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FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

ECO Printshop

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Acknowledgement

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1.0 Introduction

1.1 Company's Name

The name of this company is ECO Printshop is the official sales and marketing for the high quality among Malaysia market. The significance for the name of ECO Printshop as our company name is, ECO represent that our company used digital printing that using eco-friendly printers and ink. 'ECO-FRIENDLY' products are becoming more popular in printing business since 2016.

Many companies are looking for practical ways to cut costs and help the environment. Typically, in a tight economy, it is seem expensive to use products that always bring benefits to environment. However, this is an effective way to cut costs.

Our company always thinking about making a change to more eco-friendly products such as copiers, printers and fax machines, so this is most cost effective eco-friendly printers. When it comes to eco-friendly printers, many of the top money saving opportunities come after purchase the new hardware. We can select how we print and how much ink used. We also have ability to print on both sides of paper, the kind paper of we use and even the kind of cartridge we utilize (some brands use only recycled plastic). Chances we can alter the way it prints to improve money and eco savings.