



FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT 300)

BUSINESS PLAN

PRINTEXT STUDIO

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EXECUTIVE SUMMARY

Printtext Studio will be establish on the early year of 2021 as to provide our best printing customized services towards customer especially in Shah Alam Seksyen 7 and nearby areas which known due to highly demand in population around. We also wanted to help our customer in that area as we provide printing service in reasonable price than our competitor. We are offering printing service which produce using high quality materials and equipment that will satisfy our customer with the best service. This business was founded and managed by five partners and determined to give a great opportunity to public to supply our service in order to conquer our market. Therefore, we will be able to establish our business and trying to get an opportunity to expand our business.

1.0 BUSINESS DESCRIPTION

- a) Name of the company – **PRINTEXT STUDIO**
b) Factors in selecting the proposed business

- **There is huge demand for printing businesses**

The reason that printing businesses are still thriving is because there is still huge demand for their services. Businesspeople need business cards, podcasts need merchandise, event planners need posters, hotels need guidebooks, resorts need brochures, and many more businesses need many more types of print jobs done.

- **Quick and Efficient**

Printtext Studio provide a printing service that they will look after the needs of our business. Whether clients are looking for business cards, stationery printed or even a special customized item within a certain niche they will be able to cater to us. So, a quick and reliable service is worth their weight in gold.

- **Establish**

Whether it be through billboard advertisements, posters, or brochures, finely executed printing can bring the business to life and deliver the message to a wider audience in a creative way. In other words, high-quality printing can help establish printing service help the business to get noticed by more customers.

1.1 Company Background

Name of the Organization	Printtext Studio
Business Address	Persiaran Serai Wangi, Desa Alam, 40170 Shah Alam, Selangor
Website / e-mail address	www.printtextstudio.com.my / printtextstudio@gmail.com
Telephone Number	012-3456789
Form of Business	Partnership
Main activities	Printing service such as cards, banner, flyer, sticker, board
Date of Commencement	14th July 2021
Date of Registration	15th June 2021
Name of Bank	Bank Islam
Bank Account Number	12034259012017

1.2 Organization Logo/ Motto

Logo description, Organization Mission and Vision

Logo/Motto



Mission

Our mission is to create comfort for our clients through reliability and also providing great service, customer experience and forming lasting relationships with our clients.

Vision

Be creative, innovation, and our concern is our client's satisfaction with our service.