



اَوْنِيْوَرَسِيْطِيْ تِيْكَوْلُوْكِىْ مَآرَا
UNIVERSITI
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BUSINESS PLAN REPORT

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1.0 BUSINESS BACKGROUND

1.1 Basic Information

Our business is called **PrintSnap Solution Sdn Bhd**. This company is a dynamic business specializing in premium photography and printing services. Our shop is located in one of the bustling towns in Puncak Alam, Selangor. The legal form of PrintSnap Solution Sdn Bhd is a partnership business, chosen to allow shared responsibilities, combined expertise, and mutual contributions from all partners to ensure the success of the company.

1.2 Reasons/Justification for Starting the Business

We choose this business because these services cater to a wide range of customers, from individuals needing event photography to businesses requiring printing materials like brochures or banners. Next, the business can start with basic equipment, such as cameras, editing software, and a printing machine, making it cost-effective and manageable for a small team. At the same time, photography and printing services allow for creative freedom and can easily adapt to various customer needs, such as personalized prints or professional photos. Besides that, photography and printing naturally go hand in hand—photos captured can be turned into physical or digital products like albums, posters, or marketing materials. With the right marketing strategy, the business can generate good income from weddings, corporate events, and customized print products.

Our photography and printing services business solves several problems and fulfills key needs like convenience for customer. By offering both photography and printing services under one roof, we save customers the hassle of working with multiple vendors. Next is, high-quality visual content. We provide professional photography and editing services, fulfilling the need for high-quality images for personal events, corporate marketing, and social media. In addition, our printing services cater to diverse needs, from photo albums to banners, brochures, and personalized items, helping customers showcase their moments or brands effectively. Next is affordability. For instance, we provide cost-effective packages for individuals and small businesses, making professional photography and printing accessible to a broader audience. Lastly, time efficiency. With a streamlined workflow between photography and printing, we deliver products faster, meeting tight deadlines for events or marketing campaigns.

1.3 Purpose of Preparing the Business Plan


The business plan defines the short-term and long-term goals of the business, and provides a roadmap for growth and success. It includes measurable objectives that keep the team focused and motivated.

3.0 ADMINISTRATION PLAN

3.1 Introduction to the Organization

- ***Vision:*** " To be the leading provider of innovative photography and printing solutions, offering cutting-edge technology and creative expertise to help individuals and businesses tell their stories in a visually stunning way. "
- ***Mission:*** " To transform cherished memories into timeless keepsakes through innovative photography and premium-quality printing. With a focus on creativity, precision, and customer satisfaction, we aim to capture life's most meaningful moments and bring them to life with unparalleled excellence."
- ***Objectives:***
 - i. Increase annual revenue
Goal: Achieve a 15% increase in annual revenue within the next 12 months.
How: Compare total revenue at the end of the current year to the previous year.
 - ii. Expand client base
Goal: Acquire 100 new clients within the next 6 months through targeted marketing efforts.
How: Track the number of new clients gained through lead generation campaigns, referrals, and partnerships.
 - iii. Increase customer retention rate
Goal: Increase customer retention rate by 20% in the next year by offering loyalty programs and exceptional customer service.
How: Track repeat business and customer feedback surveys to assess satisfaction and loyalty.
 - iv. Enhance operational efficiency
Goal: Reduce printing errors and turnaround times by 20% over the next 6 months through process optimization.
How: Monitor error rates and delivery times before and after improvements are made.
 - v. Increase online sales
Goal: Generate 20% of total sales from the online store within the next 12 months.
How: Track online store sales revenue and total sales.
 - vi. Improve customer satisfaction
Goal: achieve an average customer satisfaction rating of 4.8 out of 5 within the next year.
How: use customer satisfaction surveys and feedback to evaluate service quality.

- ***Business logo & Description:***

	
Camera Shape	<p>The logo resembles a stylized camera, symbolizing the company's focus on photography and printing services.</p> <p>The central lens indicates precision and focus, which represent attention to detail in our work.</p>
Geometric Design	<p>The overlapping, angular shapes around the camera create a dynamic and modern feels, suggesting innovation and creativity.</p>
Gradient Colour of Green, Blue, and Yellow	<p>Green: Often represents growth, freshness, and sustainability. This indicates eco-friendly or progressive practices</p> <p>Blue: Symbolize trust, professionalism, and reliability (qualities crucial for a service-oriented business)</p> <p>Yellow: Associated with energy, optimism, and warmth, likely to evoke a sense of positivity and creativity.</p>
Black font of "PRINTSNAP Solution Sdn. Bhd."	<p>Conveys authority, sophistication, and clarity, ensuring the brand name stands out.</p>