



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى اَبْنائِنَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

**graphster**  
**G.P.S printing service**

AD1114

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2016

05 March

Sir,  
Submission of Business Plan Proposal (ENT 300)

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT 300 subject.

This business plan was completed according to the guidelines and requirements given according to subject related. This business plan is build up to serve as a guide and prototype for a business proposed deal which covers the top management which is started with general manager followed by the administration, marketing, operation, and financial aspects.

2. We are hope that our business plan that we recommended does fulfill your obligations. If there are any error or lack in any part are fully depends on us. Plus, we are appreciating to any comments or remarks on our project in order to help us to improve it and also to ourselves as well.

3. Thank you for your guidance and time to go through our business plan and analyzing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Yours sincerely,



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(NURFATIN NADIAH BINTI ASPANDI)  
General Manager,  
Graphster Printing Service GPS.

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## **EXECUTIVE SUMMARY**

### **NATURE OF BUSINESS**

GRAPHSTER PRINTING SERVICE is wholly owned by 5 Bumiputra Entrepreneurs which involved in printing services. This partnership company that consists of 5 persons who are also work in a company. All partners are entitled to participate in the business management. We are also able to share a lot of new ideas together to increase our quality services in our business, apart from maximizes our profit and the quality of the product. This printing services company offering a high quality printing such as Flexography and Screen printing. Flexography produced vibrant colors with little rub off, qualities valued for newspaper, directories and books while Screen Printing also known as Commercial screen printing. This method is used to print designs on cloth and other fabric items such as caps or napkins which are its biggest market. The coolest thing in this company is customer can request a design from us and customer also can make a merchandise items for advertising, packaging, (T-Shirt, fabric, caps) design and many more. In response to environmental concerns, printers increasingly use alcohol-free solution, water based-inks, and recycled paper. Demand from customers, some uniqueness and different in the design and quality compared to the product offered by other companies. For this company we will provide a cheapest lower cost for student to print, or to make an advertising with their budget. We also will provide a card member for the student. Other than that, we also provide an online printing.

## INTRODUCTION



- **NAME OF THE COMPANY:** Graphster Printing Service (GPS)
- **NATURE OF BUSINESS :** Services
- **Industry profile:** Our business is owned actively by partnership, incorporated as Graphster Printing Service. Our business providing printing service for UITM , UNIMAS student (graphic) and people around Kota Samarahan with high quality printing.
- **ADRESS:** Ground Floor, subplot 80, Jalan Datok Mohd Musa, Desa ilmu, Kota Samarahan, 94300, Kuching, Sarawak
- **Date of establishment:** Our business will open on 11 JANUARY 2017
- **Business type :** Business to business (Partnership)
- **Business hour** 8:00am until 12:00am (Monday to Saturday)
- **Service/Product :** Printing and Design