



اَوْنُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

DIPLOMA IN COMPUTER SCIENCE (CS110)

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ACKNOWLEDGMENT

First of all, Alhamdulillah, praise to Allah SWT for giving us opportunity to finish our business plan on time. We are grateful that this business plan accomplish after a lot of effort and hard work that are contribute by every partner. We would like to give a special thanks to our Fundamental of Entrepreneurship (ENT 300) lecturer, Sir Johari Abdullah who provides us with abundance of information, knowledge and support in the making of this business plan.

He had assisted us since the beginning until we completed this business proposal, even though we faced various problems, but with his aid we were able to minimize the tribulation occurred. Thank you for the references and notes on helping us to accomplish our project. And also thanks for the teaching of basic entrepreneurship to us either in the class or in public.

We also owe acknowledgement to our family for their support in no matter what we do. They also help us a lot of such as providing us with necessary financial to make this assignment a success project.

Next, we would like to thank all group members that had always been dedicated in making this assignment successful no matter how hard it is. Without their support this assignment are impossible to be completed.

Finally, we hope this business plan will give the benefit to all of us and also could encourage the student to involve in business in the future.

Thank you.

TABLE OF CONTENT

NO	CONTENTS	PAGE NO
INTRODUCTION		
1.1	EXECUTIVE SUMMARY	1
1.2	SUBMISSION LETTER	2-3
1.3	LETTER OF AGREEMENT	4-6
1.4	LOAN APPLICATION	7
1.5	INTRODUCTION OF BUSINESS PLAN	8
1.6	PURPOSE OF BUSINESS	9
1.7	COMPANY BACKGROUND	10
1.8	COMPANY LOGO	11
1.9	PARTNER BACKGROUND	12-17
1.10	LOCATION	18-19
1.11	ADVANTAGE OF LOCATION	19
MARKETING PLAN		
2.1	INTRODUCTION OF MARKETING PLAN	21
2.2	MARKETING OBJECTIVE	22
2.3	SERVICE DESCRIPTION	23
2.4	TARGET MARKET	23
2.5	MARKET SIZE	23
2.6	MARKET SHARES	24-25
2.7	MARKET COMPETITION	26
2.8	SALES FORCAST	27
2.9	MARKETING STRATEGIES	28-33
2.11	MARKETING BUDGET	34

1.1 EXECUTIVE SUMMARY

This business is based on partnership where it consists of six (6) members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. Each partner contributes certain amount of capital as agreed in agreement. The main business activity is printing service. We had agreed Abdul Hazeeq Fikhri Bin Abdul Rahman is our General Manager, Ambrose Samuel Anak Reyfill Konnik as Marketing Manager, Ariffin Mirza Bin Durasad and Muhammad Mikhail Bin Ahmad as Operating Manager, Nazmj Naqiuddin Bin Abdul Aziz as Administration Manager and Brandon Apui as Financial Manager. The selection of manager is based experiences, skills and ability.

Lejen Printing Service is a business that provides printing service to the customers in area of UiTM Samarahan 2, 94300 Kota Samarahan Sarawak. Lejen Printing Service is located at Lot RN10, Jalan Meranek, UiTM Samarahan 2, 94300 Kota Samarahan Sarawak. This business will start to operate on 4th January 2016. To make it more attractive and interesting, we decided to create our own application for our printing service which is called 'Lejen Print' (can be found in Google Playstore) that the customer can download and use our application to send their documents to us so we can print their documents before they arrive to collect it.

The initial capital for Lejen Printing Service is RM 35,444. The business is targeting total combined profits of RM 137,215 by the end of three years. With loan given as a support from MayBank Berhad, we are hoping and wishing to make Lejen Printing Service able to achieve outstanding demand from consumer. Our business is expected to commence on 2016 and our vision is to make our business a well-known, established and satisfied by our customers. This will be realized by the full cooperation and efforts among the partners to promote business.

We will expect that our business will become more developed in the near future because with the new innovation in our printing service, the demand will increase. This will give more advantages for us to make our service more profitable and stable in the long run.

1.2 SUBMISSION LETTER

ENT300 Students,
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Sir Johari bin Abdullah,
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Sir,

23 September 2015

RE: Submission of Business Plan

As a representative of our company, "Lejen Printing Service", I would like to submit our business plan for your evaluation and further action. We are very grateful for the generous amount of motivation and support not to mention guidance given which has indeed paved us the way and anchored us towards our aims and goal when preparing and finally completing this business plan on time and as scheduled.

ENT300 (Introduction to Entrepreneurship) has given us a clear picture on the fundamentals of starting a business. Along the way, we gathered many ideas, which we personally felt, would have done much use and benefit to us if ever 'Lejen Printing Service' became a reality. We highly compute that it is not all that easy to become an entrepreneur what more a successful entrepreneur. It takes diligence, innovativeness and patience, just to name a few, which we regard as the main ingredients to achieve success in order to