



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

NAME OF COMPANY: HACI Sdn Bhd

PREPARED BY:

FACULTY & PROGRAMME: FACULTY OF CHEMICAL ENGINEERING / EH1101B

SEMESTER: 1

PROJECT TITLE: BUSINESS OPPORTUNITY

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EXECUTIVE SUMMARY

HACI is the new print brokerage firm formed as sole proprietorship. We will offer printing services for a wide range of print media. Our goal is to serve the printing needs for our company to be a one-stop-shop. While our services, quality, and prices will be far affordable for our customer so that we can build long-term relationships with our customers. Our customers mainly are students because our company are located inside of the campus. Not only that our location is strategic, it also will help our company to become much more recognizes as the students are truly in need for printing services to finish their assignments. However, there are advantages and disadvantages if we are to be to run this company.

One of the factors is high printer maintenance cost. To run this company, we need high quality printers in order to provide high quality products to our customers so that we can fulfil their expectations. To overcome this problem we need to save our money or doing part time job if we need to so that our storage never runs out. Moreover, the business is also time consuming because we as a student too have classes to attend. To overcome this problem we only run our business in our free time when we finishes our class and run the business for 5hours a day from 4pm to 9pm.

Each of our members are good in using printer, this giving us extra hand because we can switch turns and it benefits all of us because we can rest and do other stuff. Printing services does not require 3 or more people as 2 is already enough to run the business. Schedule can also be done so that we will be punctual and discipline ourselves. Because of strategic location, there will be less competition because other printing services are far from the campus.

IDENTIFICATION OF THE NEEDS AND WANTS OF CUSTOMER

SERVICE: PRINTING SERVICE

As an entrepreneur, we discover that some if not all students are having some problems during their works. This company provides them places to print their hard-copy of their efforts, people tends to come around to the nearest places possible and it would be better should the services are cheap yet efficient to other.

Those who need works during their free times can also register themselves to our company, it is recommended that they provide a printer of their own at the beginning. Then our company will standardize the system to keep the printing cost balanced for all worker through our selection of printer personally by the company's executive and experts.

With the existences of internet, our company will and capable of having an official site for the online services. While our company is developing, some may find it too slow and dull; which lead us to less customers. Through online services, customers can sends documents via email and the workers can easily print the documents for them. Thus, this characteristic of our company shall make our company as one of the kind, or simply put; different from another printing companies.

Many small printing business in UiTM always offer singular services but often overlooked bindings and other basics of making a documents. To make up for it, our company provide these basics customers needed and distribute all bindings materials with apparatus for our most trustworthy workers in order to avoid company espionage.

University students as we all know are mostly cannot affords a vehicle, using this as an opportunity, we create a special delivery services for those who are unable to pick their documents personally. In order to gain profits, our company shall charge our customers for delivery services. From other perspective, there will be room for workers in delivery section within our company. It is to be expected that this opportunity is minor expansion for our company for the first three years and could be improved should ever the demands become higher.

BUSINESS : PRINTING SERVICE

OUR VISION

HACI Printing Services has foreseen and have set a target to be one of the best printing company in terms of service and quality. We want our company to be known by our customers or soon to be customers to have a good quality of service and after service. This is our company's belief on how to expand our business further in the printing industry. We take pride in our high quality services and will constantly strive for excellence in order to keep our customers satisfied.

OUR MISSION

Our mission is to provide excellent services to our customers as well as to expand our company's premises even further in the business. We will try to attend and to find solutions for our customers' problems and needs. With this we can increase the value to our customers' work in their business. Members of HACI Printing Services are exposed into doing or providing a high quality service to our customers in order to keep them satisfied with our printing services. With this, we can maintain a good relationship with our customers. Having happy and satisfied customers means having a good and stable business. The face of our company will be judge not only based our promises and words but also our actions which is our service.

OUR OBJECTIVE

HACI Printing Services is committed to provide the best quality of printing service and after service to our clients. This can be done by:-

- On time deliveries.
- Constantly exceed our customers' expectations in terms or services.
- Making sure that our members are properly trained on how to provide a high quality service towards our customers.
- Constantly improving our services to meet our customers' expectation.