



اَوْنِبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENURSHIP
ENT 300

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Executive Summary

Custom Station is a new business that allows people to custom design a t-shirt (specifically the design on the front or back) any way that they would like. By intelligently leveraging cutting edge technology, Custom Station will harness the power of computer sublimation to allow custom t-shirt printing in production runs as small as one unit.

Custom Station will offer customers a variety of options for creating their own custom shirts. The majority of orders will be for t-shirts, however other style shirts will be available. My business will use Canon printer sublimation technology that allows a computer image to be applied to a t-shirt in a high quality, high resolution, economically feasible manner. This technology creates an image durable enough to withstand thousands of washing. Its photo-like quality, due to significantly higher printer resolution than anything on the market, will show off any image. The technology is cost effective enough to offer customers the ability to order just one unit. Most other competitors' costs prohibit printing custom shirts in one-off production runs. Finally, the customer may choose from an extensive library of existing images, supply their own image, or have an artist create an image for them.

Competitive advantage is I setup this business in a very strategic place, it is because there is no other printing or custom services like I did in my place. Because of this is rural area, the nearest printing or custom shop will take everybody about an hour to get the service done.

1.0 INTRODUCTION :

1.1 Organization Background

Name of the Organization	Custom Station
Business Address	No 5, Susur Derdap 08200 Sik Kedah
Email address	CustomSta@gmail.com
Telephone number	0195454866
Main activities	Manufactured : t- shirt customization Trading : hire a company to do embroidery Service : delivery
Date of commencement	3 rd February 2020
Date of registration	1 st January 2020

1.2 Organization Logo/Motto



Logo description

- C stands for custom and S stands for station. The blue colour means. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith and truth.

Vision

-to be the largest organization in producing T-shirt

Mission

- committed to give the best goods and services to all
- fulfil customer's needs and wants

1.3 Owner Background

Name Of The Owner	Ammar Firdaus bin Md Amran
Identity Card Number	990707-02-5857
Address	822 Sri Dahlia Chepir, 08200 Sik, Kedah
Email Address	ammarbtob@gmail.com
Telephone Number	01120927662
Date Of Birth	7 th July 1999
Age	21
Marital Status	Single
Academic Qualification	Diploma In Banking expected graduated 2020
Skills	Communication skill, Computer Skill, Customer Service
Experience	Cashier at a sport shop