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BANNER PRINTING

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2.0 EXECUTIVE SUMMARY

Introduction

Banners have been used since the medieval times or during the Roman Empire days to show their patriotism towards their kings or emperors. Most of the banners are hand written on fabrics. Banner is a flag or other piece of canvas bearing a symbol, logo, slogan together with other message, main purpose is to attract the eyes of the public. Banner printing is a service oriented business providing advertising needs for companies, politicians or individual seeking to advertise their products or to create propaganda awareness across the population. We are now living in the 21st century, the age of information technology (IT) posting our intending message by banners or billboards will be our present business world. In this modern rat- race, only the survival of the fittest will survive.

The anticipation of Banner Conqueror is to achieve the best result by using good marketing strategy and by liaising with reliable suppliers thus we could offer specialized products and competitive pricing. Our resources are vast and varied. We will be working towards our slogan.

"WE ARE MORE THAN JUST INK"

We are targeting political parties, corporate companies and individuals who are willing to spend their advertising funds on banners. Nowadays, as all of us are aware that there are a lot of shopping complexes, housings, restaurants, and schools mushrooming out. Latest digital technology have reduced the number of personal that needed to operate this business and thus reducing the production cost. Banners had been a choice from of advertising by many corporate companies at this moment.