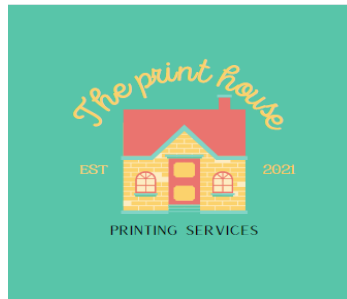




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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300): BUSINESS PLAN REPORT



PREPARED BY

NAME	STUDENT ID
NUR HAFIZHATUL HIDAYAH BINTI MOHAMMAD TAJRI	2019247386
NUR FAZREEN ALIA BINTI RASID	2019439684
NUR AIYSHA IDAYU BINTI ZAHARI	2019248808
TUAN ADANI BINTI TUAN AHMAD`	2019656144
NURUL NASIRAH BINTI AFENDI	2019261368
NURUL SYAHIDAH BINTI JUNAIDI	2019634834

**DIPLOMA IN HALAL MANAGEMENT (IC1204C1)
ACADEMY OF CONTEMPORARY ISLAMIC STUDIES (ACIS)**

BUSINESS NAME

THE PRINT HOUSE

SUPERVISED BY:

DR ASIAH BINTI ALI

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EXECUTIVE SUMMARY

A business plan serves as a roadmap for day-to-day operations. It also more effectively allocated business resources. At the same time, the business plan projects a personal picture of the entrepreneur, as it may be used as proof to stakeholders that this business idea can succeed with the entrepreneur's genuine commitment. Before launching a business, it is critical to plan ahead in order to ensure smooth operations.

The Print House is a partnership business that offers high - quality public printing services. This corporation, in addition to the general manager, has several personnel who help to guarantee that business management operates smoothly and efficiently. At the start of this printing business, as a general manager, I defined and targeted the target market in terms of area and customer segmentation. Taking into consideration also to take a glance at competitors with the same market share as we are.

This company's unique selling point is that we target the local market in two ways: face-to-face business and using social media platforms to increase our reach throughout Malaysia. In addition, my company stands out from the competition by producing high-quality services that include printing, binding and laminating all sorts of printable material in need from the customers.

For the financial plan, we have set a sales estimate aim for the next three years, starting in 2019. This firm is primarily funded by our personal funds as well as a loan. After our own product satisfies Malaysia's market, we believe that strong financial planning would enable us to obtain more funds to develop this firm to the following step, which is the development **V**stage.

SECTION I: INTRODUCTION

1.0 COMPANY BACKGROUND



Name of the Company	The Print House
Business Address	Jalan Aman Sinara 3, Bandar Tropicana Aman 42500 Telok Panglima Garang, Sinaria Tropicana Aman, Somerset Eco Sanctuary, 42500, Selangor
Correspondent Address	Jalan Aman Sinara 3, Bandar Tropicana Aman 42500 Telok Panglima Garang, Sinaria Tropicana Aman, Somerset Eco Sanctuary, 42500, Selangor
Social media	Facebook: The Print House Instagram: @The.PrintHouse
Telephone Number	017-8806762
Form of Business	Partnership
Main Business Activity	Printing Services
Date of Establishment	15 February 2019
Name of Bank	Bank Islam Malaysia
Account Number	01974978410099

Table 1: Business Background