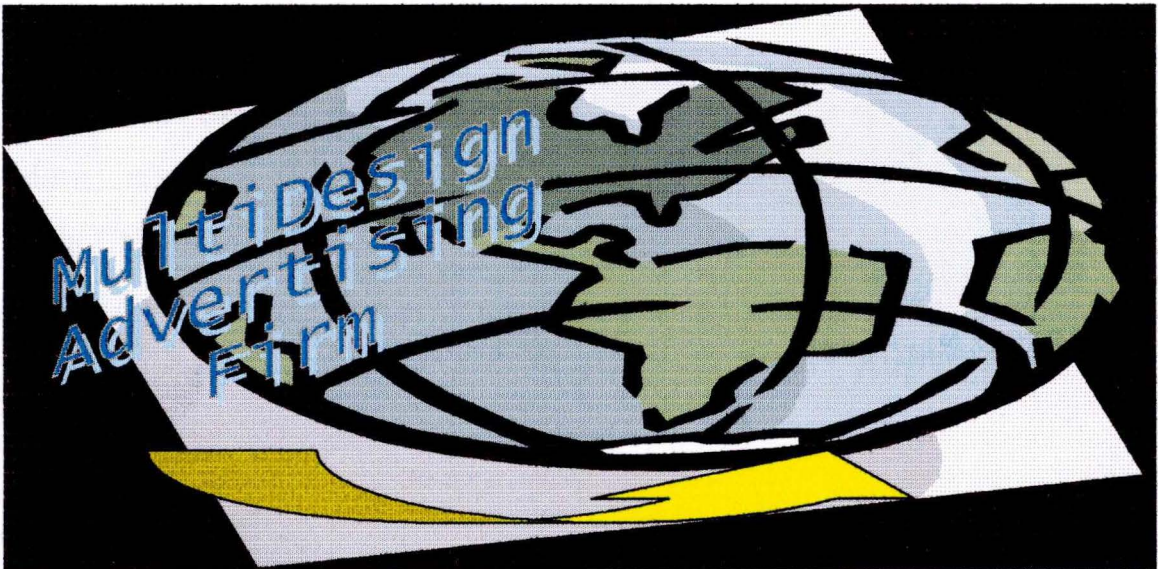


# MARA UNIVERSITY OF TECHNOLOGY

ETR 300  
ETR 300



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## **1.0 INTRODUCTION**

Nowadays, advertising firm is very popular among another firms. This is because an increase in investment of business and all kind of scope. As usual, advertising and design are one professional scope and need a high creativity achievement and imagination, so that the design is really gives benefit to the company`s need for marketing and promotion.

Now, there is many advertising agencies existence in our country from small size to big size. There are variety of advertisement and design, which have been produced from these agencies. Advertising firm is the middle person of each producer, which produce products or services with the consumers. This is because, with creative advertisement would attract users to try and use that product. No wonder if advertisement is very important for marketing and promotion. We cannot deny that there are many advertising firm nowadays. But the question is, have our Entrepreneurs involves in this kinds of scopes? Therefore, both of us decided to build one network advertising & design to replay the Prime Minister`s exclamation that he wants our Malay entrepreneurs to involve in something that more professional to achieve “Vision 2020”.

Both of us agreed that the business will in corporation in the year of 2003, we choose No. 29, Jalan Shahab II, Kompleks Komersial, Jalan Sultanah Sambungan, 05150 Alor Setar, Kedah to operate our business.

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