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ENT 300

INFECTED ENTERPRISE

PRINTING DESIGN

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TABLE OF CONTENTS

LETTER OF SUBMISSION	2
ACKNOWLEDGEMENT	3
TABLE OF CONTENT	4
EXECUTIVE SUMMARY	8
1. INTRODUCTION	9
1.1 Name of Business	9
1.2 Nature of Business	9
1.3 Industry Profile	9
1.4 Location of the Business	10
1.5 Date of Business Commencement	10
1.6 Factors in Selecting the Proposed Business	10
1.7 Future Prospects of the Business	10
2. PURPOSE	11
2.1 To find any investor to invest in our business	11
2.2 To evaluate the project viability and growth potential	11
2.3 To apply for loans or financing facilities from relevant financial institutions ...	11
2.4 To act as guideline for the management of the proposal business	11
2.5 To allocate business resources effectively	12
3. BUSINESS BACKGROUND	13
3.1 Vision and Mission	13
3.1.1 Vision	13
3.1.2 Mission	13
3.2 Organizational Chart	14
3.3 Logo and Motto	14
3.3.1 Business Logo & Logo Description	14
3.3.2 Motto	15
4. BACKGROUND OF PARTNERSHIPS	16
4.1 General Manager	16
4.2 Administration Manager	16
4.3 Marketing Manager	17
4.4 Operational Manager	17
4.5 Financial Manager	18

5. LOCATION OF BUSINESS	19
5.1 Physical location of the project	19
5.2 Building	20
5.3 Business amenities	20
6. MARKETING PLAN	21
6.1 Marketing Objectives	21
6.2 Description of products	21
6.3 Target market	22
6.3.1 Geographic Segmentation	22
6.3.2 Volume Purchase	23
6.3.3 Quality Evaluation of Distributor	23
6.4 Market size	23
6.4.1 Population table	23
6.4.1.1 Population 1	23
6.4.1.2 Population 2	23
6.4.1.3 Population 3	24
6.4.2 Total market size	24
6.5 Competitors	24
6.5.1 Identifying competitors	24
6.5.2 Ranking of the competitors	25
6.6 Market Share	25
6.6.1 Market share before the entry of our business	25
6.6.2 Adjusted market share after the entry of our business	25
6.7 Sales forecast	26
6.8 Market strategy	26
6.8.1 Product	26
6.8.2 Price	27
6.8.3 Place	27
6.8.4 Promotion	27
6.9 Organization Chart for Marketing Department	31
6.10 Manpower Planning	31
6.11 Schedule of Task and Responsibilities	32
6.12 Schedule of Remuneration	32
6.13 Marketing Budget	32
7. OPERATIONAL PLAN	33
7.1 Components of Operating Systems	33
7.1.1 Business Input	33
7.1.2 Transformation Process	34
7.1.3 Output	34
7.1.4 Feedback	34
7.1.5 External Environment	34

EXECUTIVE SUMMARY

INFECTED ENTERPRISE is new company that operated in Malaysia. The name of this company is come out from the inspiration by the partnerships members. It shows that how we positioning our products in customer's mind until they can remembering our company's name, simple and easily to pronounce.

As for the business, we are providing a high quality of printing t-shirt design for the Malaysian. As we go thru with the changes of environment, people nowadays put unique but simple design t-shirt on their own clothes. So, based on our surveying, we conclude that we are going to provide the Malaysia with the simple and unique design t-shirt, that are well in high product's quality.

We are starting the business with the total capital of RM100,000 and all of the partners are contributing RM20,000. In our company, we have five workers that is general manager, administration manager, operational manager, marketing manager and financial manager. Our target market of customer's characteristic is come from all income level, and for all of the customers' level of ages. Even children also can effort to buy our products. We know that teenagers nowadays prefer to wear a t-shirt hipster, therefore, our company wants to produce t-shirts that attract young people to buy our t-shirt.

Business plan is necessary to all entrepreneurs. It is prepared to a group of people which are owners itself, bankers, suppliers, customers and employees. This plan include in Business Plan chapter which is consists of marketing, operation, organization and financial plan.

We are also believe that we will be able to achieve our business goal with our business financial position statement. We will get our return initial capital within short-time and our current ratio will cover our liabilities and put our business in comfort stage.