



اَوْنُوْرَسِيْتِي تِيكُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Faculty of Electrical Engineering
Fundamentals of Entrepreneurship
ENT300

MustLihat Photocopy & Printing Shop

Prepared By:

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DIPLOMA IN ELECTRICAL ENGINEERING AND ELECTRONIC

LETTER OF TRANSMITTAL

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Mdm,

Re: SUBMISSION OF BUSINESS PLAN

As a representative of our company, **MustLihat Photocopy & Printing Shop,**

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 this business plan and in the same time anchored us toward goals and objective of the preparation of this business plan until us finally completing according to time given and as scheduled.

Our group's perception towards ETR 300 (Introduction to Entrepreneurship) had given us the exposure and clear picture on the fundamental of starting the business. This experience may be a benefit for us after

EXECUTIVE SUMMARY

Our company name is **MustLihat Photocopy Shop**. The business of our company has been decided on the form of partnership. Each partner has contributes certain amount of capital as agreed in our agreement. Our main business activity is to offers services by photocopy, printing banner, and printing all sorts of file. Other than that, we also sell stationaries and snacks.

All partners are encourage and entitled to participate in all business management. We have agreed that **MOHD RAFIQ SAFIUDDIN BIN SAFRI** as the General Manager and Administrative Manager, **JAMALY HAMSyah BIN HAMDAN** as the Marketing Manager, **JOHN LANGGANG NJAU** as the Operation Manager, and **CYRIL LEGGEW GUMIN** as the Financial Manager. The selèction of each position is based on consensus among all partners and selected based on their skills and experience.

The management team is led by the General Manager and the other manager will help in the other process. The task and responsibility of a General Manager is to involve in the process of controlling, leading, organizing as well as plant the entire business. The Marketing Manager will responsible in preparing the marketing process which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. Meanwhile, the Operation Manager will supervise, coordinate and make sure the operation of business runs smoothly. The Administration Manager will be responsible in doing for all jobs relating to office administration business. This

INTRODUCTION OF BUSINESS PLAN

NAME OF COMPANY

The name of our company is "**MustLihat Photocopy & Printing Shop**". MustLihat means that everyone should come and have a look at the new photocopy and printing shop in town. Because anyone could open a new shop. So we want the customer to come and see what the specialty of our shop than others is.

NATURE OF BUSINESS

MustLihat Photocopy & Printing shop is in partnership form and wholly owned by **FOUR** Bumiputra entrepreneurs. We provide our customers with the best quality services based on the knowledge and skills that we have in business management. MustLihat Photocopy & Printing Shop is a business whereby it provides photocopy and printing services. We also sell stationaries, snacks, and soft drinks. The demand for photocopy and printing services is increasing day by day. Thus, we take this opportunity to provide the best services with reasonable price.

INDUSTRY PROFILE

MustLihat Photocopy & Printing Shop is 100% owned by a Bumiputra and we are involved in providing photocopy, printing and printing banner. We also sell some stationaries and some snacks and soft drinks.

DATE OF BUSINESS COMMENCEMENT

After coming to an agreement, we have chosen to operate our business on the 1st January 2014. We have finally come to an agreement after concerning every single terms of starting a business after consulting with each one of our business partners.

FACTORS OF SELECTING THE PROPOSED BUSINESS

We decided to open a photocopy and printing shop because of the demand which is really high as the number of students in Kota Samarahan area kept on increasing. Thus, by selecting to open the business in Kota Samarahan division, we believe it will give an opportunity to introduce a new photocopy shop and potency to gain profits.

FUTURE PROSPECT OF THE BUSINESS

- To offer a good quality services to customer
- To meet customer's satisfaction
- To be the first choice of photocopy and printing shop in Kota Samarahan
- To gain profits
- To open branches in other area

