

## EASY GLOVES SDN BHD

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## **1.0 EXECUTIVE SUMMARY**

The Easy Gloves Company was established on January 2021, it is a company that produce multipurpose gloves and located Batu Pahat, Johor. This gloves were made to help people who working in the restaurant, people who suffer with eczema and housewives to wash dish. Easy gloves company consist of 5 managers which is general manager, marketing manager, administration manager, operational manager, financial manager and we also hired 8 workers under operation. Our mission is to have a better health and make things easy through transformative innovation. And our vision is to create a good quality product and make people life's easier easy glove have the goal to gives high satisfaction to customer.

The purpose of this business plan as a guideline for managers to manage the business effectively and efficiently. Business plan contains with all the information regarding the products, financial estimates and the business future plan. By creating this business plan, we have better understand and clear objectives in order achieve our vision and mission for this business. This business plan includes company background, target market, owners and team background, marketing strategy, operation plan, location of the business, organization plan and the most important in managing business is financial plan.

Easy gloves company shows the good opportunity that has the market potential to success in providing multipurpose gloves that different with basic gloves out there. We have the big opportunity on making higher profit because of the useful our product and every income level can afford or product. We hope this business run effectively by following the business plan and achieve the goal and get the expected return in the future.

## 2.0 COMPANY PROFILE

### 2.1 Organizational Background

<b>Company name</b>	Easygloves Sdn Bhd
<b>Address</b>	Lot 33, Jalan Ros, Ayer Hitam, 86100, Batu Pahat, Johor
<b>Product</b>	Multipurpose gloves
<b>Contact number</b>	077581054
<b>Website</b>	<a href="http://www.easygloves.com.my">www.easygloves.com.my</a>
<b>Email</b>	<a href="mailto:easygloves@gmail.com">easygloves@gmail.com</a>
<b>Vision</b>	Create a good quality product and make people's life easier
<b>Mission</b>	Better health and make things easy through transformative innovation.
<b>Start of business</b>	January 2021

*Table 1 Organizational Background*

### 1.2 Organization Logo and Motto



*Figure 1 Easygloves Sdn. Bhd. Logo*

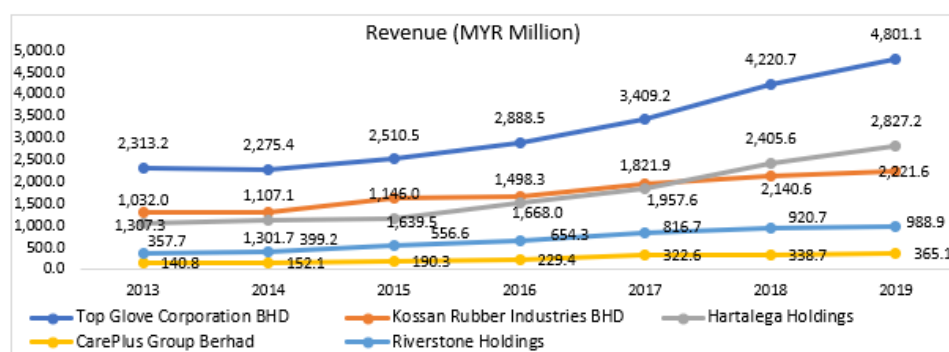
Description	
<b>Motto</b>	"Make life easier" as our innovation aimed to make a simple daily activity, which is cleaning, less hassle and time-saving.
<b>Gloves</b>	To show people the product that we specialized, making gloves.
<b>Company name</b>	To ensure that people recognize our company when they see the logo being marketed in our products.

*Table 2 Organization Motto Descriptions*

### 3.0 ENVIRONMENTAL INDUSTRY ANALYSIS

Our company which is Easygloves Sdn. Bhd decided to be a part of the dishwashing product industry and decided to produce a multipurpose dishwashing glove with several features. Most of the time, people tend to use rubber gloves or silicon gloves with cleaning brush as an alternative to wash dishes instead of using bare hands, however, it is not very effective. Our glove contains a 3-in-1 functions with silicon glove as the base to protect your hands from harsh chemicals, sponge for washing normal dishes and steel wool scrubber for hard or tough stains. The main reason why we want to create this glove is to create a good quality product which will make people's life or chores easier. The usage of any types of dishwashing gloves is not widely used in the restaurants or food and beverage industry. Therefore, we want to spread the benefits and usefulness of our product and commercialize it so that people can purchase our gloves anywhere.

Upon the invention of our multipurpose glove, we decided to proceed with the production even though there are a lot of competitors because we can see the growth potential of our product. It is very convenient to use and the durability is good despite the affordable price. The original idea of our invention is to protect our potential consumers' hand from harsh chemicals or the risk of getting burnt from using hot water when doing the dishes, however, after a lot of consideration we decided to add several features. The features we added makes our gloves much more useful especially for food and beverage industry where it requires their staff to wash dishes a lot in their daily operation. They do not have to switch between sponge and scrubber depending on the type of dish as often. We believe that our product can succeed in the industry and compete with other big brands.



Source: Telesurvey research

Figure 2 Statistics of Malaysia Rubber Glove Industry

Based on the statistics above, we can see that the rubber glove industry which is also a part of the dishwashing glove industry is increasing in a steady rate as years pass by due to high demands. However, in order to follow the environmental trends which promotes sustainability in their products, our company decided to use silicon gloves instead of rubber/ latex gloves to reduce the amount of waste caused by the purchase of rubber gloves as silicon is more durable than rubber.

The natural rubber latex comes hand in hand with a natural aging process which is affected by natural influences such as UV-light, air and heat while silicone is a clear synthetic product that has undergone tests to ensure its safety and in general, it is more durable than latex. Silicone pacifiers are sturdier than latex. Therefore, it can retain its shapes, low possibility of aging and it can also withstand high temperature and last longer. This characteristic of silicone makes it more durable than rubber which makes the inventory turnover lesser than rubber. Our gloves are very durable and it is suitable to wear for a long period of time. The usage of latex or rubber gloves in a daily basis will have a negative impact on the environment in the long run.

To succeed in the glove manufacturing industry, there are several key success factors that our company must implement in order to compete with other large companies. As an example, leadership. Leadership is important in a company as the influence of the leader in the organization will resonate the entire organization. Leadership involves motivating the employees and provide them with purposes such as to achieve the company's mission, vision and objectives. Other than that, maintaining the image and reputation of a company is crucial in order to stay relevant in the market. To achieve this, the company must hold the responsibility of providing the customers with a very good quality product that serves its purposes and maintain a good relationship with the customer with good customer service.

Moreover, the key success factors in a company also consists of organizational innovation. This is a very crucial step as innovation is needed for a company to stay ahead of their competitors. The rapidly changing market cause more competing business than before, therefore, innovative will help a company to predict the market as well as keep up with the customers needs to create a product that fulfill their needs, wants and expectations. Finally, one of the most important key success factors in a company is employee satisfaction. Employee satisfaction is necessary as we want our employees to be positive in their approach by being productive, proactive and committed in their work while contributing to the company's goals. Prioritizing employee satisfaction as a whole, helps in improving company's performance.



## 4.0 DESCRIPTION OF VENTURE

Multipurpose Glove		
Primary use	Benefits	Unique features
<p><b>The main use of our glove is to make daily cleaning activities such as washing the dishes becomes easier and safer as it has various functions and a great safety feature for people with sensitive skin.</b></p>	<ol style="list-style-type: none"> <li>1. Prevent skin exposure to chemicals contained in cleaning liquids.</li> <li>2. Reduce the possibility of getting our hands burnt from hot water.</li> <li>3. Protecting the hand of people with sensitive skin or eczema from feeling painful when cleaning</li> <li>4. A handy and convenient cleaning tool as we gathered different cleaning materials in just one glove.</li> <li>5. Keeping your sink area neat and tidy as you just need one item for cleaning.</li> </ol>	<p>Each pair of our glove comes in 3-in-1 features which are:</p> <ol style="list-style-type: none"> <li>1. Silicone material glove to protect your hands from chemicals</li> <li>2. Soft sponge for dishwashing</li> <li>3. Steel wool scrubber for hard cleaning</li> </ol>

*Table 3 Description of Venture*

With the vision to create a good quality product and make people's life easier and the mission to promote better health and make things easy through transformative innovative, our company has created a special and unique glove called the Multipurpose Glove. This product of ours is a very helpful tool to solve daily problems that were faced by most housewives, restaurant workers and people with sensitive skin. This Multipurpose Glove is user-oriented as its practicality to save your money from buying separate cleaning tools and later having them scattered all over your sink area. Our glove has readily attached both sponge and scrubber on a silicone made glove that works as a protection from exposing your skin to harmful cleaning substances such as detergents, solvents, vinegar, ammonia and bleach as well as protecting your skin from hot water which is very helpful for restaurant workers who wash the dishes all day long. It is also a convenient tool for every housewife who wishes to keep their sink area looking neat as all they need is just one glove.

The economic benefit that comes with the creation of our product is we offer employment for people in Batu Pahat, Johor as we need more manpower in the production of the glove at our building and warehouse. Besides that, this new innovation will also increase healthy competition in the market as more company will try to step up their game with new inventions that may help to solve daily problems and in result, more entrepreneur in this country will be trained to think creatively when creating a product.

Since our product is made up of simple daily material which is sponge, scrubber and gloves that people can find them easily and they might even have brands that has become their personal favourite for quite a long time, it is a challenge for us to create demands from the customers. Moreover, there are huge number of competitors that already have a strong base in the industry that we are pursuing which is selling kitchenware. Therefore, in order to attract customers to be interested in purchasing our product, we will plan a timeline of major events that will take place in the short and long-term future so that we can plant our brand image of making daily activities easier and safer in our targeted market community.

As for the short-term strategy, we will generate an impactful advertisement for our product through both online and offline platforms such as social media, posters, television ads and many more. This advertisement will have to cover not only Batu Pahat area, but whole Malaysia in order to reach more potential customers and we will promote the uniqueness of our product that is beneficial to the people to really grab their attention. We plan to launch our product in Batu Pahat Mall which is one of the biggest malls in Batu Pahat as many people visits the mall every day. This is a good move to introduce our product to the locals and we target to make around 400 sales on our first sell to the public. In an attempt to pique interests among the public, we will make giveaway for a free dish soap and a free hook to hang the glove for every purchase on our launching day.

As for the long-term strategy, when we have more stable customer base, we will increase our sales growth by becoming a supplier or hiring various big wholesaler in the country as an intermediary such as Mr. Diy, Giant Hypermarket, Econsave and Mydin as well as e-intermediary platforms such as Shopee and Lazada so that we can reach more consumer within Malaysia. We would also strengthen our image by producing more high quality and innovative kitchenware as according to our vision and mission to ease our customer daily lives.

## **5.0 MARKETING ANALYSIS AND COMPETITION**

### **5.1 Target Market**

The Easy Gloves we are sets our target market based on demographic, psychographics and geographic. To enhance a better marketing performance, a business should use these target market to provide a better and right product to the customers.

#### **5.1.1 Demographic segmentation**

For target market, we are using demographic segmentation that focus on income level in setting up our target market. For customers who are in low until high income level they can purchase our product because the price is only RM18, it is affordable for everyone with any income level especially housewives. And we also use a very good quality Material for our product. That will satisfy our customers.

#### **5.1.2 Psychographic segmentation**

As we all know that chemicals contained in detergent, solvents, vinegar, ammonia and bleach can damage our skin. The need of our product is some of people who having eczema they need Something that can help them to wash the dish without damage their hands. Other than that, they want to prevent skin exposure to chemicals contained in detergent, solvents, vinegar, ammonia and bleach. Next, some of them do not want their sink area to be messy with many brush and sponge.

#### **5.1.3 Geographics segmentation**

Our location of building and warehouse is located in Batu Pahat. Our product will be sell near many housing areas that closer to our target market especially housewives, people who work in the kitchen, and maid. We use wholesaler as an intermediary such as Mr Diy, Giant Hypermarket, Econsave and Mydin which sell kitchenwares.

Market Size	Calculation
Market Volume	= Number of target customers per year x penetration rate: = 50,000 x 20% = 10,000 customers
Market Value	= Market volume x Average value = 4,166 customers x RM18.00 = RM74,988
Target sales per month for Easy Gloves	RM74,988 (4,166 pair)
Target units sold per month for Easy Gloves	= Target sales per month / Price = Rm74,988 / RM18.00 = 4,166 pair sold per month
Forecast of potential repeat-purchase volume	ATAR formula by using number of target customers per month (4,166) A - 670 customers aware of new product (4,166 x 60%) T - 1200 customers willing to trial the product (999.6 x 20%) A - 1560 customers finding the product available in a store and trailing the product (800 x 75%) R - 736 customers repeat and rebuy the product (4000 x 50 %) = 60% x 20% x 75% x 50% = 4.5 % This tells us that we expect to have 4.5% of the total target market (number of buying units) becoming our ongoing customer base, as shown in the above calculation (where 4.5% of the 4,166 user = 185 customers per month )

*Table 4 Market Size*

### 5.1.1 Market size

We can conclude, based on the market size and forecast above, that the number of consumers will expand based on acceptance and demand for our product, as we target more customers to purchase our product in the future due to demographic considerations where everyone with any income level especially housewives can buy our product.

### 5.1.2 Market Share

Market Share and Sales			
January 2021			
Competitor	Well gloves SDN BHD	Hartalega Holdings BHD	Supermax Corp BHD
Market share (%)	36%	30%	34%
Total sales in units (gloves)	3240	4550	3500
Product price	RM19.00	RM19.90	RM20.80
Total sales in RM	RM61,560.00	RM90,545.00	RM72,800.00
Total all sales of the market	RM224,905.00		

*Table 5 Market share before entrance*

Market Share and Sales				
February 2021				
Competitor	Well gloves SDN BHD	Hartalega Holdings BHD	Supermax Corp BHD	Easy Gloves SDN BHD
Market share (%)	27%	28%	25%	20%
Total sales in units (gloves)	3220	3900	3500	2980
Product price	RM19.00	RM19.90	RM20.80	RM18.00
Total sales in RM	RM61,180.00	RM77,610.00	RM72,800.00	RM53,640.00
Total all sales of the market	RM265,230.00			

*Table 6 Market share after entrance*

Based on table above, The easy glove getting lowest percentage of market share which is 20% of market share because The Easy Glove is new to the market, However, the total sales units and percentage market share will be increase in the future because of the affordable price compared to others gloves company in result users tend to purchase lower price in the market.

## Competition and Competitive Edges

Competitors	Strengths	Weaknesses
Hartalega Holdings. Bhd.	<ul style="list-style-type: none"> <li>• Made with premium grade natural latex compound</li> <li>• Last longer than the average household rubber gloves because it has durable and thicker materials.</li> <li>• Has many types of household rubber in different colours.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of marketing and promotion from the company</li> <li>• Have the same visual as other gloves which do not portrayed the specialty enough.</li> <li>• Difficult to find this product in certain market.</li> </ul>
Supermax Corp. Bhd.	<ul style="list-style-type: none"> <li>• Has a lot of expert and talented employees.</li> <li>• High margins compare to other competitors.</li> <li>• Exports to more than 100 countries around the world because of its strong brand recognition.</li> </ul>	<ul style="list-style-type: none"> <li>• Extra cost of building new supply chain and logistics network.</li> <li>• High cost of replacing existing experts.</li> <li>• Market share is declining despite rising sales.</li> </ul>
Well Gloves Sdn Bhd	<ul style="list-style-type: none"> <li>• Have an affordable price for the consumers.</li> <li>• Made from a high-quality rubber or latex.</li> <li>• Make a promotion during celebration day.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of marketing and promotion from the company</li> <li>• Does not have any website to communicate with the consumers</li> <li>• Limited types of gloves that has been produced.</li> </ul>

*Table 7 Competition and Competitive Edges*

## Sales Forecast

Sales Forecast for Easy Gloves Sdn Bhd Year 2021		
Month	Unit Sold (pcs)	Sales Collections (RM)
January	2800	50400
February	2980	53640
March	3050	54900
April	1024	18432
May	5200	93600
June	1200	21600
July	4500	81000
August	810	14580
September	1800	32400
October	2410	43380
November	2500	45000
December	4300	77400
<b>TOTAL</b>	<b>32574</b>	<b>586332</b>

Table 8 Sales Forecast for Easy Gloves Sdn Bhd in 2021

## Marketing Strategy

### 1. Product



Figure 3 Product

- Brand  
Our company chose the name Easy Glove to show that our product characteristic is to make consumer life easier.
- Design  
We designed our product 3 in 1 function to protect hand from chemical. The main material we used is silicone glove followed by sponge for dishwashing on the palm and stainless steel wool as the scrubber.

- Packaging  
To minimize the cost of production, we decided to use a resealable ziplock packaging bag that can fit a pair of glove in one pack.
- Labelling  
The name and address of the manufacturer, packer, owner of rights of the manufacture displayed along with the name and business address of our company. Also, barcode which can do wonders for our inventory tracking system.
- Ease to use  
The reason why people should buy our product is because it is so much easier for them since they do not need to put every utensil for cleaning dishes everywhere around the sink. They just need a pair of gloves to solve all of their problems.
- Product differentiation  
The specialty of our product is that consumers only need to buy a pair of glove to get the same function as several products.

## 2. Pricing

We offer our product worth RM18 a pair. The price is very affordable because our product is used for daily needs. The Pricing strategies that we apply is competitive based pricing because they are many businesses selling similar product. So, people can get a better quality and more effective product with the same price. We set the price for our product after observing the competitor at the local supermarket and online shopping sites.

## 3. Sales Tactics

We focus more about our brand awareness because it will give a tangible effect on our business performance. Brand awareness can increase trust among the consumers and build our brand equity. Also, can help our company reach the target audience. The sales tactics we use is optimize our content for search engines. Meaning when consumer searching for dish wash glove, our product/brand will be the on the top and preferable. On the other hand, we also can cooperate with local businesses for partnership. For example, Kuat Harimau dishwashing liquid, to collaboration in making advertisement.



#### 4. Service and Warranty policy

Our company offer a refund and return policy. Buyer may apply for return or refund of the purchased items 7 days prior. The item in the following circumstances:

- The item was defective or damage on delivery
- The item delivered does not match the specification or materially different from the description provided by seller.

#### 5. Advertising and promotion

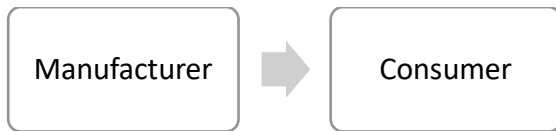
We promoting our product through video content and advertisement and post it on social media platform such as Instagram and Facebook to introduce our product in more casual ways. On the other hand, YouTube ads also give an impact to promote our product because we can reach many view from our target customer.

#### 6. Distribution



- Direct distribution channel

Uses wholesaler as an intermediary such as Mr Diy, Mydin and Giant which sell household items. Wholesalers are able to sell our products for a lower price as they are selling in bulk, which reduces the handling time and costs involved. They usually provide large quantities of goods, but can take on orders for smaller quantities as well. So it gave our company benefit in term of production cost.



- E-Intermediaries

Uses intermediaries channel such as shopee and lazada to reach more consumer within Malaysia. These shopping website have successfully provided a customized online experience for their users through a proficient and friendly buying and selling environment. Consumers are willing to spend great quality products which is value for money and fulfilling their desired needs.

### Marketing Budget

#### MARKETING EXPENDITURE

	RM
<b>FIXED ASSETS/CAPITAL EXPENDITURES</b>	
Delivery Truck	5,000
<b>WORKING CAPITAL/MONTHLY EXPENDITURE</b>	
Promotion and Advertising	2,000
Fuel	1,000
<b>OTHER EXPENDITURES</b>	
Insurance & Road Tax	500
<b>TOTAL</b>	8,500

*Table 9 Marketing Expenditure*

## **6.0 OPERATIONS AND PRODUCTION PLAN**

Being one of the most crucial sections in the business plan, operational plan highlights the activities needed to be done in order to set up our business starting from the decision made when choosing the right location, the layout of our warehouse, workflows of the production process, daily operation schedule and other related information regarding the operational plan.

In this plan, the production manager is being held responsibility to make sure the working environment and the overall plan is working smoothly according to plan. This is because the measure of efficiency in which the organization operates will determine how much the firm can achieve. The aimed goals which are the objectives, mission and vision should be met as planned, thus, these operation and production strategies are really necessary.

Our objectives for the company's operational plan are as follows:

1. To satisfy our customers by producing high quality products.
2. To achieve maximum number of productions in short amount of time.
3. To ensure smooth, safe and positive work environment.

## **6.1 DEVELOPMENT**

The first thing that we do in developing our company, Easygloves Sdn. Bhd. is to decide on the most suitable location to establish our business. Since most of our members were located in Johor, we decided to search for possible location in the state as well. This is the part where the targeted market involves. Considering that we aimed for housewives and restaurant workers, we saw the opportunity to develop our business in Batu Pahat, Johor as it is a town full of people with many housing areas and malls which we can find our targeted market easily.

The next thing we did is to gather as much information needed for possible supplier for our product materials which are sponges, steel wools, silicone and other materials needed for packaging. We contacted and discussed with many related factories in order to achieve an agreement of becoming our supplier. We also search for sources of equipment needed in operating our business and producing our products such as machineries and transportation.

### 6.1.1 Operation Details

Business Location	Operation Day	Operation Hours
<b>Lot 33, Jalan Ros, Ayer Hitam, 86100, Batu Pahat, Johor.</b>	Monday - Sunday	9.00 A.M. – 10.00 P.M.

*Table 10 Operation Details*

### 6.1.2 Project Implementation Schedule

Activities	Deadlines	Durations
Incorporation of business	February 2020 – March 2020	2 months
Warehouse search and rental	April 2020	1 months
Permit and license application	May 2020 – June 2020	2 months
Applying loan	July 2020	1 months
Make agreement with suppliers and wholesalers	August 2020 – September 2020	2 months
Purchase and set up equipment	October 2020	1 months
Enrol workers	November 2020	1 months
Promoting and advertising to the public	December 2020	1 months
Start of business	1 <sup>st</sup> January 2021	

*Table 11 Project Implementation Schedules*

## 6.2 PRODUCTION

Easygloves Sdn. Bhd. sells our product through two platforms which are wholesaler and online platform. Therefore, at the end of the production process, we will send some of our final goods to the wholesaler and keep some of them at our warehouse as stocks to sell them on e-commerce platforms such as Shopee and Lazada.

### 6.2.1 Flow chart for the production of Multipurpose Gloves



This manufacturing process will operate daily and since none of our materials will be constructed from scratch as we will buy each of the materials readily made from our supplier, we only have to go through the process of assembling the materials together to make our final product, Multipurpose Glove. Therefore, it requires a small amount of time to produce a unit. This way, we will be able to produce maximum number of final goods in one day.

### 6.2.2 Flow chart for online sales activity



In order to grab more attention and interests from our potential customers to purchase our products through online platforms, we will post advertisements and interesting videos on our social media platforms. After the sales activity is completed, we will update our account so that we can track our profits at the end of the month.

### 6.3 FACILITIES

As mentioned earlier, our warehouse is located in Batu Pahat, a town centred in amidst of people with relaxed environment whereby housewives, restaurant workers and many potential wholesalers were located.

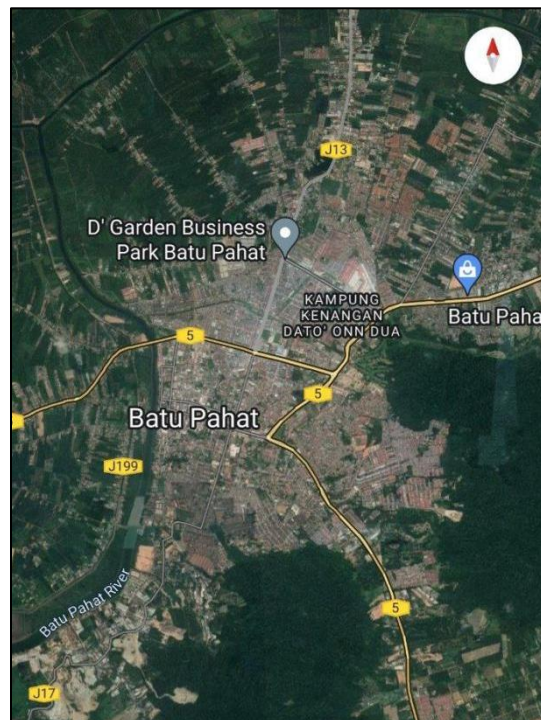


Figure 4 Overview of Batu Pahat District



Figure 5 Layout of Easyglove Warehouse

### 6.3.1 Operation costs

Item	Fixed Asset Expenses (RM)	Monthly Expenses (RM)	Total (RM)
Rental		2,500	2,500
Maintenance		300	300
Utilities		500	500

Table 12 Operation costs

### 6.4 STAFFING

For the production of Easygloves, our company requires around 8 staff to operate the machinery and for all the process of producing the gloves excluding the managers. The main duties of our staff members are to check the quality of materials that we receive from our steel wool scrubber and sponge supplier and segregate the defected materials. Then, the staff will start assembling our silicon gloves with the steel wool scrubber and sponge. Next, they will have to test the quality of the glove and make sure that the gloves are functional. Moreover, the staff will have to sort out any defected items and separate them from the gloves that will be packaged. We will be advertising our staff recruitment on work or job searching platform. We prioritize people who lives nearby our warehouse as it will be easier for them to commute to and from work. Other than that, we welcome people from lower income level who lives within the area to work with us as we want to help them lighten their burden in supporting their family.

## 6.5 EQUIPMENT

EQUIPMENT	Quantity	Cost Per Unit (RM)	TOTAL (RM)
Silicone glove making machine	1	RM74,390.90	RM74,390.90

*Table 13 Equipment*

## 6.6 SUPPLIES

- To produce 4666 pair of Multipurpose glove per month

Ingredient	Quantity Required	Price Per Unit	Total Purchase
Sponge 	9,332 unit	RM0.60/unit	RM5,599.20
Steel Wool Scrubber 	9,332 unit	RM0.85/unit	RM7,932.20
Silicone Gloves 	9,332 unit	RM2.20/unit	RM20,530.40
Ziplock 	4666 unit	RM0.40/unit	RM1866.40
<b>Total Purchases</b>			<b>RM35,928.20</b>

*Table 14 Supplies*



Before Markup	After Markup
<p style="text-align: center;">Cost price per pair</p> <p>= RM1.20 + RM1.70 + RM4.40 + RM0.40 = RM7.70</p> <p style="text-align: center;">Cost price for 4,666 pair per month</p> <p>= RM7.70 x 4,666 = RM35,928.20</p>	<p style="text-align: center;">Selling price per pair = RM18</p> <p>Total markup = RM18 – RM7.70 = RM10.30</p> <p style="text-align: center;">Selling price for 4,666 pair per month</p> <p>= RM18.00 x 4,666 = RM 83,988</p> <p style="text-align: center;">Markup %</p> <p>RM7.70 = 100% RM10.30 = x</p> <p>= <math>\frac{\text{RM10.30} \times 100}{\text{RM7.70}}</math></p> <p>= 133.77%</p>

*Table 15 Markup price*

## 7.0 ORGANIZATIONAL PLAN

### 7.1 Ownership Structure

Our company, Easygloves Sdn. Bhd. is a partnership company that consists of five members with each of them held different responsibilities which are Director, Sales Manager, Accounting Manager, Production Manager and Marketing Manager. We took a total of eight workers to make the production of our product, multipurpose glove more effective and efficient. We have legally registered our company at Companies Commission of Malaysia (CCM) as a partnership business.

### 7.2 Management Team

#### 7.2.1 Organizational Chart

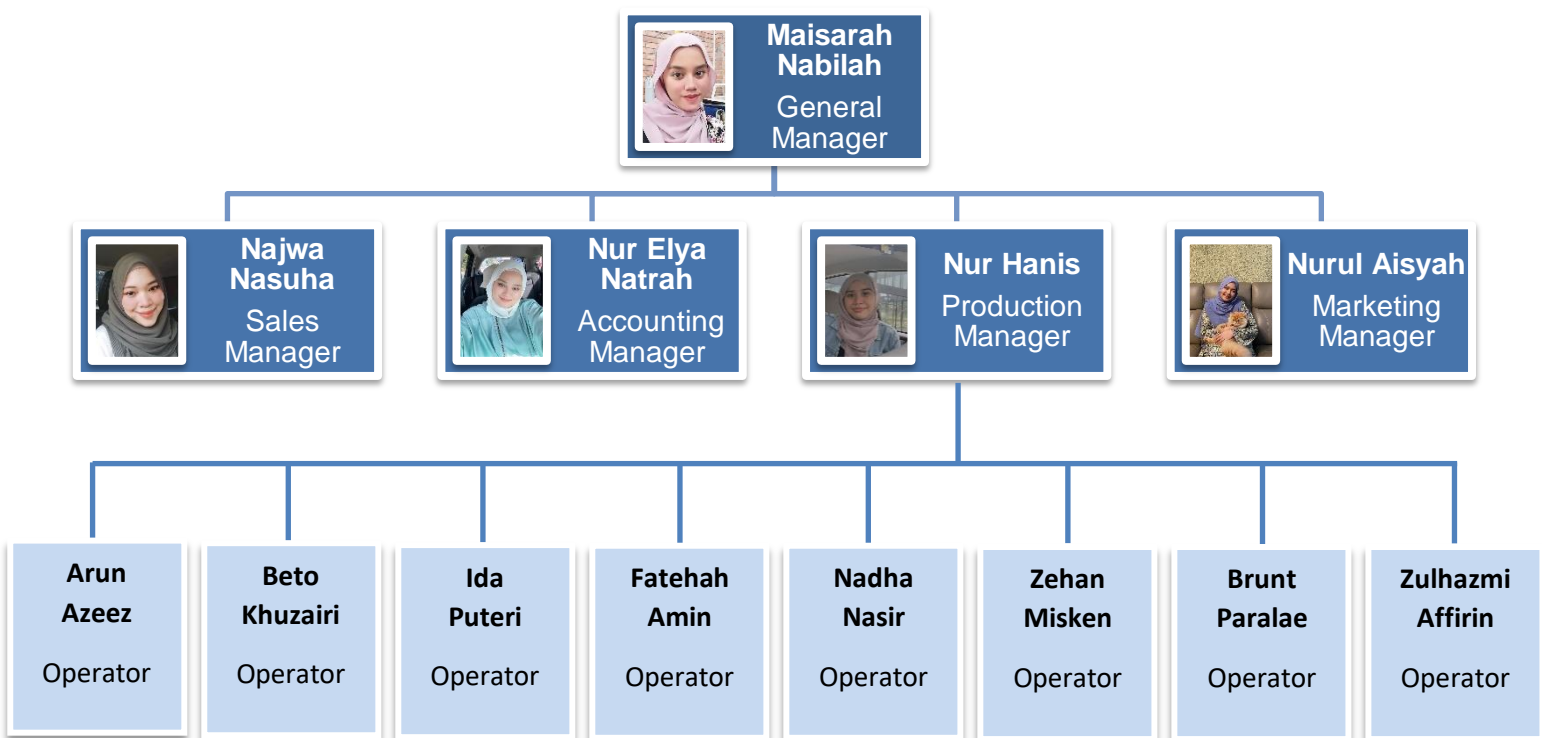


Figure 6 Easygloves Sdn. Bhd. Organizational Chart

### 7.2.2 Roles and positions

Position	Staffs	Roles
General Manager	1	<ul style="list-style-type: none"> <li>• Set the company's strategic objectives, goals and policies.</li> <li>• Make the right resolution which is of the highest standard to ensure the company efficiency.</li> <li>• Responsible for calling in a general meeting with all company members when necessary to monitor whether the company is progressing towards achieving mission, vision and objectives that have been set.</li> <li>• Recruit workers in the company</li> <li>• Make good business relationship with potential investors and clients</li> </ul>
Sales Manager	1	<ul style="list-style-type: none"> <li>• Set sales target and work on how to achieve them successfully</li> <li>• Create an outstanding interpersonal, communication and customer service skills to gain trust and confidence from the wholesalers and customers</li> <li>• Develop an effective sales strategy</li> <li>• Identify trends and sales patterns</li> </ul>
Accounting Manager	1	<ul style="list-style-type: none"> <li>• Keep company's account data in check and analyze it thoroughly</li> <li>• Update financial reports and statements to ensure company's progress is positive and making profits</li> <li>• Ensuring that the input and outputs of financial resources are appropriately handled</li> <li>• Record all financial transactions in the company accordingly</li> </ul>
Production Manager	1	<ul style="list-style-type: none"> <li>• Ensure that the supply of materials needed is always adequate</li> <li>• Inspect equipment efficiency regularly to make sure that they are working well for production</li> <li>• Ensuring the quality of final products that will be sold to the customers is guaranteed and in the best condition</li> </ul>

		<ul style="list-style-type: none"> <li>• Direct the operators in the production team to achieve established goals</li> </ul>
Marketing Manager	1	<ul style="list-style-type: none"> <li>• Develop the right marketing strategy</li> <li>• Ensuring products marketed to the consumers meet their expectations</li> <li>• Research on the market competitive price and set one that is competitive yet affordable</li> <li>• Conduct suitable promotional strategies</li> </ul>
Operator	8	<ul style="list-style-type: none"> <li>• Supervised under the production manager to produce products according to targeted number of outputs in a day and in a timely manner</li> <li>• Operate equipment and examine materials quality by discarding the bad quality from the rest</li> <li>• Identify and report hazards seen during the production</li> </ul>

*Table 16 Roles and Positions*

### 7.3 External resources and services

Since the five of us just started this new venture, we needed someone to guide and train us in managing our company. Hence, some of these companies has offered professional help to us regarding our business.

Companies	Services
<b>SME Corporation Malaysia</b> Level 6, SME1, Block B, Platinum Sentral, Jalan Stesen Sentral 2, Kuala Lumpur Sentral, 50470 Kuala Lumpur Info Line: 1300-30-6000 Fax Line: 03-27756001	<ul style="list-style-type: none"> <li>• Offers business advisory services, financial assistance, market access and many other support programs.</li> </ul>
<b>The Asia Foundation – Malaysia</b> The Gardens South Tower, Suite 13, Level 13, Mid Valley City, Lingkaran Syed Putra, 59200 Kuala Lumpur Tel: 03-22820385	<ul style="list-style-type: none"> <li>• Offer training and mentoring in digital, business and financial literacy skills through Accelerate program.</li> </ul>
<b>CIMB Bank Batu Pahat</b> 39A, Jalan Rahmat, Kampung Pegawai, 83000 Batu Pahat, Johor	<ul style="list-style-type: none"> <li>• Make business transactions between suppliers, wholesalers and customers.</li> </ul>

*Table 17 External Resource and Services*

## 7.4 Human Resource

### Schedule of Remuneration

<b>Position</b>	<b>No</b>	<b>Monthly Salary (RM)</b>	<b>EPF contribution 13% (RM)</b>	<b>SOCSSO 2% (RM)</b>	<b>Amount (RM)</b>
General Manager	1	3200	416	64	3680
Administration manager	1	2800	364	56	3220
Marketing manager	1	2800	364	56	3220
Financial manager	1	2800	364	56	3220
Operation manager	1	2200	286	44	2530
Workers	8	12,000	1560	240	13800
<b>TOTAL</b>	<b>13</b>	<b>25800</b>	<b>3354</b>	<b>516</b>	<b>29670</b>

*Table 18 Schedule of Remuneration*

## 8.0 Financial Plan

### Start-up capital

<b>ADMINISTRATIVE BUDGET</b>				
<b>Particulars</b>	<b>F.Assets</b>	<b>Monthly Exp.</b>	<b>Others</b>	<b>Total</b>
<b><i>Fixed Assets</i></b>				
Land & Building	-			-
	-			-
	-			-
	-			-
	-			-
<b><i>Working Capital</i></b>				
Managers Salaries (EPF & SOCSO)		13,340		13,340
		-		-
		-		-
		-		-
		-		-
		-		-
		-		-
<b><i>Pre-Operations &amp; Other Expenditure</i></b>				
Other Expenditure			-	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			60	60
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
<b>Total</b>	<b>-</b>	<b>13,340</b>	<b>60</b>	<b>13,400</b>

### MARKETING BUDGET

Particulars	F.Assets	Monthly Exp.	Others	Total
<b>Fixed Assets</b>				
Delivery Truck	5,000			5,000
	-			-
	-			-
	-			-
<b>Working Capital</b>				
Promotion and Advertising		2,000		2,000
Fuel		1,000		1,000
		-		-
		-		-
		-		-
		-		-
		-		-
<b>Pre-Operations &amp; Other Expenditure</b>				
Other Expenditure			-	-
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			500	500
Other Pre-Operations Expenditure			-	-
<b>Total</b>	<b>5,000</b>	<b>3,000</b>	<b>500</b>	<b>8,500</b>

### OPERATIONS BUDGET

Particulars	F.Assets	Monthly Exp.	Others	Total
<b>Fixed Assets</b>				
Silicone Moulding Making Machine	74390.9			74,391
				-
				-
				-
<b>Working Capital</b>				
Raw Materials		12,828		12,828
Carriage Inward & Duty		-		-
Salaries, EPF & SOCSO		58,880		58,880
		-		-
		-		-
		-		-
		-		-
<b>Pre-Operations &amp; Other Expenditure</b>				
Other Expenditure			-	-
Deposit (rent, utilities, etc.)			3,300	3,300
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
<b>Total</b>	<b>74,391</b>	<b>71,708</b>	<b>3,300</b>	<b>149,399</b>

## Loan Repayment

**Easygloves Sdn. Bhd**  
**LOAN & HIRE-PURCHASE AMMORTISATION SCHEDULES**

<b>LOAN REPAYMENT SCHEDULE</b>				
<b>Amount</b>	<b>171,299</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
	-	-		171,299
1	34,260	8,565	42,825	137,039
2	34,260	6,852	41,112	102,779
3	34,260	5,139	39,399	68,520
4	34,260	3,426	37,686	34,260
5	34,260	1,713	35,973	-
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>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	-	-	-	-



# Cash Flow Statement

Easygloves Sdn. Bhd																	
PRO FORMA CASH FLOW 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)																	
Loan		171,299													171,299		
Cash Sales		13,095	18,360	5,238	27,150	9,216	37,494	28,800	31,500	16,290	19,600	30,630	22,500	37,386	292,311	361,350	440,550
Collection of Accounts Receivable					15,201	21,898	19,994	20,527	34,016	29,890	25,416	17,694	24,156	27,414	241,425	394,056	423,980
<b>TOTAL CASH INFLOW</b>		<b>171,299</b>	<b>13,095</b>	<b>23,598</b>	<b>42,351</b>	<b>31,104</b>	<b>57,488</b>	<b>49,327</b>	<b>65,516</b>	<b>46,170</b>	<b>45,216</b>	<b>48,324</b>	<b>46,656</b>	<b>64,800</b>	<b>705,035</b>	<b>725,406</b>	<b>870,540</b>
<b>CASH OUTFLOW</b>																	
<b>Administrative Expenditure</b>																	
Managers Salaries (EPF & SOCSO)			13,340	13,340	13,340	13,340	13,340	13,340	13,340	13,340	13,340	13,340	13,340	13,340	160,080	192,096	240,120
<b>Marketing Expenditure</b>																	
Promotion and Advertising			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	28,800	36,000
Fuel			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	14,400	18,000
<b>Operations Expenditure</b>																	
Cash Purchase			6,414	6,414	6,414	6,414	6,414	6,414	6,414	6,414	6,414	6,414	6,414	6,414	76,968	154,578	188,458
Payment of Account Payable				2,565	6,414	6,414	6,414	6,414	6,414	6,414	6,414	6,414	6,414	6,414	65,706	76,968	154,578
Carriage Inward & Duty																	
Salaries, EPF & SOCSO			58,880	58,880	58,880	58,880	58,880	58,880	58,880	58,880	58,880	58,880	58,880	58,880	706,560	847,872	1,056,840
<b>Other Expenditure</b>																	
<b>Pre-Operations</b>																	
Deposit (rent, utilities, etc.)			3,300												3,300		
Business Registration & Licenses			60											60			
Insurance & Road Tax for Motor Vehicle			500											500			500
Other Pre-Operations Expenditure																	500
<b>Fixed Assets</b>																	
Purchase of Fixed Assets - Land & Building					79,391										79,391		
Purchase of Fixed Assets - Others																	
Hire-Purchase Down Payment																	
Hire-Purchase Repayment:																	
Principal																	
Interest																	
<b>Loan Repayment:</b>																	
Principal			2,855	2,855	2,855	2,855	2,855	2,855	2,855	2,855	2,855	2,855	2,855	2,855	34,260	94,280	34,260
Interest			714	714	714	714	714	714	714	714	714	714	714	714	8,565	6,952	5,139
Tax Payable																	
<b>TOTAL CASH OUTFLOW</b>		<b>83,251</b>	<b>85,203</b>	<b>87,788</b>	<b>91,617</b>	<b>91,617</b>	<b>91,617</b>	<b>91,617</b>	<b>91,617</b>	<b>91,617</b>	<b>91,617</b>	<b>91,617</b>	<b>91,617</b>	<b>91,617</b>	<b>1,172,389</b>	<b>1,256,325</b>	<b>1,726,894</b>
<b>CASH SURPLUS (DEFICIT)</b>		<b>88,048</b>	<b>(72,108)</b>	<b>(64,170)</b>	<b>(48,230)</b>	<b>(60,513)</b>	<b>(67,468)</b>	<b>(69,407)</b>	<b>(84,230)</b>	<b>(85,447)</b>	<b>(86,401)</b>	<b>(83,233)</b>	<b>(84,961)</b>	<b>(84,800)</b>	<b>(467,354)</b>	<b>(630,919)</b>	<b>(868,354)</b>
<b>BEGINNING CASH BALANCE</b>		<b>88,048</b>	<b>88,048</b>	<b>15,940</b>	<b>(48,230)</b>	<b>(107,468)</b>	<b>(157,979)</b>	<b>(234,396)</b>	<b>(260,497)</b>	<b>(260,497)</b>	<b>(305,943)</b>	<b>(352,244)</b>	<b>(399,577)</b>	<b>(440,538)</b>	<b>(467,354)</b>	<b>(1,098,274)</b>	<b>(1,966,628)</b>
<b>ENDING CASH BALANCE</b>		<b>88,048</b>	<b>15,940</b>	<b>(48,230)</b>	<b>(97,468)</b>	<b>(157,979)</b>	<b>(234,396)</b>	<b>(260,497)</b>	<b>(260,497)</b>	<b>(305,943)</b>	<b>(352,244)</b>	<b>(399,577)</b>	<b>(440,538)</b>	<b>(467,354)</b>	<b>(467,354)</b>	<b>(1,098,274)</b>	<b>(1,966,628)</b>

## Income Statement

### Easygloves Sdn. Bhd PRO-FORMA PRODUCTION COST STATEMENT

	Year 1	Year 2	Year 3
<b>Raw Materials</b>			
Opening Stock	0	134,850	75,783
Current Year Purchases	153,936	309,155	376,915
Ending Stock	134,850	75,783	8,023
Raw Materials Used	19,086	368,222	444,675
Carriage Inward	19,086	368,222	444,675
<b>Salaries, EPF &amp; SOCSO</b>	706,560	847,872	1,059,840
<b>Factory Overhead</b>			
Depreciation of Fixed assets (Operations)	14,878	14,878	14,878
<b>Total Factory Overhead</b>	14,878	14,878	14,878
<b>Production Cost</b>	<b>740,524</b>	<b>1,230,972</b>	<b>1,519,393</b>

**Easygloves Sdn. Bhd**  
**PRO-FORMA INCOME STATEMENT**

	Year 1	Year 2	Year 3
<b>Sales</b>	<b>584,622</b>	<b>722,700</b>	<b>881,100</b>
<b>Less: Cost of Sales</b>			
Opening Stock of Finished Goods		315,234	177,156
Production Cost	740,524	1,230,972	1,519,393
Less: Ending Stock of Finished Goods	315,234	177,156	1,042
	0	0	0
	425,290	1,369,050	1,695,507
<b>Gross Profit</b>	<b>159,332</b>	<b>(646,350)</b>	<b>(814,407)</b>
<b>Less: Expenditure</b>			
Administrative Expenditure	160,080	192,096	240,120
Marketing Expenditure	36,000	43,200	54,000
Other Expenditure			
Business Registration & Licences	60		
Insurance & Road Tax for Motor Vehicle	500	500	500
Other Pre-Operations Expenditure			
Interest on Hire-Purchase			
Interest on Loan	8,565	6,852	5,139
Depreciation of Fixed Assets	1,000	1,000	1,000
<b>Total Expenditure</b>	<b>206,205</b>	<b>243,648</b>	<b>300,759</b>
<b>Net Profit Before Tax</b>	<b>(46,873)</b>	<b>(889,998)</b>	<b>(1,115,166)</b>
<b>Tax</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Profit After Tax</b>	<b>(46,873)</b>	<b>(889,998)</b>	<b>(1,115,166)</b>
<b>Accumulated Net Profit</b>	<b>(46,873)</b>	<b>(936,871)</b>	<b>(2,052,038)</b>

## Balance Sheet

<b>Easygloves Sdn. Bhd</b>			
<b>PRO-FORMA BALANCE SHEET</b>			
	Year 1	Year 2	Year 3
<b>ASSETS</b>			
<b>Non-Current Assets (Book Value)</b>			
Land & Building			
Delivery Truck	4,000	3,000	2,000
Silicone Moulding Making Machine	59,513	44,635	29,756
<b>Other Assets</b>			
Deposit	3,300	3,300	3,300
	66,813	50,935	35,056
<b>Current Assets</b>			
Stock of Raw Materials	134,850	75,783	8,023
Stock of Finished Goods	315,234	177,156	1,042
Accounts Receivable	50,886	48,180	58,740
Cash Balance	(467,354)	(1,098,274)	(1,964,628)
	33,616	(797,155)	(1,896,823)
<b>TOTAL ASSETS</b>	<b>103,728</b>	<b>(742,920)</b>	<b>(1,858,466)</b>
<b>Owners' Equity</b>			
Capital			
Accumulated Profit	(46,873)	(936,871)	(2,052,038)
	(46,873)	(936,871)	(2,052,038)
<b>Long-Term Liabilities</b>			
Loan Balance	137,039	102,779	68,520
Hire-Purchase Balance			
	137,039	102,779	68,520
<b>Current Liabilities</b>			
Accounts Payable	10,262	87,872	121,752
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>100,428</b>	<b>(746,220)</b>	<b>(1,861,766)</b>

## **9.0 CONCLUSIONS**

In conclusion, Easy Gloves Sdn Bhd made the decision to enhance both its products and its services. In order to grow the number of clients, we must ensure that fresh initiatives are undertaken or actively promoted each year. Not just that, we must always improve our products and services in order to prevent customers from becoming disenchanted with them in the future because individuals have a tendency to become weary of the same old things. To ensure that the company runs smoothly and that the total amount of production is expanded so that many more people can utilize our product, we may start producing our products at a larger facility with a lot more staff in the future. We also decided to distribute our product to the local store not just in Johor, but around Malaysia, even in Sabah and Sarawak since our products are mainly based in Johor.

This business plan's major goal is to make sure that everything goes as planned for our company. By examining all of the material that has been mentioned in the business plan, we may find any flaws in the business or the structure of the organization. Since we've chosen to market our goods across Malaysia, we need to ensure that we can obtain the capital as much as needed from the bank. With this, we can produce more of our products for each month of every year. In order to grow our business further in the future, we hope that more businesses or organizations will choose to work with us in the future.

## 10.0 APPENDICES

- Resumes of the top management team members

### APPENDIX A



## Maisarah Nabilah Binti Nasaruddin

### General Manager

+60 11-3993 3381  
maisarahnabilah01@gmail.com  
Lot 1739, Jalan Medan Ikan  
Bakar Terapung, Umbai, 77300  
Merlimau, Melaka

#### EDUCATION

Master of Business  
Administration  
*Universiti Kebangsaan  
Malaysia  
2019*

Degree of Business  
Administration  
*UiTM Kampus Sabah  
2017*

Diploma of Business  
(Accounting)  
*UiTM Kampus Shah Alam  
2015*

#### ADDITIONAL SKILLS

- *Operations management*
- *Staff development*
- *Cross-functional team management*
- *Critical Thinking*
- *Active Listening*
- *Microsoft Dynamics*

#### LANGUAGE

- *Malay - Native*
- *English - Fluent*
- *Japanese - Intermediate*
- *Mandarin - Basic*

*A motivated commercial chartered accountant with specialist expertise in forecasting, business-case evaluations and performance monitoring. A strategic and agile thinker known for driving change by tackling ambiguous problems and effectively communicating solutions.*

#### EXPERIENCE

##### Senior of Business Planning & Analysis Manager

*Top Glove · April 2019 - April 2021*

- Responsible for creating and maintaining the plans that guide a company's future growth
- Develop technical solutions to problems in a business or to further a company's sales revenue by defining, documenting and analyzing requirements
- Examine marketing trends, sales performance, efficiency, and many other metrics to create plans to improve company performance

##### Commercial Manager

*Iwatsu Malaysia · April 2019 - April 2020*

- Oversees policy-level business operations for a company
- Identify and develop better business opportunities for improved growth
- Maintaining client relationships, analyzing current strategies, and developing improved action plans

##### Commercial Assistant Manager

*Iwatsu Malaysia · April 2018 - April 2019*

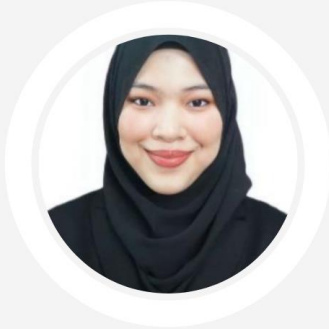
- To assist the Commercial Manager in developing and delivering commercial strategies
- assist in developing business cases, designing the evaluation methodology and/ or putting in place a strategy for appropriate risk allocation; assist with managing the supplier and stakeholder relationships; managing the contracts

##### Financial Analyst

*Top Glove · April 2017 - April 2018*

- Responsible for analyzing financial statements and predicting the future performance of the company
- Creates financial models bases on analyses to support organizational decision making
- Develops financial plans and reports for organizational leaders.
- Analyzes industry trends and makes recommendations based on those trends.

### General Manager Resume



# Najwa Nasuha Binti Kamarul Hazini

Sales Manager

## CONTACT ME

No. 15, Lorong Taman  
Mulia 5/3, Taman Mulia,  
Pajam, 71700 Mantin,  
Negeri Sembilan

najwakhazini@gmail.com

+60 13-394 2755

## EDUCATION

**MBA**  
Taylor's University  
2018

**Degree in Entrepreneurship**  
UiTM Shah Alam Campus  
2016

**Diploma in Business  
Administration**  
UiTM Johor Campus  
2014

## SKILLS

Time Management

Adaptability

Teamwork

Interpersonal

## WORK EXPERIENCE

Sales Manager 2019 - 2021

### Store Hub I Location

- Responsible for overseeing daily operations in the sales department
- Hiring and training sales staff, relaying information from upper management to department staff about sales quotas and generating leads to divide among Sales Representatives
- Lead a sales team by providing guidance, training and mentorship, setting sales quotas and goals, creating sales plans, analyzing data

Sales Executive 2018 - 2019

### Senheng Sdn. Bhd. I Bandar Baru Bangi

- Promote products and services to clients and negotiate contracts with the aim of maximise profits.
- Analyzes reports and customer surveys; prepares budgets and forecasts for the coming year or quarter, and determines the prices of goods sold.

Sales Coordinator 2017 - 2018

### Store Hub I Petaling Jaya

- Coordinating the sales team by managing schedules, filing important documents and communicating relevant information.
- Ensuring the adequacy of sales-related equipment or material.
- Responding to complaints from customers and give after-sales support when requested.

Sales Associate 2016- 2017

### Senheng Sdn. Bhd. I Bandar Baru Bangi

Engaging with customers, highlighting promotions, responding to customer inquiries, visual merchandising, managing inventory, carrying out transactions, and guiding customers through the buying process.

## REFERENCES

**Chandran A/L Subramaniam**  
CFO, Senheng Sdn. Bhd.

Phone: +60 13-233 0753  
Email: hello@reallygreatsite.com

**Lee Siew Mei**  
COO, Store Hub

Phone: +60 17-999 567  
Email: hello@reallygreatsite.com

Sales Manager Resume

# Nur Elya Natrah Binti Bing Irwan Sutno



## ACCOUNTING MANAGER

### PROFILE

Certified Public Accountant and Marketing Assistant with 3+ years of experience in financial analysis, consulting, and forensic accounting. Seeking to leverage my accounting expertise in the Senior Account Manager position at Ingoude Company.

### EDUCATION

#### University of Nottingham

M.B.A (Finance)  
2017/2019  
3.87 CGPA

#### INTEC Education College

ACCA Foundation in Accountancy  
2015/2017  
Score 90/100

### LANGUAGES

Malay - Native  
English - Fluent  
Arabic - Intermediate

### CONTACT

+60 11-1018 6772

ninatrah@gmail.com

No.31, Jalan Ros, Taman Suria,  
Ayer Hitam, 86100 Batu Pahat,  
Johor

### WORK EXPERIENCE

#### Account manager: 2019 to 2021

Texas Instrument Malaysia Sdn. Bhd.  
| Strategized to develop contingency  
business plans |

#### Account Consultant: 2017 - 2019

Texas Instrument Malaysia Sdn. Bhd.  
| Establishing consultation programs  
for the company |

### ADDITIONAL SKILLS

- Financial Reporting
- Payroll Accounting & Tax Computations
- Standard Cost Analysis & System Automation
- Accounts Receivable & Accounts Payable

## Accounting Manager Resume





# Nur Hanis Binti Hamdan

## Production Manager

I am a product manager equipped with the knowledge and experience to train and motivate teams across departments, and steer the brand towards success.

### Contact

**Phone**

+60 11-1541 7466

**Email**

hanishamdan11@gmail.com

**Address**

T/L 6 Kampung Parit Tegak  
Laman, Sri Medan 83400 Batu  
Pahat, Johor

### Education

2017

**Degree in Business Administration**

UiTM Kampus Shah Alam

2015

**Diploma in Business Studies**

UiTM Kampus Bandaraya Melaka

### Expertise

- Partner relationship management
- Leading teams
- Verbal and written communication
- Pricing framework
- Product development and design
- Marketing

### Language

Malay - Native

English - Fluent

Arabic - Intermediate

### Experience

2019 - 2021

Mr DIY Sdn. Bhd.

**Product Manager**

- Managed development and production of collections
- Liaised with teams to finalize designs
- Ensured strict branding compliance across all productions

2018 - 2019

Mr DIY Sdn. Bhd.

**Group Product Manager**

- Collaborated with directors and executives in finalizing designs and release
- Supervised the ideation, design, and production process of the product team

2017 - 2018

Top Glove Sdn. Bhd.

**Product Analyst**

- Provided analytical solutions and recommendations to aid senior management in strategic decision-making for Property portfolio.
- Worked with team to develop analytical reporting infrastructure and processes to pursue strategic initiatives.

### Reference

**Lee Zi Jia**

COO, Top Glove Sdn. Bhd.

Phone: +60 12- 788 9076

Email: hello@reallygreatsite.com

**Lee Guan Eng**

COO, Mr DIY

Phone: +60 12-655 9878

Email: hello@reallygreatsite.com

## Production Manager Resume

# NURUL AISYAH BINTI ABD RAZAK

## Marketing Manager

No.58, Jalan Semerbak 12, Taman Bukit Dahlia,  
81700 Pasir Gudang, Johor  
+60 18-666 5235 aisyahrazak2305@gmail.com



### Career Objective

Experienced and energetic Marketing Manager with over three years of experience effectively managing marketing projects from conception to completion. Using digital and analog marketing platforms to increase sales and overall company productivity.

### Additional Skills

- Project Management Skills
- Digital Marketing
- Negotiation
- Critical Thinking
- Communication Skills

### Work Experience

2019 - 2021  
Shopee Pte. Ltd.

#### Marketing Manager

- Developed new promotional campaign by bundling products together for Cosmetic business, increasing sales revenue by 24%
- Established new social media team including Web developers, and Creative Designer growing company web presence and global brand awareness by 45%

2018 - 2019  
AzPro Marketing

#### Business Consultant

- Strategized with team to create business plan, purchase, branding, advertising, remodeling, and marketing for technology company.
- Initiated a series of marketing campaigns including email, digital, and social media.

### Education

2016 - 2018  
UiTM Johor Campus

**Degree in Marketing**  
3.85/4 GPA

2014 - 2016  
UiTM Sabah Campus

**Diploma in Business Administration**  
3.79/4 GPA

### Certifications

2019

**Certified in Project Management**  
Shopee Pte. Ltd.

2018

**Certified Marketing Assistant**  
AzPro Marketing Sdn. Bhd.

## Marketing Manager Resume

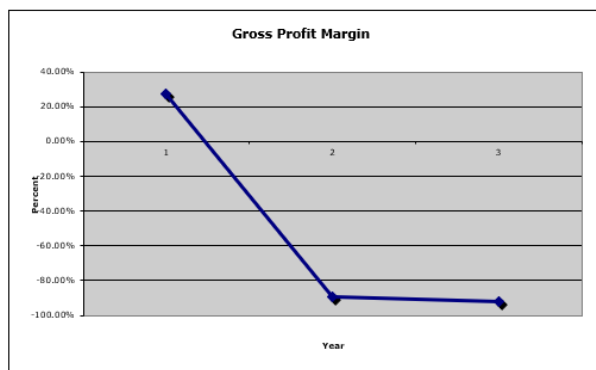
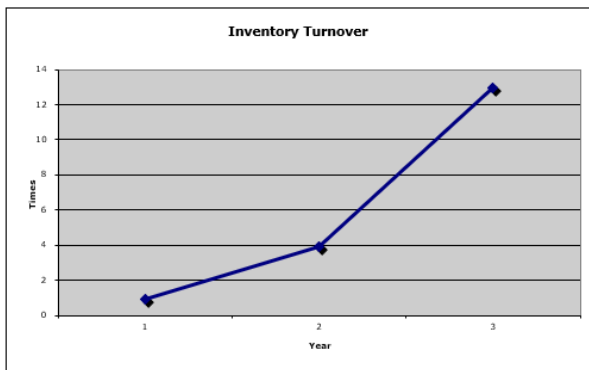
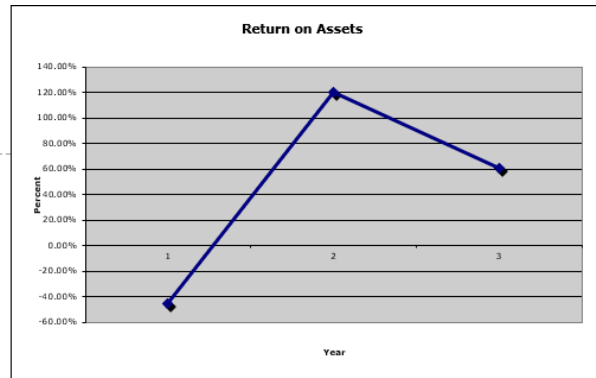
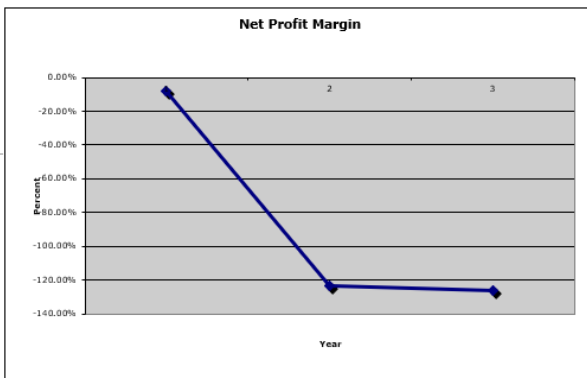
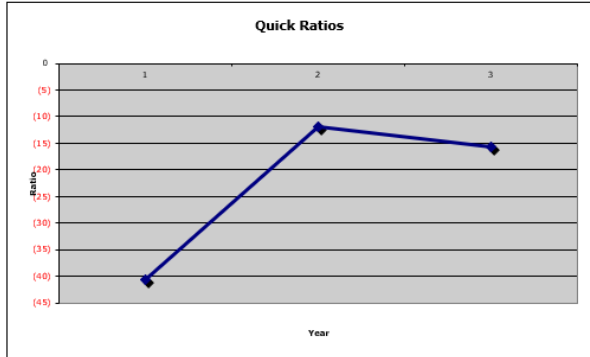
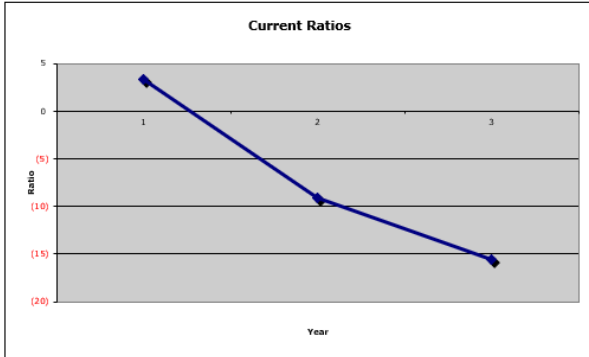
- Photos of product/ prototype

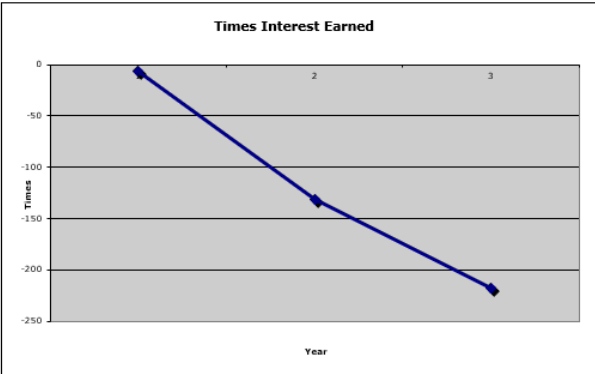
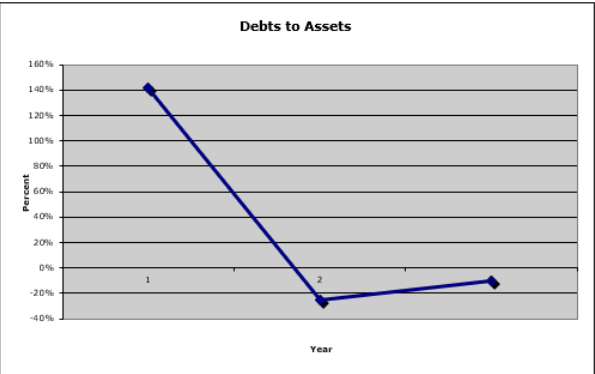
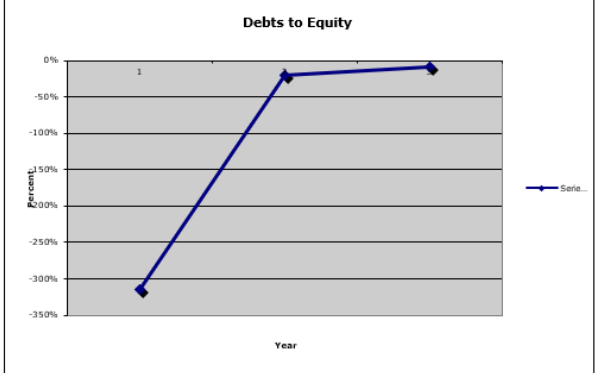
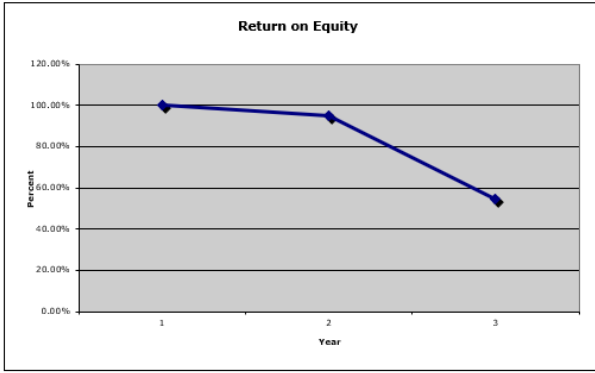
## APPENDIX B



- All charts, financials, visuals, and other related items.

### APPENDIX C

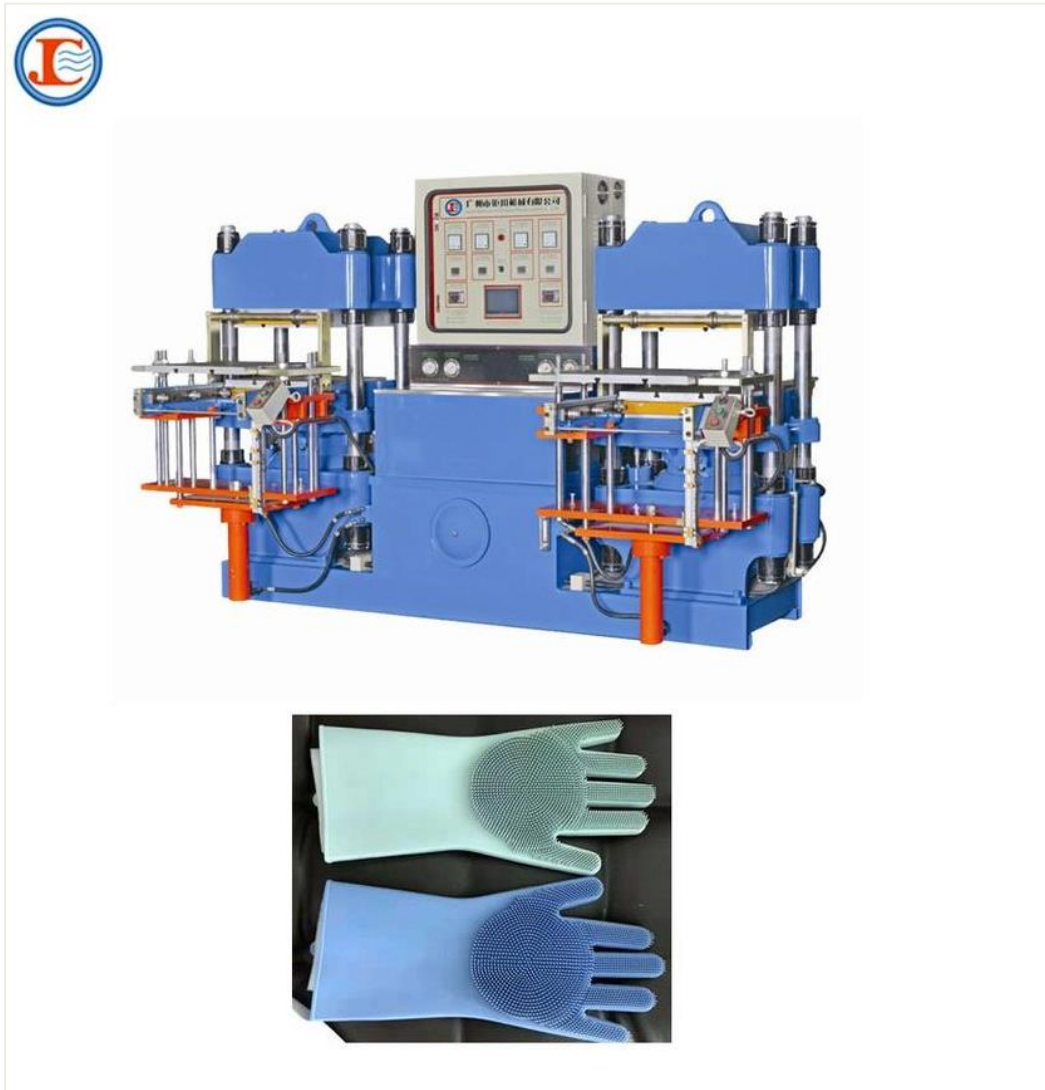




**FINANCIAL RATIOS**

- Capital equipment and facility requirements

## APPENDIX D



Silicone Molding Making Machine