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BUSINESS PLAN ROCKSOLID.CO



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EXECUTIVE SUMMARY

RockSolid.Co is a partnership business that focus on digital product. Our target market are adults and senior citizens with the range age between 18 to 70 years old. Due to misplacement and robbery cases which is high in Malaysia, we can see almost every day we saw in social media for example where people posting about the loss of their belongings that unfortunately affects them especially if the belongings are their wallets. Therefore, we decided to introduce our new product called brainy wallet to ensure a peace of mind for our customers where they can carry our brainy wallet everywhere. It is because our product has their own benefits and uniqueness for example, we sell it RM275 which is affordable especially for working people. Secondly, our product focusing on Bluetooth function as the tracker to ensure our customers can track their wallet easily and anywhere. Besides, our product is not only having many compartments to put notes and bank card, but also, we come out with extra compartment which is smartphone to ensure our customers can bring along their smartphones together.

Next, our company decided to use pricing strategy by comparing with other competitors product price and aim to sell with average price that include top quality product range. Other than that, when it comes to promotion strategy, we use advertising such as through our official website, social media and others online platform since most of our customers are using gadgets nowadays. Moreover, we also can build a good relationship with our customers by provide post sales services which is give a warranty policy in case there are any problem with the product that they purchase. Other than that, they can give honest feedback so that we can always improve our company's performance of digital product.

Furthermore, with the skills and knowledge that we have from our teams, we also will make sure our customers satisfied with our product. Our teams are excellent in various kind of skills such as creative, financial planning interpersonal skills and more. Besides, our teams also have several experiences that shows our company RockSolid.Co has a potential to succeed in the future. For example, experience in business industry, public relation and also some of them own businesses. Therefore, to ensure our teams and employees are capable in this digital industry, we provided courses that is compulsory to attend by all team members to ensure our teams and employees always develop new knowledge. It is because we also aware about the quality and performance of our employees which shows that we always up to date with technology and study the needs and wants of our customers.

1.0 COMPANY PROFILE

1.1 Organizations Background

- Name of the Organization: RockSolid.Co
- Business Address: Seri Kembangan, Selangor
- Website/e-mail address: www.RockSolid.com
- Telephone Number:
- Form of Business (Partnership/ Private Limited Company): Partnership
- Main Activities: Selling digital product (Brainy Wallet)
- Date of Commencement: 10 JANUARY 2021
- Date of Registration: 11 MARCH 2021
- Name of Bank: BANK ISLAM BERHAD
- Bank Account Number:

1.2 Organizations Logo and Moto



Figure 1: RockSolid.Co's company logo

Since RockSolid.Co as a company represents high quality and knowledge, the name RockSolid was chosen by our founder whose vision for her company to become smart and ensure safety of belonging protected. The flash symbol represents goals and ideas of the smart product which can bring people into safety lifestyle. The red, yellow, and grey colour shows our powerful, effectiveness and strength of our company in the future.

Mission
To provide protection on people important belongings through smart wallet with affordable and reasonable price

Table 1 : Mission of RockSolid.Co

Vision
To be the best smart digital company in Malaysia

Table 2 : Vision of RockSolid.Co

2.0 ENVIRONMENTAL INDUSTRY ANALYSIS

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

Anyone can become a victim of robbery. Robberies occur almost on the street, in the home, on public transportation or in a building such as hotel or store. According to Department of Statistics Malaysia, in 2019 59.0 % of violent crime is robbery while 46.1 % of property crimes were vehicle theft. Many industries and businesses are searching out the best initiative to create application or digital product as a safety tool regarding to the robbery occurred. It's no wonder that smart wallets and apps are on the rise. It is important to create product that able to detect the current location of the wallet in any situation. Any wallet can protect our money, but the smart wallet is the wallet that protects our identity. The global smart wallet market is segmented into material type and sales channel. The material type segment is divide into leather and metal. Among the material type the leather segment is expected to account for major revenue share in the target segment. The sales channel segment is divided into online and offline. The online sales channel segment is expected to account for significant revenue share in the global market due to high smartphone penetration and preference for e-commerce due to availability of low-cost product. All the smart wallets in the industry technology are to help protect the sensitive information inside our billfold when we're not making a payment. If we tend to misplace your wallet, also consider choosing one with a spot for a tracking device that we can purchase separately. We are producing gorgeous vegan alternatives that are just as hardy as leather, and don't cost the earth. Alternatively, this opportunity will raise the importance of using smart wallet for the environment.

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

Now as the world is immersed in this global pandemic and climate era, we are aware of the negative environmental, societal, and economic consequences of our current business as usual economic model. Nowadays, many aspects related to money are going through a profound remodelling. This evolution brings critical risks and challenges to the people and the planet we inhabit. Monetary research brings another perspective of the nature of money. Multiple and varied forms of money different from the mainstream have been emerging worldwide. Smart wallet is an example of a reward digital product that allows safety functional and lifestyle. As we know, not everyone can use smartphone or any electronic savings such as e-wallet and super apps especially the age factor. Smart wallet provided environmentally friendly activities such as addressing environmental impacts bringing about a behavioural shift.

Our smart wallet or called as Brainy Wallets also reducing inequalities by including everyone and supporting new business cases and models. However, leather production is linked to some serious sustainability issues, not least as a by-product of the meat industry. Tanning is the most toxic phase in leather processing, with a high percentage of production still using chromium tanning. There's no denying that leather is a classic, durable material. For thousands of years, humans have benefited from animal hide as a by-product of hunting, using it for clothing, shelter, and tools. But for consumers who are concerned about the impact of their fabric choices on animals, workers and the environment, leather is a questionable investment. Innovators the world over are producing gorgeous vegan alternatives that are just as hardy as leather, and don't cost the earth. As we know, the wax is environmentally friendly and protects you from the elements like leather does. On top of being pliable and waterproof, waxed cotton is much easier to clean than animal leather, which means you cut down on dry cleaning costs and the hazardous chemicals that go along with it. Waxed cotton is used by many brands as a leather alternative, but not all of them use organic cotton.

All businesses whether domestic or international, are affected by the dynamic economic environment. Among many economic factors affecting business some are interest rates, demand and supply, recession, and inflation. All businesses want to maximize on their profits. All this can be achieved by analysis of demands of consumers, provision of appropriate supplies to them and the maintenance of high quality of goods and services. As simple as this operation is, many factors affect it. Nowadays, the price of leather, metal and stainless steel and electronic tools is getting expensive. The cost to produce a wallet with multifunction might

increase as well. However, since our smart wallet are using vegan alternatives that are just as hardy as leather and don't cost the earth, the cost can still be covered up.

In terms of social factor, it considers all situations or events that will give an impact on the market and community socially such as lifestyle, safety, convenience, and social classes. Besides, technological advancements that have made life easier include things like the Internet, phones, tablets, and television are just the positive attributes of technology. There are also several negative effects that it has brought upon the society in general. The advanced technology either to manufacture or market the product is also one of the ways that can be used to increase sales and reduce the cost. They have affected the way every industry handles its daily activities, and it's responsible for making it all run smoother and much more efficiently. They all help our businesses achieve our goals by making great smart wallet.

2.3 Key success factors

Five key factors that are important for the industry to know and convey which are:

- **Strategic Focus**

Our company focused on provided high quality and safety product with affordable price that can help people secure their important belongings instead of maintained their lifestyle. We used to provide wallet with Bluetooth tracker, smartphone compartment and charging port which suitable for all ages and gender.

- **People**

Planning managers perform various duties and responsibilities for an organization. It is very important to know how to hire the best people to manage the business. Therefore, RockSolid.Co has 5 managers which are CEO and general manager, administrative manager, marketing manager, operation manager, and finance manager. RockSolid.Co ensures that every one of the managers has sufficient skills and knowledge based on their position.

- **Operation**

We used to examine our organization's vision and define our goals and strategy before we plan out our activities in this company. Smooth product operations are very important in business. RockSolid.Co always deliver great product conditions for the customer. We will make sure all the proper inventory check needs to be done before

the wallet is distributed. We continuously make improvements towards our product from time to time since customer satisfaction is a measurement that determines how well a company's products or services meet customer expectations.

- **Marketing**

In terms of marketing, RockSolid.Co focuses on how this company can use its limited resources to achieve market success. We do promotion through the internet in promoting our products. Social media platforms that are being used are Instagram, Twitter, and Facebook. We also advertising which is consist of public relation with customers. We also provide purchase through website; our official store and any gadget retail stores in Selangor.

- **Finance**

RockSolid.Co will make sure that our prices are affordable and align with the quality comparing with the competitor's price. Therefore, we find the best suppliers to get the product quality that matches our preferences. It helps to build on insights from business context, stakeholder expectations and own performance & capabilities to focus on opportunities that create value.

3.0 DESCRIPTION OF VENTURE

3.1 Opportunity

- General nature of the company

RockSolid.Co is a company that supplies quality of smart digital wallet which does not harm nature. It is called smart wallet because the material used is made from high quality electronic tools and nature vegan alternatives to replaced animal leather. This company is developed to reach customer satisfaction. Nowadays, people have shown some concern towards safety but at the same time lifestyle are important. RockSolid.Co offers smart wallet which called as Brainy Wallet that is economically friendly and helpful. Due to the robbery occurred, we believed all people out there really need to have our product which is Brainy Wallet by RockSolid.Co.

3.1.1 Details of each product or service

	Primary use	Benefit	Unique Features
Hard waxed cotton	As the wallet body	The wax is environmentally friendly and protects you from the elements like leather does. On top of being pliable and waterproof.	Much easier to clean than animal leather.
The acoustic sensor module, the audio amplifier module, and the application software.	Bluetooth device	Bluetooth function that can connect with application software at user smartphone.	Robustness, low power, and low cost
Usb port	Charging port	USB ports allow USB devices to be connected to each other with and transfer digital data over USB cables. Allow user to charge their smartphone.	Safe and high quality

3.1.2 What problem will RockSolid.Co's product solve?

The problem that RockSolid.Co will solve when misplacement of important things that commonly happen especially among elderly people. Normally, this kind of situation always happen to the senior citizen that hardly remember where they put their important belonging such as wallet and spectacles. Other than that, robbery of wallet cases also keeps increasing through the years. This Brainy Wallet will help our personal safety. Next, preferable of people nowadays which is minimalist look.

3.1.3 Value Proposition

By using this Brainy Wallet, we could avoid the robbery cases and misplacement among elderly people. If this smart wallet is missing from their owner, people do not have to worry since it's connected with our smartphone which we can track their location. Brainy Wallet was made by using hard waxed cotton same as leather but with more benefits and environmentally friendly.

3.1.4 Why RockSolid.Co will be successful?

There are many reason RockSolid.Co will be successful company. It is because one of the biggest reasons people use their digital wallet is for the convenience. The most important thing that we have is people will be more Secure and Allows them to be More Organized. RockSolid.Co is a company which provided high quality product at cheaper prices. The speciality for the user is to get rewarded for Purchases.

3.1.5 Customer demand

Others brand of smart wallet almost have same function with our products. But our company preferable of people nowadays which is minimalist look. They can have both multifunction and modern designed smart wallet as their lifestyle. Some company also put their product on market with higher price. We will give our customers the cheapest price but premium quality of product with warranty.

3.1.6 Competition

RockSolid.Co has many competitors such as Volterman, Revelot, and Serman. Volterman sell variety of product line but in premium prices and expensive delivery fees. Revelot also sells many products and provide worldwide shipping same as Volterman. For Serman they provide custom made and long warranty guaranteed but their product is least compartment. It is suitable for people who want to bring essentials only. This competition has made RockSolid.Co offer better smart wallet that customers can choose. They can get all the function in a wallet with cheaper price.

3.2 Outlook/Benchmarks/Timeliness

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

Many people do not know about the use of smart wallet and its advantages especially oldest generation. Therefore, RockSolid.Co company must create awareness to society in Selangor to avoid robbery. By spreading information through social media, this can make them interested to buy and get to use our Brainy Wallet.

For long-term events, RockSolid.Co plan to create another digital product which can help people and environment. Besides, RockSolid.Co also want to expand its business in a new location in another state that has many potential customers. Our target at least 85% of people in Malaysia have their own smart wallet for their safety and lifestyle. In the end, it could increase RockSolid.Co sales as many people choose to buy Brainy Wallet.

4.0 MARKETING ANALYSIS AND COMPETITION

4.1 Target Market

RockSolid.Co is located in Seri Kembangan, Selangor and a new business that surrounded with many cities such as Sri Petaling, Bukit Jalil, Puchong, Bandar Kinrara, Cyberjaya and Putrajaya. Seri Kembangan became preferred choices for people who worked in Cyberjaya for its attractive rental, close distance, good accessibility and amenities. Thus, we believe with the existence of these cities and total population of Seri Kembangan peoples which is 150,000 we can attract many customers to buy our product.

Due to high misplacement cases of belongings occurred in Malaysia, our company RockSolid.Co decided to set the target market for adult which is age between 18 to 59 years old and senior citizens which is age between 60-70 years old. It is because for adult they live with technology every day and will like our product since we provide a charging port to ensure they can bring the wallet without worrying the battery life. As we know, most people nowadays have power bank with them to ensure they can charge their digital wallet no matter where they go. Besides, for adults between 30-50 years they prefer classy elegant looks of wallets thus, it is suitable for them to buy our brainy wallet since we provide a smartphone compartment so that they do not have to put the wallet in their pocket or bag which is sometimes may cause dropped somewhere when they are outside. While for senior citizen, it is important as our product introduced protection toward belongings to avoid any misplacement or lose due to robbery.

We decided to sell it by distribute to any retail's gadget shop and our official store in Seri Kembangan. Other than that, we provide a delivery service for customers who prefers online purchasing than window purchasing. Hence, it will ease our customers to purchase our product even though they are from other state or city.

4.2 Estimated Market Size and Trends

Target market	No. of population	Potential customer (%)	No. of Potential customer
Adults (18-59 years old)	80,000	40%	32,000
Senior citizens (60-70 years old)	3,300	20%	660
Total			32,660

There are two target market segments for our company. For adults, since the number of populations is high, they can buy our product through physical stores or online stores which shows that these generations mostly are exposed about technology and will attracted to purchase our product. That is the reason why the potential customers also high which is 40%. Other than that, for senior citizen, since the number of populations is low, the number of potential customers is also low since they might be not exposed to gadget much but they will still purchase if they find it necessary for them since this age, they tend to forget easily where they put their wallets. Besides, with the manual instructions that have been provided, senior citizen people do not have to worry to use our product since the manual will explain the instructions how to use the wallet clearly. In addition, there is a lot of public transport in Seri Kembangan that customers can use to come to our stores and they we will assist our customers politely.

4.2.1 Estimate market size for a month

Target market	No. of Potential customer	Estimated of the product buying		
		Quantity / year	RM / unit	Total (RM)
Adults (18-59 years old)	40% x 80,000 = 32,000	5 units x 32,000 = 64,000	RM275	RM275 x 64,000 = RM17,600,000
Senior citizens (60-70 years old)	20% x 3,300 = 660	1 units x 660 = 660	RM275	RM275 x 660 = RM181,500
Total market size	32,660	64,000 + 660 = 64,660	-	RM17,600,000 + RM181,500 = RM17,781,500

Notes: 1 unit of Brainy Wallet consists of wallet and charger

4.3 Estimated Market Share and Sales

Competitors	Market Shares and Sales					
	Before			After		
	%	Unit / year	RM / year	%	Unit / year	RM / year
Volterman	50	64,660 x 50% = 32,330	RM275 x 32,330 = 8,890,750	40	64,660 x 40% = 25,864	RM275 x 25,864 = 7,112,600
Revelot	30	64,660 x 30% = 19,398	RM275 x 19,398 = 5,334,450	30	64,660 x 30% = 19,398	RM275 x 19,398 = 5,334,450
Serman	20	64,660 x 20% = 12,932	RM275 x 12,932 = 3,556,300	20	64,660 x 20% = 12,932	RM275 x 12,932 = 3,556,300
RockSolid	0	-	-	10	64,660 x 10% = 6,466	RM275 x 6,466 = 1,778,150
Total	100	64,660	17,781,500	100	64,660	17,781,500

4.3.1 Market Share and Sales (year 2021)

Product/service			
Market Share and Sales			
	Year		
	2021	2022	2023
Market share (%)	10	15	20
Total sales in units	6,466	9,699	12,932
Total sales in RM	1,778,150	2,667,225	3,556,300

RockSolid.Co is the new businesses that located in strategic place but there is also a challenge in term of competition which is people surrounded might will buy the products from our competitors and it takes time to our company to build up the businesses to conquer the market. That is the reason why our market share percent is 5 for year 1.

4.4 Competitors and Competitive Edges

Competitors	Strengths	Weaknesses
Volterman	<ul style="list-style-type: none"> • Variety of products line • Provide worldwide shipping / sales • Lots of product functions and luxurious 	<ul style="list-style-type: none"> • Premium prices • Expensive delivery fees to Malaysia
Revelot	<ul style="list-style-type: none"> • Variety of products line • Provide worldwide shipping / sales 	<ul style="list-style-type: none"> • Less advertising • Expensive delivery fees to Malaysia
Serman	<ul style="list-style-type: none"> • Variety of products line • Provide custom made • Long warranty guaranteed 	<ul style="list-style-type: none"> • Least compartment (suitable for people who want to bring essentials only) • Average quality
RockSolid	<ul style="list-style-type: none"> • Cheapest product • Easy to purchase 	<ul style="list-style-type: none"> • New in market • Poor variety of products line

4.5 Sales Forecast

Sales Forecast for RockSolid		
Month	Sales Collection (units)	Sales Collection (RM)
Month 1	538.83	148,179
Month 2	538.83	148,179
Month 3	538.83	148,179
Month 4	538.83	148,179
Month 5	538.83	148,179
Month 6	538.83	148,179
Month 7	538.83	148,179
Month 8	538.83	148,179
Month 9	538.83	148,179
Month 10	538.83	148,179
Month 11	538.83	148,179
Month 12	538.83	148,179
TOTAL FOR YEAR 1	6,466	1,778,150

4.6 Marketing Strategy

4.6.1 Product

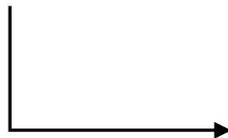
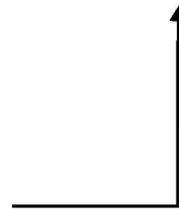
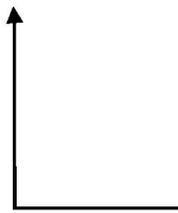


Figure 2 : RockSolid.Co Product

Brainy Wallet is a digital smart where our customers can get it through online or walk in at the shop. The price start at RM275 and the customers will get the package that consists of digital smart wallet USB cable as the wallet has a charging port, and with Bluetooth function as a tracker. In addition, the digital smart wallet is the new form of revolutionary in protect the belongings that bring the feel of modernity to every people that used it.

Every product in the market has its own benefits same goes with this product. The first benefit of this product is the users can connect the wallet with their smartphone's Bluetooth and helps the users to become less worry of misplacement or losing. Next, this product is focusing not only as a tracker, but also has a smartphone compartment to ensure our customers can bring along the wallet and smartphone without need to bring their handbag. Thus, with this wallet, they can just need to bring their essentials item which are follows these days trends which is people prefer minimalist and classy look. In addition, this product also come with an affordable price with the convenient function where youth, adults and senior citizens can use it everywhere whether they are going outside or staying at home.

4.6.2 Pricing

Brand	Price
Volterman	RM2,899
Serman	RM600
Revelot	RM400
RockSolid	RM275

4.6.3 Sales Tactic

In addition, customers can give honest feedback toward our digital smart wallet to ensure we can improve our product in the future, Other than that, we decided to give a rewards points and discount for our customers to build a good relationship with them to purchase our product again. For example, if the customers purchase above RM500 which is 2 units of our digital smart wallet, they will get 10% off for their next purchase as a discount.

Other than that, we provide a warranty for every purchase. To avoid any misunderstanding or dissatisfaction occurred from our customer, our company provide a service after sales where our customers can contact our customer service and we will give a new product if the product is faulty or malfunction.

4.6.4 Advertising and promotion

Advertising is one of the techniques to draw the customers' attention toward our product which are through the television, radio, online and many more. Nowadays almost every single people spend their time in social media such as in Instagram, twitter, Facebook and many other applications. Thus, we use these platforms to promote our product and persuade the customers by keep advertise the product online or on television. By advertising, customers will want to know further about the product and that is because of the value of our product or the design of the ads that makes them attracted to our product.

4.6.5 Distribution

Our company already prepared the product at the Headquarters and other authorized dealers' shop for their customers to shop for the products. Besides the company also prepared an e-commerce website where the customers also can purchase the products online and will be delivered to their place. This is one of the oldest ways to sell our product since long time ago the cost of distribute through the middlemen are very high.

In addition, the marketing team will provide a delivery staff to deliver the product and, in the meantime, provide the information that the customers need to know about the product the do's and don'ts. This method will ease the customers who is busy to go out where they have to wait for the package to be sent by the courier.

Our company RockSolid.Co also supply the products to their authorized dealers at all over the country for their customers in order to purchase this product. Dealers who are long established members of the organizations can know better of the customers than the headquarters company. Any authorized dealers carry big important roles that act as the consultant, problem solver and an intelligence of the product. Thus, our company will ensure that the dealers to meet the performance standard for them to treat the customers pleasantly.

4.7 Marketing Budget

MARKETING EXPENDITURE	
	RM
Fixed Assets/Capital Expenditures	
Motor Vehicle	-
Working Capital/Monthly Expenditure	
Promotion cost	300
Travelling expenses	1,500
Stationaries	100
Other Expenditures	
Launching shop/product	2,000
Website building and hosting	3,000
Other Pre-Operations Expenditure	350
TOTAL	7,250

5.0 OPERATIONAL PLAN.

Operational plan is one of the important departments in a business. This planning is a process that carry out the specific task effectively. It is also a subset of strategic work plan. Managing the operational strategy is important to ensuring that the company can fulfil its consumers need. It is significant since an operational plan is one of the most crucial departments that every corporation need. The manager of the operational department should be able to evaluate everything that has to be done to make the business function more smoothly and efficiently so that the business may succeed.

Furthermore, the operational plan will be the one that purchases the equipment required to start the business. The operational plan is highly significant in any business since it leads to the success of the business. The business input included all of the resources needed to create a certain output, such as raw materials, machines, and equipment. The administrator of the activity division should have the alternative to enhance their jobs activities to ensure that the firm will live up to clients' expectations, which include production limits such as the quality of the item, the quantity of time apart from authoritative and advertising plans. In our business functional structure, we will briefly describe how we decided to run our business, the materials in concern, and the manpower numbers necessary. Our business activity design and working expenditures, dependent on the labor expenses while creating the things.

5.1 Facilities

Location that we have choose to grow up our business is a strategic location that can make our business well known. We have choose Seri Kembangan located at Selangor as our best location for our business. As we know Selangor is one of the largest states in Malaysia that has many residents in that area. Moreover, Selangor is one of the famous locations that can support our business to be succeed because of the strategic place that can attract the customers to come. Other than that, our target is focusing on young citizens to senior citizens. In other words, our product which is Brainy Wallet is suitable to all generations. Pictures below shows our operation layout of the business. Other than that, we also provided map overview of our location that we have choose for our business.

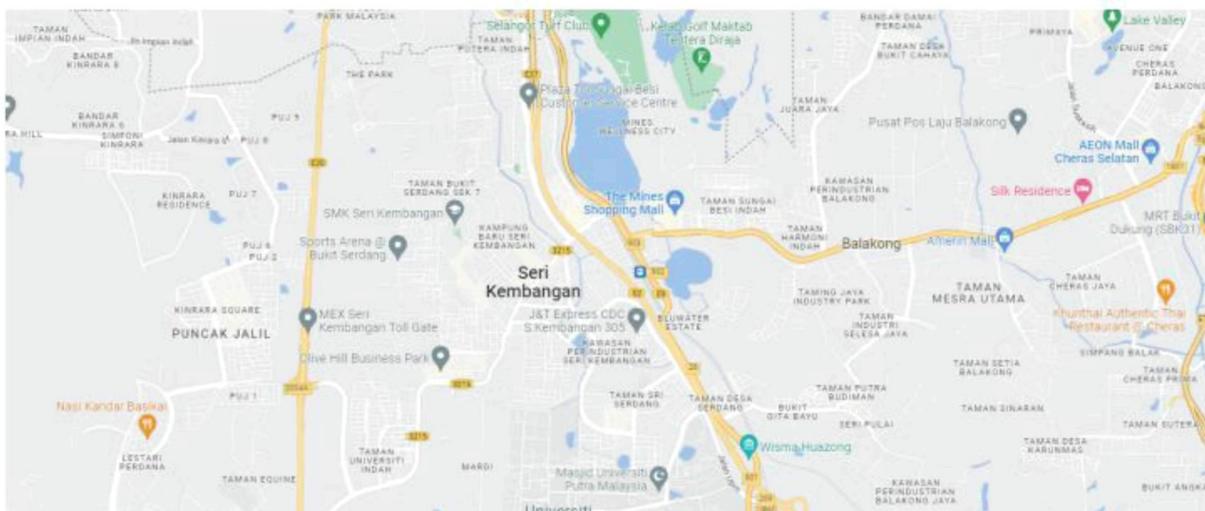


Figure 3: Business Location

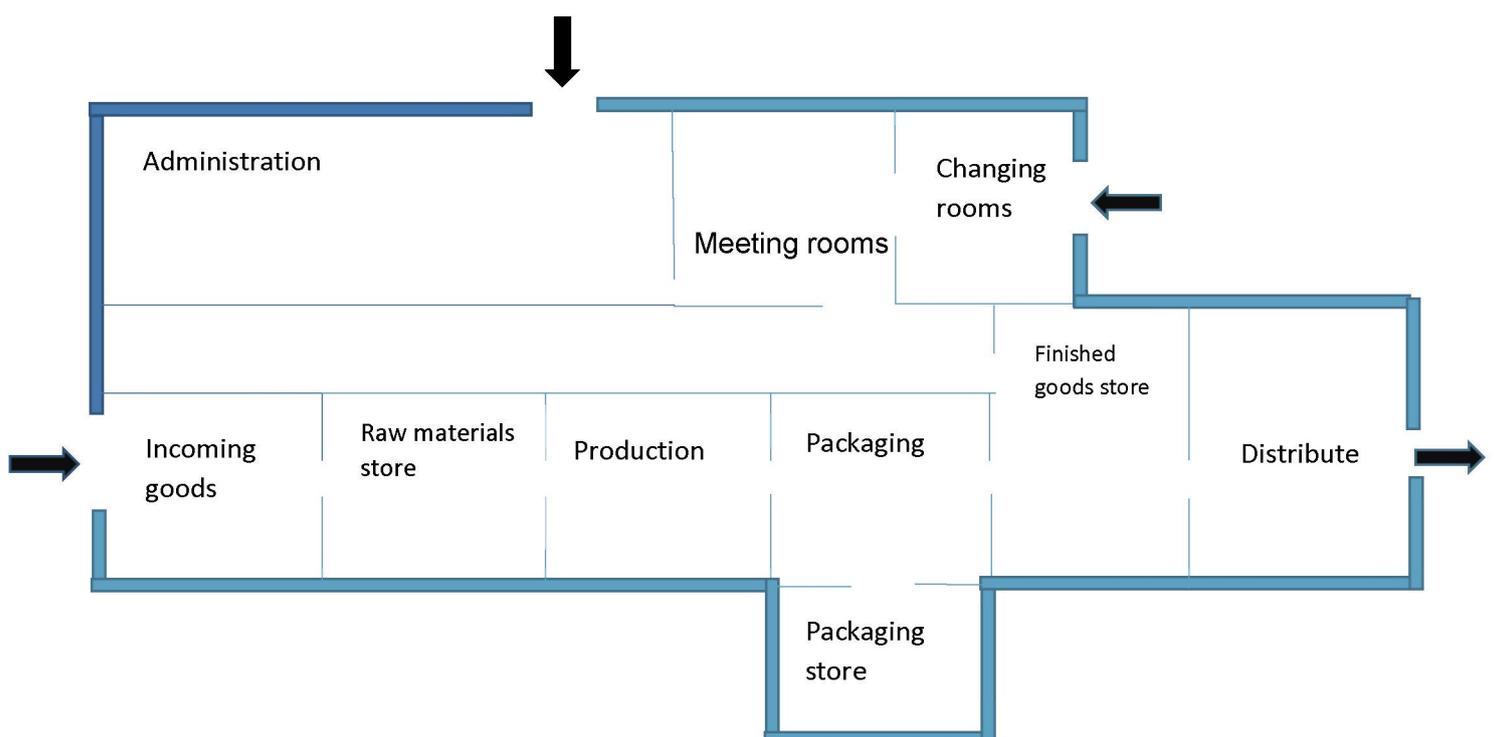


Figure 4: Arrangement for preparation process of Brainy Wallet

5.2 Activity Flowchart

Diagram below shows step by step in producing our product, Brainy Wallet. It indicates how we started the process of making a wallet from the beginning we get the material from our suppliers until the end of the process and ready to distribute it to the gadget store retailers and also for our website that can make things easier to the customers who want to purchase it by online.

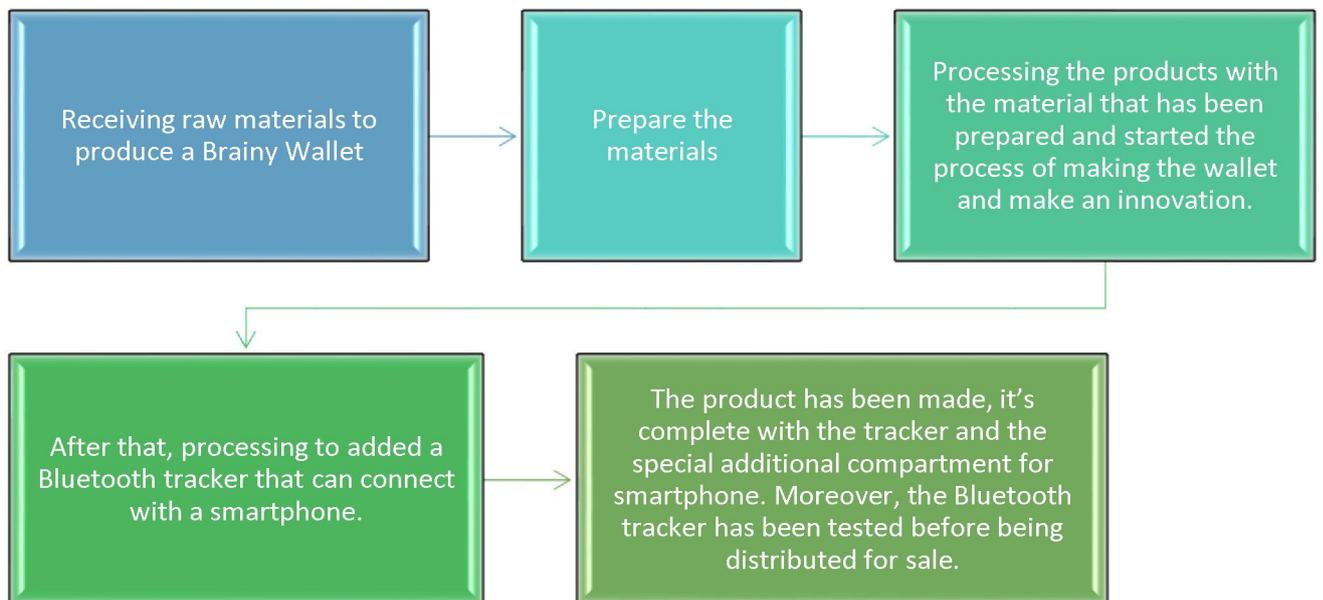


Figure 5: Activity Flowchart

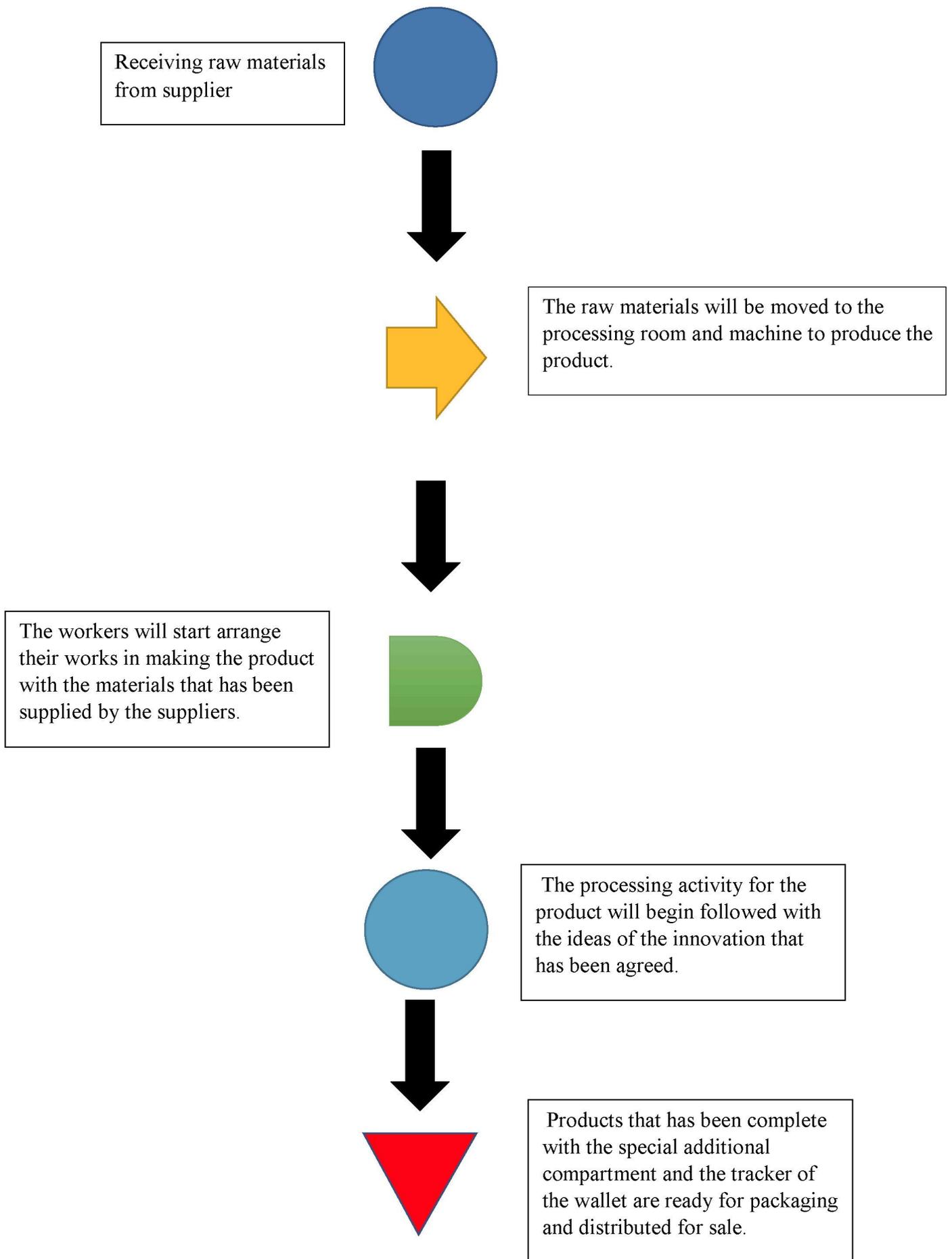
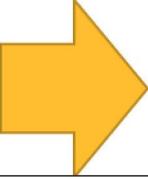
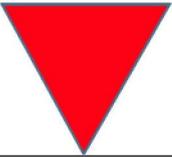


Figure 6: Flowchart Production Process of Brainy Wallet

REFERENCES

Symbols	Types of activity	Description
	Operation	Activity that modify, transform or give added value to the input
	Transportation	Movement of materials or goods from one place to another
	Delay	Process is delayed because the processing of the product are waiting for the next activity
	Storage	Finished products or goods are stored in the storage area or warehouse

5.3 Raw Material and Packaging Requirements

Ingredient	Quantity Required	Safety stock	Price Per/Unit	Total Purchase (RM)
Hard wax cotton leather	1,077	5 sets	RM 25	RM 27,050
Charger and accessories	6,466	5 sets	RM 10	RM 64,710
Packaging Box	6,466	5 sets	RM 5	RM 32,355
Total				RM 124,115

We have include all the material that we need to produce and also in packaging our product. All the listed material are easy to find and it make the process in making a wallet more easier. Accept for the leather, since the hard wax cotton leather is difficult to find it, we decided to make a safe plan which is add a quantity of the leather as our safety stock to cover any damage on that material when we purchase it. As for charger and accessories and the packaging box, we decided to have only 5 sets each of the items as our safety stock.

5.4 Machine, Furniture and Equipment

Item	Price Per Unit	No Required	Total Cost	Supplier
Machine				
Sewing machine	RM 3,000	1	RM3,000	Machinery & Industrial Supplies Sdn Bhd
Electronic machine	RM 4,000	1	RM 4,000	Machinery & Industrial Supplies Sdn Bhd
Furniture	RM 120	3	RM 360	Industrial Supplies Sdn Bhd
Table	RM 50	5	RM 250	Sdn Bhd
Chairs				
Equipment	RM 1,500	1	RM 1,500	Accord Furniture Sdn. Bhd
Refrigerator				Hengdali Industries Sdn. Bhd
Total			RM 9,110	

We have listed all the equipment that we need to make sure our business run smoothly without facing any problems that will affect our firm. We also have listed the number required for the equipment of our company. Since our company is still new, we decided to own only two machines first which is sewing machine to produce the wallet and also electronic machine to add a charger port at the wallet in order to complete the requirements of our electronic wallet. Others equipment is added to ensure all the workers can fulfil their works with a good environment.

5.5 Schedule of Remuneration

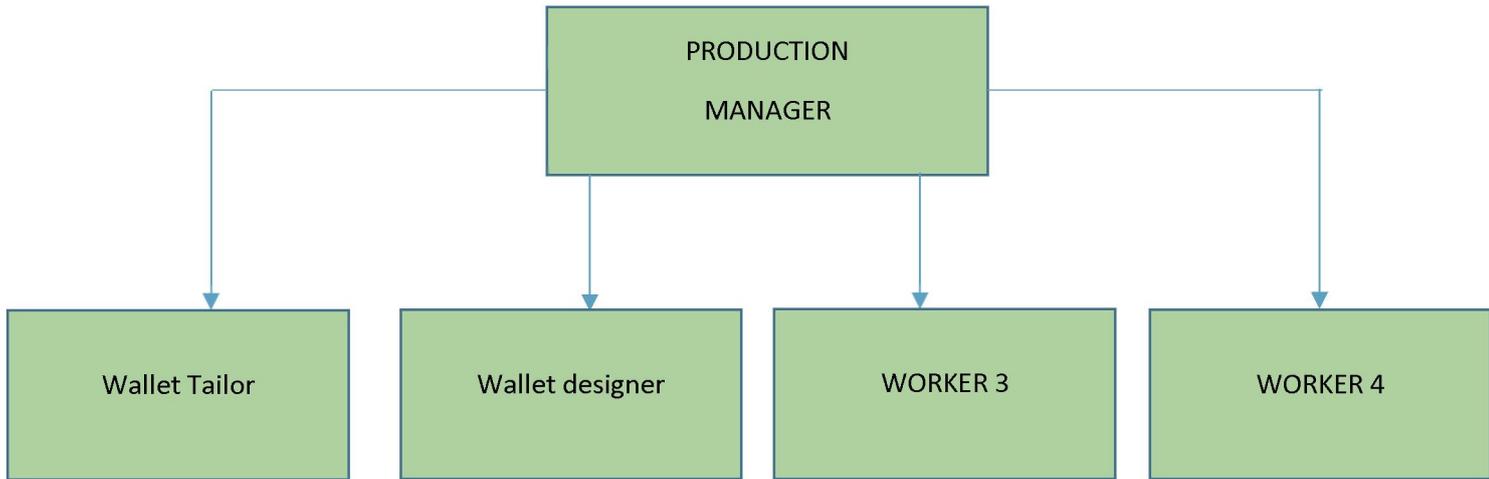


Figure 7: Schedule of Remuneration

Position	No.	Monthly Salary (RM)	EPF Contribution (10%) (RM)	SOCSSO (2%) (RM)	Amount (RM)
Production manager	1	1,500	150	30	1680
Wallet Tailor	1	1000	100	20	1120
Wallet designer	1	1000	100	20	1120
Worker 3	1	800	80	16	896
Worker 4	1	800	80	16	896
Total					5712

5.6 OVERHEAD REQUIREMENT.

NO	TYPES OF REQUIREMENTS	TOTAL AMOUNT (RM)
1	Calculation of air conditioning usage	0.95 kw X 184 h X RM0.218 X 7 = RM 343
2	Others electricity and water cost	RM 200
	TOTAL	RM 543

5.7 Operation Expenditure

OPERATION EXPENDITURE	
	RM
Fixed Assets/Capital Expenditures	
Machine, Furniture and Equipment	9,110
Working Capital/Monthly Expenditure	
Raw materials & packaging	124,115
Salaries	5,712
Utilities Electricity	
Air conditioning	343
Water and electricity	200
Other Expenditures	
Utilities Deposit (Electricity, water and telephone)	500
TOTAL	139,980

6.0 Organizational Plan

6.1 Ownership Structure:

RockSolid.co is a partnership company and each one of use have contribute some amount of capital and percentage of ownership of the partner is based on the capital contribution

Name	Ownership Percentage
Nur Athasha Binti Mislán	31%
Hazimah Binti Azmi	15%
Siti Nur Amirah Binti Schaharum	15%
Fazlinda Fasya Binti Ahmad Faizul	15%
Sakinah Binti Amran	24%

6.2 Management Team

GENERAL MANAGER – As the highest-ranking executive in our company, we choose Nur Athasha as our leader because she is very compatible to give detailed instructions regarding the process of opening our new business product, Brainy wallet. NurAthasha also will be the head of implement and control the overall management of the business. She also has experience in handling her own business called Surprise Heaven and familiar with business industry since young as her family running a business for long time ago.

ADMINISTRATION MANAGER –Hazimah holds for this position. She is responsible for planning and coordinating administrative procedures and system and devising ways to streamline process. She needs to assess staff performance and provide coaching and guidance to ensure maximum efficiency. Besides that, she also has past experience as staff clerk at Abdul Rahman Company and she's familiar with filling file and use of Microsoft words. In addition, she also has the ability to speak in 3 language which is Malay, English and Chinese, so it can easier for her to talk with supplier and client regarding of the company product.

FINANCIAL MANAGER – Our finance position was held by Sakinah. She will assist the whole preparation of budgets regarding our business. Besides, she is responsible for the financial planning of the business to ensure the money spent well and to avoid wasting money. In addition, she will manage and coordinate monthly reporting, budgeting, and reforecast processes while providing back-office services such as accounts payable, collection and payroll. In addition, Sakinah also have job experiencing in finance field and have background education of accounting and finance so she's familiar with credit and debit note also with accounting cycle of a company.

OPERATION MANAGER – Fadzlinda Fasya holds this position. She is responsible for estimating, negotiating and agreeing on budgets and timescales with clients and managers. Other than that, she also will manage the process of creation of our business goods which is brainy wallet. In the research and development process (R&D), she also is one of the most main roles in choosing the best material and product quality.

MARKETING MANAGER – Siti Nur Amirah is responsible for this position. She is in charge of promotion planning regarding our brainy wallet business right after we finished the operation process. For the process, she will do a marketing research purpose in order to make a good promotion and find people that are good in advertising. She is also in charge of selecting the channel distribution and preparing the advertisement activity. Other than that, she also has great communication skills and have experience as sales promoter in her past jobs.

6.2.1 Organizational Chart of RockSolid.co

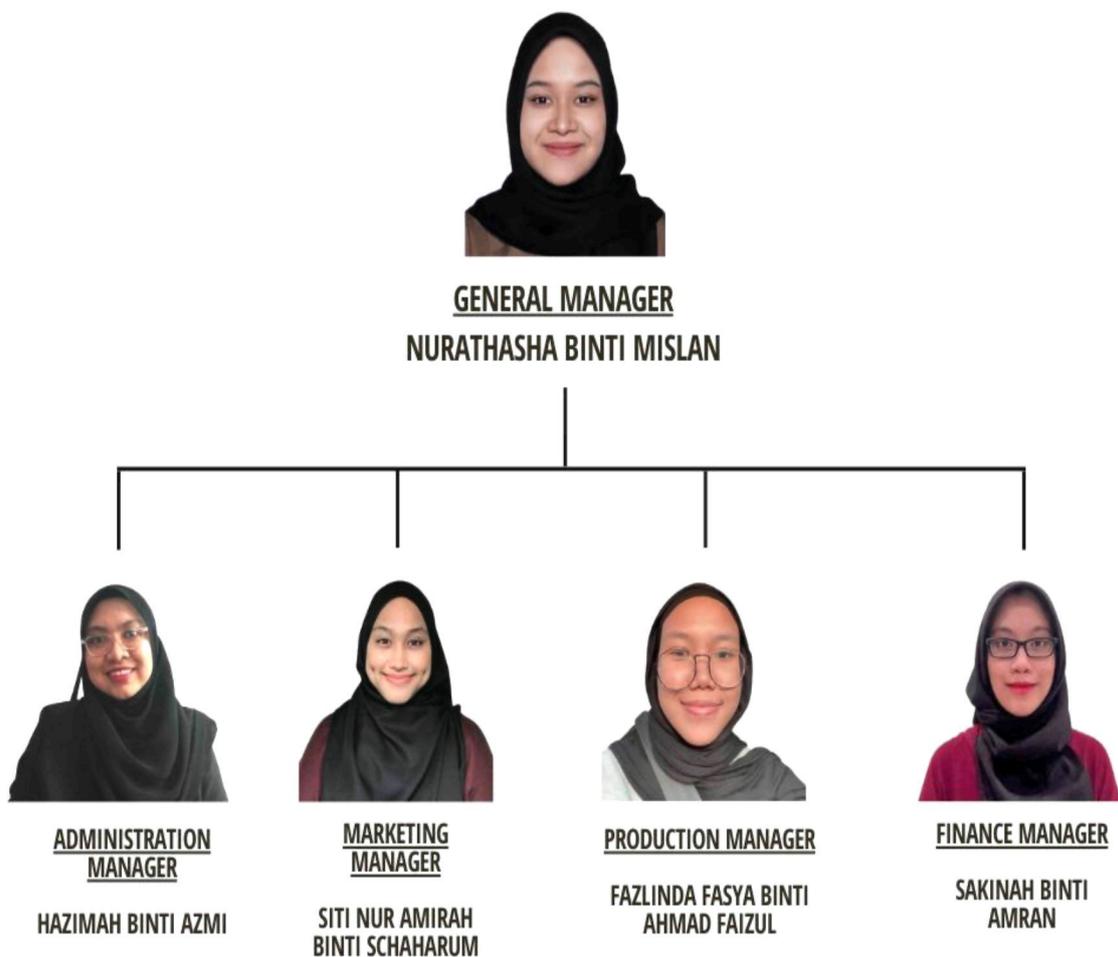


Figure 8: Organizational Chart of RockSolid.Co

6.2.2 Manpower Planning

Position	Number of Staff
General Manager	1
Administration Manager	1
Marketing Manager	1
Production Manager	1
Finance Manager	1
Total	5

6.2.3 Schedule of Task and Responsibility

Position	Task and Responsibilities
General Manager	<ul style="list-style-type: none"> ● To plan, implement and control the overall management of the business ● To overseeing the daily business operations
Administration Manager	<ul style="list-style-type: none"> ● Planning and coordinating administrative procedures and system and devising ways to streamline process ● To assessing staff performance and provide coaching and guidance to ensure maximum efficiency
Marketing Manager	<ul style="list-style-type: none"> ● To managing the promotion and positioning of a brand or the products and services that a company sells. ● To select the channel distribution and prepare the advertisement activity
Production Manager	<ul style="list-style-type: none"> ● Estimating, negotiating, and agreeing budgets and timescale with clients and manager ● To managing the process of creation of goods and service
Financial Manager	<ul style="list-style-type: none"> ● To manage and coordinate monthly reporting, budgeting, and forecast processes ● To provide back-office services such as accounts payable, collection and payroll

6.2.4 Partnership Background

	
Name of Partner	NurAthasha Binti Mislan
Identify Card Number	
Email Address	nurathashamislal01@gmail.com
Phone Number	
Status	Single
Academic Qualification	<ul style="list-style-type: none"> • Diploma in Accounting (Completed 2016) • Bachelor in Finance (Completed 2019)
Course Attended	<ul style="list-style-type: none"> • Business Law • Financially Management • Advanced Corporate Finance
Skills	<ul style="list-style-type: none"> -Great in Project Management -Have problem solving skills -Can handle staff and user training
Experiences	<ul style="list-style-type: none"> -Assistant Accountant at Premia TNC Bhd -Owner & Manager of Surprise Heaven Enterprise
Current Position	General Manager

Figure 9: General Manager Profile



Name of Partner	Hazimah Binti Azmi
Identify Card Number	
Email Address	Hazimahazmi1207@gmail.com
Phone Number	
Status	Single
Academic Qualification	<ul style="list-style-type: none"> • Diploma in Business Studies (Completed 2016) • Bachelor in Finance (Completed 2019)
Course Attended	<ul style="list-style-type: none"> • Human Resource Management • Strategic Management • Digital Entrepreneurship
Skills	<ul style="list-style-type: none"> -Fluent in Malay, English and Chinese -Have ability to managed automated system -Good writing and reading skills
Experiences	<ul style="list-style-type: none"> -Staff Clerk at Rahman Enterprise -Have business experience as Master Agent of - Demica Beauty
Current Position	Administration Manager

Figure 10: Administration Manager Profile



Name of Partner	Siti Nur Amirah Binti Schaharum
Identify Card Number	
Email Address	miramirom01@gmail.com
Phone Number	
Status	Single
Academic Qualification	<ul style="list-style-type: none"> • Diploma in Accounting (Completed 2016) • Bachelor in Finance (Completed 2018)
Course Attended	<ul style="list-style-type: none"> • Fundamental of Marketing • Operation Management • Financial Marketing • Strategic Management
Skills	<ul style="list-style-type: none"> -Have strong leadership skill -Great Commercial Awareness -Good in Communication -Advanced in Computer Knowledge
Experiences	<p>Sales Assistant at BIG Pharmacy (2018)</p> <p>Marketing Coordinator at Christy Ng</p>
Current Position	Marketing Manager

Figure 11 : Marketing Manager Profile



Name of Partner	Fadlzinda Fasya Binti Ahmad Faizul
Identify Card Number	
Email Address	fadzlindafasya@gmail.com
Phone Number	
Status	Single
Academic Qualification	<ul style="list-style-type: none"> • Diploma in Accounting (Completed 2016) • Bachelor in Finance (Completed 2019)
Course Attended	<ul style="list-style-type: none"> • Strategic Management • Fund Management • Operations Management
Skills	<ul style="list-style-type: none"> -Great in Problem Solving -Have Strong Leadership -Advanced in Production Operation Knowledge
Experiences	<ul style="list-style-type: none"> -Sales Cashier at Fashion Valet -Owner & Manager of The Bag.co
Current Position	Operation Manager

Figure 12 : Operation Manager Profile

	
Name of Partner	Sakinah Binti Amran
Identify Card Number	
Email Address	sakinah.amram@gmail.com
Phone Number	
Status	Single
Academic Qualification	<ul style="list-style-type: none"> • Diploma in Banking (Completed 2016) • Bachelor in Finance (Completed 2019)
Course Attended	<ul style="list-style-type: none"> • Financial Market and Banking Service • Financial Statement Analysis • Financial Planning
Skills	<ul style="list-style-type: none"> -Financial Reporting and Analysis -Able to work under pressure -Data analysis
Experiences	<ul style="list-style-type: none"> -Accountant and Admin Assistant at Yarker - Industries Sdn Bhd -Intern as Financial Advisor at BS & Associates
Current Position	Financial Manager

Figure 13 : Financial Manager Profile

6.3 Supporting Professional Advisor and Services

Companies	Services
Maybank Islamic (Level 30, Menara Maybank, 100, Jalan Tun Perak, 500500, Kuala Lumpur)	Bank Loan

6.4 Schedule of Remuneration

Position	No. of Worker	Monthly Salary (RM)	EPF Contribution (13%) (RM)	SOCSSO Contribution (2%)	TOTAL (RM)
General Manager	1	2500	325	50	2,875
Administration Manager	1	1500	195	30	1725
Marketing Manager	1	1500	195	30	1725
Operation Manager	1	1500	195	30	1725
Financial Manager	1	2000	260	40	2300
TOTAL	5	9000	1170	180	10350

Since our company "RockSolid.co" is a new company, so for the salary, we decide to put a low salary for the workers to minimize the expenses, however, it will continue to increase according to their work performance and the expand of the business. Besides that, for the marketing manager, they will get an extra bonus paid if they reach the target sales of the business

Aside from salary, we also provide compensation and benefits to our company's employees and workers, such as EPF (13%), SOCSSO (2%), and all types of leave, such as Maternity and Paternity leave, and annual leave, which includes sick leave. Furthermore, we will try to pay a bonus for Eid celebrations and all end-of-year celebrations.

Our company will try our best to give the best salary and benefit for all workers to ensure that the workers love and enjoy to work in this company so that it will increase the workers quality performance

6.5 List of Office Furniture and Office Equipment

Item	Quantity	Price/per Unit (RM)	Total Cost (RM)
Office Furniture			
Executive desk and chair	1	1500	1500
Office table and chair	4	650	2600
Filing Cabinet	5	120	600
Long lounge chair	1	150	150
Office Equipment			
Computer	2 sets	2000	4000
Printer	2	150	300
Landline phone	1	70	70
Total			9220

6.5.1 List of Stationaries

Item	Quantity	Price/Unit (RM)	Total (RM)
Pencil	1 box	5	5
Scissor	3	2	6
Eraser	1 set	3	3
File	13	2	26
Glue	2	2	4
Pen	12	1.20	14.4
Calculator	3	39	117
Ruler	3	1	3
Stapler	3	7	21
Paper clips	2 packets	2	4
Puncher	2	20	40
A4 Paper (500 sheets)	3 boxes	17.8	53.40
Sticky notes	5	2.64	13.2
TOTAL			310

6.6 Organizational / Administrative Expenditure

ADMINISTRATIVE EXPENDITURE	
	RM
Fixed Assets/Capital Expenditures	
Furniture and Office Equipment	9220
Working Capital/Monthly Expenditure	
Salaries	10350
Utilities	1000
Rental	1200
Other Expenditures	
Business Registration & Licenses	500
Deposit Rental	1200
Stationeries	310
TOTAL	23780

7.0 FINANCIAL PLAN

RockSolid.Co provides a financial plan with our objectives in mind that outline the extensive start-up costs, working capital, and operating costs to manage our innovative smart wallets business. This has allowed the company to estimate the overall finances for the cash flow and income statement, and the balance sheet.

7.1 Input

FINANCIAL PLANNING

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NAME OF BUSINESS/COMPANY	ROCKSOLID.CO
---------------------------------	---------------------

1. Projected administrative, marketing and operations expenditure :

ADMINISTRATIVE EXPENDITURE	
Fixed Assets	RM
Land & Building	
Furniture and Fittings	4,000
Office Equipment	1,000
Working Capital	
Salaries	9,500
Utilities	1,000
Other Expenditure	
Other Expenditure	
Pra-Operasi	
Deposit (rent, utilities, etc.)	1,200
Business Registration & Licences	170
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	310
TOTAL	17,180

MARKETING EXPENDITURE	
Fixed Assets	RM
Working Capital	
Promotion	300
Travelling expenses	1,500
Stationery	100
Other Expenditure	
Other Expenditure	5,000
Pra-Operasi	
Deposit (rent, utilities, etc.)	
Business Registration & Licences	
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	350
TOTAL	7,250

OPERATIONS EXPENDITURE	
Fixed Assets	RM
Machin, furniture and equipment	9,110
Working Capital	
Raw Materials & Packaging	124,115
Carriage Inward & Duty	
Salaries, EPF & SOCSO	5,712
Utilities	543
Other Expenditure	
Other Expenditure	
Pra-Operasi	
Deposit (rent, utilities, etc.)	500
Business Registration & Licences	
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	
TOTAL	139,980



SALES PROJECTION	
Month 1	148,179
Month 2	148,179
Month 3	148,179
Month 4	148,179
Month 5	148,179
Month 6	148,179
Month 7	148,179
Month 8	148,179
Month 9	148,179
Month 10	148,179
Month 11	148,179
Month 12	148,179
Total Year 1	1,778,150
ToTal Year 2	2,667,225
Total Year 3	3,556,300

PURCHASE PROJECTION	
Month 1	124,115
Month 2	124,115
Month 3	124,115
Month 4	124,115
Month 5	124,115
Month 6	124,115
Month 7	124,115
Month 8	124,115
Month 9	124,115
Month 10	124,115
Month 11	124,115
Month 12	124,115
Total Year 1	1,489,380
ToTal Year 2	1,519,168
Total Year 3	1,564,743

Figure 14: Projected administrative, marketing and operations expenditure

7.2 Project Implementation Cost/Start-up Costs

ROCKSOLID.CO						
PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE						
Project Implementation Cost			Sources of Finance			
Requirements		Cost	Loan	Hire-Purchase	Own Contribution	
Fixed Assets					Cash	Existing F. Assets
Land & Building						
Furniture and Fittings		4,000				4,000
Office Equipment		1,000				1,000
Machine and equipment		9,110	8,110			1,000
Furniture		610	610			
Working Capital						
	1 months					
Administrative		10,500	10,500			
Marketing		1,900	500		1,900	
Operations		130,370	130,370			
Pre-Operations & Other Expenditure		7,530			7,530	
Contingencies						
	10 %	16,441	16,441			
TOTAL		52,663	52,663		8,930	6,000

Figure 15: Project Implementation

7.3 Table of Depreciation and Table of Loan & Hire Purchase

ROCKSOLID.CO
DEPRECIATION SCHEDULES

Fixed Asset		Furniture and Fittings	
Cost (RM)		4,000	
Method		Straight Line	
Economic Life (yrs)		Land & Building	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
0	-	-	4,000
1	800	800	3,200
2	800	1,600	2,400
3	800	2,400	1,600
4	800	3,200	800
5	800	4,000	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Office Equipment	
Cost (RM)		1,000	
Method		Straight Line	
Economic Life (yrs)		Furniture and Fittings	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
0	-	-	1,000
1	200	200	800
2	200	400	600
3	200	600	400
4	200	800	200
5	200	1,000	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Machine, furniture and equipment	
Cost (RM)		9,110	
Method		Straight Line	
Economic Life (yrs)		0	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
0	-	-	9,110
1	1,822	1,822	7,288
2	1,822	3,644	5,466
3	1,822	5,466	3,644
4	1,822	7,288	1,822
5	1,822	9,110	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

ROCKSOLID.CO
DEPRECIATION SCHEDULES

LOAN REPAYMENT SCHEDULE				
Amount	165,921			
Interest Rate	5%			
Duration (yrs)	5			
Method	Baki tahunan			
<i>Year</i>	<i>Principa l</i>	<i>Interest</i>	<i>Total Payment</i>	<i>Principal Balance</i>
0	-	-		165,921
1	33,184	8,296	41,480	132,737
2	33,184	6,637	39,821	99,553
3	33,184	4,978	38,162	66,368
4	33,184	3,318	36,503	33,184
5	33,184	1,659	34,843	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	0

Figure 16: RockSolid.Co Depreciation Schedule

7.4 Cash Flow Statement

ROCKSOLID.CO
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
<u>CASH INFLOW</u>																
Capital (Cash)	8,930													8,930		
Loan	165,921													165,921		
Cash Sales		148,179	148,179	148,179	148,179	148,179	148,179	148,179	148,179	148,179	148,179	148,179	148,179	1,778,150	2,667,225	3,556,300
Collection of Accounts Receivable																
TOTAL CASH INFLOW	174,851	148,179	1,953,001	2,667,225	3,556,300											
<u>CASH OUTFLOW</u>																
Administrative Expenditure																
Salaries		9,500	9,500	9,500	9,500	9,500	9,500	9,500	9,500	9,500	9,500	9,500	9,500	114,000	131,100	157,320
Utilities		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000	13,800	16,560

Marketing Expenditure																
Promotion	300	300	300	300	300	300	300	300	300	300	300	300	300	3,600	4,140	4,968
Travelling expenses	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000	20,700	24,840
Stationery	100	100	100	100	100	100	100	100	100	100	100	100	100	1,200	1,380	1,656
Operations Expenditure																
Cash Purchase	124,115	124,115	124,115	124,115	124,115	124,115	124,115	124,115	124,115	124,115	124,115	124,115	124,115	1,489,380	1,519,168	1,564,743
Payment of Account Payable																
Carriage Inward & Duty																
Salaries, EPF & SOCSO	5,712	5,712	5,712	5,712	5,712	5,712	5,712	5,712	5,712	5,712	5,712	5,712	5,712	68,544	78,826	94,591
Utilities	543	543	543	543	543	543	543	543	543	543	543	543	543	6,516	7,493	8,992
Other Expenditure	5,000													5,000	5,750	6,900
Pre-Operations																
Deposit (rent, utilities, etc.)	1,700													1,700		
Business Registration & Licences	170													170		
Insurance & Road Tax for Motor Vehicle																
Other Pre-Operations Expenditure	660													660		

Fixed Assets																	
Purchase of Fixed Assets - Land & Building																	
Purchase of Fixed Assets - Others	8,110													8,110			
Hire-Purchase Down Payment																	
Hire-Purchase Repayment:																	
Principal																	
Interest																	
Loan Repayment:																	
Principal		2,765	2,765	2,765	2,765	2,765	2,765	2,765	2,765	2,765	2,765	2,765	2,765	33,184	33,184	33,184	
Interest		691	691	691	691	691	691	691	691	691	691	691	691	8,296	6,637	4,978	
Tax Payable												0	0	0	0	0	
TOTAL CASH OUTFLOW	10,640	151,227	146,227	1,770,360	1,822,178	1,918,731											
CASH SURPLUS (DEFICIT)	164,211	3,048	1,952	182,641	845,047	1,637,569											
BEGINNING CASH BALANCE		164,211	161,163	163,116	165,068	167,021	168,973	170,926	172,878	174,831	176,783	178,736	180,688		182,641	1,027,688	
ENDING CASH BALANCE	164,211	161,163	163,116	165,068	167,021	168,973	170,926	172,878	174,831	176,783	178,736	180,688	182,641	182,641	1,027,688	2,665,257	

Figure 17: Cash Flow Statement

7.5 Income Statement

ROCKSOLID.CO PRO-FORMA INCOME STATEMENT

	Year 1	Year 2	Year 3
Sales	1,778,150	2,667,225	3,556,300
Less: Cost of Sales			
Opening stock			
Purchases	1,489,380	1,519,168	1,564,743
tolak: Ending Stock			
Pengangkutan Masuk & Duti			
Gross Profit			
Less: Expenditure			
Administrative Expenditure	126,000	144,900	173,880
Marketing Expenditure	22,800	26,220	31,464
Other Expenditure	5,000	5,750	6,900
Business Registration & Licences	170		
Insurance & Road Tax for Motor Vehicle			
Other Pre-Operations Expenditure	660		
Interest on Hire-Purchase			
Interest on Loan	8,296	6,637	4,978
Depreciation of Fixed Assets	2,822	2,822	2,822
Belanja Operasi	75,060	86,319	103,583
Total Expenditure	1,730,188	1,791,815	1,888,369
Net Profit Before Tax	47,962	875,410	1,667,931
Tax	0	0	0
Net Profit After Tax	47,962	875,410	1,667,931
Accumulated Net Profit	47,962	923,372	2,591,303

Figure 18: Income Statement

7.6 Balance Sheet

ROCKSOLID.CO
PRO-FORMA BALANCE SHEET

	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building			
Furniture and Fittings	3,200	2,400	1,600
Office Equipment	800	600	400
Machine, furniture and equipment	7,288	5,466	3,644
	11,288	8,466	5,644
Current Assets			
Stock of Raw Materials	0	0	0
Stock of Finished Goods	0	0	0
Accounts Receivable			
Cash Balance	182,641	1,027,688	2,665,257
	182,641	1,027,688	2,665,257
Other Assets			
Deposit	1,700	1,700	1,700
TOTAL ASSETS	195,629	1,037,854	2,672,601
Owners' Equity			
Capital	14,930	14,930	14,930
Accumulated Profit	47,962	923,372	2,591,303
	62,892	938,302	2,606,233
Long Term Liabilities			
Loan Balance	132,737	99,553	66,368
Hire-Purchase Balance			
	132,737	99,553	66,368
Current Liabilities			
Accounts Payable			

TOTAL EQUITY & LIABILITIES	195,629	1,037,854	2,672,601
---------------------------------------	----------------	------------------	------------------

Figure 19: Balance Sheet

8.0 PROJECT MILESTONES

ACTIVITIES	DEADLINES
Business Registration	18 March 2021
Incorporation of Venture	21 April 2021
Research and Development	23 May 2021
Completion of Design and Development	19 August 2021
Preparation of Factory and Office	20 September 2021
Ordering of Material for Operation	20 October 2021
Starting of Preparation	21 February 2022
Starting of Production and Operations	3 April 2022

9.0 CONCLUSION

We are confident that we can achieve our goals from doing this project. We firmly believe that our business has the potential to become a highly regarded resource in local and regional markets. Given the various practicalities and benefits of Brainy wallet, the production of this innovative product will not only bring solutions to an everyday problem, but it simultaneously delivers great end-users' experience. Although this wallet innovation may face a slight difficulty in market entry due to its novelty concept and price accessibility, RockSolid.co is highly optimistic that it will gain its much-deserved acclamation and recognition from consumers.

After all, our company is unique in that there are no other smart wallet producers in the area, and we offer a great and beneficial product to customers at the same time. We will ensure that we only provide safe materials for our products. We also hope that our efforts will allowing us to realize our mission and vision. Entrepreneurs tend to paint any business plan with a very optimistic brush, highlighting strengths and camouflaging the risks. The Company Managers, as business owners, have a vested stake and financial commitment in the success of this business. The Company has taken all precautions to validate the Company business and financial models, focusing on realistic projections. In addition, we are positive that our product will serve its purpose as intended in the objectives. This initiative has strengthened our entrepreneurial skills, and we hope to use this knowledge to start a business in the future.

10.0 APPENDICES

Appendices 1: Partnership Agreement

Partnership Agreement

This Partnership Agreement is made and entered into on the day of 15 March 2021 between the following parties:

NAME	IC NUMBER
1) Sakinah Binti Amran	
2) Siti Nur Amirah Binti Schaharum	
3) Fadzlinda Fasya Binti Ahmad Faizul	
4) Nurathasha Binti Mislán	
5) Hazimah Binti Azmi	

We are all come with the mutual agreement in relation to the sharing of information, openness, trust and decision-making involvement which led to the successful of company RockSolid.co. All of the partner are agreed to work together and strive till the end in gain the target profit and achieving our mission and vision.

This agreement is a symbol of a continue partnership and will work with each other in good faith and having close relationship with one another in ensuring the successful of the company.

- **Company's Name**
Five partners under Partnership Act Registered 1961 (Amendment 1974) established RockSolid.co Company
- **Business Form**
The business operation and administration will base on the Business Registration Act 1956 (revised 1978) and the businesses carry on the partnership
- **Business Location**
RockSolid.co, Seri Kembangan, Selangor

- **Partners Position**

Name	Position
NurAthasha Binti Mislán	General Manager
Hazimah Binti Azmi	Administrative Manager
Siti Nur Amirah Binti Schaharum	Marketing Manager
Fadzlinda Fasya Binti Ahmad Faizul	Operation Manager
Sakinah Binti Amran	Finance Manager

- **Management Salaries**

Name	Salaries
NurAthasha Binti Mislán	RM 2500
Hazimah Binti Azmi	RM 1500
Siti Nur Amirah Binti Schaharum	RM 1500
Fadzlinda Fasya Binti Ahmad Faizul	RM 1500
Sakinah Binti Amran	RM 2000

The Salary above was starting salary and will continue to increase depends on expand of the business

- **Death and dissolve**

This partnership will continue operate in the future even partners is dead, until all agree to dissolve it

- **Labour Right**

Each partner is entitled to take 12 days leave per year

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

NurAthasha Binti Mislán
(960203-01-6046)
General Manager of RockSolid.co

Hazimah Binti Azmi
General Manager of RockSolid.co

Siti Nur Amirah Binti Schaharum
Marketing Manager of RockSolid.co

Fadzlinda Fasya Binti Ahmad Faizul
Operation Manager of RockSolid.co

Sakinah Binti Amran
Financial Manager of RockSolid.co

Appendices 2 : Partners Resume



NURATHASHA

GENERAL MANAGER

Creative , confident general manager takes prides in coming up with innovative solutions. Capable, keeps cool head in a crisis, approach challenges with enthusiasm. Looking for a general manager position with a growing industry.

WORK EXPERIENCE

Assistant Accountant Premia TNC Bhd
2019-2021

- Ensure collection of company amount owing
- Prepare monthly management accounts
- Assisting with production of group management
- Managed day to day account operations activities

Owner & Manager of Suprises Heaven Enterprise
2018-2022

- Managed day to day operations of online shop
- Handled selection , purchasing , and supplier of product
- Promote products on multiple channels, including social media, ad campaign and word-of-mouth initiatives

EDUCATIONAL HISTORY

UiTM Malacca City Campus
Bachelor in Finance (2017-2019)

UITM Alor Gajah Malacca
Diploma in Accounting (2014-2016)

CONTACT ME AT

PRIVATE & CONFIDENTIAL

SKILLS SUMMARY

- Project Management
- Problem Solving Skills
- Budgeting and Cost Analysis
- Enterprise Resource Planning
- Staff and User Training
- Process Improvement

Figure 21: General Manager Resume



SAKINAH BINTI AMRAN

Financial Manager

My Contact

PRIVATE & CONFIDENTIAL

Hard Skill

- Financial reporting and information
- Data analysis
- Financial accounting
- Business valuation
- Able work under pressure

Soft Skill

- Observation
- Decision making
- Communication
- Multi-tasking

Education Background

- UiTM Bandaraya Melaka Campus
Degree in Finance
Completed in 2019
- UiTM Alor Gajah Melaka Campus
Diploma in Banking
Completed in 2016

About Me

Dedicated and detail-oriented Financial Manager with 2 years of experience. Eager to apply problem-solving skill for RockSolid.Co in identifying, maintaining and increasing company revenue. Special interest in analyzing capital investment and strategic initiatives to ensure good profit planning and control achieved

Professional Experience

RockSolidCo. | Financial Manager

2020 – Present

Key responsibilities:

- Making financial forecasts
- Producing accurate financial reports and information
- Providing advice in making financial decisions
- Projecting profit
- Directing investments

Yarker Industries Sdn Bhd | Account and Admin Assistant

2019 – 2020

Key responsibilities:

- Updating financial statements
- Looking at financial performance and identified trends

BS & Associates | Financial Advisor Intern

2019

Key responsibilities:

- Analyzed financial data
- Researching investments
- Analyzing a client's finances
- Doing basic administrative work
- Providing support to senior advisors

Figure 22: Financial Manager Resume



SITI NUR AMIRAH

MARKETING MANAGER

My Contact

PRIVATE & CONFIDENTIAL

Hard Skill

- Strong Leadership Skills
- Commercial Awareness
- Good Communication Skills
- Advanced Computer Knowledge
- Good Teamwork Skills

Education Background

- UiTM Malacca City Campus
Bachelor In Finance
Completed in 2018
- UiTM Alor Gajah Melaka
Diploma in Accounting
Completed in 2016

About Me

Innovative, creative marketer who has the passion and dedication to drive a business leads through the implementation of a fully integrated marketing strategy

Professi Experience

Christy Ng | Sales Assistant
2018 – 2021

Key responsibilities:

- Assisting customer
- Addressing customer concern
- Create promotional activities

BIG Pharmacy | Sales Asisstant
2018

Key responsibilities:

- Assisted Customer with product
- Arranged stock

Achievements

2019 Received award employee of the month for reaching sales target (June,July,August)

Figure 23: Marketing Manager Resume



HAZIMAH AZMI

ADMINISTRATIVE MANAGER

PROFILE

Detail-oriented with excellent interpersonal, planning and strong customer service skills seeking a position that allow me to utilize my administration experience

CONTACT ME



SKILLS

- Good reading and writing skills
- Fluent in Malay, English and Chinese
- Attention to detail
- Ability to manage automated system

EDUCATION

UITM MALACCA CITY CAMPUS

Bachelor in Finance

2017-2019

UITM REMBAU

Diploma in Business Studies

2014-2016

EXPERIENCE

Rahman Enterprise | Staff Clerk

2022

- Faxing and filing document
- Answering customer questions and complain
- Typing document and entering data

COMPUTER SKILLS

- Text processor.
- Microsoft Office
- Slide presentation.

Figure 24: Administration Manager Resume



FADZLINDA FASYA

OPERATION MANAGER

Contact

PRIVATE & CONFIDENTIAL

UiTM Malacca City Campus
Bachelor In Finance
Completed in 2019

UiTM Jengka
Diploma in Accounting
Completed in 2016

Skills

Cost Analysis	
Creativity	
Problem Solving	
Organization	
Leadership	
Production Operation	

Profile

Driven, focused and highly motivated individual whose vision of success . Having the capability to manage business, supervise, and more efficient in operating procedure.

Experience

OWNER & MANAGER

The Bag.co | 2020-2022

- Oversaw the daily operations of the business
- Looking out process Improvement & Creation
- Studied the industry market and kept abreast of new trends
- Cost control & Analysis

SALES CASHIER

Fashion Valet | 2019-2020

- Manage transactions with customer using cash and credit
- Issue receipt , refunds and change
- Scan product and ensure pricing is accurate

Figure 25: Operation Manager Resume

Appendices 3 : Source of Market Data

Age	Male	Female	Total
Under 5	531	522	1,053
5-9	522	495	1,017
10-14	442	422	865
15-19	507	497	1,005
20-24	822	804	1,626
25-29	782	707	1,490
30-34	605	530	1,135
35-39	482	433	916
40-44	366	332	699
45-49	313	273	587

35-39	482	433	916
40-44	366	332	699
45-49	313	273	587
50-54	236	209	445
55-59	160	146	306
60-64	109	113	223
65-69	58	55	113
70-74	42	43	85
75-79	0	0	0
80-84	0	0	0
85 Plus	0	0	0

What makes Seri Kembangan such a great place is that the township is connected by some of the most advanced expressways. Known to many as the southern gateway into Kuala Lumpur, it connects those coming in from southern states into the capital. This is through the PLUS highway. Meanwhile, it is also the intersection between Besraya Highway as well as the newer Maju Expressway.

Demographics in Seri Kembangan

There are an estimated about 150,000 people residing in Seri Kembangan with a majority of them being Chinese. The largest group of people here are in the middle and lower-income groups. However, there is a rising population of the high-income bracket in the surrounding areas like Sierra 16 and Cyberjaya, to name a few.

10.3 Diagram of Product



Appendices 4: Financial Performance

FINANCIAL PLANNING

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NAME OF BUSINESS/COMPANY	ROCKSOLID.CO
---------------------------------	---------------------

1. Projected administrative, marketing and operations expenditure :

ADMINISTRATIVE EXPENDITURE	
Fixed Assets	RM
Land & Building	
Furniture and Fittings	4,000
Office Equipment	1,000
Working Capital	
Salaries	9,500
Utilities	1,000
Other Expenditure	
Other Expenditure	
Pra-Operasi	
Deposit (rent, utilities, etc.)	1,200
Business Registration & Licences	170
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	310
TOTAL	17,180

MARKETING EXPENDITURE	
Fixed Assets	RM
Working Capital	
Promotion	300
Travelling expenses	1,500
Stationery	100
Other Expenditure	
Other Expenditure	5,000
Pra-Operasi	
Deposit (rent, utilities, etc.)	
Business Registration & Licences	
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	350
TOTAL	7,250

OPERATIONS EXPENDITURE	
Fixed Assets	RM
Machin, furniture and equipment	9,110
Working Capital	
Raw Materials & Packaging	124,115
Carriage Inward & Duty	
Salaries, EPF & SOCSO	5,712
Utilities	543
Other Expenditure	
Other Expenditure	
Pra-Operasi	
Deposit (rent, utilities, etc.)	500
Business Registration & Licences	
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	
TOTAL	139,980

SALES PROJECTION	
Month 1	148,179
Month 2	148,179
Month 3	148,179

PURCHASE PROJECTION	
Month 1	124,115
Month 2	124,115
Month 3	124,115

Month 4	148,179
Month 5	148,179
Month 6	148,179
Month 7	148,179
Month 8	148,179
Month 9	148,179
Month 10	148,179
Month 11	148,179
Month 12	148,179
Total Year 1	1,778,150
ToTal Year 2	2,667,225
Total Year 3	3,556,300

Month 4	124,115
Month 5	124,115
Month 6	124,115
Month 7	124,115
Month 8	124,115
Month 9	124,115
Month 10	124,115
Month 11	124,115
Month 12	124,115
Total Year 1	1,489,380
ToTal Year 2	1,519,168
Total Year 3	1,564,743

ROCKSOLID.CO
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	4,000				4,000	
Office Equipment	1,000				1,000	
Machine and equipment	9,110	8,110			1,000	
Furniture	610	610				
Working Capital	1	months				
Administrative	10,500	10,500				
Marketing	1,900	500		1,900		
Operations	130,370	130,370				
Pre-Operations & Other Expenditure	7,530			7,530		
Contingencies	10 %	16,441	16,441			
TOTAL	52,663	52,663		8,930	6,000	

ROCKSOLID.CO
DEPRECIATION SCHEDULES

Fixed Asset Cost (RM) Method Economic Life (yrs)			
Furniture and Fittings 4,000 Straight Line Land & Building			
Year	Annual Depreciation	Accumulated Depreciation	Book Value
0	-	-	4,000
1	800	800	3,200
2	800	1,600	2,400
3	800	2,400	1,600
4	800	3,200	800
5	800	4,000	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset Cost (RM) Method Economic Life (yrs)			
Office Equipment 1,000 Straight Line Furniture and Fittings			
Year	Annual Depreciation	Accumulated Depreciation	Book Value
0	-	-	1,000
1	200	200	800
2	200	400	600
3	200	600	400
4	200	800	200
5	200	1,000	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset Cost (RM) Method Economic Life (yrs)			
Machine, furniture and equipment 9,110 Straight Line 0			
Year	Annual Depreciation	Accumulated Depreciation	Book Value
0	-	-	9,110
1	1,822	1,822	7,288
2	1,822	3,644	5,466
3	1,822	5,466	3,644
4	1,822	7,288	1,822
5	1,822	9,110	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

ROCKSOLID.CO
DEPRECIATION SCHEDULES

LOAN REPAYMENT SCHEDULE				
Amount	165,921			
Interest Rate	5%			
Duration (yrs)	5			
Method	Baki tahunan			
<i>Year</i>	<i>Principa l</i>	<i>Interest</i>	<i>Total Payment</i>	<i>Principal Balance</i>
0	-	-		165,921
1	33,184	8,296	41,480	132,737
2	33,184	6,637	39,821	99,553
3	33,184	4,978	38,162	66,368
4	33,184	3,318	36,503	33,184
5	33,184	1,659	34,843	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	0

ROCKSOLID.CO

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
<u>CASH INFLOW</u>																
Capital (Cash)	8,930													8,930		
Loan	165,921													165,921		
Cash Sales		148,179	148,179	148,179	148,179	148,179	148,179	148,179	148,179	148,179	148,179	148,179	148,179	1,778,150	2,667,225	3,556,300
Collection of Accounts Receivable																
TOTAL CASH INFLOW	174,851	148,179	1,953,001	2,667,225	3,556,300											
<u>CASH OUTFLOW</u>																
Administrative Expenditure																
Salaries		9,500	9,500	9,500	9,500	9,500	9,500	9,500	9,500	9,500	9,500	9,500	9,500	114,000	131,100	157,320
Utilities		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000	13,800	16,560

Purchase of Fixed Assets - Land & Building																
Purchase of Fixed Assets - Others	8,110													8,110		
Hire-Purchase Down Payment																
Hire-Purchase Repayment:																
Principal																
Interest																
Loan Repayment:																
Principal		2,765	2,765	2,765	2,765	2,765	2,765	2,765	2,765	2,765	2,765	2,765	2,765	33,184	33,184	33,184
Interest		691	691	691	691	691	691	691	691	691	691	691	691	8,296	6,637	4,978
Tax Payable												0	0	0	0	0
TOTAL CASH OUTFLOW	10,640	151,227	146,227	1,770,360	1,822,178	1,918,731										
CASH SURPLUS (DEFICIT)	164,211	3,048⁻	1,952	182,641	845,047	1,637,569										
BEGINNING CASH BALANCE		164,211	161,163	163,116	165,068	167,021	168,973	170,926	172,878	174,831	176,783	178,736	180,688		182,641	1,027,688
ENDING CASH BALANCE	164,211	161,163	163,116	165,068	167,021	168,973	170,926	172,878	174,831	176,783	178,736	180,688	182,641	182,641	1,027,688	2,665,257

ROCKSOLID.CO

PRO-FORMA INCOME STATEMENT

	Year 1	Year 2	Year 3
Sales	1,778,150	2,667,225	3,556,300
Less: Cost of Sales			
Opening stock			
Purchases	1,489,380	1,519,168	1,564,743
tolak: Ending Stock			
Pengangkutan Masuk & Duti			
Gross Profit			
Less: Expenditure			
Administrative Expenditure	126,000	144,900	173,880
Marketing Expenditure	22,800	26,220	31,464
Other Expenditure	5,000	5,750	6,900
Business Registration & Licences	170		
Insurance & Road Tax for Motor Vehicle			
Other Pre-Operations Expenditure	660		
Interest on Hire-Purchase			
Interest on Loan	8,296	6,637	4,978
Depreciation of Fixed Assets	2,822	2,822	2,822
Belanja Operasi	75,060	86,319	103,583
Total Expenditure	1,730,188	1,791,815	1,888,369
Net Profit Before Tax	47,962	875,410	1,667,931
Tax	0	0	0
Net Profit After Tax	47,962	875,410	1,667,931
Accumulated Net Profit	47,962	923,372	2,591,303

ROCKSOLID.CO

PRO-FORMA BALANCE SHEET

	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building			
Furniture and Fittings	3,200	2,400	1,600
Office Equipment	800	600	400
Machine, furniture and equipment	7,288	5,466	3,644
	11,288	8,466	5,644
Current Assets			
Stock of Raw Materials	0	0	0
Stock of Finished Goods	0	0	0
Accounts Receivable			
Cash Balance	182,641	1,027,688	2,665,257
	182,641	1,027,688	2,665,257
Other Assets			
Deposit	1,700	1,700	1,700
TOTAL ASSETS	195,629	1,037,854	2,672,601
Owners' Equity			
Capital	14,930	14,930	14,930
Accumulated Profit	47,962	923,372	2,591,303
	62,892	938,302	2,606,233
Long Term Liabilities			
Loan Balance	132,737	99,553	66,368
Hire-Purchase Balance			
	132,737	99,553	66,368
Current Liabilities			
Accounts Payable			
TOTAL EQUITY & LIABILITIES	195,629	1,037,854	2,672,601

ROCKSOLID.CO
FINANCIAL PERFORMANCE

	Year 1	Year 2	Year 3
<u>PROFITABILITY</u>			
Sales	1,778,150	2,667,225	3,556,300
Gross Profit			
Profit Before Tax	47,962	875,410	1,667,931
Profit After Tax	47,962	875,410	1,667,931
Accumulated Profit	47,962	923,372	2,591,303
<u>LIQUIDITY</u>			
Total Cash Inflow	1,953,001	2,667,225	3,556,300
Total Cash Outflow	1,770,360	1,822,178	1,918,731
Surplus (Deficit)	182,641	845,047	1,637,569
Accumulated Cash	182,641	1,027,688	2,665,257
<u>SAFETY</u>			
Owners' Equity	62,892	938,302	2,606,233
Fixed Assets	11,288	8,466	5,644
Current Assets	182,641	1,027,688	2,665,257
Long Term Liabilities	132,737	99,553	66,368
Current Liabilities	0	0	0
<u>FINANCIAL RATIOS</u>			
<i>Profitability</i>			
Return on Sales	3%	33%	47%
Return on Equity	76%	93%	64%
Return on Investment	25%	84%	62%
<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	2.1	0.1	0.0
<u>BREAK-EVEN ANALYSIS</u>			
Break-Even Point (Sales)	989,833	419,530	380,608
Break-Even Point (%)	56%	16%	11%

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