



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ENGINEERING
DIPLOMA IN CIVIL ENGINEERING

EC110

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

MEH SINI ENTREPRISE
CYBER CAFÉ AND 3D PRINTING

PREPARED FOR:
PN NORANITA BT ABDAMIA

PREPARED BY:

Num.	NAME	I/D NUMBER
1.	Wan Muhamad Syakirin Bin Wan Mhd Sanusi	2016492726
2.	Muhammad Danish Bin Surani	2016492762
3.	Muhammad Zaim Bin Zulkiple	2016455152
4.	Syazwan Hakim Bin Mustapha Kamal	2016471554
5.	Izzat Rais Bin Ishak	2016471394

ACKNOWLEDGEMENT

Assalamualaikum w.b.t, firstly we would like to thank Allah S.W.T because we finally completed our group assignment. We are deeply indebted to our lecturer, Madam Noranita who always helps us improving and give knowledge to assist us in finish our assignment as well.

Next, we would like to thank all group members that had always been dedicated in making this assignment successful no matter how hard it is. Without their support this assignment are impossible to be completed.

We also owe acknowledgement to our family for their support in no matter what we do. They also help us a lot of such as providing us with necessary financial to make this assignment a success project.

TABLE OF CONTENTS

LETTER OF SUBMISSION

ACKNOWLEDGEMENT

TABLE OF CONTENT

EXECUTIVE SUMMARY

1 INTRODUCTION

1.1 Name of Business

1.2 Nature of Business

1.3 Industri Profile

1.4 Location of the Business

1.5 Date of Business Commencement

1.6 Factors in Selecting the Proposed Business

1.7 Future Prospects of the Business

2 PURPOSE

2.1

2.2

3 BUSINESS BACKGROUND

3.1

3.2

3.3

4 BACKGROUND OF PARTNERSHIPS

5 LOCATION OF BUSINESS

6 MARKETING PLAN

7 OPERATIONAL PLAN

8 ADMINISTRATION PLAN

9 FINANCIAL PLAN

APPENDICES

PARTNERSHIP AGREEMENT

EXECUTIVE SUMMARY

This business is based on partnership where it consists of four (5) members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 100,000 where the total contribution of each member is RM20,000.

Buildings' replicas is one of the most popular service at our company. MEH SINI 3D Printing ENTERPRISE with tagline 'Give,Trust,Respect' is located near Pasir Gudang with address Jalan Serangkai 3,Taman Bukit Dahlia 81700, Pasir Gudang, Johor Darul Takzim.

MEH SINI 3D PRINTING is a company which focuses on 3D printed production in Malaysia. We also include small cyber café inside our shop,just for simple medium to make some research before print the product or surfing the internet. This type of service is rare to be see in our beloved country however this service have been develop in other country 4 years earlier. Being the pioneer to start this business in this area may ease people close to our shop to make their own 3D product ,especially for large companies. Our shop provide 3D products which is can be customize by the customer. The products are phone's casing, keychain , buildings' replicas and toy model. The details in making the products and unique designs gives an opportunity to this product to be the one of marketable product. Moreover, the quality of the 'ingredient' to make this product give a lot of benefits to our company and we are highly confident that our market can be easily developed and spread in Malaysia.

To make it more attractive and interesting, we decided to make some innovation by implying our creativity and modern element in these products. Nowadays, color is one of the important thing in any products making so, for example colorful abstaract design of phone case with friendly shape to the user might be a new attraction to people. We have done some research that Malaysia is one of developed country and people of Malaysia spend much money just for accessories of their cellphones.Normally people at age within 14-30 very accentuate about their gadget's style.So, with our new innovation,

they can just customize their phone case with our example and presets, or they can manually design by their own idea.

Our business is expected to commence in 2017 and our vision is to drive the company up to the absolute top by becoming the best among the best of the 3D Printing Shops in Malaysia. Constantly working to establish ourselves as the most respected, reliable, admirable and sought after this type of shop. Develop mutual respect, honesty and trust among each and every keyholder of the company to build a solid and sustainable partnership philosophy, at the same time become a well known 3D Printing shop throughout Malaysia. This will be realized by the full cooperation and efforts among the partners to promote the company.

Based on the objectives above, we are venturing into the printing industry. 3D Printed production has the potential of being a profitable business if it is done in a modern way with large scale and systematically managed.