



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

ETR 300

BUSINESS PLAN

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1.0 PREFACE

Firstly of all, we wish to express our thankful and grateful to the Almighty ALLAH because of ALLAH blessing and finally we have completed the business plan.

Otherwise, we want to tribute our thanks to En Mohd Ariff Bin Kamaludin those who are lecturer for subject ETR 300 by giving their ideas and guide to use in order to develop our project.

Special thanks also to the En Rezal bin Abu Bakar who is working as project officer for his willingness to share their experience information and knowledge as long as he involved in this business..

For to other lecturer, friends and outsider specially our parents who are involved directly or indirectly in this project. We would like to thank for all your kindness in helping us whether in material ideas and information we might have faced some problem but as a professional, we have an excellent overcome for those situation.

UNIT RUJUKAN DAN PERKHIDMATAN PEMBOCA
UNIVERSITI TEKNOLOGI MARA
KAMPUS DUNGUR

1.2 EXECUTIVE SUMMARY

CREATIVE PARTNERS is a firm that expel a product in term of direct advertising to customer that come from any agencies or organizations that want to advertise their product or to inform any information to other people. In short, we offer printing services. Our firm product comes from plastic material that has a higher quality (Tarpaulin). This product actually change the old product (felted material) because the felted material easy to soiled and its color easy to dim.

The market potential for this business is high because demand from customer/people always comes and never stop or break. In order to run this business, we need about RM 336,000 modal in order to get office stationery, motor vehicles (lorry), shop, 2 printing machine and other necessities.

In term of project management, we only hire one worker for clerk position which is under administration, one driver and three operational assistant under operational and one marketing assistant under marketing. For administration, marketing, operational and financial, the position will be fulfilled by our partnership members as a manager which is under administration staff. Our firm does not need to hire many workers because it will lead excessive of workforce.

2.0 INTRODUCTION

Our firm name known as **CREATIVE PARTNERS**. We choose this name because it shows that our firm provides a creative work in order to fulfill our customer demand. This name is suitable for our firm as an advertising services (printing). Our business is a partnership business. We will start our business on 1 May 2009. Our firm location is at:

CREATIVE PARTNERS

Block 2, Bangunan PKT,

Kampung Buluh,

22100 Setiu,

Terengganu.

The main factor we want to launch or open this business is because the demands for these services look so high after we make some survey. As we can see know, our country become more develop from time to time. Many project and program that have been and will be launch need to advertise their project or programs. So in this case, we say that the advertising for those project or program is needed to them. So, in order to make others know about their project or program, a creative, beautiful, efficient and effective of advertising need to be take first.

ETR 300-61



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Creative Partners / Nor Shafazillah Al Munnawarah
Shafie...[et.al.]

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