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PREPARED FOR:

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MEDEC

SALINAN FOTO TIDAK DIBENARKAN

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5 OCTOBER 2007

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Section 1: EXECUTIVE SUMMARY ACKNOWLEDGEMENT

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- Lecturers of ETR 300
- Tutor for ETR 300 Madam Roslida Binti Ramlee, Lecturer Faculty of Accountancy.
- Coordinator program and lecturers of Diploma in Tourism Management.

We also wish to thank the parties which have not been mentioned. We will never be able to complete this business plan of ours without your support and guidance.

Thank you.



Section 1: EXECUTIVE SUMMARY

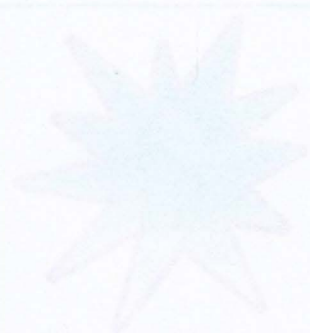
Company's name : The Stars Print Shop
Logo :

Introduction

The name of our business is The Star Print Shop that prints any material such as documents, banners, business cards, t-shirts, and also binding and laminating service. Even though there are some potential competitors, we got our specialty and strategy to survive this business. Since we are do printing business, we hope that we can expand whereby to open another branch in other place.

This business is concentrated in Sepanggar and Likas area within the Kota Kinabalu city. Our business is located at the Alamesra. The area was selected because of the availability of facilities such as telephone, highway, water supplies and also near the University Malaysia Sabah, Universiti Teknologi Mara, Politeknik, and other education institute. Besides, we are near to the Kompleks Pentadbiran Kerajaan Persekutuan Sabah and the Largest Lifestyle Hypermall (1Borneo).

The business will commence on 1st Jan 2009. The reasons in selecting this business is because nowadays, printing is become the necessity for the students, career people, and to everybody who needs the prints service. Nowadays, as all of us are aware that there are a lot of shopping complexes, housings, restaurants, and schools mushrooming out. So, we are targeting education institutes, corporate companies and individuals who are willing to spend on printing.



The stars in the logo portray an excellent service and good relation between the staff and customer by applying good customer service and friendliness.