



**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY  
FACULTY OF BUSINESS MANAGEMENT  
(BM 118)**

**FUNDAMENTAL OF ENTERPRENUERSHIP (ENT 300)**

**TITLE OF THE BUSINESS PLAN  
PRINTING XOXO**

**ADDRESS OF THE BISNESS**

No. 16(GF), Desa Ilmu Commercial Centre,  
Jalan Kota Samarahan, 93050, Kuching, Sarawak



**PREPARED BY:**

FATIN ATHIRAH JASMAN (2012448264)  
HASFIAHNIZAH BINTI MARSAT (2012691642)  
NUR ASHEREEN BINTI MOHD. ARIF (2012666706)  
NUR AZIAH JASMINE BINTI RASHID (2012255166)  
REBECCA AK GAYAU (2012857234)  
SITI NURBAYA BINTI BORHAN (2012821142)

**SUBMISSION DATE:  
SEPTEMBER 26<sup>th</sup>, 2014**

### **ACKNOWLEDGEMENT**

First of all, we would like to thank Allah S.W.T. for the blessing in the journey of completing this business proposal. We are really grateful that we managed to complete our Fundamental of Entrepreneurship (ENT 300) assignment in time.

This assignment cannot be completed without the effort and cooperation from our group members whom are Fatin Athirah Jasman, Siti Nurbaya Borhan, Rebecca Gayau, Nur Ashereen, Nur Aziah Jasmine and Hasfiahnizah. The commitments among members are important in completing the business plan. We also would like to take this opportunity to sincerely thank our generous lecturer, Mister Abang Sulaiman Abang Naim for the guidance, advices and encouragements in finishing this assignment as well as for teaching us in this course code.

Furthermore, we would like to express our gratitude to our parents for supporting us financially, emotionally and mentally. Last but not least, we also would like to thank our friends and respondents for the support and willingness to spend some times with us, giving some information needed in order to complete the project and answering all the questions that required for us to get all the data that help us in completing the project.

## TABLE OF CONTENTS

<b>PART I</b> <b>(COMPANY INTRODUCTION)</b>  EXECUTIVE SUMMARY INTRODUCTION OF BUSINESS PLAN NATURE OF BUSINESS OBJECTIVES FUTURE PLAN PURPOSE OF THE BUSINESS PLAN BUSINESS BACKGROUND OWNERS BACKGROUND LETTER OF AGREEMENT	           1 2 3 4 5 6 7 8 – 13 14 – 17
<b>PART II</b> <b>(ADMINISTRATION PLAN)</b>	18 – 38
<b>PART III</b> <b>(MARKETING PLAN)</b>	39 – 62
<b>PART IV</b> <b>(OPERATIONAL PLAN)</b>	63 – 82
<b>PART V</b> <b>(FINANCIAL PLAN)</b>	83 – 111
<b>PART VI</b> <b>(APPENDICES)</b>	

## **EXECUTIVE SUMMARY**

### **Description of Printing XOXO**

Printing XOXO provides service of printing to the customer from 8 in the morning until up to midnight. Our business also provides waiting space with free wi-fi connection. A loyalty card is given to the customer registered and gifts are given if they have collected enough points.

With six of us have agreed that Fatin Athirah Jasman as General Manager. Nur Aziah Jasmine bt. Rashid as Administrative Manager, Rebecca ak. Gayau and Siti Nurbaya bt. Borhan as Marketing Manager, Nur Ashereen bt. Mohd. Arif as Operational Manager and Hasfiahnizah bt. Marsat as Financial Manager.

Our business is located at Desa Ilmu Commercial Centre, Kota Samarahan, Kuching. We choose this location because it is located in the area where there are a lot of educational institutions around and it is easily recognize by people. Furthermore, the shop is located in the neighborhoods area; therefore, it will be easy for the customer to come to our shop.

A part from that, we have already come out with the organization plan of the business. We have agreed that the business will be led by Fatin Athirah Jasman as the General Manager. She is the one who will take care of the whole department of the business plan and make sure that every part of it running as what we have planned. The management of the business will completely lead by her and assisted by other shareholders in the business.

### **INTRODUCTION OF BUSINESS PLAN**

Our business, Printing XOXO is a business which provides service of printing to the customer. Our business comes out with different type of business because there are small numbers of printing business that are available up to midnight.

Moreover, our company also gives the royalty card to the customer. They can collect the points every time they have made a purchase from the shop. To make our company better well-known by others, we have come out with social webpage such as Facebook and Instagram.