



**UNIVERSITI TEKNOLOGI MARA SARAWAK**

**G I G A P I X E L**

**PREPARED BY:**

**MOHAMAD YAZID BIN RASHIDI  
LIYANA BINTI OTHMAN  
TREC Y AK FREDDIE  
MOHAMAD FAIZALL BIN ALI  
DIANA UBUNG JOHN  
JOY LIUNG JOHN**

**2008234632  
2008264238  
2008263624  
2008264234  
2008264214  
2008264134**

**DIPLOMA IN CHEMICAL ENGINEERING (EH110)**

**OCTOBER 2010**

# TABLE OF CONTENT.

<b>NO</b>	<b>CONTENT</b>	<b>PAGE NO.</b>
<b>1</b>	<b>GENERAL PLAN:</b>	
1.1	EXECUTIVE SUMMARY	1
1.2	LETTER OF SUBMISSION	2
1.3	PARTNERSHIP AGREEMENT	3-5
1.4	LOAN APPLICATION	6-7
1.5	INTRODUCTION TO BUSINESS PLAN	8-9
1.6	PURPOSE OF BUSINESS PLAN	9-14
1.7	COMPANY BACKGROUND	15-16
1.8	LOGO OF COMPANY	17
1.9	CAPITAL CONTRIBUTION	18
1.10	PARTNER'S BACKGROUND	19
		20-25
<b>2</b>	<b>MARKETING PLAN:</b>	<b>26</b>
2.1	MARKET DEFINITION	27
2.2	MARKETING CONCEPT	27
2.3	MARKETING OBJECTIVE	28-29
2.4	PRODUCT AND SERVICE	30-41
2.5	TARGET MARKET	42
2.6	MARKET SIZE	43-44
2.7	COMPETITORS	45-49
2.8	MARKET SHARE	50-52
2.9	SALE FORECAST	53-56
2.10	MARKETING STRATEGIES	57-59
2.11	MARKETING BUDGET	59-64

## 1.1 EXECUTIVE SUMMARY

Nowadays, we have come to the new era of high tech which we could say that by generally our lives moves along with technology. This is the basis of our company which deals with a high technology camera which can produces a high quality images. The name of our company is Gigapixel. Our company is solely based on partnership agreement by which there are six members altogether. There are two main activity of our business which are to sell camera based items and to provide services for the customers especially on photography.

In our business, no sleeping partners are involved as all the partners has their own contribution and roles in managing the business. All of us had agreed that Mohamad Yazid Bin Rashidi as the General Manager, Trecy Freddie as the Administration Executive, Diana Ubung as the Operational Executive, Mohd Faizall Ali and Joy Liung John as Marketing Executive and Liyana Othman as the Financial Executive. The position of Mohamad Yazid as the general manager is based on the consensus among all the partners and selected based on the experience, skills and ability.

The management team will be led by the General Manager and assist by the other executives. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Executive is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operational Executive is responsible to the entire job that related to the operation and will supervise and coordinate the operation of the business. The Marketing Executive will responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, the Financial Executive will handle the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

## 1.2 LETTER OF SUBMISSION

Students of ETR 300 from EHD5B2,  
Diploma in Chemical Engineering,  
University Teknologi MARA Sarawak,  
Kota Samarahan Campus,  
Jalan Meranek,  
94300 Kota Samarahan,

Miss Nurashikin,  
Lecturer for ETR 300 of EHD5B2,  
University Teknologi MARA Sarawak,  
Kota Samarahan Campus,  
Jalan Meranek,  
94300 Kota Samarahan,

### **Submission of Business Plan**

Referring to the matter above, this letter is proof of the submission of our business plan to you. We hope that this business plan from **Gigapixel** would be accepted and evaluated. Below is the list of the shareholders of this company and their respective positions:

Name	Position/Role
Mohamad Yazid Bin Rashidi	General Manager
Diana ubung John	Operations Officer
Liyana Binti Othman	Financial Officer
Trecy Freddie	Administration Officer
Mohd Faizall Bin Ali	Marketing Officer

2) We also would like to thank you for the cooperation and the willingness to assist in our business plan. We also believes that we have with our best follow all the guideline in preparing this business plan. Hereby, we declare the submission of business plan for Gigapixel.

Yours truly,

.....

(Mohamad Yazid Bin Rashidi, General Manager of Gigapixel)



## 1.4 INTRODUCTION TO BUSINESS PLAN

In this modern era, it is very common for everyone to start a business. As in Gigapixel, the nature of the business in Gigapixel is in the form of partnership which include the selling of a wide range of products and services. All the persons involved in this business is group of professionals who have come together to collaborate and combined their experiences in Photography and Event industry and formed a company unlike any other.

As stated, the nature of the business is in the form of partnership which generally consist of six shareholder which each of them have contribute a capital for the business as agreed in the agreement. The business is in the form of partnership because we would like to run the business as a team and to achieve equality to each contribution done to the business. We also choose this type of business because the shareholders of the company will always find a way to gain more productivity in terms of profit and benefit to the company.

This business plan is prepared by the Gigapixel mainly to obtained working capital loan from Bank Rakyat for the amount of RM23, 659.

### NAME OF THE COMPANY

The name of our company which is Gigapixel is very synonym in the field of imaging and photography. The word "Giga" represent us as a team which is very strong and also refers to the main activities of our company which in Kuching Sarawak, we could say that we are the only company that provide these kinds of sell and services. The word giga also represent our objective which is to become the most leading company in field related to photography. The name has been decided with the consensus of all the members of shareholders. We also hoping that the name will bring us to the top.