

BP-AM-B



اُنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS OPPORTUNITY**

**ANIS FAIZ'S PRINTING SHOP  
PRINTING SERVICE BUSINESS**

**PREPARED BY:**

**FACULTY & PROGRAMME:**

**ADMINISTRATIVE SCIENCE AND POLICY STUDIES, DIPLOMA IN PUBLIC  
ADMINISTRATION (AM110)**

**SEMESTER: 4B**

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**PREPARED FOR:**

**MADAM SITI MARDINAH BINTI ABDUL HAMID**

**SUBMISSION DATE:**

**21<sup>st</sup> MAY 2019**

## LETTER OF SUBMISSION

Diploma in Public Administration (AM110)  
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21 May 2019

Madam Siti Mardinah Binti Abdul Hamid,  
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Madam,

### SUBMISSION OF BUSINESS PROPOSAL

Referring to the matter above, we would like to submit our business plan on the name of Anis Faiz's Printing Shop, located in Desa Ilmu, Kota Samarahan, for your analysis and evaluation, consisting of all details and examples.

2. This report consists of components and aspects that are vital which has been considered since the beginning of the business. This includes our business profile, administration, marketing, operational as well as financial aspects of the business and other related information regarding the business plan. Below is the list of group members that are involved in completing this business plan:

ALYA BATRISYIA BINTI AHMED TARMIDZI (2017242456)

ANIS FAIZ BIN SAUDI (2017298998)

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## EXECUTIVE SUMMARY

Anis Faiz's Printing Shop offers printing services as well as providing a study space for students to rent based on an hourly basis. Our targeted customers are the students and lecturers from the education hubs in Kota Samarahan, and we hope that our business can cater to their needs and can benefit them significantly. We offer affordable prices for our services so that we can help to lessen the burden of our customers financially.

With loan given as support from Islamic Bank, we are hoping and wishing Anis' Faiz Printing will be able to achieve outstanding demands. Our business is expected to commence on in 2020. This will happen when all partners give full cooperations and efforts to run the business.

We will expect our business to become more developed in the near future. We will compete healthily with other companies who offer the same services and products and we will also make sure to gain more profits in the long run.

## **2. PURPOSE OF BUSINESS PLAN**

### **1. The Entrepreneurs (Anis Faiz's Printing Shop Managers)**

A business plan will enable the Managers of Anis' Faiz Printing to fully understand the proposed business. The managers can determine in advance there is a market for the proposed products or services. Investment, business planning and decisions are better guided with the availability of a Business Plan.

### **2. Customers**

Customers will try the services and products before they want to invest their money to get full satisfaction. Hence, a good service and products will make customers want to use and buy the products that are offered.

### **3. Financial Institution**

Business Plan assists and help the financial institutions to evaluate the capability of the services and products. Other than that, it also provide loan for the business. Financial institution involved in this business is Islamic Bank.

### **4. Company's Staffs**

A business plan helps workers to understand the business' goals, objectives and also as a guideline to them regarding their job duties and responsibilities.