


 اونیورسیتی ٲکنولوژی مارا
**UNIVERSITI
 TEKNOLOGI
 MARA**
**CAWANGAN
 PULAU PINANG**
ENT300
**FUNDAMENTALS
 OF ENTREPRENEURSHIP**
BUSINESS PLAN



Al-Amin Jersey Store

SUGGESTION FOR REFERENCE:	
OVERALL BIZ PLAN	✓
INTRODUCTION	
ADMINISTRATION PLAN	
MARKETING PLAN	
OPERATION PLAN	
FINANCIAL PLAN	
CONCLUSION	

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SUBMISSION DATE	:	29th. JAN 2021

EXECUTIVE SUMMARY

After we have brainstorming for the ideas, we decided to make a production business. We have agreed to start a sublimation printing company. Our company will be call as Al-Amin Jersey Store. Our company main products are selling sublimation shirt that which is request by our customers. The customer can come to the shop to test and buy the product that we already made or they can create their own wishes design of shirt. Customers can pick their interested design in our catalogue or they can give their own design of shirt and we will make it become real as good as possible.

The main purpose of our company is to meet the demand of our customers with the highest rating we can get. We will make sure that there is no bad rating from our product. We will also keep the lowest reported of bad services among other company out there so we will attract many customers as possible. We also want to stand tall as other successful company that will become our healthy competitor. For the information we also will take a mass order from the customers. By taking that type of package of course they will be given a discount base on the unit that they bought. So our customer will save their money by doing that. We also provide the customers the alter services for those who want to make change at their cloth.

Our business location can be found at Seksyen 7, Shah Alam, Selangor. We decided to choose this place to run our business because we found out that this place have a lot of attraction place. There is a lot of student college around there which have become our main attraction. We will operate from 8 a.m. to 9 p.m. from Monday to Saturday. Close on public holiday.

In order to complete our business planning, we have to analyse and make a planning that was based on this category. The categories are operation, marketing, operations, and finances. To make sure that we understand more deeply about the business plan, we also conduct a business model canvas. The business model canvas is a strategic management for developing a new business like us.

PURPOSE OF BUSINESS PLAN AND BUSSINESS BACKGROUND

Al-Amin Jersey Store is a new sublimation jersey services that is located at Jalan Plumbum 7/100, Seksyen 7, Shah Alam. We take pride in making the best sublimation jersey to satisfying every customer. Al-Amin Jersey Store was established on 21 January 2021 with the good vision is to be the leading sublimation printing production in Malaysia.

Statement of purpose or reason for existence, our mission is to produce sublimation printing production with the design that satisfy the customer needed. The various of design that can customer choose, or customer can have their own design to give to us to put at the jersey is one of the satisfy that Al-Amin Jersey Store can give to the customer. We are also offering discussion or guidance to customer that want to make their own design with our staff. This kind of service will be very recommended for student or worker to make their own sublimation jersey design with high quality at affordable price. Our service will operate at 8 a.m. until 9 p.m. It will give chance for customer to come any time that they free either at morning, evening, or night.

Our financial resources are applied from a bank loan to open our business because we are combining all those outstanding balances into one monthly payment. This of debt makes us easier to work out a time frame to pay off my balances without getting overwhelmed. Besides, we collect modal from our business partner because they are the closest people who can help us in terms financially, effort and energy.

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2.0 ADMINISTRATION PLAN

2.1 BUSINESS VISION, MISSION & OBJECTIVES

VISION

To be the leading sublimation printing production in Malaysia.

MISSION

To produce sublimation printing production with the design that satisfy the customer need.

OBJECTIVES

- 1) To organize system planning for the future to achieve 100% of kpi.

- 2) To has an effective communication system in order to reduce toward zero errors and no communication default.

- 3) To provide 100% of solution and support system to employee in order to resolve the problem in the company.