



اَوْنَبُوْرَسِيْتِيْ بِاَتِيْكِنُوْلُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATION SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)



**PRINTING
COMPANY**

**BUSINESS OPPORTUNITY:
JS PRINTER CENTER (PRINTING SERVICE)**

**PREPARED BY:
JEANTTIE SAMBAN ANAK JELANI**

2020955567

AM1105B

**PREPARED FOR:
DR. SITI MARDINAH BINTI ABDUL HAMID**

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30 JUNE 2022**

30/6

ACKNOWLEDGEMENT

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I would like to acknowledge with thanks to my lecturer Dr Siti Mardinah Binti Abdul Hamid because without her guide my assignment cannot be done in time and properly like this. She always gives me supports and guide on how to do the assignment in purpose to produce a good outcome. He inspire me greatly to work in this project. We also like to thank her for teaching me in this course.

Last but not least, I would like to express my thankfulness to University Teknologi Mara (UiTM) campus Samarahn 2 for giving me opportunity to conduct this writing report assignment. Finally, an honorable mention goes to my friends and customers for the support.


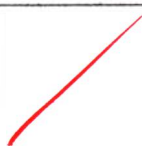


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1.0 EXECUTIVE SUMMARY

For starters, I was given a task of running a business as a part of my assignment project. As a result, I decided to open a small business which was printing service. I decided to do this business because I stay at hostel and there are many other students will wanted to use my service. Printing service at student center in UITM Kota Samarahan Campus 2 was closed since Covid-19 until now. This business can be done by any individual who wants to start a business of an entrepreneur. The modal to start this business does not require a lot of capital which is RM374.00.

While running this business I also gained some experience that can be used to run business activities in the future. A positive start motivated me to venture into this field of entrepreneurship. My thanks are also dedicated to everyone who supported this effort. Unwavering support for this also proves that the buyer's trust in the seller is very high. Thus, I decided to continue being in this business as it brought me so much benefits and helping the customers by starting this service.

2.0 MyENT REGISTRATION - MyENT CERTIFICATE

	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)	
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM	
No. Pelajar	: 2020955567
Nama	: JEANTTIE SAMBAN ANAK JELANI
Program Pengajian	: DIPLOMA PENTADBIRAN AWAM
Fakulti	: Faculty of Administrative Science & Policy Studies
Kampus	: Sarawak
MAKLUMAT PERNIAGAAN	
Mod Perniagaan	: Hybrid
Bidang Perniagaan yg diceburi	: Peralatan Penerbitan/Percetakan
Tempoh Berniaga	: 2 minggu
No. Pendaftaran Perniagaan	:
URL Perniagaan	:
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 08 Jun 2022
Tarikh Kemaskini	: 09 Jun 2022
Tarikh Cetak	: 15 Jun 2022
<p>Siji Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Siji ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</p> <p>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan siji ini tanpa sebarang notis. Penggunaan siji ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</p>	
SALINAN PENDAFTARAN INI DIPERAKUI OLEH PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM	
Malaysian Academy of SME & Entrepreneurship Development (MASMED)	

3.0 PROJECT DESCRIPTION

For this project, I plan to do a printing service. Print services means digital printing, quick copy, and offset printing. This include printing done in a print shop. Many advertisement materials, such as posters, brochures, flyers, business cards, and billboard advertisements, are made possible by the printing industry. As for my printing service, I will only print notes and documents.

The reason I chose to do this service because the printing shop that does this service that is on campus has closed. I want to help those who needed to print their documents and notes. The shop closed when Covid-19 first strike and has closed until now. So, with this, I took the opportunity to do this service. I focused on making this printing service to students who are on campus. I know that only ten percent of students including me have a printing machine.

For this project, I do the service in my hostel. I promote the service only using WhatsApp status and also asked my friend to promote my service in their WhatsApp status. I delivered the notes that has been printed to class if the customer cannot go to my room.

Next, for the price of the service, I do not have the specific price as it also depends on how many papers that the customer order. It also depending on the increase in the price of goods. However, below is the price of the service that I promote to my customers:

Product	Type	Price
Papers	Black & white	RM0.40
	Colour	RM0.50

I operate my printing service via online because this method is more easy for me. I am using WhatsApp to interact with customer and promote my service. I do share every review from my customer and I can gain the trust from customers.

4.0 SWOT ANALYSIS (BUSINESS MODEL CANVAS)

7 (Key Partners) - H&L (Supplier) - One TJ (Supplier)	5 (Key Activities) - Do the printing service offline. - Delivery service.	1 (Value Propositions) - Doing printing service at affordable price.	4 (Customer Relationships) - Personal assistance - Communities	2 (Customer Segments) - Anyone especially student who need to print their document.
	6 (Key Resources) - Cash (Financial) - Printing machine, papers (Machines)		3 (Channels) - Promote at social media (WhatsApp)	- Anyone especially student who did not have printing machine.
8 (Cost Structure) - Sales and marketing		9 (Revenue Streams) - Promotions - Cash on delivery (COD)		

5.0 PROJECT OUTCOME

From one week of my experience into this business, I manage to obtain RM138.00 of total sales. Since the store on this campus has been operating, requests to use my printing service have been on the rise. After I have deducted the cost of goods sold and expenses that I incurred during the activity, I got net profit as much as RM69.00.

Revenue – Cost = Profit

RM138.00 – RM69.00 = RM69.00

Simple Cashflow Record					
Date (Week)	No. of papers taken / prepared	Revenue daily (Selling price x papers sold)	No. of papers sold	Cost Incurred	Profits
1	100 black & white papers	RM0.40 x 100 = RM40.00	100	RM0.20 x 100 = RM20.00	RM40.00 - RM20.00 = RM20.00
	49 colour papers	RM0.50 x 49 = RM24.50	49	RM0.25 x 49 = RM12.25	RM24.50 - RM12.25 = RM12.25
2	115 black & white papers	RM0.40 x 115 = RM46.00	115	RM0.20 x 115 = RM23.00	RM46.00 - RM23.00 = RM23.00
	55 colour papers	RM0.50 x 55 = RM27.50	55	RM0.25 x 55 = RM13.75	RM27.50 - RM13.75 = RM13.75
TOTAL		RM138.00		RM69.00	RM69.00

There are few challenges that I face while running this business. One of the challenge is I quickly ran out of ink printer. Printing machine that I use is a budget printing machine

because the project given to me after I bought the machine. So, during the two week I do the business, I have to buy the ink twice because there are many notes needed to print. The printer ink prices can be expensive.

Lastly the challenge is the narrowness of time. Sometimes, customer need to print their notes 2 hours before their class start. Because of that, I have to print the notes in hurry until I did not have time to rest before my next class.

6.0 EXPERIENTIAL LEARNING

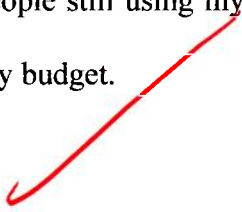
I got a variety of experiences that were very useful and valuable to me while participating in this business opportunity. In fact, I got decision-making experience in high-stress situations. It's challenging to get started in this business opportunity, especially if you don't know what you want to do. But, thanks to this ENT300 subject, I was able to ultimately decide to conduct this printing business. I learned how to operate every printing press on the market. I had a hard time setting up each machine at first, but I was able to use it without issue after that. I can also easily set up the machine.

Aside from that, I'm able to hone my social abilities. We need an excellent network to be a successful entrepreneur. I was able to transform myself from a shy to a confident young lady. This is due to the fact that in the corporate world, we must be willing to stand out. I consider myself to be an introvert. However, after I got into this line of work, I was able to solve the problem.

Lastly, I really enjoy doing this business. Although my business seems small, I can still help customers who need this printing service. This is because there is no printing shop on this campus.

7.0 CONCLUSION

As a conclusion, after I was taught patiently, I have learned how to run a business in detail. The various challenges I faced throughout this project were carried out. Among the challenges are running out of printer ink and running out of papers. My business can compete with other similar business as well. Moreover, I made a lot of effort to make sure my business runs smoothly for these past 2 weeks. I am aiming to help everyone especially the students who are in need to print their documents such as notes, assignments paper and so on. I hope after this project ended, people still using my service. Other than that, I also can get pocket money to cover my monthly budget.



8.0 APPENDICES

