



BUSINESS PLAN TRIP ELECTRONIC



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EXECUTIVE SUMMARY

Trip Electronics is a four-person partnership firm. All partners occupy five key positions in the company, although one has two: General Manager and Administrative Manager, while the others are Marketing Manager, Operations Manager, and Finance Manager. On May 12, 2021, the partnership was formed. Trip Electronics was funded through personal contributions from partners around RM30,000 each. All donations from partners will go toward the capital and costs of our new business. We also want to use the money to acquire all of the necessary company equipment.

Trip Electronics operates at Cheras Centre Point @ Medan Connaught, Jalan 3/144a, Taman Cheras, Cheras, Kuala Lumpur. This location was chosen since it is centrally located in the city. This company's aim is to make consumers able to travel with ease while also delivering high-quality consumer-friendly and ecologically sustainable products. Trip Electronic is unique because it offers solar energy and may reduce time consumption. Trip Electronics will guarantee that the product will improve people's lives by providing high-quality products that are convenient for them.

Families are primarily Trip Electronics' target market. Families who frequently travel, namely, as the company focuses on electrical travel essentials. The business will offer goods that make travel smoother for customers using new innovations or ideas. When it comes to competitiveness, today's most common item is electrical equipment. Consequently, there is fierce competition. Trip Electronics modified the typical electrical cold box by including a heating section in order to penetrate the market. People may now simultaneously warm and cool their food. This creation will be called Elecspot.

The company will avoid all loans and borrowing strategies for its financial projections because there will be a lot of obligations and liabilities in the near future. The launch costs of the business will be fully covered by the partners' contributions of cash and existing fixed assets. The company will next do thorough planning to ensure that the enterprise can steer clear of any significant losses in the years to come.

1.0 COMPANY PROFILE

1.1 Organisation Background

- a) Name of the Organisation: Trip Electronics
- b) Business Address: Cheras Centre Point @ Medan Connaught, Jalan 3/144a,
Taman Cheras, Cheras, Kuala Lumpur
- c) Website/e-mail address: i. tripelectronic@gmail.com
ii. TripElectronic.com.my
- d) Telephone Number: -
- e) Form of Business (Partnership/ Private Limited Company): Partnership
- f) Main Activities:Purchase and Selling Electrical Devices
- g) Date of Commencement: 17 MAY 2022
- h) Date of Registration: 16 JUNE 2022
- i) Name of Bank: MAYBANK BERHAD
- j) Bank Account Number: -

1.2 Organisation Logo/ Motto

Logo description, Organisation Mission and Vision


Logo/Motto
 <p>Figure 1: Trip Electronics Logo</p> <p>The large "T" represents our company's name so that customers can easily identify our product. Next, the word "trip" indicates that our company focuses on electrical devices used during travel. Finally, the red represents strength and trust in our products. So that our customers can have confidence in our products.</p>

Table 1: Logo/ Motto of Trip Electronics

Mission
Everyone should be able to travel with ease.

Table 2: Mission of Trip Electronics

Vision
Improving people's lives by providing high-quality products that are convenient to them.

Table 3: Vision of Trip Electronics

2.0 ENVIRONMENTAL INDUSTRY ANALYSIS-OVERVIEW OF THE INDUSTRY

2.1 The overall nature of the industry, including sales and other statistics.

The Electrical & Electronic (E&E) industry consists of creating, producing, and selling electrical and electronic devices, from small components like microchips to bigger products like Elecpot itself. Electrical and electronics are among Malaysia's primary exports, making the E&E industry a substantial contributor to the country's economy. It has also been Malaysia's largest export earner for decades. In 2019, E&E contributed the most to the country's exports with 37.78%, and it is expected to increase in the future. According to Malaysia Productivity Corporation (MPC) director-general Datuk Abdul Latif Abu Seman, Malaysia has huge potential to meet the increasing global demand in the Electrical & Electronic sector. For example, local Electrical & Electronic brands in Malaysia, such as KHIND, PENSONIC, all produced quality electrical products that were used by other people, including people outside of Malaysia.

2.2 Note trends (Environmental and business trends) and demographics, as well as economic, cultural, and governmental influences.

According to (Buye,2021) the economic environment can be described as the changes in taxes, interest rate, inflation or deflation, and minimum wages that will indirectly affect the business's cost of operating. Lately, many raw materials have increased in price as a result of the COVID-19. As a result, the cost of some of our raw materials may have risen. For example, the price of steel has soared by 76% from 2021, forcing our manufacturer to increase the cost slightly. As the price of our raw materials has surged, this will indirectly increase our operating costs.

Social factors are aspects that influence someone's way of life. Wealth, religion, buying patterns, education level, household size and structure, and population density are all factors. Since our product helps consumers maintain their meals at a suitable temperature so they don't have to spend much time reheating the food, the target market is a household that likes to travel a lot. We want to help them to ease their journey. In addition to that, having a solar panel in the portable charger would help them in a situation when there is no other power source to power up the Elecpot. So you don't have to worry about having no electricity to power up the Elecpot.

The political environment of a country can have a major impact on how your message is perceived and understood. So far, the government has not yet imposed any official mandate to encourage the use of renewable energy because Malaysia itself is still dependent on renewable energy to power up the city etc. Malaysia still uses thermal power plants (petroleum, natural gas, charcoal) and hydro plants (hydroelectric) to produce electricity. As you can see, most of it is non-renewable energy. In 2021, Malaysia's government revised its 2025 renewable energy target to 31% from the National Energy Plan's 20% set in 2018. The presence of a solar panel in Elecpot's portable charger to some extent will encourage the user to use more renewable energy.

2.3 Key success factors.

The industry must understand and communicate five key success factors: strategic focus, people, operations, marketing, and finances. We believe that our product will improve people's lives by delivering excellent quality and convenience to all users, which falls under strategic focus. One of the company's initiatives is to use solar energy as the product's primary power source. Moreover, it will make the products more ecologically friendly.

The next key success factor is people. It is crucial to know how to recruit the right employees to manage the business. Trip Electronics has five managers: general manager, administrative manager, marketing manager, operation manager, and finance manager. Trip Electronic selects employees based on their qualifications and skills that are applicable to the company's positions. The general manager of Trip Electronics controls the company's operations in order to increase efficiency and profits. In the meanwhile, administrative managers plan and handle payroll. Marketing managers also generate demand for Trip Electronic's products and services. Finally, Trip Electronics' workflow is managed by operation managers.

Operation is another key success factor. Product operations is concerned with the processes, procedures, and tasks that employees perform inside the business. Trip Electronics will make sure that its products create a good customer experience by ensuring that their services have an adequate inventory check before being distributed and sold to customers. Trip Electronic will also send the employee to a training session in order to ensure the company's long-term success and to prevent mistakes from being made when performing the items. Furthermore, Trip Electronics will ensure that the goods are delivered on the same day that the customer placed the order.

Marketing is the next key success factor. Trip Electronics advertises through a variety of online platforms and uses Instagram, Facebook, Twitter, and TikTok as the most popular social media networks. To show appreciation towards customers, the company responds to anyone at any stage of the sales process. Furthermore, an online shop is available to allow customers to purchase from the comfort of their own home.

The last key success factor is finance. Trip Electronics is working hard to find a good product that is also affordable for everybody to purchase. The organisation has looked into a few manufacturers who can provide us with decent pricing while meeting our specifications.

3.0 DESCRIPTION OF VENTURE

3.1 Opportunity

General nature of the company

Trip Electronics is a company that sells electrical devices that are convenient for travellers. Trip electronics help customers travel with ease. With today's technology, people are travelling everywhere around the globe. Thus, creating the need for convenient tools for travel. Trip Electronics provides such solutions to the customers and helps them in their journey.

3.1.1 Details of product

	Primary use	Benefit	Unique features
Elecpot	<ul style="list-style-type: none">• To store food and beverages.• To keep meals or beverages fresh.	<ul style="list-style-type: none">• Avoid stale food and beverages.• Allow travellers to eat while on the go.	<ul style="list-style-type: none">• Capable of cooling and heating at the same time.• Includes a range of power sources.

Table 4: Details of Product

3.1.2 What problem will the Trip Electronic product solve?

The issues that Trip Electronics' Elecpot could solve are time consumption, financial overspending, and the environmental crisis. Users can save time by eating their meal on the go instead of stopping at a restaurant while travelling by using the Elecpot. Next, Elecpot customers can prepare their cuisine at home rather than buying it from a restaurant. Finally, the presence of solar panels on Elecpot's portable charger allows customers to warm and cool their meals in locations without an energy supply. As a result, the journey is made much easier.

3.1.3 Value Proposition

People will be introduced to technology's convenience and educated on the principles of reusable energy by utilising our Elecpot. Consequently, guiding our society toward a healthier, eco-friendly way of life. With an understanding of environmental sustainability, we can prevent a number of environmental issues, including climate change and greenhouse gas effects.

3.1.4 Why Trip Electronics will be successful?

There are a number of factors that will contribute to Trip Electronics' success. First, customers are looking for a better and more convenient product as a result of the quick growth of technology. They will automatically locate our business since we provide convenient travel products. Further, our company is pursuing greener technologies. We have already incorporated a solar panel, just like in our very first device. In line with today's environmental concerns, we strive to achieve even more significant improvements in green technologies for our upcoming products.

3.1.5 Customer demand

People are busier now than ever before. People value their time. Therefore, innovations to enable them to travel quicker are required. Elecpot is a technological advancement that makes it possible for individuals to reach their destinations faster by eliminating the need to stop and wait in lengthy lines in order to eat at their stops. Additionally, due to the climate change crisis, communities are now more concerned about issues relating to environmental sustainability. They may be interested in our solar panel when it is attached to one of our power sources.

3.1.6 Competition

Trip Electronics has many competitors, such as The Guitar Store Malaysia, Shojiki Store, and Huang Cff. Our invention, Elecpot, is currently the only electrical food and beverage box with the capacity to simultaneously cool and warm items. The products of these rivals can only effectively cool their food.

3.2 Outlook / Benchmarks / Timelines:

3.2.1 Major events that will take place in the short and long-term future.

Elecpot's marketing is a key event that may occur in the near future since many people are unaware of the benefits of the product. As a result, Trip Electronics must make an appealing advertisement to promote their products and persuade customers to purchase them.

Trip Electronics intends to pursue the global market for long-term events, which will most likely have a large number of potential customers. Single travellers and those who are continuously on the road are higher than those who are staying in Malaysia. Finally, it may increase Trip Electronics' sales and establish it as a well-known product in the international market.

4.0 MARKETING ANALYSIS AND COMPETITION

4.1 Target Market

We used segmentation to define our target market. A demographic component was used to choose the target market. We are looking for families who always travel. By advertising our practical goods, environmentally and family-friendly, we will attract more clients to buy our products. In addition, market research was conducted in order to gain a better understanding of the marketplace. It is easier to attract clients because the shop is in a prominent position. Aside from that, we analysed the market competitors before starting our firm in the area, allowing us to deliver the highest quality in comparison to them.

Because of its convenience, our product is a must-have for anyone who enjoys travelling. Our product offers three different power sources: a 3-pin connector, a 12V socket, and a portable solar panel. This feature will allow travellers to warm or cool their food at any time and in any location.

4.2 Estimated Market size and Trends

Target market	No. of population	Potential customer (%)	No. of Potential customer
Families	40,000	25%	10,000
Total			10,000

Table 5: Estimated Market size and Trends

A Family will buy 1 Elecpot/year @ RM 600 = RM 600

Target market	No. of Potential customer	Estimated of the product buying		
		Quantity/year	RM/unit/year	Total (RM)
Family	10,000	1 x 10,000 = 10,000	600	10,000x600=6,000,000
Total market size	10,000	10,000		6,000,000

Table 6: Estimated Market size for a year

Notes: The final market size being determine by considering factors that might affect sales such as the semester break, fasting month (Ramadhan), festival etc.

4.3 Estimated Market Share and Sales

Competitors	Market share and Sales					
	Before			After		
	%	Unit/year	RM/year	%	Unit/year	RM/year
The Guitar Store Malaysia (Lazada)	43	4,300	2,580,000	40	4,000	2,400,000
Shojiki Store (Lazada)	33	3,300	1,980,000	31	3,100	1,860,000
Huang Cff (Lazada)	24	2,400	1,440,000	23	2,300	1,380,000
Trip Electronics	0	0	0	6	600	360,000
Total		10,000	6,000,000		10,000	6,000,000

Table 7: Estimated Market share and sale

4.3.1 Market Share and Sales (year 2021)

Product/service Market Share and Sales			
	Year		
	2022	2023	2024

Market share (%)	6	6.6	7.26
Total sales in units	600	$0.066 \times 10,000 = 660$	$0.0726 \times 10,000 = 726$
Total sales in RM	360,000	$0.066 \times 6,000,000 = 396,000$	$0.0726 \times 6,000,000 = 435,600$

Table 8: Market share and sales for the year 2022

4.4 Competition and Competitive Edges

Competitors	Strengths	Weaknesses
1. The Guitar Store Malaysia (Lazada)	<ul style="list-style-type: none"> ● Large capacity (50 litre) ● Use USB charging point ● Bluetooth control from smartphone 	<ul style="list-style-type: none"> ● Single option of power source ● Only has cooling system ● Not suitable for compact car
2. Shojiki Store (Lazada)	<ul style="list-style-type: none"> ● Compact size (25 litre) ● Use 12v socket 	<ul style="list-style-type: none"> ● Single option of power source ● Only has cooling system
3. Huang Cff (Lazada)	<ul style="list-style-type: none"> ● Two types of power source (2-pin plug & 12v socket) ● High durability 	<ul style="list-style-type: none"> ● Small capacity (20 litre) ● Only has cooling system

Table 9: List of competitors and their competitive edges

4.5 Sales Forecast

	Sales Forecast for the Year 2022	
Month	Sales Collection (units)	Sales Collection (RM)
January	50	30,000
February	50	30,000
March	50	30,000
April	50	30,000
May	50	30,000
June	50	30,000
July	50	30,000
August	50	30,000
September	50	30,000
October	50	30,000
November	50	30,000
December	50	30,000
TOTAL	600	360,000

Table 10: Trip Electronic's sales forecast for the year 2022

4.6 Marketing Strategy

4.6.1 Product



Figure 2: Trip Electronics' product

Our product is called ElecPot. Its major purpose is to warm and keep your food cold so that it does not go stale. This product's idea process is to assist consumers in maintaining their meal temperature so that they can dine on the go without having to stop at a specific point along their road trip to reheat their food or buy ice to keep their drinks cool. Consumers who want to save time on their journey will find ElecPot quite useful.

This product contains two compartments, one for heating and the other one for cooling. This two compartment has an isolation so that the temperature will not be mixed up. This attribute is the significant difference that our product has compared to our competitors. This device has a total capacity of 30 litres, with 15 litres for cooling and the remaining 15 litres for warming.

Even better, our product comes with a three-pin socket, a 12v socket for use in cars, and a solar-powered portable charger that can be used without an electricity supply. This will undoubtedly be beneficial to our clients.

In terms of packing, the goods will be placed in a box and covered in Polystyrene to protect its safety. We'll also throw in some silica gel. Finally, we separate the product from its power supply.

4.6.2 Pricing

We use a profit-oriented, satisfactory profit strategy to fix the price for our product. We are employing value-based pricing because we are new to the market. We established our price using this strategy by analysing the prices of our competitors. Then, through making a profit, we set a price that complements our product's material value while maintaining a reasonable price for our customers. Finally, we're employing the penetration pricing strategy to break into the market by offering a slightly lower price than our competitors. The price for one ElecPot will be RM600, which is lower compared to other competitors.

4.6.3 Sales tactics

Our firm employs three different sales techniques. Public relations, sales marketing, and social media are all examples of public relations. We will make a social media post about the crucial state of the globe today, such as global warming and climate change. Then, as in our product, introducing the solution, such as the use of solar panels. Then, through our social media posts, we encourage purchases by giving away coupons.

4.6.4 Service and warranty policy

Our company offers a one-year warranty on our products. The guarantee can only be used if the damages are caused by the company's negligence. External damage, such as car accidents, will not be covered by our warranty. Customers must preserve their receipt in order to claim the warranty. The warranty cannot be extended. Only the defective part will be replaced by the company. We also provide a delivery warranty to assure that the goods reach our customers securely. Finally, if the serial number on the goods has been altered, defaced, or removed, the warranty is void.

4.6.5 Promotion

Because our company only has one product line, we are concentrating our marketing efforts on product advertisements. We will use comparison advertising to market our product. We will promote our product on social media sites like Instagram and Facebook.

4.6.6 Distribution

There will be 1 method that our company will employ to distribute our product to our customers.

1. Manufacturer to Retailer to Consumer

This technique is employed in three scenarios. The first scenario is a walk-in circumstance, in which a customer comes to our store to make a purchase. Second, there's the self-pickup scenario, in which clients make an online purchase but wish to pick up the products themselves. The third scenario is when a consumer places an online order and requests delivery of the item to their doorstep. The DHL delivery service will be used to deliver the item.

4.7 Marketing Budget

MARKETING EXPENDITURE	
	RM
Fixed Assets/Capital Expenditures	
Signboard	500
Working Capital/Monthly Expenditure	
Instagram Ads	100
Other Expenditures	
Business Card	200
TOTAL	800

Table 11: Marketing budget

5.0 OPERATION / PRODUCTION PLAN

5.1 Facilities

5.1.1 Location

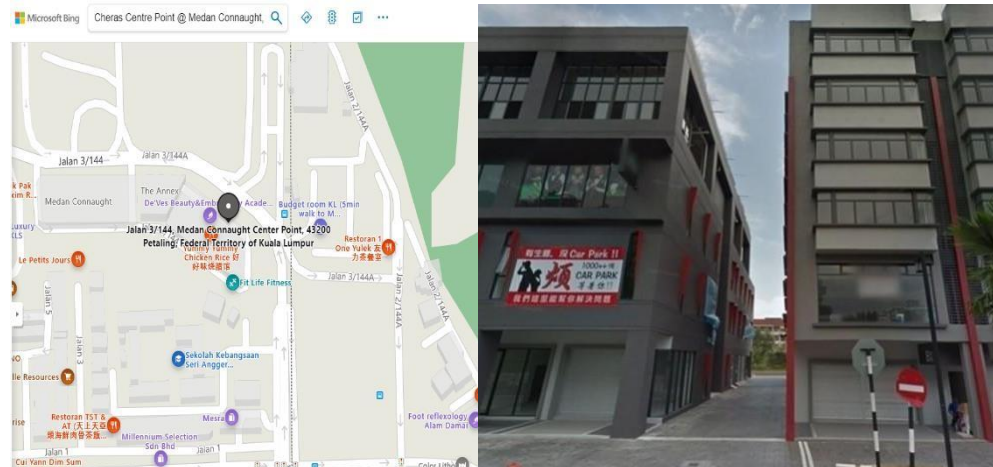


Figure 3: Shop and office building of Trip Electronic

The head office of Trip Electronics is located in Cheras Centre Point at Medan Connaught, Jalan 3/144a, Taman Cheras, Cheras, Kuala Lumpur. Trip Electronics has operated out of this location because it is close to the city centre of Kuala Lumpur and is surrounded by many potential customers. The other benefit of this location is that there are no competitors nearby; this allows Trip Electronics to set up shop without having to worry about being overshadowed by other companies. Trip Electronics Shop is a six-story structure with an estimated 1,230 square feet per level. The ground floor is our store, where clients may come in and purchase Elecpot. Trip Electronics pays RM2,000 per month for rent on its one shop space (approximately 1,230 square feet).

5.1.2 Layout



Figure 4: Arrangement for Trip Electronic retail shop, office, and storeroom

The setup for Trip Electronics' shop, storeroom, and office is shown in the above graphic. Separated into three rooms by airtight walls, each area serves a distinct purpose: a storeroom is a place where we keep all inventory; the office room provides space for employees to work and interact, and the retail area is where customers can purchase products. Two shelves will hold all the products, while an air conditioner keeps temperatures comfortable for the staff to work in. We will furnish an air conditioner, toilet, shelf, table, chair, laptop, refrigerator, dustbin, carpet, and a printing machine for use by employees during their shifts in the office. This team will serve customers from an online store; update social media content promoting products on sale; provide financial statements for company operations by keeping records of sales made each day; and answer telephone calls directed at Trip Electronics' main office number. A cashier's table allows customers to pay using cash or credit cards. A cash register machine calculates prices based on items chosen by shoppers, with tax added automatically. The sofa and bench are for customers who need to sit down while strolling through our products. We will also provide an air conditioner, and a coffee table. Customers may then stroll into our store and purchase our products from two cabinet displays positioned on the shop floor.

5.2 Activity Flowchart (Production Process)

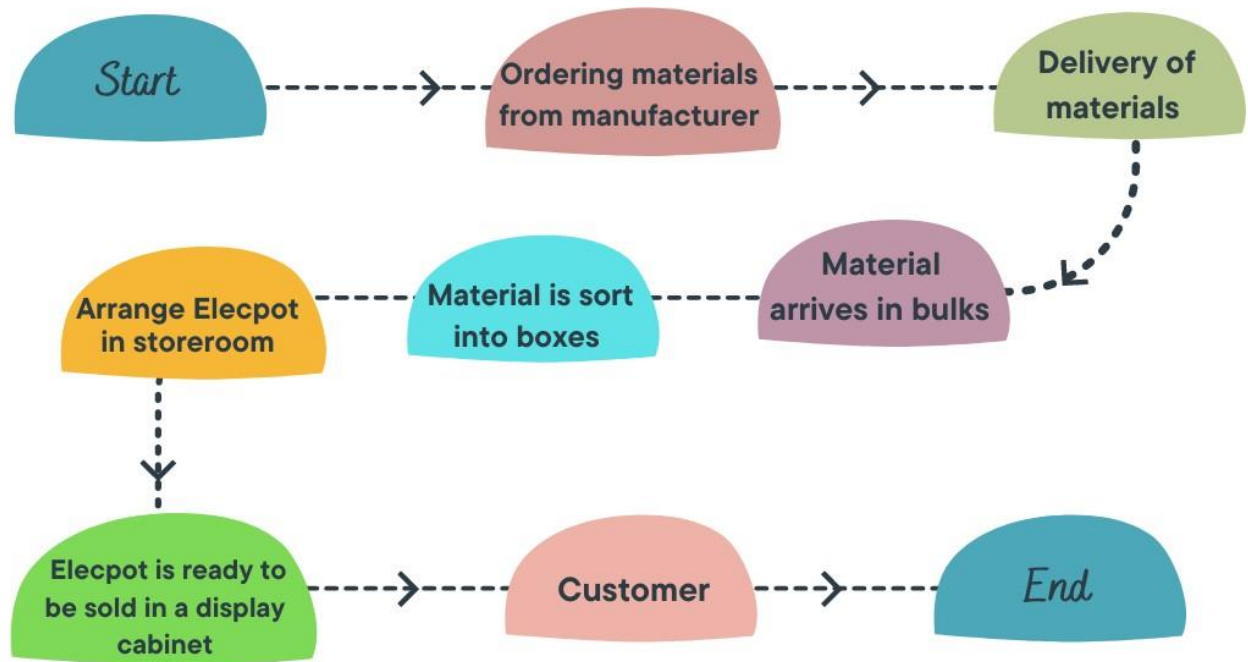


Figure 5: Flowchart of the Production Process of Elecpot

Because we are a new company, we are unable to make the product adequately. Instead, we negotiated a deal with a manufacturer to construct our design. Manufacturers take one month to produce 100 units. We usually place an order when our inventory goes below 50. Trip Electronics will be acquired from the manufacturer, and the goods will be sent to our company by the manufacturer. Next, the goods will be packed into boxes. We will organise the Elecpot in the storage room once the inventory arrives and arrange it on the display cabinet also. Elecpot is now available in a display cabinet for customers to purchase. Customers may also place an order in our online shop, and we will send it to them using DHL eCommerce as our delivery service.

5.3 Raw Material and Packaging Requirements (per month)

Ingredient	Quantity Required	Safety stock	Price Per/Unit	Total Purchase (RM)
Electrical Storage box	50	5	250	13,750
Packaging (box)	50	5	3	165
Polystyrene	100	10	4	440
Sellotape	10	1	3	33
Total				14,388

Table 12: Raw Material and Packaging Requirement

5.4 Machine, Furniture, and Equipment

Item	Price Per Unit	No Required	Total Cost	Supplier
Machine				
Cash register machine	RM1,075	1	RM1,075	KMS Sdn Bhd
Furniture				
Sofa	RM895	1	RM895	Ikea
Bench	RM895	1	RM895	
Coffee table	RM199	1	RM199	
Shelves rack	RM380	2	RM760	
Cabinet display	RM1,020	2	RM2,040	
Table for packaging	RM250	1	RM250	
Cashier table	RM2,000	1	RM2,000	Lovinna Enterprise
Equipment				
Telephone	RM139	1	RM139	Harvey
Air conditioner	RM2,021	2	RM4,042	Norman

Table 13: Furniture and equipment

5.6 Schedule of Remuneration

Position	No.	Monthly Salary (RM)	EPF Contribution (10%) (RM)	SOCSSO (2%) (RM)	Amount (RM)
Staff	2	1,500	150	30	3,360
Total					3,360

Table 14: Schedule of remuneration

5.5 Operation Expenditure

OPERATION EXPENDITURE	
	RM
Fixed Assets/Capital Expenditures	
Machine, Furniture, and Equipment	12,295
Working Capital/Monthly Expenditure	
Raw materials & packaging	14,388
Salaries	3,360
Utilities Electricity	450
Water	15
Telephone	150
Rental	2,000
Delivering	200
Other Expenditures	
Utilities Deposit (Electricity, water, and telephone)	1,230
Rental Deposit	4,000
Sirim	300
TOTAL	38,388

Table 15: Operation expenditure

6.0 ORGANISATION PLAN

6.1 Ownership Structure

Trip electronics is a partnership company made up to four partners, each of whom has signed a partnership agreement.

Name	Ownership Share
Muhammad Iman bin Ahmad Fariman	25%
Muhammad Nur Iman bin Mohd Azli	25%
Hazim bin Azman	25%
Natasha Adriana binti Abdul Halim	25%

Table 16: List of partners and ownership share

6.2 Management Team

6.2.1 Organisational Chart of Trip Electronics

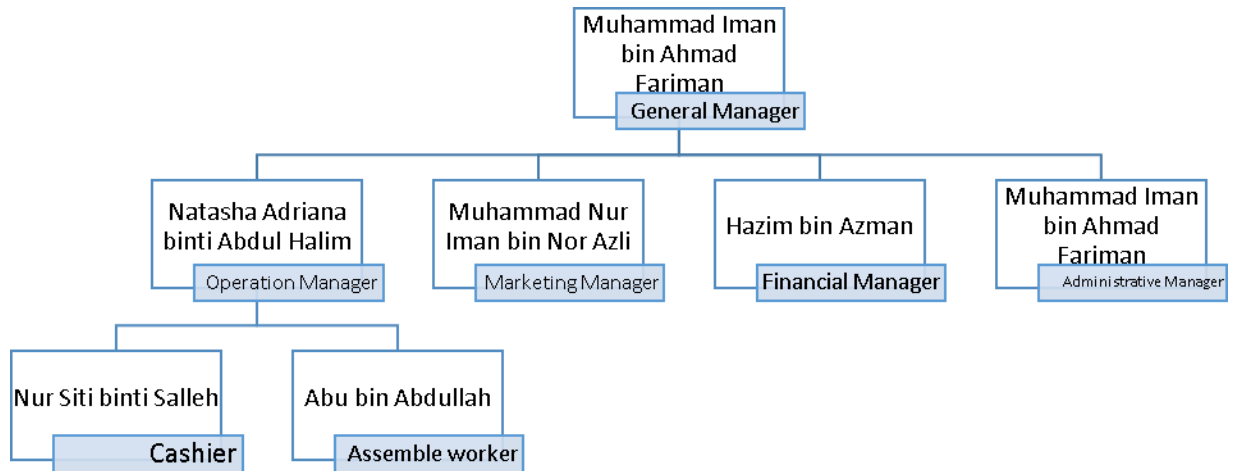


Figure 6: Trip Electronic's Organization Chart

6.2.2 Manpower Planning

Position	Number of Staff
General Manager and Administrative manager	1
Marketing Manager	1
Operation Manager	1
Finance Manager	1
Assemble worker	1
Cashier	1
Total	6

Table 17: Manpower planning

6.2.3 Schedule of Tasks and Responsibilities

Position	Main Tasks
General Manager	<ul style="list-style-type: none"> • To plan, implement, and control the overall management of the business. • To plan and monitor the strategic progress of the business.
Administrative Manager	<ul style="list-style-type: none"> • Do administrative tasks like documenting and editing.
Marketing Manager	<ul style="list-style-type: none"> • Managing the promotion • Attract more customers.
Operation Manager	<ul style="list-style-type: none"> • Controlling the process of manufacturing • Customise the production design.
Finance Manager	<ul style="list-style-type: none"> • Create data analysis for the organization. • Evaluate and advise on future plans.
Assemble worker	<ul style="list-style-type: none"> • Assembly workers are in charge of organising the products in the storeroom.
Cashier	<ul style="list-style-type: none"> • In charge of processing and collecting payments. • Greeting customers and answering any questions they may have.

Table 18: List of each position's tasks

6.2.4 Partnership Background

GENERAL MANAGER & ADMINISTRATIVE MANAGER


	
Name of Partner	Muhammad Iman bin Ahmad Fariman
Email Address	2022923211@student.uitm.edu.my
Phone Number	012-6298474
Academic Qualification	<ul style="list-style-type: none"> • Diploma in Accounting at Universiti Teknologi Mara (UiTM) • Bachelor of Business Administration (Hons) Finance
Course Attended	<ul style="list-style-type: none"> • Leadership training program, • Administrative manager training
Skills	<ul style="list-style-type: none"> • Fluent in English, Malay and Arabic • Leadership Skills • Strong organisational skills
Experience	<ul style="list-style-type: none"> • Assistant administrative manager at Yarker Industries Sdn Bhd

Table 19: General Manager & Administrative Manager background

OPERATION MANAGER


	
Name of Partner	Natasha Adriana binti Abdul Halim
Email Address	2022935619@student.uitm.edu.my
Phone Number	019-6140598
Academic Qualification	<ul style="list-style-type: none"> • Diploma in Accounting at Universiti Teknologi Mara (UiTM) • Bachelor of Business Administration (Hons) Finance
Course Attended	<ul style="list-style-type: none"> • The operation management training program • Management skill course
Skills	<ul style="list-style-type: none"> • Outstanding organisational abilities • Understanding of internal and external customer demands
Experience	<ul style="list-style-type: none"> • Business planning analyst at IBM Malaysia Sdn. Bhd.

Table 20: Operation Manager background

MARKETING MANAGER



	
Name of Partner	Muhammad Nur Iman bin Nor Azli
Email Address	2022907757@student.uitm.edu.my
Phone Number	017-3092267
Academic Qualification	<ul style="list-style-type: none"> • Diploma in Accounting at Universiti Teknologi Mara (UiTM) • Bachelor of Business Administration (Hons) Finance
Course Attended	<ul style="list-style-type: none"> • Marketing Management Training Programme • Ads Organising Programme
Skills	<ul style="list-style-type: none"> • Sage UBS Accounting • Microsoft Office (Words, Excel & PowerPoint)
Experience	<ul style="list-style-type: none"> • Part-Time Sales Promoter at SOGO KL

Table 21: Marketing Manager background

FINANCIAL MANAGER


	
Name of Partner	Hazim bin Azman
Email Address	2022905137@student.uitm.edu.my
Phone Number	016-9866778
Academic Qualification	<ul style="list-style-type: none"> • Diploma in Accounting at Universiti Teknologi Mara (UiTM) • Bachelor of Business Administration (Hons) Finance
Course Attended	<ul style="list-style-type: none"> • Finance and Cost Analysis For Managers Training Programme
Skills	<ul style="list-style-type: none"> • Microsoft Office (Words, Excel & PowerPoint)
Experience	<ul style="list-style-type: none"> • Finance assistant at HomePro Malaysia

Table 22: Financial Manager background

6.3 Schedule of Remuneration

Position	No.	Monthly Salary (RM)	EPF Contribution (13%) (RM)	SOCSSO (2%) (RM)	Amount (RM)
General Manager & Administrative Manager	1	1,530	234	36	1,800
Marketing Manager	1	1,360	208	32	1,600
Operation Manager	1	1,445	221	34	1,700
Finance Manager	1	1,360	208	32	1,600
Total			871	134	6,700

Table 23: Schedule of Remuneration

RM6,700 x 12 month = RM80,400

6.4 List of Furniture and Office Equipment

Item	Quantity	Price/per Unit (RM)	Total Cost (RM)
Computer	4	2,300	14,000
Telephone (inside office)	1	100	100
Set of Executive workstation (table and chair included)	4	1,125	4,500
Book Shelf	1	500	500
Air Conditioner	1	1,400	1,400
Printer	1	1,699	1,699
Whiteboard	1	200	200
Set of Stationeries	1	170	170
Refrigerator	1	398	398
Rug	1	199	199
Dustbin	1	6	6
TOTAL			23,172

Table 24: List of Furniture and Office Equipment

6.5 Organisational /Administrative Expenditure

ADMINISTRATIVE EXPENDITURE	
	RM
Fixed Assets/Capital Expenditures	
Furniture and Office Equipment	23,172
Working Capital/Monthly Expenditure	
Salaries	6,700
Other Expenditures	
Business Registration & Licences	60
TOTAL	32,932

Table 25: Administrative Expenditure

7.0 FINANCIAL PLAN

7.1 Project Implementation Cost

Trip Electronics					
PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE					
Project Implementation Cost			Sources of Finance		
Requirements	Cost	Loan	Hire-Purchase	Own Contribution	
				Cash	Existing F. Assets
Fixed Assets					
Land & Building					
Furniture and Fittings	23,172				23,172
Van					
Signboard	500				500
Machine	12,295			12,295	
Working Capital	1 months				
Administrative	6,700			6,700	
Marketing	100			100	
Operations	20,563			20,563	
Pre-Operations & Other Expenditure	5,790			5,790	
Contingencies	10%			6,912	
TOTAL	76,032			52,360	23,672

Figure 7: Trip Electronics Project Implementation Cost

7.2 Table of Depreciation

Fixed Asset		Signboard	
Cost (RM)		500	
Method		Straight Line	
Economic Life (yrs)		5	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	500
1	100	100	400
2	100	200	300
3	100	300	200
4	100	400	100
5	100	500	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Furniture and Fittings	
Cost (RM)		23,172	
Method		Straight Line	
Economic Life (yrs)		5	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	23,172
1	4,634	4,634	18,538
2	4,634	9,269	13,903
3	4,634	13,903	9,269
4	4,634	18,538	4,634
5	4,634	23,172	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Machine	
Cost (RM)		12,295	
Method		Straight Line	
Economic Life (yrs)		5	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
	-	-	12,295
1	2,459	2,459	9,836
2	2,459	4,918	7,377
3	2,459	7,377	4,918
4	2,459	9,836	2,459
5	2,459	12,295	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Figure 8: Trip Electronics depreciation schedule

7.3 Cash Flow Statement

Trip Electronics CASH FLOW PRO FORMA STATEMENT																
MONTH	Pre-Operations	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL YR 1	YEAR 2	YEAR 3
CASH INFLOW																
Capital (Cash)	52,360													52,360		
Loan		30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	360,000	396,000	435,600
Cash Sales																
Collection of Accounts Receivable																
TOTAL CASH INFLOW	52,360	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	412,360	396,000	435,600
CASH OUTFLOW																
Administrative Expenditure																
Salaries		6,700	6,700	6,700	6,700	6,700	6,700	6,700	6,700	6,700	6,700	6,700	6,700	80,400	85,224	90,337
Utilities																
Marketing Expenditure																
Marketing Personnel - Traveling																
Promotion																
Advertisement		100	100	100	100	100	100	100	100	100	100	100	100	1,200	1,272	1,348
Operations Expenditure																
Cash Purchase		14,388	14,388	14,388	14,388	14,388	14,388	14,388	14,388	14,388	14,388	14,388	14,388	172,656	189,322	208,914
Payment of Account Payable																
Carriage Inward & Duty																
Salaries, EPF & SOCSO		3,360	3,360	3,360	3,360	3,360	3,360	3,360	3,360	3,360	3,360	3,360	3,360	40,320	42,739	45,304
Rental		2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	25,440	26,965
Delivering		200	200	200	200	200	200	200	200	200	200	200	200	2,400	2,544	2,691
		615	615	615	615	615	615	615	615	615	615	615	615	7,380	7,823	8,232
Other Expenditure																
Pre-Operations																
Deposit (rent, utilities, etc.)		5,730												5,730	6,137	6,506
Business Registration & Licenses																
Insurance & Road Tax for Motor Vehicle																
Other Pre-Operations Expenditure																
Fixed Assets																
Purchase of Fixed Assets - Land & Building																
Purchase of Fixed Assets - Others		12,295												12,295		
Hire-Purchase Down Payment																
Hire-Purchase Repayment:																
Principal																
Interest																
Loan Repayment:																
Principal																
Interest																
Tax Payable														0	0	0
TOTAL CASH OUTFLOW	12,295	33,153	27,363	27,363	27,363	27,363	27,363	27,363	27,363	27,363	27,363	27,363	27,363	346,441	361,101	390,364
CASH SURPLUS (DEFICIT)	40,065	-3,153	2,637	2,637	2,637	2,637	2,637	2,637	2,637	2,637	2,637	2,637	2,637	65,919	34,899	45,296
BEGINNING CASH BALANCE	40,065	40,065	36,912	39,549	42,186	44,823	47,460	50,097	52,734	55,371	58,008	60,645	63,282	65,919	100,818	100,818
ENDING CASH BALANCE	40,065	36,912	39,549	42,186	44,823	47,460	50,097	52,734	55,371	58,008	60,645	63,282	65,919	65,919	100,818	146,053

Figure 9 : Trip Electronics Cash Flow Statement

7.4 Income Statement

Trip Electronics PRO-FORMA INCOME STATEMENT			
	Year 1	Year 2	Year 3
Sales	360,000	396,000	435,600
Less: Cost of Sales			
Opening stock			
Purchases	172,656	189,922	208,914
tolak: Ending Stock			
Pengangkutan Masuk & Duti			
	172,656	189,922	208,914
Gross Profit	187,344	206,078	226,686
Less: Expenditure			
Administrative Expenditure	80,400	85,224	90,337
Marketing Expenditure	1,200	1,272	1,348
Other Expenditure	5,790	6,137	6,506
Business Registration & Licences			
Insurance & Road Tax for Motor Vehicle			
Other Pre-Operations Expenditure			
Interest on Hire-Purchase			
Interest on Loan			
Depreciation of Fixed Assets	7,193	7,193	7,193
Belanja Operasi	74,100	78,546	83,259
Total Expenditure	168,683	178,373	188,644
Net Profit Before Tax	18,661	27,705	38,042
Tax	0	0	0
Net Profit After Tax	18,661	27,705	38,042
Accumulated Net Profit	18,661	46,366	84,408

Figure 10: Trip Electronics income statement

7.5 Balance Sheet

Trip Electronics PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building			
Furniture and Fittings	18,538	13,903	9,269
Van			
Signboard	400	300	200
Machine	9,836	7,377	4,918
	28,774	21,580	14,387
Current Assets			
Stock of Raw Materials	0	0	0
Stock of Finished Goods			
Accounts Receivable			
Cash Balance	65,919	100,818	146,053
	65,919	100,818	146,053
Other Assets			
Deposit			
TOTAL ASSETS	94,693	122,398	160,440
Owners' Equity			
Capital	76,032	76,032	76,032
Accumulated Profit	18,661	46,366	84,408
	94,693	122,398	160,440
Long Term Liabilities			
Loan Balance			
Hire-Purchase Balance			
Current Liabilities			
Accounts Payable			
TOTAL EQUITY & LIABILITIE	94,693	122,398	160,440

Figure 11: Trip Electronics balance sheet

8.0 PROJECT MILESTONES

Activities	Start Dates	End Dates
Business registration	12 May 2021	20 May 2021
Incorporation of the venture	21 May 2021	24 May 2021
Opening Corporate bank account	25 May 2021	5 June 2021
Completion of design and development	6 June 2021	30 June 2021
Completion of prototypes	1 July 2021	31 August 2021
Obtaining of sales representative	1 September	7 September 2021
Signing of distributors and dealers	8 September 2021	15 September 2021
Ordering of materials in production quantities	1 November 2021	10 November 2021
Starting of production or operations	1 December 2021	15 December 2021
Receipt of first orders	3 January 2022	7 January 2022
Delivery of first sales	3 January 2022	5 January 2022

Table 26: Trip Electronics project milestones

9.0 CONCLUSIONS

We are grateful for the chance to work on this Trip Electronics business plan. We have learned a lot from the business plan, and it has been very valuable to us. Despite the numerous competitors and obstacles we encounter, we hope that our business strategy will go as planned in the future and that our company's goal will make considerable profits.

We are certain that our business is well positioned to become a highly recognized brand in the local and regional market due to our aggressive marketing strategy and detailed development of company products and services.

All of the Trip Electronics company's business partners have agreed to accept personal responsibility for all financial debt. The Company has taken all required efforts to guarantee that the business is well financed and that all financial shortages have been rectified to enable a successful business development. Trip Electronics will be able to recoup the investment and achieve operational success for many years to come if the business is able to maintain operations and meet standards during our first year of operation.

The above is designed to demonstrate our potential to handle our community or consumers with products and services that meet and surpass their requirements and desires. All of the aforesaid promotional techniques stated throughout the strategy will be carefully integrated and used in conjunction to enhance their effectiveness.

10.0 APPENDICES

APPENDIX 1: PARTNERSHIP AGREEMENT

PARTNERSHIP AGREEMENT

All partners agree to sign this partnership agreement on May 12, 2021, in the presence of two attorneys, Mrs. Amiera and Mrs. Sazarina, who have been appointed for this purpose. The purpose of this partnership agreement is to prevent any fraud or deception from occurring throughout the course of business operations and to guarantee that the firm runs effectively and electively.

Below are the partners of TRIP ELECTRONICS COMPANY:

NAME	IC NUMBER
1) Muhammad Iman bin Ahmad Fariman	010309-10-1053
2) Muhammad Nur Iman bin Nor Azli	010524-14-1613
3) Natasha Adriana Binti Abdul Halim	980512-05-5694
4) Hazim bin Azman	001213-06-0571

We all strengthen under one roof of TRIP ELECTRONICS COMPANY and will strive to bring out the product to customers and market nationally and internationally in the future.

We all reached a common understanding regarding information sharing, transparency, trust, and decision-making engagement, which contributed to the development of our company TRIP ELECTRONICS. We have decided to collaborate and struggle until the end in order to achieve our profit goals and fulfill our mission and vision. This agreement represents our continuous cooperation, and we will work together in good faith and maintain a tight connection to ensure the success of our firm.

1) Company's Name

Five partners under Partnership Act Registered 1951 (Amendment 1974) established TRIP ELECTRONICS COMPANY.

2) Business Form

Our business operations and administration will base on the Business Registration Act 1956 (revised 1978) and our business carries on the partnership.

3) Business Location

TRIP ELECTRONICS COMPANY
Cheras Centre Point at Medan Connaught,
Jalan 3/144a, Taman Cheras,
Cheras, Kuala Lumpur.

4) The Business will start

Our business will start on 12th May 2021. This business will not be dissolved if one of the Partners is dead, but it will be dissolved if all partners are agreed to dissolve it.

5) Partners Position

NAME	POSITION
5) Muhammad Iman bin Ahmad Fariman	General Manager & Administrative Manager
6) Muhammad Nur Iman bin Nor Azli	Marketing Manager
7) Natasha Adriana Binti Abdul Halim	Operation Manager
8) Hazim bin Azman	Financial Manager

6) Equity Contributions

1) Muhammad Iman bin Ahmad Fariman	RM30,000
2) Muhammad Nur Iman bin Nor Azli	RM30,000
3) Natasha Adriana Binti Abdul Halim	RM30,000
4) Hazim bin Azman	RM30,000

7) Profit and loss sharing is based on the capital contribution among partners.

8) Management of Salaries

NAME	SALARIES
1) Muhammad Iman bin Ahmad Fariman	RM1,800
2) Muhammad Nur Iman bin Nor Azli	RM1,600
3) Natasha Adriana Binti Abdul Halim	RM1,700
4) Hazim bin Azman	RM1,600

9) Death and dissolve

This partnership will continue operations in the future even if the partners are dead until all agree to dissolve it.

10) Labour right

Each partner is entitled to take 14 days of leave per year.

11) All partners have to work hard, build up trust and honestly on their own self, all information should be informed to other partners and all partners should keep secret and policy of the company.

12) All partners should help each other in ensuring the success of the business in the future.

13) This agreement is valid for 5 years starting from the date of this agreement.

.....
MUHAMMAD IMAN BIN AHMAD FARIMAN
(010309-10-1053)

General Manager & Administrative Manager of Trip Electronics Company

.....
MUHAMMAD NUR IMAN BIN NOR AZLI
(010524-14-1613)

Marketing Manager of Trip Electronics Company

.....
NATASHA ADRIANA BINTI ABDUL HALIM
(980512-05-5694)

Operating Manager of Trip Electronics Company

.....
HAZIM BIN AZMAN
(001213-06-0571)

Finanacial Manager of Trip Electronics Company

Figure 12: Trip Electronics Partnership Agreement

APPENDIX 2: Resume of Each Partner



MUHAMMAD IMAN BIN AHMAD FARIMAN

General & Administrative Manager

I'm Iman, a professional employee with a strong presence seeking a position that will allow me to fully utilize my administrative knowledge and experience

EDUCATION

2017-2019
Universiti Teknologi Mara (UiTM)

- Diploma in Accounting

2019-2021
Universiti Teknologi Mara (UiTM)

- Bachelor of Business Administration (Hons) Finance

SKILL

Leadership skills  90%

Language  96%

Organizational skills  92%

EXPERIENCE

2021 - 2022
Yarker Industries Sdn. Bhd.

Assistant Administrative Manager

- Arranging staff meetings and scheduling appointments. Answering or transferring phone calls and taking messages for select staff members

2022 - present
Trip Electronics

General & Administrative Manager

- planning and monitor the strategic progress of the business
- Do administrative tasks like documenting and editing


CONTACT

 0126298474


 2022923211@student.uitm.edu.my

 No.42, Jalan Indah 9, Taman
Cheras Indah, 56100, Kuala Lumpur


Figure 13: General & Administrative manager resume



CONTACT INFO

 Address: 47-3-11, Menara Orkid, Bandar Baru Sentul, 51000, Kuala Lumpur.

 imanazli@icloud.com



 @iman_azli

 017 - 309 2267

SKILLS SUMMARY

- Microsoft Word
- Microsoft Excel
- Microsoft Power Point
- Leadership
- Time Management
- Communication

LANGUAGE

-  90% Malay
-  70% English
-  35% Arabic

MUHAMMAD NUR IMAN BIN NOR AZLI

OBJECTIVE

To obtain a position in the company as a marketing manager that will allow me to utilize and improve my skills thus complementing my educational background.

WORK EXPERIENCE

Part-time Promoter

SOGO KL | Feb 2019 - May 2019

- Conduct day-to-day business in selling clothes.
- Assisting customer in choosing products.

EDUCATIONAL HISTORY

Universiti Teknologi MARA(UiTM) Cawangan Pahang

Diploma in Accountancy | Jul 2019 - Feb 2022

- Studied financial, management, and economy
- Worked with various projects on accounting and business planning.

Universiti Teknologi MARA(UiTM) Cawangan Melaka

Bachelor's Degree in Finance | Mar 2022 - Aug 2024

- Studied financial, operational and human resource management
- Worked with various projects related to financing and business management

REFERENCE

ZAINAH BINTI JALIL

Senior Lecturer

Faculty of Business and Management

Universiti Teknologi MARA(UiTM) Cawangan Melaka

Figure 14: Marketing manager resume



NATASHA ADRIANA

OPERATION MANAGER

CONTACT

- ☎ 019-6140598
- ✉ natashahalim98@gmail.com
- 📍 Johor Bahru, Johor

SKILLS

- Outstanding Organisational Abilities
- Critical Thinking and Problem Solving
- Leadership
- Understanding of Internal and External Customer Demands

EXTRACURRICULAR ACTIVITIES

- Join the Student Council
- Conducted a CSR programme in World Environment Day
- Participated in volunteer work

REFERENCE

Norhaslinda Binti Hashim
Advisor
UiTM Bandaraya Melaka
+6017-3743170

OBJECTIVE

An independent and self-motivated graduate seeking an entry-level employment in the financial department where I can put my substantial knowledge from my degree to use.

EDUCATION

Diploma in Accountancy | UiTM Segamat (2016 - 2018)

- CGPA: 3.67
- Studied financial, management, and economy.
- Worked with various projects on accounting planning.

Bachelor's Degree in Finance | UiTM Bandaraya Melaka (2018-2020)

- Studied financial and business management.
- Worked with various projects on financing and business planning.

EXPERIENCE

(2020-2022) IBM Malaysia Sdn. Bhd

Business Planning Analyst

- Conducted planning analysts streamline daily business operations looking for ways to cut costs, maximize sales, and increase profits.

(2022- Present)

Trip Electronics

Operation Manager

- Controlling the process of manufacturing
- Customise the production design.

Figure 15: Operation manager resume

HAZIM BIN AZMAN

OBJECTIVE

To earn a position as a Finance Manager. To completely enhance the company's productivity by developing suitable financial strategies and also applying a wide range knowledge gained from 2+ years of working in finance.

CONTACT

016-9866778

Hazimazman45@gmail.com

EDUCATIONS

Universiti Teknologi MARA (UiTM)
Cawangan Perak
Aug 2014 – Nov 2017
BACHELOR'S DEGREE IN
FINANCE

Universiti Teknologi MARA (UiTM)
Cawangan Melaka
Aug 2012 – June 2014
DIPLOMA IN ACCOUNTANCY

RELEVANT COURSE

- Financial Accounting
- Statistics
- Financial Analyst
- Financial Management



EXPERIENCE

Finance Assistant

HOMEPRO MALAYSIA
APRIL 2018 – DEC 2020

- Provide continuous update & suggestions for improvement pertaining to Store Finance.
- Provide Daily Reconciliation of Cash to Sales Documents.

SKILL

- Problem solving.
- Honesty and strong values
- Adaptability

Figure 16: Financial manager resume

APPENDIX 3: Photos of Product or Prototype



Figure 17: The portable power storage with solar panel



Figure 18: The product of Trip Electronic, Elecpot

APPENDIX 4: Financial Performance

Trip Electronics FINANCIAL PERFORMANCE			
	Year 1	Year 2	Year 3
<u>PROFITABILITY</u>			
Sales	360,000	396,000	435,600
Gross Profit	187,344	206,078	226,686
Profit Before Tax	18,661	27,705	38,042
Profit After Tax	18,661	27,705	38,042
Accumulated Profit	18,661	46,366	84,408
<u>LIQUIDITY</u>			
Total Cash Inflow	412,360	396,000	435,600
Total Cash Outflow	346,441	361,101	390,364
Surplus (Deficit)	65,919	34,899	45,236
Accumulated Cash	65,919	100,818	146,053
<u>SAFETY</u>			
Owners' Equity	94,693	122,398	160,440
Fixed Assets	28,774	21,580	14,387
Current Assets	65,919	100,818	146,053
Long Term Liabilities	0	0	0
Current Liabilities	0	0	0
<u>FINANCIAL RATIOS</u>			
<i>Profitability</i>			
Return on Sales	5%	7%	9%
Return on Equity	20%	23%	24%
Return on Investment	20%	23%	24%
<i>Liquidity</i>			
Current Ratio	#DIV/0!	#DIV/0!	#DIV/0!
Quick Ratio (Acid Test)	#DIV/0!	#DIV/0!	#DIV/0!
<i>Safety</i>			
Debt to Equity Ratio	0.0	0.0	0.0
<u>BREAK-EVEN ANALYSIS</u>			
Break-Even Point (Sales)	170,625	180,034	190,006
Break-Even Point (%)	47%	45%	44%

Figure 19: Trip Electronics Financial Performance

APPENDIX 5: Source of Market Data

<http://dewan.selangor.gov.my/question/jumlah-dan-kepadatan-penduduk/>

https://www.dosm.gov.my/v1/index.php?r=column/cthemByCat&cat=430&bul_id=N05ydDRXR1BJWVITdDY4TIdHd253dz09&menu_id=L0pheU43NWJwRWVSZkiWdzQ4TihUUT09