



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

GROUP ASSIGNMENT

PREPARED BY,

FACULTY & PROGRAM: FACULTY OF CHEMICAL ENGINEERING (EH110)

SEMESTER: 1

PROJECT TITLE: BUSINESS OPPORTUNITY

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1. EXECUTIVE SUMMARY

Custom T-shirt printing online 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. Our company will harness the power of computer sublimation to allow custom shirt printing in production runs as small as one unit.

Imagine the ability to create a totally custom shirt. You choose the material and style of the shirt, then the image or graphic you want on the front and/or back. This is an ultimate form of expression. There are no limits to what you can communicate. Some people might show their fanaticism for a particular sports team, others a musician. Or you might have a social message or cause on your shirt. Whatever you may decide, you can print any image on your shirt.

2. VISION, MISSION AND OBJECTIVE OF ALL BUSINESS IDEAS

A) CUSTOM T-SHIRT PRINTING SERVICES

- VISION

We offering our customers an affordable price with a money-back guarantee. Our t-shirt quality

- MISSION

To be known as the best custom t-shirt printing service in Kota Samarahan among all the competitors.

- OBJECTIVE

We provide space for our customers to design their own t-shirt based on their creativity and free-will. We provide various type of t-shirt and design for they to choose.

B) LAUNDRY

- VISION

To be the leading and established brand in the innovative laundry business solution in Kota Samarahan.

- MISSION

To establish value with our clients by providing them with convenient, professional, eco-friendly, efficient, effective and hygienic oriented dry cleaning and laundry management solutions.

- OBJECTIVE

To set up processes, procedures and system for the business. Besides, we want our laundry services to be knowledgeable in Kota Samarahan.

C) PRINTING SERVICE

- VISION

To become recognised as the benchmark of outstanding service, not just in UITM but Kota Samarahan.

- MISSION

To provide a great service and forming lasting relationship with our clients. Besides, we want to provide exceptional services and to follow through on our promises.

- OBJECTIVE

To provide quality printing services to our customers especially educational community