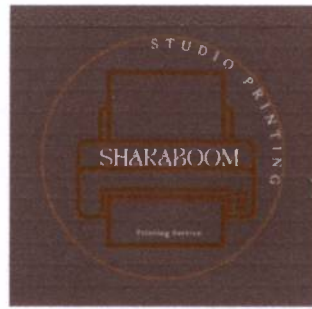




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UNIVERSITI  
TEKNOLOGI  
MARA

ENT300  
FUNDAMENTALS OF ENTREPRENEURSHIP  
BUSINESS PLAN



SHAKABOOM PRINTING STUDIO

PREPARED BY

NO.	NAME	UITM ID NO	GROUP CODE
1.	Shahrul Bin Abdul Rahman	2020883928	CS1104C
2.	Muhammad Izzariq Bin Mohamad Daud	2020693408	CS1104C
3.	Fudayl bin Abdul Jalil	2020625722	CS1104C
4.	Owenn anak Wilfred	2020890086	CS1104C
5.	Abang Ahmad Farique Danial bin Abang Nazri	2020878538	CS1104C
6.	Lutfur Rahman Ansari Bin Patahorrahman	2020443204	CS1104C

*Handwritten signature and date: 19/12/22*

**PREPARED FOR**

<b>LECTURER'S NAME</b>	<b>:</b>	<b>DR MARDINAH ABDULHAMID</b>
<b>SEMESTER</b>	<b>:</b>	<b>MAC – AUGUST 2022</b>
<b>SUBMISSION DATE</b>	<b>:</b>	<b>18 JULY 2022</b>

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## **EXECUTIVE SUMMARY**

ShakaBoom Printing is a printing shop in Kota Samarahan, Sarawak, Malaysia that provides a one-stop solution for all of your printing, scanning, lamination, copying, binding, graphic and architecture design needs. Our policy is to collaborate with our customers in a way that benefits both of us in terms of cost, time, and product quality. The majority of our products are available for same-day and rush printing.

We have invested in learning about and acquiring cutting-edge technology in this field in order to stay one step ahead of our competitors while providing first-rate print quality. Our Principles is to Create the highest quality product in the shortest amount of time while maintaining a good price-performance ratio. We aim to bring any concept, any idea, to life.

Our primary strategy and aim is to provide printing service to people in stay in campus who still studying such as Students, lecturers and also teachers. We always looking forward to our customer satisfaction towards our services. Since our company is listed as a new company in the market, so there will be many aspects that we need to consider in order to make sure that our company can compete with other printing shop and fulfill the customer need as there are many people involved in business industry including printing service. We see this as an opportunity to grab chances in order to gain customers besides help others who are in need especially people with physical impairment to have better quality of life. Our business is run by five main workers which are general manager, administration manager, marketing manager, operation manager and financial manager. All of us play a vital role in this business and we will make sure that this business will be successful. From our observation, we are targeting a big scope of customers as our printing shop is located at the city which there will be higher chances to gain customers and can attract them to get services from our printing shop. Furthermore, our business location is very strategic as our shop is near universities and residential areas. We believe that we will be able to achieve our business goal with our business financial position statement. we are pretty sure that good words about our services will be spread among customers. We will also provide Cash on delivery since our name be known in our social media page before we open this shop. We hope that Shakaboom printing service can be a well-known Printing shop in this area and other area as well and able to provide greater services from time to time. We also believe the demand of printing services will increase every year

# ~~INTRODUCTION PLAN~~

## 1.1 BUSINESS DESCRIPTION

Name of Business	<input type="checkbox"/> Shakaboom Printing Service
Business address	<input type="checkbox"/> Sublot No. 100 of Parent Lot 877, Samarahan Land District and Lots 2303 & 2306, Both Block 26, Muara Tuang Land District
Business legal entity	<input type="checkbox"/>
Nature of Business	<input type="checkbox"/> Service Business
Social media (Instagram / Facebook)	<input type="checkbox"/> Shakaboom.Printing
Email address	<input type="checkbox"/> ShakaboomPrinting@Gmail.com
Telephone number	<input type="checkbox"/> 03-47812543
Factors in selecting the proposed business (the opportunity)	<input type="checkbox"/> High demand of Printing service from citizen around Kota Samarahan  <input type="checkbox"/> After do some research and survey, People usually asking for Printing service around this area, teachers, lecturers and students always asking for this service .  <input type="checkbox"/> Higher chances to gain customers from varies age range.  <input type="checkbox"/> Has potential for growth  <input type="checkbox"/> The place is strategic since kota samarahan is full of school and universities.
Future prospects the of business	<input type="checkbox"/> Our printing shop will be the most visited physio clinic in samarahan after 1 year of opening.

- |  |   |
|--|---|
|  | <ul style="list-style-type: none"><li>□ Shakaboom Printing Shop will open another branch of Printing shop in another place such as Kuching in Sarawak during 2040 as we target that our financial status will be enough and very stable during that year.</li></ul> |
|--|---|

### **Purpose of Preparing Business Plan**

- 1) Opportunity for entrepreneur to assess the business venture objectively, practically and critically.
- 2) To study and evaluate the feasibility of business.
- 3) To convince venture capitalists, investors and bankers in order to raise capital and obtain support for the venture.
- 4) Business plan is also for guideline for day to day management of business.
- 5) To be able to distribute business resources more effectively.

## Business Background

<b>Business Activity</b>	
<b>Core activity :</b>	<p>We provide printing services which is specifically for teachers, lecturers, students around kota samarahan.</p> <p>These are the lists of skills that we might use and can be offered to the customer:</p> <ol style="list-style-type: none"><li>1) Basic Designing</li><li>2) Printing all size Document</li><li>3) Printing Business Card</li><li>4) Printing Banner</li><li>5) Printing Colour Document</li></ol>

<b>Other activities :</b>	<p>There are 4 main business activities which are very vital in order to make sure that the core activity will proceed and go smoothly.</p>
<input type="checkbox"/> <b>Administration</b>	<p>the administration manager, who will organise the entire personnel administration plan. Furthermore, the administration manager must ensure that all treatment equipment is adequate and effective.</p>

<input type="checkbox"/> <b>Marketing</b>	Marketing managers are responsible for developing marketing strategies that maximise profit. To attract more customers, use social media marketing, banner ads, and a health care session on Live Instagram.
<input type="checkbox"/> <b>Operational</b>	The operational manager will ensure that 4 Emerald Physio Clinic meets the established standards and will also analyse customer needs and feedback after treatment.
<input type="checkbox"/> <b>Financial</b>	In general, the financial manager will be in charge of cash flow and business budget planning.
<b>Business Commencement</b>	7 <sup>th</sup> December
<b>Registration Details</b>	7 <sup>th</sup> November
<b>Banking Details</b>	ShakamboomPrintingShop CIMB BANK : 7083286405

## 1.2 OWNER DESCRIPTION

### BUSINESS PARTNER BACKGROUND



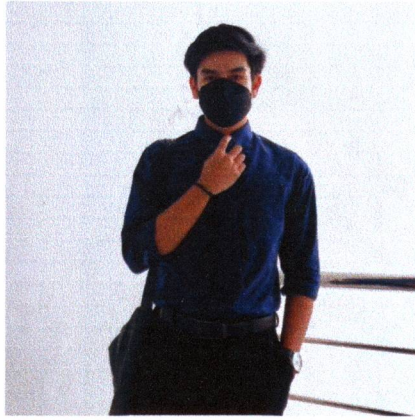
Name	Shahrul Bin Abdul Rahman
Identity Card Number	020915-06-0721
Date of Birth	15 september 2002
Marital Status	In Relationship
Permanent Address	16 / 798 Beserah Batu Hitam 26100 Kuantan Pahang.
Correspondence Address	16 / 798 Beserah Batu Hitam 26100 Kuantan Pahang.
Email Address	<a href="mailto:Shahrulrahman8894@gmail.com">Shahrulrahman8894@gmail.com</a>
Telephone Number	+6017- 9363977
Academic Qualification	Diploma in Computer Science
Skills	<ul style="list-style-type: none"><li>✓ Great in Customer Service</li><li>✓ Excellent in team working</li><li>✓ Problem solving</li></ul>
Position Description	The General Manager responsible to revolve around setting goals and objectives which is devising strategies to increase sales.His duties also include to plan and monitor staff performance such as has authority to hire, creating

	staff training where focus on low-level manager and staff performance, and make productivity environment to company.
Capital Contribution	RM 2221.6





Name	Fudayl bin Abdul Jalil
Identity Card Number	020723-13-0553
Date of Birth	23 July 2002
Marital Status	Single
Permanent Address	526f, Taman Bukit Orang, 97000 Bintulu, Sarawak.
Correspondence Address	526f, Taman Bukit Orang, 97000 Bintulu, Sarawak.
Email Address	<a href="mailto:fudayljalil@gmail.com">fudayljalil@gmail.com</a>
Telephone Number	+6011-11331721
Academic Qualification	Diploma in Science Computer
Skills	<ul style="list-style-type: none"> <li>✓ Good time management</li> <li>✓ Excellent in team working</li> <li>✓ Creative and innovative</li> </ul>
Position	Administration manager
Position Description	Responsible for managing, planning and coordinating the administrative system in Shakaboom Printing Studio, hiring employees who fulfill the requirements, evaluating employee's performance and managing office activities.
Capital Contribution	RM 2221.6

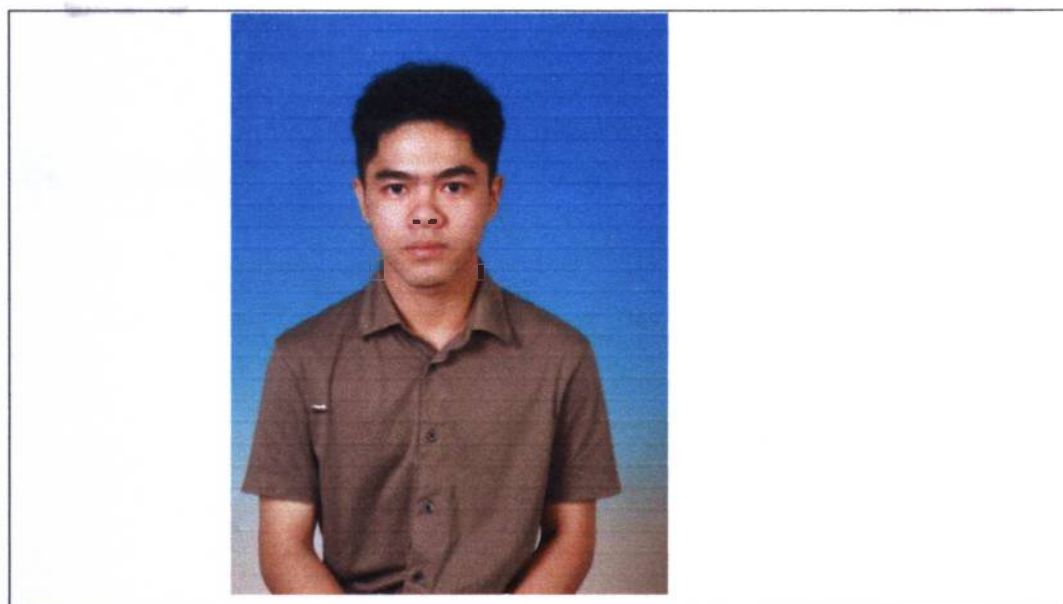


Name	Muhammad Izzariq Bin Mohamad Daud
Identity Card Number	020403-14-1181
Date of Birth	3 April 2002
Marital Status	Single
Permanent Address	2822 Taman Sepawie Jalan Cenderawasih 1, Petra Jaya, 93050 Kuching, Sarawak.
Correspondence Address	2822 Taman Sepawie Jalan Cenderawasih 1, Petra Jaya, 93050 Kuching, Sarawak.
Email Address	<a href="mailto:izzariqz@gmail.com">izzariqz@gmail.com</a>
Telephone Number	+6011-19897436
Academic Qualification	Diploma in Science Computer
Skills	<ul style="list-style-type: none"> <li>✓ Good time management</li> <li>✓ Excellent in team working</li> <li>✓ Creative and innovative</li> <li>✓ Great Marketing Experience</li> </ul>
Position	Marketing manager
Position Description	Responsible for managing, planning and coordinating the Marketing Plan in Shakaboom Printing Studio, making sure that our shop is well known among the customers.
Capital Contribution	RM 2221.6




Name	Owenn anak Wilfred
Identity Card Number	020202-13-0523
Date of Birth	02 February 2002
Marital Status	Single
Permanent Address	Lorong Pahlawan 3, Taman Jelita, Off Taman Tunku, 98000 Miri, Sarawak
Correspondence Address	Lorong Pahlawan 3, Taman Jelita, Off Taman Tunku, 98000 Miri, Sarawak
Email Address	<a href="mailto:owennwilfred22@gmail.com">owennwilfred22@gmail.com</a>
Telephone Number	+6014-594 4153
Academic Qualification	Diploma in Science Computer
Skills	<ul style="list-style-type: none"><li>✓ Great in editing skills</li><li>✓ Excellent in team working</li><li>✓ Good time management</li></ul>
Position	Operation manager
Position Description	Responsible for supervise operational activities at all organizational levels, hiring and training employees and managing quality assurance programs, plans for process enhancements to guarantee that everyone finishes their work on time

Capital Contribution	RM 2221.6
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Name	Abang Ahmad Farique Danial bin Abang Nazri
Identity Card Number	021016-13-1359
Date of Birth	16 October 2002
Marital Status	Single
Permanent Address	Jalan Sze Chuan 1, Lorong Riam Jaya 3, Greenwood Garden 7897
Correspondence Address	Jalan Sze Chuan 1, Lorong Riam Jaya 3, Greenwood Garden 7897
Email Address	<a href="mailto:fariquueee@gmail.com">fariquueee@gmail.com</a>
Telephone Number	+6019-779 7330
Academic Qualification	Diploma in Science
Skills	<ul style="list-style-type: none"> <li>✓ Great in organizational skills</li> <li>✓ Excellent in team working</li> <li>✓ Great in customer service</li> </ul>
Position	Operation manager



Position Description	Responsible for hiring and training employees and managing quality assurance programs, analyze and improve organizational processes, and work to improve quality, productivity, and efficiency
Capital Contribution	RM 2221.6
	
Name	Lutfur Rahman Ansari Bin Patahorrahman
Identity Card Number	020119-13-0733
Date of Birth	19 January 2002
Marital Status	Single
Permanent Address	No 14, Kampung Stakan Melayu, 94300 Kota Samarahan
Correspondence Address	Quarters Matahari, JKR Bahagian Samarahan, 94300 Kota Samarahan
Email Address	<a href="mailto:ltfrhmn2408@gmail.com">ltfrhmn2408@gmail.com</a>
Telephone Number	+6016-852-4271
Academic Qualification	Diploma in Science Computer
Skills	<ul style="list-style-type: none"> <li>✓ Great in organizational skills</li> <li>✓ Excellent in team working</li> <li>✓ Great in customer service</li> </ul>

Position	Financial manager
Position Description	Responsible for planning and taking care of financial of Shakaboom Printing Studio, making sure all the cash flow goes as planned.
Capital Contribution	RM 2221.6

### BUSINESS LOCATION

A good location is one of the benefits of doing business. It can get us to align with our organization's objectives and needs, allowing us to maximise a firm opportunity while minimising costs and risk. A strategic location also provides us with easy access to customers, transportation, and workers, among other things.

The Shakaboom Printing shop will be located in Kota Samarahan, Sarawak. Kota Samarahan is also known as the "City of Knowledge" because it is home to numerous universities and schools. We intend to rent a shop lot building in Kota Samarahan. It will be located on the ground floor because of the strategic location, we decided to open a printing shop there. The main reason we chose this location is that it is close to universities. There are also residents around the corner.

We are going to lease an office building. We chose the ground floor because the rent is lower than on the first floor. The ground floor has tile flooring and a plaster ceiling. As a result, we won't have to spend any more money on renovations. While basic amenities are available in our area because it is a developing city, many facilities and amenities, such as roads, water, electricity, telephones, and internet, have been provided.

# **ADMINISTRATION PLAN**

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## **2.1 INTRODUCTION TO THE ORGANIZATION**

### **VISION**

To make our SHAKABOOM Studio shop to become most recognized and trusted shop that provide the best printing service in Samarahan.

### **MISSION**

Our goal is to satisfy our consumers, especially college students, by offering high-quality goods and printing that can produce innovative print and marketing solutions.

### **OBJECTIVE**

- To provide excellent and best service especially student.
- To meet all the desire design from the clients.
- To maintain customer loyalty to our business.

### **SHORT TERM GOALS**

- SHAKABOOM PRINTING STUDIO get to known and acceptance by nearby community.
- Getting 10 customer in first day of opening SHAKABOOM PRINTING STUDIO.
- Recognise by the community by 1 months.

### **LONG TERM GOALS**

- Become one of the most reliable Printing studios in Samarahan.
- Open another branch at different states.
- One of the most branches in every university in Malaysia

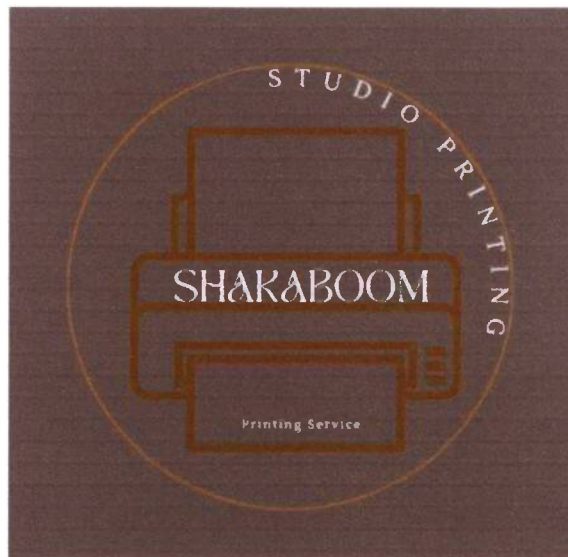
### **BUSINESS LOGO AND DESCRIPTION**

SHAKABOOM Studio is our company name. We choose this name because it is something that can attract public attention towards our company. It's also keeping up with the word of the generation that we currently face. Lastly the word SHAKABOOM

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also inspired by the trends on social media such as Instagram and TikTok. We want to attract our target market that mainly from universities student.



Our logo has its own meaning for every element that appears on that logo.

- “SHAKABOOM” represent our brand name. the color of coffee meaning that show our company have lively surrounding just like feel of consuming caffeine in coffee.
- The printer shows that we mainly operate on printing area and its our strong area.

## LOCATION

The location for .Shakaboom Printing Service is strategically located in the middle of the city and also near the neighbourhood area. It is place in between other shops which consist of ground floor.

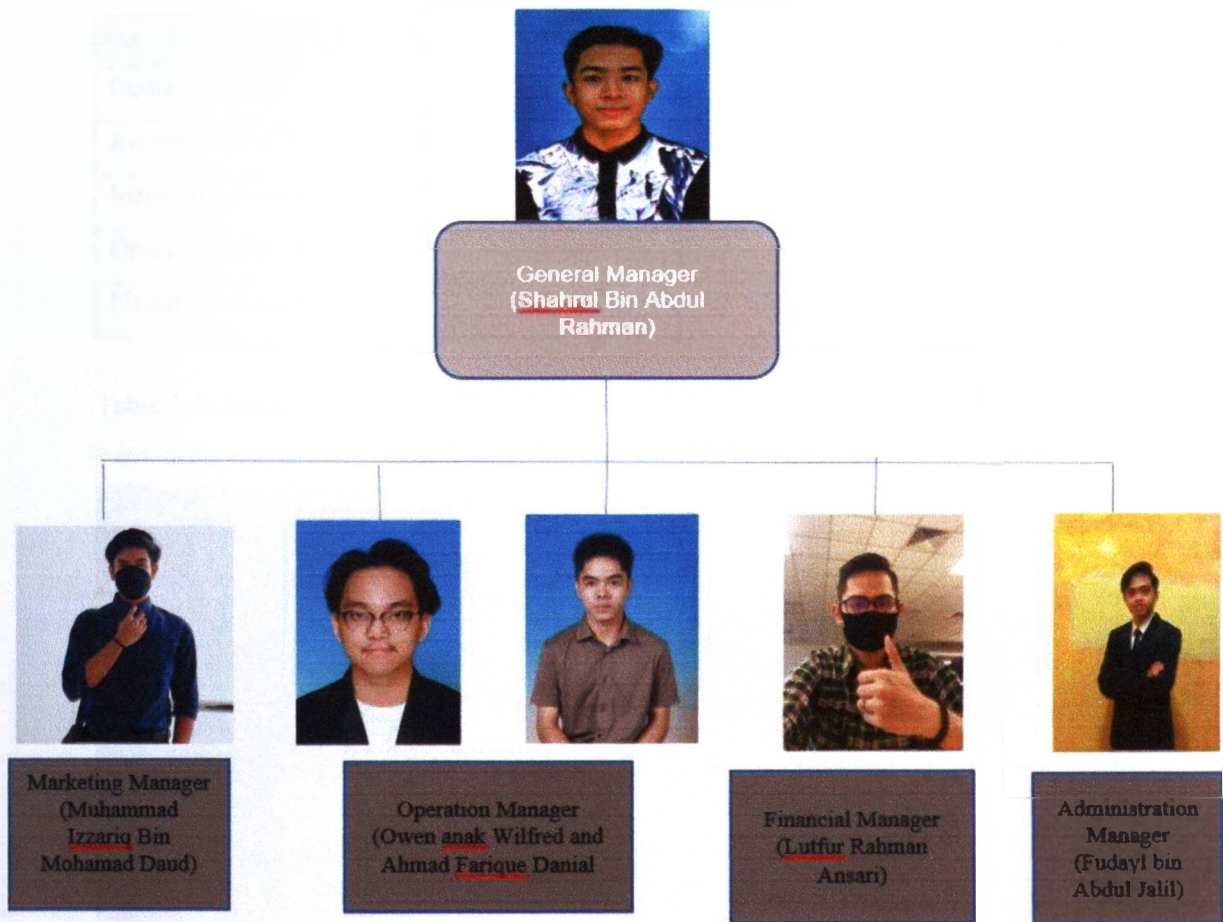
Location : Sublot No. 100 of Parent Lot 877, Samarahan Land District and Lots 2303 & 2306, Both Block 26, Muara Tuang Land District

### Property Details:

- Property Type : Shop / Office For Rent
- Property title Type : Shared
- Built -up Size : 4480 sq.ft (Ground floor)



## 2.2 ORGANIZATION CHART



### 2.3 ADMINISTRATION PERSONNEL

Table 1: List of Administration Personnel

Position	Number Of Personnel
General Manager	1
Administration Manager	1
Marketing Manager	1
Operation Manager	2
Financial Manager	1

Table 2: Schedule of Tasks and Responsibilities

Position	Task and Responsibilities
General Manager	<ul style="list-style-type: none"> <li>• The General Manager responsible to revolve around setting goals and objectives which is devising strategies to increase sales</li> <li>• His duties also include to plan and monitor staff performance such as has authority to hire, creating staff training where focus on low-level manager and staff performance, and make productivity environment to company.</li> <li>• Besides, he also responsible to overseeing all the daily business operation to make sure company is under control.</li> </ul>
Administration Manager	<ul style="list-style-type: none"> <li>• The responsible of Administration Manager is to coordinate an organization's administration and general workflows in SHAKABOOM such as developing remuneration of staff, monitoring utilities of SHAKABOOM's office equipment, and coordinating administration budget.</li> </ul>



	<ul style="list-style-type: none"> <li>• The duties that include supervising and hiring staff, monitor administrative team members operation progress and to ensure the administrative systems workplace more efficient.</li> </ul>
Marketing Manager	<ul style="list-style-type: none"> <li>• The responsible of Marketing Manager is to promote, developing product and service, and developing price of services.</li> <li>• The duties include launches, advertising, and responsible in technical service by designing product and service for advertising using software and hardware</li> <li>• Besides, she responsible to develop marketing strategies and manage the marketing budget with all of product and service in SHAKABOOM development</li> </ul>
Operation Manager	<ul style="list-style-type: none"> <li>• The responsible of Operation Manager is to manage and plan all the activities that involve in SHAKABOOM such as improving company performance, managing both the operation process planning, developing operation material strategy, planning operation layout, and monitoring overall customer satisfaction</li> <li>• His duties also need to ensure all the company and business operation is run smoothly and systematically.</li> </ul>
Financial Manager	<ul style="list-style-type: none"> <li>• The responsible of Financial Manager is to manage all financial reports that include daily reports and manage direct investment activities that related to organizations investment matter</li> <li>• His duties also to reduce costs and control company budget from time to time</li> </ul>

Table 3: Schedule of Remuneration

POSITION	NO	Monthly Salary (RM)	EPF Contribution (9%) (RM)	SOC SO Contribution Company (1.33%) (RM)	Total (RM)
General Manager	1	RM800.00	RM800.00 x 9% = RM72.00	RM800.00 x 1.75% =RM14	RM886.00
Administration Manager	1	RM600.00	RM600.00 x 9% =RM54.00	RM600.00 x 1.75% =RM10.5	RM664.50
Marketing Manager	1	RM600.00	RM600.00 x 9% =RM54.00	RM600.00 x 1.75% = RM10.5	RM664.50
Operational Manager	2	RM600.00	RM600.00 x 9% =RM54.00	RM600.00 x 1.75% = RM10.5	RM1329.00
Financial Manager	1	RM600.00	RM600.00 x 9% =RM54.00	RM600.00 x 1.75% = RM10.5	RM664.50
<b>TOTAL</b>					<b>RM4207.00</b>

## 2.4 OFFICE EQUIPMENT & SUPPLIES

Table 4: List of Office Equipment & Supplies

Item	Quantity	Price/per unit (RM)	Total Cost (RM)
<b>Equipment</b>			
Air conditioner	2	RM799.00	RM1598.00

(Midea)			
Wi-fi router	1	RM158.00	RM158.00
Telephone	1	RM31.90	RM31.90
Water Dispenser Stand (CUCKOO)	1	RM3200.00	RM3200.00
<b>Supplies</b>			
Bold Pen	1 Box	RM29.00	RM29.00
Whiteboard marker	1 Set	RM14.90	RM14.90
Permanent marker	1 Set	RM23.50	RM23.50
File folder	5	RM3.74	RM18.70
Stapler	2	RM10.50	RM21.00
Hole punch	2	RM38.80	RM77.60
Paper clips	1 Box	RM1.80	RM1.80
Calculators	2	RM7.50	RM15.00
Duster	1	RM1.48	RM1.48
Scissors	2	RM4.58	RM9.16
Cutter	2	RM1.30	RM2.60
<b>TOTAL</b>			<b>RM5193.64</b>

## 2.5 OFFICE FURNITURE AND FITTINGS

Table 5: List of Office Furniture and Fittings

Item	Quantity	Price/per unit (RM)	Total cost (RM)
File cabinet	2	RM119.00	RM238.00
Meeting table and Chair	1 Set	RM898.00	RM898.00
Curtains	4	RM40.00	RM160.00
Curtains Rod	4	RM45.00	RM180.00
Front Desk	1	RM128.00	RM128.00
Chair	4	RM30.00	RM120.00
<b>TOTAL</b>			<b>RM1724.00</b>



## 2.6 UTILITIES

Item	Costly/Month (RM)
Electricity	RM120
Water	RM90
Telephone office	RM80
<b>TOTAL</b>	<b>RM290</b>

Table 6: Utilities

## 2.7 RENTAL

Item	Total cost
Rental (one month)	RM1200
<b>TOTAL</b>	<b>RM1200</b>

Table 7: Rental

## 2.8 ADMINISTRATIVE BUDGET

Table 8: Administration Budget

Particulars	Fixed Assets Expenses (RM)	Monthly Expenses (RM)	Other Expences	Total (RM)
<b>Fixed Assets</b>				
Office Furniture and fittings	RM1724.00			
Office Equipment & supplies	RM5193.64			
Renovation	RM1000.00			
<b>Working Capital</b>				
Salaries, EPF & SOCSO		RM2215.00		

6m/12m, 12m



Utilities		RM290.00		
Premises Rental		RM1200.00		
<b>Pre-Operational</b>				
Deposit (rent, utilities, etc)				
Business Registration & license			RM80.00	
Other expenditure				
<b>TOTAL</b>	<b>RM7917.64</b>	<b>RM3705.00</b>	<b>RM80.00</b>	<b>RM11702.64</b>

# **MARKETING PLAN**

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### **3.1 MARKETING OBJECTIVES**

Shakaboom Studio Printing objectives are as below:

- To ensure that Shakaboom Studio Printing is well-known among Kota Samarahan community.
- To be the most visited printing shop in Kota Samarahan.
- To increase our sale by 5% for the second year and 7% for the third year of our operation.
- To increase our market share percentage among the other company.
- To become the number one choice of the consumers.

### **3.2 SERVICE DESCRIPTION**

Shakaboom Studio Printing is a full-service printing enterprise that also sells associated services located in Kota Samarahan. Example of service products is such as paper printing for all size, making banner and business cards. We decided to create something more daily basis used for the customers to make sure that it is provided on schedule and at a reasonable price. As a result, these printing services will fulfil the individual needs and evaluate each of their ideas and solutions. Furthermore, we have listed all of the prices of the printing services that we have provided for them. We provide printing services for plain paper such as A1, A2, A3 and A4. These various types of photocopy printing services will be charged based on the sizes. Other than that, the other types of paper can be printed are business cards and banners. The prices of these other types of printing will depend on how many pieces and sizes they want. Within this marketing plan, we have articulated how we aim to be successful while keeping our basic principles in the marketing plan. The ability to fulfil our customers through increased and advanced variables such as personnel, technology, and environment is referred to as the content marketing strategy

### **3.3 TARGET MARKET**

Having a target market is very important to start our printing service business. A target market is a group of people to whom you're aiming to sell something. It should only be a small portion of your town, not the entire city. For our printing service, we decided to build the studio at Aiman Commercial Centre, Kota Samarahan. This is because Aiman Commercial Centre is one of the hot spot in Kota Samarahan. The students from UiTM and UNIMAS usually will go

there to have their lunch or dinner and also buy their groceries. Instead of doing those things, they also can go to our Shakaboom Studio Printing to print their notes and assignment work. Our target market is students from UiTM. This is because, near our hostel, there is only one printing service which is the stationary inside UiTM. At there, the printing service studio is usually so full because the students go there to print their notes, etc. So, we want to build our Shakaboom Studio Printing at the Aiman Commercial Centre so that the students can also go to our studio. This will attract more of the students to come to our Shakaboom Studio Printing with a colorful wall and excellent services.

The other target market that we also like to have is middle-aged adults. For example, the aged from 30-50 years old. Based on our research, Kota Samarahan has only a few printing services. So we would like to target them so that they don't have to go far from Kota Samarahan just to print their documents. With this method, this will be easier for them and save a lot of time. Although they do have a printer in their office building, they also can go to our studio after office hours to print their documents. With our target market, we will be able to build our customer loyalty. This is because we have dedicated more time and effort to satisfying their demands, our customers will feel more connected to our company. They feel special as if our firm was created specifically for them.

### 3.4 MARKET SIZE

Estimated population in Kota Samarahan= 128,284 people(2020)

Target market= 8% x 128,284 people =10,262 people

Estimated sale monthly= RM15 x 10,262 people = RM153,940

Estimated sale yearly= RM153,940 x 12 months= RM1,847,289.60

No.	Service	Estimates Sales Per Treatment	Total Estimated Sales/Monthly (RM)	Total Estimated Sales/Yearly (Rm)
1	Printing & banner	RM15 x 10,262	RM153,940	RM1,847,289.60

### 3.5 Competition

Shakaboom Studio Printing is like other printing studios, We also have competitors in the general public who also offer printing services. We have identified a competitor whose business is similar to ours and is based in Kota Samarahan, which is Samfah. Since Samfah is a very famous printing service in Kota Samarahan for the students of UiTM, we would like to introduce our Shakaboom Studio Printing so that it will be more well-known to others. Despite the intense competition that we have identified, we hope that our unique service offer will enable us to break into the market and gain a profitable piece of the industry. We decided to choose Samfah, Smartlink Service and Digital Media Production as our competitors. For Samfah, we choose them as one of our competitors because they are very famous in Desa Ilmu. Their printing services are also very good and provide many types of printing services. Samfah has become very famous because it is near UiTM campus which the university's students can also walk from. Samfah also provides self service printing services for the customers which will become more easy and convenient for them to print their documents. Other than that, based on my research on the internet, Samfah has served longer than other branches. They have served for more than 30 years until now. As a result, Samfah has become a good example and can motivate us to start our printing services business. For Smartlink Service and Digital Media Production, we choose them as our competitors because Smartlink Service and Digital Media Production will guide the customers one by one in case they have no knowledge in printing. Smartlink Service and Digital Media Production also has become one of the best printing services which will attract more customers. As a result, these competitors can be motivated and also challenge us to persuade our business.

Competitor	Strength	Weakness
Samfah	<ul style="list-style-type: none"><li>➤ Very friendly service and known as the main printing service for UiTM students.</li><li>➤ Its economy and investment approach, as well as a well-planned expansion</li></ul>	<ul style="list-style-type: none"><li>➤ Has a small studio and has a very lot of things going around.</li><li>➤ Quite expensive prices for printing services.</li></ul>

	<p>strategy, appear to be functioning well.</p> <ul style="list-style-type: none"> <li>➤ Provide self-service printing for the customers which will be easier for them.</li> </ul>	
Smartlink Service and Digital Media Production	<ul style="list-style-type: none"> <li>➤ Provide a lot of stationery and other stuff for the needs of other people.</li> <li>➤ They will guide one by one if there is any problem.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Workers is not friendly and the service is low.</li> <li>➤ They use old types of equipment and are not up to date.</li> </ul>

Opportunities & threats

Opportunities	Threats
<ul style="list-style-type: none"> <li>➤ After observing other businesses, our studio will provide good printing services which have a high quality of product and printing. This will fulfil the satisfaction of our customers and gain trust towards our products.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Nowadays, Samfah is a very famous business and attracts a lot of students' attention. Since that, our business will be challenging compare to Samfah and facing struggle among the business.</li> </ul>
<ul style="list-style-type: none"> <li>➤ Compare to the other printing services business, we decided we will sell at a reasonable price which they will afford and enjoy what they have purchased.</li> </ul>	<ul style="list-style-type: none"> <li>➤ If the prices of the product will be expensive, the customers will not want to pay for it and this will cause a lot of loss.</li> </ul>



### 3.6 MARKET SHARE

Before

<u>Name of company</u>	<u>Market Share (%)</u>	<u>(RM) / Year</u>
Samfah	35	646,551.36
Smartlink Service	25	461,822.40
Digital Media Production	25	461,822.40
Others	15	277,093
Shakaboom Studio Printing	0	0
<b>TOTAL:</b>	<b>100</b>	<b>1,847,289.60</b>

After

<u>Name of company</u>	<u>Market Share (%)</u>	<u>(RM) / Year</u>
Samfah	33	609,605.57
Smartlink Service	23	424,876.61
Digital Media Production	23	424,876.61
Others	11	203,201.85
Shakaboom Studio Printing	10	184,728.96
<b>TOTAL:</b>	<b>100</b>	<b>1,847,289.60</b>

### 3.7 SALES FORECAST

Sales Forecast for Year:

<u>Month</u>	<u>Sales (RM)</u>
January	14,424.08
February	14,424.08
March	14,424.08
April	15,394.08
May	15,394.08
June	15,394.08
July	15,394.08
August	15,394.08
September	16,121.58
October	16,121.58
November	16,121.58
December	16,121.58
Year 1 Total Sales	184,728.96

Handwritten red annotations on the table:

- A bracket groups January, February, and March, with the handwritten value **43,272.24** next to it.
- A bracket groups April, May, June, July, and August, with the handwritten value **76,970.40** next to it.
- A bracket groups September, October, November, and December, with the handwritten value **64,486.32** next to it.
- The total sales value **184,728.96** is circled in red.



<b>Year 2 Total Sales</b>	193,965.41 (increase by 5%)
<b>Year 3 Total Sales</b>	207,542.99 (increase by 7%)

### 3.8 MARKETING STRATEGY

The main objectives of our marketing strategy are to promote our printing services among the students and to establish high-quality products and services to make sure to achieve our customers' needs with the greatest opportunities that we had. Besides that, marketing strategy is our main key idea where it can deliver customer satisfaction yet provide business with competitive advantages. With this method, it can attract our customers' attention and expand our printing services studio to make sure it is well known among the Kota Samarahan students.

#### Product Strategy

As for the product strategy, we will always make sure that we serve and provide good services and quality printing to our beloved customers. We want to create an eco-friendly environment where people will feel very comfortable and easy whenever asking for our help. Yet, our objective for this business is to provide a wholehearted printing service effort, focusing on what and how designs are and treating the client fairly by meeting all the design and printing needs as well as maintaining customers' loyalty to our services. We would like to see our Shakaboom Studio Printing become more popular and become the best printing services that will serve the customers, especially university students. From this objective, we want our place to be known for the customers and especially for university students, where they can go for a long-term as loyal customer. To achieve this, we must be well branded. Shakaboom Studio Printing, we will offer various types of printing services. We believe that branding ourselves as socially responsible will capture our target markets.

#### Pricing Strategy

Our pricing strategies at Shakaboom Studio Printing will make sure that we have offered reasonable prices to our customers and university students. This is to make sure that the students will be able to pay for the printing services that we have provided. We will also incorporate

competitive pricing, in which the prices of particular products or services will be reviewed so that our prices are comparable to those of other printing services businesses. To rephrase it, we would like to improve our pricing marketing strategy to make sure that it is very affordable and organized. Our target market would be extremely grateful for this investment. This would encourage our business to become a trusted shop and to achieve our customers' satisfaction in the future. As a result, we will always provide a good printing service at an affordable price to our beloved customers.

### Promotion Strategy

As for our promotion strategy, we need to promote our product to make sure to achieve the marketing objectives of our printing services. This is because we want our customers to identify our business and to aim for growth and positive change in this business. First and foremost, we decided to promote our printing services studio by making a poster by promoting it at Aiman Commercial Centre, Kota Samarahan. This is because it can attract the attention and persuade the customers and students about our Shakaboom Studio Printing. As a result, promoting posters is a very effective strategy to help maintain our appearance for long periods. Besides that, we also decided to promote our business through social media platforms which is Instagram and Facebook. With this social media, we will be posting the image of our logo and more detail about the Shakaboom Studio Printing. This is to make sure that our customers will be up to date about our latest information. We use social media to promote our business, brand or to share content to gain more users or buyers. This is because it helps us to generate the engagement of the business such as printing service. As a result, social media has made our life easier, more interesting, and fun. The table below shows how we promote Shakaboom Studio Printing.

Type Of Promotion	Price
Banner	RM300
Social Media Page(Facebook,Instagram)	FREE
Social Media Advertisement(Facebook,Instagram)	RM600
Shop Signboard	RM1,500

### 3.9 MARKETING BUDGET

Items	Fixed Asset(RM)	Working Capital(RM)	Other Expenses(RM)	Total(RM)
<b>Fixed Assets</b>				
Banner (Ads)	300			
Shop Signboard	1,500			
<b>Working Capital</b>				
Advertisement(Facebook)		240		
Adversitment(Instagram)		360		
Salary		<u>664.5</u>		
Vehicle (office use)		300		
Business Card(100 pcs)		11		
<b>Other Expenditure</b>				
Insurance & Road Tax			1800	
	<b>1,800</b>	<b>1575.5</b>	<b>1800</b>	<b>5176</b>

# **OPERATIONAL PLAN**

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## 4.1 OPERATION OBJECTIVES

In order to ensure that our firm can function effectively, an operation plan is crucial in a business plan. The operation plan, which provides a clear insight of how a department will contribute to the achievement of the organization's goals, is a very practical plan. The day-to-day activities required for a firm to run are outlined in the organisation plan.

The operation plan will assist us in meeting the wants and demands of our consumers. According to our manufacturing process flow chart, we will describe the supplies, equipment, tools, space, and layout that we will require in our operation plan. The operation strategy will also discuss employee wages. We will also describe our manufacturing process in the process flowchart.

In our business, we ensure the quality of each prints to satisfy our customers. We also focuses on decreasing the total printing price structure. Therefore, the operating strategy is crucial for our business to generate high-quality products. Following the establishment of acceptable operational objectives for each department, business plans can be developed to meet those objectives.

The objectives include:

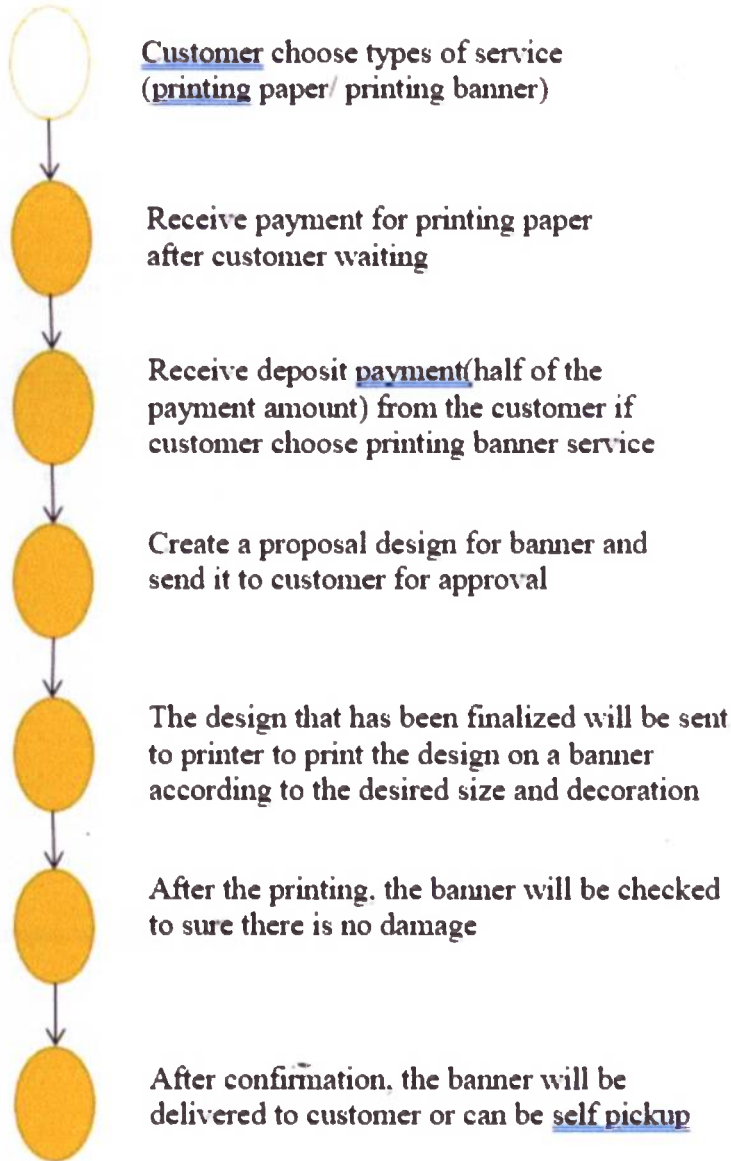
- To provide 100% of the best systems and methods for operation management on daily basis
- Guarantee reasonable prices.
- To formulate the best of strategic and operational goals to remain competitive in the market for 10 years
- To manage business budgets and forecasts effectively by maximizing the sales and minimizing the cost

An organisation may lose crucial lead time and momentum to battle major changes. Morale issues arise in a corporation when there is a lack of direction from the employees' perspective. The future is unknowable, unpredictable, and beyond of our control, which worries me. These sobering discoveries only be seen as a threat to employment, which has a negative impact on productivity. Strategic planning is crucial in business because of this.

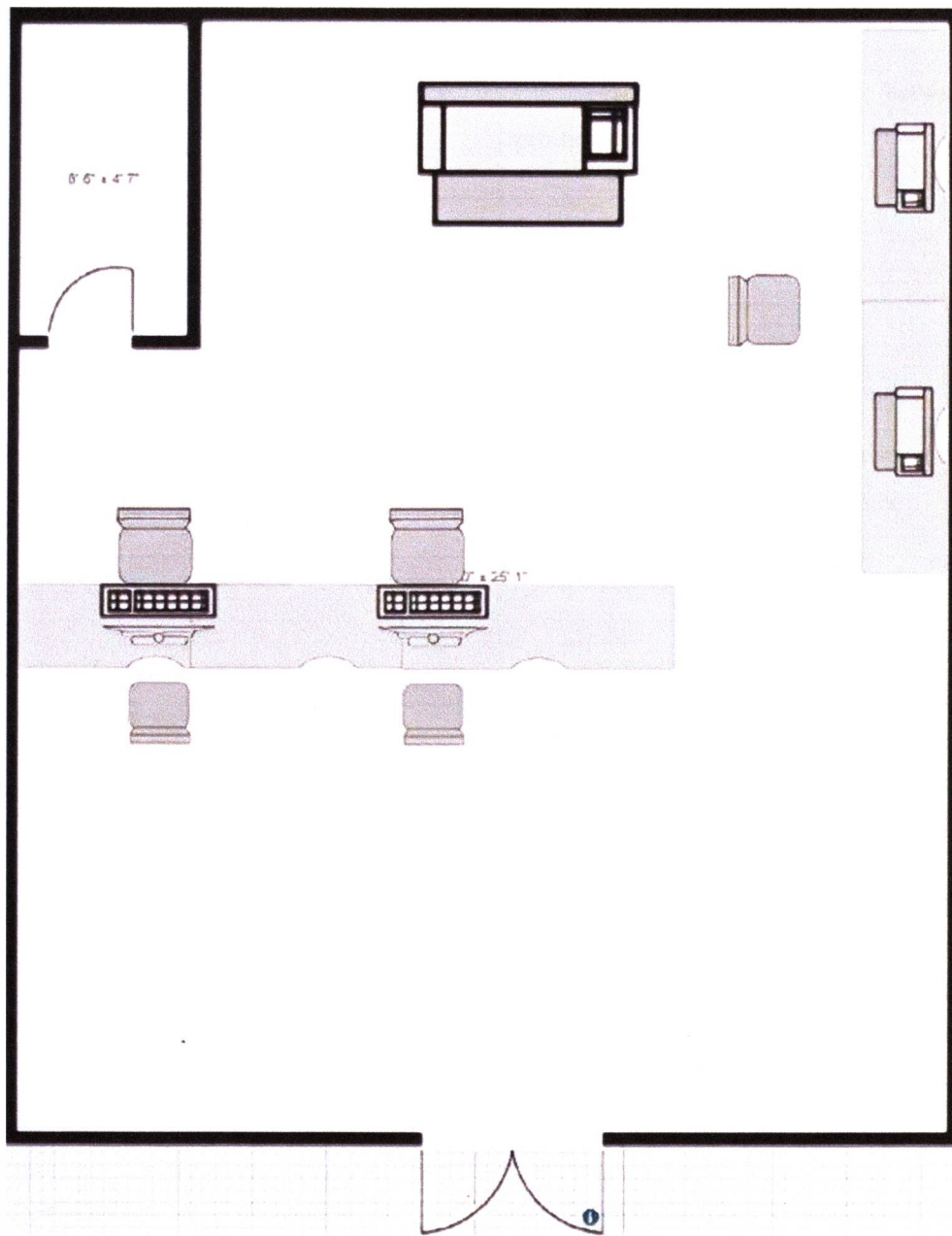
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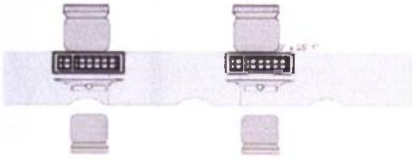
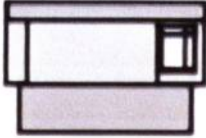
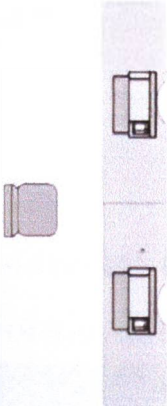


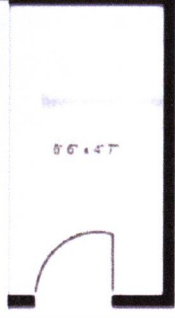
## 4.2 PROCESS PLANNING



### 4.3 OPERATION LAYOUT



Partition	Description
<p data-bbox="223 230 462 264">Customer Reception</p> 	<p data-bbox="730 331 1211 416">Client can request a service between printing paper or banner.</p>
<p data-bbox="223 533 459 566">Printing banner area</p> 	<p data-bbox="730 707 1211 792">This area is where banner will be make according to the clients' preference</p>
<p data-bbox="223 981 444 1014">Printing paper area</p> 	<p data-bbox="730 1167 1211 1346">This area is where we design and edit for both banner and all sizes of paper. Then the paper will be printed here while banner will be printed at printing banner area.</p>
<p data-bbox="223 1541 296 1574">Toilet</p>	<p data-bbox="730 1570 1206 1603">This toilet is for the staff and worker only</p>

	
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#### 4.4 CAPACITY PLANNING

Information	Calculation
Total work days	26
Number of customer in a month	390 customers/month
Daily customers	$390/26 = 15$ customer/day
Cost per service	40.00
No. Of population in location selected (Kota Samarahan, Sarawak)	128,284
Sales forecast monthly	RM153,940
Sales forecast yearly	RM1,847,289.60
Market size	$(128,284 \times RM15) \times 8\%$ =RM 153,940.80 per year

#### 4.5 MATERIAL PLANNING

##### Bill Of Raw Material

Material	Quantity	Stock	Total Materials	Price per Unit (RM)	Total price (RM)
A1 paper (20 pcs)	3	4	7	56.00	392.00
A2 paper (20 pcs)	3	4	7	51.00	357.00

A3 paper (250 pcs)	6	9	15	36.00	540.00
A4 paper (500 pcs)	10	10	20	10.00	200.00
Ink color	6	9	15	33.90	508.00
Ink Black	6	9	15	33.90	508.00
Laminating Film(A4)	5	9	14	23.00	322.00
Matte Paper(A4) (100pc)	5	7	12	12.00	144.00
Glossy paper(A4)	5	7	12	9.00	108.00
Business card paper (100 pcs)	15	15	30	5.00	150.00
Banner (3m x 1m)	15	15	30	32.50	975.00
<b>Total</b>					<b>4,204.00</b>

#### Supplier Of Raw Materials

No.	Raw Materials	Supplier
1	Tri color ink catridge	onglimsemsam
2	Double a A4 paper	dkstationarykin
3	Banner tripod stand	dnsmarketing
4	Banner canvas	Tongkholensoi.my
5	Pvc file folder	Unishopmy
6	Business card paper	cerealsproject
7	Postcards	tokankotak
8	Staples	wbtstore
9	Laminating film	idealstationary
10	Matte paper	idealstationary
11	Glossy paper	idealstationary



#### 4.6 MACHINES AND EQUIPMENT PLANNING

Table below show list of machines and equipment

Items	Quantity	Price per unit (RM)	Total cost (RM)
HP Color LaserJet Pro MFP M479fnw 4 in 1 Colour Laser Multi-Function Printer with Wireless	1	3242.52	3242.52
Canon Mono Laser AIO Printer MF426dw 38ppm Duplex Wifi Single pass Duplex Scan	1	2888.00	2888.00
GBC Laminator Fusion 3000L A3	1	166.66	166.66
Business card Cutting Machine Fully Automatic Office Graphic Paper Cutter Heavy-Duty	1	389.00	389.00
Dell Optiplex 3090 Micro Business desktop	2	2093.11	4186.22
Heavy duty Stapler	3	23.50	70.50
Heavy duty puncher	2	170.00	340
<b>Total</b>			<b>11282.68</b>

#### Supplier of Machines and Equipment

No.	items	Supplier
1	HP Color LaserJet Pro MFP M479fnw 4 in 1 Colour Laser Multi-	Hp store Malaysia

	Function Printer with Wireless	
2	Canon Mono Laser AIO Printer MF426dw 38ppm Duplex Wifi Single pass Duplex Scan	Canon Marketing sdn bhd
3	Desktop Computer	Dell Concept Store Malaysia
4	Heavy duty stapler	wbtstore
5	Heavy duty puncher	pearloffice
6	laminator	Flexxo trading sdn bhd

#### 4.7 MANPOWER PLANNING

**No. of Worker Required =**

**Planned Rate of Production per day x Worker Standard Production Time / Unit**

**Worker Productive Time per day**

$$= \frac{26 \times 1}{7 \times 1}$$

$$= 3.71$$

$$= 6 \approx 6 \text{ workers}$$

#### 4.8 OVERHEAD REQUIREMENT

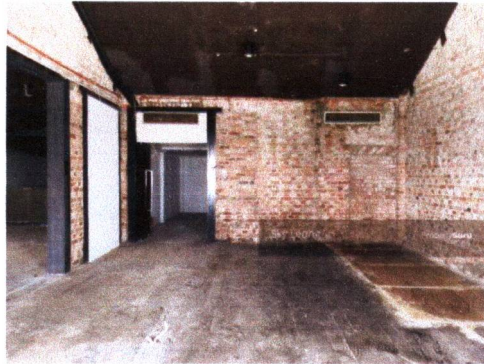
Table below shows the total of overhead requirement cost.

<b>Fixed overhead</b>	<b>Cost(RM)</b>
Office equipment	5193.64
Business registration & licenses	80.00
Insurance & road tax	-
<b>Variable Overhead</b>	<b>Cost(RM)</b>
Rent	1200.00
Utilities	290.00
Salaries, EPF and SOCSO	1324.00
Promotions	1500

Petrol and Vehicle Maintenance	300
<b>TOTAL</b>	<b>9887.64</b>

#### 4.9 LOCATION

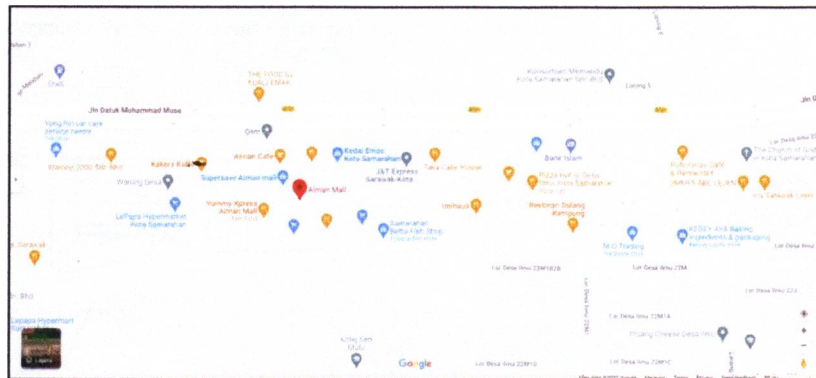
The location for Shakaboom Printing Service is strategically located in the middle of the city and also near the neighbourhood area. It is place in between other shops which consist of ground floor.



Location : Sublot No. 100 of Parent Lot 877, Samarahan Land District and Lots 2303 & 2306, Both Block 26, Muara Tuang Land District

Property Details:

- Property Type : Shop / Office For Rent
- Property title Type : Shared
- Built -up Size : 4480 sq.ft (Ground floor)



Source: Google Map

Based on the google map, it shows that this place is close to the residential area and has homestay nearby. The area here is also good because the traffic is under control and not so much busy compared to other city due to the brilliant and systematic lanes, roads and traffic lights.

### **Business and Operation Hours**

<b>Days</b>	<b>Operation Hours</b>
Monday	9 a.m - 6 p.m
Tuesday	9 a.m - 6 p.m
Wednesday	9 a.m - 6 p.m
Thursday	9 a.m - 6 p.m
Friday	9 a.m - 6 p.m
Saturday	11 a.m - 4 p.m

<b>Operation</b>	<b>Rest Hour</b>
Monday to Friday	12:30 p.m - 2 p.m
Saturday	1 p.m - 2 p.m

### **LICENSE, PERMITS AND REGULATIONS REQUIRED**

#### *Importance of licenses*

In order to start a business in Malaysia, we must first obtain a valid business licence. Licenses, registrations, permit, and approvals are all important. The Pihak Berkuasa Melesen (PBM) can issue a business licence based on the location and type of business.

Our SHAKABOOM PRINTING SERVICES must comply with some form of licencing before it can lawfully begin functioning, which could be a general licence, an industry/sector specific licence, or an activity specific licence.

#### **List of General licences required:**

- Company Registration
- Company and Employees Income Tax Registration

- Employees Provident Fund
- Social Security Organisation
- Human Resources Development Fund
- Business Premise Licenses and Signboard Licenses

For Company

- (i) Certificate of Incorporation (Form 9/ Notice Section 17) – 1 copy;
- (ii) Return of Particulars of Directors, Managers and Secretaries (Form 49 / Notice Section 58)– 1 copy;
- (iii) Photos of our business premise (front and interior of premise);
- (iv) Any one Director's NRIC / Passport as stated in Form 49 / Notice Section 58 – 1 copy;
- (v) Sample of signboard indicating design and color (if applicable); (vi) Photos showing location of signboard (if applicable).

For Enterprise (Sole-proprietor / Partnership)

- (i) Certificate of Registration of Business (Form D) – 1 copy;
- (ii) e-SSM Business Profile – 1 copy;
- (iii) Photos of business premise (front and interior of premise);
- (iv) Copy of any Business owner/Partner's NRIC as stated in Form 49 – 1 copy;
- (v) Sample of signboard indicating design and color (if applicable); (vi) Photos showing location of signboard (if applicable).

Activity Specific licenses

- Certificate of Fitness for Certified Machinery
  - Building Plan Approval
  - Sales Tax Licence
-



## OPERATIONS BUDGET

Table below show the operation budget

Item	Fixed Asset (RM)	Monthly Expenses (RM)	Other Expenses (RM)	Total
<b>Fixed Assets</b> Machine and Operation Equipment Furniture	11283.00			
<b>Working capital</b> Raw Materials Salaries, EPF & SOC SO		4204.00 <del>1329.00</del>		
<b>Other expenditures</b> Deposit for rent Deposit for utilities				
<b>Total</b>	<b>11,283.00</b>	<b>4,389.00</b>		<b>16,816.00</b>

### 4.9.4 IMPLEMENTATION SCHEDULE

Table below show our implementation schedule

Activities	Deadlines	Durations
<b>Incorporation of business</b>	Sep - Nov 2023	3 months
<b>Application for permits and license</b>	Sep - Nov 2023	3 months
<b>Searching for business premise</b>	Sep - Nov 2023	2 months
<b>Procurement of machines and raw materials</b>	Dec 2023	2 months
<b>Recruitment of staffs</b>	Dec 2023	1 month
<b>Installation of machines</b>	Dec 2023	1 month

# **FINANCIAL PLAN**

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## 5.1 FINANCIAL OBJECTIVES

Other than other main activity for business which need to be consider and planned thoroughly is the financial plan. In financial plan, there should be included the financial data derived from the administration budgets, marketing budgets and operation budgets. All those budgets will be translated and transformed into financial budget. Not only that, but the financial plan will also determine the total project cost, which source of finance will be used such as loans, our own pocket money, which is venture capital, government grants which our government had provided to anyone who want to start business and many more. Not to forget mentioning, the financial plan also will prepare financial projection in terms of pro forma statement which including the cash flow, expected profit and loss and the balance sheet.

### **The objective of financial plan:**

- To ensure that the initials capital is adequate and sufficient.
- To evaluate the viability of the business project before any actual investment is committed.
- To make sure the project implementation is 100% success

Without a financial plan, a company's cash flow may be unclear and problematic down the road because it is impossible to track where the money is coming from and going. In summary, a financial strategy and report is crucial and serves as the foundation of a corporation by keeping track of both incoming and exiting funds. Profitability, liquidity, efficiency, and stability are the four primary financial goals.

## 5.2 PROJECT IMPLEMENTATION COST

Administrative Budget

<b>ADMINISTRATIVE BUDGET</b>	
<b>Fixed Assets</b>	<b>RM</b>
Furniture and fittings	1,724
Equipment & Supplies	5,194
Renovation	1,000
<b>Working Capitals</b>	
Salary	2,206
Rental	1,200
Utilities	290
<b>Pre-Operations</b>	
Business Registration & License	80
<b>Total</b>	<b>11,703</b>

**Total Administrative budget: RM11,703**

Marketing Budget

<b>MARKETING BUDGETS</b>	
<b>Fixed Assets</b>	<b>RM</b>
Signage	1,500
Banner	300
<b>Working Capital</b>	
Salary	<del>665</del>
Advertisement (FACEBOOK)	240
Advertisement (INSTAGRAM)	360
Vehicle (Office Use)	300
Business Card (100pcs)	11
<b>Pre-Operations</b>	
Insurance & Road Tax for Motor Vehicle	1800
<b>Total</b>	<b>5176</b>

**Total Marketing budget: RM5176**



□ Operation Budget

<b>Operation Budget</b>	
<b>Fixed Asset</b>	<b>RM</b>
Machine & Operation Equipment	11,282.68
<b>Working Capitals</b>	
Raw Materials	4,204
Salaries, EPF & SOCSO	1,329
<b>Total</b>	<b>16,816</b>

**Total Marketing budget: RM16816**

### 5.3 SOURCES OF FINANCE

#### ❖ Overview

Source of finance can be define as where a business gets money from in order to fund the business activity such as in administration, marketing and also operation. It is very crucial and vital for all entrepreneurs especially for beginners to have source of finance as a support system towards their business. Choosing the right source and the right mix of finance is a key challenge for every finance manager.

Source of finance can be divided based on time the source of generation,ownership and control and based on time period.

On the basis of a time period, it can be classified into three, which are ;

- Long term (More than 5 years to 10, 15, 20 years)
- Medium term (3-5 years)
- Short term (less than 1 year)

While ownership and control can be divide into ;

- Owned (equity, preference, retained earnings, convertible debentures, venture fund)
- Borrowed (financial institutions, commercial banks)

Generation of capital can be classified into:

- Internal sources (retained profit, reduction or controlling of working capital, sale of assets)
- External sources (equity, debt from banks)

SHAKABOOM Printing Studio Source of finance

Project Implementation Cost		Source of Finances		
Requirement	Cost	Loan	Hire Purchase	Own contribution (cash)
<b>Fixed Assets</b>				
Furniture & Fittings	1,724	1,034		517.2
Equipment & Supplies	5,194	3,117		1,558.2
Renovation	1000	1,000		
Signage	1,500			1,500
Banner	300			300
Machine & Operation Equipment	11,283	7898.1		3,384.9
<b>Working Capitals</b>				
Administrative	3,705	3,000		705
Marketing	1,576	1,000		576
Operation	5,533	5,000		533
Pre-operation & other expenditure	1,880			1,880
Contingencies (10%)	3,369	1,684.5		1,684.5

<b>Total</b>	37,063	23,733		13,330
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#### 5.4 LOAN AMORTIZATION REPAYMENT SCHEDULE

<b>LOAN REPAYMENT SCHEDULE</b>				
<i>Amount</i>	<b>23,733</b>			
<i>Interest Rate</i>	<b>5%</b>			
<i>Duration (yrs)</i>	<b>5</b>			
<i>Method</i>	<b>Baki Tahunan</b>			
<i>Year</i>	<i>Principal</i>	<i>Interest</i>	<i>Total Payment</i>	<i>Principal Balance</i>
	-	-		23,733
1	4,747	1,187	5,933	18,986
2	4,747	949	5,696	14,240
3	4,747	712	5,459	9,493
4	4,747	475	5,221	4,747
5	4,747	237	4,984	-

#### 5.5 PRO FORMA INCOME STATEMENT

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Sales</b>	<b>184,729</b>	<b>193,965</b>	<b>207,543</b>
<b>Less: Cost of Sales</b>			
Opening stock		18,473	19,397
Purchases	50,448	52,970	56,678
Less: Ending Stock	18,473	19,397	20,754
Carriage Inward & Duty			
	31,975	52,046	55,321
<b>Gross Profit</b>	<b>152,754</b>	<b>141,919</b>	<b>152,222</b>

<b>Less: Expenditure</b>			
Administrative Expenditure	44,460	46,683	49,951
Marketing Expenditure	18,906	19,851	21,241
Other Expenditure			
Business Registration & Licences	80		
Insurance & Road Tax for Motor Vehicle	1,800	1,800	1,800
Other Pre-Operations Expenditure			
Interest on Hire-Purchase			
Interest on Loan	1,187	949	712
Depreciation of Fixed Assets	4,200	4,200	4,200
Operations Expenditure	15,948	16,745	17,918
<b>Total Expenditure</b>	<b>86,581</b>	<b>90,229</b>	<b>95,821</b>
<b>Net Profit Before Tax</b>	<b>66,173</b>	<b>51,690</b>	<b>56,401</b>
<b>Tax</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Profit After Tax</b>	<b>66,173</b>	<b>51,690</b>	<b>56,401</b>
<b>Accumulated Net Profit</b>	<b>66,173</b>	<b>117,863</b>	<b>174,264</b>



## 5.6 PRO FORMA BALANCE SHEET

	Year 1	Year 2	Year 3
<b>ASSETS</b>			
<b>Non-Current Assets (Book Value)</b>			
Land & Building			
Furniture and Fittings	1,379	1,034	690
Equipment & Supplies	4,155	3,116	2,077
renovation	800	600	400
<b>SIGNAGE</b>	1,200	900	600
<b>BANNER</b>	240	180	120
Machine & Operation Equipment	9,026	6,770	4,513
<b>Other Assets</b>			
Deposit			
	16,800	12,600	8,400
<b>Current Assets</b>			
Stock of Raw Materials	0	0	0
Stock of Finished Goods	18,473	19,397	20,754
Accounts Receivable	5,643	5,657	6,053
Cash Balance	61,778	113,749	170,445
	85,894	138,802	197,253
<b>TOTAL ASSETS</b>	<b>102,694</b>	<b>151,403</b>	<b>205,653</b>

<b>Owners' Equity</b>			
Capital	13,330	13,330	13,330
Accumulated Profit	66,173	117,863	174,264
	79,504	131,193	187,595
<b>Long-Term Liabilities</b>			
Loan Balance	18,986	14,240	9,493
Hire-Purchase Balance			
	18,986	14,240	9,493
<b>Current Liabilities</b>			
Accounts Payable	4,204	5,969	8,565
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>102,694</b>	<b>151,403</b>	<b>205,653</b>

#### 5.8 FINANCIAL ANALYSIS

	Year 1	Year 2	Year 3
<b><u>PROFITABILITY</u></b>			
Sales	859,200	988,080	1,074,000
Gross Profit	451,367	530,426	525,817
Profit Before Tax	451,367	530,426	525,817
Profit After Tax	451,367	981,793	1,507,609
Accumulated Profit			
<b><u>LIQUIDITY</u></b>			
Total Cash Inflow	971,496	988,080	1,074,000
Total Cash Outflow	466,022	453,738	546,547
Surplus (Deficit)	505,474	534,342	527,453
Accumulated Cash	505,474	1,039,816	1,567,269

<b><u>SAFETY</u></b>			
Owner's Equity	493,980	1,024,406	1,550,222
Fixed Assets	72,052	54,039	36,026
Current Assets	505,474	1,039,816	1,567,269
Long Term Liabilities	83,746	62,810	41,873
Current Liabilities	3,800	10,640	15,200
<b><u>FINANCIAL RATIOS</u></b>			
<b><u>Profitability</u></b>			
Return on Sales			
Return on Equity	53%	54%	49%
Return on Investment	91%	52%	34%
	78%	48%	33%
<b><u>Liquidity</u></b>			
Current Ratio	133.0	97.7	103.1
Quick Ratio (Acid Test)	133.0	97.7	103.1
<b><u>Safety</u></b>			
Debt to Equity Ratio	0.2	0.1	0.0
<b><u>BREAK-EVEN ANALYSIS</u></b>			
Break-Even Point (Sales)	353,450	393,766	484,617
Break Even Point (%)	41%	40%	45%

# **BUSINESS MODEL CANVAS**

<b>Key Partners</b> -orglimsem sam (Tri colour ink cartridge) -dkstationerykin (Double A4 paper) -dnsmarketing (Banner tripod stand) -Tongkholsenoi (Banner canvas) -Unishopmy (Pvc file folder) -cerealsproject (Business card paper) -tokankotak (PostCards) -wbstore (Staples) -HP Store Malaysia (Printer)(Ink) -pearoffice (Heavy pucher) Duty	<b>Key Activity</b> -Printing all size papers -Making banner -Making business cards	<b>Value Propositions</b> -Offering a high quality printing service at a reasonable price. -Help those who do not have printer at home. -Help those who do not have the materials to make a banner.	<b>Customer Relationship</b> - Customer's Feedback -Customer's Trust -royalty card	<b>Customer Segment</b> -Students -Lecturers -Teachers -Office Workers
<b>Key Resources</b> -machine -equipment -employee - Designers -Business Knowledge -Communication Customers With	<b>Channels</b> - Facebook and Instagram Ads -Facebook and Instagram Pages -Phone Call	<b>Revenue Streams</b> -Paper Printing -Banner Printing -Business Card		
<b>Cost Structures</b> - Raw Materials -Car Fuel -Operating Machine -Office Equipments -Office Furniture and Fittings -Utilities -salaries -rental				

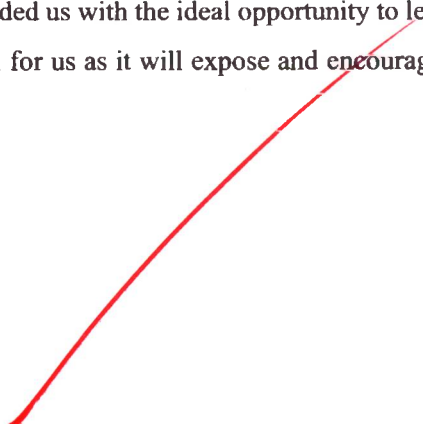


## **CONCLUSION**

We all came to the conclusion that choosing this printing shop would be the best course of action for us after carefully considering the business prospect and the surrounding area. We have a great deal of faith that Shakaboom Studio Printing will be accepted and well-known in our neighbourhood. Apart from that, we think Shakaboom Studio Printing will make a lot of money to cover all the costs. Aside from that, we are sure we can accomplish all of our goals, like boosting revenue by 12% by 2024. In fact, we think that after three years of operation, we won't experience a loss.

According to the financial analysis, Shakaboom Studio Printing is able to meet its immediate obligations and can use current, or liquid, assets to pay for its immediate liabilities. It's because the financial analysis revealed that, with the exception of the second year, when it was 97.7, our current and quick ratios of liquidity were both above 100. It indicates that our company has enough cash on hand to use in other areas. Shakaboom Studio Printing will, in three years, be steady and prosperous.

In conclusion, Shakaboom Studio Printing is a crucial and effective initiative that will allow us to provide the community with the best service possible. We are passionate about offering the greatest service, as stated previously in our motto, so that people with conditions can live better and raise their quality of life. We think that having a rehabilitation facility nearby can improve the neighborhood's health. Therefore, since our activity will have a significant influence on the community, we must obtain consent before we can begin. Last but not least, finishing this ENT300 business plan has provided us with the ideal opportunity to learn how to start our own firm. Thus, ENT300 is essential for us as it will expose and encourage us to set up our own new business to survive in future.



## **Appendices**

### **a) Partnership Agreement**

SHAKABOOM Printing Studio  
Diploma in Computer Science and Mathematics  
Universiti Teknologi MARA (UiTM)  
Kampus Samarahan 2  
SARAWAK

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18th. July 2022

Dr Siti Mardinah Abdul Hamid  
Lecturer of Fundamental of Entrepreneurship (ENT300)  
Faculty of Bussiness  
UiTM Sarawak

Dear Madam,

#### **SUBMISSION OF THE BUSINESS PLAN**

With reference to the matter above, our group would like to submit our business plan for your kind evaluation and further action. With regard to the business that we wish to venture is opening a printing studio in Kota Samarahan, Sarawak. Our company's name is SHAKABOOM Printing Studio. Our business is a partnership set up with the following business partners and address:

#### **Partners:**

1. SHAHRUL BIN ABDUL RAHMAN (2020883928)
2. FUDAYL BIN ABDUL JALIL (2020625722)
3. MUHAMMAD IZZARIQ BIN MOHAMMAD DAUD (2020693408)
4. OWENN ANAK WILFRED (2020890086).

5. ABANG AHMAD FARIQUE DANIAL BIN ABANG NAZRI(20208785438)

6. LUTFUR RAHMAN ANSARI BIN PATAHORRAHMAN(2020443204)

Business address:

Sublot No. 100 of Parent Lot 877, Samarahan Land District and Lots 2303 & 2306, Both Block 26, Muara Tuang Land District

We have tried our very best to prepare this business plan in according to the subject requirements. This working paper is our group efforts and all experience gained are valuable lessons for the entire group members.

We hope that our business plan will satisfy your requirement for this subject (ENT 300). We also hope that our business plan can provide some benefits to the other people as a reference

## PARTNERSHIP AGREEMENT

This Partnership Agreement is made on "1 September 2022" between "Shahrul Bin Abdul Rahman", "Fudayl bin Abdul Jali", "Muhammad Izzariq Bin Mohamad Daud", "Owenn anak Wilfred", "Abang Ahmad Farique Danial bin Abang Nazri" and "Lutfur Rahman Ansari Bin Patahorrahman"

1. SHAKABOOM Studio Printing
2. The parties hereby form a partnership under the name of "SHAKABOOM Studio Printing" to open a Studio Printing. The location of the business shall be at "Sublot No. 100 of Parent Lot 877, Samarahan Land District and Lots 2303 & 2306, Both Block 26, Muara Tuang Land District".
3. Term

The partnership shall begin on "1 September 2022", and shall continue until every partners agreed to terminate this partnership agreement

4. Capital

The capital of the partnership shall be contributed in cash by the partners as follows:

- o A separate capital account shall be maintained for each partner. o  
Neither partner shall withdraw any part of their capital account.
- o Upon the demand of either partner, the capital accounts of the partners shall be maintained at all times in the proportions in which the partners share in the profits and losses of the partnership. The capital contribution to the partnership is stated as follows:



<b>Name</b>	<b>Position</b>	<b>Capital Contribution (RM)</b>	<b>Percentage Contribution (%)</b>
Shahrul Bin Abdul Rahman	General Manager	RM 2221.67	16.67%
Fudayl bin Abdul Jalil	Administration Manager	RM 2221.67	16.67%
Muhammad Izzariq Bin Mohamad Daud	Marketing Manager	RM 2221.67	16.67%
Owenn anak Wilfred	Operation Manager	RM 2221.67	16.67%
Abang Ahmad Farique Danial bin Abang Nazri	Operation Manager	RM 2221.67	16.67%
Lutfur Rahman Ansari Bin Patahorrahman	Financial Manager	RM 2221.67	16.67%
<b>TOTAL</b>		<b>RM 13,330.00</b>	<b>100%</b>

5. Profit and Loss

The net profit of the partnership shall be divided equally between the partners and the net losses shall be borne equally by them. A separate income account shall be maintained for each partner. Partnership profits and losses shall be charged or credited to the separate income account of each partner. If a partner has no credit balance in their income account, losses shall be charged to their capital account.

6. Salaries and Withdrawals

Partners shall receive any salary for services rendered to the partnership. Each partner may, from time to time, withdraw the credit balance in their income account.

7. Interest

No interest shall be paid on the initial contributions to the capital of the partnership or on any subsequent contributions of capital.

8. Management Duties and Restrictions

The partners shall have equal rights in the management of the partnership business, and each partner shall devote their entire time to the conduct of the business. Without the consent of the other partner neither partner shall on behalf of the partnership borrow or lend money, or make, deliver, or accept any commercial paper, or execute any mortgage, security agreement, bond, or lease, or purchase or contract to purchase, or sell or contract to sell any property for or of the partnership other than the type of property bought and sold in the regular course of its business.

9. Banking

All funds of the partnership shall be deposited in its name in such checking account or accounts as shall be designated by the partners. All withdrawals therefrom are to be made upon checks signed by either partner.

10. Books

The partnership books shall be maintained at the principal office of the partnership, and each partner shall at all times have access to the books. The books shall be kept on a fiscal year basis, and shall be closed and balanced at the end of each fiscal year. An audit shall be made as of the closing date.

11. Voluntary Termination

The partnership may be dissolved at any time by agreement of the partners, in which event the partners shall proceed with reasonable promptness to liquidate the business of the partnership.

12. Death

Upon the death of either partner, the surviving partner shall have the right either to purchase the interest of the decedent in the partnership or to terminate and liquidate the partnership business.

13. Arbitration

Any controversy or claim arising out of or relating to this Agreement, or the breach hereof, shall be settled by arbitration in accordance with the rules. In witness whereof the parties have signed this Agreement.

Executed this on 1 September of 2022 in Kota Samarahan, Sarawak , each partner agreed and signed this agreement to show their commitment to this partnership.



(GENERAL MANAGER)

NAME: SHAHRUL BIN ABDUL RAHMAN


IC NO: 020915-06-0721



(ADMINISTRATIONMANAGER)

NAME: FUDAYL BIN ABDUL JALIL

IC NO: 020723-13-0553



(MARKETING MANAGER)

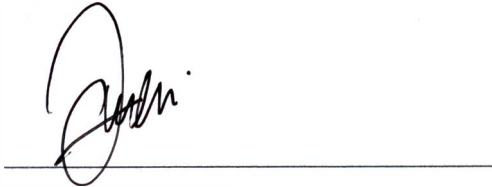
NAME: MUHAMMAD IZZARIQ BIN MOHAMAD DAUD

IC NO: 020403-14-1181



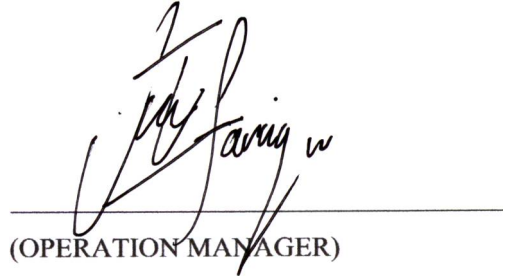
(FINANCIAL MANAGER)

NAME: LUTFUR RAHMAN ANSARI BIN PATAHORRAHMAN  
IC NO: 020119-13-0733



(OPERATION MANAGER)

NAME: OWENN ANAK WILFRED  
IC NO: 020202-13-0523



(OPERATION MANAGER)

NAME: ABANG AHMAD FARIQUE  
DANIAL BIN ABANG NAZRI  
IC NO: 020202-13-0523

Witnessed by:

\_\_\_\_\_  
NAME : DR. MARDINAH ABDUL HAMID

IC NO : -

## COMPENSATION AND BENEFITS

### □ Employment Act 1955

Employment law in Malaysia is generally governed by the Employment Act 1955 ("Employment Act"). The Employment Act sets out certain minimum benefits that are afforded to applicable employees. For applicable employees – any clause in an employment contract that purports to offer less favourable benefits than those set out in the Employment Act, shall be void and replaced with the minimum benefits in the Employment Act.

The protection under the Employment Act only applies to these categories of employees:

Employees whose monthly salary does not exceed RM2,000

Employees who are engaged in manual labour, regardless of salary

Employees engaged in the operation or  
Maintenance of mechanically propelled vehicle

Employees who supervise or oversees other employees engaged in manual labour

Employees engaged in any capacity on a vessel (subject to certain other conditions)

#### 1). Rest day

Every employee shall be allowed in each week a rest day of one whole day as may be determined from time to time by the employer.

#### 2). Holidays

Every employee shall be entitled to a paid holiday at his ordinary rate of pay on ten gazetted public holidays in any one calendar year, four of which shall be--

(a) the National Day;

(b) the Birthday of the Yang di-Pertuan Agong;



(c) the Birthday of the Ruler or the Yang di-Pertua Negeri, as the case may be, of the State in which the employee wholly or mainly works under his contract of service, or the Federal Territory Day, if the employee wholly or mainly works in the Federal Territory; and (d) the Workers' Day:

Provided that if any of the said ten gazetted public holidays falls on a rest day the working day following immediately thereafter shall be a paid holiday in substitution therefor

3). Annual leave

An employee shall be entitled to paid annual leave of--

(a) eight days for every twelve months of continuous service with the same employer if he has been employed by that employer for a period of less than two years;

(b) twelve days for every twelve months of continuous service with the same employer if he has been employed by that employer for a period of two years or more but less than five years; and

(c) sixteen days for every twelve months of continuous service with the same employer if he has been employed by that employer for a period of five years or more, and if he has not completed twelve months of continuous service with the same employer during the year in which his contract of service terminates, his entitlement to paid annual leave shall be in direct proportion to the number of completed months of service:

4). Sick leave

An employee shall, after examination at the expense of the employer --(a) by a registered medical practitioner duly appointed by the employer; or (b) if no such medical practitioner is appointed or, if having regard to the nature or circumstances of the illness, the services of the medical practitioner so appointed are not obtainable within a reasonable time or distance, by any other registered medical practitioner or by a medical officer, be entitled to paid sick leave, --

(aa) where no hospitalisation is necessary, --

- (i) of fourteen days in the aggregate in each calendar year if the employee has been employed for less than two years;
  - (ii) of eighteen days in the aggregate in each calendar year if the employee has been employed for two years or more but less than five years;
  - (iii) of twenty-two days in the aggregate in each calendar year if the employee has been employed for five years or more; or
- (bb) of sixty days in the aggregate in each calendar year if hospitalisation is necessary, as may be certified by such registered medical practitioner or medical officer:

Provided that the total number of days of paid sick leave in a calendar year which an employee is entitled to under this section shall be sixty days in the aggregate; An employee shall also be entitled to paid sick leave under paragraphs (aa) and (bb) of subsection (1) after examination by a dental surgeon as defined in the Dental Act 1971:

5). Maternity leave

Every female employee shall be entitled to maternity leave for a period of not less than sixty consecutive days.

A female employee shall not be entitled to any maternity allowance if at the time of her confinement she has five or more surviving children.

6). Overtime

For any overtime work carried out in excess of the normal hours of work, the employee shall be paid at a rate not less than one and half times his hourly rate of pay irrespective of the basis on which his rate of pay is fixed. In this section "overtime" means the number of hours of work carried out in excess of the normal hours of work per day. Provided that if any work is carried out after the spread over period of ten hours, the whole period beginning from the time that the said spread over period ends up to the time that the employee ceases work for the day shall be deemed to be overtime.

Any other terms and conditions are:-

1). Paternity Leave

Male employees are eligible to 2 working days leave for the birth of their own child up to 5 surviving child.

2). Marriage Leave

Employees are entitled for 5 days leave for first legal marriage per employment.

3). Compassionate Leave

Every employee is entitled for 3 consecutive working days on the death of their immediate family member.

4). Bonus

The bonus will be granted to employees at a rate of 30 % of the monthly salaries depends on the company's performance.

5). The Annual Increment

Employees will be paid with an annual increment based on the individual performance at a rate of 5% to 30% per annum. Those who fail to achieve the performance standard will not be granted with an annual increment.

➤ Social Security Organization (SOCSO)

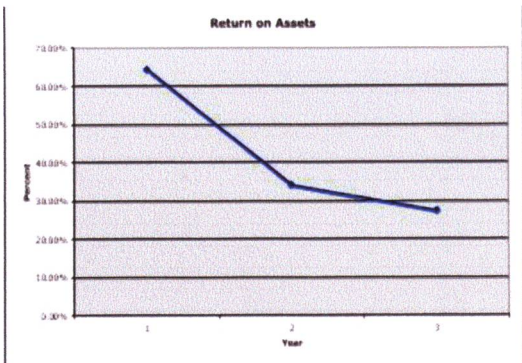
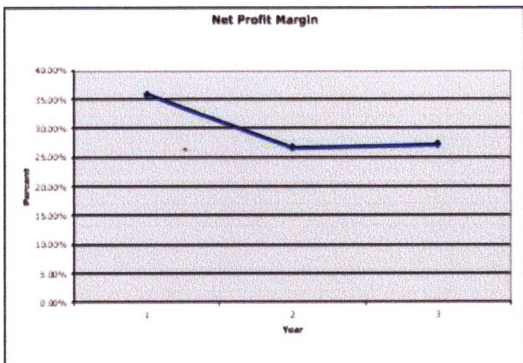
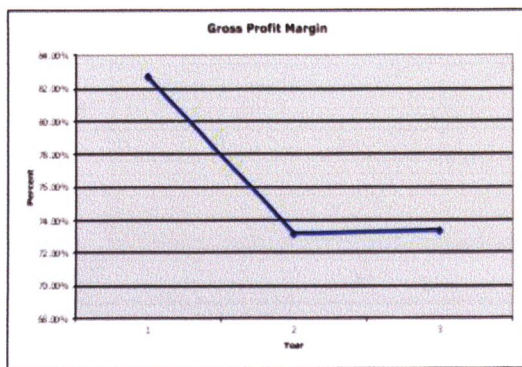
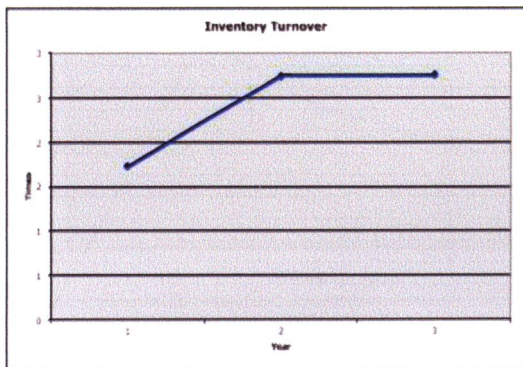
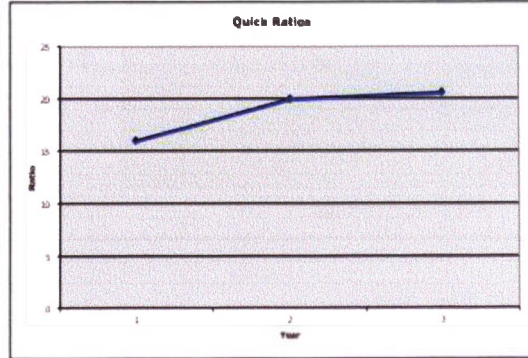
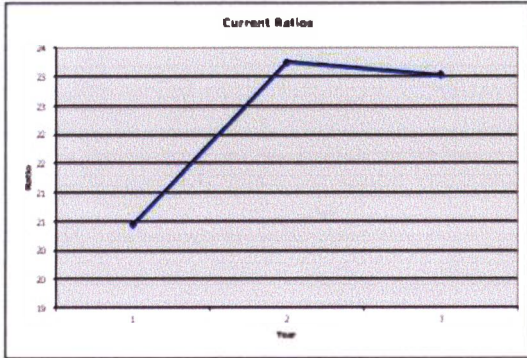
The main function of SOCSO is to provide social security protection to employees and their dependants through the Employment Injury Scheme and the Invalidity Scheme. The Employment Injury Scheme provides protection to employees against occupational injuries including occupational diseases and commuting accidents. The Invalidity Scheme provides 24-hour protection to employees against invalidity or death due to any cause outside working hours and not related to employment. Both schemes provide cash benefits to employees and their dependants in the event of unforeseen incidents, in

addition to providing medical treatment, physical rehabilitation or vocational training. SOCSO also conducts implements accident prevention activities through occupational safety and health awareness programmes among employees and employers. The rate of contribution is 1.25% per month from the insured salary option. Monthly contribution is subject to the ceiling of the insured wage of RM4,000.00 per month.

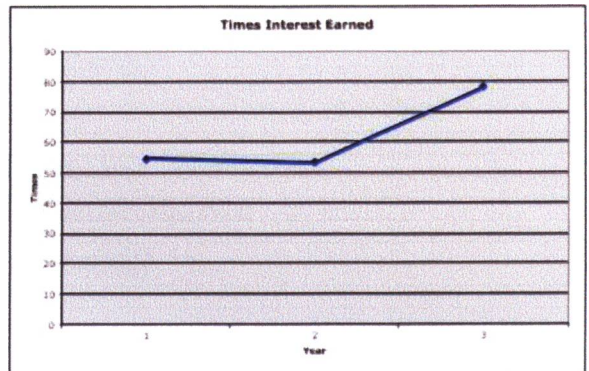
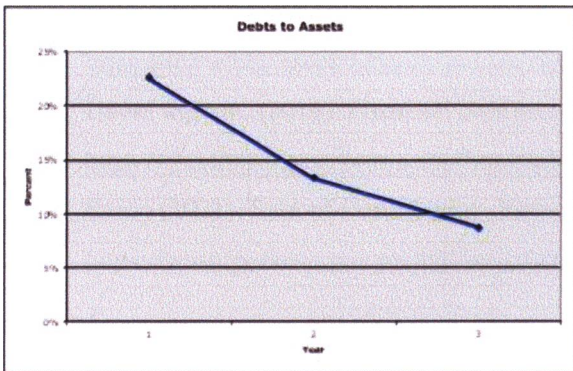
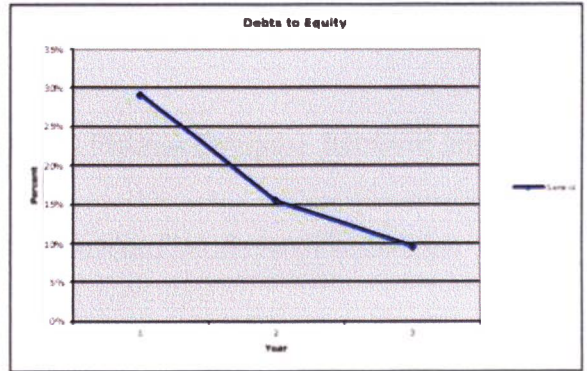
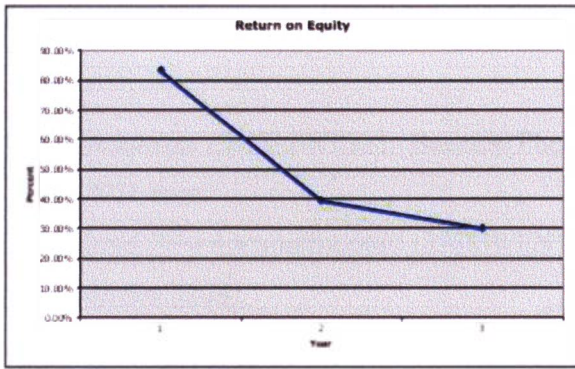
➤ **Employer Provident Fund (EPF)**

*As an employer, the responsibilities include paying EPF contributions in respect of any person engaged to work under a Contract of Service or Apprenticeship. Subject to the provisions of section 52, every employee and every employer of a person who is an employee within the meaning of this Act shall be liable to pay monthly contributions on the amount of wages at the rate respectively set out in the Third Schedule (Section 43(1), EPF Act 1991).*

## b) Financial Report (Graph)









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