



DRUCKEN T-SHIRT

ENT 300

UNDAMENTALS OF ENTREPRENEURSHIP

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DATE OF SUBMISSION: 06 SEPTEMBER 2014

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ACKNOWLEDGEMENT

Bismillahirrahmanirrahim and Assalamualaikum. Firstly, Alhamdulillah, we would like to thank to Allah S.W.T because with his bless, we had finally manage to complete our group assignment. Next, we would like to thank to our beloved lecturers Madam Nor Fazlin Binti Uteh and Madam Suhana Binti Mohamed. We are deeply indebt to them because they always guide us and shared their knowledge to improve our business plan thus complete the assignment given very well.

Moreover, we are also would like to thank to all group members that being always give 100 percent dedicate in making this assignment. Without their dedication and moral support, this assignment would not be successfully done.

Last but not least, we would like to honour our family who always give moral support to us no matter what we do. Their support assist us to complete this assignment successfully. They help us a lot such as providing us with necessary financial to ensure this assignment well done.

EXECUTIVE SUMMARY

This business is based on partnership where it consists of five members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 10,500 where the total contribution of general manager is RM2,500 and the other members are RM2,000.

Drucken T-shirts is a multi t-shirt printing business that provides services specialize in design printing, providing multi designed t-shirts and ~~jeyseys~~ ^{jersey} and we will be establish in early 2017. Due to high potential and population of people especially students and the officers, this business will be located at Jalan Tembikai 9.

Drucken T-shirt with tagline "your style, no limit!" is located at Jalan Tembikai 9, Taman Kota Masai, 80350 Pasir Gudang, Johor.

Drucken T-shirt able to achieve outstanding demand from consumer. Our business is expected to commence on 2017 and our vision is to make our company a well-known, established and satisfied by our customer in order to expand our business in Malaysia. This will be realized by the full cooperation and efforts among the partners to promote company.

We will expect that our business will become more developed in the near future because our daily operation is decided to be longer than other t-shirt printing shops. We operate for 12 hours a day so that customers do not have to be in a hurry to steal time to send or pick their printing. From time to time, we will find new strategies to attract more customers and making them loyal customers. This will give more advantages for us to make our product more profitable and stable in the long run.