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UNIVERSITI
TEKNOLOGI
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ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP
BUSINESS PLAN



FOREST PRINTING ENTERPRISE

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EXECUTIVE SUMMARY

First of all, Forest Printing Enterprise is a T-shirt printing company that offers custom-made printed design on the shirt. Our goals and aim is to provide our customers with a professional, service that is always fair, efficient, helpful and responsive in providing the customer demand. Furthermore, we hope to develop a strong and creative printing company that can satisfy customer's request. Also, our target market is following by demographic segmentations which is age base on 18 years old until 55 years old according to the population. This printing business is located in Georgetown, Pulau Pinang that are in the city center, which is strategic location, we can easily attract the customers who wanted to use our services and we attract them by using our signboard sign. Forest Printing Enterprise logo and name represent the Flora and Fauna nature, also with the illustrations of the hands that holds the painting brush are the symbol of we make a custom-made T-shirts. As we know from then until now, business printing is needed by all parties. This is because everyone wants to make their own merchandise and clothes. For example, for employees in any workplace, the company of the place would make sure their uniform are same with each other. In addition, according to the current market trend business printing is very much the talk of the set of the community. Moreover, the capital of the company is contributed by five partners of the organization including the general manager, Administration manager, Marketing manager, Operational manager and lastly is financial manager of this business. The partner of this business was chosen for their own experience and educational background. In this Printing Shop we provide a spacious waiting area for the customer to wait for the staff to attained them for the custom design process. However, we also provide the pantry for the staff and also the customer to have a drink. Finally in this Forest Printing Enterprise, we hope that this business can be well known in Malaysia. We can achieve our aims and target by launching and starting this business and to be more successful and be known in the future by this business.

Purpose of Preparing Business Plan

1. Entrepreneur has the ability to review the business venture objectively, practically, and critically.
2. To do research and assess the feasibility of a business.
3. To persuade venture capitalists, investors, and bankers to provide capital and support for the venture.
4. As a guideline for daily day business management.
5. To be able to allocate business resources better.

Business Background

BUSINESS MAIN ACTIVITY	
Core activity:	<p>We produce T-shirt printing for varies age range with variety of fabric.</p> <p>Customers can customise their own T-shirt design to give unparalleled customer satisfaction</p> <p>These are lists of steps on printing T-shirt:</p> <ol style="list-style-type: none">1. Pick a design2. Know your quantity and budget3. Choose printing method4. Find a printer5. Choose your fabric and T-shirt type6. Submit your files in PDF format7. Check your proof8. Get your T-shirt at our store
Other activities:	<p>There are 4 main business activities which are very important to make sure that the core activity will run smoothly as we plan.</p>

2.0 ADMINISTRATION PLAN

The first step in operating a business is to create an administration strategy. This is to ensure that everything is well organized for the business. The effectiveness and survival of the business depend on the management team's abilities and skills. The manager should outline the company's planning, managing, organising, and leading responsibilities in this administration plan. The administration manager's responsibilities include determining employee pay, defending their welfare benefits and compensation, recruiting, and furnishing and outfitting the workplace to ensure that they are happy working there.

The management duty also includes establishing the company's objectives and goals in order to guarantee their achievement. Additionally, a corporation needs an organisational structure, thus the administration is responsible for setting up a working schedule and determining all finances related to the administration department.

In addition, the administration is in charge of making sure that the partnership and its workers receive pay that are reasonable and in accordance with the contract. Additionally, to handle issues relating to the welfare of the employee, such as SOCSO, EPF, bonuses, and leaves like medical, emergency, maternity, and yearly leaves. As a result, in the Forest Printing Enterprise, the administration function is seen as a crucial responsibility where it consolidates all the components to ensure the effectiveness in carrying out organisational tasks.

Our business, Forest Printing Enterprise, will concentrate on the marketing and sale of t-shirts and jerseys with printed designs. By viewing this as a commercial opportunity, we decided to be found as a company that would not only be focused on market productivity but would also produce new goods using a range of novel designs and materials. Not only that, but we are also working getting more recognition to gain more customers.