

ETR 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

“ARTCITED DESIGN”



NAME OF PARTNERS:-

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DIPLOMA IN GRAPHIC DESIGN AND DIGITAL MEDIA
FACULTY OF ART AND DESIGN

DATE OF SUBMISSION :-

19th SEPTEMBER 2011

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Dear Sir,

Submission Of Business Plan

Referring to the matter above, Artcited Design would like to submit the business plan for your analysis and references. Artcited Design would like to start our business with partners and address mentioned below:-

Details of partners are as follows:-

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EXECUTIVE SUMMARY

ARTCITED DESIGN is a partnership company where it was established by five members. The members are consists of the General Manager, Administration Manager, Operational Manager, Marketing Manager, and Financial Manager. Each of the member contributed RM 7,890.96, RM 7,173.60, RM 7,173.60, RM 7,173.60, and RM 6,456.24 consecutively to the capital of the company and the rest is from Bank Kerjasama Rakyat SendirianBerhad loan.

ARTCITED DESIGN is a company that creates design in forms of illustration. Specifically, we make designs for t-shirts, stickers, mural painting and retail advertisements. Our company is focusing more on selling our products to younger audiences. For instance, customers that is in their teen years or in their 20's because these are the type of people that are more likely to buy product.

We are hoping to start our business in the year of 2012 and as the year progressing, we will become well-known among Sarawakians especially those residing in Kuching. More than that, we want to expose the society to the beauty of illustration Art instead of only being an underground movement. Regardless, our company still wants to provide the finest and affordable services for our customer.

PURPOSE OF BUSINESS PLAN

The main purpose of this business plan is for the reference of several audiences/parties such as:

The Entrepreneurs (Artcited Design Managers)

For better understanding about the purpose and nature of the business and act as a guideline to manage the business more effectively and efficiently.

Financial Institution

Assist and help the financial institution to evaluate the capability of the proposed project and provide loan for the business.

Supplier

To make sure the continuation of business deals and that the supplier is convinced of the company's capability of handling business.

Company Staffs

The workers would know their own responsibilities towards the company and also the company visions and missions. Therefore, they would know what they have to do in order to achieve the company's goals.

Customers

Identify ways to market the product and persuade customers until they have confidence to do business with Artcited Design.