



UNIVERSITI TEKNOLOGI MARA SARAWAK
SAMARAHAN CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP (ETR 300)

FABRIC PRINTING ENTERPRISE

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DIPLOMA IN FINE ART (AD118)

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LETTER OF TRANSMITTAL

SUBMISSION LETTER

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16 FEBRUARY 2012

Sir / Madam,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company, Fabric Printing Enterprise, I would like to submit our business plan for your evaluation and further action. We are very appreciating and grateful of your motivation, advice, teaching and support towards all of us during the journey to accomplish this business plan. Furthermore, you have anchored us towards goals and objective of the preparation of this business plan until finally, we have completed this assignment according to the time that given and as scheduled.

Our group's perception towards ETR300 had given us the exposure and clear picture of how to start a business if one day soon we will totally open a business. In addition, this experience is quite important to us and also for those that attracted to business after graduated. This method could be the protector of the unemployment students after graduated.

EXECUTIVE SUMMARY

- This business is based on partnership which consists of four members. This business has general and administration manager which hold by one person in one time, marketing manager, operation manager and financial manager. The main activity of our business is printing and embroidery service. Our main target customers are students. This is because of our premise is nearest to University such as Uitm, Unimas and IPEG. Our premise is located at the Desa Ilmu, Kota Samarahan Sarawak. Our business will operate form 8.00am until 5.00pm (Monday-Thursday) and close on Sunday and public holiday.
- In order to produce good quality of services, there are some criteria that have to fulfil, for instance continuously giving effort. This is also to make the business position in the first place position.
- Every partners are compulsory involve in the business management. We have agreed that Rick t.j bin Sikat as the general and administration manager, Abdul Hafiz b Abdul Rashid as the marketing manager, Muhd Nazri Makil as the operation manager and the last one, Dominic Ak Balan as the financial manager. The selection of that status is based on the experience, skills and ability.
- Basically the general manager is responsible in controlling, planning and organized the business. The administration manager is responsible to plan the remuneration schedule of salary and wages. Meanwhile the operation manager is responsible to handling the operation work such as the arrangement machines and working schedule. Next the marketing manager is able to market the service or product to the customers. This manager also responsible to identify the demand, target market, market size and forecasting the future sales. Finally the financial manager is responsible in handling such financial matters such as preparing the budget financial statement for expenses of each department and controlling the money flow.

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INTRODUCTION TO BUSINESS PLAN

Fabric Printing Enterprise is located at somewhere in Kota Samarahan which is near to Uitm Samarahan Sarawak. Fabric printing Enterprise is the service that offering any types of fabric printing especially on designing T-shirt. This is because we are focusing on the students of Uitm that often looking for their own design. In order to fulfil the demand of the customers, our company is equipped with sophisticated printing machines.

NATURE OF BUSINESS

We are choosing partnership business is because of :

- Easy to set up with few formalities.
- Easier to secure financial assistance from financial institutions compared to sole proprietorship.
- Equity can be increase through enlisting additional partners.
- The responsibility of managing and handling the business can be divided equally among partners.
- A lot of ideas talents and skills can be shared and pooled together for better management.

BUSINESS PROFILE

- Fabric Printing Enterprise is actually focusing and provides only any type of fabric printing services. Other than that, our targets are to maximize and giving high quality of services that offered. Our business is targeting on the students, seems that they are monopolising 80 percent of the Kota Samarahan area.

FACTOR IN SELECTING BUSINESS

- The main factor why we are doing this business is because of the high demand from the customers. This situation we have seen from the other printing and embroidery services that keep getting customers every month. From here we can concludes that the causes of the situation is their premise is targeting on students and nearer to the University which consist of thousands students change every two times per year.