALAN SETIAWANGSA 13, 54200 KUALA LUMPUR
<b>TELEPHONE NUMBER</b>	011-61151078
<b>ACADEMIC QUALIFICATION</b>	BACHELOR OF HUMAN RESOURCES MANAGEMENT (HONS) UNIVERSITI TEKNOLOGI MARA (UiTM)
<b>SKILLS</b>	<ul style="list-style-type: none"> <li>• Skilled in Microsoft Office Suites</li> <li>• Skilled in candidate screening and interviewing</li> <li>• Skilled in payroll coordination and HRIS management</li> <li>• Competent in maintaining employee records and confidentially</li> <li>• Knowledgeable in recruitment software (LinkedIn Recruiter, JobStreet tools)</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Human Resources Manager of ProPrint solutions (2025 – Present)</li> <li>• Assistant Human Resources Manager of Shangri-La Kuala Lumpur (2023 – 2025)</li> <li>• Junior Human Resources &amp; Admin Executive of Maybank Berhad (2022 – 2023)</li> </ul>

- **FINANCE MANAGER**

<b>NAME</b>	PUTERI ERIEKA EMIERA BINTI MAHADZIR
<b>IDENTITY CARD NUMBER</b>	041006-03-0034
<b>DATE OF BIRTH</b>	6 OCTOBER 2004
<b>AGE</b>	21
<b>MARTIAL STATUS</b>	SINGLE
<b>PERMANENT ADDRESS</b>	PERUMAHAN RKAT KEM DESA SETIA WIRA, BLOK J-6-6, JALAN BUKU LIMA KEMENTAH, 54000, KUALA LUMPUR
<b>TELEPHONE NUMBER</b>	018-2532811
<b>ACADEMIC QUALIFICATION</b>	BACHELOR OF ACCOUNTING (HONS) UNIVERSITI TEKNOLOGI MARA (UiTM)
<b>SKILLS</b>	<ul style="list-style-type: none"> <li>• Proven track record in identifying cost-saving opportunities</li> <li>• Proficient in preparing and analyzing income statements, balance sheets, cash flow statements</li> <li>• Strong ability in developing comprehensive annual budgets</li> <li>• Experienced in marginal costing for decision-making</li> <li>• Skilled in data visualization tools</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Human Resources Manager of ProPrint solutions (2025 – Present)</li> <li>• Assistant Finance Manager of Maybank Berhad (2023 - 2025)</li> <li>• Junior Finance &amp; Accounting Executive of Shell Malaysia (2021 – 2023)</li> </ul>

- **FINANCE ASSISTANT**

<b>NAME</b>	MARIE GRACE LIONEL
<b>IDENTITY CARD NUMBER</b>	040917-12-1338
<b>DATE OF BIRTH</b>	17 SEPTEMBER 2004
<b>AGE</b>	21
<b>MARTIAL STATUS</b>	SINGLE
<b>PERMANENT ADDRESS</b>	A32 KG. LIMPUTONG PAPAR, 89608 PAPAR
<b>TELEPHONE NUMBER</b>	017-5461070
<b>ACADEMIC QUALIFICATION</b>	BACHELOR OF FINANCE (HONS) TAYLOR'S UNIVERSITY
<b>SKILLS</b>	<ul style="list-style-type: none"> <li>• Competent in Microsoft Excel</li> <li>• Advanced organizational skills for document management</li> <li>• Proficient in processing invoices, payments, and receipts</li> <li>• Experienced in processing payroll and employee claims</li> <li>• Strong ability in preparing payment vouchers and supporting documents</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Finance Assistant of ProPrint solutions (2025 – Present)</li> <li>• Finance Executive of ZUS Coffee (ZUS Digital Sdn Bhd) (2022-2025)</li> </ul>

#### 7.1.4 TASK AND RESPONSIBILITIES

Position	Main Task and Responsibilities
<b>CEO</b>	<ul style="list-style-type: none"> <li>• Develop company vision, mission, and long-term business strategies</li> <li>• Identify new market opportunities (corporate clients, events, SMEs)</li> <li>• Final approval on budgets, major expenses, and investments (printing equipment)</li> <li>• Build relationships with key clients, suppliers, and partners</li> <li>• Lead and inspire all department heads towards company goals</li> <li>• Identify and mitigate business risks (competition, equipment breakdown, supply chain)</li> </ul>
<b>HR Manager</b>	<ul style="list-style-type: none"> <li>• Hire staff for production, design, sales positions</li> <li>• Handle workplace issues in production and office environments</li> <li>• Ensure adherence to labor laws, safety regulations in printing workshop</li> <li>• Manage salary, overtime, EPF/SOCSO for production and office staff</li> <li>• Foster teamwork between production floor and front office</li> </ul>
<b>Sales Manager</b>	<ul style="list-style-type: none"> <li>• Develop sales plans targeting corporate clients, schools, events</li> <li>• Secure bulk orders (corporate uniforms, event merchandise)</li> <li>• Prepare and present quotes for printing projects</li> <li>• Maintain relationships with repeat clients (event companies, SMEs)</li> <li>• Monitor competitor pricing and services</li> <li>• Track sales performance by product</li> </ul>
<b>Marketing Manager</b>	<ul style="list-style-type: none"> <li>• Develop campaigns promoting printing services across platforms</li> <li>• Maintain ProPrint Solutions brand image across all touchpoints</li> <li>• Manage social media (Instagram, Facebook) showcasing printing portfolio</li> <li>• Design seasonal offers (Raya printing packages, corporate year-end deals)</li> <li>• Collaborate with event planners, design agencies for referrals</li> <li>• Identify trending printing products (eco-friendly materials, new merchandise)</li> </ul>
<b>Production &amp; Design Manager</b>	<ul style="list-style-type: none"> <li>• Schedule printing jobs based on deadlines and complexity</li> <li>• Inspect finished products (t-shirt prints, business cards) before delivery</li> <li>• Approve artwork for printing</li> <li>• Monitor stock of printing materials</li> </ul>

	<ul style="list-style-type: none"> <li>• Schedule maintenance for printing machines</li> <li>• Lead production team (print operators, designers)</li> <li>• Optimize printing workflows to reduce waste and time</li> </ul>
<b>Operations Manager</b>	<ul style="list-style-type: none"> <li>• Oversee smooth running of printing production and delivery</li> <li>• Manage relationships with material suppliers (fabric, ink, paper vendors)</li> <li>• Ensure safe operations in printing workshop</li> <li>• Implement stock control systems for printing materials</li> <li>• Source and evaluate new suppliers for better quality/cost</li> <li>• Reduce production bottlenecks and improve turnaround time</li> </ul>
<b>Finance Manager</b>	<ul style="list-style-type: none"> <li>• Create budgets for material purchases, equipment maintenance</li> <li>• Monitor expenses (ink, fabric, paper stocks) and optimize costs</li> <li>• Determine profitable pricing for different printing services</li> <li>• Prepare monthly P&amp;L statements, balance sheets</li> <li>• Ensure sufficient funds for material purchases and operations</li> <li>• Handle GST/SST submissions, corporate tax planning</li> </ul>
<b>Finance Assistant</b>	<ul style="list-style-type: none"> <li>• Handle customer invoices and supplier payments</li> <li>• Maintain AP/AR for printing material suppliers and clients</li> <li>• Daily reconciliation for multiple transaction types</li> <li>• Record expenses for materials</li> <li>• File tax invoices, delivery orders, payment receipts</li> <li>• Assist in calculating overtime for production staff</li> <li>• Help prepare weekly cash flow reports</li> </ul>

## 7.2 EXTERNAL RESOURCES AND SERVICES

<b>Company</b>	<b>Resources and Services Provided</b>
DIY Printing Supply	Provides raw material supplies and scheduled technical maintenance for Heat Press machines.
J&T Express	Handles logistic and courier services for the delivery of finished products to customer.
Azmi Consulting Sdn Bhd	Responsible for annual financial auditing and ensuring compliance with accounting standards.
Kilat Pro Service Sdn Bhd	Provides cleaning services for the office and production area.
AC Cool N Cool Engineering	Provides regular air conditioning maintenance and repair services.

### 7.3 HUMAN RESOURCES

<b>Position</b>	<b>#</b>	<b>Net salary</b>	<b>13% of EPF (RM)</b>	<b>2% of SOCSO (RM)</b>	<b>Gross Salary (RM)</b>
<b>Ceo</b>	1	8,000	1040	160	9,200
<b>HR Manager</b>	1	4,000	520	80	4,600
<b>Sales Manager</b>	1	4,000	520	80	4,600
<b>Marketing Manager</b>	1	4,000	520	80	4,600
<b>Production &amp; Design Manager</b>	1	4,000	520	80	4,600
<b>Operation Manager</b>	1	4,000	520	80	4,600
<b>Finance Manager</b>	1	4,000	520	80	4,600
<b>Finance Assistant</b>	1	3,000	390	60	3,450
<b>Total</b>	<b>8</b>	<b>35,000</b>	<b>4,550</b>	<b>700</b>	<b>40,250</b>

<b>Office equipment and supplies</b>			
<b>Item</b>	<b>Quantity</b>	<b>Price/unit (rm)</b>	<b>Total</b>
Air conditioner	4	1,500	6,000
Office table	8	250	2,000
Office chair (ergonomic)	8	200	1,600
Office Workstation	8	500	4,000
Desktop / laptop (High Spec)	8	2,500	20,000
File cabinet	2	350	700
Reception sofa	2	500	1,000
Water dispenser	1	400	400
Meeting table	1	1,000	1000
Meeting chairs	8	100	800
Smart TV 55"	1	1,500	1,500
Bulletin board	1	150	150
Stationeries and necessities	-	-	500
LED office lighting set	10	80	800
Heavy duty office printer/ photocopier	1	2,500	2,500
<b>Total</b>			<b>46,950</b>

<b>Office utilities</b>	
<b>Overhead</b>	<b>Monthly cost (RM)</b>
Electricity (TNB)	550
Water	100
Internet & telephone	500
Printer and photocopier maintenance	150
<b>Total</b>	<b>1,300</b>

## 8.0 FINANCIAL PLAN

### 8.1 START-UP COST

<b>A. START-UP COSTS</b>	<b>RM</b>
<b>Capital Expenditure: Administrative</b>	
Machines and printing equipment	122 000
Computer and Design software	10 000
Office furniture and fittings	46 950
<b>One-Time Start-up Expenditures</b>	
Initial inventory (T-shirt, ink, blanks)	18 400
<b>Pre-Operation Expenditure</b>	
Deposit (Utilities, Rent) / License	9 000
Insurance	2 000
<b>Total Start-up Cost</b>	<b>RM 208 350</b>

## 8.2 WORKING CAPITAL FORECAST

<b>WORKING CAPITAL (MONTHLY)</b>	<b>FIXED (RM)</b>	<b>VARIABLE (RM)</b>	<b>TOTAL (RM)</b>
<b>MARKETING</b>			
Advertisement and Delivery	500	300	800
<b>ADMINISTRATIVE</b>			
Salaries (Part-time and Allowances)	15 413.13	-	15 413.13
Utilities and office supplies	1000	500	1500
<b>OPERATIONS</b>			
Raw material purchase	-	18 400	18 400
Petty expenses and Overhead	240	-	240
<b>Total Working Capital</b>	<b>RM 17 153.13</b>	<b>RM 19 200</b>	<b>RM 36 353.13</b>

### 8.3 START-UP CAPITAL AND FINANCING

<b>ESTIMATED START-UP CAPITAL</b>	<b>RM 500 000</b>
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<b>FINANCING – SHARE AND CAPITAL CONTRIBUTION</b>	
<b>Partners</b>	<b>Capital Contribution</b>
Dayana Batrisyia binti Mohd Hanafi	RM 5 000
Mas Izzathul Iman binti Mohd Yusri	RM 5 000
Lya Haizierawafa Rozali	RM 5 000
Nurdeina Suffiyah Binti Ruzaiman	RM 5 000
Puteri Erieka Emiera binti Mahadzir	RM 5 000
Clayrisa Carmie Anak Pony	RM 5 000
Siti Adriah Binti Azman	RM 5 000
Marie Grace Lionel	RM 5 000
<b>TOTAL PARTNER CAPITAL</b>	<b>RM 40 000</b>
<b>LOAN</b>	
Loan amount	RM 550 000
Interest rate	5%
Loan duration	5 Years
<b>TOTAL SOURCES</b>	<b>RM 590 000</b>

## 8.4 CASH FLOW STATEMENT

<b>CASHFLOW PRO FORMA STATEMENT</b>			
<b>DESCRIPTION</b>	<b>YEAR 1 (RM)</b>	<b>YEAR 2 (RM)</b>	<b>YEAR 3 (RM)</b>
<b><u>Cash Inflow</u></b>			
Partners' capital	40 000		
Loan	460 000		
Cash sales	350 000	385 000	423 500
<b>TOTAL CASH INFLOW</b>	<b>RM 850 000</b>	<b>RM 385 000</b>	<b>RM 423 500</b>
<b><u>Cash Outflow</u></b>			
<b>Administrative expenses</b>			
Salaries and allowances	184 958	194 206	203 916
Utilities	12 000	12 600	13 230
Office supplies	3 000	3 150	3 308
<b>Total Administrative Expenses</b>	<b>RM 199 958</b>	<b>RM 209 956</b>	<b>RM 220 454</b>
<b><u>Marketing Expenses</u></b>			
Advertisement and delivery	800	800	800
<b>Total Marketing Expenses</b>	<b>800</b>	<b>800</b>	<b>800</b>
<b><u>Operation Expenses</u></b>			
Raw materials	18 400	19 000	20 000
Overhead and petty expenses	240	240	240
<b>Total Operating Expenses</b>	<b>18 640</b>	<b>19 240</b>	<b>20 240</b>
<b><u>Other Expenses</u></b>			
Deposit (Utilities, license, etc)	9 000	-	-
Insurance for building	2 000	2 000	2 000

<b>Total Other Expenses</b>	11 000	2 000	2 000
<b><u>Fixed Assets</u></b>			
Business fixtures and equipment	122 000	-	-
Loan payment (Principal)	29 100	29 100	29 100
<b>TOTAL CASH OUTFLOW</b>	<b>RM 887 898</b>	<b>RM 646 096</b>	<b>RM 696 094</b>
<b>TOTAL CASH INFLOW</b>	<b>RM 850 000</b>	<b>RM 385 000</b>	<b>RM 423 500</b>
<b>ENDING CASH BALANCE</b>	<b>RM 37 898</b>	<b>RM 291 096</b>	<b>RM 272 594</b>

## 8.5 PRODUCTION COST

<b>PRODUCTION COST STATEMENT</b>			
<b>DESCRIPTION</b>	<b>YEAR 1 (RM)</b>	<b>YEAR 2 (RM)</b>	<b>YEAR 3 (RM)</b>
<b>Raw Material</b>			
Opening stock	0	18 400	18 400
Current year purchase (RM 18 400 x 12)	220 800	220 800	220 800
Ending stock	(18 400)	(18 400)	(18 400)
<b>PRODUCTION COST</b>	<b>RM 202 400</b>	<b>RM 220 800</b>	<b>RM 220 800</b>

## 8.6 INCOME STATEMENT

<b>INCOME STATEMENT</b>			
<b>DESCRIPTION</b>	<b>YEAR 1 (RM)</b>	<b>YEAR 2 (RM)</b>	<b>YEAR 3 (RM)</b>
<b>Sales</b>	<b>350 000</b>	<b>385 000</b>	<b>423 500</b>
<b>Less: Cost of sales</b>			
Production cost (Raw Materials)	(202 400)	(220 800)	(220 800)
<b>Gross Profit</b>	<b>147 600</b>	<b>164 200</b>	<b>202 700</b>
<b>Less: Expenses</b>			
Administrative expenses	199 958	164 200	220 454
Marketing expenses	800	800	800
Other pre-expenses	9 000	-	-
Insurance	2 000	2 000	2 000
<b>TOTAL EXPENSES</b>	<b>RM 211 758</b>	<b>RM 212 756</b>	<b>RM 223 254</b>
<b>Net Profit Before Tax</b>	<b>(64 158)</b>	<b>(48 556)</b>	<b>(20 554)</b>
<b>Net Profit After Tax</b>	<b>147 600</b>	<b>164 200</b>	<b>202 700</b>

## 9.0 PROJECT MILESTONES

This tables shows an activities and deadlines schedules month by month of critical to ProPrint activities.

<b>ACTIVITIES</b>	<b>DEADLINES</b>
Business Registration	1 August 2025
Agreement of Partnership	15 August 2025
Application for permits and licenses	1 September 2025
Searching for Business Premise	15 September 2025
Primes Renovation	1 Oktober – 31 Oktober 2025
Procurement of Machines and Printing Equipment	10 November 2025
Requirement and Training of Staff	1 December 2025
Searching of Raw Materials	20 December 2025
Pre-Marketing and Promotion Activities	1 January 2026
Commencement of Business (Grand Opening)	22 January 2026