

#### ENT300

#### FUNDAMENTAL OF ENTERPRENEURSHIP

#### MaiDah Enterprise

#### **PREPARED BY:**

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#### **GROUP:**

#### KBA1115A

#### **PREPARED FOR:**

Mohd Najmie Bin Osman

#### **SUBMISSION DATE:**

23 December 2019

Abid Arif Bin Abd Rashid Ahmad Salihin Bin Mohd Radzi Hilman Hanif bin Mansor Muhammad Daniel Bin Abd Radak @ Abdul Razak Muhammad Adam Fuzzery Bin Amir Ruddin

MaiDah Enterprise No, 2, Persiaran BLM 6/2, Bandar Laguna Merbok, 08000 Sungai Petani, Kedah December 3, 2019

Mohd Najmie Bin Osman Universiti Teknologi MARA (UiTM) Kedah, 08400 Merbok, Kedah

Dear Sir Najmie,

We very pleased to enclose my business plan in area Merbok Kedah. MaiDah Enterprise objectively is to solve students problem while using bus transportation which provided by UiTM. MaiDah Enterprise believes that will provide the excellent quality service for the users.

MaiDah looks forward to long term association in near future.

We ready to hear your comments and answer if have any questions you may have. You can reach me at 011-33124146.

Thank you for your time and attention.

Sincerely,

MaiDah Enterprise

#### **Executive Summary**

MaiDah Enterprise is a business that design an application services that purposely to reduce problems facing by non-residents students in UiTM. We provide Track the location of bus (GPS), Arriving of bus (Time), Amount of passengers (Availability) and passengers can pin their location (Pin).

Our target's customers are non- residents students. We sell our product services at RM 4.99. Based on the targeting customer, we identifying the customers are from Diploma and Degree students from different semester.

This business is based on partnership where it consists of five members who hold important positions in the company such as General Manager, IT Manager, Marketing Manager, Operation Manager and Financial Manager. The total contribution of each member for the business purposes is RM 14300.

We are hoping and wishing to make MaiDah application service be able to provide connectivity with the user and helps them to solve problem facing. Our business is expected to commence on 18 December 2020.

The members are basically from Diploma graduation have their own capabilities. The five partners will be take responsibilities based on their different duties and work's portfolio.

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## **Chapter 1 Introduction**

## **1.1 Introduction of The Business**

| Name of the business              | : MaiDah Enterprise                   |
|-----------------------------------|---------------------------------------|
| Nature of business                | : Transportation Service              |
| Industry profile                  | : A mobile application that           |
|                                   | establish in 2019 to facilitates non- |
|                                   | resident UiTM students that use       |
|                                   | UiTM bus for their daily ride. For a  |
|                                   | RM4.99 sale price, it is included in  |
|                                   | the tuition fee where it become       |
|                                   | compulsory for all non-residents      |
| Business location                 | : No, 2, Persiaran BLM 6/2,           |
|                                   | Bandar Laguna Merbok, 08000           |
|                                   | Sungai Petani, Kedah                  |
| Date of commencement              | : 18 December 2020                    |
| Factors in selecting the proposed | : a) Necessities for better           |
| business                          | transportation service as it has the  |
|                                   | potential to be developed             |
|                                   | b) Provide convenience to the         |
|                                   | users as they can efficiently utilize |
|                                   | their time                            |
| Future prospects of the business  | : a) Commercialize the applications   |
|                                   | to all public and private             |
|                                   | universities across Malaysia          |
|                                   | b) Improvement of the application     |
|                                   | by introducing new high-tech          |
|                                   | features from time to time            |
|                                   |                                       |

### **1.2 Purpose of Business Plan**

- 1. To give the entrepreneur to identify, describe and analyse the proposed business venture
- 2. To explain business objectives with team management
- 3. To persuade relevant parties about the project
- 4. Giving guideline for managing the business
- 5. To allocate business resources effectively

### **1.3 Business Background**

All information here must be clear and accurate. Abbreviations that may confuse the reader should be avoided.

| Name of the business   | : MaiDah   |  |
|------------------------|--|--|
|                        | : No 2, Persiaran BLM 6/2, Bandar Laguna Merbok, |  |
| Business address       | 08000 Sungai Petani, Kedah                       |  |
| Correspondence address | : UiTM Merbok, Kedah                             |  |
| Website address        | :  |  |
| E-mail address         | : maidah@gmail.com                               |  |
| Telephone number       | : 011-33124146                                   |  |
| Fax number             | : -  |  |
| Form of business       | : Partnership                                    |  |
| Main activity          | : Application service                            |  |
| Date of commencement   | : 18 December 2020                               |  |
| Date of registration   | : 3 December 2019                                |  |
| Registration Number    | : In Progress                                    |  |
| Name of Bank           | : Bank Islam                                     |  |
| Bank account number    | : 02075025052071                                 |  |

# 1.4 Partners Background

1.4.1 General Manager



| Name                   | : Ahmad Salihin bin Mohd Radzi                 |
|------------------------|--|
| Identity Card Number   | : 99080808-08-6237                             |
| Permanent Address      | : 68 Jalan Sejahtera 2 Taman Sejahtera 14000   |
|                        | Bukit Mertajam, Pulau Pinang                   |
| Correspondence Address | : 68 Jalan Sejahtera 2 Taman Sejahtera 14000   |
|                        | Bukit Mertajam, Pulau Pinang                   |
| Email Address          | : salihinradzi1379@gmail.com                   |
| Telephone Number       | : 011-16675499                                 |
| Date of Birth          | : 08/08/1999                                   |
| Age                    | : 20 Years                                     |
| Marital status         | : Single                                       |
| Academic qualification | : Diploma in Business Administration (Expected |
|                        | graduate on January 2020)                      |
| Course attended        | : Business Administration                      |
| Skills                 | : 1) Advertising                               |
|                        | 2) Editing                                     |
| Experience             | : 2016-2017 Staff at YakiYaki Restaurant       |
|                        | 2017-2018 Assistant at MTD Surveillances       |
|                        | 2018-Present Part time as delivery boy at      |
|                        | Mcdonald's                                     |
| Capital contribution   | :RM 2860                                       |
|                        |  |

# 1.4.2 IT Manager



| Name                   | : Muhammad Danieal Bin Abdul Razak                    |
|------------------------|---|
| Identity Card Number   | : 990511-09-5087                                      |
| Permanent Address      | : No, 11, Lorong 2 Taman Mas Muda, 01000 Kangar       |
|                        | Perlis.   |
| Correspondence         | : No, 11, Lorong 2 Taman Mas Muda, 01000 Kangar       |
| Address                | Perlis.   |
| Email Address          | : <u>daniealz99@gmail.com</u>                         |
| Telephone Number       | : 0194376895  |
| Date of Birth          | : 11/05/1999  |
| Age                    | : 20 Years  |
| Marital status         | : Single  |
| Academic qualification | : Diploma in Public Administration (Expected graduate |
|                        | on January 2020)                                      |
| Course attended        | : Public Administration                               |
| Skills                 | : 1) Admin management                                 |
| Experience             | :   |
|                        |   |
| Capital contribution   | : RM 2860   |

# 1.4.3 Marketing Manager



| Name                   | : Abid Arif Bin Abd Rashid                           |
|------------------------|--|
| Identity Card Number   | : 990929-05-5509                                     |
| Permanent Address      | : No, 5, Lot 23 KG Hutan Gelam, Jalan Titi Hj Idris, |
|                        | Langgar 06500 Alor Setar Kedah                       |
| Correspondence         | : No, 5, Lot 23 KG Hutan Gelam, Jalan Titi Hj Idris, |
| Address                | Langgar 06500 Alor Setar Kedah                       |
| Email Address          | : abidarifrashid@gmail.com                           |
| Telephone Number       | : 011-33124146                                       |
| Date of Birth          | : 29/09/1999   |
| Age                    | : 20 Years   |
| Marital status         | : Single   |
| Academic qualification | : Diploma in Business Administration (Expected       |
|                        | graduate on January 2020)                            |
| Course attended        | : Business Administration                            |
| Skills                 | : 1) Communication                                   |
|                        | 2) Third language                                    |
| Experience             | : -  |
|                        |  |
| <b>O i i i i</b>       | <b>DN(2</b> 0/0                                      |

Capital contribution : RM 2860

# 1.4.4 Operation Manager



| Name                   | : Muhammad Adam Fuzzery Bin Amir Ruddin         |
|------------------------|---|
| Identity Card Number   | : 980108-02-5709                                |
| Permanent Address      | : No, 11, Lorong 11 Taman Mewah, 08000 Sungai   |
|                        | Petani Kedah                                    |
| Correspondence         | : No, 11, Lorong 11 Taman Mewah, 08000 Sungai   |
| Address                | Petani Kedah                                    |
| Email Address          | : adamburn75@gmail.com                          |
| Telephone Number       | : 018-9881762                                   |
| Date of Birth          | : 08/01/1998                                    |
| Age                    | : 21 Years                                      |
| Marital status         | : Single  |
| Academic qualification | : Diploma in Business Administration (Expected  |
|                        | graduate on January 2020)                       |
| Course attended        | : Business Administration                       |
| Skills                 | : 1) Communication                              |
|                        | 2) Editing                                      |
| Experience             | : 2012-2013 Part Time at Edwin, Sunway Carnival |
|                        | Mall  |
|                        |   |

Capital contribution : RM 2860

# 1.4.5 Financial Manager



| Name                   | : Hilman Hanif Bin Mansor                          |  |
|------------------------|--|--|
| Identity Card Number   | : 990501-09-5147                                   |  |
| Permanent Address      | : No, 8, Lorong Jambu Merah, Bintong, 01000 Kangar |  |
|                        | Perlis   |  |
| Correspondence         | : No, 8, Lorong Jambu Merah, Bintong, 01000 Kangar |  |
| Address                | Perlis   |  |
| Email Address          | : hilmanhanif1999@gmail.com                        |  |
| Telephone Number       | : 011-12576173                                     |  |
| Date of Birth          | : 01/05/1999                                       |  |
| Age                    | : 20 Years   |  |
| Marital status         | : Single   |  |
| Academic qualification | : Diploma in Business Administration (Expected     |  |
|                        | graduate on January 2020)                          |  |
| Course attended        | : Business Administration                          |  |
| Skills                 | : 1) Calculation                                   |  |
|                        | 2) Typing skill                                    |  |
| Experience             | :  |  |
| Capital contribution   | : RM 2860  |  |

### **1.5 Business Location**

1.5.1 Factors influencing Choice of Business Location

#### Adequate basic amenities

Laguna Merbok is a thriving business area equipped with a variety of basic amenities. Fast Wi-Fi and eco-friendly environment are few examples to ensure the effectiveness of the operation process. Spending several hours each day online doing programming, working with customers or doing research, even a few seconds delay in loading pages can decrease productivity. So, it is important to having fast internet speed.

#### Affordable operating expense

Affordable operating expense also one of the factors in choosing the location. With the rental fees is only amounted RM 1200, production cost able to be reduced. The remaining money can be used to expand the business. Moreover, a better profit will be acquired.



#### 1.5.2 Office Location

Figure 2.1: Office of MaiDah Enterprise

## **Organizational Plan**

- 2.1 Introduction to the Organization
  - 2.1.1 Vision

Commercialize the applications to all public and private universities across Malaysia

2.1.2 Mission

- a) To be the most superior and leading application service throughout Malaysia
- b) To provide the best quality of service to our students

2.1.3 Objectives

- a) To reduce the problem facing by non-resident students
- b) To enhance company growth and increased profitability

### 2.1.4 Logo & Description



Figure 2.2: Logo of MaiDah Enterprise



Incline box and fonts refer to the efficiency and effectiveness of the service provided



Bus icon represents the transport service

### 2.2 Organizational Structure



Figure 2.3: Organizational Chart of MaiDah Enterprise

## 2.3 Administrative Manpower Planning

Table 2.1: Position and Number of Personnel

| Position           | Number of Personnel |
|--------------------|---------------------|
| General Manager    | 1                   |
| IT Manager         | 1                   |
| Marketing Manager  | 1                   |
| Production Manager | 1                   |
| Financial Manager  | 1                   |
| Total              | 5                   |

### 2.4 Schedule of Tasks & Responsibilities

| Table 2.2: Schedule of Tasks | & Responsibilities |
|------------------------------|--------------------|
|------------------------------|--------------------|

| Position           | Tasks & Responsibilities                     |  |
|--------------------|--|--|
| General Manager    | 1. Creating and managing budgets             |  |
|                    | 2. Researching and identifying growth        |  |
|                    | opportunies                                  |  |
| IT Manager         | 1. Providing direction for IT team members   |  |
|                    | 2. Identifying opportunities for team        |  |
|                    | training and skills advancement              |  |
| Marketing Manager  | 1. Analyze industry trends and demand        |  |
|                    | 2. To promote product                        |  |
| Production Manager | 1. Liaising with other managers to formulate |  |
|                    | objectives and understand requirements       |  |
|                    | 2. Estimating costs and preparing budgets    |  |
| Financial Manager  | 1. Collecting, interpreting and reviewing    |  |
|                    | financial information                        |  |
|                    | 2. Reviewing, monitoring and managing        |  |
|                    | budgets                                      |  |

## **Chapter 3 Marketing Plan**

### 3.1 Introduction to marketing

#### 3.1.1 Marketing Objectives

- 1. To introduce the application into the market to ensure the customers acknowledge about the special features in the apps.
- 2. To build brand awareness which means to focus on expanding the service reach and getting people know the existence our service brand.



3.2 Introduction to product or service

| The proposed product/service   | : Mobile application                     |
|--------------------------------|--|
| Brand                          | : MaiDah                                 |
| Selling price                  | : RM4.99 made compulsory for all non-    |
|                                | residents UiTM students for every        |
|                                | semester.                                |
| Product/Service features       | : Track the location of bus (GPS),       |
|                                | Arriving of bus (Time), Amount of        |
|                                | passengers (Availability) and            |
|                                | passengers can pin their location (Pin)  |
| Product/Service benefits       | : Provides connectivity with the bus and |
|                                | increase the efficiency                  |
| Product/Service uniqueness     | : Tracking the bus location              |
| List of product or service (if | :  |
| appropriate)                   |  |



#### 3.3 Market area and business location

Our market area is located at UiTM Kedah which have high performance in internet connection due to wide area. This can helps us to access our customer for the application very easily which means this place is a very strategic to have a business. Besides, our business location also near with our customer who also lives in area Merbok which means it is easier for us to reach our customer.

3.4 Information collection and data of customers summarize

The questionnaire was distrubuted to students from UiTM Kedah by using Google Drive methods. A total of 39 respondents answered this questionnaire. The purpose of this study is to find out what are the problem students are having difficulty getting to UiTM Kedah.

| Answer           | Percentage   |
|------------------|--|
| A. Male          | 77%  |
| B. Female        | 23%  |
| A. 18            | 3%   |
| B. 19-20         | 82%  |
| C. 21-23         | 15%  |
| D. 24 and above  | -  |
| A. FASA 1        | -  |
| B. FASA 2        | 3%   |
| C. FASA 3        | -  |
| D. FASA 4        | -  |
| E. FASA 5        | -  |
| F. TAMAN         | 90%  |
| UNIVERSITI       | 7%   |
| G. OTHERS        |  |
| A. ONCE PER      | 3%   |
| WEEK             | 10%  |
| B. 2-3 TIMES PER | 87%  |
| WEEK             |  |
| C. EVERYDAY      |  |
| A. YES           | 49%  |
| B. NO            | 51%  |
| A. ONCE          | 79%  |
| B. 2-3 TIMES     | 18%  |
| C. 4 AND ABOVE   | 3%   |
| A. YES           | 95%  |
| B. NO            | 5%   |
| A. YES           | 100%   |
| B. NO            | -  |
| A. YES           | 90%  |
| B. NO            | 10%  |
| A. YES           | 97%  |
| B. NO            | 3%   |
|                  | A. Male<br>B. Female<br>A. 18<br>B. 19-20<br>C. 21-23<br>D. 24 and above<br>A. FASA 1<br>B. FASA 2<br>C. FASA 3<br>D. FASA 4<br>E. FASA 5<br>F. TAMAN<br>UNIVERSITI<br>G. OTHERS<br>A. ONCE PER<br>WEEK<br>B. 2-3 TIMES PER<br>WEEK<br>C. EVERYDAY<br>A. YES<br>B. NO<br>A. ONCE<br>B. 2-3 TIMES<br>C. 4 AND ABOVE<br>A. YES<br>B. NO<br>A. YES |

## 3.5 Market Segmentation

| Market Segmentation | Description  | Target Customer |
|---------------------|--|-----------------|
| Demographic         | Customers who study at the universities.             | Student         |
| Psychographic       | Customers who do not own any kind of transportation. | Student         |

## 3.6 Target Market

Our target market is based on observation.

## 3.7 Market Size

### Table 3.1 Market Size

| Market Segment | Population | Target Market (%)<br>Non Residents | Target Market |
|----------------|------------|------------------------------------|---------------|
| Students       | 8000       | 50                                 | 4000          |

#### Table 3.2 Market Size in RM

| Market Segment | Target Market | Potential Purchase | Total Potential Purchase Per |
|----------------|---------------|--------------------|------------------------------|
|                |               | (RM)               | Semester (RM)                |
| Students       | 4000          | 4.99/SEM           | RM4.99 x 4000 = 19960        |
|                | TOTAL         | 1                  | 39920                        |

Market size per year = RM 39920

## 3.8 Competitors

3.8.1 Strength – Weakness Analysis of Competitors

 Table 3.3 Competitor's Strengths & Weaknesses

| Competitor    | Strengths              | Weaknesses             |
|---------------|------------------------|------------------------|
| Competitor 1  | • Well established app | • The price charged is |
| Grab          | service                | expensive              |
|               | • Well-known brand     | • Student only use     |
|               | services               | when it is needed      |
|               |                        | such as if they miss   |
|               |                        | the bus.               |
| Competitor 2  | • Focus to track the   | • People might not     |
| MaiDah        | location of UiTM       | know the existence     |
|               | bus.                   | of MaiDah due to       |
|               | • Student who use      | new in market.         |
|               | UiTM bus               | • Error of the apps    |
|               | transportion will      | might happen due to    |
|               | directly use MaiDah    | unstable server        |
|               | service apps.          | problem                |
| Competitor 3  |                        |                        |
| Business Name |                        |                        |

## 3.8.2 Analysis of MaiDah Enterprise Opportunities & Threats

Table 3.4 MaiDah Enterprise Opportunities & Threats

| Opportunities   | Threats                                  |
|---|--|
| <ol> <li>Can sustain in the industry longer<br/>period</li> </ol> | 1. High cost to fix an error of the apps |
| -   |  |
| 2. This apps follow the trend based on                            | 2. The apps is still new in market it    |
| advance technology  | may have unstable server problem         |
| <b>3.</b> Expand to other UiTM campus and                         | 3. People are not willing and ready to   |
| other University  | use the apps because have no             |
|   | information about the apps               |

#### 3.9 Market Share

3.9.1 Market share before entry of "insert business name"

Table 3.5 Market share before entrance

| Competitors  | Before   | Amount |
|--------------|----------|--------|
|              | entrance | (RM)   |
|              | (%)      |        |
| Competitor 1 |          |        |
| Competitor 2 |          |        |
| TOTAL        | 100      |        |

## 3.9.2 Market share after entry of "insert business name"

## Table 3.6 Market share after entrance

| Competitors | Market | Loss of   | New Market | Market       |
|-------------|--------|-----------|------------|--------------|
|             | Share  | Market    | Share (%)  | Share/Yearly |
|             | (%)    | Share (%) |            | (RM)         |
| Grab        | 100    | 30        | 70         | 11144        |
| MaiDah      | 30     | -         | 30         | 4776         |
|             |        |           |            |              |
|             |        |           |            |              |
| TOTAL       | 100    | 30        |            | 15920        |

## 3.10 Sales Forecast

| Sales Projection / Forecast |                               |                  |
|-----------------------------|-------------------------------|------------------|
| Year                        | Month                         | Sales Collection |
|                             | 1                             |                  |
|                             | 2                             |                  |
|                             | 3                             | 19960            |
|                             | 4                             |                  |
|                             | 5                             |                  |
|                             | 6                             |                  |
|                             | 7                             |                  |
|                             | 8                             |                  |
|                             | 9                             | 22455            |
|                             | 10                            |                  |
|                             | 11                            |                  |
|                             | 12                            |                  |
| 2018                        | Total Year 1                  | 42415            |
| 2019                        | Total Year 2 (Increase by 5%) | 44536            |
| 2020                        | Total Year 3 (Increase by 7%) | 47654            |

## Table 3.7 Sales forecast for three consecutive years

Table 3.8 Cash Collection for Sales

| Cash Collections for Sales |      |
|----------------------------|------|
| In the month of sale       | 100% |
| 1 month after sale         | -    |
| 2 months after sale        | -    |
| TOTAL                      | 100% |

### 3.11 Marketing Strategy

#### 3.11.1 Product or service strategy

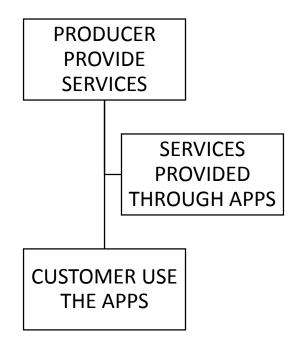
- Brand
  - The name of the apps are Maidah
- Quality (Design, Packaging, Protection, Ease of Use, Product Differentiation, Attractiveness, Product Safety)
  - $\circ$   $\;$  The apps is easy to use and not so complicated
- Labelling
  - It provides information about the buses at UiTM

#### 3.11.2 Price Strategy

- Subscription pricing
  - These promotion will make customer to pay for the services in a period of time.
  - $\circ$   $\,$  The price of the apps are paid together through the UiTM studying fee.
  - It will be paid every semester equal to every six month.
- Psychological pricing
  - This strategy involves using pricing that ends in "9" and "99."
  - Instead of selling it at the price of RM5.00 it will be sold at RM4.99.

#### 3.11.3 Distribution Strategy

- Direct to customer
- The product are to be used by the customer without any third party involve.
- The customer will directly use the app to check and book for buses that are available.



#### 3.11.4 Promotion Strategy

- Advertising
  - Through media social by creating an Instagram.
  - Product is promote through official Instagram.

## **3.12 Marketing Personnel**

The position listed here are confined to marketing staff only.

3.13 Schedule of Tasks and Responsibilities

Table 3.10 Schedule of Tasks and Responsibilities

| Position         | Tasks & Responsibilities |
|------------------|--------------------------|
| Sales Assistance |                          |
|                  |                          |

3.14 Schedule of Remuneration

The remuneration schedule that list the salary and wage structure for each position. Additionally, it should include the contribution that a company has to allocate to different provident funds like Employees Provident Fund (EPF) based on the rate stipulated in the Third Schedule of the EPF Act 1991 (www.kwsp.gov.my) and Social Security Organization (SOCSO) contribution to be paid is based on the SOCSO Contribution Schedule (www.perkeso.gov.my).

Table 3.11 Schedule of Remuneration

| Position         | No | Monthly        | EPF                  | SOCSO                | Total |
|------------------|----|----------------|----------------------|----------------------|-------|
|                  |    | Salary<br>(RM) | Contribution<br>(RM) | Contribution<br>(RM) | (RM)  |
| Sales Assistance |    |                |                      |                      |       |
| TOTAL            |    |                |                      |                      |       |

## 3.15 List of Furniture and Fittings

| Table 3.12 Ta | ble of Furniture | and Fittings |
|---------------|------------------|--------------|
|---------------|------------------|--------------|

| Item               | Quantity | Price/Unit (RM) | Total Cost (RM) |
|--------------------|----------|-----------------|-----------------|
| Office furniture & | 1        | 2000            | 2000            |
| fittings           |          |                 |                 |
| File Cabinet       | 2        | 800             | 1600            |
| Air Conditioner    | 1        | 1200            | 1200            |
|                    | 4800     |                 |                 |

3.16 List of Office Equipment

Table 3.13 Table of Office Equipment

| Item      | Quantity | Price/Unit (RM) | Total Cost (RM) |  |  |  |
|-----------|----------|-----------------|-----------------|--|--|--|
| Computer  | 1        | 1000            | 1000            |  |  |  |
| Telephone | 1        | 300             | 300             |  |  |  |
|           | TOTAL    |                 |                 |  |  |  |

# 3.17 Marketing Budget

|                                      | Fixed<br>Assets | Monthly  | Other    | Total |
|--------------------------------------|-----------------|----------|----------|-------|
|                                      | Expenses        | Expenses | Expenses |       |
| Particulars                          | (RM)            | (RM)     | (RM)     | (RM)  |
| Fixed Assets                         |                 |          |          |       |
| Signboard                            | 1000            |          |          | 1000  |
| Motor Vehicle (MYVI)                 | -               | -        | -        | -     |
| Office Furniture and fittings (refer |                 |          |          |       |
| table)                               | 2000            |          |          | 2000  |
| Office Equipment (refer table)       | 1300            |          |          | 1300  |
|                                      |                 |          |          |       |
| Working Capital                      |                 |          |          |       |
| Remuneration (refer table)           |                 | -        |          | -     |
| Travelling expenses                  |                 | -        |          | -     |
| Office supplies                      |                 | -        |          | -     |
| Stationaries                         |                 |          | 250      | 250   |
| Other Expenditure                    |                 |          |          |       |
|                                      |                 |          | -        | -     |
| <b>Pre-Operations</b>                |                 |          |          |       |
| Deposit (rent, utilities, etc.)      |                 |          |          | -     |
| Business Registration & Licences     |                 |          |          | -     |
| Insurance & Road Tax for Motor       |                 |          |          |       |
| Vehicle                              |                 |          | -        | -     |
| Other Pre-Operations Expenditure     |                 |          | -        | -     |
| Total                                | -               | -        | -        | 4550  |

## **Chapter 4 Operation Plan**

### 4.1 Operation Plan

In business, operation plan is one of the criteria which the company need to fulfill. The effectiveness of our operational plan can determine our services to perform at the best quality and can satisfy our customer. Naturally, this can help us to run our business smoothly and able to achieve our objectives.

### 4.2Objectives

- To maintain our services quality in order to achieve customer satisfaction.
- To ensure flexibility in operations which is our services can quickly meet new requirements.
- To make sure our business is profitable and successful
- To ensure our services is well-known to every user.

#### **4.3 Operational Process**

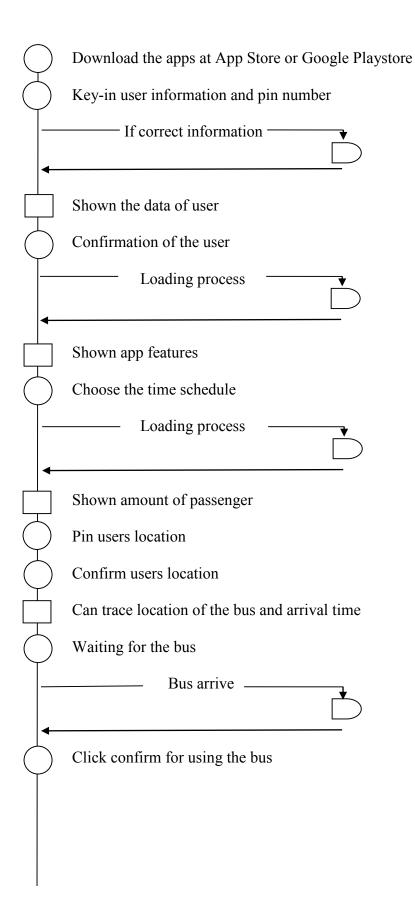
- Before the entrepreneur can produce an output either in the form of product or services, he will have to undertake process planning.
- This planning will involve identifying the step-by-step processes from beginning to end to provide the services.
- These activities will be arranged in the sequence from beginning to end

## 4.3.1 Process Chart

## • 5 Universally recognize symbol

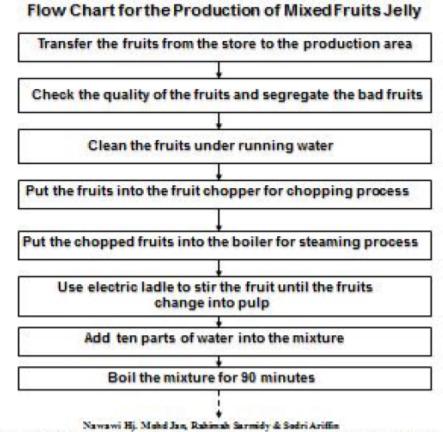
#### Table 4.1 Process Chart

| Symbol | Types of activities | description  |
|--------|---------------------|--|
|        | Operation           | Activities that modify, transform or give value to the input                               |
|        | Transportation      | Transport activities occurs when<br>materials are transported from one<br>point to another |
|        | Inspection          | Activities that measured standard of the in-process  |
|        | Delay               | Used when in- process material is restrained in a location waiting                         |
|        | Storage             | Used when in-process materials or<br>finished products are stored in the<br>storage area   |



## 4.3.2 Flow Chart

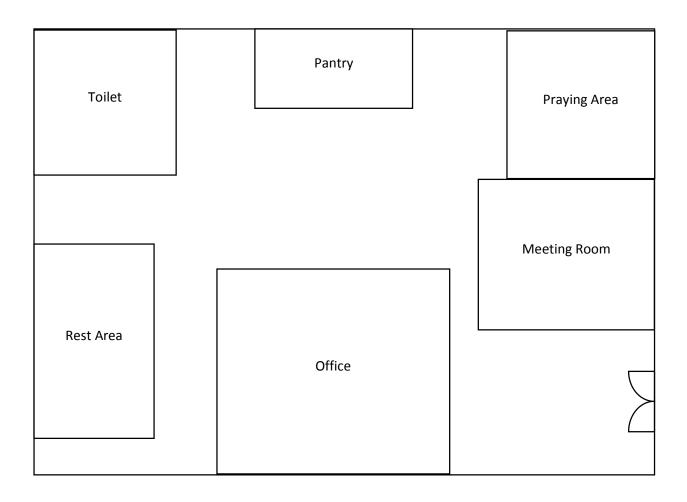
Example:



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# 4.4 Operations Layout

Table 4.2 Operation Layout of Business



## **4.5 Production Planning**

Briefly explain what is production planning?

4.5.1 Calculation for output per day *Example:* 

| Average sales / month: - (refer sales forecast year1 in marketing plan) |          |  |  |  |  |
|---|----------|--|--|--|--|
| Price / unit       : - (refer selling price in marketing plan)          |          |  |  |  |  |
| No. of Output / month : -   |          |  |  |  |  |
| = - units / month   |          |  |  |  |  |
| Working days  | : - days |  |  |  |  |
| No. of Output / day   | : -      |  |  |  |  |

### 4.6 Position and number of personnel

Table 4.3 Position and number of personnel

| Position       | No of Personnel |  |
|----------------|-----------------|--|
| Chef           |                 |  |
| General Worker |                 |  |
| TOTAL          |                 |  |

### 4.7 Schedule of Task and Responsibilities

Table 4.4 Schedule of Task and Responsibilities

| Position       | No of Personnel |
|----------------|-----------------|
| Chef           |                 |
| General Worker |                 |
| TOTAL          |                 |

### 4.8 Schedule of Remuneration

 Table 4.5 Schedule of Remuneration
 1

| Position       | No | Monthly | EPF          | SOCSO        | Total |
|----------------|----|---------|--------------|--------------|-------|
|                |    | Salary  | Contribution | Contribution | (RM)  |
|                |    | (RM)    | (RM)         | (RM)         |       |
| Chef           |    |         |              |              |       |
| General Worker |    |         |              |              |       |
| TOTAL          |    |         |              |              |       |

## 4.9 Material Planning

Table 4.6 Material Planning

| Materials | Quantity | Safety | <b>Total Material</b> | Price | Total |
|-----------|----------|--------|-----------------------|-------|-------|
|           |          | Stock  | Requirement           | (Rm)  | Price |
|           |          |        |                       |       |       |
|           |          |        |                       |       |       |
|           |          |        |                       |       |       |
|           |          |        |                       |       |       |
|           |          |        |                       |       |       |
| TOTAL     |          |        |                       |       |       |

## 4.9.1 Machine And Equipment Planning

Table 4.7 Machine and Equipment

| Item | Quantity | Price per unit | Total cost (RM) |
|------|----------|----------------|-----------------|
|      |          |                |                 |
|      |          |                |                 |
|      |          |                |                 |
|      |          | TOTAL          |                 |

## 4.9.2 List Of Suppliers

| Lists Of Machine | Function Of | Suppliers | Address |
|------------------|-------------|-----------|---------|
|                  | Machine     |           |         |
|                  |             |           |         |

## 4.10 Business and Operation Hour

4.11 Business Hour

| Day               | Time                  |
|-------------------|-----------------------|
| Monday – Thursday | 9.00 a.m. – 5.00 p.m  |
| Friday            | Close                 |
| Saturday - Sunday | 8.30 a.m. – 1.00 p.m. |

#### 4.12 Operation Hour

| Day               | Time                  |
|-------------------|-----------------------|
| Monday – Thursday | 8.00 a.m. – 6.00 p.m  |
| Friday            | Close                 |
| Saturday - Sunday | 8.00 a.m. – 3.00 p.m. |

### 4.11 License, Permits and Regulations

First of all, businesses are required to comply with some form of licensing, which could be a general licence, an industry or sector specific license. On the other hand, business licenses are permits issued by government agencies that allow individuals or companies to conduct business within the government's geographical jurisdiction. It is the authorization to start a business issued by the local government.

However, there are a requirements for the application of business premise license and signboard license may vary according to each local authority.

In general, the following documents are required for business premises license application:

#### For Company

- (i) Certificate of Incorporation
- (ii) Return of Particulars of Directors, Managers and Secretaries
- (iii) Photos of your business premise (front and interior of premise)
- (iv) Any one Director's NRIC / Passport
- (v) Sample of signboard indicating design and color (if applicable)
- (vi) Photos showing location of signboard (if applicable)

For Limited Liability Partnership (LLP)

- (i) Certificate of Registration
- (ii) e-SSM Business Profile
- (iii) Photos of your business premise (front and interior of premise)
- (iv) Any one Partner's NRIC / Passport as stated in Business Profile
- (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)
- (ii) e-SSM Business Profile
- (iii) Photos of your business premise (front and interior of premise)
- (iv) Copy of any Business owner/Partner's NRIC
- (v) Sample of signboard indicating design and color (if applicable)
- (vi) Photos showing location of signboard (if applicable)

A seller's permit, for example, serves that purpose well. While business licensing is enforced for tax reasons, another reason for licensing is that the government has an interest in regulating businesses that may affect public safety, such as food service.

# 4.12 Operations Overhead

| No. | Overheads               | Cost (RM) |
|-----|-------------------------|-----------|
| 1.  | Repairs and maintenance | 250       |
| 2.  | Utilities               | 500       |
| 3.  | Transportation          | 200       |
|     | TOTAL                   | 950       |

## 4.13 Operation Budget

Table 4.13 Operation Budget

| Item               | Fixed Assets  | Monthly       | Other Expenses |
|--------------------|---------------|---------------|----------------|
|                    | Expenses (RM) | Expenses (RM) | (RM)           |
| Machinery and      | XXXX          |               |                |
| equipment          |               |               |                |
| Vehicles           | XXX           |               |                |
| Remuneration       |               | XXX           |                |
| Raw Materials      |               | XXX           |                |
| Utilities          |               | XXX           |                |
| Other expenditure: |               |               |                |
| Road tax           |               |               |                |
| Insurance          |               |               |                |
| TOTAL              |               |               |                |

## 4.14 Implementation Schedule

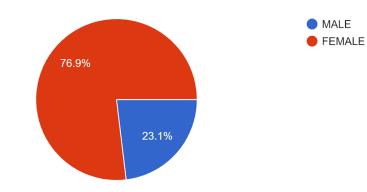
Table 4.14 Implementation Schedule

| Activities                                 | Deadlines           | Duration |
|--|---------------------|----------|
| Incorporation of business                  | Nov-Dec 2020        | 2        |
| Application for permits & license          | Nov 2018-April 2019 | 6        |
| Searching of premise                       | March-April 2019    | 2        |
| Renovation of premise                      | May-June 2019       | 2        |
| Procurement of machine<br>and raw material | July-August 2019    | 2        |
| Installation of machine                    | Sept 2019           | 1        |

# Appendix

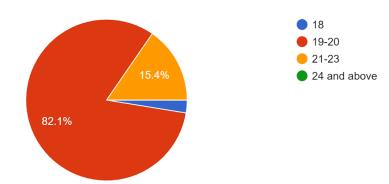
## Gender

39 responses



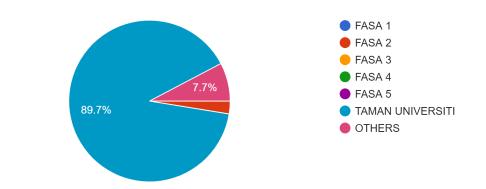
## Age Group

39 responses



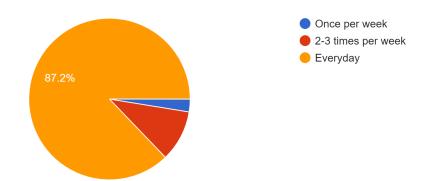
## Where do you live?

39 responses



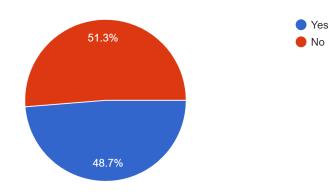
#### How many time you used the bus?

39 responses



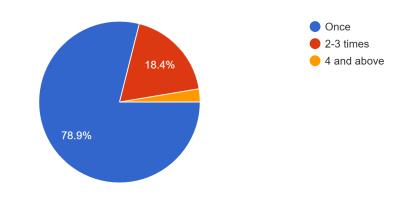
## Did the bus arrive at the pick up point on time?

39 responses

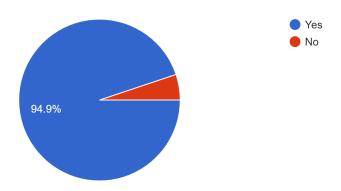


## How many times did you miss the bus per week?

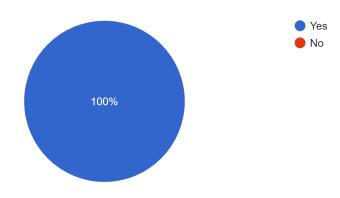
38 responses



#### Do you want to know the exact location of the bus? <sup>39</sup> responses

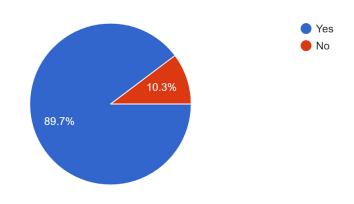


Do you want to know the availability of the bus? <sup>39</sup> responses



## Does the pick up point for the bus arrive strategic?

39 responses



Do you want any improvement for the transportation provided? <sup>39 responses</sup>

