

CTPO SERVICES BUSINESS PLAN

Prepared by,

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Table of Contents

		Executive Summary
Section 1	:	Introduction
Section 2	:	Purpose/s
Section 3	:	Company Background
Section 4	:	Owner's/Partner's Background
Section 5	:	Administration Plan
Section 6	:	Marketing Plan
Section 7	:	Operations Plan
Section 8	:	Financial Plan
Section 9	:	Conclusions and Recommendations
		Appendices

Executive Summary

CTPO Services is an exciting new business that allows people to custom design a shirt (specifically the design on the front or back) any way that they would like. Our company will harness the power of computer sublimation to allow custom shirt printing in production runs as small as one unit. In addition, we provide a service online that allow our customers to make and order just in one click through their smartphone or laptops as long as there is an internet connection.

Imagine the ability to create a totally custom shirt. You choose the material and style of the shirt, then the image or graphic you want on the front and/or back. This is an ultimate form of expression. There are no limits to what you can communicate. Some people might show their fanaticism for a particular sports team, others a musician. Or you might have a social message or cause on your shirt. Whatever you may decide, you can print any image on your shirt.

Introduction

1. Name of business: CTPO SERVICES
2. Nature of business: custom t-shirt printing services, online services
3. Industry profile: Commercial profiles
4. Business location: The Summer Shopping Mall, Kota Samarahan, Kuching.
5. Date of commencement: 9 January 2017
6. Factors in selecting the proposed business:
 - a) Lack of t-shirt printing service in this area.
 - b) Our interest in fashion and art.
 - c) Forecast show on how the shifting trends toward custom t-shirt printing increase every year.
7. Future prospects of the business:
 - a) To open a new branch at Kuching.
 - b) To be recognised in this nature of services especially in Kota Samarahan.
 - c) To be known in online industries.

Purpose/s

It has some primary purposes. Firstly, it should be used to help run your company with a more cohesive vision. This business plan was written as a guideline for managing the business. We as the executive manager found it helpful to manage the company by the help of business plan. We can allocate the business resources effectively. Next, it is to allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner. It can help analyse and evaluate the viability of a proposed venture.

1. Get organized

Business plan helps to clarify the thoughts and organize the steps you need to take to be successful in the business. It also ensures that we won't skip any important steps that could derail our efforts down the line. When the plan is clearly spelled out in writing, it helps us to see the big picture and identify potential problems before you make blunders.

2. Stay on track

After the business plan is developed, referring to it periodically helps you to maintain a long-range view as we make daily decisions. The plan makes it easier to follow each business development step in order so we don't miss any important elements along the way. A well-written plan provides us with a starting point and outlines a timetable that drives our activities, keeping us grounded and on track.

3. Clarify goals

A business plan is an effective means of defining our company goals and the steps needed to reach them. It spells out the purpose, vision and means of operation. It also serves as our company's resume, explaining our objectives to investors, partners, employees and vendors. A good business plan clearly states the amount of capital we need to make the company work and where the investment is coming from. It clarifies the means by which you will pay back borrowed money and how we will invest profits.