

# **TELLE'S COPY & PRINT STATION**

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# BUSINESS OVERVIEW

## My Business

A small printing and document service business

## My Products

Xerox / Photocopy

Document Printing (Black & Colored)

ID Printing

Laminating

Document Scanning

## What makes it unique?

Budget-friendly pricing, quick service, and a customer-first approach



# TARGET MARKET



## Who Are Our Customers?

**Students** who need quick printing, photocopy, and school requirements  
**Teachers and staff** who need IDs, laminating, or documents printed  
**Anyone** who walks in and needs instant printing help

## Who Are They?

**Ages:**  
All ages (16+).  
**Lifestyle:**  
Busy and need things now.  
**Budget:**  
Want quality service that is cheap and near.

## What Problem Do We Fix?

**Problem:** People cannot print at home (no printer, no ink, or it broke).

**We Fix It By:**  
**Making it Easy:** We do the hard work for you.

**Making it Fast:** You get your papers right away.

**Making it Cheap:** Good service for low money.

# MISSION STATEMENT

"Our job is to make printing simple and fast for everyone who lives and works nearby."



# Vision Statement

"To be recognized as the most trusted and essential quick-print shop for every student, teacher, and small business in our city."

# PRODUCTS & SERVICES OFFERED



## Xerox

Fast and clear black and white copies for school papers, modules, and documents.



## Printing Services

High-quality colored and black-and-white prints for assignments, projects, and forms.



## ID Printing

Instant ID print with clean layout, sharp photo quality, and durable material.



Protects IDs, certificates, and important papers with smooth, long-lasting lamination.



Converts papers into digital files—perfect for online submissions and record-keeping.



# Unique Selling Proposition (USP)

## Quick Process

- We finish your printing and copying fast.

## Budget-Friendly

- Prices are low and perfect for students.

## All-in-One Shop

- Prints, Xerox, IDs, laminating, and scanning available

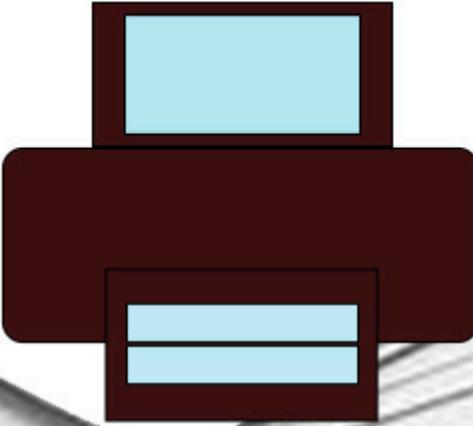
## Clean Results

- Outputs are sharp, clear, and professional-looking.





**TELLE'S**



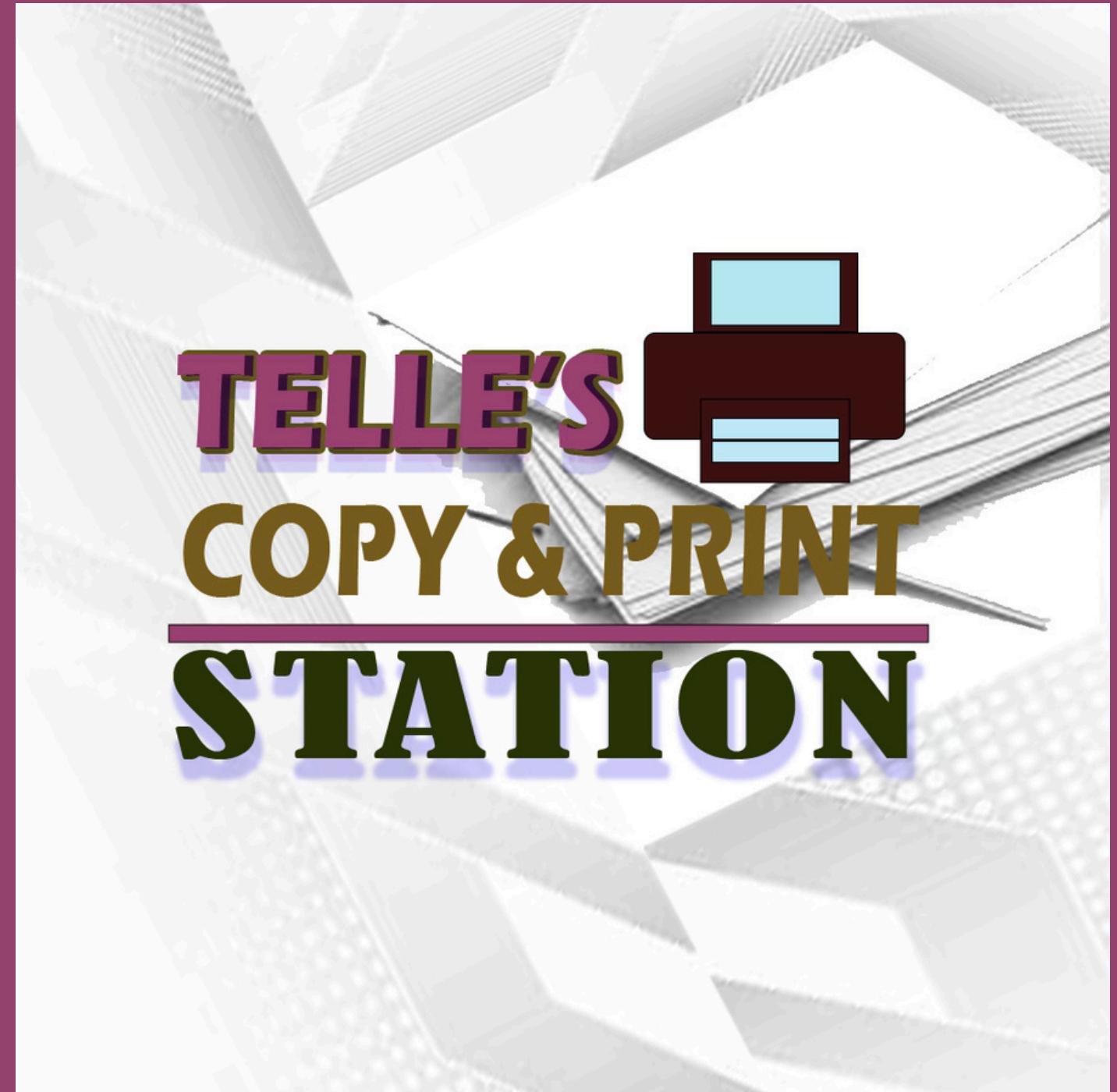
**COPY & PRINT**

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**STATION**

# LOGO EXPLANATION

*Our logo's main meaning is to show we are a reliable "station" for printing help. The printer picture clearly tells people we focus on copying and printing papers. We chose dark colors because they make the business look trustworthy and serious. This design reflects our goal to give quick, reliable help to the community. Overall, the simple look makes the logo easy to recognize as the place for instant print needs.*



# closing

This shop will work because printing is a need, not a want. Our best edge is being the fastest, closest, and easiest service.

We are Telle's Copy & Print Station the trusted spot that gives quick, good results at a low price.