



CNL REPELLENT



FACULTY : FACULTY OF BUSINESS AND MANAGEMENT

PROGRAM : BACHELOR OF BUSINESS ADMINISTRATION (HONS)
INTERNATIONAL BUSINESS (BA246)

GROUP : M1BA2464D

COURSE : PRINCIPLES OF ENTREPRENEURSHIP

COURSE CODE : ENT530

SEMESTER : 4

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SUBMISSION DATE : 13TH JUNE 2022

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Acknowledgement

First and foremost, praise and gratitude to Allah SWT for showering His blessings on us during our assignment work, allowing us to successfully finish this assignment.

We would like to show our greatest thanks to our beloved ENT530 lecturer, Madam Noorain Binti Mohd Nordin who has given all of her efforts and guidance to make sure that all of us understand this ENT530 subject. As a result of her guidance, we had a better understanding of the subject and were able to complete this business plan successfully.

Next, we would like to express our gratitude to our parents and family members for their cooperation and support during the preparation and completion of this business plan. We are truly appreciating their patience and commitment in assisting us in gathering the information we needed for this business plan.

Finally, we would like to thank all of our team members for their cooperation and commitment to this assignment. Without their cooperation and teamwork, this assignment could not be done on time that has been set by our lecturer. Although this semester has been challenging, we were able to complete this business plan because of the contributions and support of our team members.

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Executive Summary

HADYF Corporation Sdn. Bhd. was founded in April 2021. The company is based in Kampung Baharu Batu Empat, Kuantan Pahang, which is also close to the city of Kuantan. "CNL Repellent" from our company is used to keep lizards away, but does not harm them in any way. Tea leaves and lemongrass, two naturally occurring ingredients, are also included, making this product suitable for many people.

HADYF Corporation Sdn. Bhd. establishes a target market based on demographic, psychological, and geographic criteria. The company always try to keep on improving their marketing performance results by becoming more capable of providing a high-quality product to customers. Pahang is an ideal location for the launch of our first product because it has access to a wide range of resources. We hope to sell at least 400 units of CNL Repellent pouch bag for the launching day. We have also created a promotion where the first 50 customers who come on the launching day will be given a 30% off voucher for their second purchases.

Our company's business strategy is divided into four categories which are marketing, production, organization, and financial plan. The company had decided to used media advertising and sales promotion to advertise the product on the market. The operating strategy is one of the most important factors to consider particularly when launching a business. We must also ensure that our organization is capable of meeting and exceeding the expectations of the customers. However, it is vital to ensure that the organization can deliver the product that was envisioned in the marketing plan before moving forward with the project.

1. Company Profile

1.1 Organization Background

Name of Organization	HADYF Corporation Sdn. Bhd.
Business Address	HADYF Corporation Sdn. Bhd., No 21, Jalan Industri Tanah Putih Baru, Kampung Baharu Batu Empat, 25150 Kuantan, Pahang
Website/e-mail address	www.hadyf.com
Telephone Number	+603-86163260
Form of Business	Private Limited Company
Main Activities	Produce and selling lizard repellent by using natural ingredient.
Date of Commencement	3 rd May 2021
Date of Registration	9 th April 2021
Name of Bank	Maybank Berhad
Bank Account Number	990803036759

1.2 Organization Logo/ Motto

Logo/ Motto	
	
Motto	: The motto was written to explain the reasons for developing this product, which does not kill but does control four-legged

	reptiles off of the premises.
Tree	: The tree in the logo symbolizes that our product uses natural ingredients.
Motto position	: The motto in a curved position forms shows the protection of a tree and actually means that our product is safe to be use by individuals of all ages.
HADYF	: It's written in the logos so that everyone can simply recognize our identity and remember it.

Mission
To create a better environment for many people.

Vision
To be acknowledged as the company that provides a non-toxic solution to keep lizards away from your premises.

2. Environmental Industry Analysis

2.1 The Industry Background

As part of our business, we provide a lizard repellent product called "CNL Repellent". The lizard repellent is a non-toxic product. Tea leaves and lemongrass are the only natural ingredients used. It's simple to use and safe, making it suitable for individuals of all ages. This product is designed to repel lizards without killing them, which means ant and maggot problems will not be an issue. The majority of lizard repellents on the market are designed to catch or kill lizards, but we're not like that. We came up with a proper approach to keep the lizards away by using the aromas of tea leaves and lemongrass.

Furthermore, many people are unaware that tea leaves and lemongrass might help with pest management on their premises. Tea leaves and lemongrass are not only beneficial to one's health and well-being, but they also aid in the prevention of insect infestations. In addition to keeping lizards away, these fragrances can help with a variety of pest-related health problems. It is both safe and necessary for parents with young children who suffer from chemical allergies. As a result, we've taken this old wisdom and used it to provide you with natural products that are not only functional but also beneficial to your health.

2.2 The Market and Competitive Analysis

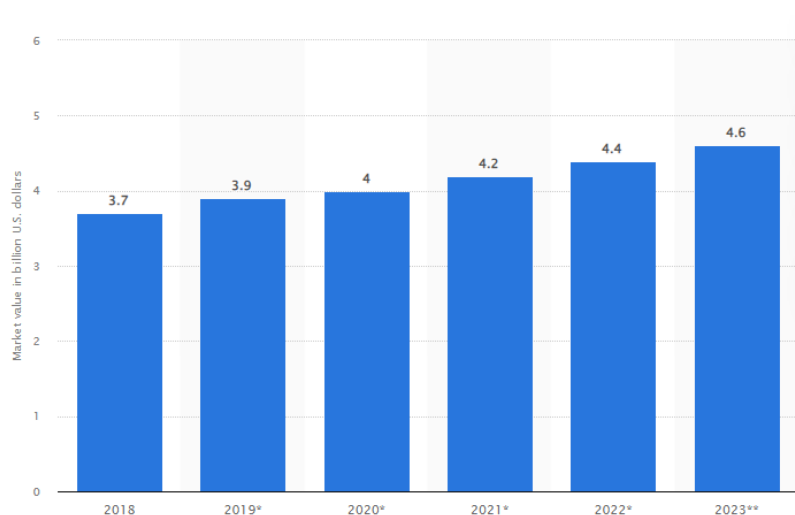


Figure 1 Shows the Statistics of Global Insect Repellent Market Value From 2018 to 2023 (In Billion U.S. Dollars).

This figure represents the global insect repellent market's estimated value from 2018

to 2023. By 2023, the global insect repellent industry is expected to be worth over 4.6 billion dollars. So, based on the graph, we can conclude that the repellent product sector is on the rise and will keep going up in the next few years (Insect Repellent Global Market Value 2018-2023 | Statista, 2018). However, several major brands, such as Ridsect and Shelltox, have dominated the market. So, in order to compete with them, we created a new unique product that uses organic ingredients that are more user-friendly and hygienic, making it safe for people of all ages to use.

Besides that, we truly believe that our repellent product will be able to dominate the Malaysian market since many people are concerned about their own health, particularly when the product is used at home. Chemical-containing items can threaten our health in the long term if we do not stop using them. According to studies, our lifestyle choices cause 84 percent of diseases. That is why we developed this product and only used the highest-quality ingredients. We, like everyone else, are consumers. As a result, when it comes to selecting the right insect repellents to use around our loved ones, we expect nothing less than complete safety. We've long concluded that if it can kill insects instantaneously, it'll most likely kill us as well in the long term.

3. Description of Venture

3.1 The Details of The Product

Product	Primary use	Benefits	Unique features
Lizards repellent	A repellent that is used to get rid of lizards without killing them. It eliminates undesired lizards in the house using a natural residual effect.	<p>It is safe and can be used inside and outside of the house, shop, etc due to its non-toxic formula. Anoles, Iguanas and Horned Lizards are among the most common lizards to be repelled.</p> <p>Besides, the pouch bag can be used quickly and easily, as the user only needs to remove the packaging and hang it anywhere, they wish. It really helps to keep lizards out of gardens, doorways and windows.</p> <p>Then, this product does not have a strong smell.</p>	<p>The repellent is created with natural ingredients which are lemongrass and tea leaves.</p> <p>It has a fragrance that lizards dislike, but not too strong for humans.</p>

Table 1 Shows the Details of CNL Repellent.

3.2 Problem Solving

HADYF Corporation Sdn. Bhd. offers one of a kind of lizards repellent to the community. Our product is aimed towards the general public, especially those people who are scared of lizards. This product will help customers to get rid of lizards without killing them. Besides, it is suitable and safe to be used as we decided to produce product that does not contain any toxic or chemical ingredients. In addition, our company had decided to use an eco-friendly packaging to save the environment. We are also often and keep on

doing research and development on our product to ensure that we provide the best and high-quality product to customers.

3.3 Customers Demand

The factory is located in Pahang because it is a more strategic and suitable place to maintain the freshness of the ingredients which are lemongrass and tea leaves. This will make it easier for us to produce and distribute the product. Our product will be sold in several places such as Aeon, Giant, 99 Speedmart, Mydin and other grocery stores. As we all know, every house is definitely faced with the problems of lizards being in their house. This situation proves that our products will always have demand from customers as it is able to help them to live more comfortably. We are able to get more customers demand if we expand our product to other areas as well.

3.4 Existing Competitors

Our company's product is one step forward from another brand in market, such as Serai Wangi and Ridsects. This is because we use 100% natural ingredients which are lemongrass and tea leaves on our product. Besides, there are not many premises that sell our products in Pahang. So, our company provides lizard repellent which is less common in Pahang. The price of the CNL Repellent is also affordable for most consumers in that area. Thus, a lot of customers will be attracted to our product and we will be able to compete with other companies.

3.5 Providing Job Opportunities

From our business plan, it shows that our company need more workers. We are able to produce more goods or output if we have a large amount of manpower. We are trying our best to give an attractive benefit to our workers and providing something valuable for them. To illustrate, we will give a bonus every year and reward the best employees of the month with a gift. Therefore, this will encourage them to work harder.

3.6 Product Launching

We plan to launch our lizard repellent in Pahang first because it is easier and closer for us to get our resources (lemongrass and tea leaves). Our company had set a target purchase where we target to sell at least 400 CNL Repellent pouch bag for the launching day. We have also created a promotion where the first 50 customers who come on the launching day will be given a 30% off voucher for their second purchases.

4. Marketing Analysis and Competition

4.1 Target Market

A target market is a group of potential customers with certain needs and demands to whom a corporation wishes to offer its goods and services. For the sake of an effective marketing strategy, it has become a component of our responsibility to determine our target market. We had the opportunity to identify customers demand and additional needs when determining our target market. As a result, it assists us in running our business more efficiently since we already know how to serve our customers.

Our company has look into several factors when deciding our target market such as the needs of our product, the availability of logistic services, the effectiveness of the cost, and others as well. It can be divided into three segmentations based on demographic variables, psychographic variables and geographic variables.

4.1.1 Demographic Variables

As for demographic, our target market is those who are needs to get rid of lizards at their places. Usually the owner of houses, shop store, restaurant as well as the owner of any buildings is the victim to the presents of the lizards. Such present not only can disturb the peace of the surrounding sound but as well as becomes a contributor to the impurities carried with it. For example, lizards like to defecate in various corners of the house, especially on the edges of windows and floors. We also targeted those people who are in the range of 13 years old and above. The young people in our range are due to the fact that many of them nowadays already have a commitment on their own bedroom. We believe that a 13 years old teenager are aware enough on their wants to get rid lizards on their surroundings. Perhaps, a younger prospect also can be included in our target market as long as they understand the function of our product. However, the age control is decided to be in the range of 4 years old and below to prevent the children from thinking that it was a sugar candy packaging that may lead them to chew the dry lemongrass and dry tealeaves.

4.1.2 Psychographic Variables

Our company are aware of those community that did not like the use of chemical repellent as it can bring other danger on their surroundings. For example, those who have months' year-old baby and small children might be concern that it can affect the health and respiration of their kids. Other than that, some people might be afraid to deal with a

product that has too much precautions for their user like most repellent warns their user to avoid from direct contact with skin, cannot spray towards foodstuff and utensils, keep away from heat as well as there is a possibility of getting poisoned. This community usually avoid using chemical-based products and prefer a more natural based product that is safer. Furthermore, they are a community that hated animal cruelty. They don't want lizards in their surrounding but also didn't have the heart to kill them with poison from aerosol repellent. Due to this, they might prefer a repellent that just repels the presence of the lizards by using the smells it don't like without killing them. This characteristic is exactly matching with our product functionality.

4.1.3 Geographic Variables

As for geographic variables, our company has targeted to market our product to the whole country. We have agreed to distribute our products in a variety of supermarkets around Malaysia, so Malaysians can acquire them whenever they want. As for the logistic factor, we find that there's no obstacle to distributing to the whole country as the whole process is cost-effective and does not cause a shortage to the company's profit. We used this country as a test market to see the response of local people to our products, before expanding our product line to other ASEAN countries. Due to the fact that the presence of lizards is universal and not limited to a single location, thus, our company believes that expanding our market is not an issue. Perhaps, our product can be benefited a lot of people.

4.1.4 Market Size

The total possible purchase from the target market is referred to as market size. Estimating the target market involves gathering information about the specific market that the company want to penetrate. Hence, we look at the population or property within the area where we wish to sell our items to establish our market size. As a result, we found that according to the Malaysia Property Market Centre (NAPIC), Malaysia has 6,740,168 units of properties in 2020, with residential properties accounting for 5,775,095 units. In addition, the figure includes properties such as shop with 534,032 units, industrial buildings with 117,526 units, serviced apartments, office, hotels, as well as shopping complexes that make up the smallest number with 1,042 units (PropertyGuru Editorial Team, 2020).

Market Size	Calculation
Market volume	= Number of target customers per year x Penetration Rate = 6,740,168 x 5% = 337,008 customers
Market value	= Market volume per month x Average value = 28,084 x RM5.70 = RM160,078.80
Target sales per month for CNL Repellent	RM160,078.80 (28,084 pouch)
Target units sold per month for CNL Repellent	= Target sales per month/ Price = RM320,157.60 / RM5.70 = 28,084 pouches sold per month
Forecast of potential repeat-purchase volume	ATAR Formula by using number of target customers per month (28,084) A – 14,042 customers aware of new product (56,168 x 50%) T – 3,510 customers willing to trial the product (14,042 x 25%) A – 2,457 customers finding the product available in a store and trailing the product (3,510 x 70%) R – 1719 customers repeat or rebuy the product (2,457 x 70%) = 50% x 25% x 70% x 70% = 6.1% Hence, 6.1% from total target market are the forecast number for our ongoing customers that equivalent to 1,713 (6.1% x 28,084) customers per month.

Table 2 Shows the Market Size of HADYF Corporation Sdn. Bhd.

According to the above-market size and forecast, we can estimate that the number of customers will rise if our product is acknowledged and demanded. Due to the demographic variables that reveal more and more people with properties in need of repellent nowadays, regardless of gender or ethnicity, we expect more customers to buy our brand in the future. Perhaps, it's also safe for people with young children and those who are allergic to chemical substances. Even from an economic standpoint, our product will keep its appeal because it is one of the most affordable repellents on the market, making it an excellent choice for anyone looking to save money.

4.1.5 Market Share

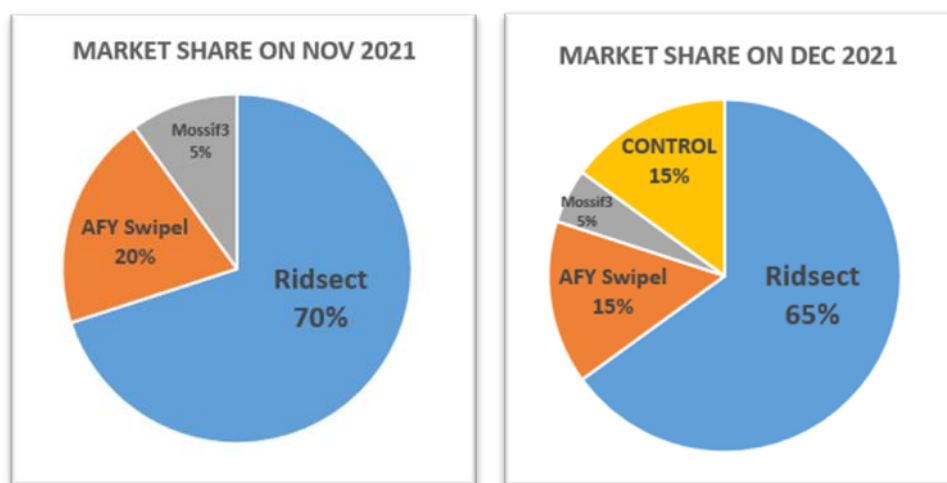


Figure 2 Shows the Market Share of Before and After CNL Repellent Entrance in Malaysia.

Market Share and Sales								
November 2021								
Competitor	Ridsect	Lizards	AFY	Swipel	Serai	Mossif3	Natural	Lizard
	500ml		Wangi	900ml		Repellent (20g)		
Market share	70%		20%		10%			
Total sales in units	84,000		24,000		12,000			
Product Price (RM)	21.50		14.90		10.99			

Total sales (RM)	1,806,000	357,600	131,880
Total all sales of the market	RM2,295,480		

*Table 3 Shows the Market Share **Before** CNL Repellent Entrance.*

Market Share and Sales				
December 2021				
Competitor	Ridsect Lizards 500ml	AFY Serai 900ml	Swipel Wangi	Mossif3 Natural Lizard Repellent (20g)
Market Share	65%	15%	5%	15%
Total sales in units	87,750	20,250	6,750	20,250
Product Price (RM)	21.50	14.90	10.99	5.70
Total sales (RM)	1,886,625	301,725	74,182.50	115,425
Total all sales of the market	RM2,377,957.50			

*Table 4 Shows the Market Share **After** CNL Repellent Entrance.*

According to the tables above, it shows that the entry of our brand into the market did gives an impact on another repellent brand. Some brand like Ridsect is still maintaining their sales due to the existence of loyal customer who are already comfortable with their product. However, CNL Repellent manage to obtain a 5% market share from each competitor brand in the market. Even though our product is still new in the market, we believe that the effectiveness and affordable price has attracted more prospect and cause our market share to exceed the percentage of other brands like Mossif3.

4.2 Competition and Competitive Edges

Competitors	Strengths	Weaknesses
Ridsect Lizard	<ul style="list-style-type: none"> Establish and famous brand Have a lot of loyal customers Very effective functionality Have a lot of stock 	<ul style="list-style-type: none"> Can be poisonous to user Heat Sensitive Expensive
AFY Swipel Serai Wangi	<ul style="list-style-type: none"> Can be use on a lot of surfaces (table, floor, furniture) Natural ingredients Multipurpose use (remove dirt, oil spill, refrigerator) 	<ul style="list-style-type: none"> Hard to use (liquid but cannot spray) The functionality is not concentrated on repelling lizard
Mossif3 Natural Lizards Repellent	<ul style="list-style-type: none"> Natural Ingredient Cheaper option for lizard repellent Chemo Sensors Shield Technology 	<ul style="list-style-type: none"> Lack of marketing Less Effective Not available in certain market

Table 5 Shows the Competition and Competitive Edges.

4.3 Sales Forecast

Sales Forecast for CNL Repellent		
Year 2022		
Month	Unit Sold (Pouch)	Sales Collection (RM) (Units X Rm5.70)
January	25,000	142,500
February	23,000	131,100

March	20,500	116,850
April	21,000	119,700
May (EID MUBARAK)	25,000	142,500
June	22,500	128,250
July	24,500	139,650
August	26,000	148,200
September	27,000	153,900
October	26,500	151,050
November	25,500	145,350
December (YEAR END SALE)	29,000	165,300
TOTAL	295,500	1,684,350

Table 6 Shows the Sales Forecast for CNL Repellent.

4.4 Marketing Strategy

One of the most critical aspects of running a business is marketing. Marketing is the study and adaptation of a person's patterns of thinking in order to benefit both companies and consumers. This is about influencing consumer behaviour with a beneficial impact by managing the community's perspective toward the items, which is excellent marketing. It assists the organisation in analysing the best strategy to communicate with the targeted customers and providing fresh ideas from various angles. Furthermore, marketing strategies are required so that the company may concentrate on its business plan and fulfil its objectives. The strategies will enable the company in developing solid ideas in introducing the brand or product to consumers in order to pique their attention and respond to their needs. Hence, there are four components that our company consider to deliver customer satisfaction which are product, price, place and promotion.

4.4.1 Product

- Brand

As for brand, our company have decided to use “CNL Repellent” as our brand name. This is to indicate that our product is a powerful instrument to ‘control’ the presence of lizards. We also mention the word natural to inform our potential customers about our product that uses natural ingredients. This initiative might catch the eyes of certain buyers that prefer the use of natural product.

- Design

As for design, we use the colour green as the main colour of our product to bring the earth vibe to the repellent. This is to imply that our repellent contains natural ingredients instead of toxic. Green also can be represented as the colour of ‘peace and security’ towards human emotion.

- Packaging

For packaging, we use the concept of a Drawstring Breathable Cloth Pouch. This is because it is easier to bring anywhere and very light in weight. It can also be hung using string provided to the pouch bag. Besides, the breathable feature can help the ingredient in the pouch to spread the scent out from the pouch bag. Perhaps, the targeted area also will not become messy with ingredients.

- Labelling

We will provide our repelling product with labels like the net content in gram, country of origin, manufacturer address, hotlink for any inquiry, warnings and the ingredients use in our product, manufacture date and expiry date, the barcode as well as suggestions and instruction on using the repellent.

- Ease of Use

Our repelling product is very easy to use. Once the consumer opens up the packaging, they will see a drawstring attach behind the pouch bag. Then, they can hang the pouch bag anywhere they want.

- Product Differentiation

CNL Repellent is using 100% natural ingredients compared to others competitors that adds a little bit of chemical ingredients to boost its expiry date. Hence, it is very safe to use our product at home with young children. Our resources of material also are from a local supplier that we believe in the quality and the cleanliness. As for the smell, the scent produced by our product is fragrant and not too strong compared to most others lizards repellent that produce a foul smell of chemicals. Our product also doesn't need constant attention/use like other competitors that use the spray mechanism to repel the lizard. Consumers just needs to hang the pouch bag once and let it be until the end of the month to change to a new pouch bag. Thus, there are no worries about spraying, which can be dangerous if sprayed towards high to reach areas where lizards usually concentrate, or catching, which can be unpleasant. Last but not least, the price of our lizard repellent product also is the most affordable in the market which gives an advantage to attract a potential customer that prefers a cheaper option for lizard repellent.

4.4.2 Pricing

We rely on two pricing strategies. We used the penetration pricing approach in the early days when we enter the market to obtain customers. Then, we employ a cost-plus pricing approach, in which we evaluate the whole cost of manufacturing a product and add markup cost to decide the price of the product.

As for pricing, we have agreed to put a lower price in the market for lizards repellent with RM5.70 per pouch. This aim to provide a cheaper option for consumer who prefer affordable price and didn't want to spend too much on repellent products. Besides, the cost of manufacturing the CNL Repellent is also inexpensive. Thus, we can still mark-up a lot while maintaining its affordability.

Cost Price	Mark-up	Selling Price
RM0.65	7.77	RM5.70

4.4.3 Sales Tactics

As for sales tactics, our company use the testimony and review of our product to convince the potential customer about the effectiveness of our product. We also utilize social media by promoting our product on our social media accounts like Instagram, Twitter

and Facebook. To gain a lot more engagement, we provided a direct contact link to our sales department personnel to assist the potential customer to query regarding CNL Repellent. This feature also enables them to buy our product directly from the HQ. Social media also are used to build a relationship with our existing customer as well as a potential customer to attract them with our services. Other than that, our company also set up an e-commerce account with the Shopee Mall programme to serve our customers that prefer the use of an e-commerce platform to purchase items rather than going to the physical store. However, the main methods of our sales are through distributors by distributing our product to supermarkets across Malaysia.

4.4.4 Service and Warranty Policy

Before CNL Repellent is distributed and enters the market, our production department will be checking meticulously to avoid any damaged items including the pouch bag packaging. If anything is defect, we will put it in the rejected item category. But if there is a defect to the package found by the retailer, our company will provide a warranty to compensate for the loss of the retailer. The agreed policy is "if the product damage is less than 20 units, the money will be refunded according to the amount of unit damage. But if the product damage exceeds 20 units, a replacement will be done with a 5% discount for the next purchase." We also give a warranty to customers who buy directly from the HQ and our e-commerce platform. However, customers that buy from a retail store will not be entertained regarding defective items. They will only be entertained if they want to send feedback or reviews about our product. This is because they need to check and ensure that the product is in good condition first before making payment in retail store.

4.4.5 Advertising and Promotion

One of the most crucial aspects of our brand's marketing is promotion. Considering repelling products are not a popular category among consumers, our company must make every attempt to ensure that our promotions reach our target market.

- Advertising

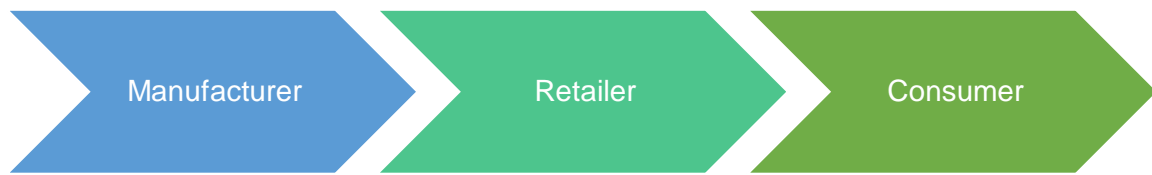
Advertising is the primary form of promotion for us. This includes social media advertisements and advertisements on our website. As for social media advertisements, to promote the lizard repellent, we use TikTok as one of the social media platforms. The important information about the product will be given in a succinct and compact manner in the video so that the audience is not bored. We'll also advise folks where they can obtain it, such as Giants, Aeon, and Mydin supermarkets nearby. Despite the fact that many

people assume TikTok is solely for teenagers, we believe in the ability of viral since numerous TikTok videos have been shared on many other social media platforms such as Facebook, Instagram, and Twitter. When comparing video-sharing platforms such as YouTube and TikTok, TikTok videos have garnered more shares. As a result, without exerting much effort on our part, our promotion will spread passively to a large number of potential buyers. Perhaps, this is also how we will introduce our product to our target demographic of younger people and persuade them to purchase it.

Besides, our company has utilized the advertisement feature provided on the Facebook platform. By joining the program, we can reach more potential customers to get to know about our product as it assists in increasing the exposure of Facebook posts and boosting the traffic. As Facebook has bigger adult audiences, especially homemakers, it's really helped our company to reach our target market. Another great thing about this advertisement medium is that it offers robust analytics Facebook will provide data and analytics on the success of the company's advertisements, including weekly reach, post interaction, likes and shares, and which content performs better. It may also be able to provide information on clicks, engagements, and even purchases (Gil Salamander, 2019). As a result, we may concentrate on determining the most effective way to advertise our product.

Our company also provides a company website for consumers to gain more information about our company and the product we produce. On the website, we put image and video information regarding the process of manufacturing the lizards repellent, so a consumer can validate by themselves the quality of our production as well as the ingredients used. Some details about our company and personnel also will be mentioned on the website to earn the trust of potential consumers who never heard about our product. The most important element that we put on the website is the collection of testimony from our previous customers about our product. Hence, this initiative can pique the interest of our website visitors to purchase our product.

4.4.6 Distribution



HADYF Corporation Sdn. Bhd. has decided to use this type of distribution to operate our business. Our product, CNL Repellent will be manufactured in our factory at Kampung Baharu Batu Empat, Kuantan, Pahang. As Pahang is the centre of peninsular Malaysia, it makes it easier for us to distribute the lizard repellent to retailers across Malaysia. We supplied our product to both small retailers and big retailers like Aeon, Giants, Mydin and 99 Speedmart. As for the price, we sell one pouch of CNL Repellent for RM5.70. However, for a big retailer, the minimum order accepted is 500 units per order and for a small retailer, the minimum order is 50 units. Later, the consumer can purchase our repellent product at the store nearby as we cover as much area as we can to achieve better availability in the market.



The second type of distribution utilized by HADYF Corporation Sdn. Bhd. is from Manufacturer to Consumer. We decided to open a way for the consumer to have direct contact with us through social media as we provided a direct contact link to our sales department personnel to assist the potential customer to query regarding our product. Through this process we also allow the consumer to purchase our product directly from the HQ. In addition, our company established an e-commerce account with the Shopee Mall programme to service our customers who prefer to purchase items via an e-commerce platform. This account will be managed by our employees; thus, the consumer will have a direct purchase from us.

4.5 Marketing Budget

MARKETING EXPENDITURE	
	RM
Fixed Assets/Capital Expenditure	
Vehicle (Trailer)	67,000
Design Services	350
Factory Signboard	1,000
Working Capital/Monthly Expenditure	
Promotion Expenses	2,822
Other Expenditures	
Insurance and Roadtax	2,022
TOTAL	73,194

5. Operation/ Production Plan

Development: In order to produce products in a company, operation and production plan is one of the must-have plans. This is because operation is the process where the products are created from the first step until the last step. Hence, our company will do our best in order to fulfil our clients' needs, wants and their expectations.

The aims of operation plan in our business are as following:

1. To assure our product's quality will meet the customers' expectations and satisfactions.
2. To ensure our business operations well-operated in order to take care of the products quality.
3. To maximize our company's profits and revenue.
4. To expand ideas, creativity and values added to our products.

Facilities: The number of outcomes for a product may affect the quality of the products and the company's name. Our company produced a large number of CNL Repellent to fulfil the customers' demand. However, the reputation of the company may change from good to bad if many of the products sold has a bad quality. Hence, the operation department need to ensure that all facilities that will be used either directly or indirectly to produce our products are well structured and well functioned. HADYF Corporation Sdn. Bhd. is currently operating in a factory in industrial area located in Kuantan, Pahang. Due to this, we get to avoid risks that may occur such as different transportation costs for different cardinal direction. Also, our main supplies are from BOH Tea Centre located in Brinchang, Pahang as for tea leaves, and ALW Plantation for lemongrass supplies that is located in Kuantan, Pahang. Hence, it is a strategic location as our company and our main supplies are in the same state.

Production: HADYF Corporation Sdn. Bhd. is based on Pahang, addressed at 21, Jalan Industri Tanah Putih Baru, Kampung Baharu Batu Empat, Kuantan, Pahang. Thus, the decision of choosing Pahang as our company's Headquarter (HQ) is a wise decision because Pahang is considered as the centre of Peninsular Malaysia. It is an advantage for our company since Pahang is a strategic location for our potential customers.

Operation Day	Operation Hours
Monday to Sunday	10.00 AM – 10.00 PM

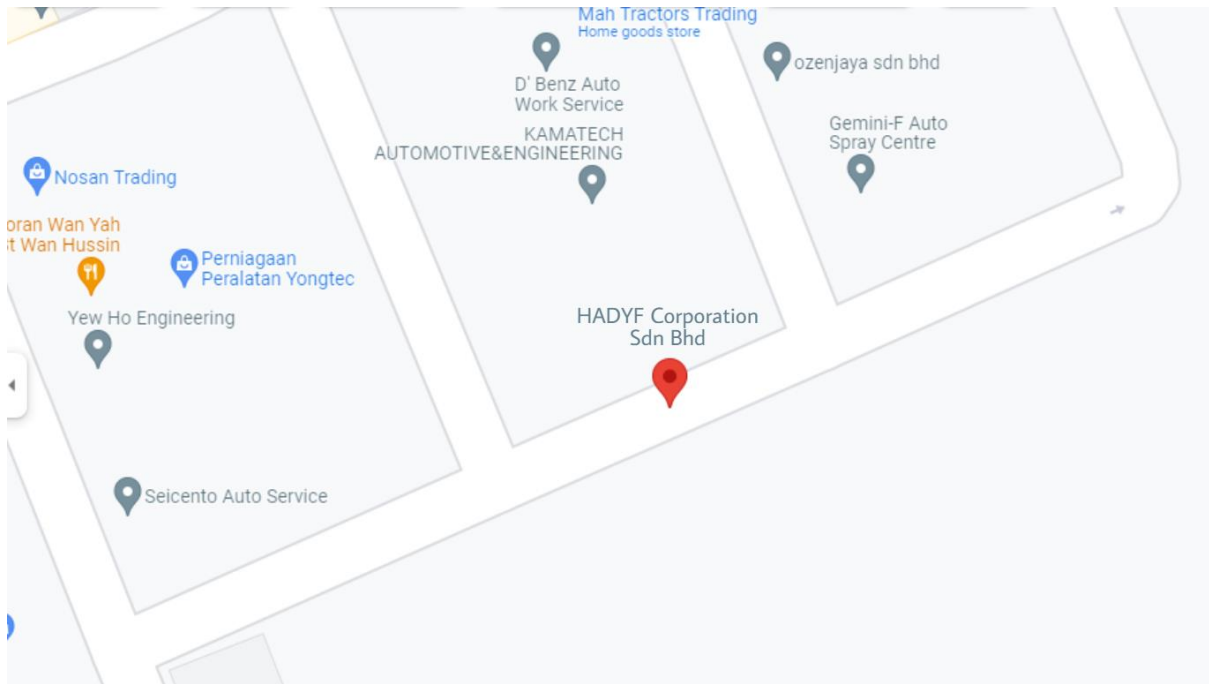


Figure 3 Shows the Location of HADYF Corporation Sdn. Bhd.

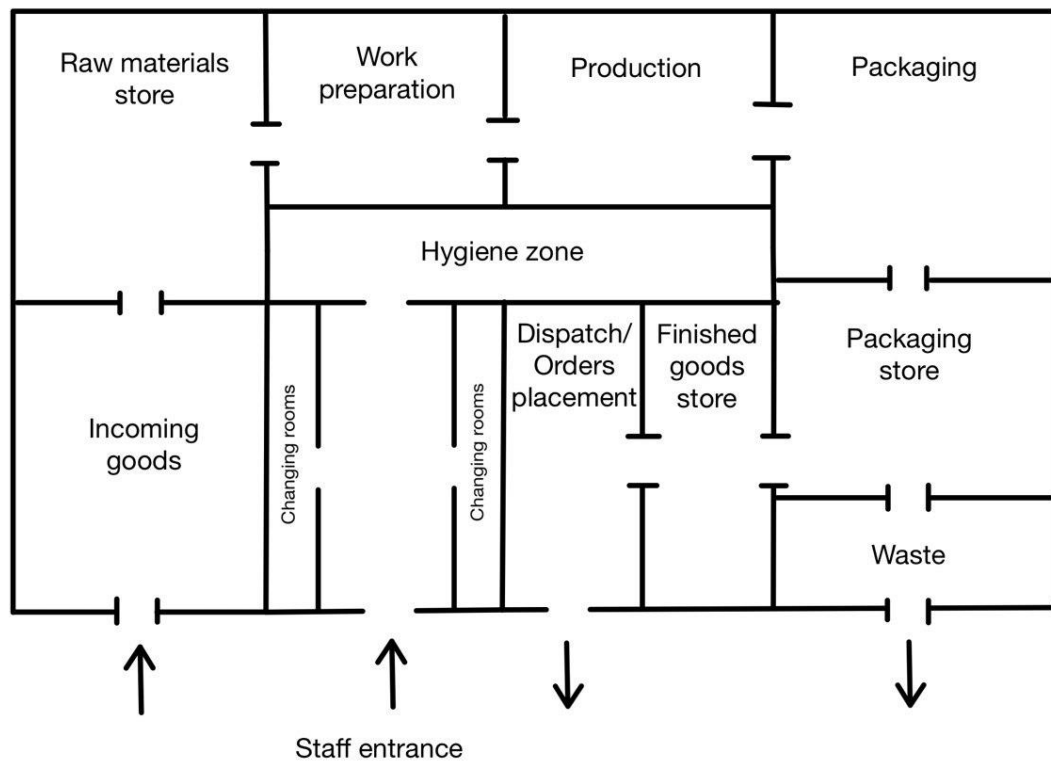


Figure 4 Shows the Layout of HADYF Corporation Sdn. Bhd.

5.1 Material Requirements

To produce 2,000 pouches of “CNL Repellent” per month.

Ingredients	Quantity Required	Price Per/Unit	Total Purchase (RM)
Dried tea leaves (10 gram / pouch)	20,000 gram / pouch	RM0.25 / pouch	5,000
Dried Lemongrass (10 gram / pouch)	20,000 gram / pouch	RM0.10 / pouch	2,000
Drawstring Breathable Cloth Pouch	2,000 unit	RM0.10 / unit	200
Paper Tag Brand	2,000 unit	RM0.20 / unit	400
Total Purchases			7,600





Table 7 Shows the Material Requirements of CNL Repellent.

Before Markup	After Markup
Cost price per box = RM0.25 + RM0.10 + RM0.10 + RM0.20 = RM0.65	Selling price per box = RM5.00 – RM0.65 = RM4.35
Cost price for 2,000 pouches per month = RM0.65 x 2,000 pouches = RM1,300	Selling price for 2,000 pouches per month = RM4.35 x 2,000 = RM8,700
	Total cost per unit (Markup %) = $\frac{(RM4.35 - RM0.65)}{RM0.65} \times 100\%$ = 5.70
	Selling price after markup = RM5.00 + (RM5.00 x 5.70) = RM5.00 + RM28.50 = RM33.50

	Selling price for 2,000 pouches per month = RM33.50 x 2,000 = RM67,000
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Table 8 Shows the Selling Price Before and After Markup.

5.2 Machine Equipment

Item	Image	Quantity	Cost per unit (RM)	Total (RM)
Axial flow fan		2	150	300
Tea Leaves & Lemongrass Mixer Machine		1	6,000	6,000
Tea Leaves & Lemongrass Filling Machine		2	8,000	16,000
Automatic Continuous Sealing Machine		2	425	850

Labelling Machine		1	2000	2000
Batch Coding Machine		2	300	600
Total (RM)				25,750

5.3 Operation Budgets

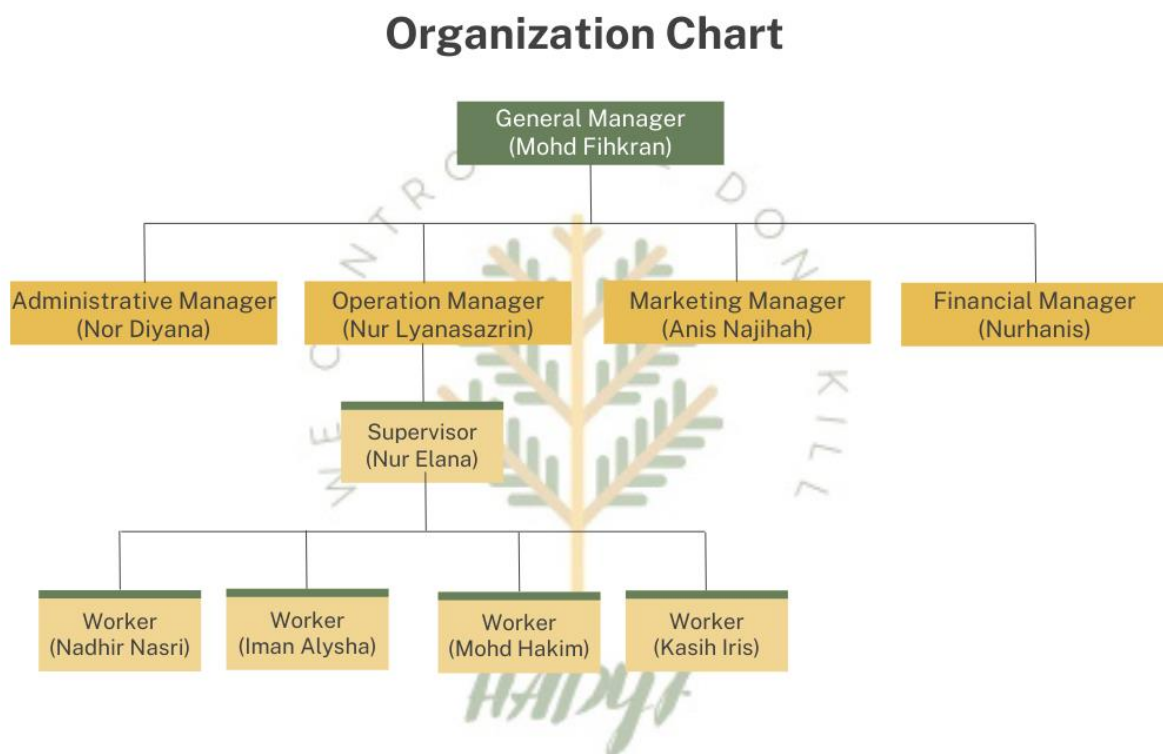
OPERATION EXPENDITURE	
	RM
Fixed Assets/Capital Expenditures	
Machine and Equipment	25,750
	25,750
Working Capital/Monthly Expenditure	
Raw materials & packaging	7,600
	7,600
Other Expenditures	
Maintenance	3,000
	3,000
TOTAL	36,350

6. Organization Plan

6.1 Ownership Structure

Just like other business, HADYF is a business that registered under Company Commission Malaysia with the name HADYF Corporation Sdn. Bhd. that sells the products of natural plant-derived repellents. HADYF Corporation Sdn. Bhd. is a partnership company that consists of five partners. The name of the company itself is the combinations of partnership's initial names, which are H (Hanis), A (Anis), D (Diyana), Y (Yana) and F (Fihkran). Each of these partners hold one important position in the business which are as general manager, administrative manager, marketing manager, operation manager and finance manager respectively.

6.2 Organization Chart



6.3 Manpower Planning

Position	Number of Staff
Administrative Manager	1
Marketing Manager	1
Operation Manager	1
Finance Manager	1
Workers	4

6.4 Schedule of Tasks and Responsibilities

Position	Main Tasks
General Manager	<ul style="list-style-type: none">- Design strategies for business journey and business growth.- Ensure the targeted business aims and missions.- Ensure all the decisions are right for company.
Administrative Manager	<ul style="list-style-type: none">- Control and handle all administrative systems in the business.- Plan and schedule all office activities such as interviews and orientations.- Prepare and review the business reports such as operational reports.
Marketing Manager	<ul style="list-style-type: none">- Plan and create marketing strategies to make sure the target sales achieved.- Be consistent in doing attractive promotion to caught customers' eyes.- Do research and understand customers' needs and wants to make relatable marketing with customers.
Operation Manager	<ul style="list-style-type: none">- Manage and purchasing the raw materials for production.

	<ul style="list-style-type: none"> - Ensure and monitor the capacity of stock so there will no shorts. - Control the efficiency and systematic of business operation.
Finance Manager	<ul style="list-style-type: none"> - Prepare and control business financial planning. - Do research and analyze to maintain and minimize cost of business. - Ensure the transaction of cash in and cash out flow in the report to avoid any errors.
Supervisor	<ul style="list-style-type: none"> - Create and manage the workers and team work schedules. - Identify and evaluate the workers performance by reviewing feedback. - Helping the workers by finding solution and suggestions of workers' issues and problems.
Workers	<ul style="list-style-type: none"> - Be responsible and cooperative in working either individually or in group. - Obey all instructions from superior to ensure the business peace. - Report to the superior for any issues related to the works department.

6.5 Supporting Professional Advisor and Services

Companies / Institutes	Services
Malaysian Investment Development Authority (MIDA) Suite 3, 11 th Floor, P.O Box 178, Teruntum Complex, 257200, Kuantan, Pahang	- Responsible in Research & Development (R&D) of natural ingredients that can improve the quality of natural repellents without using any chemicals.
- Malaysian Agricultural Research and Development Institute (MARDI) P.O Box 3, Balok Office, 26100 Kuantan, Pahang	- Responsible in controlling the tea leaves and lemongrass to avoid these ingredients from toxic fertilizer and chemical.

- Agrobank 57, Lorong Tun Ismail 5, Sri Dagangan Business Centre, 25000 Kuantan, Pahang	- Payment system that used by customers and suppliers for transaction purpose. - Loan purposes with Shari'ah compliant.
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6.6 Schedule of Remuneration

Position	No.	Monthly Salary (RM)	EPF Contribution (9%) (RM)	SOCSSO (2%) (RM)	Amount (RM)
General Manager	1	3 600	324	72	3 996
Administrative Manager	1	3 400	306	68	3 774
Marketing Manager	1	3 400	306	68	3 774
Operation Manager	1	3 400	306	68	3 774
Finance Manager	1	3 400	306	68	3 774
Supervisor	1	2 400	216	48	2 664
Worker 1	1	2 000	260	40	2 300
Worker 2	1	2 000	260	40	2 300
Worker 3	1	2 000	260	40	2 300
Worker 4	1	2 000	260	40	2 300
TOTAL	10	27 600	2 804	552	30 956

6.7 List of Office Equipment

Item	Quantity	Price per unit (RM)	Total Cost (RM)
Office table	5	160	750
Office chair	5	85	400
Computer	2	1 700	3 400
Printer	2	270	540
File Drawer	5	160	800
Punch card machine	1	260	260
TOTAL	20	2 635	6 150

6.8 Organizational/ Administrative Budget

ADMINISTRATIVE EXPENDITURE	
	RM
Fixed Assets / Capital Expenditure	
Office Equipment	6 150
Working Capital / Monthly Expenditure	
Salaries	30 956
Utilities	1 200
Rental	3 000
Other Expenditures	
Business registration and license	500
Deposit utilities	2 400
Deposit rental (2 + 1)	9 000
TOTAL	53 206

7. Financial Plan

7.1 Project Implementation Cost

HADYF Corporation Sdn. Bhd. PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE						
Project Implementation Cost			Sources of Finance			
Requirements		Cost	Loan	Hire-Purchase	Own Contribution	
Fixed Assets					Cash	Existing F. Assets
Land & Building						
Office Equipment		6,150	5,000		1,150	
Trailer		67,000		67,000		
Design Services		350			350	
Factory Signboard		1,000			1,000	
Machine and Equipment		25,750		23,750	2,000	
Working Capital						
	3 months					
Administrative		105,468	100,468		5,000	
Marketing		8,466	6,466		2,000	
Operations		22,800	22,800			
Pre-Operations & Other Expenditure		16,922	10,922		6,000	
Contingencies						
TOTAL		253,906	145,656	90,750	17,500	

7.2 Tables

7.2.1 Tables of Depreciation Schedules

HADYF Corporation Sdn. Bhd. DEPRECIATION SCHEDULES

Fixed Asset		Office Equipment	
Cost (RM)		6,150	
Method		Straight Line	
Economic Life (yrs)		5	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	6,150
1	1,230	1,230	4,920
2	1,230	2,460	3,690
3	1,230	3,690	2,460
4	1,230	4,920	1,230
5	1,230	6,150	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Trailer	
Cost (RM)		67,000	
Method		Straight Line	
Economic Life (yrs)		5	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	67,000
1	13,400	13,400	53,600
2	13,400	26,800	40,200
3	13,400	40,200	26,800
4	13,400	53,600	13,400
5	13,400	67,000	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Design Services	
Cost (RM)		350	
Method		Straight Line	
Economic Life (yrs)		5	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	350
1	70	70	280
2	70	140	210
3	70	210	140
4	70	280	70
5	70	350	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

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

Fixed Asset		Machine and Equipment	
Cost (RM)		25,750	
Method		Straight Line	
Economic Life (yrs)		5	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	25,750
1	5,150	5,150	20,600
2	5,150	10,300	15,450
3	5,150	15,450	10,300
4	5,150	20,600	5,150
5	5,150	25,750	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

7.2.2 Table of Loan & Hire-Purchase Schedules

HADYF Corporation Sdn. Bhd.

LOAN & HIRE-PURCHASE AMMORTISATION SCHEDULES

LOAN REPAYMENT SCHEDULE

Amount

145,656

Interest Rate

5%

Duration (yrs)

5

Method

Baki Tahunan

Year	Principal	Interest	Total Payment	Principal Balance
	-	-		145,656
1	29,131	7,283	36,414	116,525
2	29,131	5,826	34,957	87,394
3	29,131	4,370	33,501	58,262
4	29,131	2,913	32,044	29,131
5	29,131	1,457	30,588	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	

HIRE-PURCHASE REPAYMENT SCHEDULE

Amount

90,750

Interest Rate

5%

Duration (yrs)

5

Year	Principal	Interest	Total Payment	Principal Balance
	-	-		90,750
1	18,150	4,538	22,688	72,600
2	18,150	4,538	22,688	54,450
3	18,150	4,538	22,688	36,300
4	18,150	4,538	22,688	18,150
5	18,150	4,538	22,688	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-

7.3 Pro Forma Cash Flow Statement

HADYF Corporation Sdn. Bhd. PRO FORMA CASH FLOW STATEMENT																
MONTH	Pre-Operations	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL YR 1	YEAR 2	YEAR 3
CASH INFLOW																
Capital (Cash)	17,500													17,500		
Loan	145,656													145,656		
Cash Sales		142,500	131,100	116,850	119,700	142,500	128,250	139,650	148,200	153,900	151,050	145,350	165,300	1,684,350	1,768,568	1,856,996
Collection of Accounts Receivable																
TOTAL CASH INFLOW	163,156	142,500	131,100	116,850	119,700	142,500	128,250	139,650	148,200	153,900	151,050	145,350	165,300	1,847,506	1,768,568	1,856,996
CASH OUTFLOW																
Administrative Expenditure																
Salaries		30,956	30,956	30,956	30,956	30,956	30,956	30,956	30,956	30,956	30,956	30,956	30,956	371,472	371,472	371,472
Utilities		1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	14,400	14,400	14,400
Rental		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
Marketing Expenditure																
Promotion		2,822	2,822	2,822	2,822	2,822	2,822	2,822	2,822	2,822	2,822	2,822	2,822	33,864	33,864	33,864
Operations Expenditure																
Cash Purchase																
Payment of Account Payable			7,600	14,950	13,325	13,650	16,250	14,625	15,925	16,900	17,550	17,225	16,575	164,575	183,425	209,659
Carriage Inward & Duty																
Salaries, EPF & SOC SO																
Other Expenditure		14,900												14,900	14,900	14,900
Pre-Operations																
Deposit (rent, utilities, etc.)																
Business Registration & Licences																
Insurance & Road Tax for Motor Vehicle	2,022													2,022	2,022	2,022
Other Pre-Operations Expenditure																
Fixed Assets																
Purchase of Fixed Assets - Land & Building																
Purchase of Fixed Assets - Others	7,500													7,500		
Hire-Purchase Down Payment	2,000													2,000		
Hire-Purchase Repayment:																
Principal		1,513	1,513	1,513	1,513	1,513	1,513	1,513	1,513	1,513	1,513	1,513	1,513	18,150	18,150	18,150
Interest		378	378	378	378	378	378	378	378	378	378	378	378	4,538	4,538	4,538
Loan Repayment:																
Principal		2,428	2,428	2,428	2,428	2,428	2,428	2,428	2,428	2,428	2,428	2,428	2,428	29,131	29,131	29,131
Interest		607	607	607	607	607	607	607	607	607	607	607	607	7,283	5,826	4,370
Tax Payable													0	0	0	0
TOTAL CASH OUTFLOW	11,522	57,803	50,503	57,853	56,228	56,553	59,153	57,528	58,828	59,803	60,453	60,128	59,478	705,835	713,728	738,505
CASH SURPLUS (DEFICIT)	151,634	84,697	80,597	58,997	63,472	85,947	69,097	82,122	89,372	94,097	90,597	85,222	105,822	1,141,672	1,054,840	1,118,491
BEGINNING CASH BALANCE		151,634	236,331	316,928	375,925	439,397	525,343	594,440	676,562	765,934	860,031	950,628	1,035,850			
ENDING CASH BALANCE		151,634	236,331	316,928	375,925	439,397	525,343	594,440	676,562	765,934	860,031	950,628	1,035,850	1,141,672	2,196,512	3,315,002

7.4 Pro Forma Income Statement

HADYF Corporation Sdn. Bhd. PRO-FORMA INCOME STATEMENT			
	Year 1	Year 2	Year 3
Sales	1,684,350	1,768,568	1,856,996
Less: Cost of Sales			
Opening stock			
Purchases	183,425	209,659	220,142
Less: Ending Stock			
Carriage Inward & Duty			
Gross Profit			
Less: Expenditure			
Administrative Expenditure	421,872	421,872	421,872
Marketing Expenditure	33,864	33,864	33,864
Other Expenditure	14,900	14,900	14,900
Business Registration & Licences			
Insurance & Road Tax for Motor Vehicle	2,022	2,022	2,022
Other Pre-Operations Expenditure			
Interest on Hire-Purchase	4,538	4,538	4,538
Interest on Loan	7,283	5,826	4,370
Depreciation of Fixed Assets	20,050	20,050	20,050
Operations Expenditure			
Total Expenditure	687,953	712,731	721,757
Net Profit Before Tax	996,397	1,055,837	1,135,239
Tax	0	0	0
Net Profit After Tax	996,397	1,055,837	1,135,239
Accumulated Net Profit	996,397	2,052,234	3,187,473

7.5 Pro Forma Balance Sheet

HADYF Corporation Sdn. Bhd. PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Non-Current Assets (Book Value)			
Land & Building			
Office Equipment	4,920	3,690	2,460
Trailer	53,600	40,200	26,800
Design Services	280	210	140
Factory Signboard	800	600	400
Machine and Equipment	20,600	15,450	10,300
Other Assets			
Deposit			
	80,200	60,150	40,100
Current Assets			
Stock of Raw Materials	0	0	0
Stock of Finished Goods	0	0	0
Accounts Receivable			
Cash Balance	1,141,672	2,196,512	3,315,002
	1,141,672	2,196,512	3,315,002
TOTAL ASSETS	1,221,872	2,256,662	3,355,102
Owners' Equity			
Capital	17,500	17,500	17,500
Accumulated Profit	996,397	2,052,234	3,187,473
	1,013,897	2,069,734	3,204,973
Long-Term Liabilities			
Loan Balance	116,525	87,394	58,262
Hire-Purchase Balance	72,600	54,450	36,300
	189,125	141,844	94,562
Current Liabilities			
Accounts Payable	18,850	45,084	55,567
TOTAL EQUITY & LIABILITIES	1,221,872	2,256,662	3,355,102

8. Project Milestones

HADYF CORPORATION SDN BHD																																			
Project Start:			Fri, 9/4/2021																																
TASK	START	END	2021																																
			April				May				June				July				August				September												
			9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8	15	22	29			
ESTABLISHMENT OF COMPANY																																			
Company Registration	9/4/21	29/4/21																																	
Date of Commencement	3/5/21	20/5/21																																	
Factory and Office Preparation	9/7/21	9/9/21																																	
ESTABLISHMENT OF PRODUCTS																																			
Research and Development	21/5/21	1/7/21																																	
Completion of Product Design	4/6/21	1/7/21																																	
Equipment and Material Purchases	16/7/21	2/9/21																																	
Signing Of Distributors and Supplier	30/7/21	2/9/21																																	
Marketing Process	8/10/21	30/11/21																																	
Starting of Production	29/10/21	30/11/21																																	
ESTABLISHMENT OF WORKERS																																			
Recruitment of New Employees	10/9/21	23/9/21																																	
Training for New Employees	24/9/21	7/10/21																																	
PRODUCT LAUNCHING																																			
Starting of Distribution	19/11/21	30/11/21																																	
Week of Launching	1/12/21	7/12/21																																	
Marketing and Selling	1/12/21	31/12/22																																	

HADYF CORPORATION SDN BHD																																			
Project Start:			Fri, 9/4/2021																																
TASK	START	END																																	
			October				November				Dec				January				February				March				April								
			8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29			
ESTABLISHMENT OF COMPANY																																			
Company Registration	9/4/21	29/4/21																																	
Date of Commencement	3/5/21	20/5/21																																	
Factory and Office Preparation	9/7/21	9/9/21																																	
ESTABLISHMENT OF PRODUCTS																																			
Research and Development	21/5/21	1/7/21																																	
Completion of Product Design	4/6/21	1/7/21																																	
Equipment and Material Purchases	16/7/21	2/9/21																																	
Signing Of Distributors and Supplier	30/7/21	2/9/21																																	
Marketing Process	8/10/21	30/11/21																																	
Starting of Production	29/10/21	30/11/21																																	
ESTABLISHMENT OF WORKERS																																			
Recruitment of New Employees	10/9/21	23/9/21																																	
Training for New Employees	24/9/21	7/10/21																																	
PRODUCT LAUNCHING																																			
Starting of Distribution	19/11/21	30/11/21																																	
Week of Launching	1/12/21	7/12/21																																	
Marketing and Selling	1/12/21	31/12/22																																	

9. Conclusion

Based on its mission, HADYF Corporation Sdn. Bhd. wants to improve and provide a better environment for many people. This company also wants the NCL Repellent to be acknowledged as an effective lizard elimination solution that can help people live more comfortably. The company carefully selected the ingredients to ensure they can produce and maintain the quality of the products for their customers. Both of the natural substances utilised, lemongrass and tea leaves are safe for many people.

With our product's total demand and value propositions, we are confident that we can boost sales and generate more income. Our product is also reasonably priced compared to our competitors. Due to that, our product has become a more affordable option for customers who want a low price and do not want to spend a lot of money on repellent. Like other brands, we also have a service and warranty policy if problems or damage happened to our products.

Furthermore, customers may prefer to purchase our product because the pouch bag is simple and easy to use. It simplifies their lives because they only have to remove the packaging and hang it wherever they choose. So far, we have only marketed our product in the country. However, we hope to expand our product line to other ASEAN countries in the future if the opportunity arises. From here, it is clear that each employee plays a crucial part in assisting and securing the company's success.

10. References

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11. Appendices





