

GUIDELINES & TEMPLATE: BUSINESS PLAN



ONLY COOLIN



Faculty	: Fakulti Seni Reka Kreatif
Group	: CAAD233
Course	: Creative Game Design
Course Code	: ENT530
Semester	: 4
Group Members	: MUHAJIRAH BINTI ABUL JALIL : MUHAMMAD HAZIQ BIN HAFIZAL : AMIRA HUSNA BINTI SHAMSHUL KAMAR : AHMAD SYAZWAN HAIKAL BIN RASID : MUHAMMAD NUR AIMAN BIN SUHAIMI : MUHAMMAD HAFIQ BIN KHAIRUL NIZAM
Submitted To	SIR RASLAN BIN NORDIN
Submission Date	23 JANUARY 2026

1.0 EXECUTIVE SUMMARY

Only Coolin' is a manufacturing venture based in Alor Gajah, Melaka, specializing in the production of innovative personal cooling technology. The company was established as a partnership to address the challenges of unpredictable tropical weather and to provide a more convenient, hands free alternative to traditional handheld fans. Strategically located in Pusat Perniagaan Jelatang, the business leverages its proximity to both urban and rural markets to ensure wide accessibility for its primary target demographics.

The mission of Only Coolin' is to encourage and promote safer and more accessible personal cooling solutions through innovative technology, ensuring comfort for users whenever and wherever they are. This is achieved through our flagship product, the Only Coolin' Pocket Portable Fan, which is a rechargeable, pocket sized device designed with an adjustable position for 360-degree cooling. A key differentiator and competitive advantage for Only Coolin' is its "hijabist-friendly" design, which includes specialized safety guards to prevent hair or fabric entanglement, alongside a hands free ergonomic structure that targets the specific needs of the local Malaysian market.

Financial projections for the venture are strong, with a projected first-year sales revenue of RM1,372,140. The company expects steady growth, with an anticipated 3% increase in Year 2 and a 5% increase in Year 3. To support these operations, Only Coolin' requires a total initial investment of RM82,500, which was contributed by the four partners to cover essential startup costs, including operation equipment and working capital. this investment is managed by a dedicated team led by general manager Ahmad Syazwan Haikal bin Rasid , with specialized managers overseeing finance, operations, and marketing. with an ambitious target of capturing 65% of the local market share, only coolin' is positioned to achieve a solid return on investment and reach its break-even point early in its operational lifecycle.

2.0 COMPANY PROFILE

2.1 Name of the Organization

The name of our organization is "Only Coolin'." The term "Only" represents our singular focus and dedication to mastering the personal cooling industry without distraction. The word "Coolin'" is a modern, catchy adaptation of "cooling," which reflects the refreshing, chilled experience our product offers. Our organization aims to provide premium, portable cooling technology to individuals living in hot climates. Our primary operations are based in Alor Gajah, Melaka, where we serve a diverse range of customers, from students to outdoor workers, with the goal of being the most reliable source for immediate heat relief.

2.2 Organization Logo



ONLY COOLIN' The name "Only Coolin'" was chosen to establish a strong, modern brand identity before our official launch. We selected this specific logo design because it is sleek and professional, intended to captivate the customer's attention and build trust in our technical expertise. The visual elements within the logo symbolize our core business purpose, which is ventilation, airflow, and personal comfort technology.

2.3 Company History and Progress to Date

Only Coolin' began as a conceptual project by four partners who identified a significant gap in the portable fan market, specifically regarding safety for hijabis and durability for outdoor use. Since our registration on 30th October 2023, we have made significant progress, including the finalization of our "Pocket Portable Fan" prototype and securing a strategic business location in Alor Gajah. We have completed our initial market research and financial planning, positioning us to officially commence business operations on 1st January 2024. Currently, we are in the pre operational phase, focusing on premise renovation and the procurement of high-quality manufacturing equipment.

2.4 Legal Structure

Our business is registered as a Partnership. This structure was chosen to allow for a pool of diverse skills, shared responsibilities, and combined capital investment. Each partner contributes equally to the growth of the company, ensuring that administrative, financial, operational, and marketing tasks are handled by dedicated specialists.

2.5 Key Partnership/Management



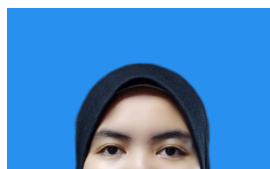
Name of co-owner	Ahmad Syazwan Haikal Bin Rasid
Identity card no	030514010183
Personal address	No 152, Jalan Delima 15, Taman Kota Masai, 81700, Pasir Gudang, Johor
Company and address	Only Coolin, KM 19-1, Jalan Perniagaan Jelatang, 78000 Alor Gajah, Melaka.
Email	syzwnhaikal@gmail.com
Phone no	0177985687
Date of birth	14 may 2003
Marital status	single
Academic qualification	Bachelor of Creative Game Design (Honors), UiTM Puncak Alam, Selangor
Seminar attended	Business Management at MRSM Felda
Skills	<ul style="list-style-type: none">• Managing accounting business• Designing banner• Conducting team members
Experience	<ul style="list-style-type: none">• Managed banner editing business• Managed school cooperative



Name of co-owner	Muhammad Hafiq Bin Khairul Nizam
Identity card no	010122-05-0487
Personal address	No 2, Jalan Lembah 22, Bandar Seri Alam, 81750 Masai, Johor.
Company and address	Only Coolin, KM 19-1, Jalan Perniagaan Jelatang, 78000 Alor Gajah, Melaka.
Email	hafiqnizam2201@gmail.com
Phone no	012-7166491
Date of birth	22 January 2001
Marital status	Married
Academic qualification	Bachelor of Creative Game Design (Honors), UiTM Puncak Alam, Selangor
Seminar attended	<ul style="list-style-type: none">● Financial Markets & Investment Strategies Seminar● Financial Modeling and Valuation Seminar● Accounting Standards and Financial Reporting Seminar
Skills	<ul style="list-style-type: none">● Budgeting and Forecasting● Risk Assessment & Management● Data Analysis and Interpretation
Experience	<ul style="list-style-type: none">● Analyzed financial data to support business decision-making● Maintained accurate financial records and documentation● Collaborated with cross-functional teams to improve financial efficiency



Name of co-owner	Amira Husna Binti Shamshul Kamar
Identity card no	030113-05-0336
Personal address	58 JLN PS 5/7 TAMAN PINGGIRAN SENAWANG, 71450, SEREMBAN, NEGERI SEMBILAN
Company and address	Only Coolin, KM 19-1, Jalan Perniagaan Jelatang, 78000 Alor Gajah, Melaka.
Email	husnamira13@gmail.com
Phone no	01155020032
Date of birth	13 January 2003
Marital status	Single
Academic qualification	Bachelor of Creative Game Design (Honors), UiTM Puncak Alam, Selangor
Seminar attended	<ul style="list-style-type: none">● Financial Markets & Investment Strategies Seminar● Accounting Standards and Financial Reporting Seminar
Skills	<ul style="list-style-type: none">● Precise Documentation● Project & Group Management
Experience	<ul style="list-style-type: none">● Experienced in supervising manufacturing workflows and optimizing staff productivity.● Advanced user of Microsoft 365 for tracking production metrics and inventory.● Skilled in managing supply chain payments via PayPal, Skrill, and Cryptocurrency platforms.



Name of co-owner	Muhajirah Binti Abul Jalil
Identity card no	020928-06-0114
Personal address	PT30641, Jalan Triang, Kampung Jeram Ular, Mengkarak, Bandar Bera, 28350 Triang, Pahang.
Company and address	Only Coolin, KM 19-1, Jalan Perniagaan Jelatang, 78000 Alor Gajah, Melaka.
Email	79hajira@gmail.com
Phone no	019-379 6074
Date of birth	28 September 2002
Marital status	Single
Academic qualification	Bachelor of Creative Game Design (Honors), UiTM Puncak Alam, Selangor
Seminar attended	<ul style="list-style-type: none"> ● Digital Marketing, Advertising & Technology (DMAT) Conference ● Digital Marketing Asia (DMA) Malaysia ● International Conference on Social Entrepreneurship and Innovation (ICSEI)
Skills	<ul style="list-style-type: none"> ● Performance Marketing ● AI Marketing & Prompt Engineering ● Marketing Automation
Experience	<ul style="list-style-type: none"> ● Content & Social Media Management ● Market Research & Analysis ● Campaign Execution



Name of co-owner	Muhammad Haziq Bin Hafizal
Identity card no	020426-10-0577
Personal address	No. 47 Jalan Sierra 8/2 Bandar 16 Sierra 47110 Puchong Selangor
Company and address	Only Coolin, KM 19-1, Jalan Perniagaan Jelatang, 78000 Alor Gajah, Melaka.
Email	Haziqfzl@gmail.com
Phone no	07-183970-161
Date of birth	26 April 2002
Marital status	Single
Academic qualification	Bachelor of Creative Game Design (Honors), UiTM Puncak Alam, Selangor
Seminar attended	<ul style="list-style-type: none"> ● Seminar on Entrepreneurship Development ● FMM BUSINESS BEST PRACTICES SEMINAR ● Entrepreneur Online Summit
Skills	<ul style="list-style-type: none"> ● Market Research & Analysis ● Customer Relationship Management ● Social Media Marketing
Experience	<ul style="list-style-type: none"> ● Learned basic business planning, marketing strategies, and financial management ● Engaged in group discussions and case studies on real business scenarios



Name of co-owner	Muhammad Nur Aiman Bin Suhaimi
Identity card no	2024752449
Personal address	No. 18, Jalan Putra Perdana 9/5, Taman Putra Perdana , 47130 Puchong, Selangor
Company and address	Only Coolin, KM 19-1, Jalan Perniagaan Jelatang, 78000 Alor Gajah, Melaka.
Email	aiman.xvy@gmail.com
Phone no	011-17547183
Date of birth	06 September 2002
Marital status	Single
Academic qualification	Bachelor of Creative Game Design (Honors), UiTM Puncak Alam, Selangor.
Seminar attended	<ul style="list-style-type: none"> ● Seminar on Entrepreneurship Development. ● Creative Industry & Game Business Workshop. ● Digital Marketing for Startups Seminar.
Skills	<ul style="list-style-type: none"> ● Market Research & Audience Analysis. ● Basic Business Planning. ● Social Media & Digital Promotion. ● Team Coordination & Creative Leadership.
Experience	<ul style="list-style-type: none"> ● Involved in basic business planning, pitching ideas, and collaborative team projects. ● Exposure to creative industry practices through seminars and workshops.

VISION

To be the number one provider of personal and automotive cooling software and hardware applications in Malaysia.

MISSION

To encourage and promote safer and more convenient cooling applications to owners whenever and wherever they are.

To provide high-quality, innovative personal fans that are safe for all users, including those wearing hijabs.

To help people manage their daily comfort much easier, especially for those active in hot and humid climates.

To provide our consumers with an excellent cooling experience by offering durable, portable, and affordable products.

3.0 INDUSTRY ANALYSIS

3.1 Industry Overview

Only Coolin is a company that is in the consumer electronics and personal cooling device sphere, namely the segment of the portable wearable accessories. Global temperatures, city movement, and the need to cool the environment have a steady growth in this industry following the growing demand of energy efficient and convenient ways of cooling. The tropical climate in Malaysia provides the year-round consistent demand of portable cooling products.

Portable fans and neck fans are seen as more popular than wearable head fans and other personal cooling devices because they offer convenience and comfort to students, office workers, outdoor adherents, and even hijab-wearing customers who are in need of cooling down and safety in motion.

3.2 Industry Size, Growth and Sales Projections.

Lifestyle changes and low-cost smart devices have sustained the expansion of the Malaysian consumer electronics market every year. The cooling products are accessible in a niche market that is highly in demand especially in hot seasons and festivals that are done on a portable basis.

According to the observance in the market, and the internal sales forecasts:

- It is estimated that the local target market is more than 10,000 diverse potential users in an area of the selected one.
- Competitive prices (RM99 per unit) give Only Coolin a good opportunity to record a steady growth in sales every month.
- It is projected to grow sales at 3-5 percent per annum, which will be backed up by enhanced brand awareness and product enhancement.

3.3 Industry Trends

A number of trends affect the development of this industry:

Economic Trends

- Consumers want to have cheap products which are durable and have value attached to them.
- The escalating price of electricity is making the low energy personal cooling alternatives more interesting.

Social Trends

- Enhanced outdoor activities, commuting and mobility of lifestyle.
- Increased consciousness of comfort and self wellbeing.
- High market demand among hijab users who do not want to feel hot.

Technological Trends

- USB charging and rechargeable batteries.
- Small and lightweight constructions.

3.4 Key Success Factors

The success of Only Coolin in this industry is depends at the following critical issues:

- The comfort and usability of the products.
- Affordable pricing
- Durable battery life
- Slim and portable design.
- Targeted marketing to the high-need user (hijabis, students, outdoor users)
- Good presence in online and social media.

3.5 Long-Term Industry Outlook

The prospects of the portable cooling business are very good in the long run. The demand will keep increasing due to climate changes, city life, and mobility in lifestyle. Only Coolin has high chances of growing sustainably and diversifying to new lines of wearable cooling products in future with constant innovation and appropriate branding.

4.0 PRODUCT DESCRIPTION

4.1 Opportunity

Only Coolin was created to deal with any form of heat-based discomfort, especially to people who spend most of their time outside or in other cases, those who wear heavy garments. Current handheld fans have a tendency to be inconvenient and demand constant hand operation, which leaves room to have a hands-free and wearable cooling device.

4.2 Product Description

Product Model: Only Coolin Portable Head Fan.

Product: Wearable personal cooler.

Selling Price: RM99 per unit

Key Features:

- Portable and lightweight
- Rechargeable battery
- Hands-free wearable design
- Control of position of airflow.
- Hijab-friendly design
- Quiet operation

Functions:

- Breaths directly over the head and neck to cool the region.
- Improves the comfort in outdoor activities.
- Gives freedom to the users without carrying a fan.

4.3 Market Positioning

Only Coolin is a product placed as a competitive and mid-range product. It is more convenient and comfortable to wear than the conventional handheld fans but still affordable as compared to the higher quality brands of neck fans. The product is well balanced in terms of functionality, comfort and price and is affordable to a large group of consumers.

4.4 Value Proposition

Only Coolin offers clear economic and functional value by:

- Since it depends on air conditioning, it should be reduced.
- Comforting at a low one-time price.
- Enhancing user attractiveness and ease in hot conditions.
- Resolving one particular issue of the hijab-wearing and active users.

4.5 Customer Demand Expectations

The demand of customers is set to be high because of:

- Malaysia's hot climate
- Offering more outdoor activities.
- Increasing popularity of wearable technology.
- Favourable acceptance among students, working adults and physical exercise enthusiasts.
- It is expected to make repeat purchases and word-of-the-mouth promotion in peak seasons.

4.6 Existing Competition

The only products that compete with Only Coolin products include portable fans (Neck fans) and handheld fans that are already in the market. However, many competitors lack:

- The position of the head can be adjusted.
- Hijab-friendly design
- Comfortable clothing worn over a long period.

5.0 MARKETING PLAN

5.1 Introduction To Marketing

5.1.1 Marketing Objectives

Awareness-building marketing helps to make a potential customer get to know more about specific goods, services, or brands. By knowing the needs and preferences of their customers, marketing professionals can be able to come up with a strategy so as to adequately reach and engage their target group. The next goal is a stronger brand recognition, creation, and positive brand image and marketing. This entails brand development, brand messaging and brand positioning. By being able to deliver value and doing so consistently, marketers endeavor to create trust and loyalty by consistently meeting the expectations of the clients.

Marketing helps firms to understand the preferences and behavior of consumers and learn about their trends based on market research and analysis. Through understanding the needs and wants of the clients, the businesses are able to produce goods and services that will satisfy the market thus enhancing the level of satisfaction with customers and gaining a competitive edge.

5.2 Introduction To Products And Services

Table 5.2 : Proposed product/ service, selling price, product/ service features, benefits & uniqueness and list of product or service

1.	Proposed product/ service:	1. Subscription of a car software application			
2.	Selling price:	Type of Subscriptions <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>Portable Fan</td> <td>Only Coolin'</td> <td>RM99</td> </tr> </table>	Portable Fan	Only Coolin'	RM99
Portable Fan	Only Coolin'	RM99			
3.	Product/ service features:	1. Portable 2. Rechargeable 3. Pocket size 4. provide with fan compartment			
4.	Product/ service benefits:	1. Durable and long-lasting battery 2. Affordable and reasonable price			
5.	Product/ service uniqueness:	1. Adjustable position 2. Can be worn everywhere 3. Hijabist friendly			
6.	List of product or service:	1. Only Coolin' pocket portable fan			

5.2.1 Market area and business location

We have decided to locate our business based on geographical factors. Our business will be in KM 19-1, Jalan Perniagaan Jelatang Pusat Perniagaan Jelatang, 78000 Alor Gajah, Melaka. As for our market area, we would segment our target market to residents that are living in Alor Gajah, Melaka.

5.2.2 Collect information and data of customers

We employ the social media listening technique, which involves keeping an eye on social

media sites for mentions, feedback, and discussions pertaining to your company or sector. Tracking and analysing customer preferences and attitudes can be done with the aid of social listening platforms like Hootsuite and Brandwatch.

5.2.3 Segmenting the markets

1. Geographical segmentation

As for geographical segmentation, different social classes, lifestyles, and personalities in Melaka have an impact on our market. There are three social classes: upper, middle, and lowest. The middle class and upper class are more likely to use our services due to their stability and financial standing.

2. Demographic segmentation

Our business is in a neighborhood where people come from different social backgrounds and have different lifestyles. We can identify any trends that can affect target market consumers' future spending patterns thanks to this type of segmentation. Our target market's characteristics have been narrowly chosen from a few population traits. They belong to various socioeconomic classes and have a range of income, education, and vocations. This is since the area around Melaka is thought of as a major town. There are people here from every socioeconomic background.

5.3 Target Market

Only Coolin’ product target market has been set up based on the population distribution in Pusat Perniagaan Jelatang. As the number stated in statistics, over 10 thousand residents are living in Kuala Lumpur. The population consists of many levels of age and races.

Our first target market would be to target those who are looking for **distinctive and cutting-edge electronic gifts** for friends, family, or coworkers. This market sector favours devices with a wow factor, novelty items, and tech-forward presents. Moreover, our next target is university students.

Lastly, **Fitness Enthusiasts**, people who engage in physical activities like workouts, yoga, or sports. Portable fans can help cool down and provide relief during exercise sessions or in gym environments where ventilation might be limited.

5.4 Market Size

Table 5.3 : Market size in a month

Market Segment	Population	Target Market (%)	Target Market	Potential Purchase (RM)	Total Potential Purchase in Month (RM)
Youth (15-29)	5,233	12	628	99	62,172
Adults (30-44)	5,325	6	320	99	31,680
Elderly (45+)	3,449	6	207	99	20,493
				Total	114,345

5.5 Competitors

Table 5.5.1 : Analysis of Competitors

Name	Strength	Weakness
Goodoojoq Fan	<p>1. Portable, compact size and lightweight design make it easy to carry.</p> <p>2. The fan uses less power and lowers energy expenses because it is energy-efficiently constructed.</p>	The portable fan may be less effective in particularly hot or big settings due to its compact size.

Table 5.5.2 : Analysis of opportunities and threats of business

Opportunities	Threats
Growing Demand for Portable Cooling Solutions	Price Sensitivity
Technological Advancements	Technological Advancements by Competitor
Sustainable and Eco friendly Features	Pandemic crisis (COVID-19)

5.6 Market Share

Table 5.6.1 : Market share before entry of the business

Competitors	Market Share (%)	Market Share/ Yearly (RM)
Goodoojoq Fan	100	114,345 X 12
Total	100	1,372,140

Table 5.6.2 : Market share after entry of the business

Competitors	Old Market Share (%)	Loss of Market Share (%)	New Market Share (%)	Market Share/ Yearly (RM)
Goodoojoq Fan	100	65	35	480,249
Only Coolin'	100		65	891,891
Total	100	-	100	1,372,140

5.7 Sales Forecast

Table 5.7.1 : Cash collection for sales

Cash Collection For Sales	
In the month of sale	100%
1 month after sale	-20%
2 months after sale	20%
Total	100%

Table 5.7.1 : Sales forecast for 3 consecutive years

SALES FORECAST		
Year	Month	Sales Collection
2026	1st month	114,345
	2nd month	114,345
	3rd month	114,345
	4th month	114,345
	5th month	114,345
	6th month	114,345
	7th month	114,345
	8th month	114,345
	9th month	114,345
	10th month	114,345
	11th month	114,345
	12th month	114,345
	Total 1st year	1,372,140
2027	Total 2nd year (Increase by 3%)	1,413,304
2028	Total 3rd year (Increase by 5%)	1,483,969

5.8 Marketing Strategy

5.8.1 Product and service strategy

5.8.1.1 Pricing Strategy

Pricing for goods and services is decided after considering expenses, value, and market research. Considering price goals such as market penetration and profit maximization. examining market dynamics and pricing from competitors. using pricing strategies like bundles, discounts, or promotions.

5.8.1.2 Customer Experience

Defining the ideal client experience at every stage of the product or service lifecycle, ensuring dependability and high standards of quality such as delivering top-notch assistance and customer service. Other than that, gathering client feedback and enhancing the user experience regularly. We also need to provide warranties, maintenance options, or post-sale services.

5.8.1.3 Product Development

Conducting market research, analyzing competitors, and identifying client wants and market trends to come up with fresh product ideas. such as evaluating and improving goods or services based on client input.

5.8.2 Price strategy

Competition based pricing (service)

Table 5.8.2.1 : Only Coolin' - Price range

Portable fan	Only Coolin'	RM99
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Table 5.8.2.2 : Goodoojoq - Price range

Portable fan	Goodoojoq	RM100
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5.8.3 Distribution strategy

For the Only Coolin' company, the definition of the ideal customer experience throughout the product's lifecycle constitutes the sole component of our distribution strategy. Assuring consistent quality and dependability of the product is our company's primary goal, therefore providing first-rate customer support and service is the only way to connect with our customers. Logistics, inventory control, and order fulfillment are important considerations.

5.8.4 Promotion Strategy

5.8.4.1 Highlight Features

Highlight the portable fan's distinctive selling qualities, such as its small size, portability, battery life, programmable speed settings, or quiet operation. Explain how these features meet customers' demands to feel comfortable and cool in diverse circumstances.

5.8.4.2 Content Marketing

Create interesting and educational information, such as blog entries, videos, or infographics, about how to combat the heat and remain cool. Share advice on how to use portable fans efficiently in various settings and create content that is search engine optimized to raise visibility. Share user-generated content that shows users of the portable fan in a variety of settings to highlight its adaptability.

5.8.4.3 Identify The Target Market

Determine which specific client groups, such as outdoor enthusiasts, travelers, office workers, or people who live in hot regions, are most likely to be interested in portable fans. Make promotional activities specifically targeted to reach and interest these target audiences.

5.9 Marketing Personnel & Schedule Of Task And Responsibilities

Table 5.9.1 : Position, number of personnel & schedule of task and responsibilities

Position	Number of personnel	Task and Responsibilities
Marketing Staff	1	1. Assist marketing manager in marketing planning. 2. Identify marketing trends. 3. Brainstorm ideas to encourage a new development on portable fans. 4. To find more ways and platforms to promote Only Coolin company. 5. To design the advertisement and website.

5.10 Schedule Of Remuneration

Table 5.10.1 : Position, number, monthly salary, EPF contribution, and SOCSO contribution

Position	No	Monthly Salary (RM)	EPF Contribution (RM)		SOCSO Contribution (RM)	Total (RM)
			Employer (13%)	Employee (9%)		
Marketing Staff	1	1,200	-	108	24	1,332

5.11 List Of Office Equipment

Table 5.11.1 : List of Office Equipment

Item	Quantity	Price / Unit (RM)	Total (RM)
Laptop	1	1,400	1,400

5.12 List of Office Furniture and Fittings

Table 5.12.1 : List of Office Furniture and Fittings

Item	Quantity	Price / Unit (RM)	Total (RM)
Signboard	1	1,800	1,800
Desk	1	120	120
Chair	1	60	60
Total			1,980

5.13 Marketing Budget

Table 5.13.1 : Marketing Budget

Particular	Fixed Asset Expenses (RM)	Monthly Expenses (RM)	Other Expenses (RM)	Total (RM)
Fixed Assets				
Office equipment	1,400			
Furniture and fittings	1,980			3,380
Working Capital				
Remuneration		1,068		1,068
Other Expenditure				
Bonus			500	500
Total				4,280

6.0 OPERATIONAL PLAN

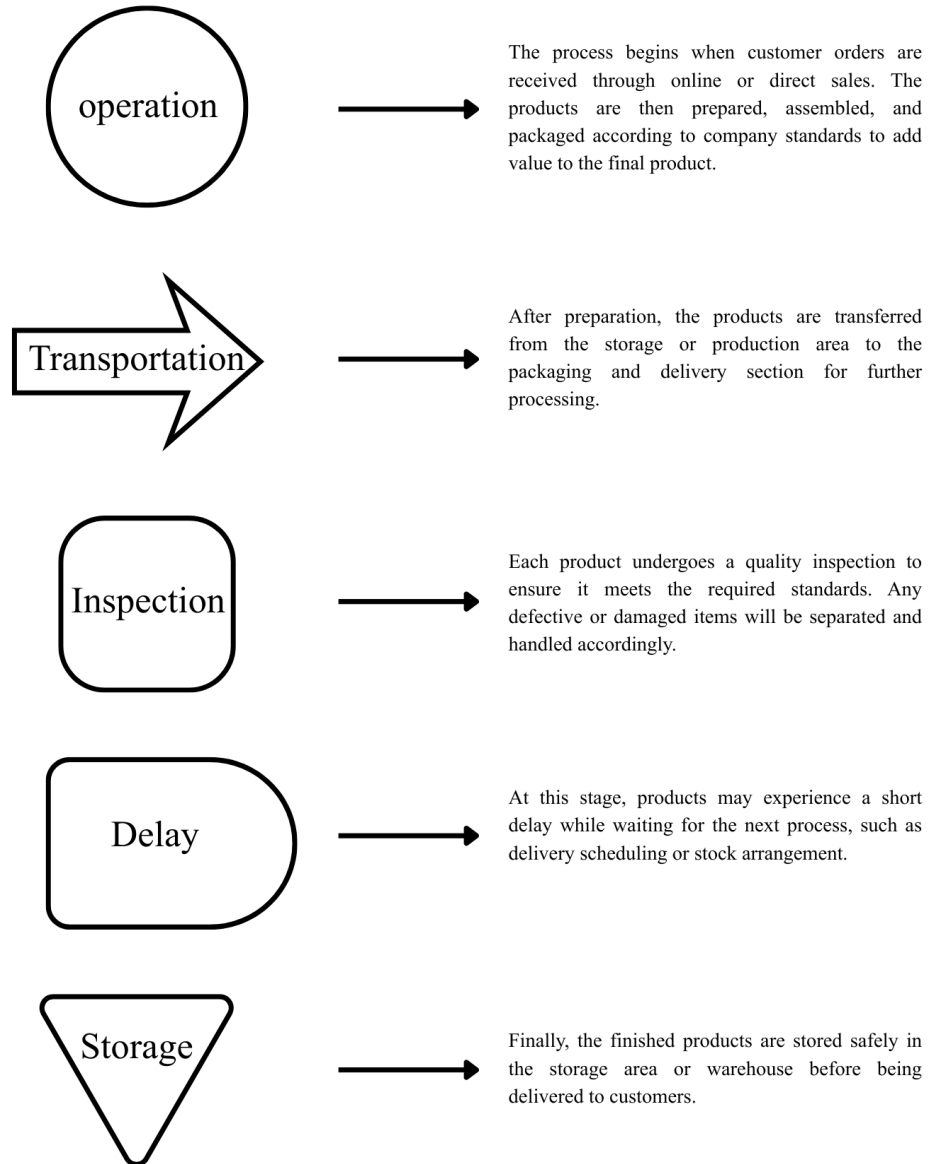
6.1 OBJECTIVES

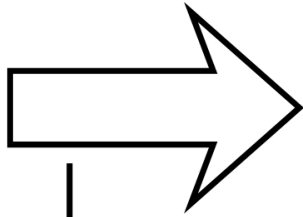
This operational plan explains the activities before, during, and after the product sales process. It helps the operation manager and employees understand the overall workflow and manage daily operations more effectively. At the same time, it ensures customer satisfaction by delivering a smooth and organized purchasing experience.

In addition, this plan helps the operation manager improve and develop the company so it can remain competitive in the industry. By implementing efficient and well-planned operations, the company is able to achieve its mission and sustain its position in the market.

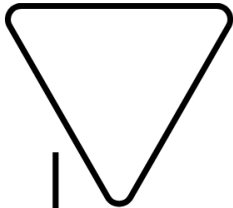
6.2 OPERATIONAL PROCESS

SYMBOL

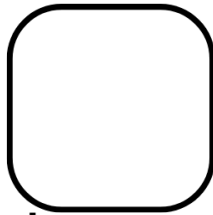




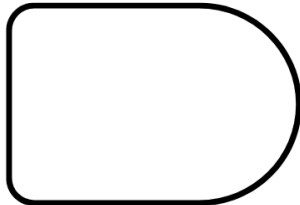
Get and collect materials according to the type that have been set.



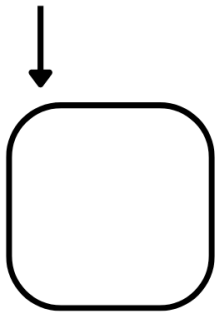
All material that have arrived are stored in the storage until they are enough.



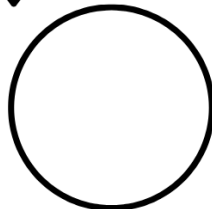
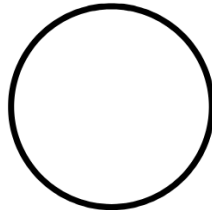
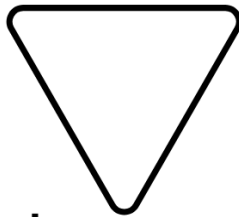
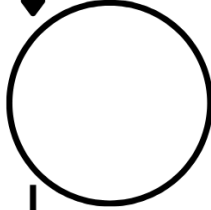
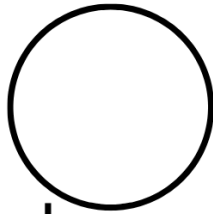
Sufficient material is inspected for the quality before sent to electronic manufacturing service provider.



Waitang for the manufacturing service to finish in making the goods and send it to warehouse.



The quality of the products are inspected.



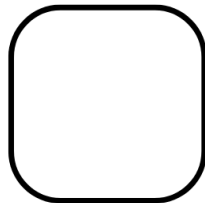
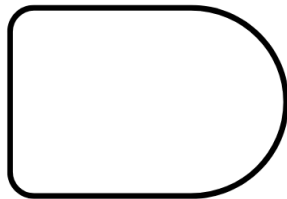
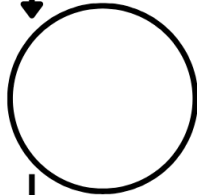
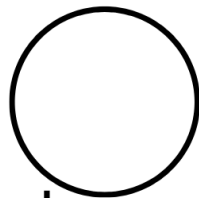
Start to fill the products into the packaging that has been prepared.

Includes instruction book, warranty card and charging cable into the packaging.

Keep the packaged products in the storage.

We do marketing for the produced products to promote the target buyers on several social media.

Make a sales live on any social media to show more details of the product.



The sale is placed to a store that sells electronic goods for anyone who wants to buy them face to face.

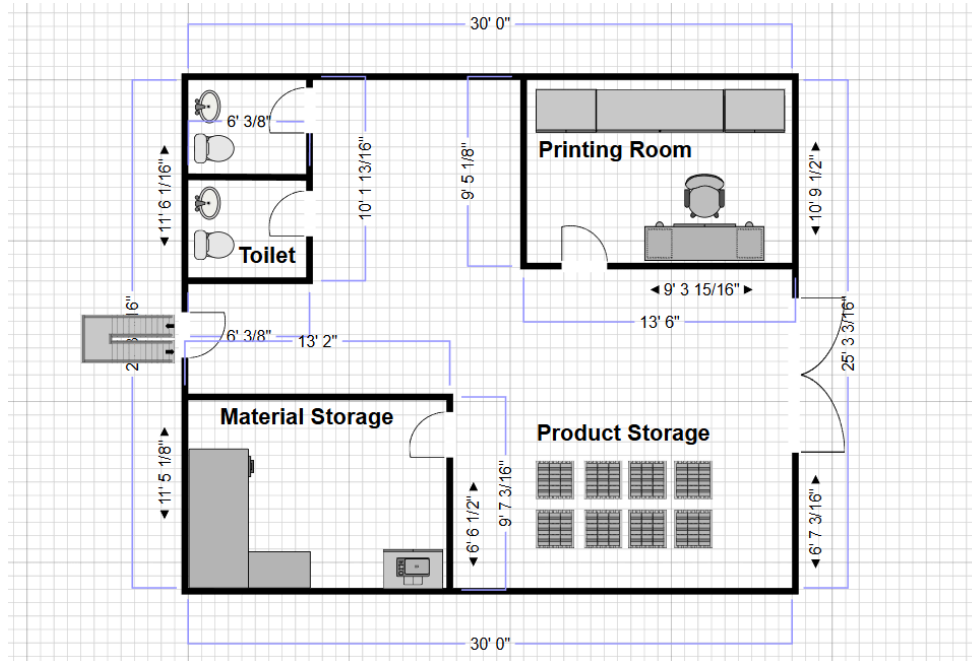
Make deliveries to buyers whow buy online.

Waiting for feedback and review from customers who bought our products.

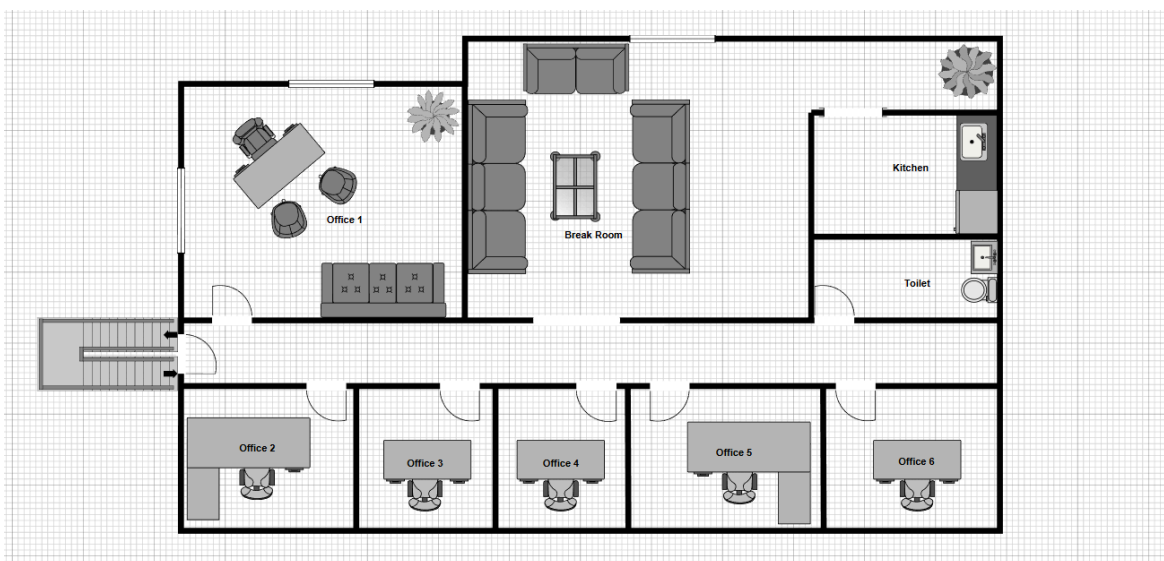
Make an analysis of all positive or negative review to ensure that the product is nout of date.

6.5 OPERATIONS LAYOUT

Overall view layout



Ground Floor



First Floor

6.4 Production Planning

Our production planning plays an important role in ensuring the success of the company by focusing on providing better services to customers each month. This planning is designed to ensure that production activities run smoothly and efficiently. In addition, the implementation of this production strategy helps improve the working environment for employees. By achieving these goals, employee productivity can be increased, which ultimately leads to higher customer satisfaction.

6.4.1 Schedule of Task and Responsibilities

Table 15: Position, number of personnel & schedule of tasks and responsibilities

Position	Number of Personnel	Tasks and Responsibilities
Reception staff	4	<ul style="list-style-type: none">● Manage customer orders from online and walk-in purchases.● Record customer information and order details accurately.● Assist customers with product enquiries and basic support.
Quality Controller	2	<ul style="list-style-type: none">● Inspect products to ensure they meet quality and safety standards.● Identify and separate defective products.● Ensure all products are in good condition before delivery.
Delivery Staff	2	<ul style="list-style-type: none">● Prepare and pack products according to delivery requirements.● Deliver products to customers on time and safely.● Handle products carefully during transportation.
Store Department	3	<ul style="list-style-type: none">● Manage stock inventory and storage arrangement.● Restock products and monitor stock levels.● Ensure the storage area is clean and organized.

6.4.2 Schedule of Remuneration

Table 16: Schedule of remuneration

Position	No.	Monthly Salary (RM)	EPF Contribution (RM) Employee (9%)	SOCSSO Contribution (RM)	Total(RM)
Reception staff	4	1,200 x 4 = 4,800	108 x 4 = 432	24 x 4 = 96	4272.00
Quality controller	2	1,500 x 2 = 3,000	135 x 2 = 270	30 x 2 = 60	2670.00
Delivery Staff	3	1,000 x 2 = 2,000	90 x 2 = 180	20 x 2 = 40	1780.00
Store department	1	1,000 x 3 = 3,000	30 x 3 = 90	20 x 3 = 60	2850.00
Total		12,800	972	256	11,572.00

6.5 OPERATION EQUIPMENT PLANNING.

Table 17: Operation equipment planning.

Item	Quantity	Price/unit	Total cost (RM)
Laptop	2	2,099	4,198
Air-condition	5	1,147	5,735
Ceiling Fans	4	240	960
Cleaning equipment	2	60	120
Telephone	1	139	139
Full PC Set	4	1,600	6,400
CCTV	5	102	510
Packaging Printer Machine	1	12,480	12,480
Printer	1	450	450
Cash register machine	1	599	599
Equipment shelf	6	105	630
First aid kit	1	60	60
Fire extinguisher	1	90	90
Total			32371

6.5.1 List of Suppliers

Table 18: List of suppliers

List Of items	Function OfItems	Suppliers	Address
Portable head fans	Make life easier for everyone	flex companies	I-09-01, Block 1, No. 3, Persiaran Multimedia, I-City Seksyen 7, 40000 Shah Alam Selangor, Malaysia

6.6 BUSINESS AND OPERATION HOUR

8.6.1 Business Hour

Day	Time
Monday - Saturday	10.00 a.m. 5.00 p.m.
Sunday	Close

8.6.2 Operation Hour

Day	Time
Monday - Saturday	10.00 a.m. 5.00 p.m.
Sunday	Close

6.7 OPERATIONS OVERHEAD

No.	Overheads	Cost (RM)
1.	Repair and maintenance	2,500
2.	Utilities	1,500
	Total	4,000

8.8 LICENSE, PERMITS AND REGULATIONS

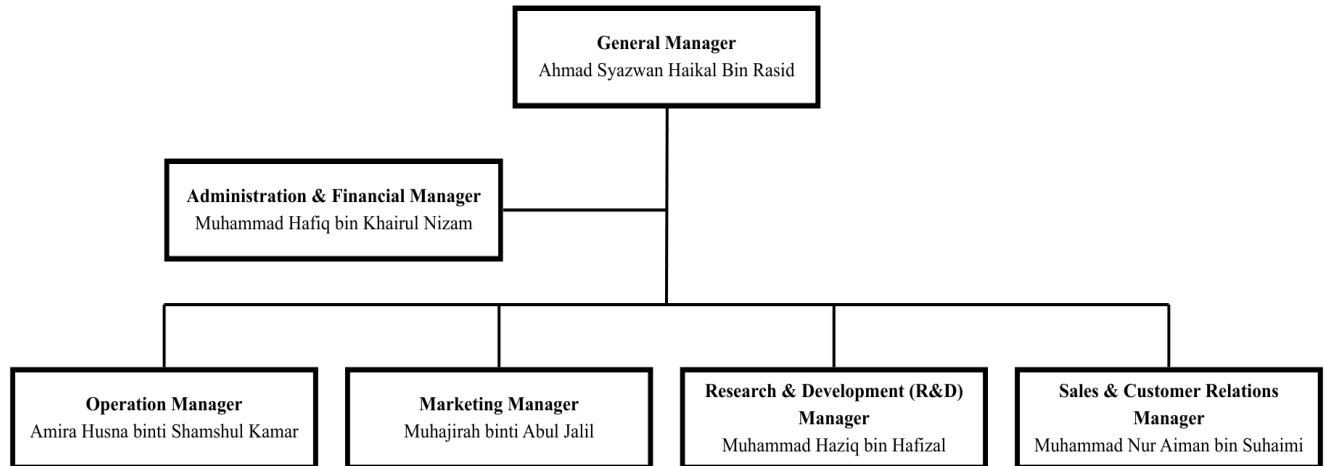
First and foremost, our company must be registered with the Malaysia Companies Commission (SSM). In addition, the business is required to comply with the amendments under the Business License Act. For a partnership company, the registration process involves a cost of RM1,000. The application can be submitted through an online platform.

6.9 OPERATION BUDGET

Item	Fixed. Asset Expenses (RM)	Monthly Expenses (RM)	Other Expenses (RM)	Total (RM)
Fixed Assets				
Operation equipment	32,371			32,371
Working Capital				
Remuneration		11,572		
Rental of building		2,000		
Operation Overhead		2,500		
Raw material/goods		20,000		
Carriage inwards		10,000		66,072
Other Expenditure				
Bonus			6,000	6,000
Pre-Operation				
Deposit			4,000	
Premise renovation			6,000	10,000
Total				131012

7.0 MANAGEMENT TEAM AND COMPANY STRUCTURE

7.1 Organizational Structure



Structure 1 : Organizational Structure of Only Coolin'

7.2 Administrative Manpower Planning & Schedule Of Tasks and Responsibilities

No	Position	Number of Personnel	Task and Responsibilities
1.	General Manager	1	<ol style="list-style-type: none"> 1. Supervise daily operations of the business. 2. Do some research and recognize growth opportunities for the business. 3. Evaluate the performance and productivity of the software application and employees.
2.	Administration & Financial Manager	1	<ol style="list-style-type: none"> 1. Sets policies and procedures for customers. 2. Maintains the administrative staff by recruiting, selecting, and training the employees. 3. Ensures a safe, secure, and well-maintained workplace that meets the environmental and security standards. 4. Manages the company's budget and investments. 5. Producing financial statements of the business and doing the financial planning, investing, and developing strategies. 6. Analyse competitors and market trends.
3.	Operation Manager	1	<ol style="list-style-type: none"> 1. Supervise software application condition and performance. 2. Workflow and staffing (work with HR in hiring and training the new employees). 3. Maintain accurate and precise documentation for operational procedures and activities.
4.	Marketing Manager	1	<ol style="list-style-type: none"> 1. Do continuous research and analyze data to define the targeted customers in the area and what they need. 2. Promotional subscriptions for special occasions. 3. Manage and maintain the campaign promotion on social media and websites.

5.	Research & Development (R&D) Manager	1	<ol style="list-style-type: none"> 1. Managing projects from initial ideation and prototyping through to testing, scale-up, and commercial launch. 2. Identifying potential technical or market roadblocks early and developing contingency plans. 3. Developing a long-term strategy for innovation that aligns with the company's business objectives.
6.	Sales & Customer Relations Manager	1	<ol style="list-style-type: none"> 1. Overseeing a portfolio of existing clients and identifying opportunities for Upselling (higher-tier services) and Cross-selling (complementary products). 2. Collaborating with the broader sales team to refine the "pitch" based on direct feedback from current customers about what they actually value. 3. Organizing surveys and focus groups to gather qualitative data for the Marketing and R&D departments.

Table 7.2.1 : Position, number of personnel & schedule of task and responsibilities

7.3 Human Resources

Position	No	Monthly Salary (RM)	EPF Contribution (RM)		SOCSO Contribution (RM)	Total (RM)
			Employer (13%)	Employee (9%)		
General Manager	1	2,700	351	-	54	2,295
Administration & Financial Manager	1	2,200	286	-	44	1,870
Marketing Manager	1	2,200	286	-	44	1,870
Research & Development (R&D) Manager	1	2,200	286	-	44	1,870
Sales & Customer Relations Manager	1	2,000	260	-	40	1,700
Operation Manager	1	2,000	260	-	40	1,700
Total	6	13,300	1,729	-	266	11,305

Table 7.3.1 : Position, number, monthly salary, EPF contribution, and SOCSO contribution

7.4 Management Team

The success of Only Coolin' is driven by a management team of six key partners who lead the various departments of the organization:

7.4.1 General Manager:

Ahmad Syazwan Haikal bin Rasid, who is responsible for the overall strategic direction and business sustainability.

7.4.2 Administration & Financial Manager:

Muhammad Hafiq bin Khairul Nizam, who manages the company's budget, RM130,845 investment, and financial health.

7.4.3 Operation Manager:

Amira Husna binti Shamshul Kamar, who oversees the production quality and supply chain of the portable fans. Amira is one of the students from UiTM Puncak Alam who has a major of Creative Game Design (Honors) and A specialized lead focusing on the interplay between **advanced technical systems and operational efficiency**. Expert in **optimizing manufacturing workflows** and leveraging **automation technology** to streamline supply chain management.

7.4.4 Marketing Manager:

Muhajirah binti Abul Jalil, who is creating social media content, managing digital advertisements, and brand positioning. Muhajirah is one of the students from UiTM Puncak Alam who has a major of Creative Game Design (Honors) and a specialized major in the interplay of technology and marketing. Knowledgeable in the field of digital content and social media management skills and background with a solid technical background in AI marketing and automation.

7.4.5 Research & Development (R&D) Manager:

Muhammad Haziq bin Hafizal, who is leading the product innovation, technical safety testing, and future product enhancements.

7.4.6 Sales & Customer Relations Manager:

Muhammad Nur Aiman bin Suhaimi, who manages direct sales channels, processing customer orders, and ensuring high customer satisfaction ratings.

8.0 Financial Plan

8.1 Start-Up Cost

A. START-UP COST	(RM)	Total (RM)
Capital Expenditure: Administrative		
Maintenance	700	
Office supplies	100	
Rental	2,000	
Utilities	300	
		3,100
Capital Expenditure: Operation		
Salaries	11,305	
Rental	2,000	
Operation overhead	2,500	
Purchase of Raw Materials: Main Materials	50,000	
Carriage Inwards	10,000	
		75,805
Capital Expenditure: Marketing		
Other Pre-Operation Expenditure		
Deposit (rent, utilities)	4,000	
Business Registration & Licences	1,000	
Development cost	82,500	
Other Pre-Operation and Incorporation costs	6,000	
Other Expenditure(loan & Payement of Loan	22,000	
		115,500
Start-Up Costs		194,405

Table 8.1.1: Start-up Costs

8.2 Working Capital

WORKING CAPITAL (MONTHLY)		RM	FIXED	VARIABLE
Marketing				
Administrative				
Rent		2,000	2,000	
Utilities		300		300
Offices supplies		100		100
Maintenance		700		700
Salaries and wages		11,305	11,305	
Operation				
Rental		2,000	2,000	
Purchases		3,500		3,500
Operation overhead		2,500		2,500
Purchase of Raw Materials: Main Materials		50,000		50,000
Carriage Inwards		10,000		10,000
Other Expenditure				
Total Working Capital		82,405	15,305	67,100
Total Working Capital Required	1	Month	82,405	
Working Capital + Contingencies	5	%	86,525	

Table 8.2.1: Working Capital

8.3 Start-up Capital and Financing

ESTIMATED START-UP CAPITAL		295,285
FINANCING		
Equity: Share & Venture Capital		130,845
Loan		164,440
	Annual Interest Rate	9%
	Load Duration (years)	20

Table 8.3.1: Estimated Start-up Capital

8.4 Pro forma Cash Flow Statement

PRO FORMA CASH FLOW STATEMENT					
	Y1	Y2	Y3	Y4	Y5
CASH INFLOW					
Share Capital	130,845	-	-	-	-
Loan	164,440	-	-	-	-
Cash Sales	1,372,140	1,413,304	1,483,969	1,558,167	1,636,075
TOTAL CASH INFLOW	1,667,425	1,413,304	1,483,969	1,558,167	1,636,075
CASH OUTFLOW					
Administrative Expenditure	127,980	127,980	127,980	127,980	127,980
Marketing Expenditure	12,816	12,816	12,816	12,816	12,816
Operations Expenditure					
Purchase of Raw Materials: Main Materials	630,000	630,000	630,000	630,000	630,000
Carriage Inward & Duty	120,000	120,000	120,000	120,000	120,000
Salaries, EPF & SOCSO	135,660	135,660	135,660	135,660	135,660
Operation overhead	30,000	30,000	30,000	30,000	30,000
Subtotal – Operations	1,056,456	1,056,456	1,056,456	1,056,456	1,056,456
Other Expenditure					
Pre-Operations	-	-	-	-	-
Deposits (rent, utilities, etc.)	48,000	48,000	48,000	48,000	48,000
Business Registration & Licences	2,000	-	-	-	-
Interest on Loan	14,800	14,510	14,195	13,851	13,477
Tax Payable	-	-	5,000	10,000	15,000
TOTAL CASH OUTFLOW	-1,121,256	-1,118,966	-1,123,651	-1,128,307	-1,132,933
CASH SURPLUS / (DEFICIT)	546,169	294,338	360,318	429,860	503,142
Beginning Cash Balance	150,000	696,169	990,507	1,350,825	1,780,685
Ending Cash Balance	696,169	990,507	1,350,825	1,780,685	2,283,827

Table 8.4.1: Proforma Cash Flow Statement

8.5 Pro-forma Income Statement

PRO FORMA INCOME STATEMENT					
	Year 1	Year 2	Year 3	Year 4	Year 5
Sales	1,372,140	1,413,304	1,483,969	1,558,167	1,636,075
Less: Cost of Sales (Refer Notes 1 and Notes 2)	-41,928	932,220	937,546	982,028	982,028
Gross Income	1,330,212	481,084	546,423	576,139	654,047
Expenditure					
Pre-Operating and Incorporation Expenditure	89,500				
General and Administrative Expenditure	127,980	129,260	131,845	131,845	131,845
Sales and Marketing Expenditure	12,816	12,944	13,203	13,203	13,203
Depreciation of Fixed Assets	3,788	3,788	3,788	3,788	3,788
Other Expenditure	22,000	22,220	22,664	22,664	22,664
Operating Income	1,074,128	312,872	374,923	404,639	482,547
Interest on Hire-Purchase					
Interest on Loan	14,800	14,510	14,195	13,851	13,477
Net Income Before Tax	1,059,328	298,362	360,728	390,788	469,070
Income Tax	0	0	0	0	0
Net Income After Text	1,059,328	298,362	360,728	390,788	469,070

Table 8.5.1: Pro-forma Income Statement

Note 1					
Cost of Sales					
Opening Inventory of Finished Goods		685476	706040	741342	741342
Add: Total Production Cost (Note 2)	643,548	952,784	972,848	982,028	982,028
Less: Ending Inventory	685476	706040	741342	741342	741342
	-41,928	932,220	937,546	982,028	982,028
Note 2					
Raw Materials					
Opening Inventory		300000	306000	315180	315180
Add: Current Year Purchases	600000	612000	630360	630360	630360
Add: Carriage Inwards	120000	121200	123624	123624	123624
Less: Ending Inventory	300000	306000	315180	315180	315180
Raw Materials Used	420000	727200	744804	753984	753984
Labour					
Saleries, Wages, EPF, SOCSO	135,660	137,016	138,386	138,386	138,386
Factory Overhead					
Depreciation of Field Assets(Operations)	9788	9788	9788	9788	9788
Rental	48000	48480	48964	48964	48964
Operation overhead	30000	30300	30906	30906	30906
Total Factory Overhead	87888	88568	89658	89658	89658
Total Production Cost	643,548	952,784	972,848	982,028	982,028

Table 8.5.2: Note 1 and Note 2

8.6 Pro Forma Balance Sheet

PRO FORMA BALANCE SHEET					
	Year 1	Year 2	Year 3	Year 4	Year 5
ASSETS					
Non-Current Assets (Book Value)					
Land & Building					
Other Fixed Assets	54,304	40,728	27,152	13,546	
Other Non-Current Assets					
Deposit	4,000	4,000	4,000	4,000	4,000
	58,304	44,728	31,152	17,576	4,000
Current Assets					
Inventory Raw Materials	300,000	306,000	315,180	315,180	315,180
Inventory of Finished Goods & Work in Progress	685,476	706,040	741,342	741,342	741,342
Account Receivable					
Cash Balance	121,983	131,541	177,893	224,245	270,597
Other Current Assets					
	1,107,459	1,143,582	1,234,416	1,280,768	1,327,120
TOTAL ASSETS	1,165,763	1,188,310	1,265,568	1,298,344	1,331,120
Net Worth (Equity)					
Accumulated Fund	130,845	130,845	130,845	130,845	130,845
Accumulated Income	873,692	899,742	980,819	1,017,758	1,055,071
	1,004,537	1,030,587	1,111,664	1,148,603	1,185,916
Long-Term Liabilities					
Loan Balance	157,722	153,903	149,741	145,204	140,258
Hire Purchase Balance					
	157,722	153,903	149,741	145,204	140,258
Current Liabilities					
Account Payable					
Loan Due Within Current Year	3,504	3,819	4,163	4,537	4,945
Hire Purchase Due Within Current Year					
Other Current Liabilities					
	3,504	3,819	4,163	4,537	4,945
TOTAL EQUITY AND LIABILITIES	1,165,763	1,188,310	1,265,568	1,298,344	1,331,120

Table 8.6.1: Pro Forma Balance Sheet

9.0 PROJECT MILESTONES

Activities	Deadlines	Duration
Incorporation of business	Dec 2024- Feb 2025	3 months
Application for permits & license	Feb 2025- April 2025	3 months
Searching of premise	April 2025- July 2025	4 months
Renovation of premise	July 2025- Dec 2025	6 months
Procurement of software application	Dec 2026	1 month
Recruitment of labors	Dec 2025- Jan 2026	2 months
Installation of server	Jan 2026- Feb 2026	2 months

10.0 CONCLUSIONS

Coolin and only, is a business with a huge potential of being a sustainable and competitive business in the emerging industry of personal cooling devices in Malaysia. Through fulfilling a definable market demand, viz., hands-free, portable, and hijab compatible cooling products, the company will be placed in a unique position among other current competitors. With the Malaysian climate, an increasing number of outdoor life and the need to have cheap wearable devices, Only Coolin' is on the right track to address the existing industry trends and customer expectations.

The business plan brings out a well-designed organization, well-defined operation, and targeted marketing strategy that will target the high demand groups of users including students, hijab users, and outdoor professionals. Its pricing strategy is competitive, its product differentiation is high, and the promotional activity is targeted at the local market via digital platforms, which means that Only Coolin' will gain a considerable market share and create a solid brand awareness and customer loyalty.

In sum, with sound financial forecasts, well-developed management team, and scalability of the product idea, Only Coolin' is set to grow and become profitable over long period. The elements of continuous innovation, successful branding and efficient operations will play a major role in making the company successful and capable of expanding to more wearable cooling needs in the future and achieve its vision of being the best provider of personal cooling solutions in Malaysia.