



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BUSINESS PLAN TITLE



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GROUP NAME	LUVTECH ENTERPRISE
GROUP MEMBERS	AISYA NURDANIA BINTI MOHD NOOR AZIAN (2020828094) FARAH AINA BINTI NASRUDDIN (2020853262) NURIN QISTINA BINTI MOHD MUSTAPI (2020853764) NURIN SYAKIRA BINTI AHMAD ZAINUDDIN (2020846956) WAN NOR ATHIRAH BINTI WAN MOHAMED DAID (2020834326)

**PREPARED FOR :
MADAM SITI NAZIRAH BINTI OMAR**

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1.0 EXECUTIVE SUMMARY

In early 2022, Luvtech Enterprise was founded in Seremban 2, Negeri Sembilan. Luvtech Enterprise started their business and got inspiration after seeing a blind man struggling to stay aware of his surroundings in a restaurant and ended up coming up with the idea of blind stick. We saw he employs a standard blind stick that lacks ingenuity. So Luvtech Enterprise decided to produce smart and functional blind sticks that can assist these disabled communities.

Luvtech Enterprise is the combination of love and technology as we are providing safety with the touch of an up-to-date system. The red colour of our logo shows life, health, courage and love while the black colour shows power and sophistication. Luvtech Enterprise is a sole proprietorship business that is pretty new in this industry. Luvtech Enterprise is a company that choose to help the disable people to get to live normal life. We want them to feel that they have no difference with the other people just because they lose their ability to see, to hear, to walk or to talk. We are going to use the latest technology to provide safety and for them to not feel marginalized.

Luvtech Enterprise can be contacted through whatsapp, telegram, facebook, and instagram and purchases can be made at pharmacies and through our website. To avoid any misuse of our product, the buyers need to prove to Luvtech Enterprise that they have disabilities by showing their OKU card. This is because we are scared that some people will use this blind stick for bad intentions that might hurt others since we have a lot of advanced technology provided. The customer is also allowed to suggest any improvement or product that they want us to produce and for sure Luvtech Enterprise will produce more products as Luvtech mission is to help more disable people. This product will also be exported if there is high demand.

Luvtech Enterprise has prepared an electro shocker that can be used to attack people who threaten them and the blind stick itself can detect people in short distance. It also has a sensor and sound warning to give warning. Global positioning system tracker also provided so their family can detect where they are. The price of the blind stick is only RM239.99. It is well worth its price since the blind stick needs a lot of technology for it to function well, compared to the normal blind stick that has no technology in it. Luvtech can confirm that the unique blind stick will help many people become more independent and increase their self-esteem.

2.0 COMPANY PROFILE

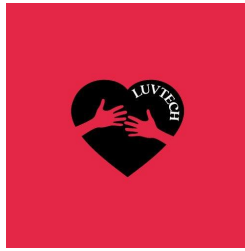


Figure 1: Company Logo

Company Name	Luvtech Enterprise
Establish Date	28th March 2022
Objective	As we are concerned to disable people, we want to provide a product that can guarantee safety using the latest technology so they can live like normal people.
Mission	To create a product that can guide and help disable people be independent and trust the fact that they are still useful even when they do not have the ability to do certain things.
Vision	To provide freedom for disabled people
Team Structure	General Manager - Nurin Syakira Financial Manager - Nurin Qistina Operational Manager - Farah Aina Marketing Manager - Aisya Nurdania IT Manager - Wan Nor Athirah

Table 1: Company Information

Luvtech Enterprise was founded by Nurin Qistina and her other 4 friends. The founder of Luvtech Enterprise decided to produce a product that can help disable people start with blind people because of a blind man that struggles to stay alert with his surroundings. The blind stick he is using does not give much help since it only helps him know whether there are things around him or not. They felt that as a young generation that are well aware of technology, they are going to use the advantage to produce products that can give much more help to the disable people.

3.0 ENVIRONMENTAL INDUSTRY ANALYSIS

3.1 Needs

Blind refers to the total loss of eyesight as opposed to degree of visual impairment. Blind persons might experience difficulty in moving around and knowing where things are, doing some activities of daily living, writing, reading and following visual signs or commands. They also find it very difficult while crossing the road or reaching their respective destination with the help of any other individual. The traditional stick cannot help detect the obstacles in front or the potholes in the way. It is outdated. Hence there is a need to update it using today's technology for the visually impaired person to become more aware of the danger around them.

Luvtech Enterprise is confident in the service placement in the Malaysia market since we offer unique product and service that are distinct from those offered by other companies. The 'bstick' should be a mandatory for visually impaired person to have a safe walk without help from another person. Our firm created the 'bstick' not just to assist the visually impaired person, it is also to create awareness of citizens to become more sympathetic and take care of their words toward the blind people as they do not have the ability to see and they are more sensitive than the normal people.

Our 'bstick' can match the needs of the customer because of our skill in updating the technology features based on user demand and the finest customer care that we will give for the user, our 'bstick' can satisfy the user's satisfaction. Luvtech Enterprise may have the same product as other companies but due to lack of technological skills, we decided to step up the game and provide the best smart blind stick for our locals. Nowadays, it is all about technology and our 'bstick' will be a product to help blind people.

3.2 Technology

Technology is the result of accumulated knowledge and application of skills, methods, and processes used in industrial production and scientific research. Technology is embedded in the operation of all machines, with or without detailed knowledge of their function, for the intended purpose of an organization. Nowadays, technology has truly made a tremendous impact in our lives in order to make them easier. We at Luvtech Enterprise have utilized technology to produce or innovate in order to meet the needs of our user and make it useful to the blind people regardless of how old you are or where you are heading to.

We developed this concept with our partners and created 'bstick' as a service solution. The smart blind stick produced for the blind as the name suggests is a device for the visually impaired to guide the user to their respective destination and avoid colliding with the obstacles.

3.3 Characteristic

PRODUCT	DESCRIPTIONS
Features	<ul style="list-style-type: none">● Electro shocker● Sensor and sound warning● Global positioning system (GPS) tracker● Glow in the dark
Benefits	<ul style="list-style-type: none">● To protect themselves from bad people that disturb them● Will produce beeping sound and help the users to be alert with surroundings● Help relatives track the user's current location and the history places user went● Ensure other people see the blind stick whenever user's walk in the dark place

Table 2 : Characteristic

3.4 Target Market

Blind sticks are designed and introduced for both blind and visually disabled people to improve their safety, especially while they are mobiling. It is obvious that Luvtech Enterprise target market is specific to vision impaired and blind person. It is because our product will help those who loses the ability to see and walk without any guidance. As everyone know the use of blind stick and the fact that it is a necessity for the disable. The blind person need it to guide them and preventing them from being in a dangerous situation. Luvtech Enterprise also aware about the cost of the 'bstick'. The price we set for the blind stick is affordable for a blind stick that can help blind people to navigate and also for detection of obstacles in front of blind users and much more. Luvtech Enterprise design has several advantages including low-cost, capability to to detect obstacles, global positioning system (GPS) and many more. It is create special for blind and visually impaired person to help and guide them heading to the direction they want.

4.0 DESCRIPTION OF VENTURE

Luvtech Enterprise is a partnership form of business. We come to an agreement as partners to produce advanced blind sticks with the combination of up to date technology improvements. As we live in the 21st century era, products with the latest technology are more eye-catching among the consumers. Our company offers blind sticks that come with advanced safety features that will ease users daily lives activities. We as partners believe that our products can be marketed all around the world. The primary use is the most important function of the product. If a product does not fulfill the purpose for which it is intended, its primary use, then it is useless. Bstick safety features help users be alert and aware of their surroundings which can elude them being in harm situations. The benefit of Bstick is we can guarantee the safety of our users.

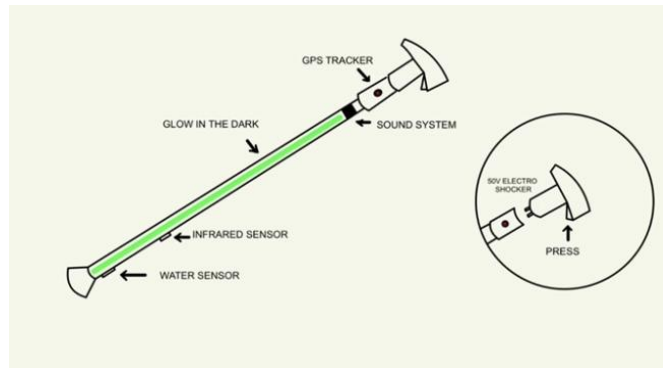


Figure 4.0: Bstick sketch.

The safety features added to the blind stick are an electro shocker, sensors, sound warning, global positioning system (gps) tracker and glow in the dark stick. Electro shocker acts as a self defense device. As we all know, user's do not have the ability to see where other people's exact positions are so they can use it to protect themselves using this device as it can detect people in short distances as 1 meter. The shocker will trigger 50 volts of currents when user's flip the stick. Next, the sensors that we added are a water sensor and infrared sensor. Water sensor placed at the bottom of the stick while an infrared sensor placed at the top of the water sensor. These sensors will produce a beeping sound to inform the users that there is harm in front of them. Moreover, the global positioning system (gps) tracker helps relatives track the user's current location and

the places history that one's went. This GPS tracker is easy to operate by turning on the button before using it and the user can send out alerts to family members if there's trouble. Lastly, glow in the dark ensures other people see the blind stick whenever user's walk in a dark place. It is to prevent people from hitting the blind stick.

Bstick helps prevent users from falling and bumping on something. As we are concerned to these people, we provide our product by improving with the latest technology to provide improved safety to our valued customer. Using the latest technology will give a new touch to blind people's daily lives. They can move around more easily without the assistance of others. We also mix all features in one blind stick, which are making our product more unique and relevant to attract the user. We target to market our product in the long run since it is worth it to buy with the affordable price compared to the normal blind stick and we have decided to accept export and local market purchases. Our product was designed to provide our customers a sense of independence and increase their self-esteem.

Normal blind sticks do not provide full coverage of safety like our product does. By using our product, Bstick, buyers will experience the innovation that is added up to the blind stick. Our company offers full coverage of safety to the users. Moreover, our company prioritizes customer satisfaction while using our product. In business, for sure we have a lot of competitors to compete with. Our existing competitors are Alpro Pharmacy, Shoppe and I Sehat Medicare.

5.0 MARKETING PLAN

INTRODUCTION

Marketing can be defined as a set of activities that are systematically carried out to encourage customers to buy and one of the important factors to increase sales of products as long as it's ethical and in line with the courts of law. Besides, marketing processes the following steps which are planning and executing conception, pricing, promotion and distribution of products to create an exchange, an activity that takes place between a business entity and its customer to satisfy their needs and wants. As crucial as it looks, marketing is always referred to as the backbone to business in achieving profitable outcomes. Our company marketing management philosophy is marketing orientation which focuses on the customer's satisfaction while meeting our company's objectives.

Moreover, our product was created in order to make our customers feel independent and boost their self-confidence. Bstick was designed to help people who are visually impaired to be more independent. Our main objectives would be to introduce our product to be known as the multifunction blind stick to our targeted customers by increasing brand awareness by 40% by the second half of 2022. Next, we want to optimize the market acceptance and sales of our product by gaining a strong percentage of market share by 15% every month. Our marketing objectives are based on the SMART approach to help us stay focused and maintain a good performance in achieving those objectives. To be realistic, as a new product, we want to ensure our sales boost to a healthy optimum level with an increase of 30% every month.

5.1 MARKET ANALYSIS

5.1.1 TARGET MARKET

Bstick is created for those aged 13 to 80 who are visually impaired or blind due to an illness or physical disability. However, our focus is on targeting older adults, as they need to be more self-sufficient because older adults are more difficult to limit their movement. This product was designed specifically for blind stick users. Our goods can help people who are visually impaired or blind. Aside from that, if our customer loves and enjoys advanced technology, our product is the best solution since we developed the blind stick via technological innovation. This product enables the customer to enjoy the latest technology to provide improved safety for our valued customers.

5.1.2 GEORAPHIC

We have selected Seremban as our business site, and we want to promote our product in the long term since it is worthwhile to buy at a lower cost than a standard blind stick, and we have decided to accept export and local market purchases. Aside from that, the business location of Seremban is also the area that has low risk of natural disasters such as floods. If a natural calamity occurs, we will not be concerned about financial loss. Furthermore, the firm is located near the government hospital in Seremban, which is the largest hospital in Negeri Sembilan. Typically, patients from that hospital will come to our store and purchase other equipment.

5.2 NEED FOR OUR PRODUCT

For the need of bstick we are focusing on customer demands, which are this as a motivation to us to produce this type of blind stick. We also provide a survey, and the results show that there are several reasons why bstick is required in this community.

a) **Latest technology**

This product enables the customer to enjoy the latest technology to provide improved safety for our valued customer. Using the latest technology will give a new touch to blind people to live life like normal people. We also mix all features in one blind stick, which are making our product more unique and relevant to attract the user.

b) **More independent**

As we can see, those who are visually impaired have difficulty using a standard blind stick. We know they have limitations in their capacity to walk alone in public or gain confidence. According to one research, ten million individuals are in need of personal assistants for everyday activities. By using bstick as a blind stick, we believe they don't need any more personal assistants because they can treat bstick as a personal assistant or as their new eyes.

c) **Affordable price**

We created this product not only to make life simpler for blind people, but also to provide an affordable product with multiple functionalities. With the latest technology and high quality product, we can provide client happiness while being profitable. We also discovered that many of our clients have varying income levels, therefore we introduce bstick at an accessible price to assist clients with high to medium income levels.

5.3 MARKET SIZE

Total Population of visually impaired	200 000 people
Target Market	40% x 200 000 people
Market size	80 000 people
Product price per unit	RM 239.90
Market size in RM	80 000 x RM 239.90 = RM 19,192,000

5.4 MARKET SHARE

COMPETITORS	BEFORE ENTERING THE MARKET		AFTER ENTERING THE MARKET	
	MARKET SHARE (%)	TOTAL SALES (RM)	MARKET SHARE (%)	TOTAL SALES (RM)
Alpro Pharmacy	52%	970,008	45%	839,430
Shopee	29%	366,467	25%	315,920
I Sehat Medicare	19%	156,900	13%	107,353
Luvtech	0%	-	17%	230,672
TOTAL		1,493,375		1,493,375

Table 5.3: Before and After Entering Market Share

BEFORE

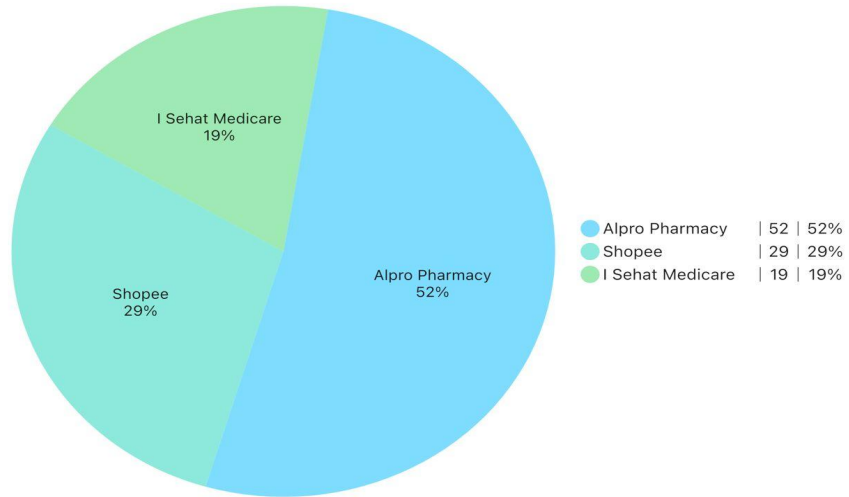


Figure 5.4: Pie chart Before Entering Market Share

AFTER

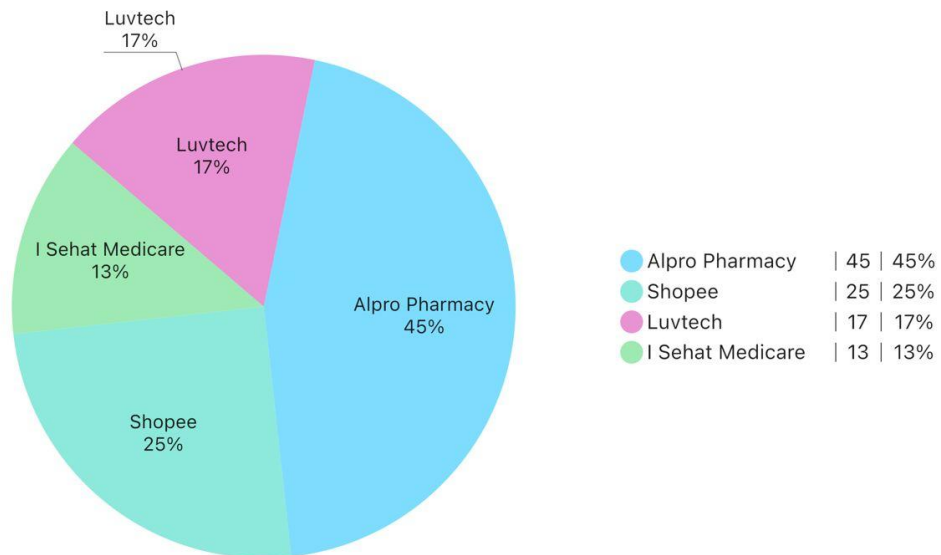


Figure 5.4: Pie chart After Entering Market Share

5.5 SALES FORECAST

SALES PROJECTION	SALES (RM)
January	14,000
February	20,298
March	119,500
April	130,021
May	134,000
June	115,867
July	129,010
August	125,431
September	136,754
October	122,350
November	115,980
December	126,906
Total Year 2022	1,290,120
Total Year 2023 (115%)	1,483,638
Total year 2024 (120%)	1,548,144

Average sales per month : $\frac{\text{Total sales per year}}{12 \text{ months}}$

$$: \frac{\text{RM } 1,290,120}{12 \text{ Months}}$$

: RM 107,510

5.6 HELPFUL BARRIERS TO ENTRY

Our competitive advantage is that the Bstick has never been on the market, making it harder for anyone to acknowledge our product. However, we will try hard to make people acknowledge our product by their multi-functional. There are also many helpful barriers to entry that protect our business in this new market.

Regulations	Register Bstick as medical equipment with the Medical Device Authority (MDA), a Malaysian government agency in charge of regulating the medical device sector. This serves as confirmation that our equipment is safe and effective enough to be marketed in Malaysia. With this registration, individuals will have a stronger belief that our product is acceptable and has previously been tested by authorised parties.
Employee skill sets	Have an excellent team with skilled and prospective team members who are growing in experience and knowledge of the innovation and who encourage and accept failure.
Location	Our store is located near the government hospital in Seremban and it is considered a strategic location for business to gain customers from there.
Technology	Create a product that is both affordable and profitable by using the latest technology.

5.7 COMPETITORS

Competitors	Strength	Weaknesses
<p>Alpro pharmacy</p> 	<ul style="list-style-type: none"> - Strong company reputation. - Having staff and pharmacists that are experts in their product knowledge that customers can rely on. - Excellent product quality. 	<ul style="list-style-type: none"> - Typical blind stick. - There aren't many choices. - Higher price.
<p>Shopee</p> 	<ul style="list-style-type: none"> - The prices are affordable. - Have effective marketing strategies. - Greater audience. - Have many similar product with difference features and brand 	<ul style="list-style-type: none"> - The product quality is difficult to determine. - The delivery period is quite long and there are occasionally delays in the sending of products. - Might confuse the buyer since having a lot of products with different sellers.
<p>I Sehat Medicare</p> 	<ul style="list-style-type: none"> - The best supplier of medical equipment in Seremban. - Affordable price. - Moderate to high quality of product 	<ul style="list-style-type: none"> - Not a well-known brand. - Standard blind stick without the latest technology touch. - Their target market is wheelchair users.

5.8 MARKET STRATEGY

PRICING

Pricing strategy is important for a company since it considers keeping a low price to minimise costs while being profitable, as well as where they will get their specific prices for their product. This acts as guidance for the company to avoid spending too much on non-essential things. Luvtech Enterprise adopted the Cost-plus pricing is the best pricing strategy for Bstick. This strategy aggregates all of the costs with the unit to be sold with predetermined percentages to the product's unit cost.

Cost involved producing one unit Bstick:

COST	RM
Material Cost	124.16
Labour Cost	25.44
Overhead Cost	28.10
Total Cost	177.70
Selling price = total cost X(1+ mark-up) = RM 177.70 X (1+0.35) = RM 239.90	
The selling price is RM 239.90 for one unit of Bstick.	

Competitors	Pricing policy
Shopee	Penetration pricing
Alpro Pharmacy	Competitive pricing
I Sehat Medicare	Cost-plus pricing

SALES TACTICS

We used two methods to sell and market our product Bstick which is using our own sales force and distributors. Our customer can make purchases by coming directly to our physical store, as well as a company website where they can buy it online or asking for any inquiry through our business profile to know the details or make necessary confirmation of our product. Other than that, we also market bstick through distributors such as pharmacies so that customers may easily obtain and acknowledge our product.

WARRANTY POLICY

To ensure customer happiness and the quality of our products, we provide a warranty policy for each product sold by our firm. We also want our products to be free of defects in functionality and materials. Bstick guarantees are valid for a period of ninety days from the date of purchase. Under this warranty policy, Luvtech Enterprise will repair or replace the product, and the costs of new components will be covered by us.

ADVERTISING AND PROMOTION

Advertising

- Social media platforms

Luvtech Enterprise has created social media accounts on Instagram, Twitter, Facebook and Websites to gain more customers and expand the business. All of our social media accounts were very easy to use and relevant since they have numerous features that allow us to market the product by making an advertisement in all of our social media accounts. Aside from that, we will post client feedback on the internet, and they are welcome to submit feedback on our official website and social media sites so that other customers can see it and we can develop our business as a consequence of their comments. As a result, promoting our goods on the Internet is one technique to ensure client happiness.

- Banners

To promote our product more, LuvTech will distribute some banners to hospitals or clinics to make our product more exposed to people and know the existence of our product. by using banners, people will notice our product.

Promotion

- Special offer price

For the special offer price is only available on a special day such as International day for disabled persons, grand openings and company anniversaries. We will give a special offer to our customer as a celebration. The customer will enjoy the special offer that is lower than our usual price and up to 30% off for membership discounts. Usually we will announce this special offer a week before the date of occurrence on our social media platforms and website.

6.0 OPERATIONS AND PRODUCTION PLAN

6.1 DEVELOPMENT

6.1.1 POSSIBLE LOCATION

Luvtech Enterprise is located in Seremban 2, Negeri Sembilan. We chose this location because it is a strategic location to market our business as Seremban 2 is a developing city in the state. The selection of a strategic location is very crucial for a company to be well known among consumers.

6.1.2 SOURCES OF EQUIPMENT

All materials needed to produce Bstick are sourced within Malaysia. There will be no dealing among suppliers from outside of Malaysia. We wish to support local businesses as it helps our economic development. On the other hand, dealing with suppliers that are based in Malaysia is much easier compared to suppliers outside of Malaysia. We can meet in person to deal with our business instead of via online communication as there will be no miscommunication. We observe and thoroughly make research regarding our suppliers before appointed them as our continuous suppliers. Receiving high quality materials does affect our company performance. Moreover, the price of sources of equipment are crucial to be observed by not exceeding the budget of the company. The budget should be allocated as prescribed so that there will be no wastage.

Equipments	Suppliers
Glow in the dark stick	Neolee Rehab Supply Sdn Bhd
Sensors (water sensor and infrared sensor)	Glomation Sdn Bhd
Speaker	Sound Avenue Sdn Bhd
Battery	Energizer Malaysia Sdn Bhd
50 volts electro shocker	NSR Rubber Protective Sdn Bhd
Global positioning system (GPS) tracker	Tramigo Ltd.

Table 6.1.2: List of equipments and suppliers

6.1.3 PRODUCTION WORKFLOW

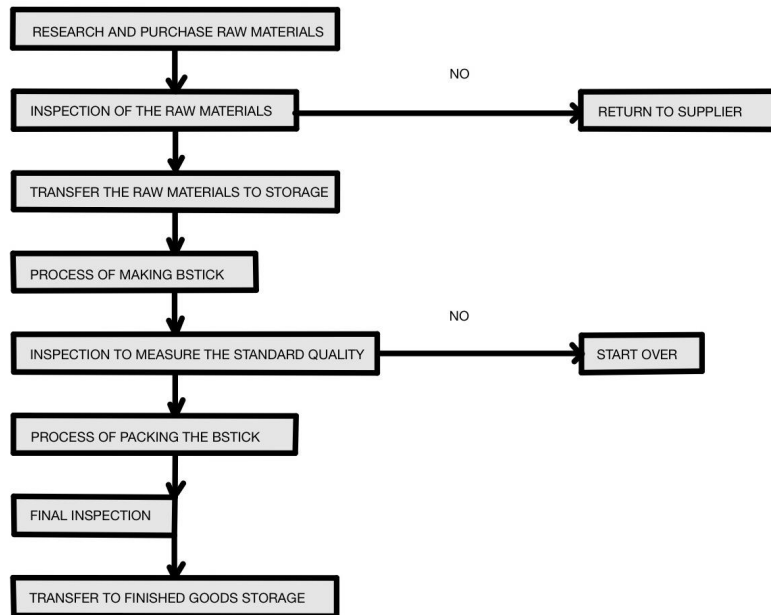


Figure 6.1.3: Production workflow

Figure depicts the industrial process used to create Bstick. The operation manager decides to acquire the raw materials after researching them with vendors at the beginning of the procedure. Inspections are necessary to guarantee that all raw materials are in excellent condition when they are received. The raw materials will be returned to the suppliers to be replaced with new ones if they failed the inspection process. The raw materials will move to storage if they pass the inspection process. There will be a Bstick manufacturing process. Following completion, a second inspection will be conducted to gauge the expected level of quality. It will then be packaged and go through one more inspection before being moved to completed products storage.

6.2 PRODUCTION

6.2.1 FACTOR AFFECTING TIME FRAME

Every business that operates fully will always face factors that will affect their time frame in the production. A failure at a supply source, transportation issues, or inclement weather are all factors that can cause a regular delivery schedule to be delayed.

6.3 FACILITIES

6.3.1 LOCATION PLAN

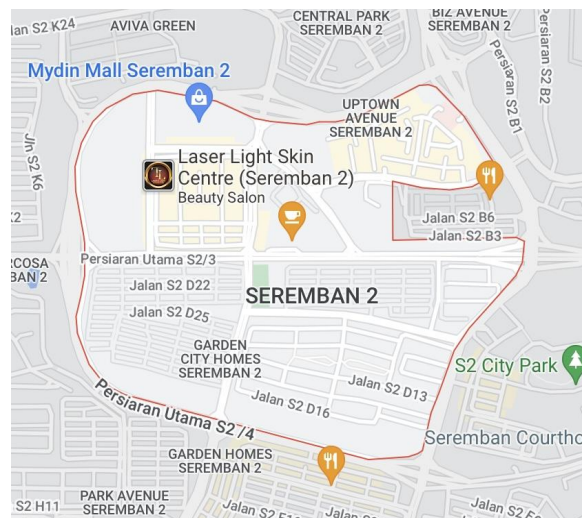


Figure 6.3.1: Map location.

We chose Seremban 2, Negeri Sembilan as the location for our office building. Instead of paying the full amount for the building, we rented it out to save cost. This location is picked based on some factors which are infrastructure, distance, investors, suppliers, and environment.

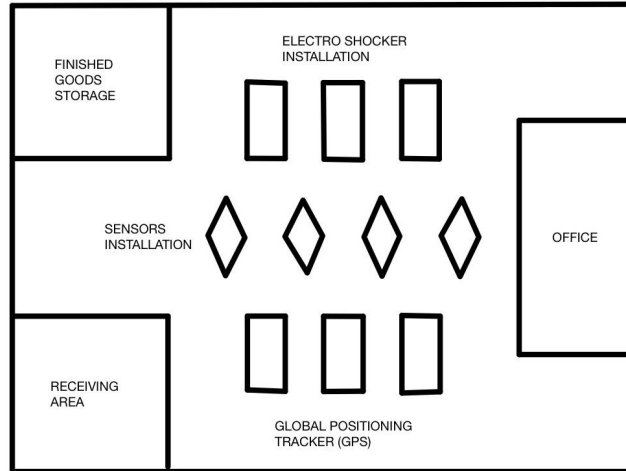


Figure 6.3.1: Layout based on product

Above shows our company layout.

6.3.2 MAINTENANCE/UTILITIES/OVERHEAD COST

No.	Type of cost	Total (RM)
1.	Electricity bills	1,000
2.	Water	300
3.	Rental	1,000
4.	Maintenance expenses	1,000
5.	License and Permit	200
	Total	3,500

6.4 STAFFING

6.4.1 STAFF NEED

Three staff and one operation manager work in our operations department. The manager and three other employees make up the operational department. Every employee is a full-time employee. For the purpose of improving their ability to do their jobs, our organisation offers training to its personnel.

6.4.2 MAIN DUTIES STAFF

The top job in this division is operations manager. Meeting all internal and external criteria, supporting the supply department efficiently, identifying any performance-related concerns, and preventing financial losses are just a few of the duties of the operations manager. Employees must, in the meanwhile, do their jobs to a high standard as instructed by the operations manager.

6.4.3 EMPLOYEES RELATIONSHIP

As maintaining a positive working environment for employees depends on relationships between staff. For an organisation to both recruit and keep personnel, effective leadership is essential. Employee relations often focuses on assisting line managers in this endeavour by helping them forge close relationships with their workforces. Furthermore, employee communication from the top down as well as the bottom up is valued in our business. When discussing concepts and formulating plans to boost sales, keep the lines of communication open and honest. Assessing the amount of trust among your team is crucial, along with being open and honest.

6.4.4 TRAINING

We hire external trainers to assist in teaching specific skills to our employees to be able to learn new skills.

6.5 EQUIPMENT

6.5.1 EQUIPMENT NEEDS(purchase)

Equipments	Quantity (unit)	Price per unit (RM)	Total cost (RM)
Glow in the dark stick	100	5.00	500
Water sensor	100	3.00	300
Infrared sensor	100	6.00	600
Speaker	100	10.00	1,000
50 volts electro shocker	100	50.00	5,000
Battery	100	30.00	3,000
Global positioning system (gps) tracker	100	20.00	2,000
Total		124	12,400

Table 6.5.1: Table of equipment purchase.

Above shows the quantities and total cost of each equipment that must be purchased to produce Bstick. Our company will purchase each equipment for 100 units as a starter and will increase the amount in the future. The total cost amounted to RM 12,400.00 to acquire all equipment. Some suppliers offer low prices and some are not.

Equipments	Suppliers
Glow in the dark stick	Neolee Rehab Supply Sdn Bhd
Water sensor	Glomation Sdn Bhd
Infrared sensor	Glomation Sdn Bhd

Speaker	Sound Avenue Sdn Bhd
50 volts electro shocker	NSR Rubber Protective Sdn Bhd
Battery	Energizer Malaysia Sdn Bhd
Global positioning system (GPS) tracker	Tramigo Ltd.

Table 6.5.1: Table of equipment's suppliers.

6.6 SUPPLIES

6.6.1 MATERIALS NEEDED

Material	Quantity	Price per unit (RM)	Total cost (RM)
Rubber	50kg	6	300
Total			300.00

Table 6.6.1: Table of material.

Rubbers act as a stopper and the handle of the blind stick. Purchasing in bulk is less expensive than purchasing in a low amount.

6.6.2 RELIABLE SOURCES AND MAJOR SUPPLIERS

Material	Supplier
Rubber	Preeco Engineering Sdn Bhd

Table 6.6.2: Table of material's supplier.

6.6.3 HOW TO MANAGE INVENTORY

Most importantly, our business will continue to track inventories in real-time. We have a reliable system in place for keeping track of our inventory levels and choosing the priciest things. The system will automatically alert the supplier to place an order for materials if stockpiles reach a minimum of 15% of total stock. Furthermore, safety inventories are a part of our company. To make sure there are always enough safety inventories in case the business encounters problems.

6.7 OPERATIONS BUDGET

Item	Fixed assets (RM)	Monthly expenses (RM)	Other expenses (RM)
<u>Fixed assets</u> Machinery	75,000		
<u>Working capital</u> Raw materials Operation overhead Utilities Salary: SOCSO & EPF		281,472 36,600 96,000 180,000	
<u>Pre-operations</u> Business Registration & license Insurance Deposit (rent, utilities, etc)			2,750 6,500 3,500
Total	75,000	594,072	12,750

Table 6.7: Operations budget.

6.8 LICENSE

Businesses operating in Malaysia must submit an application for a business premises licence to the relevant Local Authorities. Each local government may have different criteria for submitting an application for a business premise licence.



Figure 6.8: Logo of Companies Commission of Malaysia

An Act of Parliament established the Companies Commission of Malaysia as a statutory authority to oversee corporate and commercial activities in Malaysia. The SSM was established in 2002 in accordance with the Companies Commission of Malaysia Act of 2001, taking over the duties of the Registrar of Businesses and Companies. SSM's primary function is to act as an agency for the incorporation of businesses, the registration of such enterprises, and the dissemination of business and company information to the general public. In order to make information on corporations and enterprises accessible via its internet, the commission established SSM e-Info Services.

7.0 ORGANIZATION PLAN

7.1 Ownership Structure

LuvTech Enterprise ownership structure is partnership. The business operation and administration will be based on the Business Registration Act 1965(revised 1978). LuvTech Enterprise is a 5 member partnership business. The partners of LuvTech Enterprise are always together and willing to go through any challenges as a partnership business. Each partner will share the burden in the event of a loss equally.

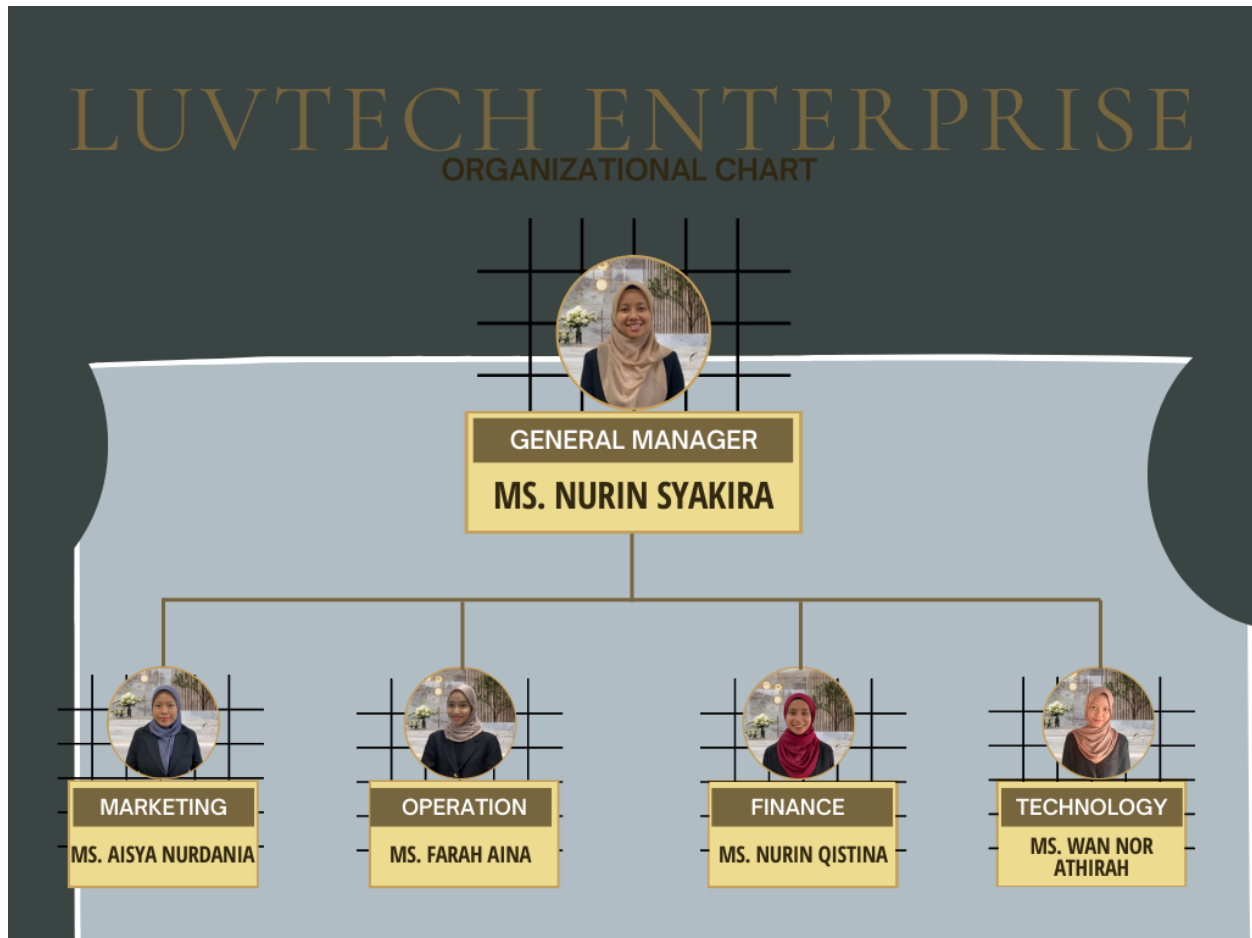
The members of the partnership are Nurin Syakira Binti Ahmad Zainuddin, Aisya Nurdania Binti Mohd Noor Azian, Farah Aina Binti Nasruddin, Nurin Qistina Binti Mohd Mustapi and Wan Nor Athirah Binti Wan Mohamed Daid.

All the members of the partnership decided to share the ownership percentage and any loss incurred equally. Hence, each partner will contribute 20% each of the total ownership percentages. All the partners also agreed to invest an amount of the equity RM80,000 each. Hence, the total amount of equity invested is RM400,000.

	Ownership Percentages	Amount of Equity Instead
NURIN SYAKIRA BINTI AHMAD ZAINUDDIN	20%	80,000
AISYA NURDANIA BINTI MOHD NOOR AZIAN	20%	80,000
FARAH AINA BINTI NASRUDDIN	20%	80,000
NURIN QISTINA BINTI MOHD MUSTAPI	20%	80,000
WAN NOR ATHIRAH BINTI WAN MOHAMED DAID	20%	80,000
Total	100%	400,000

Table 7.1 Ownership Percentages

7.1.1 Company Organization Chart



7.2 MANAGEMENT TEAM

7.2.1 Managers and Their Roles

Position	No.	Roles
General Manager	1	<ul style="list-style-type: none">● Ensure employees work productively and develop professionally.● Ensure staff follow health and safety regulations.● Develop new business relationships to seek out opportunities for expansion and growth.
Operation Manager	1	<ul style="list-style-type: none">● Ensuring the quality of the company's product and services meet or exceed customer expectations.● Hiring new employees, training them in specific skills sets and procedures and monitoring existing workers, so nothing falls through the cracks.
Marketing Manager	1	<ul style="list-style-type: none">● Managing a marketing team and representing their organizations to other departments within a company.● Works with specialists such as product management or customer support to ensure new offerings get disseminated properly.● Find ways to build relationships outside of organizations.
Finance Manager	1	<ul style="list-style-type: none">● Oversee operations in the finance department to set goals and objectives throughout the year to ensure company goals are met.● Raising money for the business's operations and investment by obtaining funding.
IT Manager	1	<ul style="list-style-type: none">● Ensure that these services run smoothly by monitoring their efficiency as well as security

		<p>measures taken against any vulnerabilities in software programs used on a day-to-day basis.</p> <ul style="list-style-type: none"> • Ensuring secure operation throughout every department.
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Table 7.2 Managers Roles

7.2.2 Key Employees Position

TYPE OF EMPLOYEES	NUMBER OF EMPLOYEES
General Manager	1
Operation Manager	1
Marketing Manager	1
Finance Manager	1
IT Manager	1

Table 7.3 Employees under Human Resources

Schedule of Remuneration for Management Team

POSITION	NO.	MONTHLY SALARY (RM)	EPF 13% (RM)	SOCSSO 2.5% (RM)	TOTAL AMOUNT (RM)
General Manager	1	3,000	390	75	3,465
Financial Manager	1	2,700	351	67.50	3,118.50
Administration Manager	1	2,550	331.50	63.75	2,945.25
Marketing Manager	1	2,500	325	62.50	2,887.50
IT Manager	1	2,750	357.50	68.75	3,176.25
Total		13,500	1,755	337.50	15,592.50

Table 7.4 Remuneration for Management Team

BRIEF RESUME

GENERAL MANAGER



NAME	NURIN SYAKIRA BINTI AHMAD ZAINUDDIN
IDENTITY CARD NUMBER	
DATE OF BIRTH	21 JUNE 2001
AGE	21 YEARS OLD
PERMANENT ADDRESS	NO 1535 LORONG GUNUNG DATOK, 1/1 TAMAN ANGSAMAS, 70300 SEREMBAN, NEGERI SEMBILAN.
TELEPHONE NUMBER	
EMAIL	nurinsyakiraaa@gmail.com
ACADEMIC QUALIFICATION	BACHELOR IN ACCOUNTANCY MASTER IN BUSINESS ADMINISTRATION
SKILLS	GOOD IN LEADERSHIP GOOD COMMUNICATION SKILLS HAVE STRATEGIC THINKING SKILLS
EXPERIENCE	6 YEARS EXPERIENCE OF WORKING AT UNIQLO
PRESENT OCCUPATION	GENERAL MANAGER AT LUVTECH ENTERPRISE

MARKETING MANAGER



NAME	AISYA NURDANIA BINTI MOHD NOOR AZIAN
IDENTITY CARD NUMBER	
DATE OF BIRTH	17 JULY 2001
AGE	21 YEARS OLD
PERMANENT ADDRESS	NO1A JALAN 9C/6 TAMAN SETAPAK INDAH, 53300 SETAPAK, KUALA LUMPUR.
TELEPHONE NUMBER	
EMAIL	aisyaurdania1707@gmail.com
ACADEMIC QUALIFICATION	BACHELOR IN ACCOUNTANCY MASTER IN BUSINESS ADMINISTRATION
SKILLS	EXPERT IN HANDLING BUSINESS CREATIVE IN MARKETING BUSINESS
EXPERIENCE	4 YEARS EXPERIENCE OF WORKING AS AT AL-IKHSAN
PRESENT OCCUPATION	MARKETING MANAGER AT LUVTECH ENTERPRISE

OPERATIONAL MANAGER



NAME	FARAH AINA BINTI NASRUDDIN
IDENTITY CARD NUMBER	
DATE OF BIRTH	05 SEPTEMBER 2001
AGE	21 YEARS OLD
PERMANENT ADDRESS	644 PULAI VILLA, JALAN 17, TAMAN PULAI IMPIAN, 70400 SEREMBAN, NEGERI SEMBILAN.
TELEPHONE NUMBER	
EMAIL	piaaadin@gmail.com
ACADEMIC QUALIFICATION	BACHELOR IN ACCOUNTANCY MASTER IN BUSINESS ADMINISTRATION (OPERATIONS MANAGEMENT)
SKILLS	EXCELLENT IN COMMUNICATION SKILLS ABILITY TO SOLVE PROBLEM GOOD AT NEGOTIATION
EXPERIENCE	3 YEARS EXPERIENCE OF WORKING AS AT MAXIS
PRESENT OCCUPATION	OPERATIONAL MANAGER AT LUVTECH ENTERPRISE

FINANCIAL MANAGER



NAME	NURIN QISTINA BINTI MOHD MUSTAPI
IDENTITY CARD NUMBER	
DATE OF BIRTH	12 SEPTEMBER 2001
AGE	21 YEARS OLD
PERMANENT ADDRESS	480, JALAN S2 H12 PARK AVENUE, SEREMBAN 2, 70300 SEREMBAN, NEGERI SEMBILAN.
TELEPHONE NUMBER	
EMAIL	nurinmustapi@gmail.com
ACADEMIC QUALIFICATION	BACHELOR IN ACCOUNTANCY ASSOCIATION OF CERTIFIED CHARTERED ACCOUNTANT(ACCA)
SKILLS	EXPERT IN DECISION MAKING DATA ANALYSIS SKILLS GOOD COMMUNICATION SKILLS
EXPERIENCE	5 YEARS EXPERIENCE OF WORKING AT ACER
PRESENT OCCUPATION	FINANCIAL MANAGER AT LUVTECH ENTERPRISE

IT MANAGER



NAME	WAN NOR ATHIRAH BINTI WAN MOHAMED DAID
IDENTITY CARD NUMBER	
DATE OF BIRTH	27 OCTOBER 2001
AGE	21 YEARS OLD
PERMANENT ADDRESS	NO 338, JALAN SELASIH 2, TAMAN SELASIH, 71700 PORT DICKSON, NEGERI SEMBILAN.
TELEPHONE NUMBER	
EMAIL	wannorathirah6@gmail.com
ACADEMIC QUALIFICATION	DIPLOMA IN COMPUTER SCIENCE BACHELOR IN COMPUTER SCIENCE
SKILLS	<ul style="list-style-type: none">● INFORMATION TECHNOLOGY● WEB AND MOBILE DESIGN● ORGANIZATIONAL SKILLS
EXPERIENCE	4 YEARS EXPERIENCE OF WORKING AT CELCOM
PRESENT OCCUPATION	IT MANAGER AT LUVTECH ENTERPRISE

7.3 External Resources and Services

Based on the table LuvTech Enterprise have used services from external professional services which include external accountant and external lawyer. The external auditor is required to review the financial information of LuvTech Enterprise to investigate any errors or fraud and also to perform audits on operations and report of finding. Luvtech Enterprise has hired an external lawyer from a law firm to represent the company for any contacts, deals, negotiations or legal questions.

EXTERNAL PROFESSIONAL RESOURCES	NUMBER OF EMPLOYEES
External Auditor	1
External Lawyer	1

Table 7.5 Employees under Human Resources

7.4 Human Resources

The employee under the Human Resources department based on the table is a Human Resources Manager that is responsible for acquiring staff for LuvTech Enterprises, manages the employees compensation and benefit cost, training the new staff and handling and workplace issues. Next is a recruiter that is responsible for finding qualified employees based on LuvTech Enterprises and preference and meeting with the HR manager to present the qualified job candidates.

TYPE OF EMPLOYEES	NUMBER OF EMPLOYEES
Cleaner	2
Human Resources Manager	1
Recruiter	1

Table 7.6 Employees under Human Resources

Schedule of Remuneration for Human Resources

POSITION	NO.	MONTHLY SALARY (RM)	EPF 13% (RM)	SOCSSO 2.5% (RM)	TOTAL AMOUNT (RM)
Cleaner	2	2,000	260	50	2,310
Human Resources Manager	1	2,200	286	55	2,541
Recruiter	1	2,300	299	57.50	2,656.50
Total		6,500	845	162.50	7,507.50

Table 7.7 Remuneration for Human Resources

8.0 FINANCIAL PLAN

8.1 START UP COSTS

START UP COSTS	RM
Capital Expenditure: Administrative	
Land & Building	-
Office Furniture & Fittings	9,500
Office Equipment	3,670
Capital Expenditure: Operations	
Machinery	75,000
One-Time Start Up Expenditure	
Installation of fixtures/ equipment	5,000
Legal and Professional Fees	1,500
Advertising for opening	2,500
Offices Supplies	1,700
Other Pre-operations Expenditure	
Insurance	6,500
Deposit (rent, utilities,etc)	3,500
Business Registration & License	2,750
Start Up Costs	111,620

8.2 WORKING CAPITAL

WORKING CAPITAL (MONTHLY)	RM	FIXED	VARIABLE
Marketing			
Delivery expenses	300	-	300
Advertising Costs	5,000	5,000	-
Administrative			
Salaries and Wages	23,100	23,100	-
Rent	2,000	2,000	-
Utilities	1,500	-	1,500
Office Supplies	600	-	600
Insurance	200	-	200
Office maintenance	500	-	500
Operations			
Salary, EPF & SOCSO	15,000	15,000	-
Operation Overhead	3,050	-	3,050
Raw Material & Packaging	23,456	-	23,456
Utilities (Operations)	8,000	-	8,000
Other Expenditure (Marketing & Operations)	2,700	-	2,700
Total Working Capital	85,406	45,100	40,306
Total Working Capital Required	85,406	85,406	

8.3 START-UP CAPITAL AND FINANCING

FINANCING	RM
Loan	200,000
Share and Venture Capital	40,000
Annual Interest Rate: Loan	3.90%
Loan Duration (years)	7
Estimated Start-Up Capital: RM 305,520	

8.4 CASH FLOW STATEMENT

LUVTECH ENTERPRISE STATEMENT OF CASH FLOW FOR THE YEAR ENDED 31 DECEMBER			
	YEAR 1 (RM)	YEAR 2 (RM)	YEAR 3 (RM)
CASH INFLOW			
Share Capital	40,000	-	-
Loan	150,000	-	-
Cash Sales	1,276,099	1,285,239	1,302,478
TOTAL CASH INFLOW	1,656,099	1,285,239	1,302,478
CASH OUTFLOW			
Administration			
Salaries and Wages	277,200	277,200	277,200
Rent	24,000	24,000	24,000
Utilities	18,000	18,000	18,000
Office supplies	7,200	7,200	7,200
Insurance	2,400	2,400	2,400
Office maintenance	6,000	6,000	6,000
Total Administrative Expenditure	334,800	334,800	334,800
Marketing Expenditure			
Delivery expenses	3,600	3,600	3,600
Advertising Costs	60,000	60,000	60,000
Salesman Commision			
Total Marketing Expenditure	63,600	63,600	63,600

Operations Expenditure			
Salary, EPF & SOCSO	180,000	180,000	180,000
Operation Overhead	36,600	36,600	36,600
Raw Material & Packaging	281,472	281,472	281,472
Utilities (Operations)	96,000	96,000	96,000
Other Expenditure (Marketing & Operations)	32,400	32,400	32,400
Total Operation Expenditure	626,472	626,472	626,472
Capital Expenditure : Administrative			
Land & Building			
Office Furniture & Fittings	9,500		
Office Equipment	3,670		
Total Capital Expenditure : Administrative	13,170		
Capital Expenditure: Operations			
Machinery	75,000		
Total Capital Expenditure : Operations	75,000		
One-Time Start Up Expenditure			
Installation of fixtures/ equipment	5,000		
Legal and Professional Fees	1,500		
Advertising for opening	2,500		
Offices Supplies	1,700		
Total One-Time Start Up Expenditure	10,700		

Other Pre-operations Expenditure			
Insurance	6,500		
Deposit (rent, utilities,etc)	3,500		
Business Registration & License	2,750		
Tax expenses	5,390	6,065	7,300
Total Other Pre-operations Expenditure	18,140	6,065	7,300
TOTAL CASH OUTFLOW	1,141,882	1,030,937	1,032,172
CASH SURPLUS / (DEFICIT)	514,217	254,302	270,306
BEGINNING CASH BALANCE	-	514,217	768,519
ENDING CASH BALANCE	514,217	768,519	1,038,825

8.5 INCOME STATEMENT

LUVTECH ENTERPRISE PRODUCTION COST PRO-FORMA STATEMENT				
	YEAR 1 (RM)	YEAR 2 (RM)	YEAR 3 (RM)	YEAR 4 (RM)
Raw Materials				
Opening stock	0	15,000	25,000	13,000
Current year purchases	176,000	153,000	160,000	-
Ending stock	15,000	25,000	13,000	-
Raw material used	161,000	143,000	172,000	-
Carriage Inward	35,320	32,659	38,976	-
TOTAL	196,320	175,659	210,976	-
Salaries, EPF and SOCSO	15,000	15,000	15,000	-
Factory Overhead				
Depreciation of Fixed Assets (operation)	45,000	45,000	45,000	-
Total Factory Overhead	45,000	45,000	45,000	-
PRODUCTION COST	256,320	235,659	270,976	-

LUVTECH ENTERPRISE
INCOME STATEMENT FOR THE YEAR ENDED 31 DECEMBER

	YEAR 1 (RM)	YEAR 2 (RM)	YEAR 3 (RM)
Sales	1,290,120	1,483,638	1,548,144
Less : Cost of Sales			
Opening stock	0	115,000	125,000
Purchases	276,000	253,000	367,000
Less : Ending Stock	115,000	125,000	101,000
	161,000	243,000	391,000
Gross Profit	1,129,120	1,240,638	1,157,144
Less : Expenditure			
Administrative Expenditure	334,800	334,800	334,800
Marketing Expenditure	63,600	63,600	63,600
Other Expenditure	2,700	2,700	2,700
Business Registration & Licenses	2,750		
Insurances & Road Tax Motor Vehicle	6,500	6,500	6,500
Deposit (rent, utilities, etc)	3500		
Interest on Loan	5850	5850	5850
Operations Expenditure	626,472	626,472	626,472
Total Expenditure	1,046,172	1,039,922	1,039,922
Net profit before tax	82,948	200,716	117,222
Tax	5,390	6,065	7,300
Net profit after tax	77,558	194,651	109,922
Accumulated net profit	77,558	272,209	382,131

8.6 BALANCE SHEET

LUVTECH ENTERPRISE PRO-FORMA BALANCE SHEET			
	YEAR 1 (RM)	YEAR 2 (RM)	YEAR 3 (RM)
Assets			
Fixed Assets (Book Value)			
Office Furniture & Fittings	9,500	8,500	7,500
Office Equipment	3,670	3,000	2,800
Current Assets			
Stock of Raw Material	15,000	25,000	13,000
Stock of Finished Goods	115,000	125,000	101,000
Account Receivable	0	0	0
Cash Balance	514,217	254,302	270,306
Others Asset			
Deposit	100,000	100,000	100,000
TOTAL ASSETS	757,387	515,802	494,606
Owner's Equity			
Capital	40,000	40,000	40,000
Accumulated profit	77,558	272,209	382,131
Long Term Liabilities			

Loan Balance	200,000	80,000	25,000
Hire purchase balance	300,000	100,000	25,000
Current Liabilities			
Account Payable	139,829	23,593	22,475
TOTAL EQUITIES & LIABILITIES	757,387	515,802	494,606

9.0 Project Milestones

Activities	Deadlines
Business registration	4 January 2022
Incorporation of venture	4 January 2022
Research and Development begin	30 March 2022
Completion of Design and Development	10 April 2022
Preparation of the factory and design	15 April 2022
Material purchasing for operation	30 April 2022
Start of production and operation	15 May 2022
Launching day	20 May 2022
Opening promotion	20 May 2022
Enhance product design	1 June 2022
Purchasing new technology	20 June 2022

10.0 CONCLUSION

Luvtech Enterprise has high hopes to survive in this challenging market to help people who are in need. Aside from that, a unique blind stick will help many people become more independent and increase self-esteem. Bstick worth it to buy at an affordable price compared to the normal blind stick.

As a start-up company, we hope to boost our country's economy by expanding our product to other countries, growing our customer base and continuous growth in the future. In order to create a good economic environment, we will also pay the taxes on time. Other than that, we would like to emphasize that we are assisting Bumiputra by hiring them as employees in our company so this could be one of the influences in lowering our country's unemployment rate.

Lastly, we hope to be the leading company in this sector in the future and contribute to our beloved country. This product also will benefit both our country and people and we believe that it is our responsibility to not only ask for support but also provide them to the community.

Turnitin Report

ENT530 BUSINESS PLAN REPORT

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