



اَوْبَهُوْ سَيِّقِي تَيْكُونُو لَوِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

CAWANGAN SARAWAK
KAMPUS SAMARAHAN

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT

iPrinting

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EXECUTIVE SUMMARY

iPrinting is a company that provides services to business owner to advertise their product efficiently with affordable cost. iPrinting also provides hand to hand guidance in making the best decision for business owner to improve their overall company marketing strategies. iPrint is located at Aiman Commercial Centre, Jalan Dato Muhammad Musa, 94300 Kota Samarahan, Sarawak. The company itself have 5 managers in charge. They are Azyan Nadzira, Zurfazeera, Mohamad Rozai Man, Mohammed Fazrul Aslam and Andy Brandonly.

The idea of creating this business plan of advertising services is to help students of universities, especially from Universiti Teknologi MARA Kampus Samarahan (UiTM) and Universiti Malaysia Sarawak (UNIMAS) also people in that area regarding cheap printing services and also to help in solving business owner marketing issues. This is because, by creating and existing this company, these students, or even customers from the area of Kota Samarahan can save their energy and money to advertise their business or the student who are in search of cheap and fast printing services. They do not have to go to the Kuching City to advertise or printing their products, as our company is located in a strategic place.

iPrinting serves the best services for customers. Customers can spend their time wisely in our shop because we will provide the fast and reliable service, rather than wasting the customer time of doing nothing during period of waiting. We guarantee that our services will ease the work of the customers. We hope this company can grow bigger in near future.

INTRODUCTION

TYPE OF COMPANY	:	Private
TYPE OF BUSINESS / SERVICES	:	Advertising and Printing Services
NAME OF COMPANY	:	iPrinting
ADDRESS	:	Aiman Commercial Center, Jalan Dato Muhammad Musa, 94300 Kota Samarahan, Sarawak
TYPE OF BUILDING	:	Commercial structure, purchase
INFRASTRUCTURE	:	Area = 1226 sq. ft.

iPrinting is a company that serves their users with printing services where the user can print documents, cards, banners and even tees. This company also will provide designing service upon request of the users. This company is located at one of the building in Aiman Mall area and will targeting students from schools and university nearby to be their customers. Other than that's, this company also target others company, organizations and many mores. iPrinting Company will be established on May 2020.

In this company, there are five top management that will handle this company which is General Manager, Admin Manager, Operations manager, Marketing manager and Financial Manager. This company propose binding and Laminate services, document and T-shirt printing, providing delivery on additional charges and providing designing service.

To maintain customer relationship, iPrinting Company will be providing membership as loyalty from customers, discount as much as 15% for customers who purchase over RM1000 on T-shirt printing and many more. iPrinting Company also had key partners with other companies who supplies machine and raw materials to this company.

Other than that, promoting method of iPrinting Company is using social media such as WhatsApp, Instagram, website, Facebook and also email. This channel is to allow the customers giving their feedback on our company services. In this way, iPrinting companies can improve their services quality from time to time. It is allow customer to make deals and business through this company social media.

PURPOSE OF BUSINESS PLAN

- I. As a guideline for managing the business
- II. To allocate business resources effectively

This business plan is prepared as a first step to manage our own business in the future. It is used as guideline so that we know the steps and what should we do in order to achieve and manage our business efficiently. With this, we can manage our business with a more cohesive vision. This business plan also allows us to allocate our business resources effectively to avoid miscalculation in preparing to start our business and to foresee on how our economic state will be in the future. A business plan conveys the organizational structure of our business including our duties as managers. It can act as a management tool that can be referred from time to time to ensure that we are on the right side of the track or otherwise. This plan also can be referred to make sure that we achieve our sales target as well as our goals.