



UNIVERSITI TEKNOLOGI MARA

TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT (ENT 600)

“FLORVISION ENTERPRISE”

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Executive Summary

The name of our business is Florvision Enterprise. Our business type that we generate is partnership which is the partner has limited liability restricted to the percentages of amount capital invested. The profit or loss will incurred by each partner depend on how much amount capital invested by the partners. The relation among business partner is dictated by the agreement. E-photo is a concept of technological based-graphic photograph that have potential to be positioned as one of the successful photograph business throughout the country with our creative innovation. E-photo providing a photo services business with addition of graphic design and colourful photo editing. Besides that, our E-photo machine has advance function which can snap passport photo using visual and audio instruction. E-photo provides high quality photograph with unique graphic design at value pricing that affordable for our target market. Our business provides efficient service in term of processing the photo in short period of time and based on the customer preferences. Our overview for this industry is complex and fast growing due to the advance of technology. Nowadays, the photography industry becomes more evolve with the addition of graphic design. There are many educational institutions located in Malacca such as private and government educational institutions. Besides, there are many of shopping complexes such as AEON, Tesco, Mahkota parade and others. Our services are open to all people especially teenagers and family.

In today's highly competitive environment, it is becoming increasingly difficult to compete with photo shop that provides manual service. Malacca is a city state, which expanding in its development and those people who love to snap pictures and keep sweet memory. Therefore, this situation provide good opportunities for us to expand our business and gain more profit by proper manipulating this situation. E-photo is a technological concept photo machine which comes up with a touch screen-graphic design with visual and audio features installment. It is a fast, efficient and modern way of conducting a business. Customer will feel more convenience to use our machine because they have the privacy in snapping the photo and design the photo as their wish. Our main priority for this business is about distribution our machine to another potential location whereby, it is a hotspot area for many people.



INTRODUCTION

E-Photo is a special type of photo booth. E-photo produces a good quality of photo. It highly customizable functions like picture, clip arts, visual stem, backdrop, border, cosmetic enchantment and others.

E-photo is most popular in Japan. Other than that, it popularity separated true other country in Asia such as Singapore, Taiwan, South Korea, Hong Kong and also our country Malaysia.

E-photo was an innovation and forward thinking of the original marker. This machine also includes multi-function service that fulfills people need. e-photo at as photo sharing that convey meaning as art of stories telling.

OBJECTIVE OF ORGANIZATION

Each business or organization plan is prepared for a specific objective. The entrepreneur should clearly and specifically description the objective for preparing the particular business plan. Our objectives in this organization are:

- To meet customers need in speedy service
- To offer excellent high quality photo and speedy service
- To be a leader in e-photo
- To able to make profit and expensing our business.
- To contribute the betterment of culture throughout the world



PURPOSE OF ORGANIZATION

The purposes of preparing our business are as follows:

1) Our Core Purpose is to create value for customers

Surprisingly simple, refreshingly honest and yet incredibly powerful. Everything we do, every innovation we bring to market, every business decision we take, is driven by our customers. No one tries harder for customers understand customers better than anyone. Be energetic, be innovative and be first for customers. Use our strengths to deliver unbeatable value to our customers. To produce product and service that consistently achieved the quality and serving expectations of our customers.

2) How its energizes you to move forward

A clearly defined organizational purpose by finding that thing that naturally energizes, excites, motivates, and inspires your business to move forward. Look after our people so they can look after our customers. The fastest, simplest way to stay close to everything you care about. Focus on funneling their passion into an entity that can be "the best" at one thing and then they deliver that one thing better than anyone else in the world.

3) Important role that competition has in their business

What we offer extends beyond the selling of a particular product or service. This can be achieved by assessing customers view in terms of the impact from the value created. With aim to become market price leader, focused on designing business to withstand the external impact then properly respond to external opportunities and threats.

- To able people getting it anyplace anytime
- To able people to take their pictures according to their need and wants
- Continuous improvement in the availability and distribution of our product and services
- Total staff involvement to meet our customers' needs and expectation
- To work together with our business partner to achieve total customers' satisfaction