

DE' EINSTEIN COMPANY



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EXECUTIVE SUMMARY

De' Einstein Company was established in April 2022 and as our company, we produce Bio-B and we came up with an idea to become a social business. Nevertheless, a Bio-B is a bin with more technology features which can automatically sort the trash following the types that can be recycled which are paper, glass and plastic. Another feature included is the Bio-B can literally compost the waste food and process it to become fertilizer. That is the reason for its name "Bio-B" which means that our products are biodegradable and eco-friendly.

For the target market, we plan to target the government, households, and companies. To make it more detailed, we have decided to choose higher household incomes which are M40 and above as our targeted market since it is more suitable and affordable based on their household incomes. These target markets are essential for businesses too since they improve marketing performance results and have the capabilities to provide a reinforcing positive product to consumers. We intend to open our first De' Einstein store in Johor because it is the location of our factory and warehouse, as well as the majority of our suppliers. During this launch day, we expect about 100 people to purchase our product at a low price and receive a 20% discount on a second purchase of any product with a single receipt.

De' Einstein business plan has been divided into different categories which are Marketing Plan, Production Plan, Organization Plan, and Financial Plan. In order to commercialize our product to targeted customers, we used media advertising and personal selling. When running a business, one of its most important factors to consider is the operating framework because an operating framework unites employees while also boosting a unified vision and well-organized teamwork. We should indeed ensure that our organization is capable of meeting as well as exceeding our clients' requirements and perceptions. Notwithstanding, before moving to the next phase, it is critical for our company to determine whether we could provide the brand that was originally intended in the marketing plan.

1.0 COMPANY PROFILE

1.1 Organization Background

Name of Organization	De' Einstein Company
Business Address	De' Einstein Shop, The Jacaranda @ Senai Airport I Park, Jalan I Park SAC, 81400 Senai, Kulai, Johor.
Website/e-mail address	deeinsteinc@gmail.com
Telephone Number	
Form of Business	Private Limited Company
Main Activities	Selling and marketing Bio-B in a form of recycle bin
Date of Commencement	9 February 2021
Date of Registration	19 February 2021
Name of Bank	Maybank
Bank Account Number	

1.2 Organization Logo / Motto



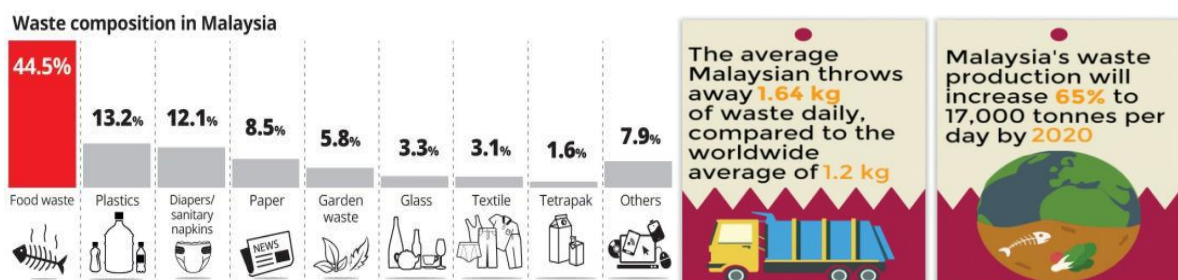
Mission
We are committed to make our products more sustainable for environmental future.

Vision
To create a sustainable earth in the present and future lifetime.

2.0 ENVIRONMENTAL INDUSTRY ANALYSIS

De' Einstein's nature of the industry is mainly taking part in the ecological business. Our company focuses on the stages of the production processes of products from a natural perspective and emulates an ecological mechanism by saving and reusing materials. Therefore, Bio-B is created to maintain sustainability. Bio-B is an auto sensor dustbin that can sort the trash into its categories (aluminum, plastics, and papers) automatically. De' Einstein also uses the 'Waste to Wealth' concept to compost the waste food into biodegradable fertilizers (humus nutrients) or insecticides for plant uses. Bio-B is a new innovative product that we are planning to create as the other country also hasn't done it before.

Our Bio-B also has Sustainable Development Goals that are convenient for users, and have enough potential to seek sales and profits, give awareness to consumers of all ages and make them realize not to harm the earth due to their daily food waste staggering habits (Zainal, 2021). Other than that, the reason Bio-B was created is to avoid the rise of statistics on landfills and food waste (*Malaysian Food Waste*, n.d.). Below are the statistics on landfills and food waste as of 2020;



De' Einstein Company will not succeed without our team. As an ecological business, we plan to give our best by creating the best product, Bio-B for government, companies, and households. Our team mainly focuses on product manufacturing from the

starting until the finishing point. Despite the viral issue where the NASA scientist protested due to the release of the Climate Change's new report by IPCC. The report showed a warning of the rapid and deep cuts to greenhouse gas emissions in avoiding catastrophic climate effects. In the report, the release of greenhouse gasses from anthropogenic sources short evacuations by anthropogenic sinks, for those species of gasses that are reported from fossil fuel combustion and mechanical forms. Development in anthropogenic emanations has continued over all major bunches of GHGs since 1990, albeit at diverse rates. By 2019, the biggest development in supreme emanations happened in CO₂ from fossil fuels and industry taken after by CH₄, while the most noteworthy relative development happened in fluorinated gases, starting from low levels in 1990. Outflows of CO₂–FFI dropped incidentally within the, to begin with, half of 2020 due to reactions to the COVID-19 widespread (tall certainty) but bounced back by the conclusion of the year (medium certainty). Due to climate change effects, global warming happens. By creating Bio-B, a high-tech recycle bin with auto sensors & sorting function, we will provide the best product as a way to recycle recyclable products to save the earth and prevent our earth from global warming.

Global net anthropogenic emissions have continued to rise across all major groups of greenhouse gases.

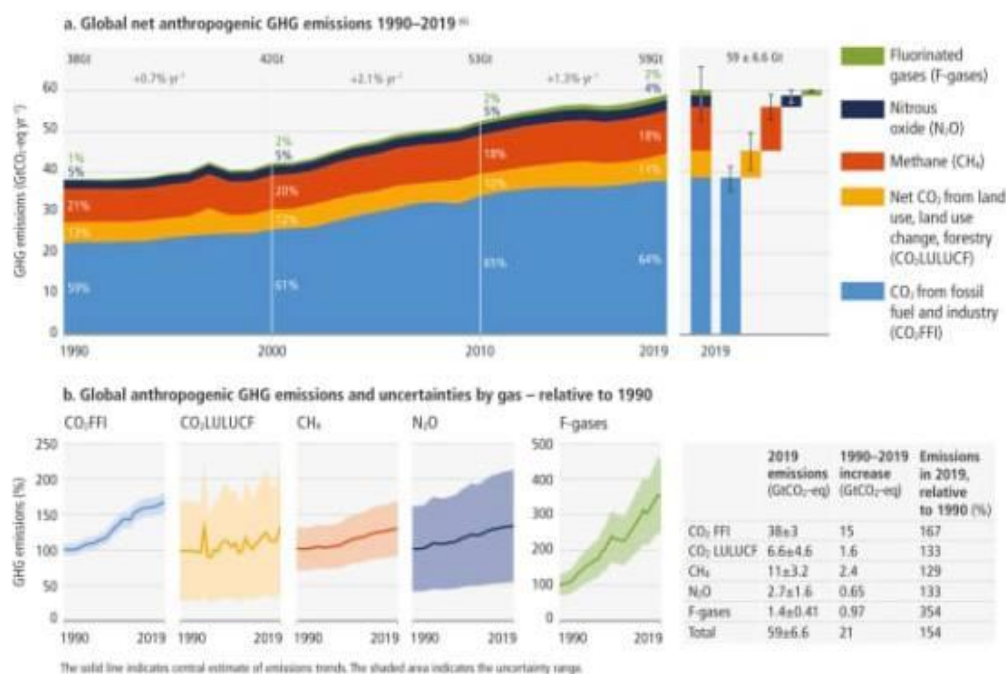


Figure SPM.1: Global net anthropogenic GHG emissions (GtCO₂-eq yr⁻¹) 1990–2019

3.0 DESCRIPTION OF VENTURE

PRODUCT	PRIMARY USE	BENEFITS	UNIQUE FEATURES
BIO-B	<ul style="list-style-type: none"> - Use as a dustbin 	<ul style="list-style-type: none"> - Can compost the food waste - Can sort the rubbish according to the categories - Can save the environment 	<ul style="list-style-type: none"> - Created with a few functions with many sensors. - This Bio-B dustbin can sort out all the rubbish by categories.

Table 1: Description of Venture of De' Einstein

Our company offers a product that can solve the problem of environmental pollution. Bio-B is the innovation from the regular recycle bin that we always see. The reason why our product can solve that kind of problem is because our products will recycle and compost all the waste food into the fertilizer. This will help a lot in saving our earth and we do not have to waste money to buy the pricey fertilizer for our plants.

Our products have a lot of special things. In our product, we use a few modern sensors to automate the movement of the rubbish. So, the users no need to separate the rubbish manually. We also put on a blender function to blend all the rubbish for the process to compost into fertilizer. Not only that, we also use a 2 in 1 concept which is the users can use a plug or battery to compost the rubbish.

We strongly believe that our company will be successful in the future. The reason is because our product can save the environment from being contaminated with rubbish and it also can save more money without having to buy the chemical fertilizer for the plants. Our product literally trains and spreads awareness to people to protect the environment and be responsible for the waste they make by easily recycling.

As we all know, every company has their own competition in the market. Same goes like our company, we also have our own existing competition that produces a product that is almost identical to our product. Our first competition is Xiaomi Official Store Global. They have produced a smart motion sensor dustbin called Xiaomi TowNew T1. Their dustbin is a dustbin that also has a sensor but comes along with the plastic bins. They use a hand sensor to open and close the dustbin with a button to fasten the plastic bag automatically.

Our next competitor is Decorfactory Sdn. Bhd. This company also sells an automatic smart sensor dustbin which uses a hand sensor to open and close the dustbin automatically similar to the Xiaomi brand. Their product name is Automatic Touchless Smart Sensor Dustbin. The difference between their product and the Xiaomi product is that the dustbin cannot fasten the plastic bag automatically like Xiaomi does. The users need to fasten the plastic bag manually.

The last competitor is Smart Sensor Automatic Dustbin comes from Kura.Haus Sdn. Bhd. This company produced a sensor dustbin exactly like Decorfactory Sdn. Bhd products. From all the competitors, we can say that our Bio-B is much better than our competitors because we have the function to compost the rubbish into fertilizer. Our products are very environmentally friendly.

Marketing has become an important operation for De' Einstein Sdn. Bhd in the short term or during the early stages of the company's establishment because our products are not well known to the people of Johor. As a direct consequence, we must market our product and draw their attention to it. As a matter of fact, brochures and social media are the platforms through which we will market our Bio-B to the communities of Johor.

We plan to do a product launch since our product is a technology product. Doing a product launch, we can show and demonstrate to people how it works and we also can share with them the benefits of our product. In the future, we will substantially improve the variety and features of our product to improve the quality and quantity and meet the increasing demand from our customers. For long-term events, our company will focus on expanding our business to all states and areas so that everyone can represent our Bio-B product.

4.0 MARKETING ANALYSIS AND COMPETITION

4.1 Target Market

De' Einstein Company sets a target market based on demographic, behavioral and psychographics. These target markets are important to businesses because they can improve marketing performance results and have the ability to provide a better and more appropriate product to customers.

4.1.1 Demographics variables

De' Einstein can be consumed by people who age 25 years and above, whether they are male or female, households, companies and government, as we produce types of bin that can recycle trash and compost food waste. It is affordable to purchase because the price is RM162 for the product. This product is also suitable for a worker who works at an office, school or inside and outside of the house that can use fertilizer for the plant.

4.1.2 Behavioral variables

From these variables, we can see our customers' habits when making an online purchase from our website or from our shop. De' Einstein also provides instructions for customers to easily understand how to use our product. We can see the customers' actions from this. De' Einstein also tries to maintain our loyal customers who often buy and use our product.

4.1.3 Psychographics variables

As we know that the environment has become worse lately. Because of that, De' Einstein provides an automatic product that is not much in the market. This product can automatically do the process of composting food waste & recycle once the customers put the trash inside the bin. By using the De' Einstein product, the customers directly help to reduce environmental issues and climate change issues. These products also can affect their lifestyle to become better after this.

4.1.4 Market size

Market size	Calculation
Market volume	= Number of target customers per year x Penetration rate = 30,000 customers x 65% = 19,500 customers
Market value	= Market volume x Average value = 3,000 customers x RM162.00 = RM486,000
Target sales per month	RM486,000 (3,000 unit)
Target units sold per month	= Target sales per month / Price = RM486,000 / RM162.00 = 3,000 unit sold per month
Forecast of potential repeat-purchase volume	AAR Formula by using number of target customers per month (3,000) A - 1,500 customers aware of new product (3,000 X 60%) A - 800 customers finding the product available in a store and trailing the product (1,600 X 75%) R - 700 customers repeat or rebuy the product (10,000 X 50%) = 60% x 75% x 50% = 22.5% As a result, we estimate 22.5 percent of the whole target market to become recurring consumers, which equates to 675 customers per month when multiplied by 3,000.

Table 2: Market Size of De'Einstein

4.1.5 Market share

Market Share and Sales 2021 (Before)			
Competitor	Kura.Haus Sdn. Bhd	Decorfactory Sdn.Bhd	Xiaomi Official Store Global
Market share (%)	33%	31%	36%
Total sales in units	2,000	2,500	2,800
Product price	RM47.60	RM69.90	RM49.00
Total sales in RM	RM95,200.00	RM174,750.00	RM137,200.00
Total all sales of the market	RM407,150.00		

Table 3: Market Share before De' Einstein entrance

Market Share and Sales 2021 (After)				
Competitor	Kura.Haus Sdn. Bhd	Decorfactory Sdn.Bhd	Xiaomi Official Store Global	De' Einstein Sdn Bhd
Market share (%)	24%	28%	26%	22%
Total sales in units	2,250	2,400	2,750	2,150
Product price	RM47.60	RM69.90	RM49.00	RM162.00
Total sales in RM	RM107,100.00	RM167,760.00	RM134,750.00	RM348,300.00
Total all sales of the market	RM757,910.00			

Table 4: Market Share after De' Einstein entrance

4.2 Competition And Competitive Edges

Make a realistic assessment of your competitors' strengths and weaknesses.

Competitors	Strengths	Weaknesses
Kura.Haus Sdn. Bhd	<ul style="list-style-type: none"> • Provide a lower price of product • High management of team production • Provide a lighter of product weight 	<ul style="list-style-type: none"> • Low quality of product • Only one sensor feature provided • Lack of marketing
Decorfactory Sdn.Bhd	<ul style="list-style-type: none"> • Provide a contactless garbage features • Large capacity of product • Provide a lower price of product 	<ul style="list-style-type: none"> • Low quality of product packaging • Lower market share • Automatic Closing of dustbin tend to stuck
Xiaomi Official Store Global	<ul style="list-style-type: none"> • Provide 1 year warranty • High in capital stock • Well-known brand name 	<ul style="list-style-type: none"> • Lack of marketing • Low quality of customer services • Only sell a single product

Table 5: Competition and Competitive Edges

4.3 Sales Forecast

SALES FORECAST FOR THE BIO-B YEAR 2022		
MONTH	UNIT SOLD (BOX)	SALES COLLECTION (RM)
January	5,000	RM810,000
February	2,000	RM324,000
March	1,999	RM323,838
April	3,000	RM486,000
May	1,000	RM162,000
June	2,001	RM324,162
July	4,000	RM648,000
August	4,000	RM648,000
September	1,000	RM162,000
October	1,000	RM162,000
November	2,000	RM324,000
December	3,000	RM486,000
TOTAL	30,000	RM4,860,000

Table 6: Sales Forecast for The Bio-B

4.4 Marketing Strategy

4.4.1 Product

- Brand

We use De' Einstein as our company name and Bio-B as our product name for the branding.

- Design

For the design, our Bio-B product uses high quality stainless steel and has wheels so that the bin can move easily if the users want to put it in another place.

- Packaging

The packaging, we will put the product in a box and wrap it using bubble wraps to keep it secure and maintain the safety of our product before our customers use it.

- Labeling

We also put SIRIM and Made in Malaysia labels on our products to convince customers that our electrical product has SIRIM certified and safe to use.

- Ease of use

Our product is very easy to use. The consumer just needs to throw all the rubbish into the Bio-B like always and it will sort all the rubbish by category automatically. The users no need to separate the rubbish manually.

- Product differentiation

For the product differentiation, we can say that our product is quite pricey than all the competitors. This is because our product is a high quality eco-friendly product with modern auto sensors. Our product is not only able to sort out the garbage automatically, but it also can compost the food waste and become neutral fertilizer.

4.4.2 Pricing

Cost price	Markup	Selling price
RM 50 / unit	0.8%	RM 162 / unit

4.4.3 Sales tactics

- Direct sales

For the sales tactics, we use direct sales because we sell our product directly from our company and shop. Our product is a high quality product so we want our customer to get our product in a good condition without any damages. We also want to interact with customers on our own so we can analyze their needs and wants.

4.4.4 Service and warranty policy

Our product is an electrical product so we will check first to ensure that there is no damage. We also will provide a 5 years warranty to our customer. So, they can return back and claim a new one or repair for free in case of any damage within 5 years.

4.4.5 Advertising and promotion

- Media Advertising

- Facebook

We use Facebook as one of social media platforms where we advertise our product through a facebook page called De' Einstein. We link our Facebook Page with Whatsapp to make it easier for potential customers to reach us and get more details of our product, Bio-B.

- Instagram

We also use Instagram to advertise and sell our product, Bio-B as Instagram has new features, shop where the customer can just click on the picture of our product and get the know the price, description in terms of functionality and unique features. Our potential customer can get further details through DMs.

- Tiktok

We advertise our product by sharing information about the product such as the functionality, the benefits and the unique features of our product. As for Tiktok

which is now being used by most teenagers, we created a short video on how our product can gain awareness on how to recycle recyclable products as Tik Tok has more linkage to customers.

- Youtube Ads

We use the platform to advertise Bio-B as Youtube has been used by people around the world to watch videos. When they see our advertisement and find that our product, Bio-B, is useful for them, they will check out our products and share it to their friends or family to spread awareness of our product.

- Personal Selling

As our product, Bio-B is a product of innovation the requirement of face-to face marketing is needed especially to explain further on how it functions and the instructions on how to fully utilised it. By this method, we could gain our customers' trust and convince them to buy Bio-B as it gives a lot of benefits especially to households and government.

- Public relations

Public relations is also one of advertising that our company uses for promoting our product to customers. For example, if a charity commissions a public relations agency to create an advertising campaign to raise money to find a cure for environmental problems, the charity and the people involved are stakeholders, but the audience is anyone who is likely to donate money and to create awareness for environmental care.

4.4.6 Distribution



We want to use only one way to sell our Bio-B product which is from the manufacturer directly to the consumer. We will sell our Bio-B product by ourselves to the customer with a price of RM 162 per bin.

4.5 Marketing Budget

MARKETING EXPENDITURE	
ITEM	RM
<i>Fixed Assets/Capital Expenditures</i>	
Lorry	12,000
	12,000
<i>Working Capital/Monthly Expenditure</i>	
Promotion and Advertising	2,000
Power and Fuel	550
	2,550
<i>Other expenditures</i>	
Insurance & Road Tax	450
Pre-Opening	3,000
	3,450
TOTAL	18,000

5.0 OPERATION AND PRODUCTION PLAN

Development: When De' Einstein launched a business, one of the most main considerations was the operational plan. We will need to ensure that our organization is capable of meeting and exceeding our customers' expectations. Nevertheless, once starting up with the Bio-B project, when it empathizes with sustainable environmental life, it is vital to ensure that we can supply the product that was visualized in the marketing strategy.

Below are the objective of our business operation plan:

- ❖ To ensure the quality of the product is reached to the customers' expectations.
- ❖ To ensure Bio-B can operate as efficiently as it can be according to the plan made.
- ❖ To strive for an improvement of quality of life, social advancement in sustainability, and ensuring that all people have equal prospects and may live a better life without jeopardizing the world.

Facilities: Our facility's activities are operating on a regular basis which necessitates in achieving the objective, by having a facility that is organized and good enough for all workers to operate their jobs. In Malaysia, the De' Einstein company factory is located at Taman Teknologi Johor, Senai Johor while our shop is located in Johor Bahru, at Jacaranda@Senai Airport I Park. Thus, the location chosen for the facilities is considered as a strategic plan for our company because the shop has the potential to attract the target customers and it allows them to find our shop way easier than the other place. For the factory, many companies operate there too.

Production: Our facility and shop site are basically in Johor Bahru. Our shop has the potential to meet the demands needed as customers' target comes from middle to upper-level incomes who can purchase our Bio-B. Our operation hours for De' Einstein are;

De' Einstein Operation Day	De' Einstein Operation Hours
Sunday - Thursday	10.30 A.M. - 9.30 P.M.

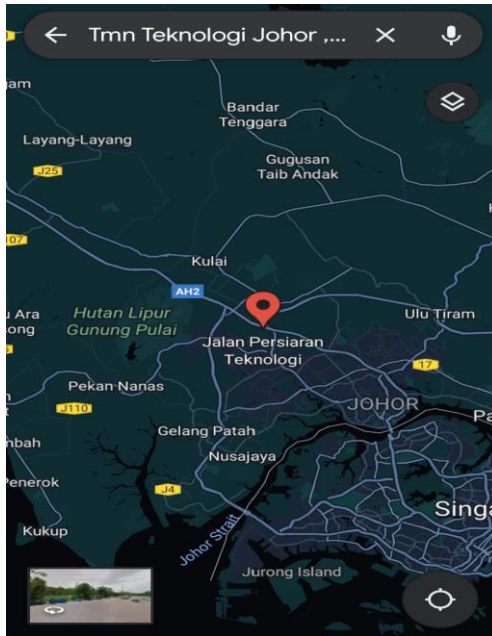


Image 1: Location of De' Einstein Factory

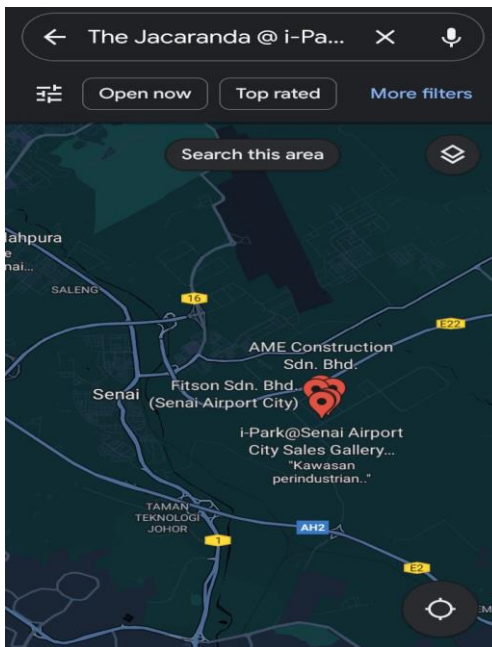


Image 2: Location of De' Einstein Shop

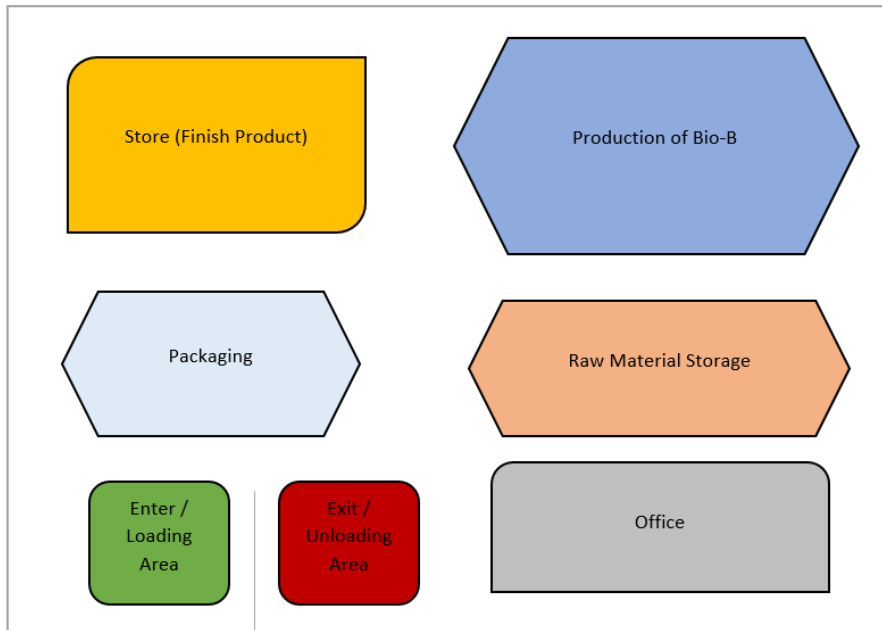


Image 3: Layout of De' Einstein Factory Area

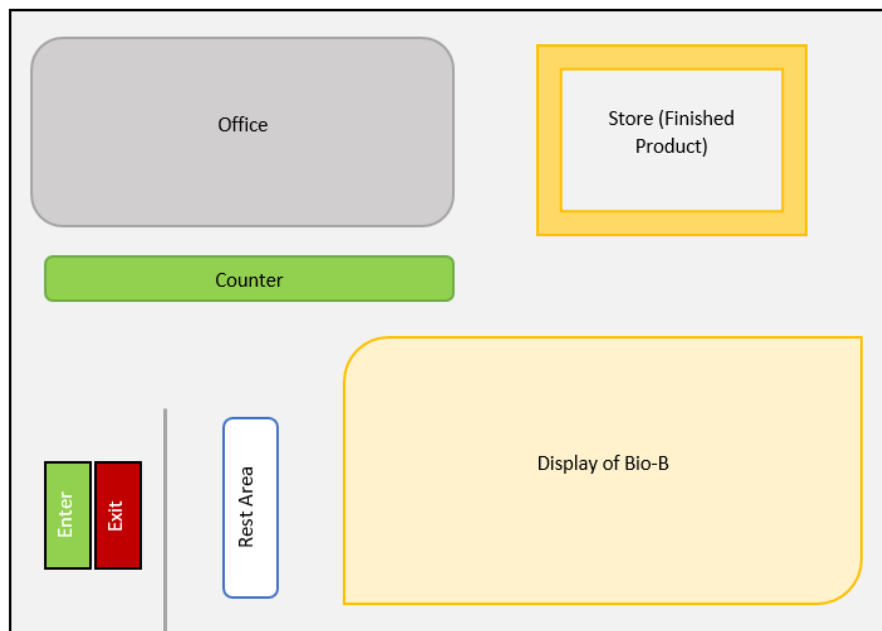


Image 4: Layout of De' Einstein Shop Area

5.1 Material Requirements

- To produce 3,000 units of Bio-B per month.

Ingredient	Quantity Required	Price per/unit	Total Purchase (RM)
Bio-B dustbin	3,000 units	RM 47.20/unit	RM 141,600
Box	3,000 box	RM 2/box	RM 6,000
Manual book	3,000 units	RM 0.50/book	RM 1,500
Styrofoam	24,000 pieces	RM 0.10/pieces	RM 2,400
Plastic packing cover	3,000 pieces	RM 0.20/pieces	RM 600
Total Purchases			RM 152,100




Table 7: Material requirements of Bio-B

Before Markup	After Markup
<p><u>Cost price per bin</u></p> <p>= RM 47.20 + RM2 + RM0.50 + RM0.10 + RM0.20</p> <p>= RM 50 per box</p> <p><u>Cost price for 3,000 bin per month</u></p> <p>= RM 50 x 3,000</p> <p>= RM 150,000</p>	<p><u>Selling price per bin</u></p> <p>= RM 90 - RM 50</p> <p>= RM 40 per box</p> <p><u>Selling price for 3,000 bin per month</u></p> <p>= RM 40 x 3,000</p> <p>= RM 120,000</p> <p><u>Markup (%)</u></p> <p>= RM 90 - RM 50</p> <hr style="width: 20%; margin-left: 0;"/> <p style="margin-left: 20px;">RM 50</p> <p>= 0.8%</p> <p><u>Selling price after markup</u></p> <p>= RM 90 + (RM 90 x 0.8)</p> <p>= RM 162</p> <p><u>Selling price for 3,000 bin per month</u></p>

	= RM 162 x 3,000 = RM 486,000
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Table 8: Selling Price Before and After Markup

5.2 Machine And Equipment

Item	Image	Quantity	Cost (RM)	Total (RM)
Grinder		3,000	30.00	90,000
Capacitive proximity sensor		3,000	2.00	6,000
Inductive Proximity sensor		3,000	3.00	9,000

IR Distance sensor		3,000	3.00	9,000
Battery for sensor bin		3,000	5.00	15,000
Steel Drawer		3,000	3.50	10,500
Steel Board/Door		3,000	3.50	10,500
	TOTAL (RM)		50	150,000

5.3 Operation Budget

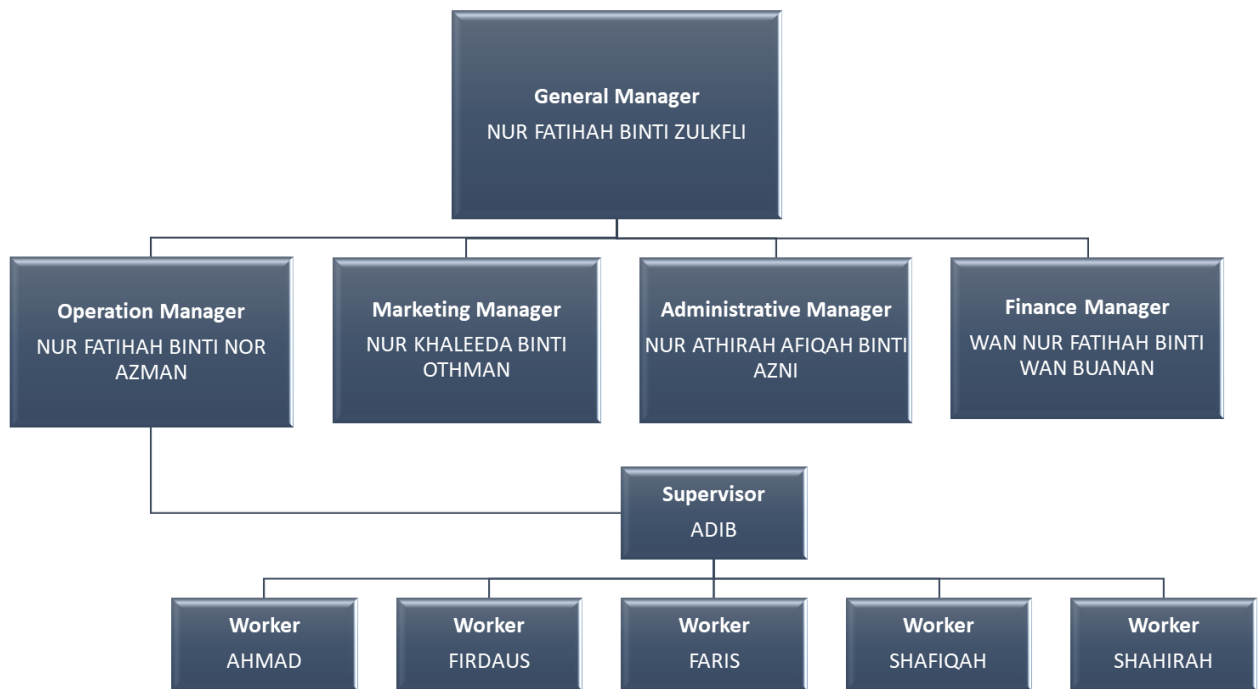
OPERATION EXPENDITURE	
	RM
Fixed Assets/Capital Expenditures	
Machine and Equipment	150,000
	150,000
Working Capital/Monthly Expenditure	
Raw materials and packaging	152,100
	152,100
Other Expenditures	
Maintenance	7,000
	7,000
TOTAL	309,100

6.0 ORGANIZATION PLAN

6.1 Ownership Structure

This company is legally registered under the Company Commission Malaysia (CCM) as De' Einstein Company, and it sells technology as well as eco-friendly products which is Bio B Dustbin. De' Einstein Company is a private limited company directed by Nur Fatimah Binti Zulkfli as General Manager, with four shareholders each having to hold one pertinent stake in the organization which are finance manager, administrative manager, marketing manager and operations manager.

6.2 Organization Chart



6.3 Manpower Planning

POSITION	NUMBER OF STAFF
General Manager	1
Administrative Manager	1
Operation Manager	1
Finance Manager	1
Supervisor	1
Worker	5

6.4 Schedule Of Tasks And Responsibilities

POSITION	MAIN TASKS
General Manager	<ul style="list-style-type: none"> ● Capable of making sound decisions because all decisions have an impact on the company. ● To ensure that all activities follow a proper procedure and run smoothly. ● To improve efficiency and increase departmental profitability while overseeing the overall operations of the organization.
Administrative Manager	<ul style="list-style-type: none"> ● Planning and organizing administrative procedures and systems, as well as developing methods to expedite operations ● Recruiting and training employees, as well as allocating tasks and office space ● To guarantee optimal efficiency, assess staff performance and provide coaching and support.
Operation Manager	<ul style="list-style-type: none"> ● managing operations involved in the production of goods and services. ● Ensure that the stock flow is smooth and continuous. ● Ascertain if the company's operations are streamlined and systematic.
Marketing Manager	<ul style="list-style-type: none"> ● Creating strategies and approaches to improve the brand image and drive qualified traffic ● Analysis and research on how to improve a marketing plan and acquire more clients. ● Implementing successful marketing campaigns from ideation to execution
Finance Manager	<ul style="list-style-type: none"> ● Obtaining, interpreting, and reviewing financial data ● Reporting to management and stakeholders, as well as advising on how the company and future business decisions may be affected ● Budget monitoring and management, as well as developing strategies to reduce financial risk
Supervisor	<ul style="list-style-type: none"> ● Making completely sure employees who report to you meet or exceed

	<p>performance expectations.</p> <ul style="list-style-type: none"> ● Giving orders or instructions to subordinate employees. ● Assuring a safe, secure, and healthy work environment.
<p>Worker</p>	<ul style="list-style-type: none"> ● Control automated processes and temperatures in the manufacturing of items. ● At specific moments during the manufacturing process, check the quality of the prepared product and record the exact results. ● Operate and maintain machines, as well as examine and pack the finished product. ● Accommodate cash, checks, money orders, ATM debits and credit card transactions. ● Providing excellent service to ensure high levels of customer satisfaction ● Greeting customers, offering accurate information, and answering queries about specific products.

6.5 Supporting Professional Advisor And Services

Companies/ Institution	Services
<p>Malayan Banking Berhad (Maybank)</p> <p>106-108, Jalan Wong Ah Fook, Bandar Johor Bahru, 80000 Johor Bahru, Johor.</p>	<ul style="list-style-type: none"> ● Used as a medium for transactions with customers and suppliers. ● As a source for loan purposes.
<p>The Malaysian Investment Development Authority (MIDA)</p> <p>MIDA Sentral, No.5, Jalan Stesen Sentral 5, Kuala Lumpur Sentral, 50470 Kuala Lumpur, Malaysia.</p>	<ul style="list-style-type: none"> ● Assisted De' Einstein in the implementation and operation of the Bio-B project. ● Offer assistance through direct consultation and consultation and co-operation with the relevant authorities at both the federal and state levels.
<p>Alam Sekitar Malaysia Sdn. Bhd (ASMA)</p> <p>Suite 5.01A, Mercu PICORP, Lot 10, Jalan Astaka U8/84, Bukit Jelutong Business And Technology Centre, 40150 Shah Alam, Selangor.</p>	<ul style="list-style-type: none"> ● Focuses on environmental monitoring and assessment not only for air and water but also a wide range of environmental services and products like Bio-B, a high tech recycle bin. ● Give environmental consultancy and provide training courses such as environmental awareness.

6.6 Schedule Of Remuneration

Position	No.	Monthly Salary (RM)	EPF Contribution (13%) (RM)	SOCSSO (2%) (RM)	Amount (RM)
General Manager	1	4,000	520	80	4,600
Operation Manager	1	3,500	455	70	4,025
Marketing Manager	1	3,500	455	70	4,025
Administrative Manager	1	3,500	455	70	4,025
Finance Manager	1	3,500	455	70	4,025
Supervisor	1	2,500	325	50	2,875
Worker	1	1,500	195	30	1,725
Worker	1	1,500	195	30	1,725
Worker	1	1,500	195	30	1,725
Worker	1	1,500	195	30	1,725
Worker	1	1,500	195	30	1,725
Total	16	28,000	3,640	560	32,200

6.7 List Of Office Equipment (Shop & Factory)

Item	Quantity	Price per unit (RM)	Total Cost (RM)
Desktop	5	1,670	8,350
Office table	5	80	400
Office chair	5	54	270
Cashier Machine	2	550	1,100
Printer	2	199	398
Fax and Telephone	1	146	146
Drawer File Cabinet	2	269	538
TOTAL	22	2,968	11,202

6.8 Organizational / Administrative Budget

ADMINISTRATIVE EXPENDITURE	
	RM
Fixed Assets / Capital Expenditure	
Office Equipment	11,202
	11,202
Working Capital/Monthly Expenditure	
Salaries	32,200
Utilities	3,000
Rental	5,000
	40,200
Other Expenditures	
Business Registration and Licenses	1,000
Deposit Utilities	9,000
Deposit Rental	15,000
	25,000
TOTAL	76,402

7.0 FINANCIAL PLAN

7.1 Project Implementation Cost

DE' EINSTEIN PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE					
Project Implementation Cost			Sources of Finance		
Requirements	Cost	Loan	Hire-Purchase	Own Contribution	
				Cash	Existing F. Assets
Fixed Assets					
Land & Building					
Office Equipment	11,202		10,120	1,082	
Lorry	12,000		12,000		
Machine and Equipment	150,000	90,000		60,000	
Working Capital	1 months				
Administrative	40,200	8,000		32,200	
Marketing	2,550			2,550	
Operations	152,100	141,600		10,500	
Pre-Operations & Other Expenditure	35,450	24,000		11,450	
Contingencies					
TOTAL	403,502	263,600	22,120	117,782	

7.2 Table Of Depreciation And Table Of Loan & Hire Purchase

DE' EINSTEIN DEPRECIATION SCHEDULES							
Fixed Asset Cost (RM) Method Economic Life (yrs)				Office Equipment 11,202 Straight Line 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value	Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	11,202		-	-	-
1	2,240	2,240	8,962	1	-	-	-
2	2,240	4,481	6,721	2	-	-	-
3	2,240	6,721	4,481	3	-	-	-
4	2,240	8,962	2,240	4	-	-	-
5	2,240	11,202	-	5	-	-	-
6	0	0	-	6	-	-	-
7	0	0	-	7	-	-	-
8	0	0	-	8	-	-	-
9	0	0	-	9	-	-	-
10	0	0	-	10	-	-	-

Fixed Asset			
Lorry			
Cost (RM)		12,000	
Method		Straight Line	
Economic Life (yrs)		5	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	12,000
1	2,400	2,400	9,600
2	2,400	4,800	7,200
3	2,400	7,200	4,800
4	2,400	9,600	2,400
5	2,400	12,000	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

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

Fixed Asset			
Machine and Equipment			
Cost (RM)		150,000	
Method		Straight Line	
Economic Life (yrs)		5	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	150,000
1	30,000	30,000	120,000
2	30,000	60,000	90,000
3	30,000	90,000	60,000
4	30,000	120,000	30,000
5	30,000	150,000	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

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

**DE' EINSTEIN
LOAN & HIRE-PURCHASE AMMORTISATION SCHEDULES**

LOAN REPAYMENT SCHEDULE				
Amount		263,600		
Interest Rate		5%		
Duration (yrs)		5		
Method		Baki Tahunan		
Year	Principal	Interest	Total Payment	Principal Balance
	-	-	-	263,600
1	52,720	13,180	65,900	210,880
2	52,720	10,544	63,264	158,160
3	52,720	7,908	60,628	105,440
4	52,720	5,272	57,992	52,720
5	52,720	2,636	55,356	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-

HIRE-PURCHASE REPAYMENT SCHEDULE				
Amount		22,120		
Interest Rate		5%		
Duration (yrs)		5		
Year	Principal	Interest	Total Payment	Principal Balance
	-	-	-	22,120
1	4,424	1,106	5,530	17,696
2	4,424	1,106	5,530	13,272
3	4,424	1,106	5,530	8,848
4	4,424	1,106	5,530	4,424
5	4,424	1,106	5,530	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-

7.3 Cash Flow Statement

DE' EINSTEIN 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
CASH INFLOW																
Capital (Cash)	117,782													117,782		
Loan	263,600													263,600		
Cash Sales		810,000	324,000	323,838	486,000	162,000	324,162	648,000	648,000	162,000	162,000	324,000	486,000	4,860,000	6,486,000	8,860,000
Collection of Accounts Receivable																
TOTAL CASH INFLOW	381,382	810,000	324,000	323,838	486,000	162,000	324,162	648,000	648,000	162,000	162,000	324,000	486,000	5,241,382	6,486,000	8,860,000
CASH OUTFLOW																
Administrative Expenditure																
Salaries		32,200	32,200	32,200	32,200	32,200	32,200	32,200	32,200	32,200	32,200	32,200	32,200	386,400	386,400	386,400
Utilities		3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000	36,000	36,000
Rental		5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000	60,000	60,000
Marketing Expenditure																
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	24,000	24,000
Power and Fuel		550	550	550	550	550	550	550	550	550	550	550	550	6,600	6,600	6,600
Operations Expenditure																
Cash Purchase																
Payment of Account Payable			152,100	152,100	152,100	152,100	152,100	152,100	152,100	152,100	152,100	152,100	152,100	1,673,100	1,825,200	1,838,400
Carriage Inward & Duty																
Salaries, EPF & SOCSO																

Other Expenditure		34,450												34,450	34,450	34,450
Pre-Operations																
Deposit (rent, utilities, etc.)																
Business Registration & Licences	1,000													1,000		
Insurance & Road Tax for Motor Vehicle																
Other Pre-Operations Expenditure																
Fixed Assets																
Purchase of Fixed Assets - Land & Buildi														150,000		
Purchase of Fixed Assets - Others	150,000															
Hire-Purchase Down Payment		1,082												1,082		
Hire-Purchase Repayment:																
Principal		369	369	369	369	369	369	369	369	369	369	369	369	4,424	4,424	4,424
Interest		92	92	92	92	92	92	92	92	92	92	92	92	1,106	1,106	1,106
Loan Repayment:																
Principal		4,393	4,393	4,393	4,393	4,393	4,393	4,393	4,393	4,393	4,393	4,393	4,393	52,720	52,720	52,720
Interest		1,098	1,098	1,098	1,098	1,098	1,098	1,098	1,098	1,098	1,098	1,098	1,098	13,180	10,544	7,908
Tax Payable													0	0	0	0
TOTAL CASH OUTFLOW	152,082	83,153	200,803	200,803	200,803	200,803	200,803	200,803	200,803	200,803	200,803	200,803	200,803	2,444,062	2,441,444	2,452,008
CASH SURPLUS (DEFICIT)	229,300	726,048	123,198	123,036	205,198	(38,803)	123,360	447,198	447,198	(38,803)	(38,803)	123,198	205,198	2,797,320	4,044,556	6,407,992
BEGINNING CASH BALANCE		229,300	956,148	1,079,345	1,202,381	1,487,578	1,448,776	1,572,135	2,019,333	2,466,530	2,427,728	2,388,925	2,512,123		2,797,320	6,841,876
ENDING CASH BALANCE	229,300	956,148	1,079,345	1,202,381	1,487,578	1,448,776	1,572,135	2,019,333	2,466,530	2,427,728	2,388,925	2,512,123	2,797,320	2,797,320	6,841,876	13,249,868

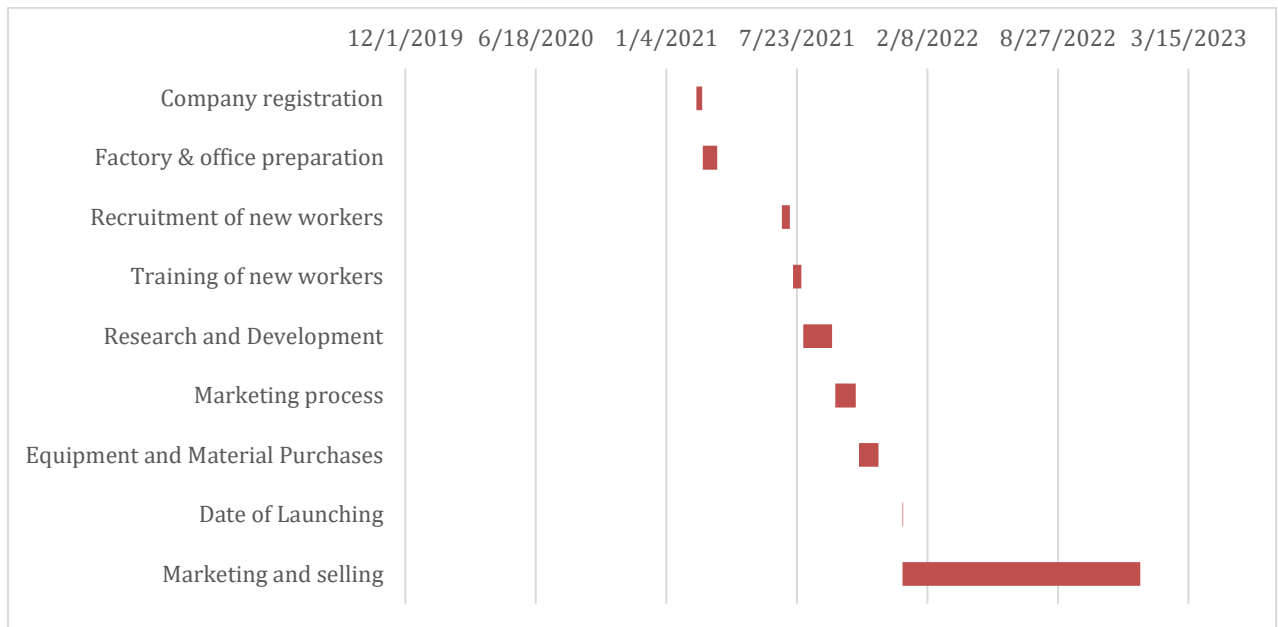
7.4 Income Statement

DE' EINSTEIN PRO-FORMA INCOME STATEMENT			
	Year 1	Year 2	Year 3
Sales	4,860,000	6,486,000	8,860,000
Less: Cost of Sales			
Opening stock			
Purchases	1,825,200	1,838,400	1,851,600
Less: Ending Stock			
Carriage Inward & Duty			
Gross Profit			
Less: Expenditure			
Administrative Expenditure	482,400	482,400	482,400
Marketing Expenditure	30,600	30,600	30,600
Other Expenditure	34,450	34,450	34,450
Business Registration & Licences	1,000		
Insurance & Road Tax for Motor Vehicle			
Other Pre-Operations Expenditure			
Interest on Hire-Purchase	1,106	1,106	1,106
Interest on Loan	13,180	10,544	7,908
Depreciation of Fixed Assets	34,640	34,640	34,640
Operations Expenditure			
Total Expenditure	2,422,576	2,432,140	2,442,704
Net Profit Before Tax	2,437,424	4,053,860	6,417,296
Tax	0	0	0
Net Profit After Tax	2,437,424	4,053,860	6,417,296
Accumulated Net Profit	2,437,424	6,491,283	12,908,579

7.5 Balance Sheet

DE' EINSTEIN PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Non-Current Assets (Book Value)			
Land & Building	8,962	6,721	4,481
Office Equipment			
Lorry	9,600	7,200	4,800
Machine and Equipment	120,000	90,000	60,000
Other Assets			
Deposit			
	138,562	103,921	69,281
Current Assets			
Stock of Raw Materials	0	0	0
Stock of Finished Goods	0	0	0
Accounts Receivable			
Cash Balance	2,797,320	6,841,876	13,249,868
	2,797,320	6,841,876	13,249,868
TOTAL ASSETS	2,935,882	6,945,797	13,319,149
Owners' Equity			
Capital	117,782	117,782	117,782
Accumulated Profit	2,437,424	6,491,283	12,908,579
	2,555,206	6,609,065	13,026,361
Long-Term Liabilities			
Loan Balance	210,880	158,160	105,440
Hire-Purchase Balance	17,696	13,272	8,848
	228,576	171,432	114,288
Current Liabilities			
Accounts Payable	152,100	165,300	178,500
TOTAL EQUITY & LIABILITIES	2,935,882	6,945,797	13,319,149

8.0 PROJECT MILESTONES



9.0 CONCLUSION

To conclude, Bio-B wants to provide customers in Malaysia with a distinctive and eco-friendly dustbin that may assist in composting and waste sorting. Bio-B is made of high-quality materials that allow users to utilize it efficiently and gain 3R awareness. Herefore, Bio-B concentrates on the stages of product manufacturing from a natural perspective and emulates an ecological mechanism by preserving and recycling resources.

Furthermore, there seems to be no doubt that Bio-B should continue to deliver numerous benefits to the future environment because the De' Einstein company created a new potential mechanism which will not only ease people's daily lives but then also gives a much better living with a better environment. This high tech recycle bin has been focused on environmental monitoring and assessment not only for air and water but also a wide range of environmental services and products with the help of Alam Sekitar Malaysia Sdn. Bhd (ASMA). Consequently, it proves that Bio-B has its own uniqueness that benefits people.

De' Einstein will proudly provide our best by innovating the greatest product which is Bio-B, for government, companies, and households in order to lessen the harm to the world caused by humanity's daily food waste staggering habits and wanting to avoid the growth of statistics on landfills and food waste. Bio-target B's market includes individuals aged 25 and above, regardless of male or female. Bio-B can operate as an organic waste treatment and has been shown to considerably cut down the total amount of waste in Malaysia. Bio-B will ease the burden of some parties as well as the expenditure on trash disposal management.

As for now, the Bio-B facility will be located in Johor Bahru, and we intend to grow it all in the years ahead. We purposefully chose Johor Bahru as our location since the shop has the ability to attract potential consumers and makes it much simpler for them to locate us. Many businesses operate at that place as well. Likewise, our business has the capacity to satisfy the demand because our customers range in income from middle to upper-level. Moreover, by rehabilitating polluted, compacted, and marginalized soils, Bio-B can aid in reforestation, wetland recovery, and habitat restoration activities. Last but not least, we believe that we can provide the greatest answer to the waste problem and can raise customer awareness and satisfaction with Bio-B.

10.0 APPENDICES



Figure 1: Bio-B Prototype



Figure 2: Bio-B Prototype



Figure 3: Logo of De' Einstein Company