



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT
CAMPUS SAMARAHAN, SARAWAK

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY
FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

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Surat Kami : 100-UiTMKS (HEA. 30/7)(18)
- Tarikh : 26 Januari 2015

KEPADA SESIAPA YANG BERKENAAN

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pengurusan Dan Teknologi Pejabat** untuk membuat satu kertas projek bagi kursus **ENT 300 (Fundamentals Of Entrepreneurship)**

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek, **Puan Noraida Omar** di talian(082-677200) sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

"BERSATU BERUSAHA BERBAKTI"

Sekian.

Yang benar



SADIT BIN TAHA
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EXECUTIVE SUMMARY

"Youth Printing" is unlike another printing shop in Samarahan because our shop provided photocopy, printing, surfing internet and mini cafe. We choice "Youth Printing" because it easy to people say that name and based on the name people will know that our shop is printing the document and photocopy the paper works and others. Besides that, our shop is located at **Lot. 34, Bazar Ria Lorong Desa Ilmu 22M1A, 94300. Kota Samarahan**

We choice to open our shop at Desa Ilmu because of the high demand of the region that has many student and then they are too many workers which is like lecturer, teachers and the others that need to print out their paper works and some of important that they need it. Apart from that, they can loafing while they waiting they document to be printed and as you know our shop have provide mini cafe that people can loafing there.

Our shop also provides surfing internet which is all the people surrounding over there can use our computer to do the surfing internet but of course it need to pay and the payment based how long time he or she use that computer to surfing internet.

INTRODUCTION TO BUSINESS PLAN

(A) Name of Company

The name of our business is "Youth Printing". We choose this name because it is easy to spell it or say it if customer want to print their assignment. In addition, through our name (Youth Printing), customer will easy to recognize and understand what we offer and specialize in.

(B) Nature of Business

Youth Printing is different shop with other printing shop, because our shop is having provided mini cafe outside the shop, Bluetooth printing, numbering system and others think. It is will make easy for our customer to not waiting too long to print. If some our customer does a printing their work paper more than 100 paper, they will get discount RM0.05 cent a paper.

Also we will provide a card stamped every time a customer print and the card have 20 vacancies that need to be stamped. If any successful customer spends in the blank with a special stamp made from our shop so he can print documents or paper him without pay for two days does not matter much paperwork he or disputing.

(C) Industry Profile

Our shop is based on printing and mini cafe industry. We provide place to people printing their document or assignment at our printing. Apart from that, our shop is different we provide mini cafe also for those who waiting their things to be print and can loafing while waiting.