



FACULTY OF BUSINESS AND MANAGEMENT

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BUSINESS PLAN: PIXELPRO CREATIVE STUDIO

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EXECUTIVE SUMMARY.....	4
1.0 INTRODUCTION TO BUSINESS.....	5
1.2 PURPOSE OF BUSINESS PLAN.....	6
1.3 BUSINESS BACKGROUND.....	6
1.4 PARTNERS BACKGROUND.....	7
1.4.1 GENERAL MANAGER.....	7
1.4.2 ADMINISTRATION MANAGER.....	8
1.5 BUSINESS LOCATION.....	9
1.5.1 FACTORS INFLUENCING CHOICE OF BUSINESS LOCATION.....	9
1.5.2 OFFICE LOCATION.....	9
2.0 ADMINISTRATION PLAN.....	11
2.1.1 VISION.....	11
2.1.2 MISSION.....	11
2.1.3 OBJECTIVES.....	11
2.1.4 LOGO & DESCRIPTION.....	12
2.2 ORGANIZATIONAL STRUCTURE.....	13
2.3 ADMINISTRATIVE MANPOWER PLANNING.....	13
2.4 SCHEDULE OF TASKS AND RESPONSIBILITIES.....	13
2.5 SCHEDULE OF REMUNERATION.....	14
2.6 COMPENSATION AND BENEFITS.....	14
4.0 MARKETING PLAN.....	15
4.1 INTRODUCTION TO MARKETING.....	15
4.1.1 MARKETING OBJECTIVES.....	15
4.2 INTRODUCTION TO SERVICE.....	15
4.2.1 MARKET AREA AND BUSINESS LOCATION.....	16
4.2.2 COLLECT INFORMATION AND DATA OF CUSTOMER.....	16
4.2.3 SEGMENTING THE MARKET.....	17
4.3 TARGET MARKET.....	17
4.4 MARKET SIZE.....	18

4.5 COMPETITORS.....	19
4.5.1 ANALYSIS OF COMPETITORS.....	20
4.5.2 ANALYSIS OF “PixelPro CREATIVE STUDIO” OPPORTUNITIES AND THREATS.....	20
4.6 MARKET SHARE.....	21
4.6.1 MARKET SHARE BEFORE ENTRY OF PIXELPRO CREATIVE STUDIO.	21
4.6.2 MARKET SHARE AFTER ENTRY OF PIXELPRO CREATIVE STUDIO....	21
4.7 SALES FORECAST.....	21
4.8 MARKETING STRATEGY.....	22
4.8.1 SERVICE STRATEGY.....	23
4.8.2 PRICE STRATEGY.....	23
4.8.3 DISTRIBUTION STRATEGY.....	24
4.8.4 PROMOTION STRATEGY.....	24
4.9 MARKETING PERSONNEL.....	24
4.10 SCHEDULE OF TASK AND RESPONSIBILITIES.....	25
4.11 SCHEDULE OF REMUNERATION.....	25
4.12 LIST OF OFFICE EQUIPMENT.....	25
4.13 MARKETING BUDGET.....	26
5.0 OPERATIONAL PLAN.....	26
5.1 OBJECTIVES.....	27
5.2 OPERATIONAL PROCESS.....	27
5.2.1 ACTIVITY CHART.....	27
5.2.2 PROCESS CHART.....	29
5.2.3 FLOW CHART.....	30
5.3 OPERATION LAYOUT.....	30
5.4 PRODUCTION PLANNING.....	31
5.4.1 CALCULATION FOR OUTPUT PER DAY.....	32
5.4.2 POSITION AND NUMBER OF PERSONNEL.....	32
5.4.3 SCHEDULE OF TASK AND RESPONSIBILITIES.....	32

EXECUTIVE SUMMARY

PixelPro Creative Studio is a digital-first graphic design agency passionate about creating designs specifically with modern brands, content creators and small businesses in mind, but we believe everyone is a visionary and we can help create designs that embody that vision! We create custom visual content (logos, social media posts, branding kits, jewelry promotional materials, etc.) through a fully online as well as physical agency that allows for client engagement (yes, we have an office), to provide a level of professionalism and accessibility to clients located all across Malaysia.

As a creative agency, our mission is to help people and businesses be seen for who they are through visuals that are clean, meaningful and impactful in some way. PixelPro has a solid presence on platforms like Instagram and WhatsApp which allow us to contact and communicate with clients quickly and effectively. Keeping the dialogue quick means we can take you through the design process in a seamless and interactive way.

Our services are set at an affordable price point and are packaged to provide for different levels of design engagement; whether you need a one-off project or ongoing creative support/tasks... the choice is entirely up to your business needs! As we build our relationships with clients, PixelPro creates deliberately and thoughtfully to help you build your creative brand, and we focus on simplicity, quality, and speed to develop last impressions (for the right reasons). We always aim to be your go to creative partner for original designs and consistent branding.

PixelPro Creative Studio is made up of entrepreneurs with previous experience and expertise in business, the digital economy and of course design. Committed to transforming visionary into visual.

2.0 ADMINISTRATION PLAN

2.1.1 VISION

To be recognized as a leading graphic design studio regardless of market size by utilizing creativity, innovation and customer satisfaction.

2.1.2 MISSION

To provide any business and individuals with high quality graphic design services that visually shows their brand story and enhance their overall impact.

2.1.3 OBJECTIVES

CLIENT DEVELOPMENT	PROJECT COMPLETION
● Specific & Measurable: Get 5 new paying clients. ● Achievable: Use social media, referrals, and promotions. ● Relevant: It builds income and reputation. ● Time-bound: Within the first 6 months.	● Specific & Measurable: Successfully complete 20 design projects. ● Achievable: Based on average 2–3 projects per month. ● Relevant: Increases portfolio and client trust. ● Time: Within 9 months.
MONTHLY RETAINER CLIENTS	SOCIAL MEDIA GROWTH
● Specific & Measurable: Secure 3 monthly retainer clients at RM1,500 each. ● Achievable: Through consistent service and outreach. ● Relevant: Provides stable monthly income. ● Time: By the end of year 1.	● Specific & Measurable: Reach 500 combined followers on Instagram and LinkedIn ● Achievable: With regular content and engagement. ● Relevant: Increases visibility and brand awareness. ● Time: In 8 months