



UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF CHEMICAL ENGINEERING

DIPLOMA IN CHEMICAL ENGINEERING

J4EH1101B

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

ECO Printshop

PREPARED FOR:

DR AZIZAH BINTI DAUT

PREPARED BY:

MUHAMMAD AIZAT BIN MOHD ADNAN

2017490628

NOR ALIA SHAHIRA BINTI NAZIR

2017628342

NUR IZZATI BINTI RAHMAT

2017628656

TABLE OF CONTENTS

Letter of Submission.....	6
Acknowledgement.....	8
Introduction	
Name of the company.....	11
Nature of business.....	12
Industry profile.....	12
Location of the business.....	13
Date of business commencement.....	13
Factor in selecting the proposed business.....	14
Future prospects of the business.....	15
Purpose	
Project viability and growth potential.....	17
Guideline for the management of the proposed business.....	17
Business resources effectively.....	17
Company Background	
Company background.....	19
Vision.....	20
Mission.....	20
Organizational Chart.....	20
Logo.....	21
Motto.....	21

Shareholders Background

Background for shareholders.....23

Location of the business

Physical location of the project.....27

Building.....27

Basic amenities.....28

Marketing Plan

Introduction.....30

Marketing objectives.....31

Description of products.....32

Target market.....33

Market size.....35

Competitors.....37

Market share.....39

Sale forecast.....42

Market strategy.....45

Organization chart for marketing department.....51

Manpower planning.....52

Schedule of task and responsibilities.....53

Schedule of remuneration.....54

Marketing budget.....55

Acknowledgement

Assalamualaikum, 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 who always helps us improving and give knowledge to assist us in finish our assignment as well.

Next, we would like to thank all our group members that had always been dedicated in making the 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.

1.0 Introduction

1.1 Company's Name

The name of this company is ECO Printshop is the official sales and marketing for the high quality among Malaysia market. The significance for the name of ECO Printshop as our company name is, ECO represent that our company used digital printing that using eco-friendly printers and ink. 'ECO-FRIENDLY' products are becoming more popular in printing business since 2016.

Many companies are looking for practical ways to cut costs and help the environment. Typically, in a tight economy, it is seem expensive to use products that always bring benefits to environment. However, this is an effective way to cut costs.

Our company always thinking about making a change to more eco-friendly products such as copiers, printers and fax machines, so this is most cost effective eco-friendly printers. When it comes to eco-friendly printers, many of the top money saving opportunities come after purchase the new hardware. We can select how we print and how much ink used. We also have ability to print on both sides of paper, the kind paper of we use and even the kind of cartridge we utilize (some brands use only recycled plastic). Chances we can alter the way it prints to improve money and eco savings.