

UNIVERSITI TEKNOLOGI MARA
SABAH

FACULTY OF ADMINISTRATIVE SCIENCE
& POLICY STUDIES

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

TAQWA BIZ ENTERPRISE

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EXECUTIVE SUMMARY

Taqwa Biz Enterprise is a Partnership form of Business in retailing. Taqwa Biz Enterprise consists of four partners. All of the partners are graduates from Universiti Teknologi Mara, Sabah Campus. Each of every partner has their own experience based on the position that they occupied. Taqwa Biz is a company of t-shirt designing, corporate shirt and blazer. Our customers usually includes of students, officer and everyone that need their shirt to be design. Our company's location is at B62, 2nd Floor of Centre Point Kota Kinabalu.

We do have our own reason why we choose shirt designing as our business. One of the reasons is higher request from customers. Beside, this business does not require higher initial costs and it also can give profit because nowadays, peoples interest more in designing their shirt.

Taqwa Biz has their goals, mission and vision to achieve. Our company objective is to achieve profitability within 15 month. We also want to become well known premier custom shirt Sublimation Company. Our mission is to offer the finest in custom shirt sublimation production. Our company will offer customer the best product at the best price. Customer's expectation will always be exceeded.

Taqwa Biz Enterprise 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. By intelligently leveraging cutting edge technology, Taqwa Biz will harness the power of computer sublimation to allow custom shirt printing. Our company will offer customers a variety of options for creating their own custom shirts.

Our management team is start from the General Manager (Ramadia Karismah Binti Mamang), Financial Manager (Zalikhha Anis Hj Zulkiflee), Marketing Manager (Nor Jannah Mohd Nor) and Operation Manager (Sarina Binti Yusuf). Our business operation is start from 10.00 in the morning every day except on Friday. We will not going to operate on Friday because Friday is our company holiday.

As our company slogan "customer satisfactory is our priority", we will always strive to serve our customers well.

INTRODUCTION

Taqwa Biz Enterprise is a Partnership form of Business. Taqwa Biz Enterprise consists of four partners. All of the partners are graduates from Universiti Teknologi Mara, Sabah Campus. Each of every partner has their own experience based on the position that they occupied. Taqwa Biz is a company of t-shirt designing, corporate shirt and blazer.

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Like others company, Taqwa Biz Enterprise do have their goals to achieve and same goes with mission and vision. Our objective is to achieve profitability within 15 month. We also design and implement strict financial controls to help ensure success.

As objective come across, our company do have mission and vision to bear with. Our mission is to offer the finest in custom shirt sublimation production. Our company will offer customers the best product at the best price. Customer's expectations will always be exceeded while our vision is to become well known premier custom shirt Sublimation Company. We also want to exceed customer expectations by offering high quality products at reasonable prices with quick turnaround times and also employ careful financial and accounting analysis to ensure efficiency and proper controls.

With the slogan "Customer is Our Priority", our company will always strive for this in order to achieve our company's goals.