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Executive summary

Pirate Printing and Souvenirs is an exciting new business that allows people to custom design a shirt (specifically the design on the front or back) any way that they would like. By intelligently leveraging cutting edge technology, Pirate Printing and souvenirs will harness the power of computer sublimation to allow custom shirt printing in production runs as small as one unit. Other than that, we also provide services such as providing souvenirs to the customer at reasonable price. The company was founded by Aishah binti Norhamad. The company is set up as a partnership that governs under Partnership Act 1961. Pirate Printing and Souvenirs will have a storefront in Sulaman Central, Sepanggar.

Imagine the ability to create a totally custom shirt. You choose the material and style of the shirt, and then the image or graphic you want on the front and/or back. This is the ultimate form of expression. There are no limits to what you can communicate. Some people might show their fanaticism for a particular sports team, others a musician. Or you might have a social message or cause on your shirt. Whatever you may decide, you can print any image on your shirt. Besides, it applies to all kind of souvenir provided by us too!

Products

Pirate Printing and souvenirs will offer customers a variety of options for creating their own custom shirts and also custom souvenirs. The majority of orders will be for t-shirt and corporate shirt, however other style shirts will be available. Pirate Printing and Souvenirs has developed a strategic relationship with Orange Sport based in Kuala Lumpur that provide a high quality of all kind of shirt. The customer may as well choose from an extensive library of existing images, supply their own image, or have an artist create an image for them.

Management

Pirate Printing and Souvenirs will be led by Aishah binti Norhamad. In addition, the operational manager- Nur Hettyrah has early business experience that gave her valuable insight into the market, the products, and the customer's needs and desires. During semester break, she worked as a tailor, and it was this experience that provided useful business and professional contacts within the shirt sublimation industry. She will use the educational skills, her business contacts, and her previous

shirt (tailoring) industry experience to make Pirate Printing and Souvenirs running effectively and efficiency. As well as other committee, who are endeavour to running this business to meet Prirate Printing and Souvenirs objectives. The sales forecasts indicate that Pirate Printing and Souvenirs will achieve sterling sales for years two and three respectively. Net profit will correspondingly be untarnished.

Specifically, the purposes for this business plans are:

- 1. To show the financial strength of the company, especially when applying for loans and to provide the exact & correct financial funds and other financial information
- 2. To define the terms and conditions that shall be used in the business as a guideline for us in setting, planning, managing, controlling and controlling our business for the day, management, for the long-term forecast, strategic, target, needs and even long term goals.
- 3. To provide a clear organization and hierarchy of the effectiveness of the business.

Purpose of Business Plan

Name of business: Private Printing & Souvenirs Sdn. Bhd.

The purpose of this business is to venture into public and be known to all population besides maximizing profit. We aim to expand our business operation all around Sabah. This business plan is a first step towards realizing the above feeds. Specifically, the purposes for this business plans are:-

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Form of business: Partnership

☺ To show the financial strength of the company, especially when applying for loans and to convince the investors towards providing funds and other financial institution

☺ To fulfill one of the terms and conditions that stated in ETR 300 project

☺ As a guideline for us in setting, planning, managing, handling, and controlling our business for the daily management, budget, financial forecast, strategies, target market and even long term goal

☺ As a master plan of an organization that necessary the effectiveness on running such business