



MUKAH CAMPUS SARAWAK

FACULTY OF BUSINESS MANAGEMENT (BM 111)

FUNDAMENTAL OF ENTREPRENURSHIP

ENT 300



(CREATIVE CREATION PRINTING)

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Prepared For:

MDM. SITI FARAH BINTI LAJIM

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1.0 Submission Letter

Diploma in Business Studies,
Semester 5,
Mara University of Technology (UiTM) Sarawak,
Mukah Campus,
96400, Mukah,
Sarawak.

19th September 2015.

Madam Siti Farah Binti Lajim,
Entrepreneurship Lecturer (ENT300),
Mara University of Technology (UiTM) Sarawak,
Mukah Campus,
96400, Mukah,
Sarawak.

Madam,

RE: SUBMISSION OF BUSINESS PLAN REPORT

With the mentioned above the title, we had completed our Business Plan Report and we would like to submit it. The studies and research had been done according to the guidelines and procedures.

2. We are really appreciating your kindness in guiding and advising us throughout this process of completing the business report. Therefore, we would like to thank you. Without your guidance, we might not be able to be in the right track and procedure a good proposal.

1.2 INTRODUCTION OF BUSINESS PLAN

EXECUTIVE SUMMARY

The name of our company is CC Printing. The business is in form of partnership which consists of four members. Each partner contributes a difference amount of capital as agreed in agreement. The main activity business is designing and printing service based on our customer's demand and choice. We are providing service such as smartphone case printing, shirt printing, cards, and others.

We had agreed that Nurul Farrah 'Ain Binti Abdul Aziz as our Chief Executive Officer and Administration Executive, Khairun Sofea Binti Ahmad Daud as the Marketing Executive, Siti Safina Binti Abdullah as the Operation Executive, and Marissa Lyn Rabak Ak Francis Oscar as our Financial Executive in our company.

The Chief Executive Officer is responsible in planning, leading, controlling and organizing the business. The Marketing Executive will responsible to create the marketing plan, identifying the customer's demand and competitors, target market size and forecast the futures market. The Operation Executive is responsible to the entire job that related to the operation and will be supervised and coordinate the operation in the business. Next, the financial manager will manage the financial matters in the company such as preparing the budget and financial statement for expenses of each department and controlling the flow of money of the organization.

We expect to increase the number of customers and gain our company profit. Our aim is to be one of the top ranking printing service companies in Sarawak and the other places. We hope in the future we will have an excellent record in our sales and tend to open up more branches in other states.

1.4 NAME OF THE COMPANY

Our company's name is CC Printing Service. CC Printing stands for Creative Creations. Creative Creations stands for the varieties of products that we produce in our company such as phone cases, business cards, invitation cards, banners, and other printing services. Creative means we are critically create our output with a good quality and printing visualisation. Creation stands, we create a variety of products in our production service in the printing industry.

1.5 NATURE OF BUSINESS

Our company is in a business form of partnership. Partnership business is incorporated under the Business Registration Act 1956 (Amendment 1978). CC Printing is owned by 4 partners which are all Bumiputera. The reason why we choose partnership is because of the interest and hobby that we share are similar to each other. We also have a same dream in opening a same business which is printing service.

The entire shareholders which are the entire partners have their own responsibilities in CC Printing. Nurul Farrah 'Ain Binti Abdul Aziz becomes a General Manager and Administration Manager after she is appointed by her partner due to the highest shareholding in our company. Khairun Sofea Binti Ahmad Daud becomes Marketing Manager, Siti Safina Binti Abdullah becomes Operation Manager and Marissa Lyn Rabak Ak Francis Oscar becomes Financial Manager. All of the positions were arranged due to the qualifications of the entire partners.