



**FACULTY OF HOTEL AND TOURISM MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
PULAU PINANG**

**ENT 300
FUNDAMENTAL OF ENTREPRENUERSHIP
BUSINESS PLAN**



ELEVEN BRO PRINTING

PREPARED BY :

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EXECUTIVE SUMMARY

Eleven Bro Printing is one of the partnership business company that located at Astaka Utama, Stadium Darul Aman, Jalan Stadium, Bandar Alor Setar, 05100 Alor Setar, Kedah. Our business is in industry that provide both which are product and service. Our product that we produce of course clothes and the service is design and printing on the clothes. Every business must have target market. Our main target are students, working company, and sports team. Others, people who want to make a family day shirts also can find us for solve their problems.

This partnership business generally offers service design the clothes such as sublimation and heat press. The type of the clothes is jersey, roundneck T-shirt, collar T shirt, long sleeve and Muslimah for women. Besides, by producing the best quality of the product, Eleven Bro Printing offers a variety of services to the customers, including design consultation, graphic design, and delivery to their location. For the consultation service, we provide free consulting on product ideas without payment for deposit to every product manufactured, but have the term, clients must place an order with us to avoid being charged. Moreover, the price that can be negotiate and the material of the clothes using sublimate that is will make the design and the colour of the clothes cannot be fade even wash using washing machine will make our product and service get much attention among our target market.

The target market is the group of customers that a firm hopes to attract. Then it was classified as those who have requirements or wants that can be addressed by this company's products or services. To ensure that our marketing efforts meet the needs, wants, and demands of our clients while also generating profit, we at Eleven Bro Printing have identified and focused on a certain group of customers. Our main target are students, working company, and sports team. For examples, futsal team in Malaysia always will order their new jersey with their own design for new seasons. Others, people who want to make a family day shirts also can find us for solve their problems. Furthermore, we have discovered that the community club in this location is actively organising activities, events, and programmes that significantly contribute to the need for printing services.

Our advantages for compete in this industry are high quality of the product, affordable price, good service and no minimum order. Many competitors have their minimum order for receive order. From the situation we take opportunity for accept even one pieces of product only. Next, based on financial performance of three years business, it look great and profitable. This also happened because of our team management give full commitment and well organize from starting to the end.

1.0 INTRODUCTION

1.1 BUSINESS DESCRIPTION

Eleven Bro Printing is one of the partnership business company that located at Astaka Utama, Stadium Darul Aman, Jalan Stadium, Bandar Alor Setar, 05100 Alor Setar, Kedah. Our business is in industry that provide both which are product and service. Our product that we produce of course clothes and the service is design and printing on the clothes. Every business must have target market. Our main target are students, working company, and sports team. Others, people who want to make a family day shirts also can find us for solve their problems.

This partnership business generally offers service design the clothes such as sublimation and heat press. The type of the clothes is jersey, roundneck T-shirt, collar T shirt, long sleeve and Muslimah for women. Besides, by producing the best quality of the product, the design that customer can request, it will attract their feels on our product. Moreover, the price that can be negotiate and the material of the clothes using sublimate that is will make the design and the colour of the clothes cannot be fade even wash using washing machine will make our product and service get much attention among our target market.

In addition, our company alert with the opportunity that this business has the potential of success in the area that can be the leader in market share of the industry. Our future prospect of this business is want to open new branch in every state at Malaysia in next 7 years. The next prospect is become one of the greatest sponsor for famous football club such as Kedah Darul Aman Football Club or others club in Malaysia. Our future prospect maybe sounds like arduous but it still can achievable.

Purpose of business plan

The purpose of the business plan is one of the master plan for the business company. It functions as the guideline for us on manage our business. It enabled the entrepreneur to objectively, critically, and practically assess the proposed business venture. The business plan can demonstrate to the entrepreneur the company's potential.

A business plan's purpose is to persuade interested parties of the project's investment potential. The business plan contains information about the company's operations, administration, marketing, and financial situation. As a result, potential investors can gain a holistic understanding of the company conducted

Next, the business plan assists the entrepreneur with project financial management. This is due to the fact that the entrepreneur has revealed all of the costs associated with running the firm. As a result, he or she may manage the budget for business financing.

Business Background

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|-----------------------------|---|
| NAME OF COMPANY | Eleven Bro Printing Sdn Bhd |
| ADDRESS | Astaka Utama, Stadium Darul Aman, Jalan Stadium, Bandar Alor Setar, 05100 Alor Setar, Kedah |
| TELEPHONE NUMBER | 04-4123456 |
| FAX NUMBER | 04-4123456 |
| EMAIL | 11brothersprinting@gmail.com |
| WEBSITE | 11broprinting.blogspot.com.my |
| FORM OF BUSINESS | Partnership |
| MAIN ACTIVITY | Product and printing service |
| INITIAL CAPITAL | RM 40,000 (own) RM 50,000 (loan) |
| NAME OF BANK | MAYBANK BHD |
| BANK ACCOUNT NUMBER | 1555 8765 4321 |
| DATE OF COMMENCEMENT | 1 JANUARY 2021 |
| DATE OF REGISTRATION | 11 NOV 2020 |
| REGISTRATION NUMBER | SP 0115599 - K |