UNIVERSITI
TEKNOLOGI
MARA

DIPLOMA IN TOURISM MANAGEMENT (HM111)

SEMESTER 5 (GROUP A)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

Group Assignment

easydesign
we make it easier

PREPARED BY

Ashley Grace Anthony 2011813628

Nursyahira Binti Mohd Sahak 2011437964

Siti Sarahaisah Binti Ramli 2011252862

Ivyna Macsilla Luha 2011253162

Shadelina Binti Mohd Sidek 2011651438

PREPARED FOR

Mr Abang Sulaiman Bin Abang Naim

I.   TABLE OF CONTENTS

1.0 EXECUTIVE SUMMARY

Our company name is Easy Design and our main operation is web and mobile application design. Our company is located at a residential home in Tabuan Jaya, which is owned by one of our partners. All meeting locations with clients are done based on our customers' terms for their convenience, as long as they are located in Kuching. We are also happy to do online discussions. Our business hours are divided based on our tasks and responsibilities. Our designers work during office hours and all meeting with clients are done during office hours as well. However, we have an online customer support service 24 hours a day, 7 days a week. Our services are on break during public holidays.

The main business of our company is web design, mobile web design and mobile application design. We are based in Kuching and our main target markets are active bloggers, companies and businesses, and organisations that are based in Kuching. However, we are also able to cater to people from other parts of Malaysia and the world because the nature of our company is entirely virtual. By starting our company, we believe that we are able to hold 13% of the market share in Kuching during the first year. By the second and third year, we aim to increase it by 5% and 3% respectively.

Our company is in the form of a partnership which consists of five partners. Every partner contributes to the certain amount of equity and all partners agree that they will be bound by the agreement and its conditions that have been formed. The company is lead by the General Manager, Ashley Grace Anthony. Her task is to provide leadership and management to the company and be fully responsible for the daily responsibilities of all departments in the company. The head of Administration is Ivyna Macsilla Luha. She will be responsible for managing all tasks related to the company's internal customers and office administrations. Our head of Marketing is Nursyahira Mohd. Sahak, who will handle all publicity and public relation works of our company, as well as understanding our target market. In charge of our Finance is Shadelina Mohd Sidek, who will be in charge of all finances of the company being recorded, up-to-date and ensuring that our expenses are well under budget every month. Lastly, head of our Operations department is Siti Sarahaisah Ramli. Her responsibility is to ensure the operation of our business runs smoothly and maintaining and updating all machinery to ensure we can provide the best services.

2.0 INTRODUCTION

2.1 NAME AND MOTTO OF COMPANY

The name of our company is Easy Design. We have chosen the name to show our simplistic ideas and approaches to designs. Our motto is "We make it easier" because our job is to make our clients' job easier, especially when it comes to their online presence.

2.2 NATURE OF COMPANY

The nature of our company is web and mobile application design, mainly focusing on businesses based in Kuching. We also redesign websites and help create better accessibility to them through the creation of mobile websites and mobile applications. As we know, many businesses are interested in creating an online presence through social medias such as Facebook, Twitter and Instagram as well as blogging platforms such as Blogger, Wordpress and Tumblr. There are even companies that solely focus on creating a business online with only a warehouse to store their goods but no actual physical shop. They are unable to attract customers with the traditional methods of fancy interior design and shop fronts. Instead, their website is their shop front. Our company helps them design and maintain this in order to leave a lasting and memorable impression to gain and ensure repeat customers.

2.3 INDUSTRY PROFILE

Web designing is considered a relatively new field in the design industry. Instead of only possessing general design and computer skills, web designers also require an understanding of very web specific design factors such as screen resolution, image compression, website accessibility and website architecture. Web designing requires a combination of visual design and proficiency with technology. Ever since the early 2000s, usually known as the dot com era, the number of Internet users has grown by the millions. This means increasing job opportunities for web designers like us and this trend does not seem to be slowing down any time soon.

6.0 INTRODUCTION TO MARKETING

Market can be defined as the set of actual and potential buyers of product. Potential buyer can be refer to those who are interested to purchasing product and services, have ability to purchase and permitted by law and other regulations to acquire the product or service. In order to reach target market, company have to perform marketing process.

Marketing can be defined as the activities that carried out systematically to encourage and increase sales of products or service. This means, the company create product or service that may build customers interest towards it. A systematic marketing effort is essential to ensure that customers are attracted to purchase the product and services offered. This is particularly important especially in encouraging customers to try product and services by first-time. Systematic marketing help to increase sales by influence the customer to repeat purchase.

Marketing also include the management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 P's of marketing includes product, price, place and promotion. First elements include identification, selection and development of a product. This first element followed by determination of its price and selection of a distribution channel to reach the customer's place. Final element of marketing is the development and implementation of a promotional strategy.

Marketing is basically an exchange activity that takes place between two business entity and its customers. The customers include individuals, other business entities and support organization. The most important part is that the product and services that being offered must have ability to satisfy customer needs and wants up until beyond their expectation. An unsatisfied customer is not likely to repeat purchase and the worst part is they may influence others to avoid that particular product and service. In order to reach customer expectation, the products and services must be offered at the right place and time and at the price that customer willing and able to pay. This objective can only be achieved after the careful research base on customer's needs and wants.

In accordance to marketing plan and strategies, our business, Easy Design has developed some plans and strategies to inform out customers about the services that our business offer and provides to them.