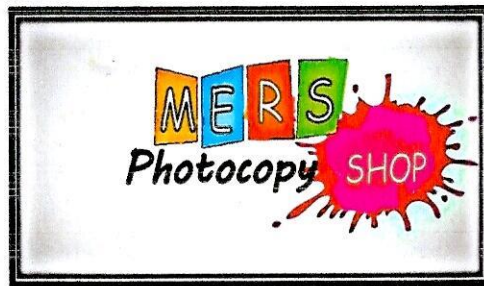




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UNIVERSITI TEKNOLOGI MARA (UTM)
DIPLOMA IN PLANTING INDUSTRY MANAGEMENT (AT110)
FUNDAMENTAL OF ENTREPRENEURSHIP
“MERS PHOTOCOPY SHOP”



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DIPLOMA IN PLANTING INDUSTRY MANAGEMENT

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16 March 2015

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.

2. This business plan was completed according to the guidelines and requirements given according to our subject syllabus. This business plan also constructed to serve as a blueprint and guide for a proposed business venture which covers administration, marketing, operation, and financial aspects.

3. We hope that this business plan that we proposed does fulfill your requirement. Any mistakes or lack in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us improve it and ourselves as well. 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,



(NOR AFIFAH BINTI SEBURI)

GENERAL MANAGER

MERS Photocopy Shop.

AGREEMENT OF SHARE HOLDER

INTRODUCTION TO BUSINESS PLAN

A business plan is a formal statement of a set of business goals the reason they are believed attainable and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals. Business plans may also target changes in perception and branding by the customer, client, taxpayer, or large community. When the existing of the business is to assume a major change or when planning a new venture and it required 3 to 5 years of business plan. The idea to put together this business plan is to enable the owners to have a more ideas and potential costs and drawbacks to certain business decision and help to modify accordingly before implementing this ideas.

MERS Photocopy Shop is a partnership which venture and major in printing and photocopy. The business is in form of partnership which consists of six shareholders. All shareholders had agreed as stated in an agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We had chosen this kind of business because it is a one type of business which has good potential to get profit. Besides that, shareholders always give commitment with our business.

INTRODUCTION TO MARKETING PLAN

SERVICE DESCRIPTION

SERVICE

MERS Photocopy Shop mainly providing a Photostat and printing as our core business. MERS also sold the stationary as a supported business, especially supported the financial in operating the business. Our supported also act as and back up business as a back up to overcome the financial problem. Align on MERS mission and vision that will provide a good services as a printing and photocopy shop, we providing a 3 machine of printing and photocopy as starting of our business. MERS also providing a 5 computer's for printing and online services. MERS also providing an internet wireless as online services that most important for our customer as for downloading and printing their document. As using the computers, we're giving them charge and also for backup our main business.

II SERVICE DESCRIPTION

The following is an overview of our main and supported services by categories:

- i. **Photocopy:** This is the main services that we offered. We providing an black and white photocopy, and also colour photocopy. An pricing system are based on services of photocopy.
- ii. **Printing:** As this type of services, we provide an computer for printing work. We also provide an laser printing machine for an special printing work. MERS also providing an usual machine as supported machine for an backup for an lot of printing work on one time. Other than that, MERS also providing printing wedding card, business and banner.
- iii. **Stationary:** MERS also providing on selling stationery as an supported business. We are selling best of all students need.