

## BUSINESS PLAN



AKSIN GRAPHIC SDN. BHD.

NO 8, JALAN VIVEKANANDA  
OFF JALAN TUN SAMBANTHAN  
50470 KUALA LUMPUR

### PREPARED BY:

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Section 1  
Introduction

**Executive Summary**

Name of the company: AKSIN Graphic Sdn Bhd.

Nature of Business

We are offering products and services that mainly involve in offset printing. It covers everything from designing to printing and even delivery. We provide services on books publishing, event booklets, pamphlet, brochures, posters (depend on size), school magazines, wedding cards, postcards, journals, circulars, full scap papers (test pads) and jobs related to printing like designing logos, labels and producing it, name cards and business cards, designing signboards and billboards.

We also deal with jobs given by vendors that are usually relatively too small for them. Big printing companies that have accept jobs in small quantity will usually sub-con them to small printing companies like us as using their big machines for small quantities would result in ineffective operation.

Industry Profile

Printing industry is undeniable an enormous industry. It involves millions and millions of ringgit every year. The industry also creates many job opportunity for the people thus increasing nation's production. Even everyday, we deal with so many printed materials, when we read books, newspapers, magazines and journals. We write in books, pads, full scap papers and so many more.

It is an industry with quite a bright future since printed materials will always be used all the time regardless the economy condition and situation. For example, newspapers will still be published though in bad economy situation.

Location of the business

Our premise located in the heart of the city, Kuala Lumpur. Particularly, we are located at no.8 Jalan Vivekananda, Off Jalan Tun Sambanthan 50470 Kuala Lumpur. It is about 1 km from Kuala Lumpur Sentral (KL Sentral) and it takes only 5 minutes walking to reach our premise from KL Sentral.

There are several factors being concerned before we decided to rent this premise and base our business here. The first and foremost, a huge printing community has been established here. Almost everything related to printing business can be reached easily here.

As a good example, our vendors related to finishing our goods based nearby the premise. Companies dealing with books binding, stapling, compiling and perforating are just around the corner.

Furthermore, we also do not have to store any stock of printing papers. This is due to the paper suppliers located nearby. We just have to order printing papers needed right after we secure a job. Moreover, storing paper stock would bring harm to the production since it must be use immediately, or else the quality of the paper will degrade because paper absorbs moisture nearby.

Date of business commencement: 1<sup>st</sup> of July 2006

#### Factors of selecting the proposed business

There are several factors influenced us in selecting this business:

- Posses enough expertise in this field. We have good network in finding expert from designing background.
- Low cost setting involved, affordable to establish.
- Wide opportunity in expanding business as long as sufficient training given to fresh employees.
- Lower risk compare to other businesses yet highly profitable.

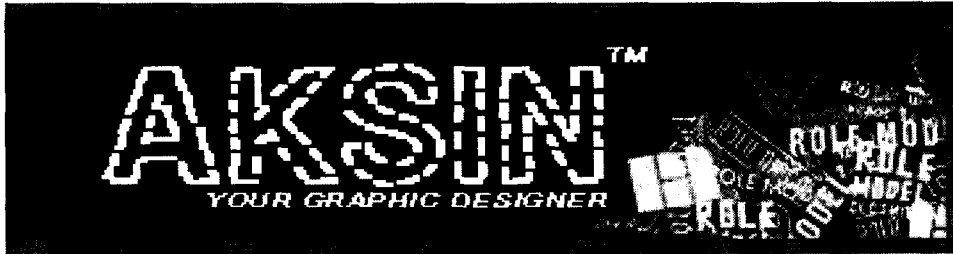
#### Future prospects of the business

In printing industry, the products and goods produced indirectly act as a kind of promotion and they are actually market themselves. An excellent and high quality printing products will attract people and those who need graphic design services will poised to get to know which company delivers such quality printing output. Satisfy on the first impression will influence them to get services from that company.

Designing and printing books closely related to education, entertainment, and also advertisement. These fields will always need continuous expert in designing and also printing. We are optimist that this business will expand as the time goes by. This is due to the fact that people always depend on designer when dealing with designs and printed materials.

Business expected to be growing at steady rate. Printed matter will always be published and designing jobs related to advertising especially is essential in every business to market their products and services.

## Logo and Company Name



AKSIN was actually derived from the initial of the owners' name.

A is from Azlan (Azlan Shah Abd. Rahman)  
K is from Kamal (Kamal Rasyid Samsudin)  
S is from Safri (Muhamad Safri Dzulkefli)  
I is from Idi (Idi Ashikin Mohd Radzi) and  
N is from Nizam (Shahrul Nizam Ahmad)

The logo was created by Mr. Azlan Shah and was inspired by the darkness of black ink that being the main ingredient in printing job. The motto "Your Graphic Designer" is symbolizing how close we are in the heart of the customers. That is one of the most important aspect in marketing so that each time a person mention graphic designing and printing, our company name will straightly pop ups in his head.

The small writings on the right hand side of the logo stated "Role Model". This is actually reflects our mission and objective to be a company that is not only striving for profit but also to be a company that practices good moral values and being followed by the others.