



اَبُو سَيِّدِي تَيْكُونُو لَوِي كِيْن مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

UNIVERSITI TEKNOLOGI MARA (UiTM) CAWANGAN MELAKA

KAMPUS BANDARAYA MELAKA

BACHELOR OF BUSINESS ADMINISTRATIONS (HONS.)

INTERNATIONAL BUSINESS (BA246)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

BUSINESS PLAN (BA246 4D)



PRODUCT: MAGIC TOOL

PREPARED BY:

| | |
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ACKNOWLEDGEMENT



For the sake of Allah, The Most Gracious, The Most Merciful First and foremost, praise be to Allah, the Lord of the Universe, for His showers of blessings throughout my hard work and who gives me the blessing and power to complete this study. Peace and prayers be upon Muhammad, the perfect role model for human beings, His last Prophet and messenger.

First and foremost, I'd want to convey my heartfelt gratitude to everyone who made it possible for me to finish this wonderful project. I would like to express my heartfelt thanks to Madam Noorain binti Mohd Nordin, my Principle of Entrepreneurship (ENT530) instructor, for her aid and advise in writing my report. I appreciate her diligent efforts to assist me to success. May Allah reward her for all her efforts.

Into the bargain, I would like to offer special gratitude to my parents who have contributed a lot to make this task a success. I am grateful with their endless prayers for me in making this report a success. In addition, they have been supporting both spiritually and financially so that I can produce a high quality assignment.

Last but not least, thanks and appreciations are also given to my colleagues who have shared the knowledge, information and all the help I crave, especially in the production of this paper. Not forgetting also to anyone who has contributed in the production of this paperwork.

LIST OF TABLES

| | |
|---------------------------------|---|
| Name of the Organization | Fourpetals.Co |
| Business Address | Lot31, Jalan Zamrud, Taman Sri Permata, Masjid Tanah, 78300 Melaka |
| Correspondence Address | Lot31, Jalan Zamrud, Taman Sri Permata, Masjid Tanah, 78300 Melaka |
| Telephone Number | |
| Form of Business | Partnership |
| Main Activities | Manufacturing Product |
| Date of Commencement | 20 January 2020 |
| Date of Registration | 21 February 2020 |
| Name of Bank | CIMB |
| Bank Account Number | |
| E-mail | fourpetals@gmail.com |
| Website | www.fourpetals.com.my |

Table 1

| PRODUCT | USAGE | BENEFITS | SPECIALTY |
|--|--|---|--|
| Magic Tool (Zero Contact Tool with UVC Sterilization Lamp) | One of the main functions is it can be used as a door opener tool or elevator button presser for avoiding direct contact between human body and virus as well I as maintaining public health and safety. | It is a safety tool product that help to avoid direct contact between human body and virus. Customers only need to use this tool to touch anything that they want without the need to use their bare hands. | Our product is having an affordable price, suitable size as well as our own signature design which is the Chrysanthemum flower as the main theme. On top of that, we also have other three designs that might catch our customer's eyes. |

Table 2

| | |
|------------------|---|
| SIZE | <ul style="list-style-type: none"> • 11.5 CM (L) X 2.5 CM (W) X 3CM (H) |
| DESIGNS | <ul style="list-style-type: none"> • UVC Sterilization Lamp • signature design which is the Chrysanthemum flower itself and 3 other designs • a plain design with 9 beautiful colours suitable for both genders. |
| MATERIALS | <ul style="list-style-type: none"> • Acrylonitrile Butadiene Styrene (ABS) • Sponge (sanitizer liquid) • Deep UVC LED Chip |

Table 3

| Product/Service Market Share and Sales 2020 | | | |
|--|------------------------|--------------------|-------------------------|
| COMPETITORS | ProTech Sdn Bhd | 59S Sdn Bhd | BANGGOOD Sdn Bhd |
| Market share (%) | 34% | 30% | 36% |
| Product price | RM54.90 | RM57.00 | RM52.00 |
| Total sales in units | 4450 | 4120 | 5000 |
| Total sales in RM | RM244,305.00 | RM234,840.00 | RM260,000.00 |

Table 4

| Product/ Service Market Share and Sales 2021 | | | | |
|---|------------------------|--------------------|-------------------------|----------------------|
| COMPETITORS | ProTech Sdn Bhd | 59S Sdn Bhd | BANGGOOD Sdn Bhd | Fourpetals.Co |
| Market share (%) | 25% | 22% | 27% | 26% |
| Product price | RM54.90 | RM57.00 | RM52.00 | RM51.00 |
| Total sales in units | 4570 | 3990 | 4860 | 4540 |
| Total sales in RM | RM250,893.00 | RM227,430.00 | RM252,720.00 | RM227,000.00 |

Table 5

| COMPETITORS | STRENGTHS | WEAKNESSESS |
|---|--|---|
| 59S Sdn Bhd (Mini UVC Sterilization Lamp) | <ul style="list-style-type: none"> • Good management team • High skilled worker | <ul style="list-style-type: none"> • Moderate Quality • Expensive |
| ProTech Sdn Bhd (Zero Contact Tool) | <ul style="list-style-type: none"> • Have high technology machine • Have their own factory | <ul style="list-style-type: none"> • Limited functionality • Only sell single product |
| BANGGOOD Sdn Bhd (UVC Sterilization Lamp) | <ul style="list-style-type: none"> • Variety of colour • Offer a cheaper price | <ul style="list-style-type: none"> • Low to moderate quality • Unknown branding |

Table 6

| FOURPETALS.CO | |
|---|----------------------------|
| Sales Forecast for the Year 2022 | |
| Month | Sales Forecast (RM) |
| JANUARY | 230,000 |
| FEBRUARY | 232,000 |
| MARCH | 233,000 |
| APRIL | 236,000 |
| MAY | 240,000 |
| JUNE | 238,000 |
| JULY | 227,000 |
| AUGUST | 230,000 |
| SEPTEMBER | 228,000 |
| OCTOBER | 225,000 |
| NOVEMBER | 230,000 |
| DECEMBER | 233,000 |
| TOTAL | 2,782,000 |

Table 7

| MARKETING EXPENDITURE | |
|--|---------------|
| | RM |
| FIXED ASSETS Vehicle | 16,000 |
| WORKING CAPITAL Advertising and Promotional Expenses Fuel | 2,000 400 |
| OTHER EXPENDITURES Insurance and Road Tax Pre-Opening | 500 2,000 |
| TOTAL | 20,900 |

Table 8

| | |
|---|--|
| Total Magic Tool's produce per month | 1,000 units |
| Price per unit | RM51.00 |
| Number of operation days per month | 30 days |
| Number of output per day | = 1000 / 30 days = 33.33 = 33 units per da |
| Estimated tools produce per hour | = 24 hours / 33 units = 0.73 = +- 1hour |

Table 9

| TYPE OF MATERIAL REQUIREMENT | QUANTITY REQUIRED | PRICE PER UNIT/KG (RM) | TOTAL PURCHASE (RM) |
|---------------------------------------|---------------------------|-------------------------------|----------------------------|
| Acrylonitrile Butadiene Styrene (ABS) | 1 kg x 1,000 = 1,000 | 2.40 | 2,400 |
| 500mah Lithium Polymer Battery | 1 unit x 1,000 = 1,000 | 1.50 | 1,500 |
| Nebula Abrasive Sandpaper | 1 unit x 500 = 500 | 2.80 | 1,400 |
| Deep UVC LED Chip 270nm | 2 unit x 1,000 = 2,000 | 3.50 | 7,000 |
| Matte White PVC Sticker | 1 unit x 500 = 500 | 2.50 | 1,250 |
| Thermoplastic Colourant | 1 kg x 1,000 = 1,000 | 4.50 | 4,500 |
| Cardboard | 1 piece's x 500 = 500 | 2.00 | 1,000 |
| Sponge | 1 unit x 500 = 500 | 2.50 | 1,250 |
| TOTAL | | | 20,300 |

Table 10





| ITEMS | PRICE PER UNIT (RM) | QUANTITY | TOTAL COST (RM) | SUPPLIER |
|--|---------------------|----------|-----------------|---|
| Plastic Injection Molding Machine  | 6,200 | 1 | 6,200 | Ningbo Ouyilai Machinery Manufacturing Co.,Ltd. |
| UVC Sterilization Machine  | 3,000 | 1 | 3,000 | Foshan JCT Machinery Co., Ltd |
| Turbo Mixer  | 3,500 | 1 | 3,500 | Zillion Refrigeration Machinery Co., Ltd |
| Makita Wood Band Saw  | 1,500 | 1 | 1,500 | MF Machinery Co., Ltd |
| TOTAL | | | 14,200 | |

Table 11

| OPERATION EXPENDITURE | |
|----------------------------|---------------|
| | RM |
| FIXED ASSETS | |
| Machinery and Equipment | 14,200 |
| WORKING CAPITAL | |
| Raw Material and Packaging | 11,170 |
| OTHER EXPENDITURE | |
| Maintenance | 1,000 |
| TOTAL | 26,370 |

Table 12

| POSITION | NUMBER OF STAFF |
|------------------------|-----------------|
| General Manager | 1 |
| Operation Manager | 1 |
| Financial Manager | 1 |
| Marketing Manager | 1 |
| Administration Manager | 1 |
| TOTAL | 5 |

Table 13

| POSITION | TASKS AND RESPONSIBILITIES |
|------------------------|---|
| General Manager | <ul style="list-style-type: none"> • Oversea daily operations of the business unit or organization. • Ensure the creation and implementation of a strategy designed to grow the business. • Coordinate the development of key performance goals for functions and direct reports. • Provide direct management of key functional managers and executives in the business unit. |
| Marketing Manager | <ul style="list-style-type: none"> • Managing the promotion and positioning of a brand or the products and services that a company sells. • Attract more customers to buy from the company and to raise brand awareness through the creation of marketing campaigns. • Ensure that the company sees a good return on any money that is invested in marketing activities. |
| Administration Manager | <ul style="list-style-type: none"> • Planning and coordinating administrative procedures and systems and devising ways to streamline processes. • Recruiting and training personnel and allocate responsibilities and office space. • Assessing staff performance and provide coaching and guidance to ensure maximum efficiency. |

| | |
|-------------------|---|
| Financial Manager | <ul style="list-style-type: none"> • Providing financial reports and interpreting financial information to managerial staff while recommending further courses of action. • Advising on investment activities and provide strategies that the company should take. • Conduct reviews and evaluations for cost-reduction opportunities. |
| Operation Manager | <ul style="list-style-type: none"> • Make important policy, planning, and strategy decisions. • Develop, implement, and review operational policies and procedures. • Help promote a company culture that encourages top performance and high morale |

Table 14

| POSITION | NO. OF PERSONNEL | MONTHLY SALARY (RM) | EPF 12% (RM) | SOCSSO 2% (RM) | TOTAL SALARY PAID (RM) |
|------------------------|------------------|---------------------|--------------|----------------|------------------------|
| General Manager | 1 | 3,500 | 420 | 70 | 3,990 |
| Administration Manager | 1 | 3,000 | 360 | 60 | 3,420 |
| Financial Manager | 1 | 3,000 | 360 | 60 | 3,420 |
| Operation Manager | 1 | 3,000 | 360 | 60 | 3,420 |
| Marketing Manager | 1 | 3,000 | 360 | 60 | 3,420 |
| TOTAL | 5 | 15,500 | 1,860 | 310 | 17,670 |

Table 15

| NO | OFFICE EQUIPMENT | QUANTITY (UNIT) | PRICE PER UNIT (RM) | TOTAL PRICE (RM) |
|--------------|---|-----------------|---------------------|------------------|
| 1. | Computer | 2 | 1,844 | 3,688 |
| 2. | Fax Machine with scanner, copier, and printer | 1 | 600 | 600 |
| 3. | Telephone | 1 | 100 | 100 |
| 4. | Computer Table | 5 | 200 | 1,000 |
| 5. | Office Chair | 5 | 60 | 300 |
| 6. | Bookshelf | 3 | 139 | 417 |
| 7. | Air Conditioner | 2 | 1,000 | 2,000 |
| TOTAL | | 19 | 3,943 | 8,105 |

Table 16

| ADMINISTRATION EXPENDITURE | |
|-----------------------------------|---------------|
| | RM |
| FIXED ASSETS | |
| Office Furniture & Fittings | 8,105 |
| WORKING CAPITAL | |
| Salaries | 17,670 |
| Rental | 900 |
| Utilities | 1,200 |
| OTHER EXPENDITURES | |
| Deposit Rental | 600 |
| Deposit Utilities | 450 |
| TOTAL | 28,925 |

Table 17

LIST OF FIGURES



Figure 1

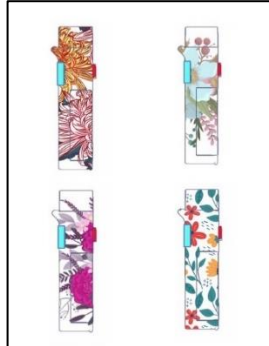


Figure 2



Figure 3

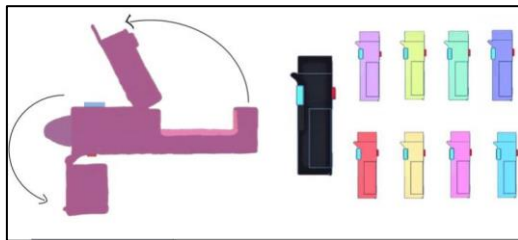


Figure 4



Figure 5

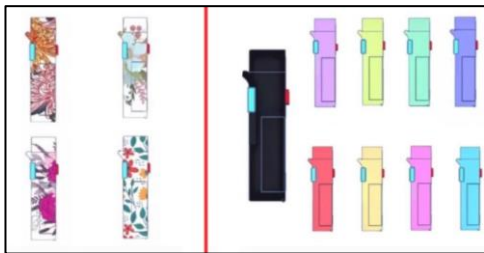


Figure 6



Figure 7

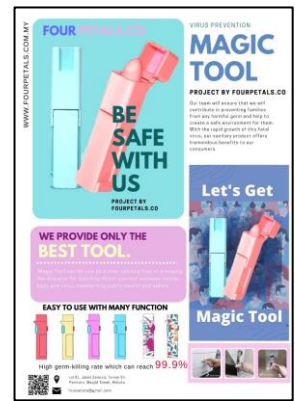


Figure 8

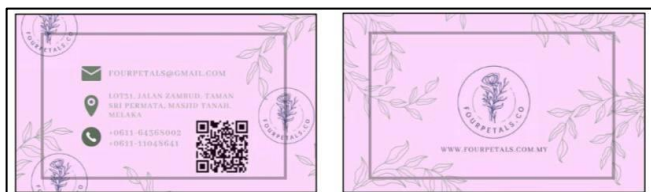


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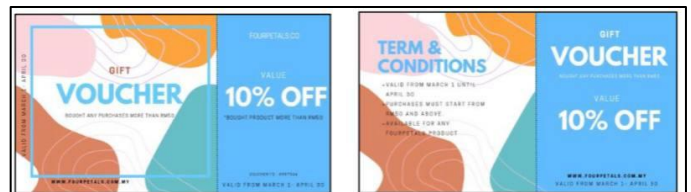


Figure 10

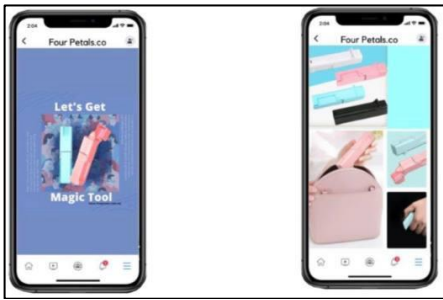


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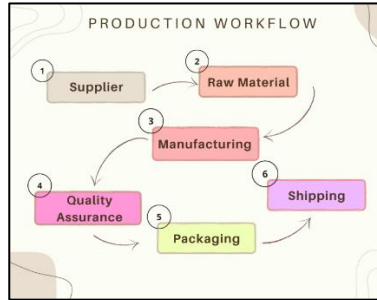


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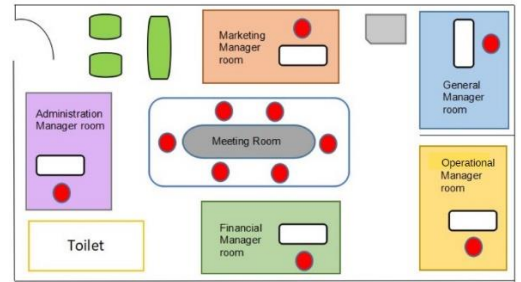


Figure 13



Figure 14

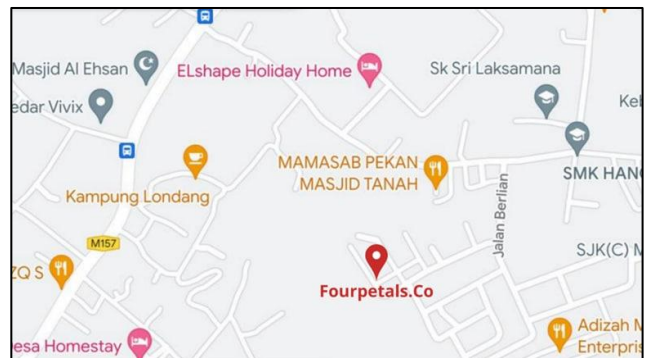


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Figure 16



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EXECUTIVE SUMMARY

Fourpetals.Co offers anti-bacterial or sanitary products for our consumers, providing a way to safeguard the health of families in Malaysia through better hygiene. Ever since the outbreak of the pandemic COVID-19 in Malaysia, our house has become the safest place for us to be today. With the rapid growth of this fatal virus, our sanitary product offers tremendous benefits to our consumers. we believe that it is important for us to ensure that our families are protected from any harmful germs. Fourpetals.Co's headquarters are in Masjid Tanah, Melaka. The company is owned by partners, who are Miss Anis Arlisha Binti Mohamad Faisal, Miss Nur Ashiqyn Binti Masuri, Miss Nurdhia Ilyana Zulaikha Binti Ab Razak, and Miss Siti Farah Syahirah Binti Amran. These partners have extensive experience in business management, marketing, finance, et cetera. All five partners play an important role in this company according to their responsibilities. Malaysia's biggest market is currently anti-bacterial or sanitary products. Currently, some of our notable customers are from Melaka, Johor, Negeri Sembilan, and so forth. Our Magic Tool has never been created before, which makes us the first company to ever develop this product. We are seeking a RM 85,000 fund that will enable us to finance our first-year growth. We project a 30% growth rate for the first three years. Once we have strong and secured financing, we will be able to have more efficient machines as we are planning to produce more sanitary products.

1.0 COMPANY PROFILE

1.1 Organization Background

| | |
|---------------------------------|---|
| Name of the Organization | Fourpetals.Co |
| Business Address | Lot31, Jalan Zamrud, Taman Sri Permata, Masjid Tanah, 78300 Melaka |
| Correspondence Address | Lot31, Jalan Zamrud, Taman Sri Permata, Masjid Tanah, 78300 Melaka |
| Telephone Number | 03-24681022 |
| Form of Business | Partnership |
| Main Activities | Manufacturing Product |
| Date of Commencement | 20 January 2020 |
| Date of Registration | 21 February 2020 |
| Name of Bank | CIMB |
| Bank Account Number | |
| E-mail | fourpetals@gmail.com |
| Website | www.fourpetals.com.my |

Table 1: Company Organization Background

1.2 Organization Logo/Motto



Figure 1: Fourpetals.Co Company's Logo

The logo of Fourpetals.Co was inspired by this particular flower which known as Chrysanthemum flower. This flower has magnificent colours and beautiful meaning which is honesty. This is our company's principle which to always provide honesty and integrity in this organization. Our tagline "Be Safe with Us" has been correlated to the company's vision. Fourpetals.Co mission is to inspire hope and contribute to health and well-being by providing more safety tool products to every community in future. This is our mission for health and safety. In addition, we pledge to do more for the health of people's lives across the world and eventually become the top company in this field. Furthermore, the vision of our company is to be the key to safety for many people as the most trusted safety tool products.

2.0 ENVIRONMENTAL INDUSTRY ANALYSIS

2.1 Geographic Segmentation

We are Fourpetals.Co. A small manufacturing company located in Masjid Tanah, Melaka, Malaysia introduced in early January 2020 before the outbreak of the coronavirus disease 2019 or also known as COVID-19 pandemic occurred in Malaysia. Our company specializes in manufacturing an antibacterial tool that could help many people in preventing the risk of getting infected by this contagious disease. We are offering Magic Tool or Zero Contact Tool with the combination of UVC Sterilization Lamp as our signature product. As stated above, we have our own store for manufacturing and selling activities. We also have numerous social media platforms include Instagram, Facebook and Twitter as well as on various e-commerce platforms such as Shopee and Lazada as part of our marketing efforts.

Since the outbreak of the COVID-19 pandemic, the demand for this product has been increasing in Malaysia. For this reason, many manufacturers are venturing into this business. Therefore, we have improvised our product and made it a 2-in-1 tool in order to distinguish ourselves from others. Our 2-in-1 tool is a "must have" product for every household to stay safe and free from this infectious disease. The scenario explains the reason for starting a business in this field.

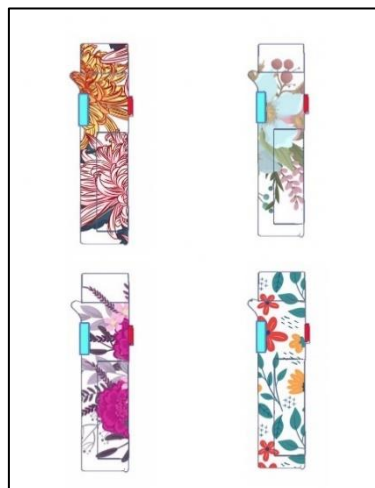


Figure 2: Magic Tool

2.2 Demographic Segmentation

In the future, we will begin producing other new goods as well as other types of protective equipment that are frequently used in conjunction with our Magic Tool. We're in business to make money while also giving our clients good value for their money. We are aware that there are several surgical apparel and safety tool manufacturing companies scattered throughout Malaysia and Singapore, and that their products can be found in every nook and cranny of the country, which is why we spent time and resources conducting feasibility studies and market surveys to enable us to locate the business in an area where our products and brand will be readily accepted.

Our customer service will be second to none, in addition to manufacturing high-quality safety tools. We understand that our customers are the reason we are in business, so we will go above and beyond to ensure that they are satisfied when they purchase our product. The overall population of Masjid Tanah, Melaka is estimated to be 30,826 individuals, with 15,000 women and 15,825 males, the majority of whom are in their 30s. In Kampong Masjid Tanah, there are now 2291 children. The guys finished with 1178 points, while the girls finished with 1111. These are children between the ages of ten and fourteen. When our customers (wholesale distributors) visit our factory, we will ensure that they are treated with respect. We have CRM software that allows us to manage a one-on-one interaction with our customers (wholesale distributors) regardless of their size.



Figure 3: CRM Software

3.0 DESCRIPTION OF VENTURE

| PRODUCT | USAGE | BENEFITS | SPECIALTY |
|--|--|---|--|
| Magic Tool (Zero Contact Tool with UVC Sterilization Lamp) | One of the main functions is it can be used as a door opener tool or elevator button presser for avoiding direct contact between human body and virus as well I as maintaining public health and safety. | It is a safety tool product that help to avoid direct contact between human body and virus. Customers only need to use this tool to touch anything that they want without the need to use their bare hands. | Our product is having an affordable price, suitable size as well as our own signature design which is the Chrysanthemum flower as the main theme. On top of that, we also have other three designs that might catch our customer's eyes. |

Table 2: Product Description

3.1 Major Event

Ever since the outbreak of the pandemic COVID-19 in Malaysia, our home has become the safest place for us to be today. With the rapid growth of this fatal virus, A laboratory study published at the end of March 2021 revealed that the coronavirus SARS-CoV-2 may survive for days on plastic and stainless steel. By May, the WHO and other health organisations throughout the world were advising individuals in everyday community settings, such as homes, buses, schools, and businesses, to clean and disinfect surfaces, particularly those that are often touched.

3.2 Solution

Our Zero Contact Tool with UVC Sterilization is especially useful during the COVID-19 pandemic. It is a 2-in-1 tool in order to distinguish us from others. There are two grooves that are equipped with sponges that can be disinfected by dripping a few drops of medical alcohol before using them. One of the main functions is that it can be used as a door opener tool or elevator button presser to avoid direct contact between the human body and viruses as well as maintain public health and safety. It also comes with a UVC Sterilization Lamp feature that consists of an ultraviolet disinfection light with a high germ-killing rate that can reach 99.9% to help them sterilise things that they want to touch. It is also safe because our product is equipped with a gravity sensing device, which automatically cuts off the power supply when the light is shining upward, to prevent slight damage to the eyes.

3.3 Value Proposition

The uniqueness of our products is that they have an affordable price, suitable size, and our own signature design, which is the Chrysanthemum flower as the main theme. On top of that, we also have other three designs that might catch our customers' eyes. Our beautiful designs are what make us stand out from others. One of the designs is the chrysanthemum flower, which has a beautiful meaning. Another design that is diverse is of beautiful pastel colours that could attract both genders. Finally, yet importantly, we also provide a plain design with various colours for those who might not be interested in our flower designs. As for the others that are not interested in our floral designs, we also provide a plain design with 9 beautiful colours that are suitable for both genders. Other than that, it is easy to use as our product is rechargeable.

3.4 Competition and Threat

A major weakness that may count against us is the fact that we are a new Zero Contact Tool production company, and we don't have the financial capacity to engage in the kind of publicity that we intend to give the business, especially when big companies like 59S Sdn Bhd, ProTech Sdn Bhd, and Banggood Sdn Bhd are already determining the direction of the market both in Malaysia and in the global market. We are quite aware that, just like any other seasonal business, once the coronavirus is over, sales might drop sharply. Revenue for the 59S Sdn Bhd Manufacturing industry is anticipated to decline slightly since revenue started out at an artificially inflated level due to the ongoing coronavirus pandemic.

3.5 Opportunity

Operators will likely spend more on marketing efforts due increased market saturation and that is part of the threat we are likely going to face. Another threat that may likely confront us is the arrival of a new production company in the same location where ours is located. Persuade and influence our customers about the product offered, which gives them assurance and confidence to do business with us. In addition, the main objectives for the development of Fourpetals.Co are to offer safety, health, and protection for our customers, especially during the COVID-19 pandemic and help them adapt to the new norm. With this innovation, we wish to help facilitate the daily lives of people to live this new norm safely and conveniently.

3.6 Customer Demand

Since the pandemic COVID-19 cases in Malaysia are still increasing, we believe that many people out there want to be saved. The COVID-19 outbreak has impacted almost every aspect of people's lives in Malaysia. With our Magic Tool, the demand for this product is increasing. Besides, people don't have to worry about pressing elevator buttons, opening or closing doors, drawers, et cetera. On that account, the market trend for our product is limitless.

Besides, we determine the quality of products that can help to improve customer satisfaction, increase sales, and improve customer retention. To determine low cost by adopting better methods of production to produce as many goods as possible, especially during this COVID-19 pandemic. Business venture with more collaboration with famous companies or influencers. As a result of that, we were able to conduct a thorough market survey and feasibility studies to position our business to take advantage of the existing market for Zero Contact Tools with UVC Sterilisation, especially during the COVID-19 pandemic, and also to create our own new market. We know that it is going to require hard work, and we are determined to achieve it.

Magic Tool Product Design Idea:

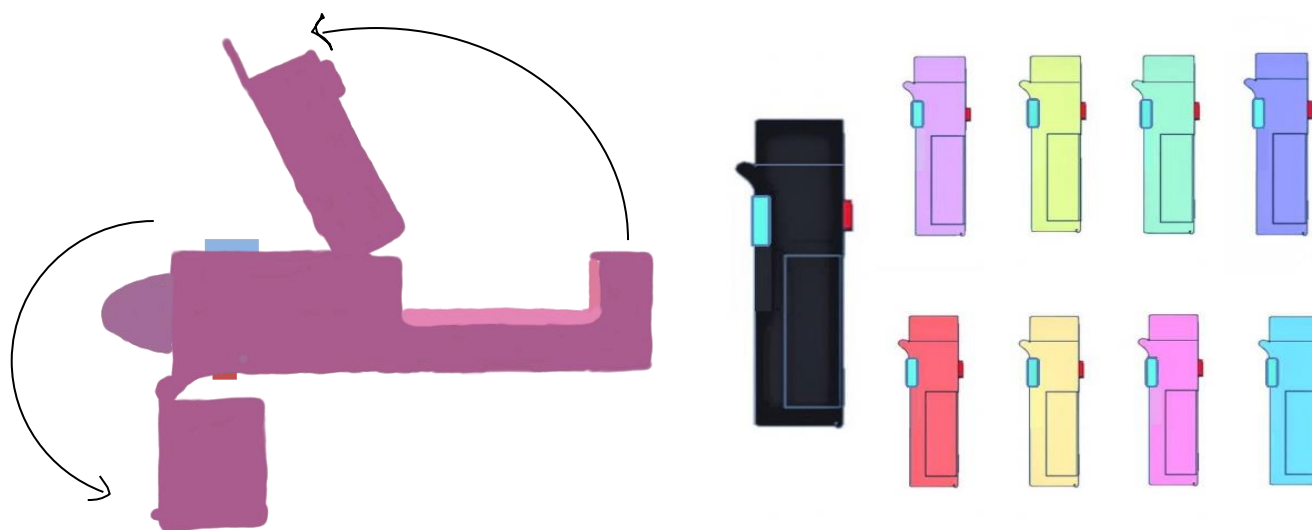


Figure 4: Magic Tool Design Idea

| | |
|------------------|---|
| SIZE | <ul style="list-style-type: none"> • 11.5 CM (L) X 2.5 CM (W) X 3CM (H) |
| DESIGNS | <ul style="list-style-type: none"> • UVC Sterilization Lamp • signature design which is the Chrysanthemum flower itself and 3 other designs • a plain design with 9 beautiful colours suitable for both genders. |
| MATERIALS | <ul style="list-style-type: none"> • Acrylonitrile Butadiene Styrene (ABS) • Sponge (sanitizer liquid) • Deep UVC LED Chip |

Table 3: Magic Tool Characteristics

3.7 Benchmarks

Several milestones will be set for Fourpetals.Co as a way of monitoring the progress of the organization in the pursuit of achieving realistic, lofty goals with the aim of building this business model into a part-time, profitable source of revenue. The following below shows the details of specific milestones and offers a timeline for completion.

- In January 2020, we launched Fourpetals.Co at Masjid Tanah, Melaka, Malaysia.
- In February 2020, our management team will be completed. Anis Arlisha bt Mohamad Faisal as a General Manager and will lead our team, she also is an Operational Manager and will lead the operating team, Nur Ashiqyn bt Masuri as a Marketing Manager and will lead the marketing team, Siti Farah Syahirah bt Amran as an Organization Manager and will lead the organizational team, and finally, Nurdhia Ilyana Zulaikha bt Ab Razak as a Financial Manager and will lead the financial team.
- At the end of April 2020, our products are ready to sell.
- At the end of 2021, our products are selling fast and are well known to local customers.

4.0 MARKETING ANALYSIS AND COMPETITION

4.1 Target Market

It is possible to define a target market as any group of people that a business has identified as prospective clients. Our company's ability to build an effective marketing plan and attract potential clients depends on our ability to identify the correct target market for our business. Foupetals.Co has a target market based on demographics, psychographics, and geographic segmentation based on the study we've done.

4.1.1 Demographic Segmentation

Prior to coming up with the concept of making the "Magic Tool," a zero-contact sterilisation tool with a UVC sterilisation lamp, Fourpetals.Co carried out extensive research in order to accurately identify which is the ideal target audience for our product. Because we're going after the whole market with a single offer, mass marketing is our first choice for Market Segmentation Strategies. We are particularly concerned about the children aged 7 years old and older because of the high risk of infection posed by the fact that majority of them have not yet had a complete vaccination. While on the subject of gender, we made an effort to appeal to both sexes by presenting both a flowery and a basic design in a palette of nine stunning colours. In addition, our product is accessible to people of all economic levels, since the pricing is reasonable and also aimed at people of different ethnicities, faiths, and educational backgrounds.

4.1.2 Psychographic Segmentation

People who care about their health and wish to lead a healthy lifestyle were our primary focus while developing the personality qualities. People who wish to take an extra precautionary step in the battle against this hazardous infection are our customers. As a result, we have developed this 2-in-1 Magic Tools to enable our customers live their daily lives as normally as possible. We hope that this innovation will make it easier for individuals to adapt to the new standard in a safe and easy way.

4.1.3 Geographic Segmentation

We targeted the people around Masjid Tanah, Melaka and closed to our area especially who work at industrial sector in Pengkalan Balak. Around that area, also have a lot of workers such as factory workers needs this for their protection whenever they come back home. The people who wish to come from another state will be willing to visit the store just to find our product during this pandemic. We believe we can capture more buyers around the world in couple years. Currently, some of our notable customers are from Melaka, Johor, Negeri Sembilan and so forth. We use this opportunity to target our market in order to attract more people to come to our store.

Market Share and Sales

| Product/Service Market Share and Sales 2020 | | | |
|---|-----------------|--------------|------------------|
| COMPETITORS | ProTech Sdn Bhd | 59S Sdn Bhd | BANGGOOD Sdn Bhd |
| Market share (%) | 34% | 30% | 36% |
| Product price | RM54.90 | RM57.00 | RM52.00 |
| Total sales in units | 4450 | 4120 | 5000 |
| Total sales in RM | RM244,305.00 | RM234,840.00 | RM260,000.00 |

Table 4: Market Share & Sales 2020

| Product/ Service Market Share and Sales 2021 | | | | |
|--|-----------------|--------------|------------------|---------------|
| COMPETITORS | ProTech Sdn Bhd | 59S Sdn Bhd | BANGGOOD Sdn Bhd | Fourpetals.Co |
| Market share (%) | 25% | 22% | 27% | 26% |
| Product price | RM54.90 | RM57.00 | RM52.00 | RM51.00 |
| Total sales in units | 4570 | 3990 | 4860 | 4540 |
| Total sales in RM | RM250,893.00 | RM227,430.00 | RM252,720.00 | RM227,000.00 |

Table 5: Market Share & Sales 2021

Based on the table above, Fourpetals.Co getting the lowest total sales for the year even though we have 26% of the market share. It is because Fourpetals.Co is new to the market and as we are taking into account of customer financial crisis amid the pandemic, we insisted on offering affordable price comes with high quality product for our customer. We believe the total sales and percentage of the market share will increase in the future.

4.2 Competition and Competitive Edges

| COMPETITORS | STRENGTHS | WEAKNESSESS |
|---|--|---|
| <p>59S Sdn Bhd (Mini UVC Sterilization Lamp)</p> | <ul style="list-style-type: none"> • Good management team • High skilled worker | <ul style="list-style-type: none"> • Moderate Quality • Expensive |
| <p>ProTech Sdn Bhd (Zero Contact Tool)</p> | <ul style="list-style-type: none"> • Have high technology machine • Have their own factory | <ul style="list-style-type: none"> • Limited functionality • Only sell single product |
| <p>BANGGOOD Sdn Bhd (UVC Sterilization Lamp)</p> | <ul style="list-style-type: none"> • Variety of colour • Offer a cheaper price | <ul style="list-style-type: none"> • Low to moderate quality • Unknown branding |

Table 6: Magic Tool Competitors

4.3 Sales Forecast

Sales forecast is important in order to measure the company profit, loss or achieve breakeven by the company. The table below show the expected sales of Fourpetals.Co:

| FOURPETALS.CO Sales Forecast for the Year 2022 | |
|---|---------------------|
| Month | Sales Forecast (RM) |
| JANUARY | 230,000 |
| FEBRUARY | 232,000 |
| MARCH | 233,000 |
| APRIL | 236,000 |
| MAY | 240,000 |
| JUNE | 238,000 |
| JULY | 227,000 |
| AUGUST | 230,000 |
| SEPTEMBER | 228,000 |
| OCTOBER | 225,000 |
| NOVEMBER | 230,000 |
| DECEMBER | 233,000 |
| TOTAL | 2,782,000 |

Table 7: Fourpetals.Co Sales Forecast 2022

4.4 Marketing Strategy

A marketing strategy for a business is one of the main factors which helps to determine the business's success or failure. It is important for a business to develop a good marketing strategy to ensure the objectives and goals are possible to achieve.

4.4.1 Product

- **Brand**

Our product named Magic Tools which may refer to a safety tool that is small, convenient to carry and effectively isolate the virus from spreading. Just by recognizing our brand, people may be familiar with this tool, we are offering them an innovation to adapt with the new norm in order to protect themselves and others from the Covid-19 virus. In addition, our tagline "Be Safe with Us" which has been correlated with the company's vision which is to be the key to safety for many people as the most trusted safety tool products. Our vision and the tagline are strong enough to attract people to cooperate in curbing this dangerous epidemic by using our safety tools.



Figure 5: Fourpetals.Co Brand Tagline

- **Design**

Product design or service package plays an important role in satisfying and delighting the target market. Our product can be classified as portable product as this tool comes in pocket sized and convenient plus its lightweight features make it easy to carry anywhere. What makes us stand out from others is our beautiful designs. Into the bargain, our product also comes with limited edition flower-based designs that symbolize the empowerment of women which also being part in curbing this virus. One of the designs is the chrysanthemum flower as it symbolizes honesty, love, and optimism depending on its colours. We also offer diverse of beautiful pastel colour that could attract both genders.

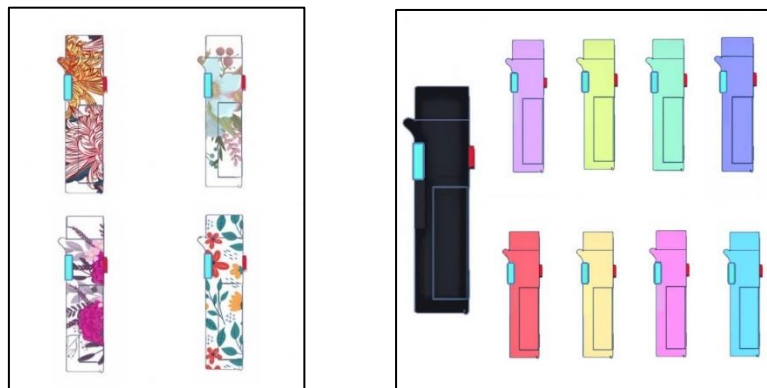


Figure 6: Magic Tool Designs

- **Quality**

Quality of a product can be a major positioning tool for a business. We can convince our customers with the quality of product by maintaining the effectiveness. For example, this tool comes with UVC Sterilization Lamp that has pure physical sterilization method using Ultraviolet disinfection wand with high germ-killing rate which can reach 99.9%. It is also safe as our product equipped with a gravity sensing device which makes it different with other products. In our factory, we use only the best materials and make sure our products meet the specifications that have been set to provide the best for our customers.

- **Ease of Use**

We make it 2-in-1 tool in order to distinguish us from others. We have two grooves that are equipped with sponges which can be disinfected by dripping a few drops of medical alcohol before using it. Hence, it will prevent them from holding or touch anything using their bare hands. Next, with the use of UVC Sterilization Lamp feature that consists of an Ultraviolet disinfection light with high germ-killing rate which can reach to 99.9% can help them sterilize things that they want to touch before using it, so that they won't have to worry if the COVID-19 carrier already touches it. It is also safe because our product is equipped with a gravity sensing device, which automatically cuts off the power supply when the light is shining upward, to prevent slight damage to the eyes.

4.4.2 Pricing

| AFTER MARKUP |
|---|
| <p>Selling Price of Magic Tool per unit</p> <p>Markup Rate = 150%</p> <p>= RM 20.30 x 150%</p> <p>= RM 30.45</p> <p>Selling Price After Markup</p> <p>= RM 20.30 + RM 30.45</p> <p>= RM 50.75</p> <p>= RM 51</p> |

4.4.3 Sales Tactics

- **Inside Sales Techniques**

We use these methods as it focusses on phone or online methods instead of in-person meetings. We sell our products on many online platforms such as Shopee and Lazada. To interact with our existing customer, we send them emails every once a week regarding our product, so that they always remember our company. For the new customer, we interact with them by using advertising and promotion in social media.

4.4.4 Service and Warranty Policy

- For the customer service section, customer can send their feedbacks or issues that arise through our email, or at Shopee and Lazada chatting section where they bought the product. Our staff that handle the platform will handle the customers with full of responsible and care.

4.4.5 Advertising and Promotion

4.4.5.1 Advertising

- **Banner**

A banner is a flag or other pieces of clothing bearing a symbol, logo or other message. An advertising banner printed within large, ultra-wide format inkjet printers on various vinyl and fabric materials. Our business used a banner to promote our shop and factory during the grand opening and hang the banner at two places which at the road and in front of our shop.



Figure 7: Fourpetals.Co Banner

- **Flyer**

Flyer is a form of paper advertisement included for wide distribution and typically posted or distributed in a public place or through the mail. Flyers are inexpensive to produce. Our business has been printed 1500 pieces of flyers and the size for the flyers is A5. Our business has been decided to distribute the flyers at the residents who are living nearby our shop and to all Malaccans people.



Figure 8: Fourpetals.Co Flyer

- **Business Card**

Business card is a card consists of business information of an individual or organization. A business card typically includes the giver's name, business or business affiliation and contact information. Our business printed 100 pieces per person with standard size 90 mm x54mm.

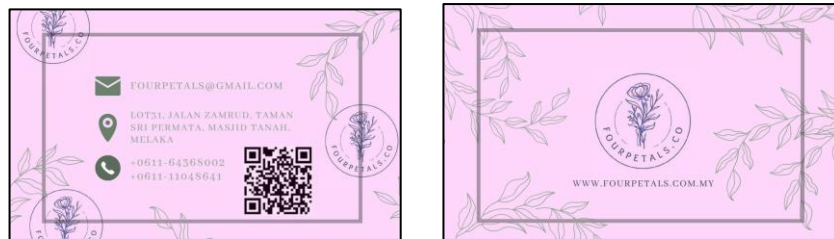


Figure 9: Fourpetals.Co Business Card

4.4.5.2 Promotion

- **Voucher**

For those who bought our product for more than RM120 will get the voucher discount of 10%. The voucher is valid for 2 months only.



Figure 10: Fourpetals.Co Voucher Promotion

- **Social Media**

Our business promotes our product through social media's such as an Instagram, Facebook and Twitter. Through our Instagram, our business can upload a picture about our product, price and sales during pick season.

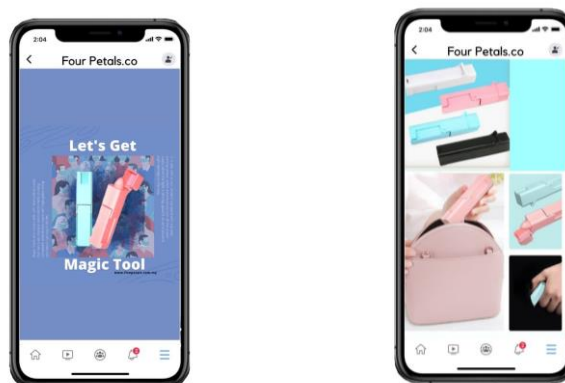


Figure 11: Fourpetals.Co Social Media

4.5 Marketing Budget

| MARKETING EXPENDITURE | |
|--------------------------------------|---------------|
| | RM |
| FIXED ASSETS | |
| Vehicle | 16,000 |
| WORKING CAPITAL | |
| Advertising and Promotional Expenses | 2,000 |
| Fuel | 400 |
| OTHER EXPENDITURES | |
| Insurance and Road Tax | 500 |
| Pre-Opening | 2,000 |
| TOTAL | 20,900 |

Table 8: Fourpetals.Co Marketing Budget

5.0 OPERATIONS AND PRODUCTION PLAN

Development

Our company needs to have a good operation plan in order to start a business. Without a good operation plan, it would be hard for our company to meet and exceed our customer's expectations, and also stay in the market for a long time. Since we want to be the most trusted safety tool items in the world, we need to make sure that the equipment we use is of the best quality and can last for a long time. As a last step, we need to make sure that our supplier, who gives us ingredients and equipment, takes a lot of responsibility to get the item to us on time so that we can carry out our plans. It was also a good idea to find someone close by so there was no risk of them not being there on time. Getting our equipment from the providers is the first step. Operations and production plans are very important for our company because they help us keep track of what is going on in the process of making our Magic Tool and who is involved in this process. The development process for Fourpetals.Co's, Magic Tools products is shown below:

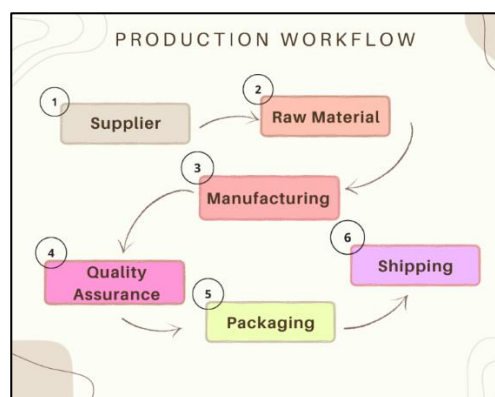


Figure 12: Fourpetals.Co Production Workflow

Production

To begin the manufacturing process, we first need to purchase the raw materials or equipment from our suppliers. Our Magic Tool product's lead time can be measured in terms of the amount of time it takes to make and deliver it to the consumer. However, we are aware that there may be a few hiccups along the way. Human error, ineffective inventory management, and shipment delays are all potential hindrances to the manufacturing process. Our organization must therefore acquire competent employees and develop its equipment on a constant basis in order to deal with these issues. Our Magic Tool product's quality is directly influenced by the manufacturing process, which is why it's critical for us to conduct extensive research to gain a thorough understanding of the manufacturing process. Our company needs to know how many tools the workers can make each day as part of the production process. Workers are expected to produce a Magic Tool in the following time frame:

| | |
|---|---|
| Total Magic Tool's produce per month | 1,000 units |
| Price per unit | RM51.00 |
| Number of operation days per month | 30 days |
| Number of output per day | = 1000 / 30 days = 33.33 = 33 units per day |
| Estimated tools produce per hour | = 24 hours / 33 units = 0.73 = +- 1hour |

Table 9: Magic Tool's Production Process

Facilities

Our office is located at Lot 31, Jalan Zamrud, Taman Sri Permata, Masjid Tanah, 78300 Melaka. The reason why we choose this place is because this area is very strategic, and we can attract customer as it near to the main road. Our office is up floor of our shop which including General Manager Room, Administration Room, Financial Manager Room, Operational Manager room and Sales Manager Room. We have also made some renovation in our office to ensure our workers can work comfortably and conveniently. We also provide variety of equipment in our office such as computer, table and chair, sets of sofa and photocopy machine. We also bought fixture and fitting, air-conditioner and other to ensure our business run smoothly and efficiently. Our factory is located at AG 6877, Kawasan Perindustrian Alor Gajah, 6, Jalan Industri 6, 78000 Alor Gajah Melaka. Our factory consists of Production area, Checking area, Assembling area, Material store, Washing area and Finished product area. We also provide a pantry for our workers to enjoy their break especially during lunch hour.

Office Layout:

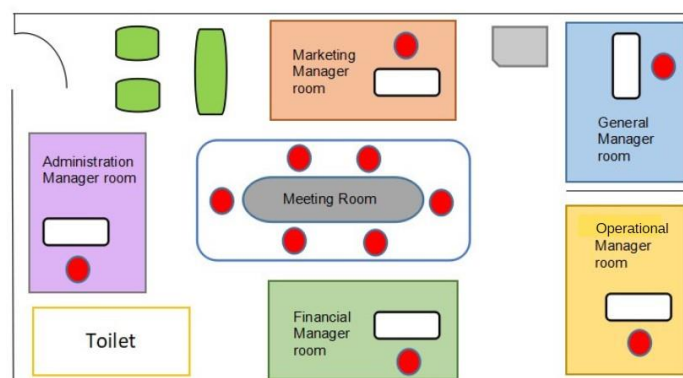


Figure 13: Fourpetals.Co Office Layout

Location Plan:

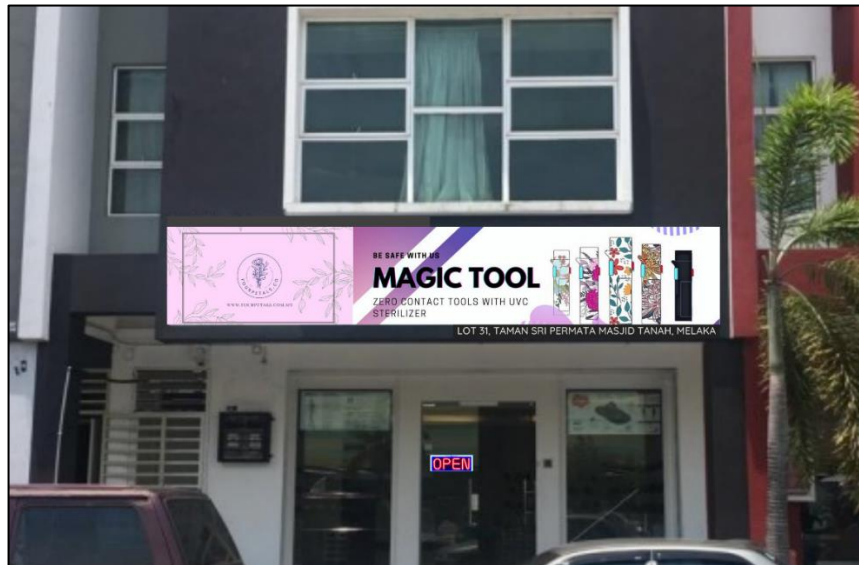


Figure 14: Company Building

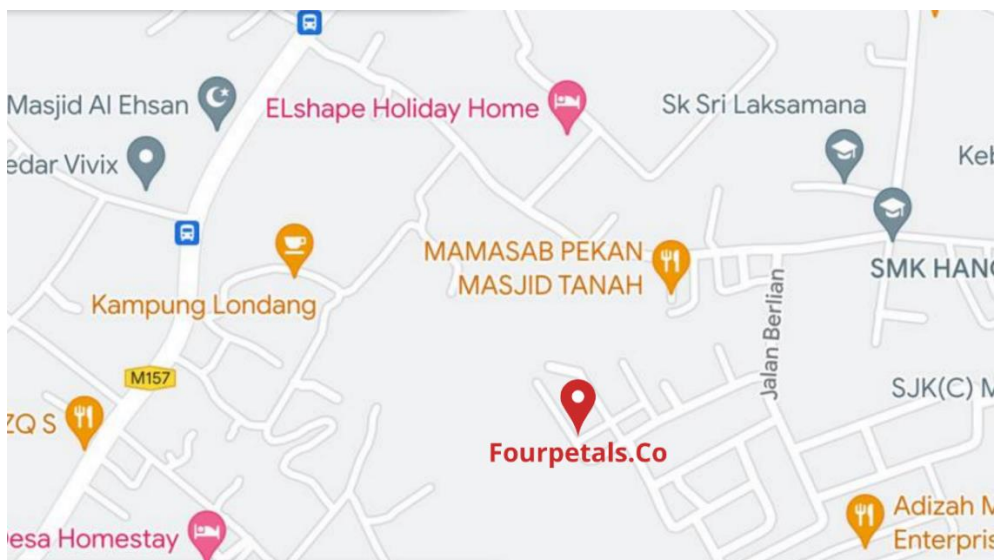


Figure 15: Company Location in Google Maps

Equipment

It is important to us that our customers are completely satisfied with our finished product, thus we use a variety of specialist equipment in the manufacturing process. For this reason, our company only buys foreign equipment, and we also bought all of the equipment needed to make our Magic Tool because of the numerous advantages that would accrue to us in the future.

5.1 Material Requirements

Fourpetals.Co target is to produce 1,000 Magic Tools per month. Below shows the total purchase for the materials or ingredients required to produce our Magic Tool:

| TYPE OF MATERIAL REQUIREMENT | QUANTITY REQUIRED | PRICE PER UNIT/KG (RM) | TOTAL PURCHASE (RM) |
|---------------------------------------|---------------------------|------------------------|---------------------|
| Acrylonitrile Butadiene Styrene (ABS) | 1 kg x 1,000 = 1,000 | 2.40 | 2,400 |
| 500mah Lithium Polymer Battery | 1 unit x 1,000 = 1,000 | 1.50 | 1,500 |
| Nebula Abrasive Sandpaper | 1 unit x 500 = 500 | 2.80 | 1,400 |
| Deep UVC LED Chip 270nm | 2 unit x 1,000 = 2,000 | 3.50 | 7,000 |
| Matte White PVC Sticker | 1 unit x 500 = 500 | 2.50 | 1,250 |
| Thermoplastic Colourant | 1 kg x 1,000 = 1,000 | 4.50 | 4,500 |
| Cardboard | 1 piece's x 500 = 500 | 2.00 | 1,000 |
| Sponge | 1 unit x 500 = 500 | 2.50 | 1,250 |
| TOTAL | | | 20,300 |

Table 10: Magic Tool Material Requirements

| BEFORE MARKUP |
|--|
| <p>Cost price of Magic Tools per unit:</p> <p>= RM 20,300 / 1,000</p> <p>= RM 20.30</p> |

5.2 Machine and Equipment





| ITEMS | PRICE PER UNIT (RM) | QUANTITY | TOTAL COST (RM) | SUPPLIER |
|--|---------------------|----------|-----------------|---|
| Plastic Injection Molding Machine  | 6,200 | 1 | 6,200 | Ningbo Ouyilai Machinery Manufacturing Co.,Ltd. |
| UVC Sterilization Machine  | 3,000 | 1 | 3,000 | Foshan JCT Machinery Co., Ltd |
| Turbo Mixer  | 3,500 | 1 | 3,500 | Zillion Refrigeration Machinery Co., Ltd |
| Makita Wood Band Saw  | 1,500 | 1 | 1,500 | MF Machinery Co., Ltd |
| TOTAL | | | 14,200 | |

Table 11: Machine & Equipment used in process of making Magic Tool

5.3 Operation Budget

| OPERATION EXPENDITURE | |
|----------------------------|---------------|
| | RM |
| FIXED ASSETS | |
| Machinery and Equipment | 14,200 |
| WORKING CAPITAL | |
| Raw Material and Packaging | 11,170 |
| OTHER EXPENDITURE | |
| Maintenance | 1,000 |
| TOTAL | 26,370 |

Table 12: Fourpetals.Co Operation Budget

6.0 ORGANIZATION PLAN

6.1 Ownership Structure

Under the name Fourpetals.Co, this company is legally registered under Company Commission Malaysia (CCM) and also with the Medical Device Authority (MDA) and distributes an anti-bacterial or sanitary product. Fourpetals.Co is a partnership of four individuals. Miss Anis Arlisha binti Mohamad Faisal, Miss Nur Ashiqyn binti Masuri, Miss Nurdhia Ilyana Zulaikha binti Ab Razak, and Miss Siti Farah Syahirah binti Amran are the company's founders. These partners have a wealth of knowledge in areas such as business management, marketing, and finance, to name a few. According to their tasks in the firm, the general manager, administrative manager, marketing manager, operation manager, and finance manager all play key roles in this corporation.

SSM
SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA
(Ageni di bawah KPSN/KEP)

BORANG D (KAEDAH 13)

**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956,
(AKTA 197)**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama
FOURPETALS.CO

NO PENDAFTARAN: 20201620852 (PH123456789-Z)

Telah didaftarkan dari hari ini sehingga **22 FEBRUARI 2023** di bawah
Akta Pendaftaran Perniagaan 1956, beralamat di **LOT 31, JALAN ZAMRUD,
TAMAN SRI PERMATA, MASJID TANAH, 78300 MELAKA.**

Bilangan Cawangan: **TIADA**
Bertarikh di **MELAKA** pada **21 FEBRUARI 2020**

NOR AZIMAH BINTI ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

MY20201620852

Figure 16: Company's SSM

6.2 Organization Chart



Figure 17: Company Organizational Chart

6.3 Manpower Planning

| POSITION | NUMBER OF STAFF |
|------------------------|-----------------|
| General Manager | 1 |
| Operation Manager | 1 |
| Financial Manager | 1 |
| Marketing Manager | 1 |
| Administration Manager | 1 |
| TOTAL | 5 |

Table 13: Fourpetals.Co Manpower Planning

6.4 Schedule of Tasks and Responsibilities

| POSITION | TASKS AND RESPONSIBILITIES |
|------------------------|---|
| General Manager | <ul style="list-style-type: none"> • Oversea daily operations of the business unit or organization. • Ensure the creation and implementation of a strategy designed to grow the business. • Coordinate the development of key performance goals for functions and direct reports. • Provide direct management of key functional managers and executives in the business unit. |
| Marketing Manager | <ul style="list-style-type: none"> • Managing the promotion and positioning of a brand or the products and services that a company sells. • Attract more customers to buy from the company and to raise brand awareness through the creation of marketing campaigns. • Ensure that the company sees a good return on any money that is invested in marketing activities. |
| Administration Manager | <ul style="list-style-type: none"> • Planning and coordinating administrative procedures and systems and devising ways to streamline processes. • Recruiting and training personnel and allocate responsibilities and office space. • Assessing staff performance and provide coaching and guidance to ensure maximum efficiency. |

| | |
|-------------------|---|
| Financial Manager | <ul style="list-style-type: none"> • Providing financial reports and interpreting financial information to managerial staff while recommending further courses of action. • Advising on investment activities and provide strategies that the company should take. • Conduct reviews and evaluations for cost-reduction opportunities. |
| Operation Manager | <ul style="list-style-type: none"> • Make important policy, planning, and strategy decisions. • Develop, implement, and review operational policies and procedures. • Help promote a company culture that encourages top performance and high morale |

Table 14: Schedule of Tasks and Responsibilities

6.5 Schedule of Remuneration

| POSITION | NO. OF PERSONNEL | MONTHLY SALARY (RM) | EPF 12% (RM) | SOCSSO 2% (RM) | TOTAL SALARY PAID (RM) |
|------------------------|-------------------------|----------------------------|---------------------|-----------------------|-------------------------------|
| General Manager | 1 | 3,500 | 420 | 70 | 3,990 |
| Administration Manager | 1 | 3,000 | 360 | 60 | 3,420 |
| Financial Manager | 1 | 3,000 | 360 | 60 | 3,420 |
| Operation Manager | 1 | 3,000 | 360 | 60 | 3,420 |
| Marketing Manager | 1 | 3,000 | 360 | 60 | 3,420 |
| TOTAL | 5 | 15,500 | 1,860 | 310 | 17,670 |

Table 15: Schedule of Remuneration

6.6 List of Office Equipment and Supplies

| NO | OFFICE EQUIPMENT | QUANTITY (UNIT) | PRICE PER UNIT (RM) | TOTAL PRICE (RM) |
|--------------|--|--------------------|------------------------|---------------------|
| 1. | Computer | 2 | 1,844 | 3,688 |
| 2. | Fax Machine with scanner, copier, and printer | 1 | 600 | 600 |
| 3. | Telephone | 1 | 100 | 100 |
| 4. | Computer Table | 5 | 200 | 1,000 |
| 5. | Office Chair | 5 | 60 | 300 |
| 6. | Bookshelf | 3 | 139 | 417 |
| 7. | Air Conditioner | 2 | 1,000 | 2,000 |
| TOTAL | | 19 | 3,943 | 8,105 |

Table 16: List of Office Equipment and Supplies

6.7 Administration Budget

| ADMINISTRATION EXPENDITURE | |
|-----------------------------|---------------|
| | RM |
| FIXED ASSETS | |
| Office Furniture & Fittings | 8,105 |
| WORKING CAPITAL | |
| Salaries | 17,670 |
| Rental | 900 |
| Utilities | 1,200 |
| OTHER EXPENDITURES | |
| Deposit Rental | 600 |
| Deposit Utilities | 450 |
| TOTAL | 28,925 |

Table 17: Fourpetals.Co Administrative Budget

7.0 FINANCIAL PLAN

7.1 Project Implementation Cost & Sources of Finance

| PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE | | | | | |
|--|----------------|----------------|--------------------|------------------|--------------------|
| Project Implementation Cost | | | Sources of Finance | | |
| Requirements | Cost | Loan | Hire-Purchase | Own Contribution | |
| | | | | Cash | Existing F. Assets |
| Fixed Assets | | | | | |
| Land & Building | | | | | |
| Office Equipment | 9,862 | 2,931 | 6,931 | | |
| | | | | | |
| | | | | | |
| Signboard | 1,500 | | 1,500 | | |
| | | | | | |
| | | | | | |
| Machine And Equipment | 43,843 | 3,843 | 40,000 | | |
| Van | 60,000 | 42,280 | 17,720 | | |
| | | | | | |
| | | | | | |
| Working Capital 1 months | | | | | |
| Administrative | 42,051 | 42,051 | | | |
| Marketing | 21,904 | 21,904 | | | |
| Operations | 30,000 | 18,000 | | 12,000 | |
| Pre-Operations & Other Expenditure | 80,987 | 68,987 | | 12,000 | |
| Contingencies | | | | | |
| | | | | | |
| TOTAL | 290,146 | 199,995 | 66,151 | 24,000 | |

7.2 Table of Depreciation and Table of Loan & Hire Purchase

DEPRECIATION SCHEDULES

| Fixed Asset | | Office Equipment | |
|----------------------------|---------------------|--------------------------|------------|
| Cost (RM) | | 9,862 | |
| Method | | Straight Line | |
| Economic Life (yrs) | | 5 | |
| Year | Annual Depreciation | Accumulated Depreciation | Book Value |
| | - | - | 9,862 |
| 1 | 1,972 | 1,972 | 7,890 |
| 2 | 1,972 | 3,945 | 5,917 |
| 3 | 1,972 | 5,917 | 3,945 |
| 4 | 1,972 | 7,890 | 1,972 |
| 5 | 1,972 | 9,862 | - |

| Fixed Asset | | Machine And Equipment | |
|----------------------------|---------------------|------------------------------|------------|
| Cost (RM) | | 43,843 | |
| Method | | Straight Line | |
| Economic Life (yrs) | | 5 | |
| Year | Annual Depreciation | Accumulated | Book Value |
| | - | - | 43,843 |
| 1 | 8,769 | 8,769 | 35,074 |
| 2 | 8,769 | 17,537 | 26,306 |
| 3 | 8,769 | 26,306 | 17,537 |
| 4 | 8,769 | 35,074 | 8,769 |
| 5 | 8,769 | 43,843 | - |

| Fixed Asset | | Signboard | |
|----------------------------|---------------------|--------------------------|------------|
| Cost (RM) | | 1,500 | |
| Method | | Straight Line | |
| Economic Life (yrs) | | 5 | |
| Year | Annual Depreciation | Accumulated Depreciation | Book Value |
| | - | - | 1,500 |
| 1 | 300 | 300 | 1,200 |
| 2 | 300 | 600 | 900 |
| 3 | 300 | 900 | 600 |
| 4 | 300 | 1,200 | 300 |
| 5 | 300 | 1,500 | - |

| Fixed Asset | | Van | |
|----------------------------|---------------------|----------------------|------------|
| Cost (RM) | | 60,000 | |
| Method | | Straight Line | |
| Economic Life (yrs) | | 5 | |
| Year | Annual Depreciation | Accumulated | Book Value |
| | - | - | 60,000 |
| 1 | 12,000 | 12,000 | 48,000 |
| 2 | 12,000 | 24,000 | 36,000 |
| 3 | 12,000 | 36,000 | 24,000 |
| 4 | 12,000 | 48,000 | 12,000 |
| 5 | 12,000 | 60,000 | - |

LOAN & HIRE-PURCHASE AMMORTISATION SCHEDULES

LOAN REPAYMENT SCHEDULE

Amount **199,995**
Interest Rate **5%**
Duration (yrs) **5**
Method **Baki Tahunan**

| Year | Principal | Interest | Total Payment | Principal Balance |
|------|-----------|----------|---------------|-------------------|
| | - | - | | 199,995 |
| 1 | 39,999 | 10,000 | 49,999 | 159,996 |
| 2 | 39,999 | 8,000 | 47,999 | 119,997 |
| 3 | 39,999 | 6,000 | 45,999 | 79,998 |
| 4 | 39,999 | 4,000 | 43,999 | 39,999 |
| 5 | 39,999 | 2,000 | 41,999 | - |

HIRE-PURCHASE REPAYMENT SCHEDULE

Amount **66,151**
Interest Rate **5%**
Duration (yrs) **5**

| Year | Principal | Interest | Total Payment | Principal Balance |
|------|-----------|----------|---------------|-------------------|
| | - | - | | 66,151 |
| 1 | 13,230 | 3,308 | 16,538 | 52,921 |
| 2 | 13,230 | 3,308 | 16,538 | 39,691 |
| 3 | 13,230 | 3,308 | 16,538 | 26,460 |
| 4 | 13,230 | 3,308 | 16,538 | 13,230 |
| 5 | 13,230 | 3,308 | 16,538 | - |

7.3 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) | 24,000 | | | | | | | | | | | | | 24,000 | | |
| Loan | 199,995 | | | | | | | | | | | | | 199,995 | | |
| Cash Sales | | 87,689 | 115,897 | 125,745 | 280,850 | 250,950 | 238,875 | 206,987 | 180,654 | 155,880 | 130,751 | 168,960 | 157,677 | 2,100,915 | 2,521,098 | 3,025,318 |
| Collection of Accounts Receivable | | | | | | | | | | | | | | | | |
| TOTAL CASH INFLOW | 223,995 | 87,689 | 115,897 | 125,745 | 280,850 | 250,950 | 238,875 | 206,987 | 180,654 | 155,880 | 130,751 | 168,960 | 157,677 | 2,324,910 | 2,521,098 | 3,025,318 |
| CASH OUTFLOW | | | | | | | | | | | | | | | | |
| Administrative Expenditure | | | | | | | | | | | | | | | | |
| Salaries EPF & SOCSO | | 37,371 | 37,371 | 37,371 | 37,371 | 37,371 | 37,371 | 37,371 | 37,371 | 37,371 | 37,371 | 37,371 | 37,371 | 448,446 | 448,446 | 448,446 |
| Utilities | | 3,880 | 3,880 | 3,880 | 3,880 | 3,880 | 3,880 | 3,880 | 3,880 | 3,880 | 3,880 | 3,880 | 3,880 | 46,560 | 46,560 | 46,560 |
| Rent | | 800 | 800 | 800 | 800 | 800 | 800 | 800 | 800 | 800 | 800 | 800 | 800 | 9,600 | 9,600 | 9,600 |
| Marketing Expenditure | | | | | | | | | | | | | | | | |
| Salaries EPF & SOCSO | | 9,504 | 9,504 | 9,504 | 9,504 | 9,504 | 9,504 | 9,504 | 9,504 | 9,504 | 9,504 | 9,504 | 9,504 | 114,042 | 114,042 | 114,042 |
| Promotion Expenses | | 12,400 | 12,400 | 12,400 | 12,400 | 12,400 | 12,400 | 12,400 | 12,400 | 12,400 | 12,400 | 12,400 | 12,400 | 148,800 | 148,800 | 148,800 |
| Operations Expenditure | | | | | | | | | | | | | | | | |
| Cash Purchase | | | | | | | | | | | | | | | | |
| Payment of Account Payable | | | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 330,000 | 360,000 | 123,624 |
| Carriage Inward & Duty | | | | | | | | | | | | | | | | |
| Salaries, EPF & SOCSO | | | | | | | | | | | | | | | | |
| Other Expenditure | | 64,697 | | | | | | | | | | | | 64,697 | 64,697 | 64,697 |
| Pre-Operations | | | | | | | | | | | | | | | | |
| Deposit (rent, utilities, etc.) | | | | | | | | | | | | | | | | |
| Business Registration & Licences | 12,540 | | | | | | | | | | | | | 12,540 | | |
| Insurance & Road Tax for Motor Vehicle | 750 | | | | | | | | | | | | | 750 | 750 | 750 |
| Other Pre-Operations Expenditure | 3,000 | | | | | | | | | | | | | 3,000 | | |
| Fixed Assets | | | | | | | | | | | | | | | | |
| Purchase of Fixed Assets - Land & Building | | | | | | | | | | | | | | | | |
| Purchase of Fixed Assets - Others | 49,054 | | | | | | | | | | | | | 49,054 | | |
| Hire-Purchase Down Payment | | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | |
|---------------------------------|----------------|-----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|------------------|------------------|------------------|
| Hire-Purchase Repayment: | | | | | | | | | | | | | | | | |
| Principal | | 1,103 | 1,103 | 1,103 | 1,103 | 1,103 | 1,103 | 1,103 | 1,103 | 1,103 | 1,103 | 1,103 | 1,103 | 13,230 | 13,230 | 13,230 |
| Interest | | 276 | 276 | 276 | 276 | 276 | 276 | 276 | 276 | 276 | 276 | 276 | 276 | 3,308 | 3,308 | 3,308 |
| Loan Repayment: | | | | | | | | | | | | | | | | |
| Principal | | 3,333 | 3,333 | 3,333 | 3,333 | 3,333 | 3,333 | 3,333 | 3,333 | 3,333 | 3,333 | 3,333 | 3,333 | 39,999 | 39,999 | 39,999 |
| Interest | | 833 | 833 | 833 | 833 | 833 | 833 | 833 | 833 | 833 | 833 | 833 | 833 | 10,000 | 8,000 | 6,000 |
| Tax Payable | | | | | | | | | | | | 0 | 0 | 0 | 0 | 0 |
| TOTAL CASH OUTFLOW | 65,344 | 134,196 | 99,499 | 99,499 | 99,499 | 99,499 | 99,499 | 99,499 | 99,499 | 99,499 | 99,499 | 99,499 | 99,499 | 1,294,026 | 1,257,432 | 1,019,056 |
| CASH SURPLUS (DEFICIT) | 158,651 | (46,507) | 16,398 | 26,246 | 181,351 | 151,451 | 139,376 | 107,488 | 81,155 | 56,381 | 31,252 | 69,461 | 58,178 | 1,030,884 | 1,263,666 | 2,006,262 |
| BEGINNING CASH BALANCE | | 158,651 | 112,144 | 128,543 | 154,789 | 336,140 | 487,591 | 626,968 | 734,456 | 815,611 | 871,993 | 903,245 | 972,706 | | 1,030,884 | 2,294,551 |
| ENDING CASH BALANCE | 158,651 | 112,144 | 128,543 | 154,789 | 336,140 | 487,591 | 626,968 | 734,456 | 815,611 | 871,993 | 903,245 | 972,706 | 1,030,884 | 1,030,884 | 2,294,551 | 4,300,813 |

7.4 Pro-Forma Income Statement

| PRO-FORMA INCOME STATEMENT | | | |
|--|------------------|------------------|------------------|
| | Year 1 | Year 2 | Year 3 |
| Sales | 2,100,915 | 2,521,098 | 3,025,318 |
| Less: Cost of Sales | | | |
| Opening stock | | | |
| Purchases | 360,000 | 123,624 | 126,048 |
| Less: Ending Stock | | | |
| Carriage Inward & Duty | | | |
| Gross Profit | | | |
| Less: Expenditure | | | |
| Administrative Expenditure | 504,606 | 504,606 | 504,606 |
| Marketing Expenditure | 262,842 | 262,842 | 262,842 |
| Other Expenditure | 64,697 | 64,697 | 64,697 |
| Business Registration & Licences | 12,540 | | |
| Insurance & Road Tax for Motor Vehicle | 750 | 750 | 750 |
| Other Pre-Operations Expenditure | 3,000 | | |
| Interest on Hire-Purchase | 3,308 | 3,308 | 3,308 |
| Interest on Loan | 10,000 | 8,000 | 6,000 |
| Depreciation of Fixed Assets | 23,041 | 23,041 | 23,041 |
| Operations Expenditure | | | |
| Total Expenditure | 1,244,783 | 990,868 | 991,262 |
| Net Profit Before Tax | 856,132 | 1,530,230 | 2,034,026 |
| Tax | 0 | 0 | 0 |
| Net Profit After Tax | 856,132 | 1,530,230 | 2,034,026 |
| Accumulated Net Profit | 856,132 | 2,386,362 | 4,420,388 |

7.5 Balance Sheet

| PRO-FORMA BALANCE SHEET | | | |
|--|------------------|------------------|------------------|
| | Year 1 | Year 2 | Year 3 |
| ASSETS | | | |
| Non-Current Assets (Book Value) | | | |
| Land & Building | | | |
| Office Equipment | 7,890 | 5,917 | 3,945 |
| Signboard | 1,200 | 900 | 600 |
| Machine And Equipment | 35,074 | 26,306 | 17,537 |
| Van | 48,000 | 36,000 | 24,000 |
| Other Assets | | | |
| Deposit | | | |
| | 92,164 | 69,123 | 46,082 |
| Current Assets | | | |
| Stock of Raw Materials | 0 | 0 | 0 |
| Stock of Finished Goods | 0 | 0 | 0 |
| Accounts Receivable | | | |
| Cash Balance | 1,030,884 | 2,294,551 | 4,300,813 |
| | 1,030,884 | 2,294,551 | 4,300,813 |
| | | | |
| TOTAL ASSETS | 1,123,048 | 2,363,674 | 4,346,895 |
| Owners' Equity | | | |
| Capital | 24,000 | 24,000 | 24,000 |
| Accumulated Profit | 856,132 | 2,386,362 | 4,420,388 |
| | 880,132 | 2,410,362 | 4,444,388 |
| Long-Term Liabilities | | | |
| Loan Balance | 159,996 | 119,997 | 79,998 |
| Hire-Purchase Balance | 52,921 | 39,691 | 26,460 |
| | 212,917 | 159,688 | 106,458 |
| Current Liabilities | | | |
| Accounts Payable | 30,000 | (206,376) | (203,952) |
| TOTAL EQUITY & LIABILITIES | 1,123,048 | 2,363,674 | 4,346,895 |

8.0 PROJECT MILESTONES

| ACTIVITIES | START DATES | END DATES |
|--|---------------|--------------|
| Create a business plan within Partners | 30 March 2022 | - |
| Incorporation of business including: <ul style="list-style-type: none"> - Registration of Commission Company Malaysia (CCM) - Prepared incorporation documents - Opening bank account - Registration of Employees Provident Fund - Registration of PERKESO - Registration of Income Tax & PAYE - Getting incorporation certificate - Others | 15 April 2022 | 6 May 2022 |
| Scout for a business premise | 7 May 2022 | 10 May 2022 |
| Applying for premise license | 11 May 2022 | |
| Renovation on-premises | 12 May 2022 | 14 May 2022 |
| Procurement of raw materials and machine | 13 May 2022 | 14 May 2022 |
| Installation of machine & equipment | 18 May 2022 | 20 May 2022 |
| All machines & equipment tested on-premises | 28 May 2022 | 1 June 2022 |
| Recruitment of labor: <ul style="list-style-type: none"> - Delivery man/ Runner - Part-time cleaner | 6 June 2022 | 10 June 2022 |

9.0 CONCLUSION

We are delighted that we were able to finish our business plan. We've shared life's ups and downs, as well as new experiences and knowledge that have proven to be extremely valuable to all of us while working in this industry. We are hopeful that our business will continue to grow and prosper in the future. Our goal is to become a well-known company that makes a lot of money although we have a lot of competitors. We can compete well in the market because we are very committed and have excellent cooperation among our employees.

We also hope that our hard work and dedication will pay off by realizing our aim of becoming one of the most outstanding companies in Fourpetals.Co offers anti-bacterial or sanitary product for our consumers, providing a way on how to have a safeguard for the health of families in Malaysia through better hygiene. We must demonstrate our efficiency and commitment in doing our duties and offering the most outstanding service throughout Fourpetals.Co is headquarters in Masjid Tanah, Melaka to accomplish this. Furthermore, our clients are all families in Malaysia that want to take extra precautions in fighting this dangerous virus. We understand the needs of our clients. Therefore, Magic Tool is produced to help them live their daily life as usual and attentively.

Finally, this business concept has shown to be quite beneficial to all of us. Although we were just starting, we could design and execute the business in great detail. We learned about the process of beginning a company from the report. While working on this report, we gathered a lot of knowledge about running a business, operating it, and what the company needs to succeed. Moreover, we've learned the dangers we'll face, how to deal with them, and how to reach our goals through perseverance and hard work. This endeavor also aids in the development of our entrepreneurial abilities. We are looking forward to continuing our commercial partners in the future.

10.0 APPENDICES

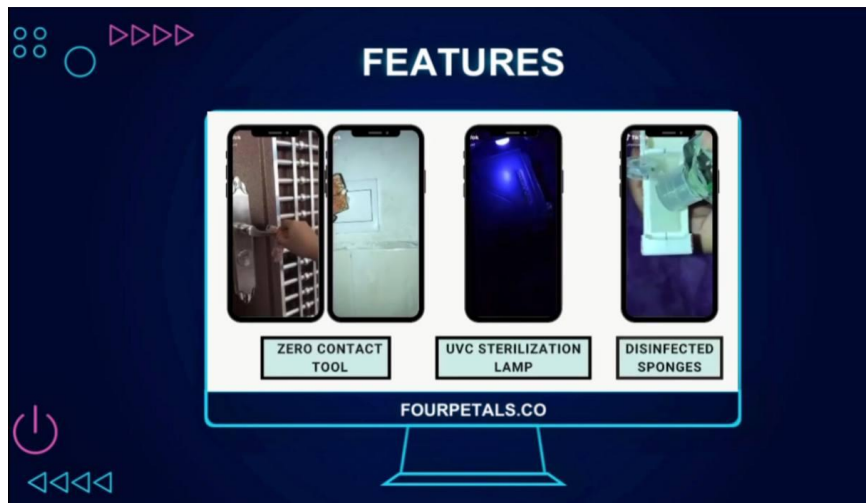


Figure 18: Magic Tool's Features

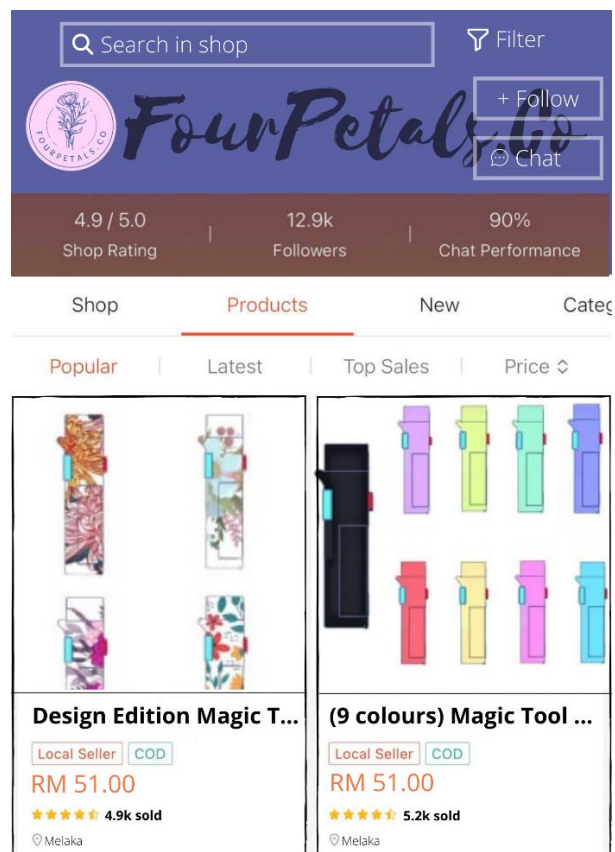


Figure 19: Fourpetals.Co Shopee Account