



**UNIVERSITI TEKNOLOGI MARA SARAWAK
(KAMPUS SAMARAHAN)**

**BUSINESS PLAN
TERA CENTER
PRINTING AND PHOTOCOPY SERVICES**

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1.0 INTRODUCTION

NAME OF COMPANY

The name of our business is TERA CENTER. Tera means “ huge”. From the shared ideas from members, we agree to choose “TERA CENTER” as our business name which mean we want to be a huge business in the future.We provide printing and photocopy services in University of Technology Mara (UiTM) Sarawak.

1.1 COMPANY BACKGROUND

NAME OF BUSINESS : TERA CENTRE

ADDRESS : Universiti Teknologi MARA Sarawak, Kampus
Kota Samarahan,Jalan Meranek,
94300 Kota Samarahan,
Sarawak.

TELEPHONE : 082-644 989

FAX NUMBER : 082-644 988

FORM OF BUSINESS : PARTNERSHIP

MAIN ACTIVITY : PRINTING AND PHOTOCOPY SERVICES

DATE OF BUSINESS

REGISTRATION : 29th DECEMBER 2012

DATE OF COMMENCEMENT : 13th JANUARY 2013

INITIAL (OWN) CAPITAL : RM 45,000

NAME OF BANK : BANK RAKYAT

BANK ACCOUNT NUMBER :4108-4101421-56-9

2.0 ADMINISTRATION PLAN

2.1 MISSION AND VISION

MISSION

Tera Centre aims to produce high quality printing and photocopy .Besides,we want to ensure that our services will satisfy our costumer and be the different services Company among the companies at there.

VISION

Our company vision is to be one of the most successful printing and photocopy companies in University of Technology Mara (UiTM),Sarawak.We hope that our company will be known for all students at University of Technology Mara (UiTM) ,Sarawak and will be the first choice for all students to do printing and photocopy.

2.2 COMPANY'S OBJECTIVES

In order for the company's administration management run as effective and as efficient as possible,few objective were set.The objectives are stated below:

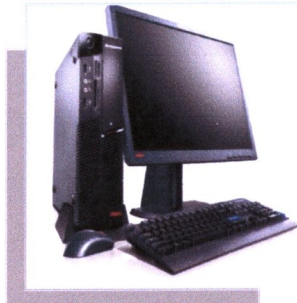
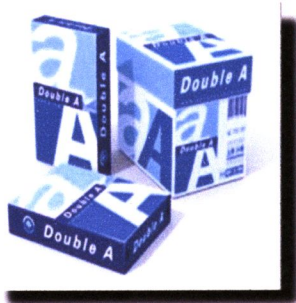
- a)Effective operation of the company's operation
- b)Effective operation in the administration department
- c)To be able to cope with the problems faced by the administration
- d)The welfares of the workers are to be fulfilled

3.0 MARKETING OBJECTIVE

Marketing is a important thing in our company. Marketing needed in company to determined which market that we want to sell our service.

- To satisfy customer need
- Minimize cost and produce large profit
- To provide good quality services

3.1 PRODUCT OR SERVICES DESCRIPTION



Tera Center provided printing and photocopy services. Our business will be place in UiTM Kota Samarahan. There are high demand on this service at UiTM Samarahan. Our target market is the student of UiTM Samarahan .A lots of students give us advantage to opened our business. Services that has been provided in UiTM Samarahan are not enough. Every year thei students will be increase and this make their demand also increase. Printing and photo copy services are very important thing in UiTM Samarahan. Their students need to print or photostate their assgmt and our service required to them.