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UNIVERSITI
TEKNOLOGI
MARA



PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS PLAN REPORT

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SEMESTER : 4

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1.0 EXECUTIVE SUMMARY

Innosight.Co is a company based in Kuala Lumpur located at No.17, Jalan Metro Perdana Barat 12, Kepong Sri Edaran Industrial Park, 51200 Kuala Lumpur and established in January 2022. We are a five-person team in this organization with major positions like CEO, Marketing Manager, Finance Manager, Sales Manager, and Production Manager. Our company sells a new technology called Neuroglove for blind people to help them. As we know, the facilities for the blind nowadays are very few. Therefore, we take this opportunity to produce a product that can alleviate the burden of blind people in managing their daily lives and face the problem of societal stigma as they do not have the sense of sight like others. We want to improve the quality of life for blind people while also providing them new hope.

Our product comes equipped with specific features like ultrasonic visual sensors that are useful for detecting the distance and visual of objects within a distance of less than 1 meter. With this sensor, blind people can know an object in front of them along with the information about the object. A high-tech camera is built into this sensor to aid in clearer detection. Not only that, a material element sensor is another feature of our product that may be used to directly detect any kind of object. It can more efficiently determine an object's element through the substance that has been detected. Additionally, we create software that holds different kinds of data. The wireless earphones that have been linked to it will continue to send and interpret all detected data via voice. They will react right away based on the information the voice generated.

The first investment in our products is RM 500,000. This is due to the fact that we make our product using advanced technology and that we aim to keep up with market trends to increase consumer demand. Since our product's anticipated retail price is RM 2,250 per unit, we focus our marketing efforts on a specific subset of potential clients. This is to ensure that our marketing efforts are feasible and within the scope of our company. As a result, we are concentrating on the product that is being presented to our target market on numerous promotional platforms all over the world. They think the improvement we make to our product will benefit them because it will help others who have sight problems.

Finally, we hope that our invention, Neuroglove, would have a positive impact on the Malaysian population, particularly the blind. This is due to the fact that Firdaus will be leading Innosight.Co along with his team Rissa, Faqrul, Shazleeza, and Izzati.

2.0 INTRODUCTION

2.1 BUSINESS DESCRIPTION

Our business, Innosight Co. offers society a product that is greatly required by the general population today, especially blind people. Basically, as we can see, blind people mostly depend on blind sticks to carry out daily activities. As a result, Neuroglove is a new innovation that we are developing with particular characteristics to assist blind people in managing their daily routines and overcoming societal stigma. We invented this product because, despite the fact that our nation has advanced with the latest technology, we are noticing that there are relatively few facilities for the blind. We believe that by using the special features of our product, blind people can experience life like people who can see.

The main features that we set in our product are ultrasonic visual sensors that are useful for detecting the distance and visual of objects within a distance of less than 1 meter. Other than that, the material element sensor is another feature of our product that may be used to directly detect any kind of object. Last but not least, we also provide wireless earphones that have been connected to the glove and will continue to send and interpret all detected data via voice.

2.2 COMPANY BACKGROUND



We are a new firm with the goal of developing more helpful technologies for people all around the world, particularly in our own country. Here is a brief history of our company:

Name of The Company	Innosight.Co
Business Address	No.17, Jalan Metro Perdana Barat 12, Kepong Sri Edaran Industrial Park, 51200 Kuala Lumpur
Correspondence Address	No.17, Jalan Metro Perdana Barat 12, Kepong Sri Edaran Industrial Park, 51200 Kuala Lumpur
Website	www.Neuroglove.com
Email	innosight.co@gmail.com
Form of Business	Partnership Company
Main Activity	Manufacturing and Sell Facility to Blind
Date of Commencement	1 July 2020
Date of Registration	6 July 2020
Name of Bank	CIMB Bank
Bank Account Number	

2.3 MISSION

- a) To give a new hope to the blinds.
- b) To provide convenience to the visually impaired people.

2.4 VISION

We want to help the blinds and the visually impaired person to have a better life.

2.5 OBJECTIVES

- a) Always make sure that the product produced can meet the need of the user and solve the problem
- b) Make Malaysia a country that is always advanced in the technology field.

2.6 PRODUCT DESCRIPTION

Innosight.Co is highly known for manufacturing cutting-edge useful devices. The Neuroglove product is created from premium materials that are both light and incredibly durable. Additionally, the price is reasonable. There are three features in Neuroglove. These are used to directly identify any type of object and verbally interpret all detected data. They also detect the distance and visual of objects. Our product will benefit our customers and potentially make their lives better.

3.0 ENVIRONMENTAL INDUSTRY ANALYSIS

3.1 NEEDS

The company was established because we imagine poor people with visual impaired that need some help. As we mention this issue, there is some relevant supporting information which according to the National Eye Institute statistics for the visually impaired will show an increasing trend. We have identified the real problem in the real situation, that blindness is not able to have the potential to conduct everything without people's assistance. We have set our vision and mission before this company was established with the purpose to create or innovating the technology that may help them and it's called Neuroglove.

Since we are providing a unique product and operating within Malaysia, but we still accept orders from overseas. The Neuroglove product also has a specific feature that is suitable for every user. The users have to wear the glove and they are able to access all the data through a sensor and it means this product has the potential to make people adapt easily because it is easy to learn. Besides, this product could match the needs of the customers because the company will update the product in parallel with the problem that occurs.

To maintain our company performance and have a good demand in the market, we have to conduct research and development to ensure a loyal customer and as our future products depend on the current environments. The needs of the company can be fulfilled when the government, including their policies, is concerned about the company's vision and mission because it will be difficult to obtain expertise in technology with huge funds. We also have to be concerned regarding the supplier which is able to provide all equipment and raw material with good quality and sufficient quantity.

3.2 INDUSTRY TRENDS

3.2.1 Company trend

The company has taken steps to recognize and focus our marketing efforts on a certain group of potential customers in order to ensure that they satisfy the criteria set out by our clients and maximize our profit. This is to ensure that our marketing efforts are feasible and within the scope of our company. As a result, we are concentrating on the product that is being presented to our target market on numerous promotional platforms all over the world. They believe the innovation we add to our product will benefit them because it will help those who have vision problems carry out their everyday activities more effortlessly. In addition, our product is simple for customers to adopt because it doesn't require them to spend a lot of time learning how to use it.

3.2.2 Demographics

Market groups are typically divided based on factors including gender, income, occupations, age, and health conditions in the process of demographic segmentation. Our organization is located in a town where a large number of the people have higher incomes and come from various backgrounds. As a result, this product is able to indirectly promote itself and attract consumers from other nations. Because of the location of our business in Malaysia, we initially concentrated on residents of that country who were at least 12 years old. We are able to offer them a service and get quick feedback from our clients. Because of this, we may distribute our goods worldwide to ensure the customers are served.

3.3 DESCRIPTION OF THE INDUSTRY

3.3.1 Structure and Size

This product would bring a lot of benefits for them because this technology can be used to assist in conducting activities. Neuroglove is a smart glove that has a sensor to detect and scan anything that has been touched by it. The smart glove will be connected to the wireless earphone in order for the user to obtain the information. The design of the Neuroglove is focusing on the sizing of the glove, where all sizes of hand will fit into it.

Innosight.Co built an entire concrete building with a specific design which included the office, manufacturing, lab test and loading bay. The company has constructed a building or manufacturing only one floor with 3903 square meters (1 acre) or 42010 square feet. The location for this company is at No.17, Jalan Metro Perdana Barat 12 and the company has identified this may be a strategic location after considering a few aspects which are infrastructure, supplier distance, and transportation system that would be affected to the company's profit.

3.3.2 Major factors affecting sales and market growth

The company will target more sales every year as an indication of the performance of the company. We are expecting the sales will increase by 15% in the six months and a 20% increase in the share market. To ensure that we must concern with a few aspects such as loyal customers, competitors, technology, globalization, and government policies, For the loyal customer, it will directly affect the sales amount because, without customers, the company has no ability to conduct the production product anymore. Companies usually sell a product with a warranty in order to obtain a good review from customers. Another factor like competition also can affect the company's sales and with a modern technology used, sales may increase due to the high production and compliance with standard quality.

3.4 KEY SUCCESS OF THE COMPANY

3.4.1 The value proposition

When a company introduces a new innovative product that may solve certain problems, we expect the product will offer the best and most high-quality that can make users satisfied. The product has a suitable design just like wearing a common glove, but it has a specific feature such as camera detection. The camera detection is a medium communication between the users and the product. With the sensor provided, the trust ability rate will increase to ninety percent. The main language program used is English and Malay but there are a variety of languages that can be changed. The battery also has a high quality and only has to charge, and it is expected to be used for a long time.

3.4.2 Key technologies

This is the most important aspect that helps a company to make and maintain the quality and productivity of the product. In order to produce, we have to request the design of the machine from overseas because all the machines must have specific features and functions that can fulfil the requirement of the production process. The machines that the company uses such as auto ESP block machine, auto EPS production equipment machine and rolling coating machine. With all these machines we are able to produce Neuroglove perfectly.

4.0 DESCRIPTION OF VENTURE

OPPORTUNITY

4.1 DETAIL OF PRODUCT

Innosight Co. is a company that produces a smart glove for the blind community. Neuroglove will help them to go through their daily life routine more easily. This is due to one of the materials used in the production of the glove which is a sensor that helps the user to detect and sense items that are being touched by them. By having the smart glove, the user will get an idea of what item they are holding. It will give a great of help as they can have a normal life routine just like others without having someone to assist them.

4.2 PROBLEM SOLVED BY THE PRODUCT

Neuroglove can help disabled person, specifically the blind communities, to enjoy their daily life with more assurance and guarantee as the smart glove will assist them to sense any item touched by it. For example, if the user has received some mysterious item, they can use the smart glove to detect that item. Therefore, they can be sure of the item received. The user now can feel less worried about what item they will touch in the future.

4.3 VALUE PROPOSITION

By producing the smart glove, it can be used for a variety of purposes. However, it will be the most practical for those who really need the assistance of Neuroglove which is the blind community. The smart glove has been produced with high-quality material to ensure the effectiveness of the sensor. The development of this product will be a great help to the target users, and it will show the success of the product. The smart glove is accessible to those who want to try it and for those who really need its assistance of it. Through this product, the company believes that it will be a bigger alternative to help people across the world.

4.4 THE DEMONSTRABLE CUSTOMER DEMAND

Customer demand as well is one of the factors to take into consideration before our Neuroglove will be introduced into the market or industry. Innosight Co. has done the research and verification to determine the customer demand. All the customer demand can come from various groups of people such as the blind community, the disabled organization, and others. The demand will be reviewed before the company demonstrates the demand for our product.

4.5 EXISTING COMPETITION

Competitive environment is the external system in which a business competes and functions. Most competitors are from overseas such as Aira and Wayfindr. This company also provides the same characteristic product as Neuroglove. But all of these are from outsiders and the company has the potential to monopolize the market of Malaysia and nearby countries. The strategic location also contributes to a low competitor because the competitor has to be concerned regarding the strength of the other competitor.

4.6 TIMELINESS

As a result of the lack of awareness of the disabled community, the majority of Malaysians for sure will not be aware of our product, Neuroglove as well. The company has decided to advertise on a long-term basis. This is because the advertisement can give more exposure to our product, therefore, it can reach more potential customers. Furthermore, the company will refer to the project milestones scheduled to act as a deadline for the company to achieve the target for each month.

5.0 MARKETING PLAN

5.1 SETTING MARKETING OBJECTIVES

- Conduct market research during the first half of the second quarter and develop an appropriate messaging strategy by the end of the second quarter.
- Increase social media impressions among the new target audience by 35% by the end of each quarter.
- Boost sales by 15% in the next six months by increasing website traffic in order to boost monthly promotional social media posts.
- Obtain a 20% increase in the market share for the Neuroglove product by the end of the year by lowering its price by 20%.

5.2 DETERMINING PRODUCT OR SERVICES

Innosight.Co is the company that conducts research and development (R&D) and comes up with a new product which is Neuroglove. The company is located in Kuala Lumpur, Malaysia and has grown the business by opening a new branch in other countries. Due to the company producing technology products, therefore the company has a lack of direct competitors, and the degree of accessibility is higher. However, the product only targets specific people which means the product has only become useful for certain people. Back to the objective of the company established is the company wants to help blind people.

Thus, the company should provide high quality and comfortable to the user in order to obtain their trust from them. In addition, the development of products also must not affect the environment because, in order to achieve the main objective of the company, we should not let another problem happen. The company should have a good strategy to promote the product until each potential customer easily finds the product, especially on social media.

5.3 IDENTIFYING TARGET MARKET

5.3.1 CUSTOMER

To guarantee that our marketing efforts meet the criteria client demands in order to maximise our profit, we have taken steps to identify and concentrate our efforts on a certain group of potential customers. This is to verify our marketing initiatives are within our business's scope and capability. Thus, we are focusing on the product offered to our target customers around the world through various promotional platforms. They believe innovation that we conduct on our product will give a benefit for them because it will be useful for the people with sight problems because they can easily to do a daily routine as usual. Besides, our product is also easily customizable to users because the product does not take too much time for customers to learn to use it.

5.3.2 DEMOGRAPHIC SEGMENTATION

Demographic segmentation consists of a market group and is usually based on variables for example gender, income, occupations, age, and health conditions. Our company is located in a town which most of them consist of higher income with different backgrounds and there are a lot of foreigners working here. As a result, this product is able to attract people from different countries and make a promotion indirectly. But, since our company is located in Malaysia, our first focus is on Malaysian people aged 12 and above. We are able to provide a service for them and we are able to obtain fast feedback from customers. That's why we may distribute our product to all places and make sure our customer's demands will be fulfilled.

5.3.3 PSYCHOGRAPHIC SEGMENTATION

Psychographic segmentation consists of the market into groups according to the customer's lifestyle, interests, and personality traits. It considers a variety of potential factors on purchasing behaviour, such as consumer attitudes, expectations, and activities. From our research, we assume that our target market is customers that come from all levels of income and from both genders. Besides, our product is very new and unique with its own special features. The product price is also reasonable and safe for people and the environment. All these are important to ensure that our customers are satisfied with our services.

5.3.4 BEHAVIOURAL SEGMENTATION

In marketing, behavioural segmentation is a strategy of classifying clients based on their behavioural patterns. These behaviours could be linked to the customer's life cycle, such as getting married, having a baby, or purchasing a home, or to seasonal trends, such as holiday shopping and summer vacation. Our customers tend to have good assistance products which help people with their sight problems. They realized our products are useful and safe for them. Most of the users come from old people because, as we know, the probability of suffering sight problems consists in old people. With our existing brand, we provide a fast maintenance service throughout Malaysia in order to create loyal customers.

5.4 ANALYSING MARKET TREND, SIZE AND SHARE

5.4.1 MARKET TREND

A market trend study examines previous and current market activity, as well as dominating market and consumer tendencies. Obtaining insights into the market scenario, consumer preferences, and the macroeconomic climate is a crucial component of conducting a trend analysis for a firm. Surveys, interviews, and observations of consumer behaviour are examples of marketing research tools that aid in analysing market trends and behaviour. We expect to conduct research and development for the Neuroglove product in the long run. We believe that specific features in our product will encourage blind people to use it and certainly it is able to be used in the long term. According to the National Eye Institute, the blindness problem will increase every year. In Malaysia, around 400,000 people have vision problems, and it consists of old people. Since they do not have the ability to do or conduct their daily routine because of their vision problem, this technology will help them a lot.

5.4.2 MARKET SIZE

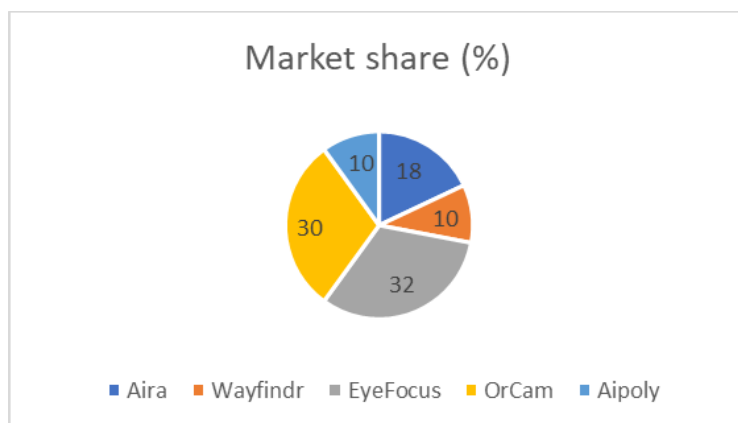
There are a variety of approaches for measuring market size such as demand and supplier to ensure that results are established through rigorous analysis. There are a few markets size analyses that have to be considered such as total sales revenue and potential customers. Since Innosight.co is a start - up business, we decided to target a small population in Malaysia where our target is only for people with vision problems. Thus, we have to consider the population of people in Malaysia and how much the percentage includes blindness people. The total population of Malaysian people is around 32.4million people while the estimated blindness is around 1.23% from the total population which is 400,000 people.

Total population in Malaysia	32,400 000 people
Target Market	1.23% (estimated customers) x 32.4million
Market size	400,000 people
Product price per unit	RM2,550
Market size in RM	$400,000 \times \text{RM}2,550 = \text{RM } 1.02 \text{ billion}$

5.4.3 MARKET SHARE

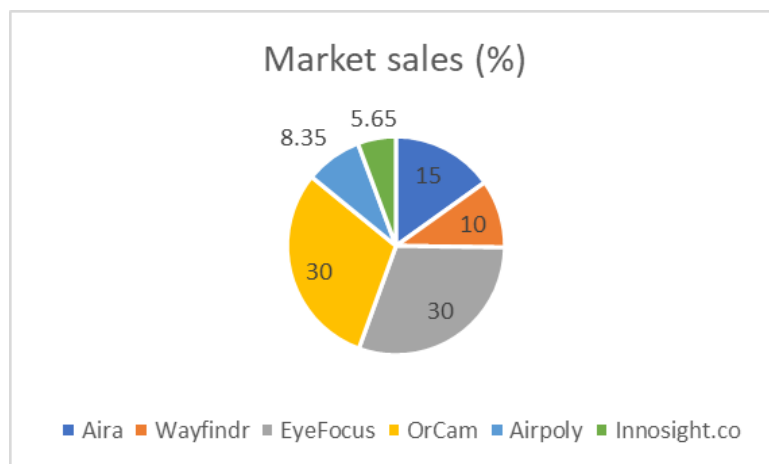
Market share before entering the market

Competitor	Market Share (%)	Total sales (RM)
Aira	18	36,900 000
Wayfindr	10	20,500 000
EyeFocus	32	65,600 000
OrCam	30	61,500 000
Aipoly	10	20,500 000
Total	100	205,000 000



Market share after entering the market

Competitor	Market Share (%)	Total sales (RM)
Aira	15	30,750 000
Wayfindr	10	20,500 000
EyeFocus	31	63,550 000
OrCam	30	61,500 000
Aipoly	8.35	17,117 500
Innosight.co	5.65	11,589 750
Total	100	205,000 000



5.5 ASSESSING COMPETITION

Competitor	Strength	Weakness
Aira	<ul style="list-style-type: none"> - It technology provides access to visual information anytime and anywhere by communicating with an agent - Does not require too much time to learn it 	<ul style="list-style-type: none"> - More costly - Not available in all countries
Wayfindr	<ul style="list-style-type: none"> - Cheaper because companies develop applications for blindness people. 	<ul style="list-style-type: none"> - Established less than 10 years - Difficult for customers to learn a product function - Only people who have a smartphone may access the application
EyeFocus	<ul style="list-style-type: none"> - More focusing on all the blindness around the world - Focus on innovation by developing various types of products that may help blindness 	<ul style="list-style-type: none"> - Established less than 10 years - More costly

<p>Oram</p>	<ul style="list-style-type: none"> - Introduce eyeglasses technology that have specific features - Affordable price - Suitable design and easy to bring anywhere 	<ul style="list-style-type: none"> - Sometimes lead incorrect information - Lagging
<p>Aipoly</p>	<ul style="list-style-type: none"> - Develop an application as their innovation - May use twenty-six languages in different countries. 	<ul style="list-style-type: none"> - Costly to develop an application

5.6 FORECASTING SALES

Sales Projection	Number of products (Unit)	Sales (RM)	Events
January	500	1,275,000	New Year Celebration
February	550	1,402,500	No event
March	535	1,364,250	No event
April	400	1,020,000	No event
May	300	765,000	Eid Mubarak
June	200	510,000	No event
July	200	510,000	No event
August	210	535,500	Independence Day
September	250	637,500	Malaysian Day
October	600	1,530,000	World Sight Day
November	450	1,147,500	No event
December	350	892,500	Year End Celebration
Total (Current Year)	4,545	11,589,750	
Total Year 2 (Increased 10%)	5,000	12,748,725	Estimated sales based on Year 1
Total Year 3 (Increased 15%)	5,750	14,661,034	Estimated sales based on Year 2

5.7 DEVELOPING MARKET STRATEGY

5.7.1 PRODUCT STRATEGY

Product attributes

- Neuroglove is a smart glove that has a sensor to detect anything that has been touched by it. The smart glove will be connected to the wireless earphone in order for the user to get the access of the item touched.
- This will give the benefit to the blind community as it can make it easier for them to go around without being hesitant as they now will be assisted by Neuroglove.

Quality

- Our Neuroglove is a guaranteed high-quality product as it involves much expertise in the making of this smart glove. All the expert opinions are taken into consideration to ensure Neuroglove has premium quality.

Packaging and Labelling

- The Neuroglove will pack high-quality cardboard boxes. This is to ensure our smart glove is in perfect condition until it arrives in the customer's hand. Before the glove is put into the box, the glove will be wrapped with thick bubble wrap to prevent any scratches on the glove.
- The size of the box will be perfect according to the length and width of the glove. It will help to minimize any movement of the glove while it is being delivered to the customer.
- In the packaging box as well, the warranty card manual book will be provided.
- On top of the box, it will be printed out with the company logo.

Design

- Design of the Neuroglove is focusing on the sizing of the glove, where all sizes of hand will fit into it.
- It is designed with a high technology sensor for the purpose of detecting any object and others.

5.7.2 PRICING STRATEGY AND SALES TACTIC

Pricing method

- Our company uses a Cost-plus Pricing method to determine the selling price of the glove. In this method, the total production cost will be added with the markup percentage the company has decided.
- Production cost of 1 Neuroglove:

Material cost	RM 870
Labour cost	RM 590
Overhead cost	RM 240
Total production cost	RM 1,700

- The company has decided the markup percentage would be 50% of the total production cost, therefore the selling price of 1 unit of smart glove would be as below

Production cost	RM 1,700
Mark up price (50%)	RM 850
SELLING PRICE	RM 2,550

Sales tactic: Discounting

- Our company has targeted a discounting method for the sale tactic as it will attract customers to purchase the glove.
- The Discount method will be applicable on the month that has special occasions such as World Sight Day which is celebrated on the second Thursday of October. This event is actually an event to increase awareness regarding blindness and vision impairment. This would be in line with our objective to help the blind community. Other than that, discounting can be done at the end of the year when most of the business would do the year-end sale.

5.7.3 ADVERTISING AND PROMOTION

Advertisement is one of the important factors that could help the company to increase the sales of our Neuroglove. Advertisement is an activity to grab the attention of the public using various mediums to achieve more sales. For our company, there are several platforms where we advertise the smart glove.

The first platform is a broadcasting station. Neuroglove will be advertised on both radio stations and television where the audience can get the knowledge of our product. This would be a good platform as the radio station listener might be the one from our target market, the blind community. From this, it can give the opportunity to promote our product widely and to give the opportunity for them to unlock something they have never experienced before.

Next, the company has decided to promote the product through social media platforms. Nowadays, it can be denied that social media is a great platform for businesses to showcase their products to the public. Therefore, this is a great way for the company to advertise Neuroglove through social media such as Facebook, Instagram and Tiktok. This advertisement will be linked to the company website for the customer to make a purchase.

Other than that, our smart gloves will be advertised in a poster that will be put in the hospital's board and do an event to actually demonstrate the glove. Our company already got the

approval from the hospital's authority to advertise the product at the hospital. This is a great move to increase our sales as the hospital is a perfect place to create more awareness about our smart gloves and it could get the attention from the public.

Purchasing our Neuroglove straight away from our website can get a free shipping voucher. Hence, customers did not need to pay for the shipping cost. This is one of the ways we can promote our product.

5.7.4 SERVICE AND WARRANTY

After customers receive our Neuroglove, we will ask for their feedback from them to make improvements in the future. The feedback can be regarding the product itself or the packaging and others. This is because we do not want the product only to be high quality but the way we present our product to the customer should be high quality as well.

For the warranty, any Neuroglove purchase automatically has 2 years of warranty where if anything happens to the glove, the customer can send it back to the company to take a look and repair it if needed. This is a must for the company as we provided a high-quality glove. Therefore, we want to provide good service to our customers.

5.7.5 DISTRIBUTION

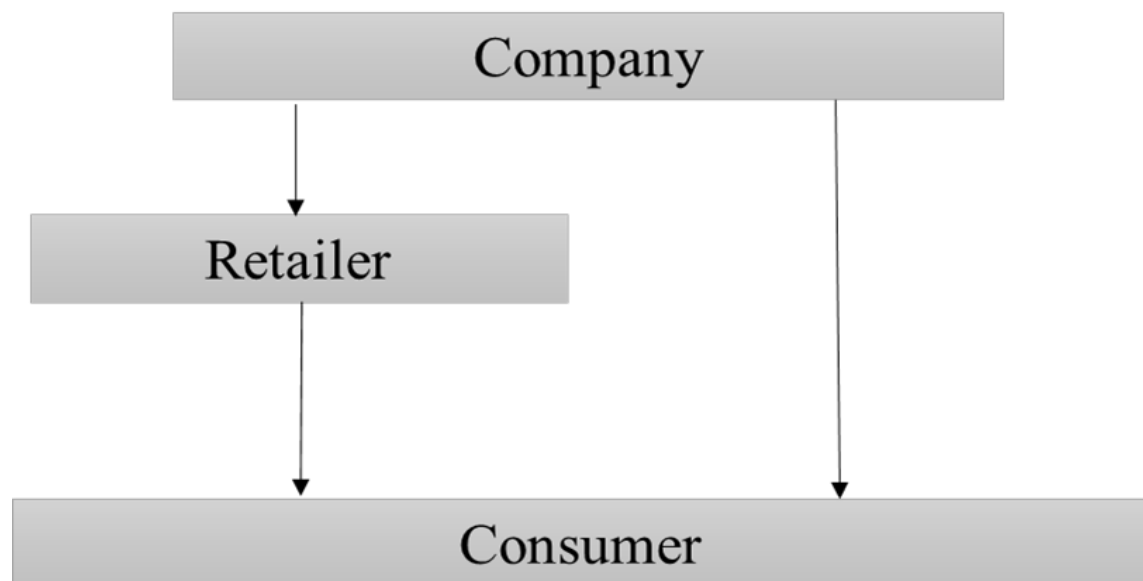
- **Direct channel**

Customers can directly purchase our Neuroglove from the company website and it is more convenient and less of a problem. This is because online purchases can be made at anytime and anywhere therefore it makes it easier for the customer to purchase an order. Once we receive the order, the website system will automatically send an email to the customer to confirm the order before the packaging and the shipment process.

The shipment is available in West and East Malaysia. Hence, all Malaysians can actually make a purchase without worrying about the shipment.

- **Indirect channel**

Our company has agreed to only use one indirect channel which is the retailer. This is because we want to keep the quality of our product and we did not want our product to get on many hands.



5.8 PLANNING FOR MARKETING PERSONNEL

- List number or marketing personnel required

Position	Number of personnel
Marketing manager	1
Product manager	1
Advertising officer	2
Promotion assistant	2

- Job description and specification

Position	Job description and specification
Marketing manager	<p>Job description:</p> <ul style="list-style-type: none"> ● Develop, implement, and execute strategic marketing plans for our products ● Analyse market trend and manage the marketing budget ● Coordinate marketing strategies with other departments ● Increase brand awareness and the market share <p>Job specification:</p> <ul style="list-style-type: none"> ● Bachelors of Degree in Marketing or other related disciplines ● At least 4 years of experience in marketing ● Language proficiency: Malay and English ● Good interpersonal skills and have problem solving skills. ● Advance in Microsoft Office

Product manager

Job description:

- Responsible in product planning and product marketing
- Set the pricing to meet the revenue and company's profitability objective
- Brief and train the sales team about the product

Job specification:

- Possess a Bachelor's Degree in Marketing or any related discipline
- Have minimum 5 years of working experience in the related field
- Have good verbal skills
- Fluent in Malay and English
- Advance in Microsoft Office software

Advertising officer

Job description:

- Prepare the design and content of the advertisement of the product
- Analyze results from each advertisement
- Engage with leadership to determine the main goals of the advertising project.

Job specification:

- Possess minimum Diploma in Marketing or any related field
- Fluent in Malay and English
- Have working experience at least 1 year but fresh graduates are welcome
- Have skills in using Microsoft Office and advertisement software

Promotion assistant

Job description:

- Responsible in administrative in Marketing department
- Prepare the draft report of the sales team
- Maintain and share promotional event calendar
- Draft report for the marketing team

Job specification:

- Possess Diploma or Degree in Marketing or related field
- Fresh graduates are welcome to apply
- Have intermediate skill in using Microsoft Office
- Good social skills are welcome
- Fluent in Malay and English

- **Schedule of remuneration**

Position	No	Monthly salary (RM)	EPF 12% (RM)	SOCSSO 1.75% (RM)	Total (RM)
Marketing manager	1	5,300	636	92.75	6,028.75
Product manager	1	5,500	660	96.25	6,256.25
Advertising officer	2	2,500	300	43.75	2,843.75
Promotion assistant	2	2,000	240	35	2,275
TOTAL	6				17,403.75

5.9 MARKETING BUDGET

Item	Fixed Assets (RM)	Monthly Expenses (RM)	Other Expenses (RM)
Fixed Assets:			
Business Signage	2,500		
Monthly expenses:			
Advertisement in broadcasting station		3,500	
Advertisement in social media		1,500	
Other Expenses:			
Poster			500
Business card			350
Logo sticker			550
Printed material			430
TOTAL	2,500	5,000	1,860

6.0 OPERATION AND PRODUCTION PLAN

6.1 DEVELOPMENT

6.1.1 POSSIBLE LOCATION

Innosight.Co chose No.17, Jalan Metro Perdana Barat 12, Kepong Sri Edaran Industrial Park, 51200 Kuala Lumpur to run our business and operation because this is a strategic area for manufacturing and also industrial. This location is quite far from the residential area and has a lot of other factories near this location. Since it is far from the residential area, we can prevent pollution such as sound and air pollution from spreading to that area.

6.1.2 DISTANCE FROM THE RAW MATERIAL SUPPLIERS

Our premise is near the raw material suppliers. The suppliers are from Alor Gajah, Melaka and it takes just around 1 hour and 12 minutes to get from the supplier's location to our premise. Our supplier can easily send the raw materials without taking a long journey. Indirectly, our expenses on the raw materials can be lower as the cost for transportation is reduced.

6.1.3 TRANSPORTATION

There are a lot of bus stops near our factory and HQ location. Customers can come to our place by bus or by car. The customers that arrive by bus will take only about 6 minutes from the standby or bus stop to our company. This is because there is a RapidKL Bus 801 Standby Area that is located there. While other customers who stop at another bus stop to our company will need to take a taxi and they need about 6 to 25 minutes to reach our location.

6.1.4 BASIC AMENITIES

This building has come with complete basic amenities such as water, electricity supply, and also telephone service. This infrastructure helps the management and our service to work efficiently.

6.2 PRODUCTION

6.2.1 SOURCE OF EQUIPMENT

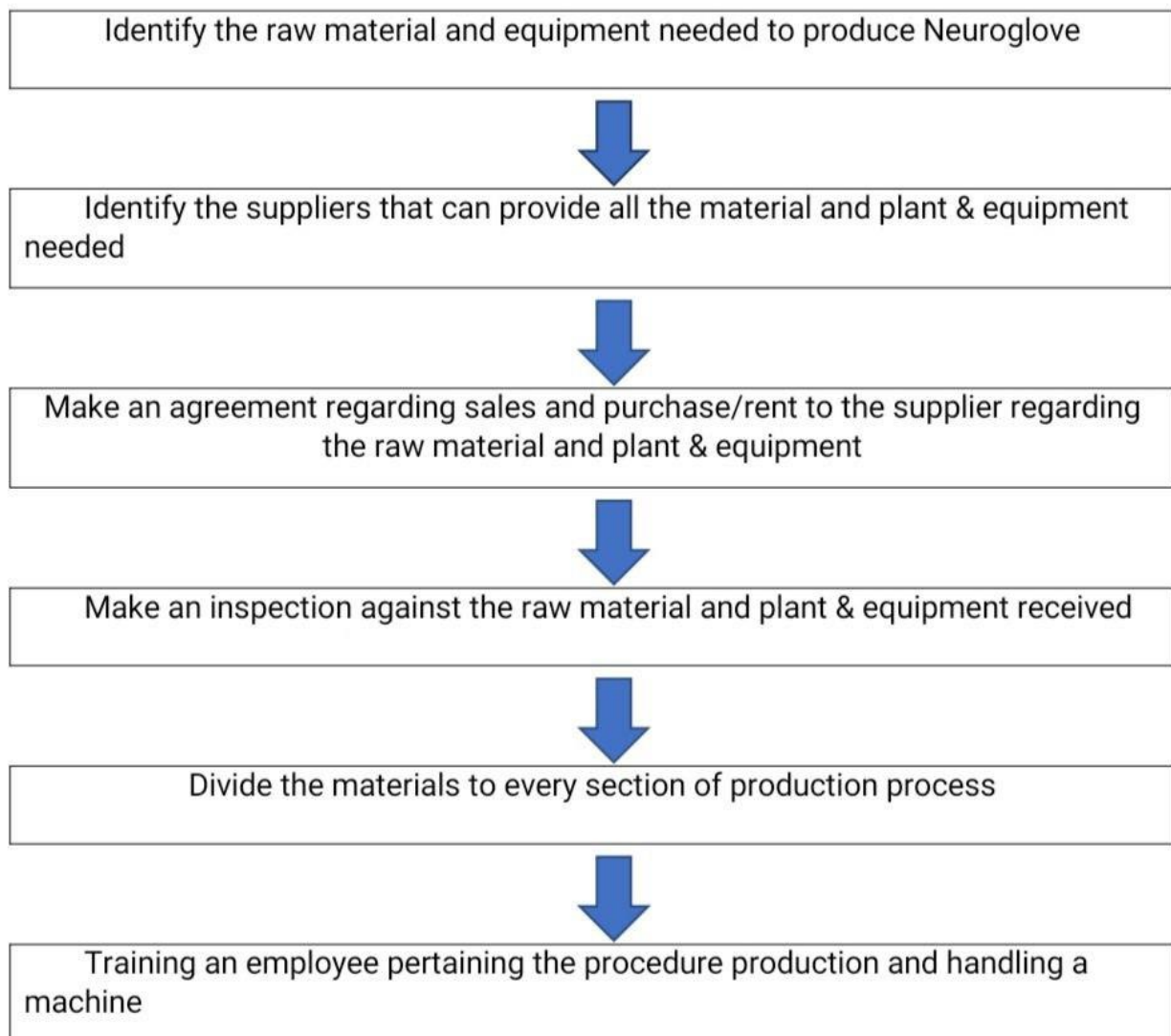
LIST MACHINE AND EQUIPMENT REQUIRED

Machines that Innosight.Co is fully custom-made by companies in Malaysia. This is because there are a lot of companies in Malaysia nowadays that are capable of producing quality heavy machines. This can reduce company costs and generate Malaysia's economic sector.

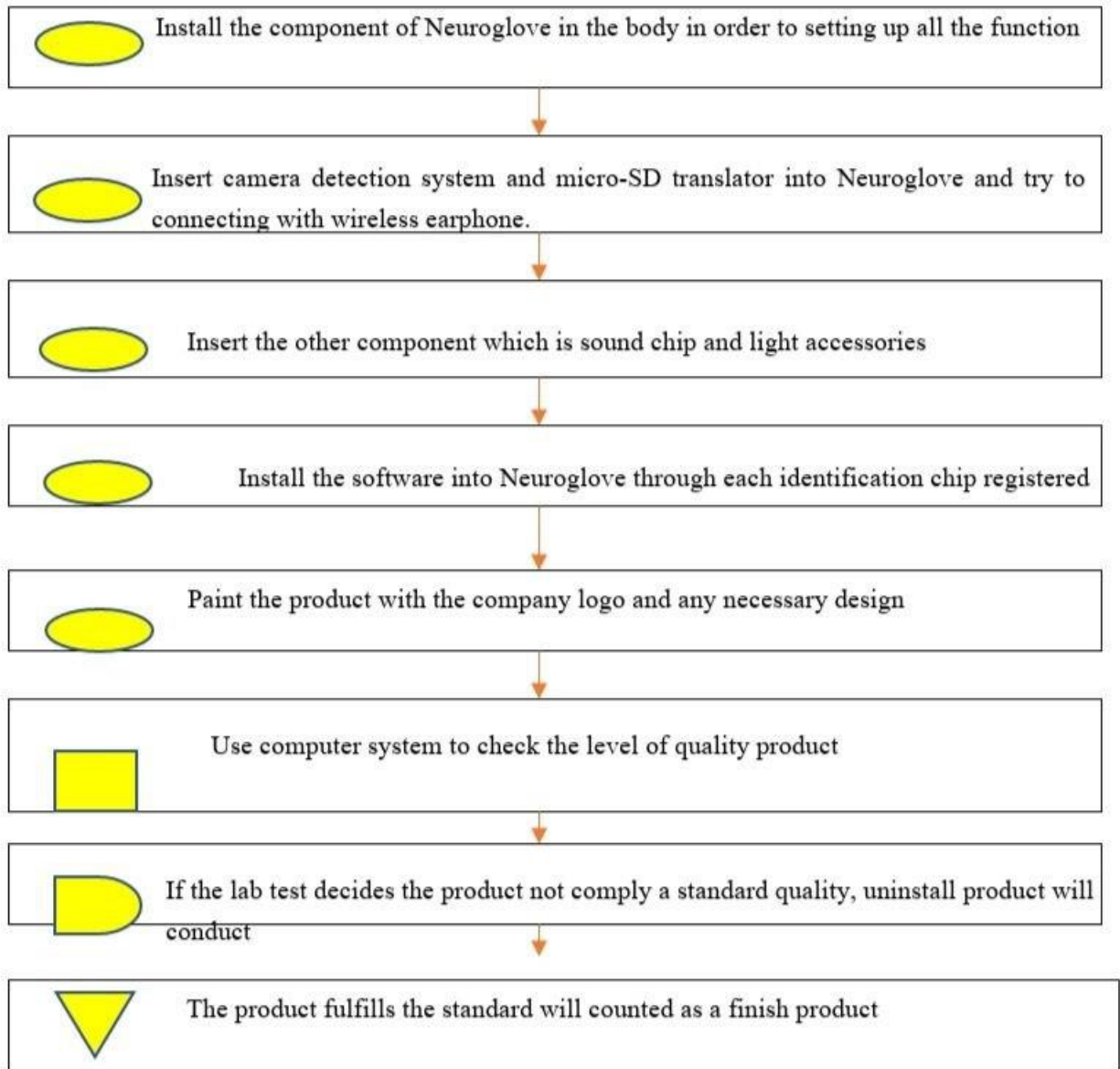
Item	Supplier
Auto EPS Block Machine	Jiangsu Huigang Technology.Co.,Ltd
Auto EPS Production Equipment Machine	Jiangsu Huigang Technology.Co.,Ltd
DEN-Roll Coating Machine	Jiangsu Huigang Technology.Co.,Ltd
Nitrile Glove Line Making Production	Jiangsu Huigang Technology.Co.,Ltd
Computerized Knitted Glove Making Machine	Changshu Shengxingda Co., Ltd
Motor Vehicles	Lee Teong Automobiles Sdn.Bhd

6.2.2 PRODUCTION WORKFLOW

As planning to produce Neuroglove we decide to identify step-by-step the process from the starting process until the end of the process. Thus, we have to set up all the activity levels that we should conduct in order to produce a perfect product. We also have to consider all materials needed in the business process. Since this product is an innovative product, we have to make good planning to avoid any problems. Here is the step that we use in our planning.



Flow Chart Production for each unit of Neuroglove (Transformation Process)



6.2.3 MANPOWER PLANNING

ITEMS	EXPLANATION	FIGURE IS BASED ON NEUROGLOVE BUSINESS
Rate of production per day	Production of outputs per day	16 units
Worker productive time per day	Effective working hours per day after deducting one hour rest period	9 hours (efficient working hour) - one hour (rest period) = 8 hours
Worker standard production time per unit	Estimation on how much workers needed to produce one unit of Neuroglove	1 Neuroglove takes 4 hours to complete

$$= \frac{16 \text{ units per day}}{8 \text{ hours}} \times 4$$

$$= 8 \text{ workers required}$$

- **BUSINESS HOURS**

Business hours is the time that the business is open and available to the customers. For manufacturing purposes, our business usually operates for 8 hours per day. For business hours, since our product is available online and also with the retailer, the business hours might differ. For online platforms, the business hours will be 24 hours every day and the customers can directly place an order through our website. While the business hours under retailers might be different for each retailer, they usually operate for 8 hours per day.

- **OPERATION HOURS**

Operation hours are the time that the employees need to complete and settle their tasks.

The operation hours of our business are as follows:

DAY	TIME	REST
Monday - Thursday	9:00 am - 6:00 pm	12:00 pm - 1:00 pm
Friday	8:00 am - 6:00 pm	12:00 pm - 2:00 pm
Saturday	9:00 am - 6:00 pm	12:00 pm - 1:00 pm
Sunday	CLOSED	-

- **PRODUCTION PLANNING**

Production planning is significant planning to ensure our business is able to produce a product that is enough to fulfil the expected market demand. Thus, it can only be achieved by having good production planning. Before having this planning, we must have the information regarding the marketing plan and average sales forecast. Here is our planning and how we are actually planning our production planning.

Average sales forecast per month	$RM\ 11,589,750 / 12 = RM\ 965,813$
Price per unit	RM 2,550
Number of outputs per month	$RM\ 965,813 / RM\ 2,550 = 379\ Unit$
Number of operations days per month	24 days
Number of outputs per day	$379\ Unit / 24\ days = 16\ Unit$

- **OPERATION COST**

Production cost of 1 Neuroglove:

Material cost	RM 870
Labour cost	RM 590
Overhead cost	RM 240
Total production cost	RM 1,700

- **MACHINE AND EQUIPMENT PLANNING**

Formula to Calculate the amount of machine

Since Innosight.Co decided to produce 16 units of Neuroglove per day, thus based on the calculation below, the company requires 2 machines for each type of machine to produce 16 Neuroglove per day. That's why we have to secure a supplier that can provide all the equipment and machines needed.

$$= 16 \text{ units per day} / 8 \text{ hours} \times 1 \text{ unit}$$

$$= 2 \text{ machines}$$

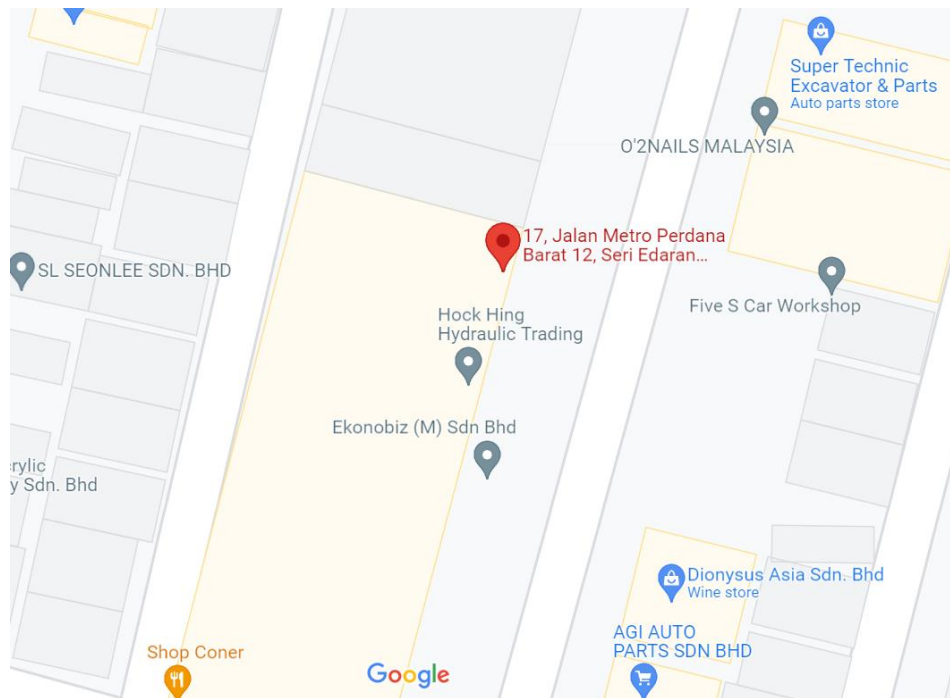
6.3 FACILITIES

6.3.1 LOCATION PLAN

The location of a business is the place where the business decides to operate and site its operations and productions. The location decision gives a big impact on the costs and revenues of a business. In choosing the location of the business, we are considering a few aspects, which are infrastructure, the transportation system, distance from suppliers and so on. The choice of location plays an important role as it can affect our company's sales revenue.

Address of Factory and HQ Office:

No.17, Jalan Metro Perdana Barat 12, Kepong Sri Edaran Industrial Park, 51200 Kuala Lumpur



Innosight.Co Factory & HQ Office Location



Innosight.Co Factory & HQ Office Building

6.3.2 OPERATIONS LAYOUT

There are several types of layout design such as layout based on process, product and marketing. Each layout has a significant function that would affect the production and quality of the product. For the operation layout, we consider designing the layout for our manufacturing as well as possible in order to achieve efficient flow for our production and to maintain a good environment. We decide to plan our layout based on product and we believe this plan that we conduct will maximise productivity with a higher quality standard.

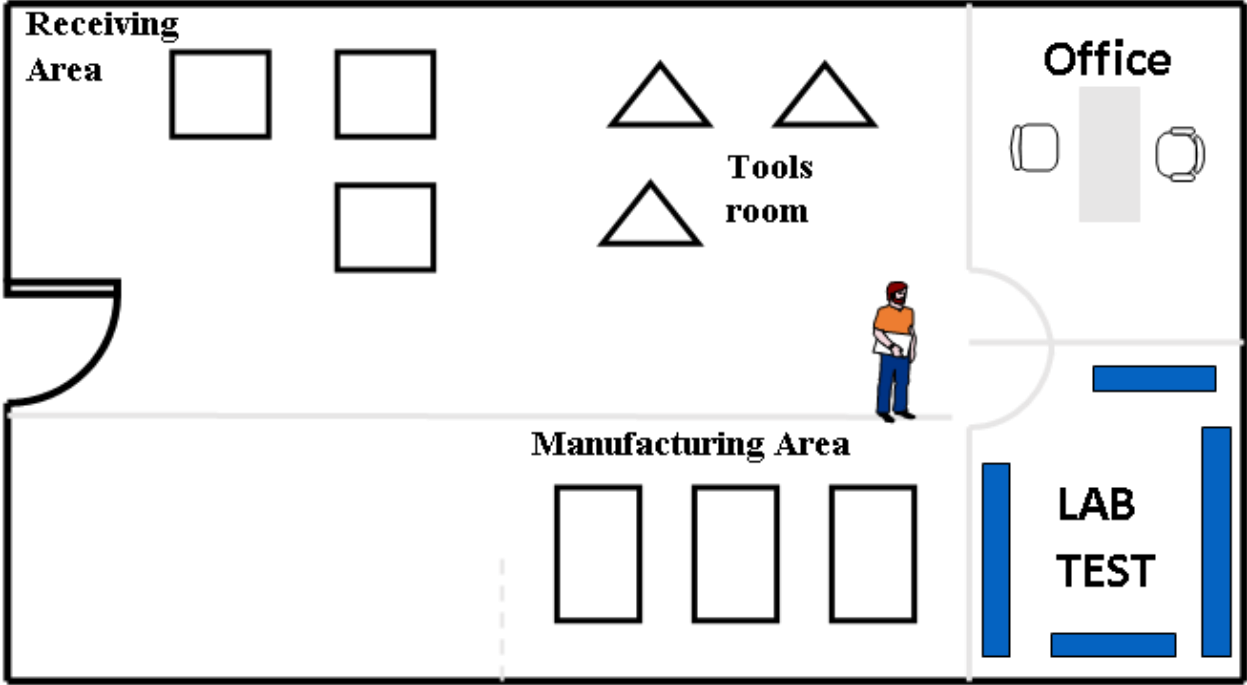
6.3.3 DESCRIPTION OF THE LAYOUT PLAN

We have plans to construct our building or manufacture only one floor with 3903 square meters (1 acre) or 42010 square feet. The building will consist of an office, tools room, lab test area, manufacturing area, and storage goods. We plan to provide the loading bay behind the building to ensure goods orders will be received safely. In front of our building, we provide 2 main doors which are the first one for entering the office and the second one for entering the manufacturing area.

The office area created for internal management consists of employees and our personnel that are responsible for all management of our company. Thus, our office building needs a lot of space because as we expect, our employees will have more than 30 employees and we have to create a conducive environment for our employees in order to obtain a good reputation and indirectly will bring a profit for our company.

For the manufacturing areas, we have to be concerned regarding the process of the product. Since our product is based on technology, therefore we have to plan carefully about the installation of the machine by knowing the size and the space needed. It is important to have proper planning to ensure our productivity and quality comply with the standard.

We also plan to have a lab test room as part of our inspection product process and as an inspection for the level of the quality product. With the high technology inspection system, we can make sure the products that are defined as finished goods comply with the specification needed. Besides, we plan to have a tools room in order to keep all the tools that are useful for conducting a maintenance service for our machine.



6.4 STAFFING

LIST OPERATIONAL PERSONNEL UNDER OPERATION DEPARTMENT

POSITION	NUMBER OF PERSONNEL
Assembly worker	4
Technician	1
Inspector	1
Packaging worker	2
TOTAL	8

JOB DESCRIPTION AND JOB SPECIFICATION

POSITION	JOB DESCRIPTION AND SPECIFICATION
Assembly worker	<p>Job description:</p> <ul style="list-style-type: none"> ● Install and assemble all the material to form a finished product ● Make sure there is no damage to the material during the process <p>Assembly worker job specification:</p> <ul style="list-style-type: none"> ● Minimum diploma certification in mechanical engineering ● Detail-oriented and multitasking abilities are needed ● Can work in group ● Able to work under pressure
Technician	<p>Job description:</p> <ul style="list-style-type: none"> ● Maintaining factory machine and factory electricity ● Ensure the safety of the appliances <p>Technician job specification:</p> <ul style="list-style-type: none"> ● Minimum bachelor's degree in electrical and electronic ● Expert in handling factory machine

Inspector	<p>Job description:</p> <ul style="list-style-type: none"> ● Examine and test the product to ensure it is ready and safe to use ● Issue an official stamp as a guarantee from the company to increase consumer confidence <p>Inspector job specification:</p> <ul style="list-style-type: none"> ● Minimum bachelor's degree in robotic ● Have a good and trustworthy work ethic ● 2 years experience
Packaging worker	<p>Job description:</p> <ul style="list-style-type: none"> ● Place the product in a box and seal properly ● Make sure all the item is in the box ● Labeling the item <p>Packaging worker job specification:</p> <ul style="list-style-type: none"> ● Minimum Sijil Pelajaran Malaysia (SPM) ● At least 18 years old ● Must be passionate through work ● Able to work under pressure

6.4.1 TRAINING

There is only a simple training to production staff since the material is purchased from the external supplier and only involves the assembly process. The company also recruits highly qualified workers in their job scope.

SCHEDULE OF REMUNERATION OF OPERATIONS PERSONNEL

POSITION	NO. OF WORKER	SALARY (RM)	EPF 12%	SOCSSO 1.75%	TOTAL (RM)
Assembly worker	4	1,700.00	204.00	29.75	7,735.00
Technician	1	1,650.00	198.00	28.88	1,876.88
Inspector	1	2,100.00	252.00	36.75	2,388.75
Packaging worker	2	1,500.00	180.00	26.25	3,412.50
TOTAL					15,413.13

6.5 EQUIPMENT

LIST OF MACHINES AND EQUIPMENT REQUIRED

Innosight.Co decided to purchase all the machines because it will give a lot of benefits to the company, especially from a taxation perspective. The company can claim Capital Allowance and reduce the tax paid.

Item	Price per unit (RM)	Quantity	Total cost (RM)	Supplier
Auto EPS Block Machine	90,000	1	90,000	Jiangsu Huigang Technology.Co.,Ltd
Auto EPS Production Equipment Machine	100,000	1	100,000	Jiangsu Huigang Technology.Co.,Ltd
DEN-Roll Coating Machine	45,000	1	45,000	Jiangsu Huigang Technology.Co.,Ltd
Nitrile Glove Line Making Production	4,000,000	1	4,000,000	Jiangsu Huigang Technology.Co.,Ltd
Computerized Knitted Glove Making Machine	600,000	1	600,000	Changshu Shengxingda Co.,Ltd
Motor Vehicles			12,000	Lee Teong Automobiles Sdn.Bhd
Total Machine and Equipment			4,847,000	

6.6 SUPPLIES

6.6.1 MATERIALS NEED

MATERIAL PLANNING

Material planning is to determine the type and the number of raw materials needed for the production. Usually, this planning is required for manufacturing business. Our steps in planning this material consist of four steps which are to identify and list down the raw material needed, provide the bills of materials, calculate the number of raw materials, and lastly identify our supplier that can provide the raw material.

The material used to make an item of Neuroglove: -

Product No.	Description	Specification	Quantity
101	Mini microchip SD	Micro SD mini transfer chip (SPI)	1 unit
102	Mini camera detection	Portable 1080P Mini Camera with Invisible Camera	2 unit
103	Ultrasonic visual sensor chip	Ultrasonic sensor module HC-SR10	1 unit
104	Visual element sensor chip	M30 non-electronic with capacity-visual sensor A536 module	1 unit
105	Battery	Lipo rechargeable battery 11.1vol. 5200mAH	1 unit
106	DC wire	DC wire 3051/1 RD005	30cm
107	LED Bead Chip, High Brightness	LED bead chip with 10W-100W, 22V-32V	1 unit

The bills of material for a unit of Neuroglove: -

Product No.	Description	Quantity	Price/pcs (RM)	Total (RM)
101	Mini microchip SD	1 unit	120.00	100.00
102	Mini camera detection	2 unit	90.50	181.00
103	Ultrasonic visual sensor chip	1 unit	152.00	152.00
104	Visual element sensor chip	1 unit	350.00	255.00
105	Battery	1 unit	90.00	91.00
106	DC wire	30cm/unit	1.00	1.00
107	LED Bead Chip, High Brightness	1 unit	180.00	90.00
TOTAL				870.00

The bills of material for a month of Neuroglove:-

Product No.	Description	Quantity required per month	Price/pcs (RM)	Total (RM)
101	Mini microchip SD	1 unit x 379 unit = 379 unit	120.00	45,480.00
102	Mini camera detection	2-unit x 379 unit = 758 unit	90.50	68,599.00
103	Ultrasonic visual sensor chip	1 unit x 379 unit =379 unit	152.00	57,608.00
104	Visual element sensor chip	1 unit x 379 unit =379 unit	350.00	132,650.00
105	Battery	1 unit x 379 unit =379 unit	90.00	34,110.00
106	DC wire	30cm (1 unit) x 379 unit =379 unit	1.00	379.00
107	LED Bead Chip, High Brightness	1 unit x 379 unit =379 unit	180.00	68,220.00
TOTAL				407,046.00

Identify the supplier of raw material: -

Product No.	Description	Supplier
101	Mini microchip SD	Flexon Technology
102	Mini camera detection	HNSAT Digital Co. LTD
103	Ultrasonic visual sensor chip	T. ULTRASONIC ENGINEERING Co. LTD
104	Visual element sensor chip	T. ULTRASONIC ENGINEERING Co. LTD
105	Battery	UNICELL International Pte. Ltd
106	DC wire	Power Cables Malaysia
107	LED Bead Chip, High Brightness	WELLMAX

6.6.2 HOW TO MANAGE INVENTORY

Innosight.Co adopts the First In First Out (FIFO) method in the inventory cycle. The FIFO method is the most efficient method because it can reduce losses to the company. It can ensure the company fully utilizes the warranty given by the supplier by producing the Neuroglove during the warranty period given.

6.7 LICENSE, PERMITS & REGULATIONS REQUIRED


KURIAHANEKAYA SYARUKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

INNOSIGHT.CO

NO. PENDAFTARAN: 202004317599 (0098030526-X)

telah didaftarkan dari hari ini sehingga **5 July 2025** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di **NO.17, JALAN METRO PERDANA BARAT 12,
KEPONG SRI EDARAN, INDUSTRIAL PARK, 51200 KUALA LUMPUR**

Bil. Cawangan: TIADA

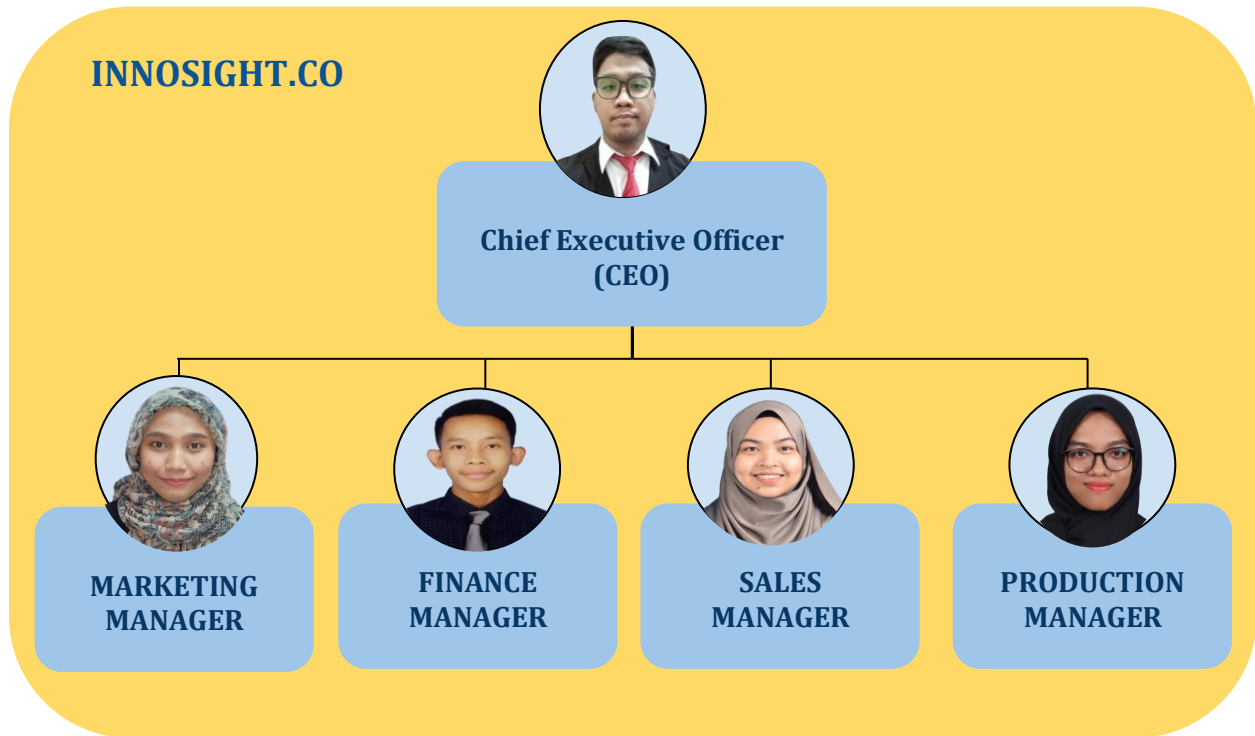
Bertarikh di SISTEM EZBIZ pada **6 July 2020**.


DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

UserID: EZBIZ Date: Tue May 26 10:20:46 MYT 2022

7.0 ORGANIZATIONAL PLAN

7.1 ORGANIZATIONAL CHART



Innosight.Co Organization Structure

Innosight.Co is a partnership, so our company relied on the acts under the Partnership Act 1961. The reason our business decided to operate as a partnership is because of the tax benefits. The tax liability is an important consideration when choosing the best business structure for our company. A partnership is not a separate legal entity and does not pay income tax on its profits. Instead, each partner is taxed on their proportionate share of the net partnership income. Any losses from the partnership business will be available to the partner to offset other income. As a result, the partnership's revenues and losses are "brought back" into the individual partners' tax returns. As a result, profits are taxed only once which is at the personal level of its owners, rather than twice.

Next is access to knowledge, skills, and experience. . There are two and more partners in a partnership as compared to a sole proprietorship structure. Each of the partners has their own knowledge, skills, and experience and it will bring benefits to our business. Partners can take over

tasks they are more skilled at. For example, for someone who has a financial background and a lot of experience in financial work, they can be more focused on the financial aspects of the partnership. It will bring benefits to the partnership as they don't have to hire a lot of employees to do the tasks in the financial aspect as compared to the sole proprietorship structure.

Lastly is because of the capital. The capital of the partnership comes from the contribution of cash from the partners. The more partners in a partnership, the more capital or money that is available to be invested into the business.

7.2 LIST OF ORGANIZATION PERSONNEL

POSITION	NUMBER OF PERSONNEL
Chief Executive Officer (CEO)	1
Marketing Manager	1
Finance Manager	1
Sales Manager	1
Production Manager	1
TOTAL	5

7.3 KEY MANAGEMENT PERSONNEL

- **CHIEF EXECUTIVE OFFICER**

NAME	FIRDAUS BIN MOHAMAD
IDENTITY CARD NUMBER	820522-02-5027
DATE OF BIRTH	22 MAY 1982
AGE	40 YEARS OLD
MARITAL STATUS	MARRIED
PERMANENT ADDRESS	NO. 21, JALAN AU 2A/19 TAMAN SRI KERAMAT 54200 KUALA LUMPUR
TELEPHONE NUMBER	011-1604 0433
ACADEMIC QUALIFICATION	MASTER OF BUSINESS ADMINISTRATION, UNIVERSITY OF HARVARD
SKILLS	<ul style="list-style-type: none"> ● Expert in Microsoft word, Excel, PowerPoint ● Excellence in Leadership ● Strong Communication Skills ● Speaks multiple languages (Malay, English, Mandarin, Arabic, France) ● Good In Building Relationships ● Optimistic ● Expert In Business ● Adaptable with new environment ● Charming character
EXPERIENCE	<ul style="list-style-type: none"> ● CEO of Innosight.Co (April 2020 - present) ● General Manager of Megah Berhad (Feb 2016 - present) ● Business Manager of Harapan Sdn Bhd (Jan 2010 - Dec 2015)

● **MARKETING MANAGER**

NAME	RISSA NUR AISYAH BINTI ZAINUDIN
IDENTITY CARD NUMBER	900813-05-3206
DATE OF BIRTH	23 AUGUST 1990
AGE	32 YEARS OLD
MARITAL STATUS	MARRIED
PERMANENT ADDRESS	JALAN DATOK ABDULLAH 3, KAMPUNG PADANG, ASTANA RAJA, 71350 KOTA, NEGERI SEMBILAN
TELEPHONE NUMBER	012-205 8364
ACADEMIC QUALIFICATION	BACHELOR'S DEGREE BUSINESS MARKETING, UNIVERSITY OF STANFORD
SKILLS	<ul style="list-style-type: none"> ● Experts in technology ● Experts in Customer Relationship Management ● Pro in photoshop, video and image editing ● Expert in Microsoft word, excel, PowerPoint ● Have social media advertising skills ● Creative, good in communication ● Can work under pressure ● Never procrastinate work
EXPERIENCE	<ul style="list-style-type: none"> ● Marketing Manager of Innosight.Co (June 2021 - present) ● Marketing Manager of Nestle Malaysia Sdn Bhd (June 2017 - Dec 2020)

● **FINANCE MANAGER**

NAME	FAQRUL RADZY BIN BAHARUDDIN
IDENTITY CARD NUMBER	930306-04-1017
DATE OF BIRTH	06 MARCH 1993
AGE	29 YEARS OLD
MARITAL STATUS	SINGLE
PERMANENT ADDRESS	NO.2, JALAN SERI SIANTAN, SEKSYEN 7, 75250, MELAKA
TELEPHONE NUMBER	010-281 6128
ACADEMIC QUALIFICATION	BACHELOR' S DEGREE ACCOUNTING, UNIVERSITY MALAYA
SKILLS	<ul style="list-style-type: none"> ● Analytical Skill ● Critical Thinking ● Expert in Microsoft word, Excel, and PowerPoint ● Have Industry Knowledge ● Good in Time Management ● Good in Team Collaboration ● Software Development
EXPERIENCE	<ul style="list-style-type: none"> ● Financial Manager of Innosight.Co (Jan 2020 - present) ● Financial Manager at DRB Hicom Berhad (July 2017 - Dec 2019)

- **SALES MANAGER**

NAME	NUR SHAZLEEZA ANIYAH BINTI ABU CHIK
IDENTITY CARD NUMBER	921210-08-2076
DATE OF BIRTH	10 DECEMBER 1992
AGE	30 YEARS OLD
MARITAL STATUS	SINGLE
PERMANENT ADDRESS	135, HALA PENGKALAN BARAT 20, TAMAN PENGKALAN BARAT, 31650 IPOH, PERAK
TELEPHONE NUMBER	011-17062788
ACADEMIC QUALIFICATION	BACHELOR' S DEGREE BUSINESS MANAGEMENT, UNIVERSITY TEKNOLOGI MARA
SKILLS	<ul style="list-style-type: none"> • Coaching Skill • Strong Analytical Skill • Expert in Microsoft word, Excel, and PowerPoint • Strategic Planning Abilities • Strong Communication Skill • Collaboration and Motivation Skill • Ability to Remain Calm Under Pressure • Ability to Observe, Evaluate, and Give Meaningful Feedback
EXPERIENCE	<ul style="list-style-type: none"> • Sales Manager of Innosight.Co (May 2020 - present) • Technical Sales Manager at KFC Malaysia Berhad (Jan 2013 - Dec 2019)

● **PRODUCTION MANAGER**

NAME	NUR IZZATI AUNI BINTI KHAIRUL ANUAR
IDENTITY CARD NUMBER	871021-02-1228
DATE OF BIRTH	21 OCTOBER 1987
AGE	35 YEARS OLD
MARITAL STATUS	MARRIED
PERMANENT ADDRESS	980 TAMAN AMAN, ANAK BUKIT 06550 ALOR SETAR, KEDAH
TELEPHONE NUMBER	010-837 6892
ACADEMIC QUALIFICATION	BACHELOR' S DEGREE BUSINESS MANAGEMENT, UNIVERSITY KEBANGSAAN MALAYSIA
SKILLS	<ul style="list-style-type: none"> ● Planning and organization skill to be able run and monitor the production process ● Able to act decisively and solve staff or equipment-related problems ● The capacity to grasp complex concepts easily ● Attention to detail to ensure high levels of quality ● Able to communicate clearly and persuasively with your team, managers, and clients ● Strong negotiation skills for getting materials within budget at the right time ● Able to work under pressure and multitask ● A results-driven approach to work ● Able to work in a logical, systematic manner
EXPERIENCE	<ul style="list-style-type: none"> ● Production Manager of Innosight.Co (April 2021 - present) ● Internship Production Manager at Harapan Holdings Berhad (Jan 2015 - Dec 2020)

7.4 SCHEDULE OF TASK AND RESPONSIBILITIES

POSITION	TASK AND RESPONSIBILITIES
Chief Executive Officer (CEO)	<ul style="list-style-type: none"> ● Managing the entire operations of the company. ● Communicating with shareholders, government agencies, and the general public on behalf of the company ● Setting strategic goals and ensuring that they are quantifiable and definable. ● Developing and carrying out the company's vision and mission. ● In charge of developing the company's short and long-term strategy. ● Implements the strategy approved by the board and ensures that the organization's structure and processes meet the strategic and cultural needs of the organization.
Marketing Manager	<ul style="list-style-type: none"> ● Responsible for promoting a company, product, or service. ● Managing the company's and department's marketing campaigns. ● Ensure that the company is delivering the correct messaging to attract targeted customers, prospective customers, and existing customers. ● Evaluating and improving marketing and pricing strategies ● In charge of developing and managing the marketing department's budget.

<p style="text-align: center;">Finance Manager</p>	<ul style="list-style-type: none"> ● Preparing reports on business activity, financial accounts, and predictions. ● Analyzing financial reports and business processes to find ways to cut or maintain costs. ● Analyzing market trends in order to identify business opportunities and optimize profits ● Developing financial reporting systems. ● Assisting management in making financial decisions.
<p style="text-align: center;">Sales Manager</p>	<ul style="list-style-type: none"> ● Managing and leading the sales team efficiently to achieve growth and sales targets. ● Developing business strategies that includes sales, revenue, and cost controls ● Selecting, hiring, and training the team members. ● Monitoring the sales team's operations and performance.
<p style="text-align: center;">Production Manager</p>	<ul style="list-style-type: none"> ● Supervise and evaluate production personnel performance. ● Scheduling and organizing production schedules. ● Ensure that the product fulfills quality standards. ● Scheduling periodic maintenance for equipment.

7.5 OWNERSHIP PERCENTAGE

NAME & POSITION	MONTHLY SALARY (RM)	SHARE OF OWNERSHIP (%)	AMOUNT OF EQUITY INVESTED (RM)
CHIEF EXECUTIVE OFFICER Firdaus Bin Mohamad	7,000.00	25%	25,000.00
MARKETING MANAGER Rissa Nur Aisyah Binti Zainudin	7,000.00	25%	25,000.00
FINANCE MANAGER Faqrul Radzy Bin Baharuddin	6,500.00	20%	20,000.00
SALES MANAGER Nur Shazleeza Aniyah Binti Abu Chik	6,000.00	15%	15,000.00
PRODUCTION MANAGER Nur Izzati Auni Binti Khairul Anuar	6,000.00	15%	15,000.00
TOTAL	32,500.00	100%	100,000.00

7.6 OFFICE FURNITURE, EQUIPMENT, FITTING AND OFFICE SUPPLIES

LIST OF OFFICE FURNITURE

ITEM	QUANTITY (UNIT)	PRICE PER UNIT (RM)	TOTAL (RM)
Meeting Table	1	1,450.00	1,450.00
Office Table	5	350.00	1,750.00
Office Chair	5	60.00	300.00
Chair for CEO	1	70.00	70.00
Sofa	1	500.00	500.00
TOTAL			4,070

LIST OF OFFICE EQUIPMENT

ITEM	QUANTITY (UNIT)	PRICE PER UNIT (RM)	TOTAL (RM)
Computer	5	3,000.00	15,000.00
Printer	2	500.00	1,000.00
Photostat Machine	1	4,000.00	4,000.00
Office Phone	1	80.00	80.00
Projector	1	1,000.00	1,000.00
Projector Screen	1	200.00	200.00
Fax Machine	1	380.00	380.00
Punch Card Machine	1	250.00	250.00
Bulletin Board	1	150.00	150.00
TOTAL			22,060.00

LIST OF FITTING

ITEM	QUANTITY (UNIT)	PRICE PER UNIT (RM)	TOTAL (RM)
Ceiling Lamp	5	40.00	200.00
Air Conditioner	3	1,500.00	4,500.00
TOTAL			4,700.00

LIST OF OFFICE SUPPLIES

ITEM	QUANTITY (UNIT)	PRICE/UNIT (RM)	TOTAL (RM)
File	20	5.50	110.00
Pen	15	1.00	15.00
A4 Paper (box)	1	80.00	80.00
Stapler	5	7.00	35.00
Paper Clip (box)	1	2.00	2.00
Dustbin	5	10.00	50.00
TOTAL			292.00

7.7 ORGANIZATIONAL BUDGET

PARTICULARS	FIXED ASSET EXPENSES (RM)	MONTHLY EXPENSES (RM)	OTHER EXPENSES (RM)
Fixed Assets:			
• Office Furniture	4,070		
• Office Equipment	22,060		
• Office Fitting	4,700		
Working Capital:			
• Remuneration		32,500	
• Utilities		1,200	
• Rental		3,000	
Other Expenditures:			
• Office Supplies			292
Pre-Operations			
• Business Registration & License			500
• Insurance			300
TOTAL	30,830	36,700	1,092

8.0 FINANCIAL PLAN

8.1 START - UP COST

A. START – UP COSTS	RM
Capital Expenditure: Administrative	
Land & Building	150,000
Business fixture and equipment	8,000
Motor vehicles	12,000
Capital Expenditure: Operations	
Machinery	95,000
One Time Start – Up Expenditures	
Installation of machinery	1,000
Legal and professional fees	2,500
Office supplies	5,500
Starting inventory cost	7,000
One Pre – Operations Expenditure	
Deposit for utilities	1,500
Business Registration & License	3,000
Insurance for building	980
Other Expenditure	2,500
Start – Up Costs	288,980

8.2 WORKING CAPITAL FORECAST

WORKING CAPITAL (MONTHLY)	(RM)	FIXED (RM)	VARIABLE (RM)
MARKETING			
Delivery expenses	955	-	955
Advertisement	2,500	-	2,500
ADMINISTRATIVE			
Salaries	6,800	6,800	-
Utilities	1,200	1,200	-
Office supplies	500	500	-
OPERATIONS			
Purchase of raw material	15,000	-	15,000
Petty expenses	1,000	500	500
Overhead	3,200	1,000	2,200
OTHER EXPENDITURE	5,000	3,000	2,000
Total Working Capital	36,155	13,000	23,155

8.3 START - UP CAPITAL & FINANCING

ESTIMATED START – UP CAPITAL	RM 500,000
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FINANCING – Share & Capital Venture	
Partners	Capital Contribution
Firdaus Bin Mohamad	RM 30,000
Faqrul Radzy Bin Baharudin	RM 30,000
Rissa Nur Aisyah Binti Zainudin	RM 30,000
Nur Izzati Auni Binti Khairul Anuar	RM 30,000
Nur Shazleeza Aniyah Binti Abu Chik	RM 30,000
LOAN	
Loan Amount	RM 300,000
Annual Interest Rates (%)	5%
Loan Duration	10 years

8.4 CASH FLOW STATEMENT

INNOSIGHT.CO			
CASHFLOW PRO – FORMA STATEMENT			
	YEAR 1 (RM)	YEAR 2 (RM)	YEAR 3 (RM)
<u>Cash Inflow</u>			
Share capital	15,000	15,000	15,000
Loan	80,000	60,000	20,000
Cash sales	358,000	400,000	368,540
TOTAL CASH INFLOW	453,000	475,000	403,540
<u>Cash Outflow</u>			
Administrative Expenditure	57,000	57,000	57,000
Salaries and wages	52,000	52,000	52,000
Utilities	15,063	15,063	15,063
Office supplies	15,063	15,063	15,063
Total of Administrative Expenditure	124, 063	124,063	124,063
Marketing Expenditure			
Delivery expenses	11,000	11,000	11,000
Advertisement	6,000	6,000	6,000
Total of Marketing Expenditure	17,000	17,000	17,000
Operations Expenditure			
Purchase of raw material	35,500	35,500	35,500
Petty expenses	7,000	7,000	7,000
Overhead	17,200	17,200	17,200
Total of Operating Expenditure	59,700	59,700	59,700

Other Expenditure			
Pre – Operations			
Deposit (utilities, etc)	4,500	-	-
Business Registration & Licenses	1,060	60	60
Insurance for building	4,700	3,000	3,000
Other Pre – Operations Expenditure	20,000	15,000	18,000
Total of Other Expenditure	30,260	18,060	21,060
Fixed Assets			
Purchase of fixed asset – Land & Building	150,000	-	-
Business fixtures and equipment	8,000	8,000	8,000
Motor vehicle	12,000	12,000	12,000
Loan payment (Principal)	38,852	38,852	38,852
Tax expenses	12,000	12,395	12,500
TOTAL CASH OUTFLOW	451,875	290,070	293,175
Cash surplus / (deficit)	1,125	184,930	110,365
Beginning cash balance	544,876	698,720	915,556
Ending cash balance	546,001	883,650	1,025,921

8.5 PRODUCTION COST

INNOSIGHT.CO			
PRODUCTION COST PRO – FORMA STATEMENT			
	YEAR 1 (RM)	YEAR 2 (RM)	YEAR 3 (RM)
Raw Material			
Opening stock	-	-	-
Current year purchases	175,000	175,000	175,000
Ending stock	-	-	-
Raw Material Used	175,000	175,000	175,000
Carriage inwards	-	-	-
PRODUCTION COST	175,000	175,000	175,000

8.6 INCOME STATEMENT

INNOSIGHT.CO			
PRO – FORMA INCOME STATEMENT			
	YEAR 1 (RM)	YEAR 2 (RM)	YEAR 3 (RM)
Sales	600,000	619,000	478,000
Less: Cost of sales	-	-	-
Opening stock of finished goods	(175,000)	(175,000)	(175,000)
Production cost	-	-	-
Less: Ending stock of finished goods	-	-	-
Gross profit	420,000	444,000	303,000
Less: Expenditure			
Administrative expenditure	124,063	124,063	124,063
Marketing expenditure	17,000	17,000	17,000
Other pre – expenditure	30,260	18,060	21,060
Fixed assets:			
Land & Building	150,000	-	-
Business fixture and equipment	8,000	8,000	8,000
Motor vehicle	12,000	12,000	12,000
Loan payment (Principal)	38,852	38,852	38,852
Total Expenditure	(380,175)	(217,975)	(220,975)
Net Profit Before Tax	39,825	226,025	82,025
Tax @ 24%	(9,558)	(54,246)	(19,686)
Net Profit After Tax	30,267	171,779	62,339
Accumulated Net Profit	30,267	171,779	62,339

9.0 PROJECT MILESTONES

This table shows a month-by-month schedule that presents the deadlines or milestones of activities critical to Innosight.Co's success

ACTIVITIES	DEADLINES
Incorporation of business	1 July 2020
Application for permits and license	6 July 2020
Searching for business building	15 September 2020
Recruitment of labor	15 March 2021
Employees training	26 March 2021
Completion of design and development	1 June 2021
Acquiring and installation of machines	30 June 2021
Ordering materials in production quantities	30 June 2021
Starting of the business operation	15 July 2021
Product launch	31 August 2021

10.0 CONCLUSION

Innosight.Co has great expectations for its ability to endure in this competitive market and continue to offer top-notch services that satisfy our clients' needs. Furthermore, we hope that our products will be welcomed by our community and that their existence will inspire others to take proactive efforts to assist more disabled individuals.

As a new firm, we want to boost the economy and reputation of our own country by selling our products worldwide. We will also pay taxes on time and will not evade tax claims in order to establish a favourable business climate. In addition, by providing possibilities for Bumiputera's to work for our organisation, we as a Bumiputera-owned business will contribute to lowering the unemployment rate in our country and society.

Last but not least, we wish for the success and expansion of our business in this sector and to contribute more to Malaysia's development and public image.

11.0 APPENDICES







LOAN AGREEMENT

This Loan Agreement is made and will effective on _____ day of _____, 20____

BETWEEN

[Company Name] with little introduction of the company and the law under which this company is existing with its street address along with city, state and zip code

AND

[Company Name] with little introduction of the company and the law under which this company is existing with its street address along with city, state and zip code

1. Promise to Pay: Within ____ months from today, Borrower promises to pay to Lender _____ dollars (\$_____) and interest as well as other charges avowed below.
2. Accountability: Although this agreement may be signed below by more than one person, each of the undersigned understands that they are each as individuals responsible and jointly and severally liable for paying back the full amount.
3. Breakdown of Loan: Borrower will pay:
Amount of Loan: \$ _____
Other (Describe) \$ _____
Amount financed: \$ _____
Finance charge: \$ _____
Total of payments: \$ _____
ANNUAL PERCENTAGE RATE _____%
4. Repayment: Borrower will pay back in the following manner: Borrower will repay the amount of this note in ____ equal continuous monthly installments of \$ _____ each on the ____ day of each month preliminary on the ____ day of _____, 20____, and ending on _____, 20____.
5. Prepayment: Borrower has the right to pay back the whole exceptional amount at any time. If Borrower pays before time, or if this loan is refinanced or replaced by a new note, Lender will refund the unearned finance charge, figured by the Rule of 78-a commonly used formula for figuring rebates on installment loans.
6. Late Charge: Any payment not remunerated within ten (10) days of its due date shall be subject to a belatedly charge of 5% of the payment, not to exceed \$ _____ for any such late installment.
7. Security: To protect Lender, Borrower gives what is known as a security interest or mortgage in:
[Describe:]

Loan Agreement Template