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ENT 300

“HAQ’S PRINT – OUT”

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## **EXECUTIVE SUMMARY**

The name of our company is HAQ'S Print - Out whereby the business has been decided in the form of four partnerships. Each partners contributed on an agreed amount of capital as in our agreement. Our main business activity is to provide guaranteed printing and photostate. We will be located at Ground Floor, Sublot 7, Jalan Datok Mohd Musa, Desa Ilmu, Samarahan, 94300 Samarahan, Sarawak. Every partner in the business are entitled and encouraged to participate in all business management. All of us have agreed that **AWANG ADZLI BIN AWANG OMAR** as the General Manager & Administration Manager. **QASTALANIE SYAUQIEE BIN YAHUD** as the Marketing Manager. **MOHAMMAD HAFISNAZLAN BIN SIROS** as the Operational Manager and **MOHAMAD SUHAIMI BIN DEMONG** as the Financial Manager.

The management team will be led by the General Manager with the help of the other managers along the process. The general manager is responsible for controlling, planning and organizing. The administrative manager is responsible for matters concerning office administration. The marketing manager is responsible for the preparation of marketing process which includes identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. The operational manager is responsible for controlling and managing the business' operation. Finally the financial manager is responsible for handling every financial matter such as preparing for the budgets and financial statement for the each department.



## **Introduction**

<b>Name of Company</b>	<b>HAQ’S Print – Out</b>
<b>Company’s Address</b>	Ground Floor, Sublot 7, Jalan Datok Mohd Musa, Desa Ilmu Samarahan 94300 Samarahan Sarawak.
<b>Nature of business</b>	Printing and Photostat Services
<b>Industry profile</b>	HAQ’S Print – out is a well-known printing services in a certain place in Sarawak. Due to date, our company wishes to separate our business all over Sarawak but first start in SAMARAHAN.
<b>Location of Business</b>	Gound Floor, Sublot 7, Jalan Datok Mohd Musa, Desa Ilmu Samarahan, 94300 Sarawak.
<b>Date of business commencement</b>	1 <sup>st</sup> January 2017
<b>Factors in Selecting The Proposed Business</b>	<ul style="list-style-type: none"> <li>• Less competitors in the area</li> <li>• High Demand in Print and Photostat</li> <li>• To be an place for our customers</li> </ul>
<b>Future Prospects of The Business</b>	<ul style="list-style-type: none"> <li>• To add more choices of printing services.</li> <li>• To expand and open up new branches in all over in Sarawak and Peninsular Malaysia</li> </ul>

**Logo**



**Logo Description**

As observed, the printing and Photostat name is based from the name of 4 partners in this company which is H- Hafiz, A- Awang, Q- Qastalanie and S- Suhaimi. Print – Out is means by a page or set of pages of printed material obtained from a computer's printer. The printer logo shows that our company is do a printing and Photostat. The red colour inside the circle shows that our company is brave to open up a new shop in the area of many competitors with a new knowledge and new experience. 9 vertices of stars on the both sides shows that our company is come from Sarawak. Lastly, the blue around the circle means that blue is relates to one-to-one communication, especially communication using the voice speaking the truth through verbal self-expression it is where our company speak n give a best service to every people who comes.