



اَوْنِيُوْزِ سَيِّبِي بَاتِي كِنُوْ لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

KAMPUS MUKAH

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

ZURICH PRINTING SERVICE

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DIPLOMA IN BUSINESS STUDIES (BM 111)

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Executive Summary

Our business name is Zurich Printing. We combine the modern-look name which is 'Zurich' and added "printing" at the end. The business has been decided on the form of partnership, which consists of four partners in the team. The management team is headed by four experiences and professional level workers that will handle the management and operation of this company in order to get the best quality of product or services and maximum profit. All partners are encourage and entitled to participate in all of the business management. We agreed that Mohd Irfan Bin Abu Kassim as our General Manager, Mohd Irfan Bin Abu Kassim as our Administrative Manager, Aina Najeeha Bt. Zulkepli as our Marketing Manager, Cindy Anak Unting as Operation Manager, and Muhamad Akmal Bin Kamil as our Financial Manager. The selection of each manager is based on the experience, skills and ability.

Our main business activity, Zurich Printing is a company that provides clothing printing services to the customers around Kota Bharu, Kelantan. We providing an easy delivery and pick-up style shop to give the customers a friendly environment. The Zurich Printing is located at 4712-G, Ground Floor, Jalan Sultan Yahya Petra, 15200 Kota Bharu, Kelantan and it will start operate on January 2018.

The initial capital for Zurich Printing is RM 100 000. Out of which a total of RM65 800 is contributed by the share holders and RM34 200 is loaned from MAYBANK. In order to achieve business vision and mission, the Zurich Printing planning on satisfying customer needs and wants, provide high quality of service and focus on marketing plan also. The Operation Manager and his assistant have to

SUBMISSION LETTER

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SARAWAK.

12 January 2016

Dear Sir,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company, 'Zurich Printing', I would like to submit our business plan for your evaluation and further action. We are very grateful for the motivation, advice and support that have been given by you in order to accomplish

INTRODUCTION TO BUSINESS PLAN

Zurich Printing is a partnership business which provides a service of shirt printing. Our business also provides an easy delivery and pick-up counter to give the customer an easy and friendly experience. Basically, the ideas of having printing service at Kota Bharu, Kelantan, is based on the observation and survey that being conduct by Marketing Manager where that location shows that it is a strategic location to open up a printing services. Moreover, it is located near a supermarket and other shops and there is less number of competitors around that area, somehow there still a high demand on the services. This is because a lot of people would come to Zurich Printing for the easy and friendly experience when it comes to printing services and there also have residential area.

Zurich Printing is a form of partnership which consists of four members. All members had agreed as stated in agreement letter which the amount of capital, profit and losses will be divided as stated ratio. We had chosen this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period. Moreover, partnership is a good option in this kind of business whereby through this venture, all partner are always sharing ideas and knowledge in order to gain profit and improves their productivity time to time.