

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

PRINTING PRINCESS
CREATIVE DESIGN
SDN BHD

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1.0 EXECUTIVE SUMMARY

1.1 Introduction

As the contemporary world becomes more digitalized, technology and new media progressed and its product is made more accessible to the general public. The world of expression becomes abundant and limitless.

Our former Prime Minister Tun Dr. Mahathir Mohammad in his vision 2020 urged Malaysia to move forward, and adapt to the changing world. His wisdom and visions inspired young Malaysian to diversify and move Malaysia's progress concurrently with the world's progress. Globalization opens the door even wider. The opportunity to contribute and challenge for progress becomes timely.

Embarking upon mission which is to provide "something better" and "design that touches your heart" **Printing Princess Creative Design Sdn. Bhd** has come to existence from a unique venture consisted of young energetic Malaysian personnel believing we have the synergy to contribute towards achieving this vision.

Our target market for our business is mainly focus on companies that want to advertised their products or service, future bride and groom ,government sector and also the private agencies .Apart from that, we also provide our service for those who seeks newly- fresh design which are made specially for them.

We definitely realized that our competitors is very established in this type of business but that is not going to be a threat to us because we offered a high quality of products with a professional's touch . We provide creative consultation and the design created is original. Furthermore, there is a very good opportunity in this kind of business due to the fast-growing industrial development. We are sure that everyone has something new to introduced and need to advertise.