



أونيورسيتي مليسيا قهع السلطان عبد الله
UNIVERSITI MALAYSIA PAHANG
AL-SULTAN ABDULLAH

TECHNOPRENEURSHIP

UGE2002

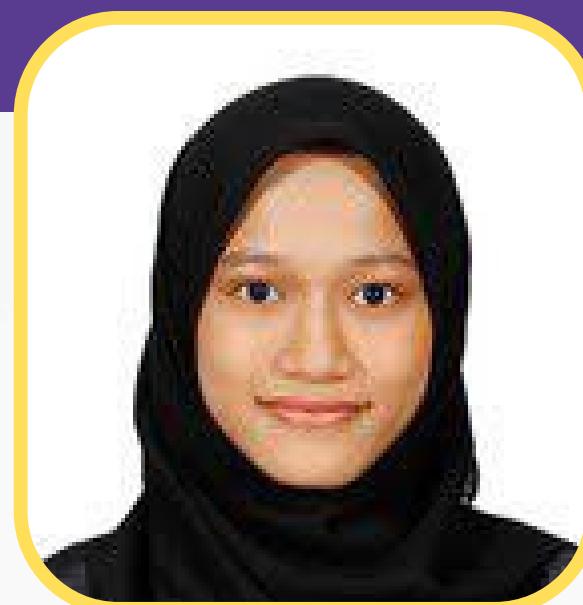
LECTURER: TS. DR. ASRUL BIN ADAM
SECTION: 05P
GROUP: 6

OUR COMPANY TEAM



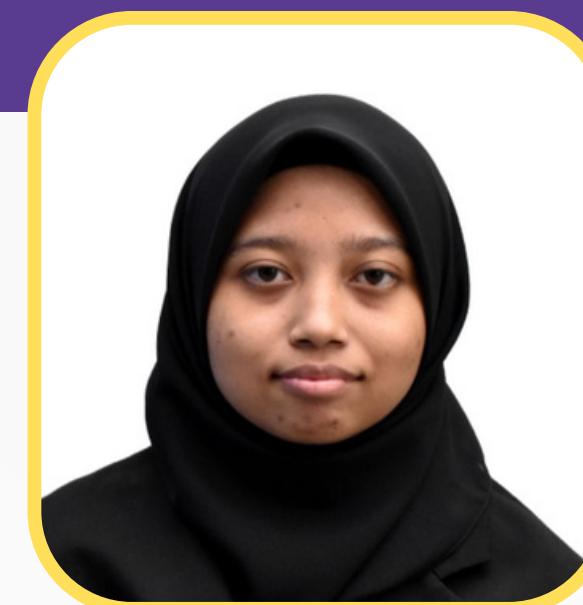
CEO

MUHAMAD
SYARIFUDIN BIN
MOHD AZON
CB22126



MARKETING
DIRECTOR

AUNI NAJIHAH
BINTI
JAMARLUDDIN
CA22081



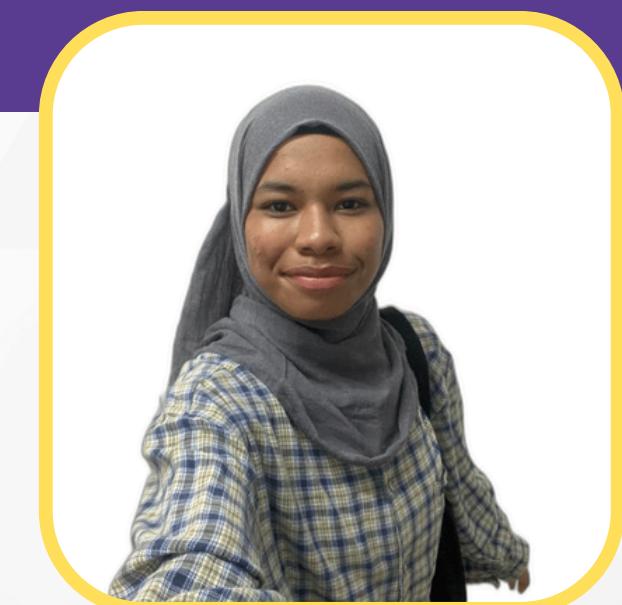
CREATIVE
DIRECTOR

AYUNNI
NABILAH BINTI
MOHD ZUBIR
CA22052



CHIEF FINANCIAL
OFFICER

KHAIRINA BINTI
ABDUL RAHMAN
CA22031



CHIEF OPERATING
OFFICER

SITI NURDINA
BINTI
ZAINUDDIN @
ZENAH
CA22040

PITCHING PLANNING

1. Company Background

Name of the company

What the company do

2. Problem & Solution

Problem that happened and how we overcome it

3. Our Services

what kind of services the company offers

4. Business Model

The business model for IlluminateInk Desifn Studio

5. Marketing Strategies

Approaches promoting the business

6. Market Size

Target Sale

7.Competition

Possible competitor

8.Team Expertise

Workforce of company

9.Milestone

What we achieved and what to be done

10.Investment

Amount of fund and investment we need

11.Conclusion

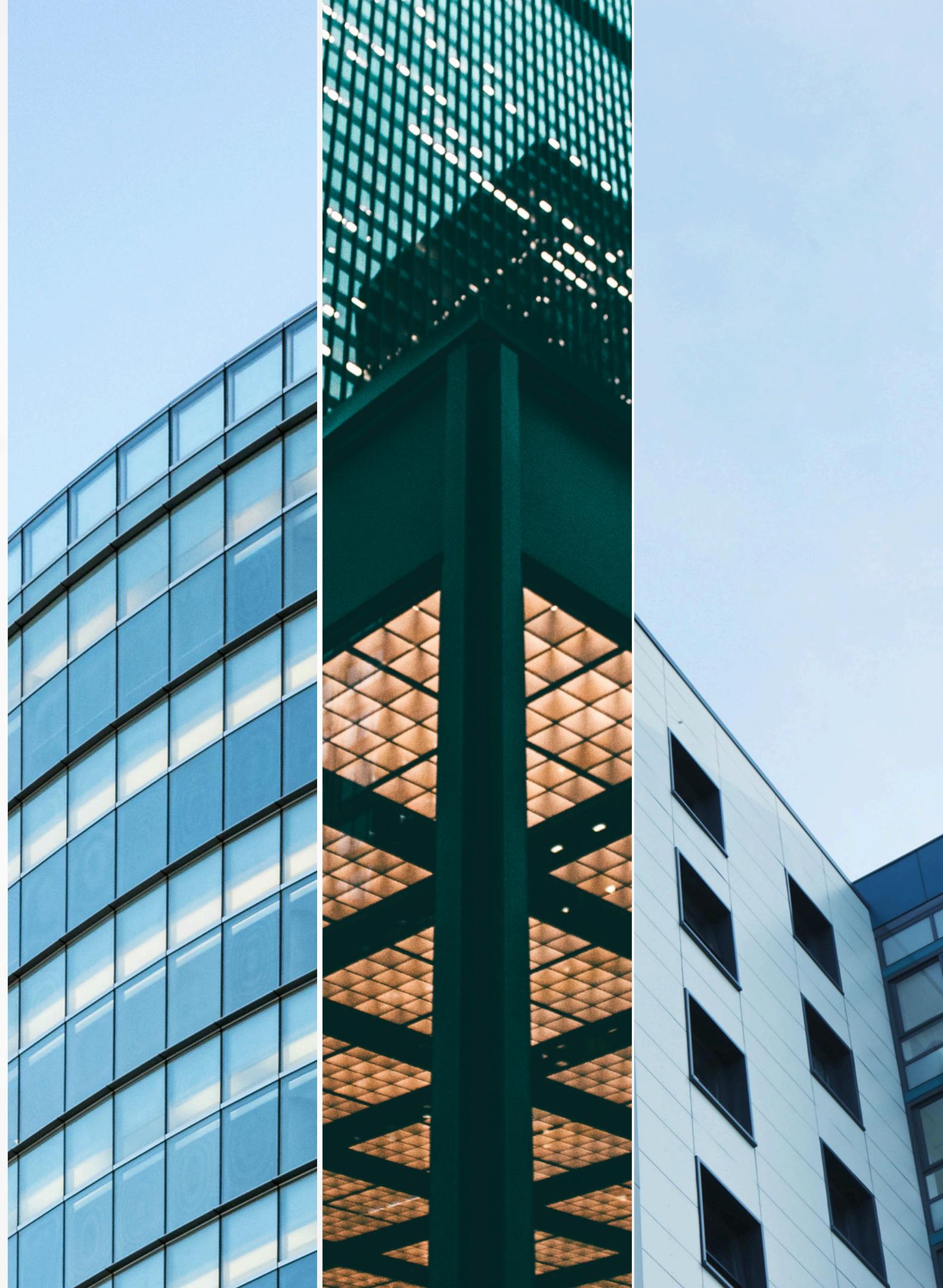
Conclusion of our business pitching
Our goal

BACKGROUND COMPANY

IlluminateInk is a design studio specializing in poster creation and visual storytelling.

Focus on using Canva as a primary design tool for accessibility and affordability.

Emphasis on client satisfaction, creativity, and excellence in all projects.

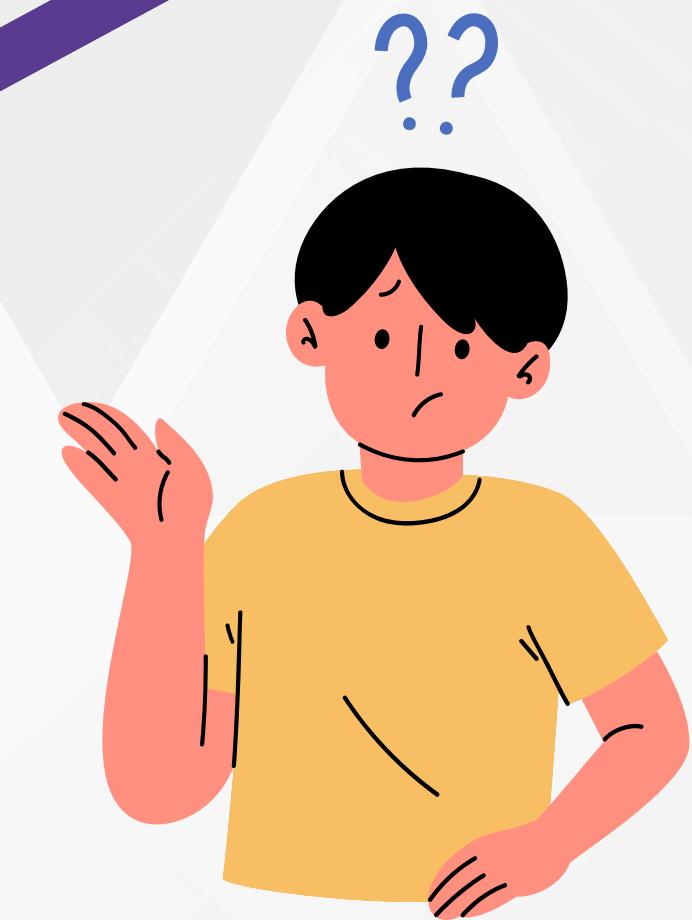


PROBLEM

- The lack of visually appealing and engaging marketing materials for client campaigns.
- Recognize the need for captivating visuals to effectively convey client messages and enhance brand visibility.



AND SOLUTION



- Propose tailored poster designs on Canva to address the problem statement.
- Emphasize the use of creative and impactful visuals to attract and engage target audiences effectively.

OUR SERVICE

ILLUMINATEINK
DESIGN STUDIO

Design
Your
Poster
with Us

From Idea to
Impression

Product Promotion Perfected: Let
Our Posters Be Your Brand's Voice!

OUR SERVICES

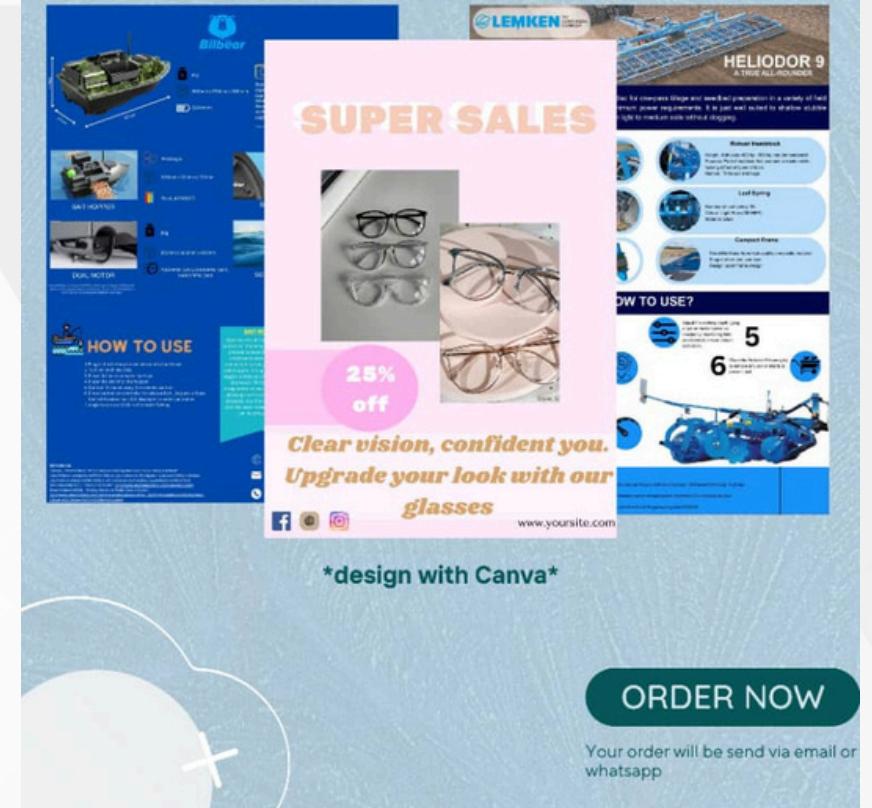
- Events Poster
- Social Media Poster
- Promotion Poster

AS LOW AS
RM10

+60 19-755 2553
26600 Pekan, Pahang
contact@illuminateinkdesignstudio.com

IlluminateInk Studio Design offers several different services based on customers' demands. We design posters for any occasions or events. The aim of our company is to help in designing creative, informative, innovative and understandable posters for our customers need. Furthermore, we also offer printing services which is available for any kind of printing types.

EXAMPLE OF OUR *Posters*



BUSINESS MODEL

| | | | | |
|---|---|--|--|--|
| KEY PARTNERS | KEY ACTIVITIES | VALUE PROPOSITION | CUSTOMER RELATIONSHIP | CUSTOMER SEGMENTS |
| <ul style="list-style-type: none"> - Advertisement - Poster design - Communication project management - Marketing sales | <ul style="list-style-type: none"> - Advertisement - Poster design - Communication project management - Marketing sales | <ul style="list-style-type: none"> - High quality design - Customizable design - Fast turnaround times - Low prices, affordable - Easy ordering by online | <ul style="list-style-type: none"> - Fast response (communication with customer) - After-sales support | <ul style="list-style-type: none"> - UMPSA Students - Small businesses owner - Event organizers |
| KEY RESOURCES | | | CHANNELS | |
| <ul style="list-style-type: none"> - Experienced graphic designers - Design software and tools - Printing partnership - Marketing materials | | | <ul style="list-style-type: none"> - WhatsApp - Instagram - Phone Number | |
| COST STRUCTURE | | REVENUE STREAM(S) | | |
| <ul style="list-style-type: none"> - Designers and administrative staff. - Software and equipment costs for design work. - Marketing and advertising expenses for promoting the business. - Costs associated with printing and materials. | | <ul style="list-style-type: none"> - Revenue from design service fees charged per project - Additional revenue from last minute order which will be charge for extra price | | |

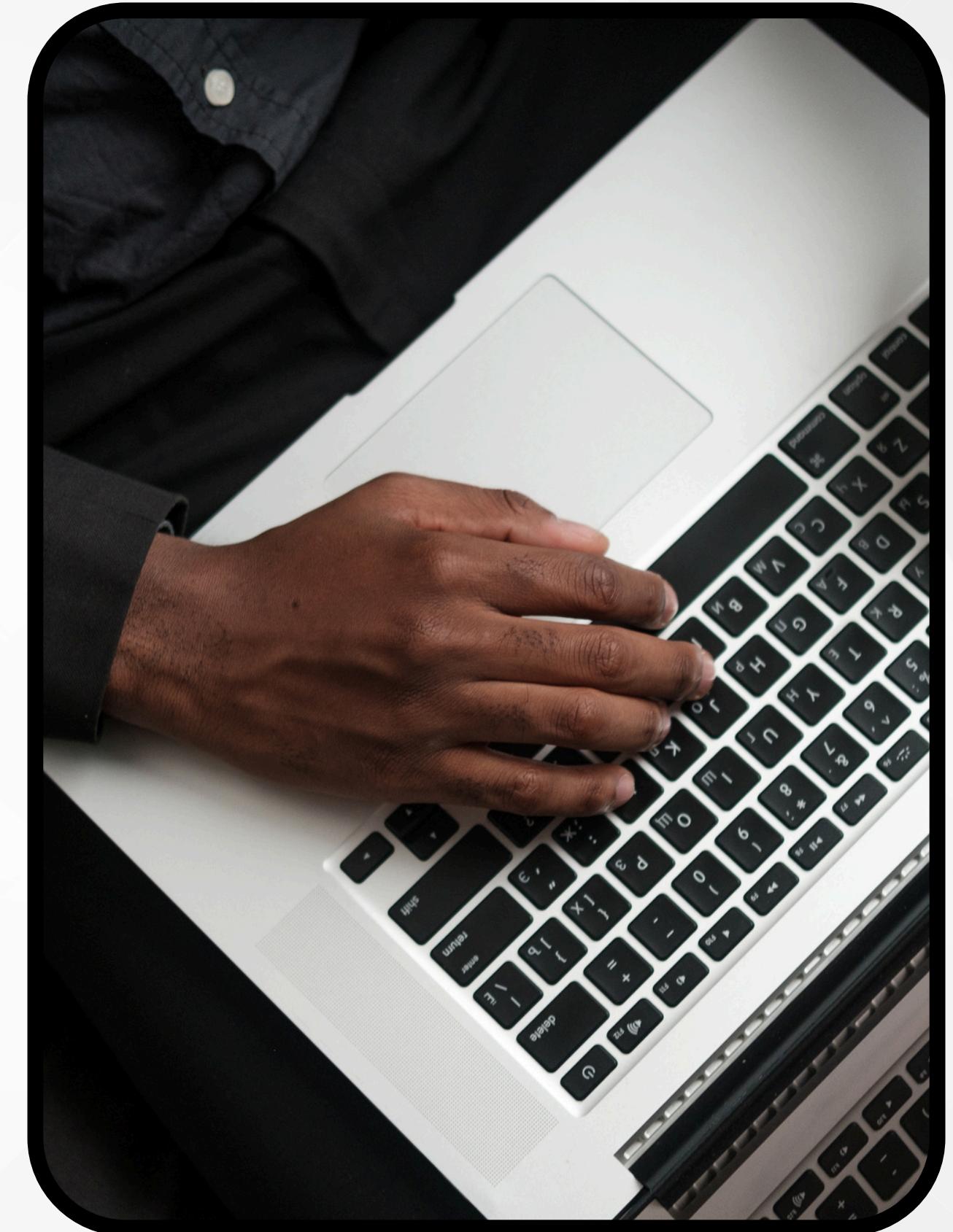
MARKETING STRATEGIES

Promotion through social media.

- since our company aims for wider scope of customers, we are actively promoting our services on social media like TikTok, Instagram and WhatsApp. our marketing staff will update our services from time to time to keep customers with the something new and our services policy.

Promotion through flyers

- We are giving out flyers to people in several nearest places in order to make them know more about our services.



MARKET SIZE

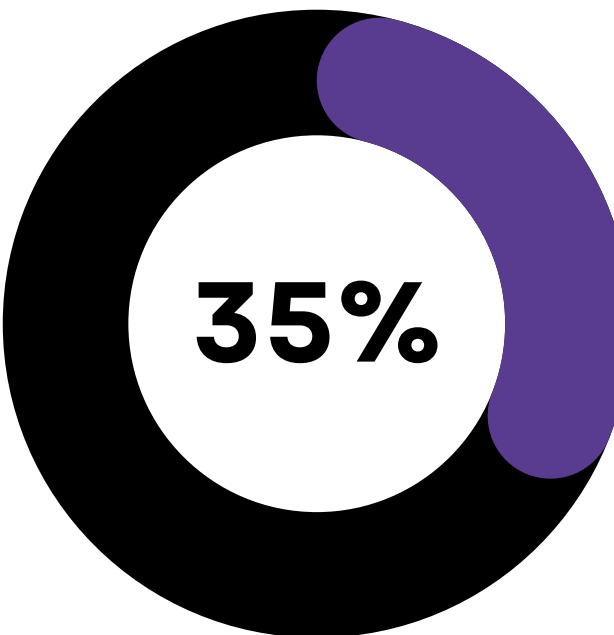
I

The market size refers to the total sales or potential customers in a specific market expected over a year or a month. The targeted market size varies based on the location. Additionally, the potential benefits or advantages that can be gained in this market can be measured.

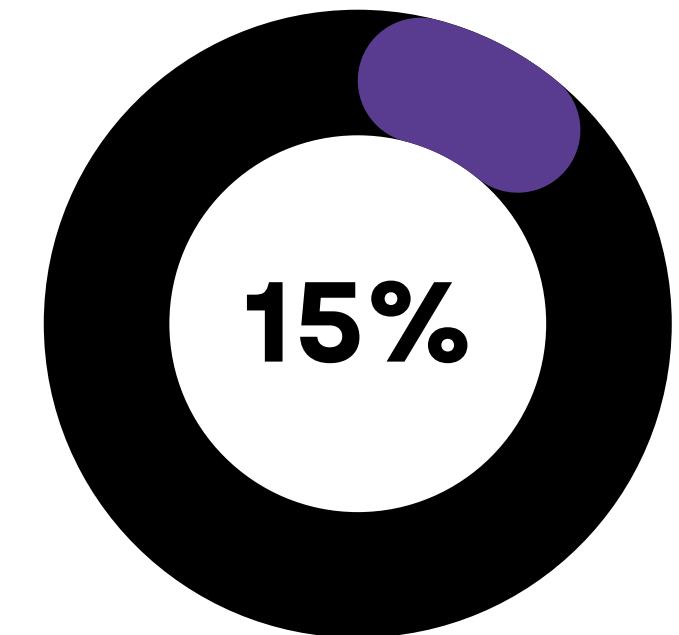
Small and medium sized business



Event Organizer



Educational Institution



COMPETITION

Our top competitors are Freelance Graphic Designer and Pixel Design & Marketing Sdn. Bhd.



Offer variety of designs but they only located in Kuala Lumpur



Provide various type of designs and services but they don't have enough manpower



OUR MILESTONE

2022

- Latest design research
- Development in new designs

2023

- Marketing strategies and plans
- Research and development on new designs

2024

- Business started



WHAT STILL NEED TO BE DONE

- Customer attraction
- Producing new adaptive designs
- Get to know target market



INVESTMENT



CONCLUSION

We aim to provide our creative design abilities, to a broad range of market segments such as educational institutions, non-profits, and more.

We are committed to providing excellent service in order to establish a relationship based on trust and respect with our clients.

Since IlluminateInk has a strong foundation for local and online engagement, the company is well-known in the graphic design industry.





CONTACT US:



contact@illuminateinkdesign.com



09-94720573



www.illuminateinkdesign.com



**Taman Peramu Jaya, 26600 Pekan,
Pahang**



Design Your Poster with Us

From Idea to
Impression

Product Promotion Perfected: Let
Our Posters Be Your Brand's Voice!

OUR SERVICES

- Events Poster
- Social Media Poster
- Infographic Poster

ORDER NOW

AS LOW AS
RM10

+60 19-755 2553
26600 Pekan, Pahang
contact@illuminateinkdesignstudio.com

