



اَوْبُوْ سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**  
**BACHELOR OF BUSINESS ADMINISTRATION IN FINANCE (BA242)**  
**SEMESTER MARCH-AUGUST 2022**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

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**DASHA CONTAINER ENTERPRISE**  
"YOUR SATISFACTION IS OUR PRIORITY"

**BUSINESS PLAN REPORT**  
**DASHA CONTAINER ENTERPRISE**  
**PRODUCT: "FOOCOND"**

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## **ACKNOWLEDGEMENT**

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This group assignment would not be completed without the efforts and cooperation from all of our group members. Our group members had put lots of efforts and acknowledgement to search for the information and ideas to complete this assignment. Besides that, we would like to express our gratitude to our family that supports and give us strength during our studies.

Last but not least, we would like to thank our classmates for helping us finishing this assignment by giving their ideas and supports. The outcome of this assignment required a lot of guidance and assistance from a lot of people and we are very fortunate to have it all along in the process of completing our group assignment. Hence, we hope that our efforts could be meaningful and our hard work will be paid off.

## LETTER OF SUBMISSION

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110 Off Jalan Hang Tuah,  
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26 June 2022

Dear Madam,

### **SUBMISSION OF BUSINESS PLAN**

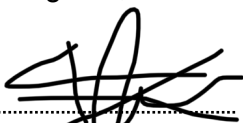
Regarding the above-mentioned topic, DASHA Container Enterprise would like to present our business plan for your analysis, evaluation, and future reference. Below are the partners' information and the location of the business.

1. Details of the partners are as follows:

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2. Business Location:  
18, Lorong Sungai Puloh 10/KU6, Kawasan Perindustrian, Taman Sungai Puloh,  
42100 Klang, Selangor
3. We are extremely pleased to present this business proposal. Our intention is that this business plan will satisfy the requirements of the Principles of Entrepreneurship (ENT530) course.

Thank you.

Kind Regards,



KHAIRUNNISA BINTI SUHAIMI  
General Manager of DASHA Container Enterprise

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## EXECUTIVE SUMMARY

The DASHA Container Enterprise is a partnership run by five individuals. The responsibilities of the General Manager, the Administrative Manager, the Marketing Manager, the Operation Manager, and the Financial Manager are divided among the partners. The DASHA Container Enterprise started selling food containers on July 7, 2022. Each partner has invested RM10,000, with an additional contribution from the general manager, who has committed to provide a van and other company essentials. Our company's mission is to provide consumers with low-priced, high-quality goods they can use and enjoy, as well as to anticipate consumer needs so that we may fulfil those needs and so improve the eating experience through the application of condiments. In addition, bank loans are used to finance the startup capital and expenses of our company.

DASHA Container Enterprise is a partnership-based startup business that can be found at 18, Lorong Sungai Puloh 10/KU6, Kawasan Perindustrian, Taman Sungai Puloh, 42100 Klang, Selangor. The company's goal is to create the finest value for money container that can meet the majority of consumer demands. The product is Foocond, a container primarily aimed for those who have difficulty consuming fast food, particularly through drive-thru facilities. The container is intended to assist consumers eat their food comfortably, and it is also reasonably priced, allowing people/companies to purchase them en masse. Our product's key feature is an additional compartment for sauces, making it versatile and easy. The product will be offered on a B2B basis, which means that for every purchase of our product, they will receive 50 separate containers in one bundle, which will sell for RM50 per bundle. Our target market consists of fast-food establishments in Klang, Shah Alam, and Klang. The product offered to these restaurants will aid with the packing of the food, making it easier for consumers to enjoy on the move.

Fu Fong Plastic Industries Sdn Bhd and Mah Sing Plastic Industries Sdn Bhd are our key rivals. We can compete in terms of innovation and affordability in areas where the other two thrive, such as branding and production capacity. As a new product on the market, a mix of low costs while yet giving a fresh unique product that may pique customers' interest will help us improve our market share. We estimate low to moderate sales in the first few months in contrast to our competitors, but we still want to raise sales by 10% per month, achieving a forecasted sales of RM2,438,650 in the first year of company. This will be the first milestone where we own 20% of the market share, and we plan to improve further in the next years, with sales of RM2,560,583 and RM2,688,612 projected in the following years.

## 1.0 COMPANY PROFILE

### 1.1 Organization Background

- a) Name of the Organization: **Dasha Container Enterprise**
- b) Business Address: **18, Lorong Sungai Puloh 10/KU6, Kawasan Perindustrian, Taman Sungai Puloh, 42100 Klang, Selangor.**
- c) Website/e-mail address: **dscontainerofficial@gmail.com**
- d) Telephone Number: **018-7944770**
- e) Form of Business (Partnership/ Private Limited Company): **Partnership**
- f) Main Activities: **Food container**
- g) Date of Commencement: **7 JULY 2022**
- h) Date of Registration: **20 JUNE 2022**
- i) Name of Bank: **BANK ISLAM MALAYSIA BERHAD (BIMB)**
- j) Bank Account Number: **05067021319413**

### 1.2 Organization Logo/ Motto

Logo description, Organization Mission and Vision

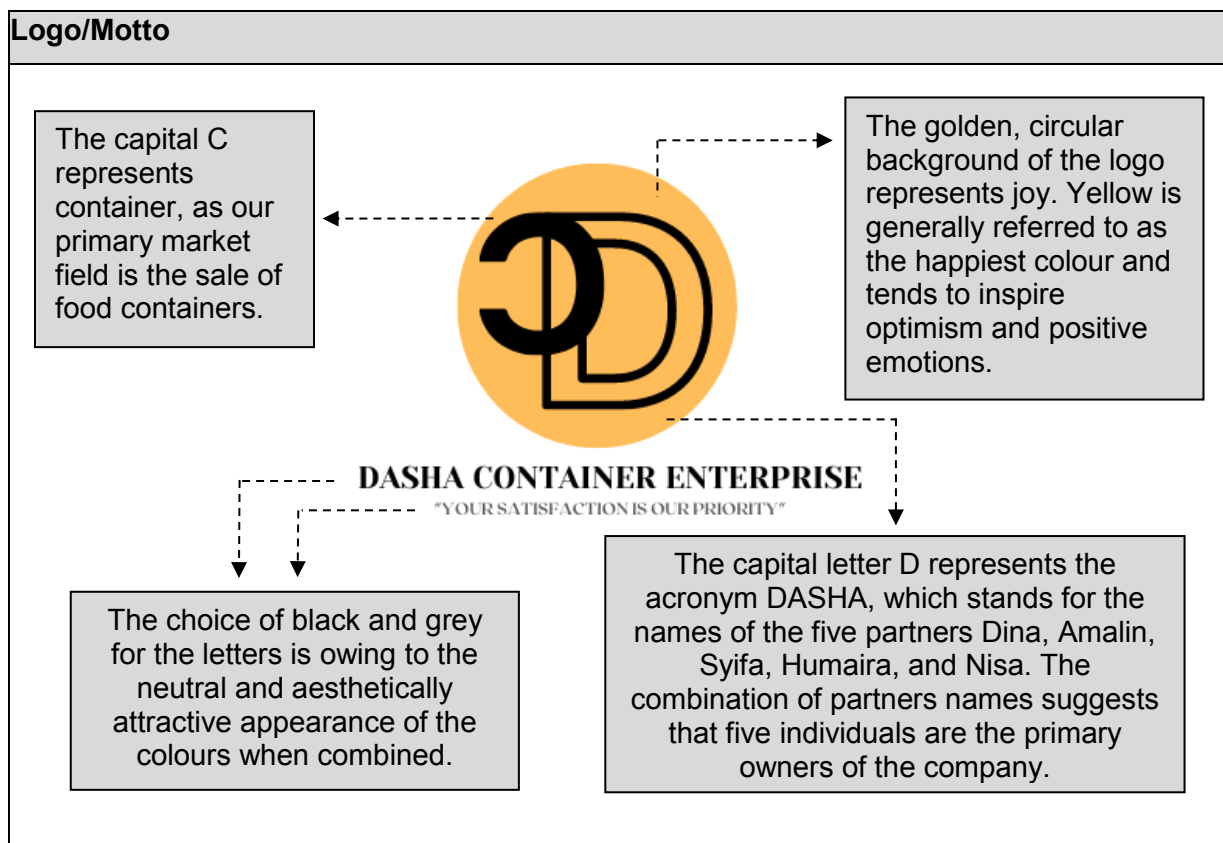


Table 1: Logo of DASHA Container Enterprise

<b>Mission</b>
<ul style="list-style-type: none"> <li>• Producing affordable yet high-quality products for customers to enjoy.</li> <li>• To anticipate client needs in order to improve the eating experience using condiments.</li> <li>• To provide innovative food container features that align with client values including such cleanliness, reliability, and comfortability.</li> </ul>

Table 2: Mission of DASHA Container Enterprise

<b>Vision</b>
<p>DASHA Container Enterprise aims to be a recognised company with distinctive and high-quality food containers, including one of the the leading suppliers of revolutionary food containers across Malaysia.</p>

Table 3: Vision of DASHA Container Enterprise

## **2.0 ENVIRONMENTAL INDUSTRY ANALYSIS- OVERVIEW OF THE INDUSTRY**

### **2.1 Overall nature of the industry, including sales and other statistics**

Dasha Container Enterprise is a startup company established by five partners. This company is in manufacturing industry which serve for the best quality of container with a reasonable price. It has been focused on the one innovative product that can be easy and productive for the user. The purpose for this company is manufacturing the container that suit and can solve the problems having by many people. The name of the product is FooCond which is a combination of Food and Con. FooCond is the idea that came from the difficulty of customers in consuming fast food like fries and nuggets without the space of sauce in the container. Not only that, when going through the drive-thru a customer that eat in the car, but the fries become messy and hard to put sauce together in the container. For those problems, we try to create an innovative product that can solve problems and give pleasure to the customers. For sure, the sales might be slow at first but by selling it through restaurants like KFC and MC Donald, it is very sure it might rise because of the innovation that has been created. From the point of view, many people having difficulties with the container from the food and beverages store so this product make everything easy and simple. The cost has been lower as it can so that other businesses might buy this in bulk.

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

The phrase "economic environment" describes the outside variables in a company's market and in the economy at large that could have an impact on its operations. The macroeconomic environment and the microeconomic environment are two distinct subsets of the economic environment. The macroeconomic environment affects both the economy as a whole as well as all of the individuals who make up the economy. The microeconomic environment has an impact on specific business decisions made by consumers and companies. Most of the economic factors that function as external constraints on our business are under our very limited, if any, control. The operations of our business, as well as the economy as a whole, can be impacted by macroeconomic impacts, which are broad features of the economy that can have a direct or indirect impact. This includes the widespread inflation that is occurring right now, which has a significant impact on the way an organization does business. Because of the considerable price discrepancies and the high cost of raw materials, many dealers find it difficult to identify appropriate pricing for their products. This scenario has a tremendous influence on all of the dealers who are involved because it is impossible to predict how it will play out. Other than that, the government has imposed new rules of no use of plastic and make the country safe in term of environment and healthier by 2030. From that, our company has made sure all the materials are fine and can save our environment.

### **2.3 Key success factors**

In this section, the key success factors have been analyzed and conveyed in this business plan. Dasha Container Enterprise has five key success factors that might be very important and crucial to take note of for every inch of the journey. The five key success factors are strategic focus, people, operation factors, marketing factors and the last one is financial factor. For this strategic focus, Dasha has focused on how to give solutions to people as well as keep the environment safe. In terms of meeting the needs and wants, we have made sure our product meets the specifications and specialties that vary from our competitor. Our focus is more to resolve the problem having by people that love to have fast food on the table as long as it makes them easy. Many of the busiest people in this world will go through drive thru and buy something to eat. However, they encounter problems of hard to eat with sauce and messy food. We try to focus on that solution which can make a container with sauce part and also can warm the food. With our container, it at least can eat with sauce even in the restaurant and still can warm because of our raw material that has been used.

Moreover, people in this kind of factor to success is about the people in the business and also our target market. People in the business contains of five partners that share in this business who are acted as the role of general manager, administrative manager, marketing manager, operation manager and finance manager. All of these five people are the persons that are very responsible on their respective tasks and have given many ideas and improvements to the company. Not only that, we have made sure everyone of us has sufficient skills to conduct the role. Under this factor, we decided to target our market on people that really need this kind of product. As we know the product is only suitable for restaurants, so we only focus on restaurants that serve drive thru fast food or take away fast food.

Next is about the operation of our company. Based on an article by The Manual, simply put, an operating system for a firm is the method by which it is managed (Manual, 2021). It refers to our overarching objective, the manner in which we carry out our duties, and the contributions we expect from our team in order to achieve it. In addition, after our company's business operating system has been properly built and communicated throughout the organization it will ensure that our business operates in a standardized and effective manner. That way, rather than worrying about the day-to-day operations of our company, we can concentrate on expanding it. We have made sure for this operation; we only focus on the supplier of our containers which we send them the design and the material we want to use. Not only that, in the meantime, our company also adds on some material that must be suited on our requirements. In addition, the operation manager will make sure the cost of material is lower than expected because of our sales is in bulk.

Then, marketing factor also the one that can lead the sales of our company. Each and every marketing strategy is designed with a specific demographic of consumers in mind. We should begin with inputting the information that we do know, even if we are unsure of who to target. Locating the demographics of our target audience is an excellent way to get started with our research. Once we have an understanding of our demographics, the next step is to develop a buyer's persona. However, we don't really focus on the buyer's persona such as age, gender and income because our target market is restaurants which serve fast food. So, we will be focused only one intermediary level which our target is the manufacturer (Dasha Container) to retailer (fast food restaurants) to consumers (the customers of fast-food restaurants). Apart from that, we know our product will successfully deliver to them.

Lastly, the financial factor is also the key to success. Financial should be the one who makes sure the company run properly and financially. Why? Because it is vital to handle the financial efficiently and the expenses should be accurately. Dasha Container has making sure the cost, the sale price for every box of container and all the expenses is not over limit. Our container provider was able to supply us with the best prices and the highest possible quality, which enabled us to resell the containers to our customers at a profit.

### **3.0 DESCRIPTION OF VENTURE**

#### **3.1 Opportunity**

##### General nature of the company

DASHA Container Enterprise is a manufacturer that produce affordable yet high-quality products for customers to enjoy. The product has been named Foocond as it is a combination of words from food and condiments. It is specially designed to put snacks like fries and the dipping sauce separately. This business is established to provide innovative food container features that align with client values including such reliability, and comfortability. Presently, eating while in vehicles such car becomes one of people's habit. So, DASHA Container introduces food container that is convenience and help improve cleanliness at time eating in vehicles. Plus, fast food restaurants and cafes are suitable to get Foocond in order to improve customers' satisfaction. Thus, it is sure that they will buy this product from us and at the same time the business will improve in terms of the profit.

### 3.1.1 Details of each product or service

	Primary use	Benefits	Unique features
<b>Foocond</b>	To put snacks and its dipping sauce.	It is able to keep the food warm, and the consumers can put two sauces of their choice.	The entire part of the container is coated with aluminium foil, and the lid of the container have a ventilation hole to remove the heat of food. Moreover, it comes with an additional dual condiment compartment.

Table 4: Details of the product

### 3.1.2 What problem will DASHA Container's product solve?

Foocond will avoid messy especially when the consumers eat the food in the car as it comes with an additional dual condiment compartment, so they can put the sauce in it separately. Furthermore, it prevents the food from easily being soggy because the entire part of the container is coated with aluminum foil.

### 3.1.3 Value proposition

Foocond able to keep food organized and secure when being stored in it as it comes with additional compartment which is placed at the bottom of the container. Plus, its shape is cylindrical with a semi-circular lid. Thus, the consumers can easily open it by just twisting it, and it is convenient to carry anywhere.

### 3.1.4 Why DASHA Container will be successful?

There seem to be several factors that influence the success of DASHA Container Company. Foocond is an innovative food container, so we are the first manufacturer in Malaysia that produced Foocond. As it has unique features and provides some benefits, many fast-food restaurants and cafes would then begin to purchase Foocond from DASHA Container in order to improve their customers' satisfaction. As a result, our business will become well-known among customers, particularly in the Klang, Shah Alam, and Petaling Jaya areas.

### 3.1.5 Customer demand

Presently, eating while in vehicles such car becomes one of people's habit. However, the existing snacks container quite not suitable to be used whenever eating in the vehicles as it



can caused messy. For instance, the snacks container that used to store fries and nuggets by fast food restaurants like KFC does not have compartment to put the dipping sauce. So, people will just directly dip the sauce from sauce's packaging which sometimes will cause the sauce to spilled on the car's cushion. As Foocond provide compartments to put the dipping sauce, there will be no such problem happen anymore. As a logical consequence, numerous fast-food restaurants and cafes have begun to choose Foocond from DASHA Container since it is affordable and convenient to use.

### **3.1.6 Competition**

DASHA Container has various competitors such as Fu Fong Plastic Industries Sdn Bhd and Mah Sing Plastics Industries Sdn Bhd. As for Fu Fong Plastic Industries Sdn Bhd, they have strong branding but they produced the common food containers which already existed in the market. Meanwhile, Mah Sing Plastics Industries Sdn Bhd sells their products in the price range of moderate to high. As a result of the competition, DASHA Container produces innovative food containers at an affordable price.

## **3.2 Outlook / Benchmarks / Timelines**

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

A major event that may occur in the near future is in terms of branding, as many competitors have already entered the market way earlier than DASHA Container. Therefore, DASHA Container need to work hard in order to make people know and trust in our brand. For example, placing banners at place where many people can recognize it, distribute brochures and make advertising through social media such as Instagram, Facebook, and Twitter. Thus, those efforts can help to make targeted customers realize the existence of DASHA Container and at the same time attract them to buy our products.

Regarding long-term events, DASHA Container expects to grow the business to some other state in order to reach a larger number of customers. That is because we aim to be a well-known company in Malaysia, as well as one of the leading suppliers of revolutionary food containers. As a result of gaining more customers, the company's profits will also grow.

## 4.0 MARKETING ANALYSIS AND COMPETITION

### 4.1 Target Market

DASHA Container Enterprise is a new company based in Klang, Selangor's industrial area. Several fast-food restaurants in Klang, Shah Alam, and Petaling Jaya are DASHA Container target markets. McDonalds and KFC are among the many fast-food restaurants that operate there. It also is close to various cafes in Klang, Shah Alam, and Petaling Jaya, including Card Cafe, D'One Steak, and Bistro à Table. This business's primary aim is to provide fast food restaurants and cafes with innovative meal containers. Thus, DASHA Container believes that by concentrating on this target market, the firm will be able to sustain. Furthermore, by using the DASHA Container's innovative products, mess will be prevented, especially when consumers eat food in the cars, and the food will be less likely to become sluggish as it is separated from the sauce.

### 4.2 Estimated Market size and Trends

Target Market	No. of restaurants	Potential restaurants (%)	No. of Potential restaurants
Fast food restaurants and cafes in Klang	400	30%	120
Fast food restaurants and cafes in Shah Alam	500	30%	150
Fast food restaurants and cafes in Petaling Jaya	300	10%	30
<b>Total</b>			<b>300</b>

Table 5: Estimated market size and trends

The market segments of DASHA Container Enterprise consists of fast-food restaurants and cafes in Klang, Shah Alam, and Petaling Jaya, like McDonalds, KFC, Card Cafe, D'One Steak, and Bistro à Table. The possible frequency of repeat purchases indicates that demographic and economic shifts may impact the demand. The businesses mentioned above may easily access the DASHA Container Factory because it would be near to their restaurants and cafes.

Target market	No. of potential restaurants	Estimated of the product buying
---------------	------------------------------	---------------------------------

		Quantity (box)/month	RM/box/month	Total (RM)
Fast food restaurants in Klang	120	20 x 120 = 2,400 (Every restaurant will be estimated for 20 boxes consist of 50 unit per box)	50	2,400 x 50 = 120,000
Fast food restaurants in Shah Alam	150	50 x 150 = 7,500 (Every restaurant will be estimated for 50 boxes consist of 50 units per box)	50	7,500 x 50 = 375,000
Fast food restaurants in Petaling Jaya	30	50 x 30 = 1,500 (Every restaurant will be estimated for 50 boxes consist of 50 units per box)	50	1,500 x 50 = 75,000
<b>Total market size</b>	<b>440</b>	<b>11,400</b>		<b>570,000</b>

Table 6: Estimated market size for one month

The final market size being determine by considering factors that might affect sales such as fasting month (Ramadhan).

#### 4.3. Estimated Market Share and Sales

##### 4.3.1 Market Share and Sales (year 2022)

Competitors	Market share and sales					
	Before			After		
	%	Box/month	RM/month	%	Box/month	RM/month
Fu Fong Plastic Industries Sdn Bhd	60	6,840 (0.6 x 11,400)	6,840 x 50 = 342,000	50	5,700 (0.5 x 11,400)	5,700 x 50 = 285,000

Mah Sing Plastics Industries Sdn Bhd	40	4,560 (0.4 x 11,400)	4,560 x 50 = 228,000	30	3,420 (0.3 x 11,400)	3,420 x 50 = 171,000
DASHA Container Enterprise	0			20	2,280 (0.2 x 11,400)	2,280 x 50 = 114,000
<b>Total</b>		<b>11,400</b>	<b>570,000</b>		<b>11,400</b>	<b>570,000</b>

Table 7: Market share and sales for the year 2022

<b>Product Market Share and Sales</b>			
	<b>Year</b>		
	<b>2022</b>	<b>2023</b>	<b>2024</b>
Market share (%)	20	25	30
Total sales in box	48,765	48,765 x (1 + 5%) = 51,203 (Increase 5%)	51,203 x (1 + 5%) = 53,763 (Increase 5%)
Total sales in RM	2,438,650	2,438,650 x (1 + 5%) = 2,560,583	2,560,583 x (1 + 5%) = 2,688,612

Table 8: Estimated market share and sales for the year 2022, 2023 and 2024

#### 4.4 Competition and Competitive Edges

<b>Competitors</b>	<b>Strengths</b>	<b>Weaknesses</b>
--------------------	------------------	-------------------

Fu Fong Plastic Industries Sdn Bhd	<ul style="list-style-type: none"> <li>• Strong branding</li> <li>• High quality</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of promotion</li> </ul>
Mah Sing Plastics Industries Sdn Bhd	<ul style="list-style-type: none"> <li>• Manufacturing plastic products for various industry</li> <li>• Exporting the products worldwide</li> </ul>	<ul style="list-style-type: none"> <li>• Moderate to high price</li> </ul>
DASHA Container Enterprise	<ul style="list-style-type: none"> <li>• Innovation product</li> <li>• Low to moderate price</li> </ul>	<ul style="list-style-type: none"> <li>• Unknown branding</li> <li>• Lack of machineries</li> </ul>

Table 9: Competition and the competitive advantages

#### 4.5 Sales Forecast

<b>Sales Forecast for Dasha Container Enterprise for the year 2022</b>		
<b>Month</b>	<b>Sales Collection (Box)</b>	<b>Sales Collection (RM)</b>
<b>January</b>	2,280	114,000
<b>February</b>	2,508	125,400
<b>March</b>	2,759	137,950
<b>April</b>	3,035	151,750
<b>May</b>	3,339	166,950
<b>June</b>	3,673	183,650
<b>July</b>	4,040	202,000
<b>August</b>	4,444	222,200
<b>September</b>	4,888	244,400
<b>October</b>	5,377	268,850
<b>November</b>	5,915	295,750
<b>December</b>	6,507	325,350
<b>Total</b>	<b>48,765</b>	<b>2,438,650</b>

Table 10: Sales forecast of DASHA Container Enterprise for the year 2022

## 4.6 Marketing Strategy

### 4.6.1 Product Strategy

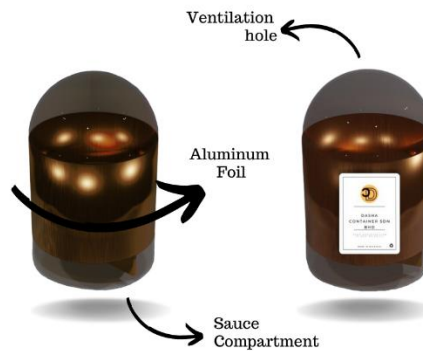


Figure 1: Product of DASHA Container Enterprise

The name for Dasha's food container is Foocond. Foocond is a combination of words from food and condiments. Foocond is a container that is specially designed to store snacks like fries, nuggets, chips and more. It is cylindrical with a semi-circular lid that is convenient to carry anywhere. Quality is one of the major elements of setting an array for a business. Hence, we ensure to deliver a high-quality product to customers. A few examples listed such as, the entire part of the container is coated with aluminium foil to prevent food from being soggy. Besides that, the lid of the container has a ventilation hole to remove the heat of food.

The key objective of packaging is to protect the product during transit to stores, keeping products organised and secure in storage, and attracting public's attention when it is being displayed on retail rack shelves. Foocond is durable as it is made of plastic. So, it is not easily destroyed. Moreover, Foocond is easy to use as it is reusable and has an additional compartment. The additional compartment is placed at the bottom of the container and can be easily opened by just twisting it.

What makes Foocond different from other products is it offers an additional dual condiment compartment. Therefore, customers can put two sauces of their choice. Furthermore, Foocond's feature of keeping the food warm and crispy by wrapping the container with aluminium foil and having a ventilation hole to release heat is what distinguishes the container from competitors' products.

#### 4.6.2 Pricing Strategy

Dasha Container Enterprise opted to apply a cost-based pricing method for the product. This strategy includes the product's total cost with a percentage mark-up to determine the product's final price. The price of FooCond is **RM1** per unit. We choose to sell the container in bulk. So, the FooCond are sold at **RM50** per box where one box contains 50 units of containers. We have to make sure that the cost of every box is around **RM30**.

#### 4.6.3 Sales Tactic

Dasha Container Enterprise will use our own sales force to make sales and distribute the product service. This tactic is cost effective as we can save middleman costs like hiring representatives or distributors.

<b>Competitors</b>	<b>Price Per Box (RM/box)</b>	<b>Differences (RM/box)</b>	<b>DASHA Container Enterprise (RM/box)</b>
<b>Fu Fong Plastic Industries Sdn Bhd</b>	<b>70.00</b>	<b>20.00</b>	<b>50.00</b>
<b>Mah Sing Plastics Industries Sdn Bhd</b>	<b>55.00</b>	<b>5.00</b>	
<b>Foodabox</b>	<b>48.00</b>	<b>-2.00</b>	

**Table 11: The price range of DASHA Container competitor**



#### **4.6.4 Place or Distribution Strategy**

DASHA Container Enterprise is located at 18, Lorong Sungai Puloh 10/KU6, Kawasan Perindustrian, Taman Sungai Puloh, 42100 Klang, Selangor. Our location is strategic because it is in an industrial area and near to Shah Alam and Petaling Jaya as well. Hence, the area seems to have its own benefit because it enables many fast-food businesses to come and consider purchasing our manufactured products, which is Foocond.

For distribution strategy, DASHA Container Enterprise uses channel 2 that has one intermediary level. We choose to supply the products to the businesses, where the fast-food restaurants and cafes like McDonalds and Card Cafe will distribute the products to the consumers. Apart from that, we also have online channels such as Instagram, Facebook, and Twitter which are used to deal with the businesses.

#### **4.6.5 Promotion Strategy**

Promotion strategy encompasses all of the communication that a seller employs in a marketplace to get customers to purchase their goods. For DASHA Container's promotion approach, we employ advertisements such as Google search advertising and banner advertising. Furthermore, to raise the degree of appeal to the consumer, we offer sales promotions such as product bundles, refunds, and product samples for greater exposure of our product quality and values. We are also committed to providing greater information and updates about our products via internet platforms such as Instagram and Facebook. Using this strategy, DASHA Container Enterprise will make everyone aware of the originality and uniqueness of our company's container products.

- **Google search advertising**

Google Ads is an excellent technique to send qualified visitors, or good-fit clients, to a business when they are searching for items and services similar to those offered by the business. DASHA Container Enterprise may improve website traffic, phone calls, and in-store visits by utilising Google Ads. DASHA Container Enterprise may use Google Adverts to design and distribute well-timed ads (through mobile and desktop) to its target audience. This implies that DASHA Container Enterprise will appear on the search engine results page when potential consumers search for products and services related to container products using Google Search or Google Maps. This allows DASHA Container Enterprise to reach the intended demographic when it makes sense for them to see the ad.

- **Banner advertising**

Despite the fact that banner advertising is the oldest kind of advertising, it has the ability to leave an immediate impact on the customer's mind. Banner advertising is the most cost-effective and popular method of launching a new product or service or creating a brand through visual display. It accelerates DASHA Container Enterprise sales by influencing consumers as soon as they see our brand on the roads, streets, buildings, or even automobiles. We frequently seek to strengthen our brand through banner advertising. To increase recognition, it is critical to tell your customers about your goods. Clients must be updated on a regular basis until they have a thorough understanding of the situation. We may market our goods in many locations and at different times by using banners. As a result, consumers will continue to see our brand name and logo and, over time, will begin to associate it with it.



Figure 2: Banner Advertising of Foocond

- **Product bundles**

Promoting a new product might be tough since the market is so crowded with identical products and is so competitive. DASHA Container Enterprise preferred using bundling for our products since it gives considerable benefits. Bundling increases average order value, which is a crucial indicator for judging business performance and growth. By raising the amount paid on each transaction, this method increases total income. Bundle products to get customers to spend more and make smart business decisions based on customer preferences. By including product bundling distribution into our marketing plan, our company will achieve fantastic results especially to customer experience. Customers are offered the option of selecting products and services based on their own requirements. Allowing them to remove, add, or alter goods from base bundles can then improve the end outcome. Furthermore, tailoring the bundle offers depending on their demands would make it easier for them to get everything they

require in a shorter period. Their buying experience will be quick and worry-free, encouraging them to buy more from our company.

- **Refund**

Refunds are one of the promotion tools. Refunds might be difficult for every business to apply for. This is because the entire money paid by the buyer or customers should be returned in order to satisfy the buyers or customers. Refunds is about the seller returning all the money paid by the clients for the purchase of the products or services. This happens when the products or services do not meet the needs and wants of customers. Occasionally refunds are agreed when the customer documents a suit in the consumer courts. DASHA Container Enterprise is given the refunds to clients when the products do not meet the requirements or dissatisfaction on the quality of product. Refunds in DASHA can be done if the products are still in original packaging and in a good condition. We might cancel the refunds if we do not receive the products in good condition and together with the receipt.

- **Product Sampling**

Customers can test smaller versions of our product for free before ordering it, which is known as product sampling. DASHA Container Enterprise gives samples to clients if they purchase in bulk. Before the product has been purchased, DASHA will give some samples to customers for the first time to test the quality and stability of the container. Although the product has gone through a balancing process when placing the food in the container, we still care about the satisfaction of our customers so that they can try it first. This cuts the cost from refund as the return process is more expensive as all costs are borne by us if proven guilty. Product sampling also can lead to attracting customers with satisfaction before they purchase in bulk.

#### 4.7 Marketing Budget

<b>MARKETING EXPENDITURE</b>	
	<b>RM</b>
<b>Fixed Assets</b>	
Delivery Van	-
<b>Working Capital</b>	
Promotional Cost	300
<b>Other Expenditures</b>	
Road tax and Insurance	-
Deposits	2000
Other expenditure	1500
<b>Total (RM)</b>	<b>3,800</b>

Table 12: The marketing expenditure of DASHA Container Enterprise

## 5.0 Operations and Production Plan

### 5.1 Facilities

#### 5.1.1 Location



Figure 3: The office building and location of DASHA Container Enterprise

Dasha Enterprise is located at 18, Lorong Sungai Puloh 10/KU6, Kawasan Perindustrian, Taman Sungai Puloh, 42100 Klang, Selangor. Klang became the chosen location for their strategic location for manufacturing products since it's an industrial area. To add on, it's also located near to our clients like McDonalds which is very convenient and makes our delivery easier. The office and operation of the product is in the same place because the business still new.

### 5.1.2 Operational Layout

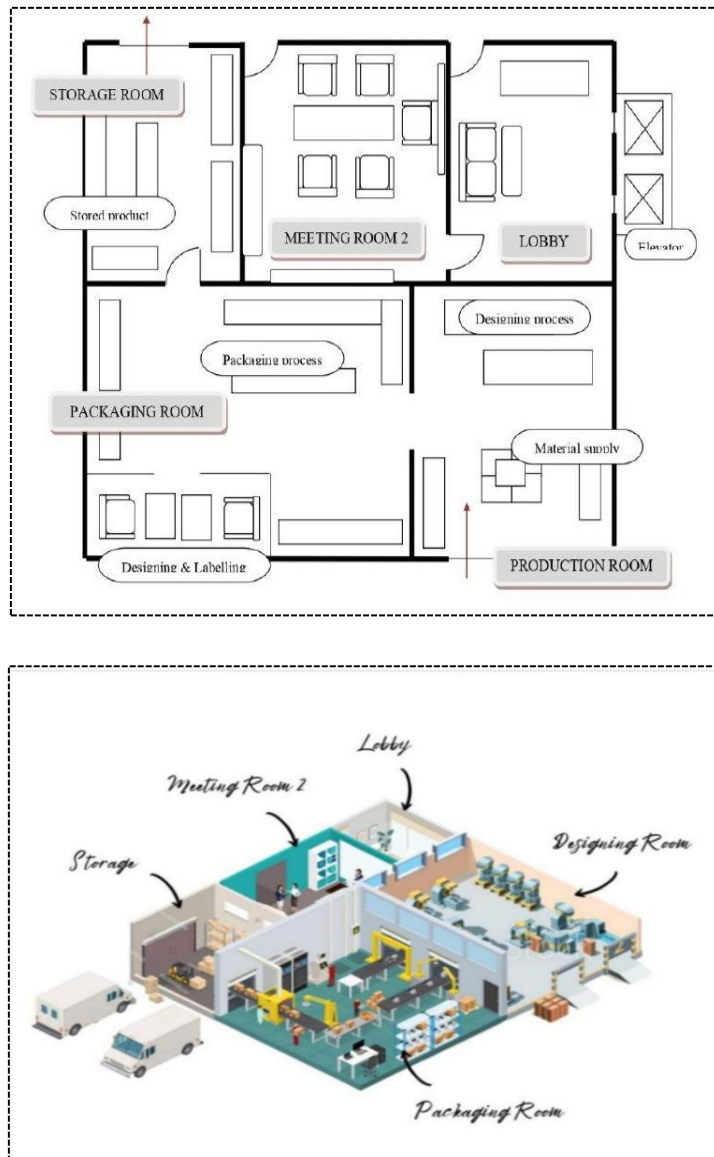


Figure 4: The first floor of Dasha Enterprise's building

Dasha Enterprise operation layout is made to be suitable for product focus and continuous flow production. The operation layout is separated with the first floor and second floor. Based on the diagram above, the first floor is where the production of FoodCond took place. The finished product will be transferred to the packaging room for labelling. The first floor also includes the storage area where our products would be stored and ready to be delivered.

## 5.2 Activity Flowchart

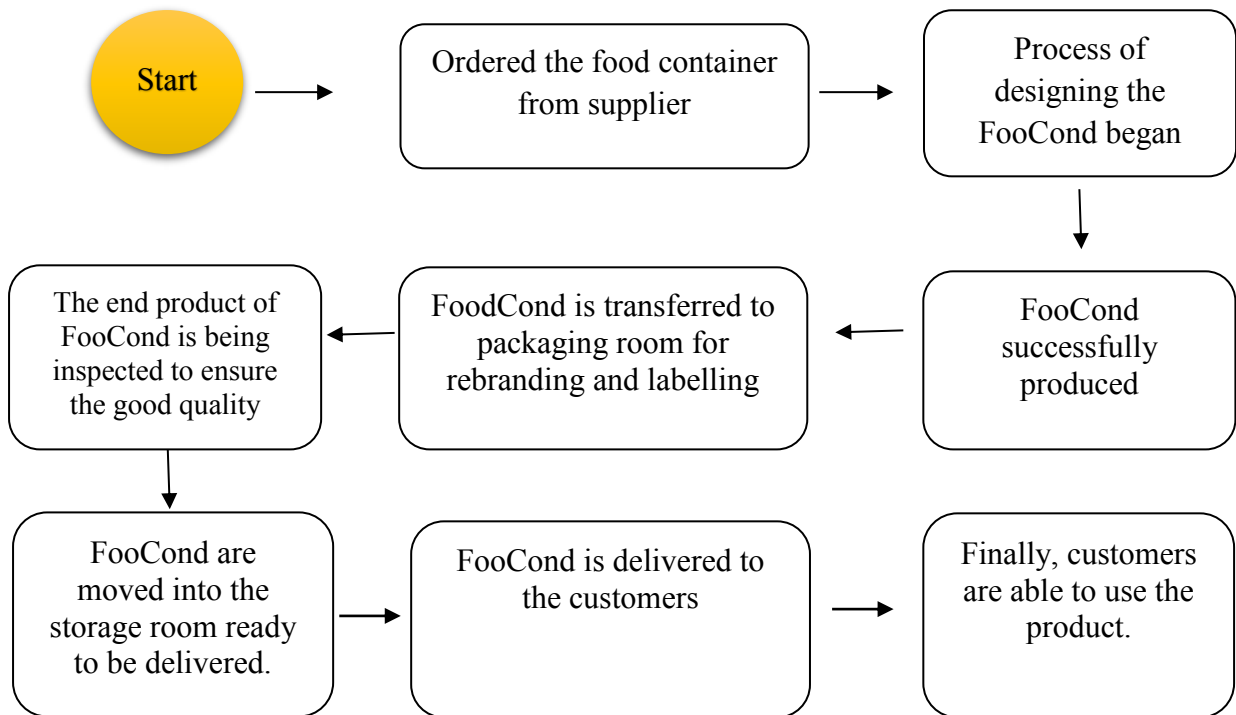


Figure 5: The production process of Foocond

## 5.3 Raw Material and Packaging Requirements

Materials	Quantity required	Safety stock	Price per/box	Total purchase (RM)
Container with biodegradable paper (This material is from the supplier which DASHA sent the design and supplier produce the same as it should be)	2,280 box (50 units per box) (Weight-7cm) (Height-15cm)	10 boxes	$(2,280 + 10) \times 23$	52,670
Aluminium foil	$(114,000/1000)$ = 114 rolls	1 roll	$(114+1) \times 100$	11,500

(to maintain the texture and keep the food warm)				
Sealing tape (This material is for the packaging of the boxes)	100	10	(100+10) x 9	990
<b>Total</b>				<b>65,160</b>

Table 13: The raw material and packaging requirements

#### 5.4 Machine, Furniture and Equipment

Item	Price per unit (RM)	No required	Total cost (RM)	Supplier
<b>Machine</b>				
Cutting and molding	15,000	2	30,000	Vision Machinery & Resources
Printing and labelling	7,473	1	7,473	
<b>Furniture</b>				
Table (long table)	70	10	700	Saidina Excel Services Sdn Bhd
Chair	25	10	250	
Cabinet	500	4	2,000	Hyperack Sdn Bhd
Open shelf	300	15	4,500	
<b>Equipment</b>				Kivi Electrical Trading Sdn Bhd
Fan	200	4	800	
Light	60	50	3,000	
<b>Total</b>			<b>48,723</b>	

Table 14: List of machine, furniture, and equipment



## 5.5 Schedule of Remuneration

Position	No.	Monthly Salary (RM)	EPF Contribution (10%) (RM)	SOCSSO (2%) (RM)	Amount (RM)
Operator	2	1500	150	30	3,360
Driver	1	1500	150	30	1,680
<b>Total</b>					<b>5,040</b>

Table 15: Schedule of remuneration in operation department

## 5.6 Operation Expenditure

<b>OPERATIONAL EXPENDITURE</b>	
	<b>RM</b>
<b>Fixed Assets/Capital Expenditure</b>	
Machine, Furniture and Equipment	48,723
Van (from existing asset of one of the share partners)	80,000
<b>Working Capital/Monthly Expenditure</b>	
Raw materials & packaging	65,160
Salaries	5,040
<b>Other Expenditure</b>	
Road tax and Insurance	2,000
Other expenditure (Van maintenance, petrol and toll)	1,300
<b>Total</b>	<b>157,992</b>

Table 16: Operation expenditure of DASHA Container Enterprise

## 6.0 ORGANIZATIONAL PLAN

### 6.1 Ownership structure

DASHA Container is a five-person partnership firm that specializes in containers. Each partner has put their signature on the partnership agreement (Appendix 1), in which they have committed to have an equal share of the earnings. They have all studied various areas and are presently in charge of a separate department (Refer to resume at Appendix 2)

Name	Ownership share
Khairunnisa Binti Suhaimi	20%
Nur Syifa Natasha Binti Rosli	20%
Nurdina Suhada Binti Mat Asripin	20%
Siti Humaira Binti Abdul Razak	20%
Nurul Amalin Binti Azman	20%

Table 17: List of partners and shareholding proportions

## 6.2 Organizational Chart

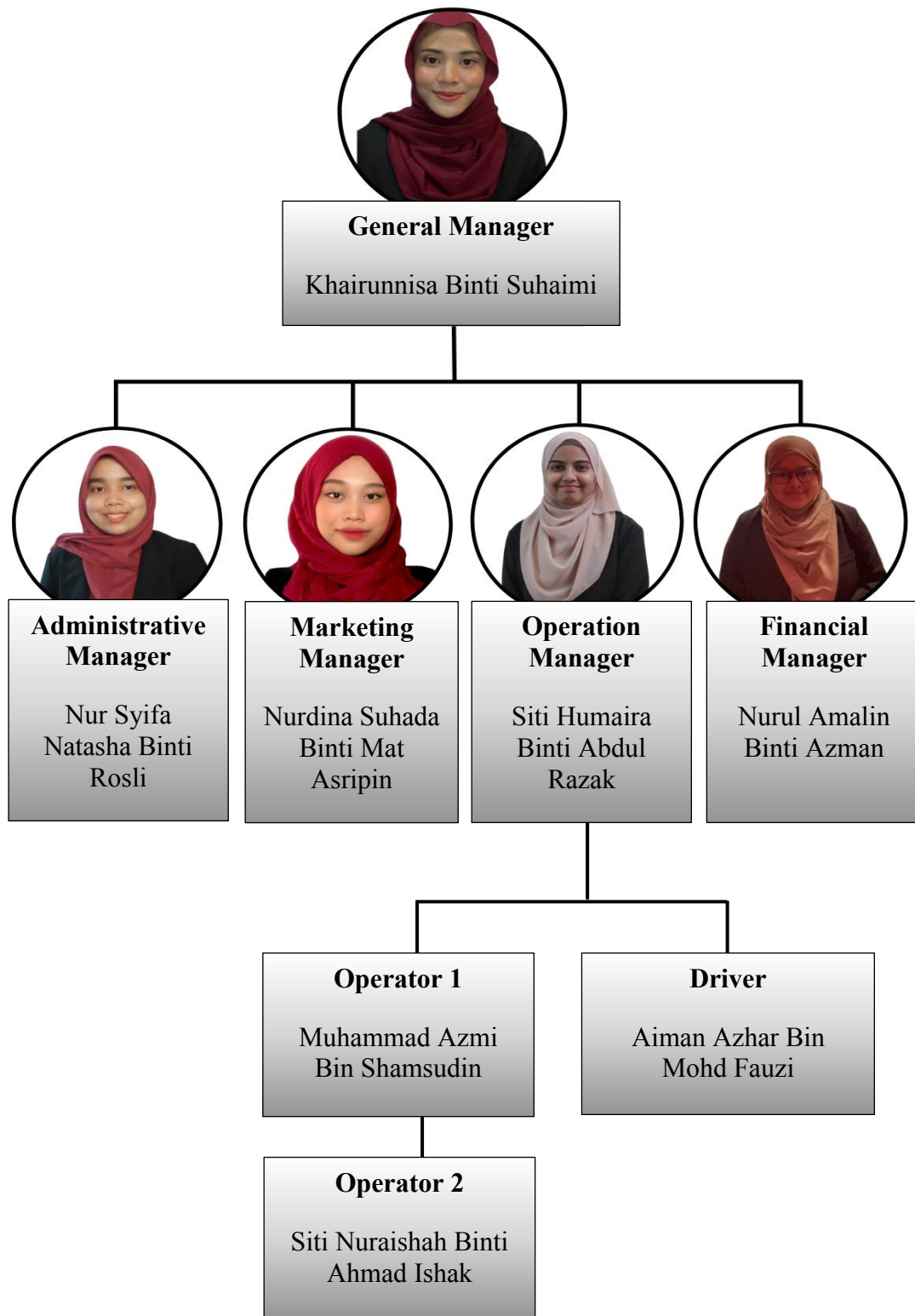


Figure 6: The organizational chart of DASHA Container Enterprise

### 6.3 Manpower Planning

Position	Number of Staff
General Manager	1
Administrative Manager	1
Marketing Manager	1
Operation Manager	1
Finance Manager	1
<b>Total</b>	<b>5</b>

Table 18: Manpower planning

### 6.4 Schedule of Tasks and Responsibilities

Position	Main Tasks
General Manager	<ul style="list-style-type: none"> <li>• Maintain oversight of the day-to-day activities of the company or organization.</li> <li>• Take responsibility for developing and putting into action a plan that is geared toward expanding the company.</li> <li>• Manage directly the key functional managers and executives working within the business unit.</li> </ul>
Administrative Manager	<ul style="list-style-type: none"> <li>• Initiate and maintain departmental policies and procedures.</li> <li>• Observe and control the actions of the employees, such as answering phones, directing visitors, arranging meetings or travel, and distributing mail.</li> <li>• Organize and regulate administrative processes by developing, analyzing, reviewing, and implementing systems and controls.</li> </ul>

Marketing Manager	<ul style="list-style-type: none"> <li>• Develop marketing strategies to support the overall strategic marketing plan's promotional objectives across various channels and segments.</li> <li>• Evaluate the impact of marketing campaigns on their stated goals, such as lead flow, lifetime value, and customer retention.</li> <li>• Manage marketing research studies in order to gain customer insights that can be used to improve marketing strategy and communication efforts</li> </ul>
Operation Manager	<ul style="list-style-type: none"> <li>• Assisting with the promotion of business culture in order to build high-quality workers who have top performance and great morale</li> <li>• Motivating the team by effectively managing the organization in the best possible manner</li> <li>• Ensure that all legal and regulatory papers are submitted, as well as monitor compliance with laws and regulations Supervise in terms of budgeting, reporting, planning, and auditing Ensure that all legal and regulatory documents are filed</li> </ul>
Finance Manager	<ul style="list-style-type: none"> <li>• Promote the improvement of accounting practices from beginning to end.</li> <li>• Account for accruals, prepayments, and other transactions on a monthly basis.</li> <li>• Manage stakeholder expectations by continuously identifying delivery risks, proposing remedies when appropriate, and staying on top of all of their expectations.</li> <li>• Involved in the management of working capital and the generation of cash flow projections.</li> </ul>
Operator	<ul style="list-style-type: none"> <li>• Support with machinery setup, maintenance, and repair.</li> <li>• Collaborate with others to ensure that equipment is in working order.</li> <li>• Adhere to the company's safety policies and procedures at all times.</li> </ul>

Driver	<ul style="list-style-type: none"> <li>• Transporting personnel and various firm items and supplies to and from designated areas in a reasonable timeframe.</li> <li>• Adjusting travel routes to avoid congestion and roadwork.</li> <li>• Maintaining the vehicle by giving it a thorough washing, cleaning, and doing routine maintenance on a regular basis.</li> </ul>
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Table 19: Lists of job position and description

### 6.4.1 Office Layout

The offices of DASHA CONTAINER ENTERPRISE are located on the building's second floor. It is easily specialized for partners to carry out meetings and where the employees perform administrative works and conduct businesses with clients.

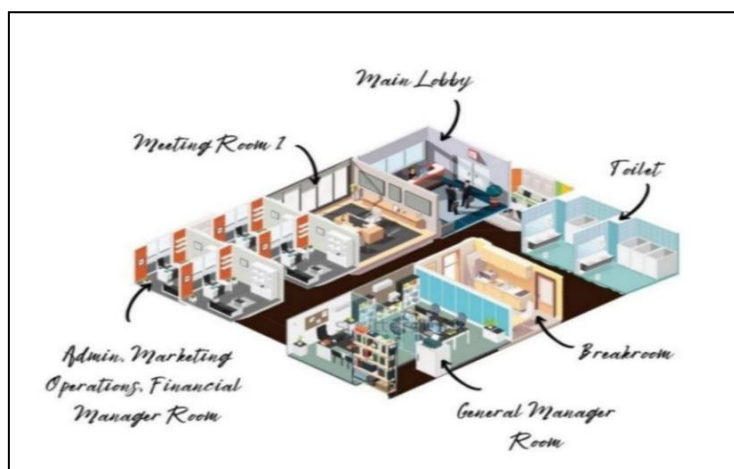
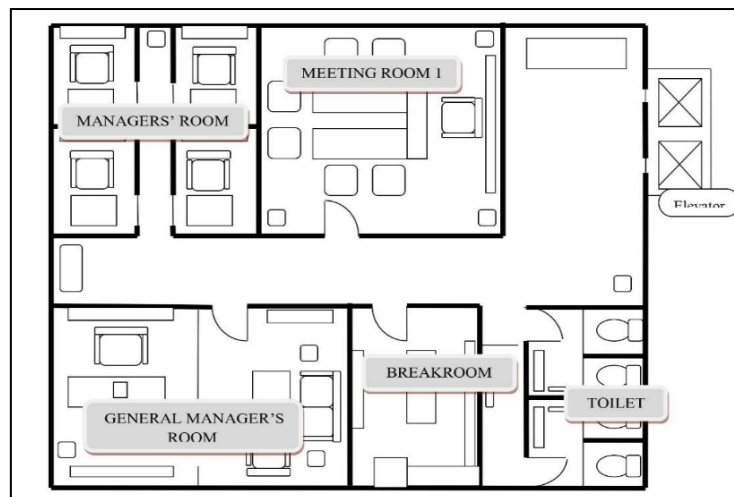


Figure 7: The second floor of Dasha Enterprise's building

## 6.5 Schedule of Remuneration

Position	No.	Monthly Salary (RM)	EPF Contribution (9%) (RM)	SOCSSO (1.75%) (RM)	Amount (RM)
General Manager	1	3,000	270	52.5	3,322.5
Administrative Manager	1	2,600	234	45.5	2,879.5
Marketing Manager	1	2,600	234	45.5	2,879.5
Operation Manager	1	2,500	225	43.75	2,768.75
Financial Manager	1	2,800	252	49	3,101
<b>Total</b>					<b>14,951</b>

Table 20: Schedule of remuneration

## 6.6 List of Office equipment and Fittings

Item	Quantity (Unit)	Price Per Unit (RM)	Total Cost (RM)
File cabinet	2	200	400
Executive table with chair	5 sets	1,300	6,500
Sofa	1 set	500	500
Fax machine & phone	1	200	200
Stationaries	2 sets	100	200
4 in 1 printer (printer, fax, scan, photostat)	1	300	300
Air conditioner	2	900	1,800
Fire extinguisher	1	70	70
Computer	2 sets	1,500	3,000
<b>Total</b>		<b>5,070</b>	<b>12,970</b>

Table 21: List of office equipment and fittings



## 6.7 Organizational Budget

<b>ADMINISTRATIVE EXPENDITURE</b>	
	<b>RM</b>
Fixed Assets/Capital Expenditures	
Office Equipment and Fittings	12,970
Working Capital/Monthly Expenditures	
Salaries	14,951.25
Utilities	1,380
Rental	2,000
Other Expenditures	
Business Registration & Licenses	1,500
Deposit Rental	1,000
<b>TOTAL</b>	<b>33,801.25</b>

Table 22: Administrative expenditure

## 7.0 FINANCIAL PLAN

### 7.1 Input

#### FINANCIAL PLANNING

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NAME OF BUSINESS/COMPANY	<b>DASHA CONTAINER ENTERPRISE</b>
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#### 1. Projected administrative, marketing and operations expenditure :

ADMINISTRATIVE EXPENDITURE		MARKETING EXPENDITURE		OPERATIONS EXPENDITURE	
Fixed Assets	RM	Fixed Assets	RM	Fixed Assets	RM
Land & Building	-			Machine, Furniture and Equipment	48,723
Furniture and Fittings	12,970			Van	80,000
<b>Working Capital</b>		<b>Working Capital</b>		<b>Working Capital</b>	
Salaries	14,951			Raw Materials & Packaging	65,160
Utilities	1,380	Promotion	300	Carriage Inward & Duty	-
Rental	2,000			Salaries, EPF & SOCSO	5,040
<b>Other Expenditure</b>		<b>Other Expenditure</b>		<b>Other Expenditure</b>	
Other Expenditure		Other Expenditure		Other Expenditure	
<b>Pra-Operasi</b>		<b>Pra-Operasi</b>		<b>Pra-Operasi</b>	
Deposit (rent, utilities, etc.)	1,000	Deposit (rent, utilities, etc.)	2,000	Deposit (rent, utilities, etc.)	-
Business Registration & Licences	1,500	Business Registration & Licences		Business Registration & Licences	
Insurance & Road Tax for Motor Vehicle		Insurance & Road Tax for Motor Vehicle		Insurance & Road Tax for Motor Vehicle	2,000
Other Expenditure		Other Expenditure	1,500	Other Expenditure	1,300
<b>TOTAL</b>	<b>33,801</b>	<b>TOTAL</b>	<b>3,800</b>	<b>TOTAL</b>	<b>202,223</b>

#### 2. Projected sales and purchases:

		SALES PROJECTION		PURCHASE PROJECTION	
Year 1	Month 1	114,000		Month 1	65,160
	Month 2	125,400		Month 2	71,676
	Month 3	137,950		Month 3	78,844
	Month 4	151,750		Month 4	86,728
	Month 5	166,950		Month 5	95,401
	Month 6	183,650		Month 6	104,941
	Month 7	202,000		Month 7	115,435
	Month 8	222,200		Month 8	126,978
	Month 9	244,400		Month 9	139,676
	Month 10	268,850		Month 10	153,644
	Month 11	295,750		Month 11	169,008
	Month 12	325,750		Month 12	185,909
	Total Year 1	2,438,650		Total Year 1	1,393,400
Year 2	ToTal Year 2	2,560,583		ToTal Year 2	1,463,070
Year 3	Total Year 3	2,688,612		Total Year 3	1,536,223

Table 23: The Input for DASHA Container Enterprise financial planning

## 7.2 Project Implementation Cost/Start up Costs

DASHA CONTAINER ENTERPRISE					
PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE					
Project Implementation Cost			Sources of Finance		
Requirements	Cost	Loan	Hire-Purchase	Own Contribution	
				Cash	Existing F. Assets
<b>Fixed Assets</b>					
Land & Building					
Furniture and Fittings	12,970			3,170	9,800
Machine, Furniture and Equipment	48,723	8,509		20,214	20,000
Van	80,000				80,000
<b>Working Capital</b>	1 months				
Administrative	18,331	18,331			
Marketing	300	300			
Operations	70,200	70,200			
<b>Pre-Operations &amp; Other Expenditure</b>	9,300	9,300			
<b>Contingencies</b>	10%	23,982	23,982		
<b>TOTAL</b>	<b>263,807</b>	<b>130,623</b>		<b>23,384</b>	<b>109,800</b>

Table 24: Project implementation cost and sources of finance

### 7.3 Table of Depreciation and Table of Loan & Hire Purchase

DASHA CONTAINER ENTERPRISE DEPRECIATION SCHEDULES				
<b>Fixed Asset</b>		<b>Furniture and Fittings</b>		
<b>Cost (RM)</b>		<b>12,970</b>		
<b>Method</b>		<b>Straight Line</b>		
<b>Economic Life (yrs)</b>		<b>5</b>		
Year	Annual Depreciation	Accumulated Depreciation	Book Value	
	-	-	12,970	
1	2,594	2,594	10,376	
2	2,594	5,188	7,782	
3	2,594	7,782	5,188	
4	2,594	10,376	2,594	
5	2,594	12,970	-	
6	0	0	-	
7	0	0	-	
8	0	0	-	
9	0	0	-	
10	0	0	-	
<b>Fixed Asset</b>		<b>Van</b>		
<b>Cost (RM)</b>		<b>80,000</b>		
<b>Method</b>		<b>Straight Line</b>		
<b>Economic Life (yrs)</b>		<b>10</b>		
Year	Annual Depreciation	Accumulated Depreciation	Book Value	
	-	-	80,000	
1	8,000	8,000	72,000	
2	8,000	16,000	64,000	
3	8,000	24,000	56,000	
4	8,000	32,000	48,000	
5	8,000	40,000	40,000	
6	8,000	48,000	32,000	
7	8,000	56,000	24,000	
8	8,000	64,000	16,000	
9	8,000	72,000	8,000	
10	8,000	80,000	-	
<b>Fixed Asset</b>		<b>Machine, Furniture and Equipment</b>		
<b>Cost (RM)</b>		<b>48,723</b>		
<b>Method</b>		<b>Straight Line</b>		
<b>Economic Life (yrs)</b>		<b>5</b>		
Year	Annual Depreciation	Accumulated Depreciation	Book Value	
	-	-	48,723	
1	9,745	9,745	38,978	
2	9,745	19,489	29,234	
3	9,745	29,234	19,489	
4	9,745	38,978	9,745	
5	9,745	48,723	-	
6	0	0	-	
7	0	0	-	
8	0	0	-	
9	0	0	-	
10	0	0	-	

DASHA CONTAINER ENTERPRISE LOAN & HIRE-PURCHASE AMMORTISATION SCHEDULES				
<b>LOAN REPAYMENT SCHEDULE</b>				
<b>Amount</b>		<b>130,623</b>		
<b>Interest Rate</b>		<b>5%</b>		
<b>Duration (yrs)</b>		<b>5</b>		
<b>Method</b>		<b>Baki Tahunan</b>		
Year	Principal	Interest	Total Payment	Principal Balance
	-	-		130,623
1	26,125	6,531	32,656	104,498
2	26,125	5,225	31,349	78,374
3	26,125	3,919	30,043	52,249
4	26,125	2,612	28,737	26,125
5	26,125	1,306	27,431	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-
<b>HIRE-PURCHASE REPAYMENT SCHEDULE</b>				
<b>Amount</b>		<b>5%</b>		
<b>Interest Rate</b>		<b>5</b>		
<b>Duration (yrs)</b>		<b>5</b>		
Year	Principal	Interest	Total Payment	Principal Balance
	-	-		-
1	-	-	-	-
2	-	-	-	-
3	-	-	-	-
4	-	-	-	-
5	-	-	-	-
6	-	-	-	-
7	-	-	-	-
8	-	-	-	-
9	-	-	-	-
10	-	-	-	-

Table 25: Depreciation and loan schedules

## 7.4 Cash Flow Statement

### Cash Flow Statement

DASHA CONTAINER ENTERPRISE 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
<b>CASH INFLOW</b>																
Capital (Cash)	23,384													23,384		
Loan	130,623													130,623		
Cash Sales		79,800	87,780	96,565	106,225	116,865	128,955	141,400	155,540	171,080	188,195	207,025	228,025	1,707,055	1,792,408	1,882,028
Collection of Accounts Receivable		34,200	34,200	37,320	41,385	45,525	50,095	55,095	60,600	66,660	73,320	80,655	88,725	633,870	801,885	803,383
<b>TOTAL CASH INFLOW</b>	<b>154,007</b>	<b>79,800</b>	<b>121,980</b>	<b>134,185</b>	<b>147,610</b>	<b>162,390</b>	<b>178,640</b>	<b>196,495</b>	<b>216,140</b>	<b>237,740</b>	<b>261,515</b>	<b>287,680</b>	<b>316,750</b>	<b>2,494,532</b>	<b>2,594,293</b>	<b>2,694,411</b>
<b>CASH OUTFLOW</b>																
<b>Administrative Expenditure</b>																
Salaries		14,951	14,951	14,951	14,951	14,951	14,951	14,951	14,951	14,951	14,951	14,951	14,951	179,415	206,327	247,593
Utilities		1,380	1,380	1,380	1,380	1,380	1,380	1,380	1,380	1,380	1,380	1,380	1,380	16,560	19,044	22,853
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	27,600	33,120
<b>Marketing Expenditure</b>																
Promotion		300	300	300	300	300	300	300	300	300	300	300	300	3,600	4,140	4,968
<b>Operations Expenditure</b>																
Cash Purchase		32,580	36,638	39,422	43,364	47,700	52,470	57,717	63,489	69,838	76,822	84,504	92,955	686,700	731,535	768,112
Payment of Account Payable			19,548	34,535	37,988	41,787	45,866	50,562	55,619	61,181	67,299	74,028	81,431	589,944	688,700	731,535
Carriage Inward & Duty																
Salaries, EPF & SOCSO		5,040	5,040	5,040	5,040	5,040	5,040	5,040	5,040	5,040	5,040	5,040	5,040	60,480	69,552	83,462
<b>Other Expenditure</b>																
<b>Pre-Operations</b>																
Deposit (rent, utilities, etc)														3,000		
Business Registration & Licenses														1,500		
Insurance & Road Tax for Motor Vehicle														2,000		
Other Pre-Operations Expenditure														2,800		2,000
<b>Fixed Assets</b>																
Purchase of Fixed Assets - Land & Building																
Purchase of Fixed Assets - Others																
Hire-Purchase Down Payment																
<b>Hire-Purchase Repayment:</b>																
Principal																
Interest																
<b>Loan Repayment:</b>																
Principal		2,177	2,177	2,177	2,177	2,177	2,177	2,177	2,177	2,177	2,177	2,177	2,177	26,125	26,125	26,125
Interest		544	544	544	544	544	544	544	544	544	544	544	544	6,531	5,225	3,919
Tax Payable														0	0	0
<b>TOTAL CASH OUTFLOW</b>	<b>41,193</b>	<b>56,973</b>	<b>81,779</b>	<b>100,249</b>	<b>107,745</b>	<b>115,880</b>	<b>124,829</b>	<b>134,672</b>	<b>145,900</b>	<b>157,411</b>	<b>170,513</b>	<b>184,925</b>	<b>200,778</b>	<b>1,624,547</b>	<b>1,788,248</b>	<b>1,923,686</b>
<b>CASH SURPLUS (DEFICIT)</b>	<b>112,814</b>	<b>20,827</b>	<b>40,201</b>	<b>33,936</b>	<b>39,865</b>	<b>46,510</b>	<b>53,811</b>	<b>61,823</b>	<b>70,640</b>	<b>80,329</b>	<b>91,002</b>	<b>102,755</b>	<b>115,972</b>	<b>870,384</b>	<b>806,046</b>	<b>761,725</b>
<b>BEGINNING CASH BALANCE</b>		<b>112,814</b>	<b>133,641</b>	<b>173,643</b>	<b>207,678</b>	<b>247,544</b>	<b>294,054</b>	<b>347,885</b>	<b>409,687</b>	<b>480,327</b>	<b>569,656</b>	<b>669,688</b>	<b>784,413</b>	<b>870,384</b>	<b>870,384</b>	<b>1,676,430</b>
<b>ENDING CASH BALANCE</b>		<b>133,641</b>	<b>173,843</b>	<b>207,678</b>	<b>247,544</b>	<b>294,054</b>	<b>347,885</b>	<b>409,687</b>	<b>480,327</b>	<b>569,656</b>	<b>669,688</b>	<b>784,413</b>	<b>870,384</b>	<b>870,384</b>	<b>1,676,430</b>	<b>2,438,156</b>

Table 26: Cash flow statement of DASHA Container Enterprise

## 7.5 Income Statement

<b>DASHA CONTAINER ENTERPRISE PRODUCTION COST PRO-FORMA STATEMENT</b>			
	Year 1	Year 2	Year 3
<b>Raw Materials</b>			
Opening Stock	0		500
Current Year Purchases	1,393,400	1,463,070	1,536,223
Ending Stock		500	500
Raw Materials Used	1,393,400	1,462,570	1,536,223
Carriage Inwards			
	1,393,400	1,462,570	1,536,223
<b>Salaries, EPF &amp; SOCSO</b>	60,480	69,552	83,462
<b>Factory Overhead</b>			
Depreciation of Fixed assets (Operations)	17,745	17,745	17,745
Total Factory Overhead	17,745	17,745	17,745
<b>Production Cost</b>	<b>1,471,625</b>	<b>1,549,867</b>	<b>1,637,430</b>

<b>DASHA CONTAINER ENTERPRISE PRO-FORMA INCOME STATEMENT</b>			
	Year 1	Year 2	Year 3
<b>Sales</b>	<b>2,438,650</b>	<b>2,560,583</b>	<b>2,688,612</b>
<b>Less: Cost of Sales</b>			
Opening Stock of Finished Goods			
Production Cost	1,471,625	1,549,867	1,637,430
less: Ending Stock of Finishe Goods			
	0	0	0
	<b>1,471,625</b>	<b>1,549,867</b>	<b>1,637,430</b>
<b>Gross Profit</b>	<b>967,025</b>	<b>1,010,716</b>	<b>1,051,182</b>
<b>Less: Enpenditure</b>			
Administrative Expenditure	219,975	252,971	303,566
Marketing Expenditure	3,600	4,140	4,968
Other Expenditure			
Business Registration & Licences	1,500		
Insurance & Road Tax for Motor Vehicle	2,000	2,000	2,000
Other Pre-Operations Expenditure	2,800		
Interest on Hire-Purchase			
Interest on Loan	6,531	5,225	3,919
Depreciation of Fixed Assets	2,594	2,594	2,594
<b>Total Expenditure</b>	<b>239,000</b>	<b>266,930</b>	<b>317,046</b>
<b>Net Profit Before Tax</b>	<b>728,025</b>	<b>743,786</b>	<b>734,135</b>
<b>Tax</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Profit After Tax</b>	<b>728,025</b>	<b>743,786</b>	<b>734,135</b>
<b>Accumulated Net Profit</b>	<b>728,025</b>	<b>1,471,812</b>	<b>2,205,947</b>

Table 27: Pro-forma income statement of DASHA Container Enterprise

## 7.6 Balance Sheet

<b>DASHA CONTAINER ENTERPRISE PRO-FORMA BALANCE SHEET</b>			
	Year 1	Year 2	Year 3
<b>ASSETS</b>			
<b>Fixed Assets (Book Value)</b>			
Land & Building			
Furniture and Fittings	10,376	7,782	5,188
Machine, Furniture and Equipment	38,978	29,234	19,489
Van	72,000	64,000	56,000
	121,354	101,016	80,677
<b>Current Assets</b>			
Stock of Raw Materials		500	500
Stock of Finished Goods			
Accounts Receivable	97,725	64,015	67,215
Cash Balance	870,384	1,676,430	2,438,156
	968,109	1,740,945	2,505,871
<b>Other Assets</b>			
Deposit	3,000	3,000	3,000
<b>TOTAL ASSETS</b>	<b>1,092,464</b>	<b>1,844,960</b>	<b>2,589,548</b>
<b>Owners' Equity</b>			
Capital	133,184	133,184	133,184
Accumulated Profit	728,025	1,471,812	2,205,947
	861,209	1,604,996	2,339,131
<b>Long Term Liabilities</b>			
Loan Balance	104,498	78,374	52,249
Hire-Purchase Balance			
	104,498	78,374	52,249
<b>Current Liabilities</b>			
Accounts Payable	126,756	161,591	198,168
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>1,092,464</b>	<b>1,844,960</b>	<b>2,589,548</b>

Table 28: Pro-forma balance sheet of DASHA Container Enterprise

## 8.0 PROJECT MILESTONES

Below are DASHA Container Enterprise project milestones:

<b>Activities</b>	<b>Start Dates</b>	<b>End Dates</b>
Business registrated	20 June 2022	30 June 2022
Incorporation of the ventures	7 July 2022	9 July 2022
Opening business's bank account	12 July 2022	18 July 2022
Design and development of product completed	April 29 2022	24 July 2022
Prototypes of product completed	27 July 2022	31 July 2022
Ordering materials from suppliers	3 August 2022	9 August 2022
Signing agreement of business with clients	7 August 2022	12 August 2022
Production and operation began	14 August 2022	16 August 2022
Receipt of first orders	20 August 2022	22 August 2022
Delivery of first sales	26 August 2022	28 August 2022

Table 29: The project milestones of DASHA Container Enterprise



## **9.0 CONCLUSION**

To summarize this business plan, it is not easy to construct a better plan for every department. DASHA Container Enterprise is a company that produces quality and nice containers for restaurants. In terms of overall for a business plan, it is not something that is easy to carry out and requires more effort to complete to the end. However, this new company is able to present good and innovative products at this time. In the short term, the company promises to reduce the cost of producing this product for other businesses to buy it wholesale. This is because these products can be used or discarded according to individual tastes. Initially, this product is for disposable only but can be used if it does not exceed three uses. Not only that, the company expects profits to definitely increase but be able to expand into other areas that are not just on the target market. In the long term, this company hopes to create many innovative containers that suit and make it easy for user. It is of course may solve man's problem in this universe. We try to conquer another state in our country so that we can maximize the profits and try to serve better quality to them.

## 10.0 APPENDICES

### APPEDIX 1: Partnership Agreement

#### PARTNERSHIP AGREEMENT

This partnership agreement will be signed on June 20th, 2022, in the presence of two lawyers representing Tunku Nizamuddin and S.Morgan Sivarajan who have been designated to witness the signing. The purpose of this partnership agreement is to ensure that the business is operated in a way that is both efficient and successful, as well as to prevent fraudulent activities and deceptions from taking place during the operation of the business.

Below are the partners of DASHA Container Sdn Bhd:

No.	Name	IC Number
1.	Khairunnisa Binti Suhaimi	990317-05-5786
2.	Nur Syifa Natasha Binti Rosli	000202-05-0576
3.	Nurdina Suhada Binti Mat Asripin	001020-10-1728
4.	Siti Humaira Binti Abdul Razak	001016-14-0652
5.	Nurul Amalin Binti Azman	000823-03-0412

DASHA Container Sdn Bhd will endeavour in the future to provide our product to customers and markets on a national and international scale.

We have reached a consensus regarding the sharing of information, transparency, trust, and participation in decision-making, which has led to the success of our company, DASHA Container Sdn Bhd. We have committed to work together and exert ourselves to the end in order to achieve our purpose and vision and attain the profit target. This contract is a symbol of our ongoing cooperation, and we will work together in good faith and maintain a strong relationship to ensure the success of our business.

#### i. Company's Name

Five partners under Partnership Agreement Act Registered 1961 (Amendment 1974) established DASHA Container Sdn Bhd.

#### ii. Business Form

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

**iii. Business Location**

We will conduct the business and manufactures at 18, Lorong Sungai Puloh 10/KU6, Kawasan Perindustrian, Taman Sungai Puloh, 42100 Klang, Selangor.

**iv. The Starting Date of The Business**

Our company will launch on July 7<sup>th</sup>, 2022. This business will not dissolve upon the death of a partner without the consent and approval of the remaining partners.

**v. Partners Position**

<b>Name</b>	<b>Position</b>
Khairunnisa Binti Suhaimi	General Manager
Nur Syifa Natasha Binti Rosli	Administration Manager
Nurdina Suhada Binti Mat Asripin	Marketing Manager
Siti Humaira Binti Abdul Razak	Operation Manager
Nurul Amalin Binti Azman	Financial Manager

**vi. Equity Contribution**

<b>Name</b>	<b>RM</b>
Khairunnisa Binti Suhaimi	10,000
Nur Syifa Natasha Binti Rosli	10,000
Nurdina Suhada Binti Mat Asripin	10,000
Siti Humaira Binti Abdul Razak	10,000
Nurul Amalin Binti Azman	10,000

**vii. Profit and loss sharing is based on the capital contribution among partners.**

### **viii. Management Salaries**

<b>Name</b>	<b>RM</b>
Khairunnisa Binti Suhaimi	3,000
Nur Syifa Natasha Binti Rosli	2,600
Nurdina Suhada Binti Mat Asripin	2,600
Siti Humaira Binti Abdul Razak	2,500
Nurul Amalin Binti Azman	2,800

### **ix. Death and Dissolve**

This partnership will continue to exist in the future despite the passing of certain partners, unless all other partners agree otherwise.

### **x. Labour Right**

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

**xi. All partners must exert effort and develop trust and integrity within themselves. Thus, all information must be shared with all partners, and each partner is responsible for protecting any company-related privacy.**

**xii. All partners should operate as a team and assist one another to ensure the long-term success of the organisation.**

**xiii. This agreement is valid for 5 years starting from the date of this agreement.**



(Khairunnisa Binti Suhaimi)

General Manager



(Nur Syifa Natasha Binti Rosli)

Administration Manager



(Nurul Amalin Binti Azman)

Financial Manager



(Nurdina Suhada Binti Mat Asripin)

Marketing Manager



(Siti Humaira Binti Abdul Razak)

Operation Manager

## APPENDIX 2: Partners' Resume



### KHAIRUNNISA BINTI SUHAIMI

General Manager

#### PROFILE

General Manager with at least five years of experience boosting income, expanding, and providing top-notch services for well-known businesses. a track record of successfully implementing strong plans, overseeing sizable budgets, and improving procedures to lower costs, improve quality, and increase output.

#### EXPERIENCE HISTORY

##### ZHULIAN CORPORATION BERHAD

**General Manager**  
Mar 2019 - December 2021

- Leverage leadership to keep full control over numerous corporate venues.
- Executed succession planning by providing training and performance review to boost productivity by 30%.
- Used successful strategies and oversaw the achievement of higher EBITDA levels.

##### C.I. HOLDINGS BERHAD

**Senior Executive**  
Mar 2017 - Feb 2019

- Developed and implemented marketing strategies and concepts that enhanced annual revenue.
- Staff training was provided at all levels, which increased job efficiency by 15%.

#### INFO

**Address**  
No 20, jalan bunga raya 13,  
taman tasik jaya 70400  
seremban negeri sembilan

**Contact**  
Phone : 60 17-616 3497  
khairunnisasuhaimi0317@  
gmail.com

#### EDUCATION

**UiTM Alor Gajah, Melaka**  
Diploma in Banking

#### SKILLS

Delegation 

Organizational Skills 

Leadership 

Communication 

Policy making 

Figure 8: The general manager resume



# Nur Syifa Natasha

Administrative Manager

An administrative manager that gain many knowledge and skills that can contribute to organization. Ready to make the future bright and successfully multitask.

## CONTACT ME

- Tampin, Negeri Sembilan
- syifanataasha22@gmail.com
- www.syifanataasha22.com
- @nursyifanataasha

## EDUCATION

**Business Management (Finance)**  
UiTM Bandaraya Melaka  
2018-2020

**Business Studies**  
UiTM Rembau  
2016-2018

**Principle of Account**  
SMK Dato' Mohd Taha  
2014-2015

## SKILLS

- Microsoft Word, Excel & Powerpoint Canva
- Account Management
- Book Keeping
- English Fluently

## WORK EXPERIENCE

Administrative Manager Dec2020-Sept 2021  
**Minaz Company**

Working as a leader in in the department of admin is such an honor after graduate. Getting to know many people and gain many skills from various training that has been conducted in the organization.

Part Time Administrative Admin Jun 2018-July 2018  
**Legacy Fashionista | Tampin**

- Handle the customer at social media
- Promoting the product at social media platform
- Receive orders from customers
- Pleasantly deal with customers to ensure satisfaction

Part Time Assistant Storekeeper April 2016-May 2016  
**Legacy Fashionista | Tampin**

- Wrap the orders into the parcel
- Make sure the orders in good condition
- Maintain clean and tidy areas
- Arrange the stocks after arrived

## REFERENCES

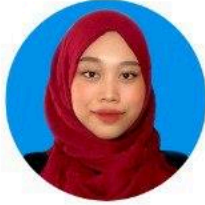
**Shafiqah**  
Senior Clerk, Honda

**Phone:** 012-6090206  
**Email:** nashaguger@yahoo.com

**Fareeha**  
Financial Advisor

**Phone:** 013-5567862  
**Email:** areeha45@gmail.com

Figure 9: The administrative manager resume



# NURDINA SUHADA BINTI MAT ASRIPIN

MARKETING MANAGER

## EXPERIENCE

- 2016 - 2018**     **Assistant Manager**  
Daiso Industries Co., Ltd., Mid Valley Megamall, Kuala Lumpur  
Participating in the evaluation of operational excellence by completing managerial activities including scheduling, monitoring inventories, and reviewing employee performance.
- 2018 - 2021**     **Marketing Assistance**  
The dUck Group, Petronas Twin Tower, Kuala Lumpur.  
Involving in collecting input from customers, creating graphs and presentations to show to key decision makers, and does market research to better understand the target demographic.

## EDUCATION

- 2005 - 2010**     **SMK Bandar Sungai Buaya**  
Accounting Stream
- 2010 - 2013**     **UiTM Malacca Alor Gajah Campus**  
Diploma in Banking
- 2013 - 2015**     **UiTM Malacca Bandaraya Campus**  
Bachelor of Business Administration  
• Major in Finance

## SKILLS

- TEAMWORK**     ● ● ● ● ● ● ● ●
- IDEAS**     ● ● ● ● ● ● ● ●
- KNOWLEDGE**     ● ● ● ● ● ● ● ●
- INNOVATION**     ● ● ● ● ● ● ● ●

☎ 017-3427279

✉ [nurdinamatasri@gmail.com](mailto:nurdinamatasri@gmail.com)

📍 Seremban, Negeri Sembilan

## ABOUT ME

A competitive marketer with experience in sales who is eager to enhance the knowledge and skills. Given my current skills, I am aiming to contribute to Dasha Container Sdn Bhd's profitability in some capacity.

## FOLLOW ME

**Facebook:** [facebook.com/nurdinasuhada](https://facebook.com/nurdinasuhada)

**LinkedIn:** [linkedin.com/nurdinamatasri](https://linkedin.com/nurdinamatasri)

**Twitter:** [twitter.com/nrdinasuhada7](https://twitter.com/nrdinasuhada7)

**Instagram:** [instagram.com/\\_nrdnas](https://instagram.com/_nrdnas)

## PROFESSIONAL

- PROJECT MANAGEMENT**     ● ● ● ● ● ● ● ●
- INFORMATION TECHNOLOGY**     ● ● ● ● ● ● ● ●
- PROBLEM SOLVING**     ● ● ● ● ● ● ● ●
- DATA ANALYSIS AND ANALYTICS**     ● ● ● ● ● ● ● ●

Figure 10: The marketing manager resume





# SITI HUMAIRA ABDUL RAZAK

Operation Manager

## PROFILE

I am a operation manager at Dasha Container Enterprise. I consider myself as a responsible and orderly person with great communication skills.

## CONTACT ME

 019-5597358

 sshumairaa@gmail.com

 Shah Alam, Selangor

## ➤ EDUCATION

**UNIVERSITI TEKNOLOGI MARA (UITM)**  
*Diploma in Banking (2018-2020)*

**UNIVERSITI TEKNOLOGI MARA (UITM)**  
*Bachelor of Business Administration (Hons)  
Finance (2021-2023)*

## ➤ LANGUAGE

- Bahasa Melayu (native language)
- Fluent in English

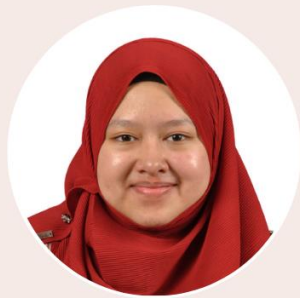
## ➤ SKILLS

- Microsoft Office (Words, Excel, PowerPoint, etc)
- Problem solving skills
- Critical thinking skills
- Organizational skills

## ➤ WORK EXPERIENCE

- Assistant operation manager at Fourtech Engineering (2021-2022)
- Clerk at BR Resources (2019-2020)

Figure 11: The operation manager resume



# NURUL AMALIN BINTI AZMAN

F I N A N C I A L M A N A G E R

## CONTACT

- +60 13-988 2943
- amalinazman@gmail.com
- Ayer Keroh, Melaka

## SKILLS

- Organizational
- Financial Management
- Communication
- Technological

## EXTRACURRICULAR ACTIVITIES

- Organize virtual video competition of the investment portfolio.
- Committee member of "Running Math 2018" program.

## REFERENCE

**ZAINAH BINTI JALIL**  
Academic Advisor  
UiTM Bandaraya Melaka  
+60 12-678 5169

## PROFILE

An independent and self-motivated person looking for an entry-level position in the finance department where I can utilize the extensive knowledge I have gained during my course. Well versed in Excel and have good communication skills.

## EDUCATION HISTORY

### UiTM Malacca City Campus

- Bachelor of Business Administration (HONS.) Finance (2021 - 2023)

### Sultan Zainal Abidin University

- Diploma in Finance (2018 - 2020)

## WORK EXPERIENCE

### DX Wealth Management (2020 - 2021)

Financial Consultant

- Provide professional advice to the client and create financial stability and security.
- Promote and market company products.
- Maintain a good relationship with customers by providing a high standard of services.

Figure 12: The financial manager resume

**APPENDIX 3: Other related figures**



FOOD CONTAINER

# DASHA CONTAINER

**FOOCOND**

YOUR SATISFACTION IS OUR PRIORITY

 free shipping

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  [dashacontainerhq](#)

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