

UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

FUNDAMENTALS OF ENTREPRENEURSHIP/ETR300

BORNEO PHOTOCOPY & PRINTING SERVICES

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## 1.0 INTRODUCTION

We are planning to open a photocopy center to cater to customers' needs and wants at 1Borneo Hypermall, namely Borneo Photocopy and Printing Service. Since there is no photocopy center available yet in that particular area, therefore, we came up with the intention to open an outlet at this particular Hypermall. After making mini survey, we identified that there is high demand from students as well as working people for photocopy and printing services.

1Borneo Hypermall is a very strategic location for our business because students from Universiti Malaysia Sabah (UMS), Universiti Teknologi MARA (UiTM), Politeknik, Institut Kemahiran Mara (IKM), Masterskills and Institut Latihan Perindustrian (ILP) normally go there for leisure. When they realized that there is a newly opened photocopy and printing outlet, they will definitely come to One Borneo not only for leisure but also to engage into photocopy and printing.

Other than that, One Borneo also offers large demand in terms of business customers which come from restaurants, clinics, hotels, banks, bookstores, pharmacies, boutiques, condominiums, shopping outlets and many other business outlets or companies. As a result, this gives us a lot of advantages to place our business location in One Borneo Hypermall.

## 1.1 BUSINESS BACKGROUND

### 1.1.1 Objective

To give exemplary services that would create more demand for our services. This would lead to the opening of future branches from Kota Kinabalu region to every state in Malaysia.

### 1.1.2 Mission

- To provide high quality outcome of printed and photocopied paper.

We will provide high quality papers and inks to give the best end product to the customers.

- To meet customers' expectation.

We will provide exemplary services to cater beyond the customers' expectations which will lead to customers' loyalty.

- To offer affordable price for our service.

We will offer prices that customers would be able to pay comparable to exemplary services provided.

### 1.1.3 Vision

**“To become Malaysian No. 1 Photocopy & Printing Service Provider in Malaysia”**

We set “Number One Photocopy & Printing Service Provider” as our targeted goal in a sense that to strive harder beyond the expectation which is to be the No. 1 in Malaysia.

## 1.2 PURPOSE OF BUSINESS PLAN

The purpose of preparing this business plan is as below;

- To cater the demand of photocopy and printing services from universities' students and working people.
- To analyze opportunities from the business and possibly avoid potential threats.
- To identify and aware of threats and risks onward.
- To be a guideline in running the business.