



UNIVERSITI  
TEKNOLOGI  
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT

DPA PRINTING

PRINTING AND DESIGN SERVICES

PREPARED BY

FACULTY & PROGRAMME : FACULTY OF ADMINISTRATIVE SCIENCE  
AND POLICY STUDIES

SEMESTER : 4

PROJECT TITLE : DPA PRINTING

GROUP MEMBERS :

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## **1.0 INTRODUCTION OF GENERAL PLANNING**

### **1.1 Name of the Business**

Our company's name is The DPA Printing Enterprise. We use that name because it was inspired by our course when we're studying in the same university at University Technology Mara and to show our cooperation as partnership of this company we agree set The DPA Printing as our company's name.

### **1.2 Nature of our Business**

Our main activity is about designing and printing. Therefore, we are not only do printing service such as t-shirt printing, banner and so on. But our company also provide designing service such as designing t-shirt for student activity according to our customer tastes and desire. Our main objective is providing printing and design service to our customer. We are not only provide those services that have been state but we also provide trophies, medals, mug designing, sling bag and souvenir. Our company also use an app for ease our customer to set an order and so on.

### **1.3 Name of partners**

The business was founded by our general manager that is Mr Mohd Wishal Nasrullah Azahar and cooperate with another four partner. They are Mr Christyn Belaja Anak Beti as the financial manager, Mr Mohd Firdaus Bin Zamri as the marketing manager, Mr Ahmad Alim Bin Mohd Mervyn Dublin as the administration manager and Mr Douglas Anak Dio as the operational manager.

### **1.4 Location of the Business**

The premise is located at Lot 36, Lorong Desa Ilmu 22H2, Fasa 25, 94300 Kota Samarahan, Sarawak. The location is strategic and near to our target customer that is students, civil servants and teachers. Our location is near to the educational institute such as UITM, UNIMAS, ILPKS and so on.

### **1.5 Date of business commencement**

We have registered our company on 23 November 2018 and we start our business on 1 January 2019 the same date as our company date of business commencement.

## **6.1 INTRODUCTION OF ADMINISTRATIVE PLAN**

### **6.1.1 DEFINITION OF ADMINISTRATIVE PLAN**

Administrative management is about managing information through people. Information is central to all management processes and people are the resources who make best use of that information to add value. Administrative managers perform a broad range of duties in virtually every sector of the economy. They coordinate and direct support services to organizations as diverse as insurance companies, computer manufacturers and government offices.

Administrative managers are more likely to specialize in specific support activities. For example, some administrative service managers work primarily as office managers, contract administrators or unclaimed property officers. Administration managers organize the many services that allow for the efficient operation such as secretarial and reception, administration, payroll, conference planning and travel, information and data processing, mail, materials scheduling and distribution, printing, telecommunications management, security, supply and disposal. Administrative managers who work as contract administrators for instance, oversee the preparation, analysis, negotiation and review of contracts related to the purchase or sale of equipment, materials, supplies, products or service.

A business needs a productive and proactive management that can run the organization effectively and efficiently. Administrative manager is one of the important aspects to ensure that the business run smoothly and manage the overall business objective and goals. The administration will manage the business by using the process of planning, organizing, leading and controlling so that the business will be more effective and efficient to manage. In addition, the administrator must be able to communicate and cooperate with other department that can create a good result for organization

Administration also planned all the necessary aspect of the business including assuring the location of the officer and services operation and its equipment as well as necessarily needed by the company. Our company has one administration manager for purposes stated above. Besides, all the managers of the company must cooperate to run the business to achieve our objectives and goals

## **2.0 PURPOSE**

Purpose of preparing the business plan because business plan is a set of document that prepared by an organizations management to conclude the marketing,operational and financial objective for the future of the organization. The business plan provide step by step guideline once we set up our business and it's also provide on how to achieve the organization goals. This business plan is very important for a new company like The DPA Printing to help us maintain our business performance.

### **2.1 To evaluate the project viability and growth potential**

Everyone in the company will use the information in the business plan as a guideline for anything that related to the company such as set performance targets,decision making on the operations of the business or access their own personal performance in term of ability to achieve the objective that have been set in the business plan. A company's performance can be measure within the planned goals in the business plan such as sales, expenditures, time frame and strategic direction. Business plan also can help the manager of the company to identify and at the same time focus on potential problems both inside and outside the company itself.

### **2.2 To apply for loans or financing facilities from the relevant financial institutions**

The business plan shows the financial stability of the company especially when applying for loans and to convince the investors toward providing fund to our company. The financial institutions will evaluate company's ability to handle more liability. The business plan report shows the company's cash flow requirement and also the business plan provides a detail certification of its assets, capitalization expected financial performance. The business plan provide every information that will be need by the investors or financial institutions before lending the funds to our company and also they can accurately identified the risk before lending the funds to the company. The financial institutions need a good business plan to convince them on lending the