

# **BUSINESS PLAN OF D'FUTURE TENT**



FACULTY : FACULTY OF ACCOUNTANCY PROGRAMME: BACHELOR OF ACCOUNTANCY (AC220) GROUP : MAC2204E COURSE : PRINCIPLES OF ENTREPRENEURSHIP COURSE CODE: (ENT530)

SEMESTER: 4

**GROUP MEMBERS :-**

NAME	STUDENT ID
ARIFF HAKIMI BIN HASBULLAH	2021864498
INTAN SHAFIQAH ADLEENA BINTI ROZHAN	2021897564
AHMAD SYAHIR BIN MUHAMAD IKBAL	2021122383
NUR SARAH IZZATI BINTI AZIAN	2021849414

# PREPARED FOR : MADAM SITI NAZIRAH BINTI OMAR

SUBMISSION DATE: 1<sup>st</sup> JULY 2022

#### ACKNOWLEDGEMENT

Bismillahirrahmanirrahim,

First and foremost, we would like to thank Allah SWT for giving us the chance to succesfully manage this task calmly. With guidance that He blessed, we were able to complete it with enough materials and information gathered. This business plan assignment requires us to brainstorm and make a definitive decision to decide what kind of innovation we will choose. It is one of the parts in our learning courses subject of Principles of Entrepreneurship (ENT530). This assessment has taught us a lot of useful tips to take note when it comes to the world of business, mainly how to cope with the competition, how to cope and keep moving in accordance with the ever-changing market and so-on.

Besides that, we too like to thank our ENT530 lecturer, Madam Siti Nazirah binti Omar for giving us the opportunity to complete this case study with enough time. Her guidance, tips and sharing sessions on this subject has made it easier for us in completing this assessment, even though we encountered various difficulties. We really appreciate all of her help.

We did the best we could in completing the business plan report, and truth to be told, it would not have been possible without the support, commitment and teamworks from the group members. Thank you Ariff Hakimi Bin Hasbullah, Ahmad Syahir Bin Muhamad Ikbal, Nur Sarah Izzati Binti Azian and Intan Shafiqah Adleena Binti Rozhan. Although we handled the report far from each other thus, not being able to have a proper discussion and with the difficulties we faced as we worked on this assignment continuously, Alhamdulillah, all parties were being considerate towards each other.

We received a lot of support and truthfully, we are grateful for the time and effort they handed for our case study till effectively completing it. Thank you to everyone who has willingly helped us out with their abilities. At the very least, all the efforts received didn't go in vain.

# **TABLE OF CONTENTS**

DESCRIPTION	PAGE
Acknowledgement	
Table of Content	
List of Figures	
List of Tables	
1.0 EXECUTIVE SUMMARY	1
2.0 COMPANY PROFILE	
2.1 Company's Name	
2.2 Company's Logo	2-4
2.3 Company's Background	
2.4 Vision, Mission, Objective, Slogan, Catchphrase	
3.0 ENVIRONMENTAL INDUSTRY ANALYSIS	
3.1 Overall Nature of the Industry	
3.2 Environmental and Business Trends, and Demographics,	5-7
Economic, Cultural, and Governmental Influences	
3.3 Key Success Factor	
4.0 DESCRIPTION OF VENTURE	
4.1 Nature of Business	
4.2 Details of Product	
4.3 Value Proposition	8-10
4.4 Customer Demand and Our Competition	
4.5 Timelines	

5.0 MARKETING ANALYSIS AND COMPETITION	
5.1 Marketing Objectives	
5.2 Product Plan	
5.3 Product's needs	
5.4 Target Market	
5.5 Market Trend	
5.6 Market Size	11-20
5.7 Market Share	
5.8 Sales Forecast	
5.9 Strategic Barriers to Entry	
5.10 Competitors	
5.11 Marketing Strategy	
5.12 Marketing Budget	
6.0 OPERATIONS AND PRODUCTION PLAN	
6.1 Introduction	
6.2 Process Planning	
6.3 Operation Layout	
6.4 Production Planning	
6.5 Material Planning	
6.6 Machine and Equipment Planning	21-28
6.7 Manpower Planning	21-20
6.8 Overheads Requirement	
6.9 Operation Budget	
0.9 Operation Budget	
7.0 ORGANIZATIONAL PLAN	
7.0 ORGANIZATIONAL PLAN	29-34
7.0 ORGANIZATIONAL PLAN 7.1 Organizational Chart	29-34

8.0 FINANCIAL PLAN	
8.1 Project Implementation Cost & Sources of Finance	
8.2 Cash Flow Statement	35-38
8.3 Income Statement	
8.4 Balance Sheet	
9.0 PROJECT MILESTONE	39
10.0 CONCLUSION	
11.0 APPENDICES	41-43

# LIST OF FIGURES

FIGURE	PAGE
Figure 1: Company's Logo	3
Figure 2: Timelines	10
Figure 3: Process Planning Flow Chart	21
Figure 4: Operation Layout	22
Figure 5: Employees Structure	26
Figure 6: Company's Organizational Chart	28
Figure 7: Project Implementation Cost & Sources of Finance	35
Figure 8: Cash Flow Statement	36
Figure 9: Income Statement	37
Figure 10: Balance Sheet	38

# LIST OF TABLES

TABLE	PAGE
Table 1: Company's Information	3
Table 2: Company's Demographic, Economic, Cultural and Governmental Influences	6
Table 3: Market Size	13
Table 4: Market Share Before Entering Market	14
Table 5: Market Share After Entering Market	14
Table 6: Sales Forecast	15-16
Table 7: Competitors	17
Table 8: Cost Breakdown in Producing D'Future Tent	18

Table 9: Marketing Budget	20
Table 10: Production Planning	23
Table 11: Material Planning	24
Table 12: Machine and Equipment Planning	25
Table 13: Manpower Planning	26
Table 14: Operational Personnel Remuneration	27
Table 15: Overheads Requirement	27
Table 16: Operation Budget	28
Table 17: Founder Biodata	30
Table 18: Financial Manager Biodata	31
Table 19: Marketing Manager Biodata	32
Table 20: Operational Manager Biodata	33
Table 21: External Resources	34
Table 22: Human Resources	34
Table 23: Project Milestone	39

#### **1.0 EXECUTIVE SUMMARY**

Designed for comfort and functionality in our mind, D'Future Tent is a marvellous equipment for everyone that is involved in outdoor activities such as camping, hiking, and fishing. Aside from typical functions of an outdoor tent such as waterproof materials, and protection against the sun, D'Future Tent is specially equipped with fabrics that can harvest the solar energy, power outlet for personal uses, comfortable inflatable mattress, trackable RFID system, and built-in ground heater.

Our main target customers are campers and hikers thus, we gladly recommend everyone to buy our product. We are striving to make sure that the purchasing process will be much easier for everyone. We also plan to have the government endorse the D'Future Tent mainly from the Ministry of Tourism where they can provide these tents to tourists as a gesture of our country's hospitality.

The price of our product is RM3,000. Considering the features it has, it is relatively cheap for the price. It will be the bang for the buck compared to other traditional tents out on market. We are sure that we can gain a huge leverage on the market due to the uniqueness of our product. We expected to gain at least more than a quarter of the market share in the span of 5 years.

Our company is registered as a private company which is entitled the Sdn.Bhd. as a which consists of four (4) members. Our nature of business is a startup that aims on producing outdoor tents. Our business can be considered as a manufacturing business. Each member of the company holds important positions that are Executive Manager, Financial Manager, Marketing Manager, and Operational Manager.

## 2.0 COMPANY PROFILE

## 2.1 Company's Name

The name of the company, D'Future Tent is basically the description of the product itself "The Future Tent ". The name also represents our main objective that focuses on providing equipment that can be considered as futuristic.

## **2.2 Company's Logo**



#### • Symbol

- Big triangle in the middle represent the tent itself while the small upside-down triangle represent the futuristic equipment that the tent has
- Single line across the triangle represent the spirit of the company to strive furthers
- Colour
- Black are the darkness of the outdoor sky, away from the light polluted city skylines
- The neon blue represent the technology itself

# 2.3 Company's Background



Figure 1: Company's Logo

We are a passionate group of professionals, engineers, and technicians who believe in and put our abilities to work in the creation of innovative pre-engineered fabric shade structures. Our persistent desire of perfection has resulted in ground-breaking results that have exceeded our clients' expectations, making us the greatest Tents and Shades manufacturing company in Malaysia. Below is a table of list information on our company:

Name of The Company	D'Future Tent	
Business Address	23 Jalan suasana 3, Bandar Tun Hussein Onn, 43200, Cheras, Selangor	
<b>Correspondence Address</b>	23 Jalan Suasana %, Bandar Tun Hussein Onn, 43200 Cheras, Selangor	
Website	www.DFutureTent.com	
Email	DFutureTent@gmail.com	
No. Tel		
Form of Business	Partnership	
Main Activity	Selling and Manufacturing Tent	
Date of Commencement	9 January 2022	
Date of Registration	15 September 2021	
Registration Number	SSM : 12190231-W	
Name of Bank	Maybank Berhad	
Bank Account Number		

Table 1: Company's Information

## 2.4.1 Vision

To be an essential provider of quality service and products, while maintaining customer and employee loyalty.

#### 2.4.2 Mission

To provide our customers with NEW EXPERIENCE of the finest quality of our tent at a competitive price accompanied by unsurpassed customer service.

#### 2.4.3 Objective

- To provide comfort for those who seek thrilling adventure

- To ensure that D'FUTURE TENT provides one-of-a-kind, high-quality products and features to make our customers' events more memorable

## 2.4.4 Slogan

"THIS IS HOME"

## 2.4.5 Catchphrase

BRING COMFORT WITH YOU TO THE TOP OF THE MOUNTAIN, AND DEEP DOWN THE VALLEY

#### **3.0 ENVIRONMENTAL INDUSTRY ANALYSIS**

#### **<u>3.1 Overall Nature of the Industry</u>**

The use of tents in camping, hiking and other suitable activities, is known as one of the biggest pastimes in connecting with people and nature. Due to the fact that not all tents are able to endure sweltering heat or freezing cold weather conditions. These issues negatively impact the worldwide tent industry and as a result, there is a high number of demands in terms of comfort and amenities in the production of a tent with best quality materials being used that can provide protection against all atmospheric conditions.

The tent industry is quite competitive, characterised by a number of international companies. Some of the key players such as The North Face, Coleman Companies, Decathlon, and so-on are actively investing in producing revolutionary technologies as well as environmentally friendly tents making it one of the industry's key initiatives going forward. Therefore, it is understandable that the production of a tent can be a new business model depending on the materials used and features offered.

# 3.2 Environmental and Business Trends, and Demographics, Economic, Cultural, and Governmental Influences

#### **3.2.1 Environmental Trends**

Our company aims to provide eco-friendly products that are sustainable by using clean energy such as solar energy instead of using fossil fuel energy. The use of solar power will minimize the environmental impacts of emission used in the fossil fuel power transmission such as greenhouse gas, CO2 and other air pollution emissions. D'Future Tent is embedded with solar cells fabric that represent a new generation of flexibility. Compared to the traditional solar panels or solar-powered generator, solar cells fabric is lightweight, can last longer up to 20 years and contains no toxic materials. Even though the fabric captures less energy, it is more stable when climate changes occur and as a result, the power generated from the fabric will work perfectly even on grey/rainy/gloomy days as it collects a wider spectrum of light.

# 3.2.2 Business Trends

When searching for a new tent, there are a lot of options for users to choose based on their preferences and likings. Our D'Future Tent is more likely similar with the other existing tents, but what makes our tent special is that we are focusing on giving the comfortable shelter along with awesome features that lighten the load and create a happily peaceful environment on the user's vacation. After several research, observations and testing to provide the best tent, D'Future Tent confidently offers a tent that can make a whole new level in the tent industry. Our tent is equipped with a built-in power generator. We use solar cell fabric, a fabric with embedded photovoltaic (PV) cells which generate electricity when exposed to light. The energy harvested by the photovoltaic fabrics will be stored in a mini battery and can be used to power up the other features like glo-waze, groundsheet heater and for charging the user's devices. With those flexible substances in D'Future Tent, we confidently assure that our product can maximize the advantage in the production of the tent for a wide variety of purposes.

Demographic	<ul> <li>Focuses on possible demands from;</li> <li>Campers and Hikers.</li> <li>Government Agencies such as the Ministry of Tourism and the Ministry of Environment and Water.</li> <li>Sporting goods retail such as Al-Ikhsan, Decathlon and others.</li> <li>Educational sector on their co-curricular activities.</li> </ul>	
Economic	D'Future Tent offers a reasonable price as the features used are highly innovative technologies.	
Cultural	Camping is known as the most popular outdoor activity in all countries that are significantly investing in this industry. Due to the increased participation campaigns from the governments promoting outdoor activities. The production of D'Future Tent considers that with this high demand, it is profitable for us to offer our products.	
Governmental Influences	-	

Table 2: Company's Demographic, Economic, Cultural and Governmental Influences on its

Environmental Industry Analysis

## **3.3 Key Success Factor in the Tent Industry**

The tent industry faces a lot of challenges, thus camping, hiking and other outdoor activities become more and more popular throughout the years. There is always a high demand from the customers in searching for a perfect tent for their trips and vacations such as the safety and comfort of a tent, some useful features that can ease their day and affordable price. Therefore, to succeed in today's competitive market, the companies that manufacture tents must build a solid foundation in order to have an excellent final product of tents along with a good price to be offered.

For this type of industry, the companies need to observe and take note of every customer's feedback received whether the feedback is on the tent they made or the tent from other companies. By learning their preference and likings on a tent certainly allows companies to respond with confidence and enhance their skills in producing a tent that met with today's trend.

Moreover, demand forecasting is essential as it uses past sales data to determine future customer growth as it is also designed to support various main business activities such as the business's marketing analysis, operational and production planning, financial planning and so-on. For example, mastering the demand forecasting allows a business to estimate their costs, profit levels, the requirement needed in its capital, thus enabling them to understand the sales movement of a product. Hence, the business can evaluate possible impacts of different marketing strategies that have been used or about to take into account more seriously and thoroughly on the product awareness and its sales

#### **4.0 DESCRIPTION OF VENTURE**

#### **4.1 Nature of Business**

The nature of our business is to manufacture and sell our own product. We are moving into the market of outdoor activity mainly and to be precise is providing tents for those in need for better and more functional pieces of equipment. We are aiming to hold a considerable percentage of the market shares to make sure that our product can reach a lot of people and is easily obtainable. Safe to say that we are very keen to play a part in making a huge impact for every outdoor activities lover. Our business manufactures the product from scratch. Of course we did not make every single part by ourself but we aim to work with other suppliers to make sure we can obtain high quality parts for our product. We also aim to make sure that the suppliers are trusted and well established to make sure that there will be no quality and supply issues. We aim to make a contract with the company Pvilion, a well established photovoltaic fabric technology manufacturer based in Brooklyn, NY. With such collaboration we can guarantee that our product's quality is top notch as they are an award winning company in making products that are elegant and durable.

The purpose of our business is not just solely to gain wealth and make profit but also we keep close in mind to make sure that those who go for a camping trip can have more than just a shelter instead they can live comfortably, equipped with basic necessaries, and safe. We also will make sure that our product delivers all of our promises without breaking our customers' bank. This will ensure that we stick to our goal to help the thrill seeking community.

Although the competition is quite tight with the other competitors already being on the market for quite some time and easily distinguishable from their brand such as The Northface, we are confident that our unique product will strive in the business world since there are no products that have the similarity as ours. Not only will we solve the women's community's problem, we also will create a new business world and can be a profitable company too.

## 4.2 Details of Product

At D'Future Tent, we spent a lot of time thinking about what we need to do to make sure that our product is out of ordinary compared to others. Thus we came up with the idea to put Solar fabrics, magnetic-induction technology, groundsheet heater and 'glo-waze' technology.

The primary use of this tent is of course for outdoor living when going for a camping trip, hiking, fishing, or maybe for national scout jamboree!

Imagine a situation where you're in the wilderness but you don't have to think about how to charge your devices, looking for flat surfaces to set up your tent, worrying about cold night ground, and losing your tent. Yes! With our tent you won't have to think about all of those problems. You can bring a part of civilization with you into the wilderness. Contrary to traditional tents where you have to bring a power generator, sleeping bags, lamps, and heater separately, our tent already comes with those features built-in. It is an all-in-one system to summarily put.

We make sure that our D'Future tent is very user friendly with no nonsense. You won't even need a user manual and guides to utilise those futures, everyone can use it. For us, we think that the most important piece of technology on the tent is the "Glo-Waze" where there are LED stripes on the tent that can provide sufficient lighting and can be traced using RFID technology in case the user forgot where their tent is.

Our product can easily be bought, we will strike a partnership deals with sport and leisure outlets such as Al-Ikhsan, SportDirect, and Decathlon. People who are interested in our product also can buy it directly through our website and other ecommerce platforms like Lazada, and Shopee.

# 4.3 Value Proposition

- Functional: lightweight and has the ability to conveniently provide basic necessities in a single product.
- Price: Much cheaper than buying the said features separately .
- Place: Easily obtainable, can be bought on e-commerce platforms and sport outlets across the nation.

# 4.4 Customer Demand and Our Competition

We understand that our target community has always demanded a product that can make life easier, not just a simple tent used for shelter with zero to none comforts. That is why we cater to their demand by designing and manufacturing the D'Future tents. D'Future Tent realises that we are not the only ones in this industry. Although our product is the one and only that can deliver such features, we must be aware that our competitors might copy our ideas and may be better than us, thus we will make sure that although there will be new entree of similar kinds of product, we will strive to be the best.



# 4.5 Timelines

Figure 2: Timelines

## 5.0 MARKETING ANALYSIS AND COMPETITION

## **5.1 Marketing Objectives**

- To be the first choice for everyone in need of well equipped tent

- To raise awareness of our product among Malaysians, particularly campers, by spreading the benefits of our tent.

- To meet sales targets and increase income for every month
- To increase a significant percentage of market share every year
- To increase the percentage of client retention by the end of the year

## 5.2 Product Plan

D'Future Tent offers 4 types of uniqueness in our tent which is :-

- Our tent is made out with solar fabric that can reduce energy cost by at least 15%. It will make your tent cooler in daylight. Besides, Solar Shades are the only window solution that allows you to block sunlight and glare while still seeing the view.
- A glo-waze innovation technology has been fitted into our tent as a source of light. It works by enabling the users' mobile phone using an automatic active RFID that would easily trigger a distinctive glow to make it easier to identify their tent.
- Our tent is completed with an internal heating element that is embedded within 'the tent's groundsheet. Constrained by the focal centre point, this underfloor heating is set off naturally once the interior temperature falls below a set level, alerting the tent overall.
- Complementing all the other elements, our tent has a magnetic induction technology which passess an electric current through a coil embedded in the charging pouch. This in turn, generates a magnetic field which creates a charge and powers the battery. The electricity built can be used to inflate the mattress, light up the glo-waze led lights, activate internal heating and for charging user's devices.

#### 5.3 Product's Needs

D'Future Tent is an innovation built to meet the satisfaction of tent users in general. Usually the elements that our product has put together are hard to be provided in a normal tent. When it does, it is typically a lot pricier and would cost you a lot more storage too. We provide our customers a solution to these problems by meeting their needs and guaranteeing a much more comfortable and affordable product. We plan to market our product throughout the country with the focus to deliver to our customers what we promise easily.we will make sure that our price will stay as it is and everyone can easily get their hands on it however methods they prefer, will it be, by walking into physical stores or buy it online. We also promise that the product will always be available nationwide.

#### 5.4 Target market

#### 5.4.1 Demographic Segmentation

The method entails categorising the sector depending on criteria such as age, gender, incomes, and health status. This type of segmentation may enable us to assess a trend that may have an impact on the target market's possible purchasing habits. For our product, we first target government agencies such as the Ministry of Tourism, which may distribute tents to tourists camping in Taman Negara, and the Ministry of Environment and Water, which can distribute tents to the flood victims. Second, we also focus on the market area in sporting goods retailers for campers and also in the educational sector for co-curricular activities.

#### 5.4.2 Geographic Segmentation

Our primary target areas are in all countries across Malaysia particularly in Selangor, Pahang, Terengganu, Johor, Sabah, and Sarawak, as these are the regions with well-known camping destinations that attract the adventurous.

#### 5.5 Market Trend

A market trend is a financial market's perceived tendency. It entails moving in a specific direction over time. We anticipate operating in the long-term for D'Future Tent. The reason for this belief is that we feel our tent will provide several benefits to the adventurous society because it is a crucial item that they will require. It aids in the relief of any challenges that adventurers may face when camping.

## 5.6 Market Size

- The D'Future Tent company has chosen e-commerce applications and websites for business platforms and market sectors after researching various prospective markets. As you are probably aware, the internet is used by a large number of individuals all over the world. On the internet, there are several platforms, such as websites, where people can easily develop and upload their own and do whatever they want as a platform for communicating with other internet users. Furthermore, e-commerce platforms provide a fantastic platform for small business owners to offer and sell their goods. Shopee and Lazada are examples of shopping platforms that almost everyone knows.
- 32.37 million of citizen malaysia, 15-64 years is (70% of total citizen)
- Roughly around 6,670 use tents for outdoor activities.

Total Population	6,670
Target Market	20% (estimated existing product buyer) x 6,670
Market Size	= 1,334 people
Product Price Per Unit	RM3,000
Market Size in RM	1,334 x RM3,000 = RM4,002,000

#### Table 3: Market Size

## 5.7 Market Share

Based on the market size calculated above, we estimated that we will reach 20% of the market share.

Competitors	Market Share (%)	Total Sales (RM)
Decathlon	40	1,600,000
Coleman	35	1,400,700
The North Face	25	1,000,500
Total	100	4,002,000

Market Share and Sales before entering the market:

Table 4: Market Share Before entering Market

Market Share and Sales after entering the market (D'Future Tent):

Competitors	Market Share (%)	Total Sales (RM)
Decathlon	35	1,400,700
Coleman	25	1,000,500
The North Face	20	800,400
D'Future Tent	20	800,400
Total	100	4,002,000

Table 5: Market Share After Entering Market

# **5.8 Sales Forecast**

Sales Forecast for D'Future Tent of potential repeat-purchase volume and how the market might be affected by the economic changes throughout the year. Market Size = RM4,002,000, Market Share = RM800,400

Sales Projection	Sales(RM)	Reason	
January	45,000	The company has potential to attract customers since it is a new and fresh product, hence, people will tend to buy our product. We will give out a new product promotion after a month of building hype for our product.	
February	54,000	Sales get higher as we receive more attention from customers and the feedback from previous customers build a community promoting our product.	
March	48,000	Sales begin to decline as the new product promotion has ended.	
April	30,000	Sales begin to decline as the need for our product is becoming scarcer.	
May	30,000	Sales are constant coming from the feedback of our valued customers.	
June	21,000	Sales reduced compared to the previous months as the demand for the backpack declined.	
July	24,000	Total sales are slightly higher than the previous month because our product came out with a new design and patterns.	
August	21,000	Sales are expected to decline as our competitors are releasing new design products.	
September	24,000	Sales are almost constant throughout the product engagement.	
October	90,000	Sales started to increase surpassingly as people are getting ready for school holiday's preparation to spend time with their family outdoors.	
November	195,000	Sales have increased drastically because of the monsoon season especially on the east-coast of Malaysia.	
December	218,400	Sales from the previous month are constant because of the seasonal change. In addition, the Ministry has also engaged with our product as a safety measure for the people highly affected with heavy downpours.	

Total Year 1 (2022)	800,400	D'Future Tent has to compete with highly competitive and well-known brands in the market.
Total Year 2 (2023) (Increase 15%)	920,460 (800,400 + 15%)	We estimated that there will be a 15% increase in sales than the previous year as our product is starting to become well-known especially towards our targeted customer.
Total Year 3 (2024) (Increase 40%)	1,288,716 (920,460 + 40%)	In the third year, D'Future Tent has succeeded in becoming part of the market share among our competitors. We will come up with new designs and patterns, in addition to custom made designs to suit our customer's preference.

Table 6: Sales Forecast

#### 5.9 Strategic Barriers to Entry

#### 5.9.1 Product differentiation

D'Future Tent is a new innovation made to fit people's preference when they look for a tent. Throughout all the inventions made particularly for this reason, D'Future Tent is made complete with a built-in power generator small enough to not disrupt the comfortability but strong enough to power the whole tent with lights, heat and electricity. This is an important feature to look at because providing these elements without sacrificing your storage is not easy. With this product, you can get it with little to no storage taken up, provide electricity when there is nowhere to be found if you are outside and it is way more affordable for the convenience it brings.

#### **5.9.2 Government Policy**

In terms of licensing requirements, access to raw materials, and the measures to meet in order to market our product, it is safe to say that D'Future Tent have passed beyond conditions set by the government, including the inspection and product testing made by leading certification in order to ensure the safety and security of our product. We have modified our business according to regulations before we enter the market.

#### 5.9.3 Loyalty Schemes

Our products come with special services that would help retain customer loyalty, in addition to having custom made designs to gain new customers. This will help boost our product among competitors and new entrants.

# 5.10 Competitors

Competitors	Product	Price	Place	Promotion
Decathlon	<ul> <li>High quality</li> <li>Strong branding</li> <li>Light (easy to carry)</li> </ul>	Moderate to High	<ul><li>Physical store</li><li>Online platform</li></ul>	Worldwide Promotion
Coleman	<ul> <li>High quality</li> <li>Moderate branding</li> <li>Simple</li> </ul>	Moderate to High	- Physical store	Mass Promotion
The North Face	<ul> <li>High quality</li> <li>Strong branding</li> <li>Veteran brand</li> </ul>	High	<ul><li>Physical Store</li><li>Online Platform</li></ul>	Worldwide Promotion

Table 7: Competitors

## 5.11.1 Product

D'Future Tent is a tent that has been innovated to improve the quality of tents in general by adding special features to meet customer's demand. The product has been manufactured primarily on our own to ensure the safety and security of each component built. D'Future Tent uses a solar cell fabric, embedded with photovoltaic (PV) cells which generate electricity when exposed to light. The energy harvested by the photovoltaic fabrics will be stored in a mini battery, providing this tent with its own built-in generator. It can be used to power up features like glo-waze to offer light, groundsheet heater to deliver warmth and electricity for charging the user's devices. With these flexible substances in D'Future Tent, this product can maximize the advantage in the production of the tent for a wide variety of purposes.

## 5.11.2 Pricing

D'Future Tent is a well-organised business with the focus to deliver affordable yet profitable business. We believe the price of RM3,000 is the optimum price for our product since we are still new to the market. This will help us gain loyal customers along the way of attracting new ones.

The cost breakdown in producing D'Future Tent:

Cost	Amount (RM)
Material Cost	1,552
Labour Cost (RM15,942.75 / 22 units)	724.67
Overhead Cost (RM10,187 / 22 units)	463.05
Total Cost	2,739.72
Selling Price	3,000
Profit per tent (RM3,000 - 2,739.72)	260.28

## Table 8: Cost Breakdown in Producing D'Future Tent

#### **5.11.3 Product Design**

For our tent, we use a solar cell fabric that comes in a variety of colours to suit customer's preference. Of course, the colours available are the ones that have passed the requirements for product testing and durability. This is to make sure the reflection for wavelengths of lights, the absorption of heat and the ability to blend in with nature to avoid unwanted animals are all met before delivering the product to our customer. D'Future Tent is also designed with glo-waze to provide lights bright enough to see in the dark, but not enough to make you stand out in the dark.

#### **5.11.4 Product Quality**

D'Future Tent is also an eco-friendly product that is sustainable by solar energy. The solar cells fabric can last up to 20 years, is very lightweight and contains no toxic materials. It is more stable to face climate changes and the power generated from the fabric will still work perfectly on rainy days because of the way it collects a wider spectrum of light. Our product also comes with a waterproof fabric that has 5000mm of rain protection minimum. This tent is incredibly quick and easy to set up as the poles are lightweight and effortless to assemble, not to mention the clip-hole attachments make setup a breeze.

#### 5.11.5 Service

Our worker will attend customers carefully while they pick out which tent they would like to purchase. We will also keep track of our previous customers to get feedback based on their experience with our product so we could improve our product if needed.

#### 5.11.6 Advertising and Promotion

D'Future Tent is being advertised through social media platforms such as tiktok, facebook and instagram. We are also available in e-commerce platforms such as Lazada and Shoppe. Our company has made connections with some of the large companies in Malaysia so we could do a cross promotion once we enter the market and hit the target demand. The reviews and feedback from a few famous hikers will also be used as a marketing means to promote our product.

## 5.11.7 Place and Distribution

D'Future Tent will be sold at our main store which is located in Cheras, Selangor. It will also be distributed at shopping malls such as MYDIN, Lotus, Aeon and sports retailers across the country. This is to make sure our product is easily accessible throughout all stores in the market and available in cases of emergency.

### 5.11.8 Warranty

D'Future Tent provides warranty for all customers who purchase our product in the time span of 2 years from the date of purchase. The warranty covers manufacturing defects and workmanship that could arise despite normal operation as taught in the manual.

#### 5.12 Marketing Budget

Particulars		Fixed Assets	Working Capital	Other Expenses
Fixed Asset - Signboard		RM 1,700		
Working Capital - Salary Promotion Cost			RM 4,350	
Other Expenses - Advertising - Business Card - Customer Surveys - Other Promotions				RM 2,190 RM 150 RM 200 RM 1,000
	Total	RM 1, 700	RM 4, 350	RM 3, 540
			Total	RM 9,590

Table 9: Marketing Budget

#### 6.0 OPERATIONS AND PRODUCTION PLAN

### 6.1 Introduction

The actions associated with the creation of products and services by changing or converting all raw materials into finished products through some other additional processes are referred to as "operation management". In order to make the operation a success and better organised for production, manufacturing, or service supply process, additional effort needs to be made, including planning, arranging, and supervising.



#### **6.2 Process Planning**

Figure 3: Process Planning Flow Chart

Before the production can be started, order for the required parts will be made according to the production requirement. Recording of the received parts will be made to make sure the quantity received is according to the orders placed and then it will be inspected by the person in charge. Any defects and low quality parts that did not meet our quality standards will be returned to the suppliers. Then the assembly process can begin. All of the parts will be assembled into a finished D'Future tent. To make sure that the finished tent meets our quality and regulations standard, it will be inspected thoroughly for any defects and damages. If the tent has passed the quality inspection then it will be packed and labelled. The products will be stored first and the will be distributed to the stores that placed orders for our product

## **6.3 Operation Layout**



Figure 4: Operation Layout

The figure shows the operation area or layout of our company producing and processing area of our product. Our company's office has two floor levels. The first one is the area where our workers are performing the processing of the product. Our processing area is divided into a few areas, such as the docking and receiving area, raw materials storage room, assembly room, inspection and quality control room, and lastly the finished products storage room. The Storage rooms are located near to the docking and receiving area, that is because it will be much easier to carry the material to be stored.

# 6.4 Production Planning

Particular	D'Future Tent
Average Sales Forecast per month = RM800,400 / 12 months = RM 66,700	RM 66,700
Price per unit	RM 3,000
Number of Outputs per month	22 units
Number of Working Days per month	20 days
Number of Output per day = 22 units / 20 days	1.5 unit (1 completed unit and a half completed unit to be carried forward for the next day )
Estimate % Safety Stock per month = 22 units + (10% x 22 units)	24 units
Actual Number of Outputs per day 24 units / 20 days	1 unit

Table 10: Production Planning

## **6.5 Material Planning**

D'Future T	`ent
------------	------

Material Code	Description	Cost Price per Unit	Quantity	Total		
001	Solar Fabrics	RM 700	1 unit	RM 700		
002	Aluminium Poles	RM 45	1 unit	RM 45		
003	Ground Heater Panels	RM 112	1 unit	RM 112		
004	Glo-waze Strips	RM 244	1 unit	RM 244		
005	Inflatable Mattress	RM 371	1 unit	RM 371		
006	Battery and wiring	RM 70	1 unit	RM 70		
007	Packaging RM 10 1 unit		1 unit	RM 10		
	Total Per unit of Tent RM 1					

Table 11: Material Planning

From table 11, it shows the total cost to produce a D'Future Tent. Each tent requires a unit of Solar Fabrics as its main Material, Aluminium Poles to support the overall structure of the tent, Ground Heater Panels to provide heating, Glo-Waze Strips which is a LED strips with built in RFID technology tracker, Inflatable Mattress, and lastly the battery and wiring components. The total of each unit of materials to produce a single D'Future Tent is RM1542.00.

## **6.6 Machine and Equipment Planning**

No	Machine and Equipment	Quantity	Price per Unit	Total Cost
1	Storage Racks	10	RM 355	RM 3,550
2	Heavy Duty Container	40	RM 80	RM 3,200
3	Air Conditioner	5	RM 900	RM 4,500
4	Trolley	4	RM 50	RM 200
5	Working Tables	6	RM 300	RM 1,800
6	Sewing Machines	3	RM 1,400	RM 4,200
7	Rivet Guns	3	RM 32	RM 96
8	Stapler Machine	3	RM 280	RM 840
9	Fire Extinguishers	2	RM 220	RM 440
10	Dust Bin	4	RM 10	RM 40
11	Protection Glasses	20	RM 12	RM 240
12	Face Masks	10 boxes	RM 12	RM 120
13	Lockers	5	RM 128	RM 640
				RM 19,866

Table 12: Machine and Equipment Planning

Based on the table xxx this is a list of machinery and equipment owned by D'Future tent. The materials and finished product will be put in the Heavy Duty container and stored on the storage racks. It cost a total of RM 3,200 and RM 3,550 respectively. To make sure that the lighter materials and dust were not blown away by conventional fans and to make sure that the workers are in comfortable working conditions, 5 air conditioners are needed, of which the total amount is RM 4,500. 4 trolleys are to helps the workers transfer raw materials and finished products to the storage rooms. Each of the trolleys cost RM 50. The sewing machines, Rivet Guns, and Stapler Machines help the worker assemble the tent. The total cost of those equipment are RM 4,200, RM 96, and RM 840 respectively. The total cost for Machinery and Equipment is RM 19,866.

## 6.7 Manpower Planning

	Figure Based on D'Future Tent Business	
Planned Rate of Production per Day	1 unit	
Worker Productive Time per Day	8 Hours	
Worker Standard Productive Time per Unit	The product took 5 Hours to complete	

Table 13: Manpower Planning

No. of Workers Required=

<u>Planned Rate of Production per day</u> x Worker Standard Production time per unit Worker

Productive time per day

No. of Worker required =  $(1 \text{ unit } / 8 \text{ hours}) \times 5 \text{ hour}$ 

= 0.625 @ 6 workers required



Figure 5: Employees Structure

1 person will be appointed as the Operation Manager who is in charge of overseeing the 6 workers. The responsibility for the operation manager is to ensure they succeed to achieve all the achievement of all internal and external needs. The operation manager is also responsible to provide analysis and recognition of all performance related to the issue and the effectiveness of preventing the high loss during the operation. However, the responsibility for the workers is to produce the finished goods or products and follow the instructions that instruct the operation manager. Therefore, they are also responsible to reduce any damage while operating or manufacturing the products to avoid any loss incurred. Thus, it will help the company achieve low loss of products.

Position	No	Monthly Salary	EPF 11%	SOCSO	Total
Operation Manager	1	RM 3,500	RM 385	RM 17.25	RM 3,902.25
Worker	6	RM 1,800 x 6 RM 10,800	RM 198 x 6 RM 1,188	RM 8.75 x 6 RM 52.50	RM 12,040.50
Total	7	RM 14,300	RM 1,573	RM 69.75	RM 15,942.75

Table 14: Operational Personnel Remuneration

# 6.8 Overheads Requirement

Overhead	Cost	
Rent	RM 6,500	
Electricity Bills	RM 1,800	
Water Bills	RM 187	
Maintenance	RM 1,100	
Internet & Telephone Bills	RM 600	
Total	RM 10,187	

Table 15: Overheads Requirement

# 6.9 Operation Budget

Particulars	Fixed Assets	Monthly Expenses	Other Expenses
Fixed Asset - Machine & Equipment	RM 19,866		
Monthly Expenses - Raw Materials		RM 34,144	
- Rent		RM 6,500	
- Salaries & Wages		RM 15,942.75	
- Utilities		RM 2,587	
Other Expenses - Maintenance			RM 1,100
Total	RM 19,866	RM 59,173.75	RM 1,100
Total			RM 80,139.75

Table 16: Operation Budget

## 7.0 ORGANIZATIONAL PLAN

# 7.1 Organizational Chart



Figure 6: Company's Organizational Chart
## 7.2 Management Team



## FOUNDER | EXECUTIVE MANAGER

Name	Ariff Hakimi Bin Hasbullah					
Identity Card Number						
Date of Birth	24 November 1987					
Marital Status	Single					
Address	No 23 Jalan Suasana %, Bandar Tun Hussein Onn, 43200 Cheras, Selangor					
Telephone Number						
E-mail	hakimi001124@icloud.com					
Academic Qualification	<ul> <li>Masters in Business Administration (MBA) Stanford University</li> <li>Bachelor of Business Administration (Honours) Entrepreneurshi Uitm Puncak Alam</li> </ul>					
Skills	<ul> <li>Expert in Microsoft Word, Excel, Powerpoint</li> <li>Excellence in leading and coaching a team</li> <li>Strong communication skills</li> <li>Business expert</li> <li>Independent and self-motivated</li> </ul>					
Experience	<ul> <li>Executive Manager of D'Future Tent partnership (Jan 2022 - Present)</li> <li>Operational Manager of Vermont Tent Company (Jan 2015 - Dec 2021)</li> <li>Administration Manager of Tent Craft Company (Jan 2012 - Dec 2014)</li> </ul>					

Table 17 : Founder Biodata



#### FINANCIAL MANAGER

Name	Nur Sarah Izzati Binti Azian					
Identity Card Number						
Date of Birth	25 October 1987					
Marital Status	Married					
Address	No 7, Jalan Saujana 4/3, Taman Saujana Height, 75450, Melaka.					
Telephone Number						
E-mail	nursarahizzati00@gmail.com					
Academic Qualification	<ul> <li>January 2012 - June 2013: Masters in Forensic Accounting &amp; Financial Criminology, University of Southern California</li> <li>January 2007 - June 2009: Bachelor of Accountancy (Honours), Uitm Melaka</li> </ul>					
Skills	<ul> <li>Adeptness in the use of logic</li> <li>Has a strong quantitative skills</li> <li>Fluent in computer language</li> </ul>					
Experience	<ul> <li>January 2022 - Present: Financial Manager at D'Future Tent Partnership</li> <li>August 2014 - September 2020: Senior Accountant at Chase Bank, California Branch</li> <li>June 2010 - June 2014: Accountant at Chase Bank, California Branch</li> <li>January 2008 - June 2009: Internship for Accounting at Sunway Berhad</li> </ul>					

Table 18: Financial Manager Biodata



## MARKETING MANAGER

Name	Ahmad Syahir Bin Muhammad Ikbal						
Identity Card Number							
Date of Birth	12 June 1994						
Marital Status	Single						
Address	No463, Jalan Lati, Pasir Mas Kelantan						
Telephone Number							
E-mail	syahir@gmail.com						
Academic Qualification	<ul> <li>January 2021 - Present: Masters in Strategic Marketing, University of Greenwich</li> <li>January 2013 - December 2014: Bachelor in Marketing Management(Honours), University of Greenwich</li> </ul>						
Skills	<ul> <li>Able to understand buyer needs</li> <li>Expert in technical knowledge and industry involvement</li> <li>Expert in Data Analysis</li> <li>Sales-minded</li> </ul>						
Experience	<ul> <li>January 2021 - Present: Marketing Manager at D'Future Tent Partnership</li> <li>January 2015 - December 2020 Junior Marketing Analyst at at J.P. Morgan, Malaysia Branch</li> <li>June 2014 - December 2014: Internship as a Marketing Analyst at J.P. Morgan, Malaysia Branch</li> </ul>						

Table 19: Marketing Manager Biodata



#### **OPERATIONAL MANAGER**

Name	Intan Shafiqah Adleena Binti Rozhan					
Identity Card Number						
Date of Birth	24 June 1990					
Marital Status	Married					
Address	No.19, Jalan Elektron U16/88, Denai Alam					
Telephone Number						
E-mail	intan@gmail.com					
Academic Qualification	<ul> <li>June 2016 - August 2017: Masters in Business Administration (MBA), Uitm Melaka</li> <li>January 2012 - March 2014: Bachelor of Business Administration (Honours) Entrepreneurship Uitm Puncak Alam</li> </ul>					
Skills	<ul> <li>Able to effectively handle multiple projects management</li> <li>Have a wide view in technical skills</li> <li>Fluent in mandarin</li> </ul>					
Experience	<ul> <li>June 2021 - Present: Operations Manager at D'Future Tent Partnership</li> <li>August 2018 - Dec 2020: Operations Manager at Decathlon Malaysia</li> <li>June 2014 - June 2018: Assistant Operations Manager at H&amp;S Accounting Sdn.Bhd.</li> <li>Oct 2013 - March 2014: Internship Operations Administrator at H&amp;S Accounting Sdn.Bhd.</li> </ul>					

Table 20: Operational Manager Biodata

#### 7.3 External Resources

External Resources/Services	Functions
Auditor	<ul> <li>To analyse and verify the accuracy of the financial data in a true and fair view.</li> <li>To ensure that the business comply with tax laws.</li> </ul>
Technicians	<ul><li>Carry out daily backup tasks</li><li>Conduct test on technical equipment</li></ul>
Corporate counsel	• To advise business's leader on the legal concerns regarding the business's commercial operations
Tax Consultant	<ul> <li>To help in preparing tax returns for the business</li> <li>To provide information and advice that can assist us in completing the business tax returns.</li> </ul>

Table 21: External Resources

#### 7.4 Human Resources

	Human Resources	Expected Salary (RM)		
	Clerical Staff	RM 1,800		
Office	Professional Staff	RM 2,900		
	Managers	RM 3,700		
Warehouse	Production Staff	RM 1,800		
	Managers	RM 3,500		

Table 22: Human Resources

#### 8.0 FINANCIAL PLAN

## 8.1 Project Implementation Cost & Sources of Finance

		PROJE	D'FU CT IMPLEMENTATIO	UTURE TENT ON COST & SOL	JRCES OF FINAN	ICE			
Project In	pleme	entation C	ost		Sources o	f Finance			
Requireme	nts		Cost	Loan	Hire-Purchase	Own	Own Contribution		
Fixed Assets						Cash	Existing F. Assets		
Land & Building									
Furniture & Fittings			8,500	8,500					
Office Equipment			2,000	2,000					
Signboard			1,700	1,700					
Machine & Equipment			19,866	19,866					
Motor Vehicle			77,000	77,000					
Working Capital	1	months							
Administrative			31,455	31,455					
Marketing			4,350	4,350					
Operations			59,174	59,174					
Pre-Operations & Other Expenditure			23,340	23,340					
Contingencies	10%	6	22,738	22,738					
TOTAL			250,123	250,123					

Figure 7: Project Implementation Cost & Sources of Finance

## **8.2 Cash Flow Statement**

	D'FUTURE TENT CASH FLOW PRO FORMA 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) Loan Cash Sales Collection of Accounts Receivable	250,123	45,000	54,000	48,000	30,000	30,000	21,000	24,000	21,000	24,000	90,000	195,000	218,400	250,123 800,400	920,460	1,288,716
TOTAL CASH INFLOW	250,123	45,000	54,000	48,000	30,000	30,000	21,000	24,000	21,000	24,000	90,000	195,000	218,400	1,050,523	920,460	1,288,716
CASH OUTFLOW Administrative Expenditure Saturia, SPF & SOCSO Renta Utilides		30,000 1,200 255	1,200	30,000 1,200 255	30,000 1,200 255	30,000 1,200 255	14,400	360,000 14,400 3,060	360,000 14,400 3,060							
Marketing Expenditure Salary Promotion Coat		4,350	4,350	4,350	4,350	4,350	4,350	4,350	4,350	4,350	4,350	4,350	4,350	52,200	52,200	52,200
Operations Expenditure Cean Purchase Payment of Account Payable Carninge Inward & Outy Salaries, EPF & SOCSO Rent Utilities		34,144 15,943 6,500 2,587	34,144 15,943 6,500 2,587	34,144 15,943 6,500 2,587	34,144 15,943 6,500 2,587	34,144 15,943 6,500 2,587	34,144 15,943 8,500 2,587	34,144 15,943 6,500 2,587	34,144 15,943 6,500 2,587	15,943	34,144 15,943 6,500 2,587	34,144 15,943 6,500 2,587	34,144 15,943 6,500 2,587	191,313	191,313 78,000 31,044	191,313 78,000 31,044
Other Expenditure Pre-Operations Deposit (unrt. utilisis, etc.) Business Regulation & Licences Insurance & Road Tax for Motor Vehicle Other Pre-Operations Expenditure Fixed Assets	13,000 2,800 500 3,500	3,540												3,540 13,000 2,800 500 3,500	3,540 500	3,540 500
Purchase of Final Assets - Land & Building Purchase of Final Assets - Others Hire-Purchase Down Payment Hire-Purchase Repayment: Principal Interest Loan Repayment: Principal Interest	109,066	4,169 1,042		4,169 1,042	4,169 1,042	4,169 1,042	109,068 50,025 12,506	50,025 10,005	50,025 7,504							
Tax Payable TOTAL CASH OUTFLOW	128,866	103,730	100,190	100,190	100,190	100,190	100,190	100,190	100,190	100,190	100,190	100,190	100,190	1,334,682	794,087	791,585
CASH SURPLUS (DEFICIT)	121,257	-58,730	-46,190	-52,190	-70,190	-70,190	-79,190	-76,190	-79,190	-76,190	-10,190	94,810	118,210	-284,159	126,373	497,131
BEGINNING CASH BALANCE		121,257	62,528	16,338	-35,852	-106,041	-176,231	-255,421	-331,610	-410,800	-486,990	-497,179	-402,389		-284,159	-157,785
ENDING CASH BALANCE	121,257	62,528	16,338	-35,852	-106,041	-176,231	-255,421	-331,610	-410,800	-486,990	-497,179	-402,369	-284,159	-284,159	-157,785	339,346

#### **<u>8.3 Income Statement</u>**

D'FUTURE TENT PRODUCTION COST PRO-FORMA STATEMENT										
Year 1 Year 2 Year 3										
<b>Raw Materials</b> Opening Stock Current Year Purchases	0 409,728									
Ending Stock Raw Materials Used Carriage Inward	409,728									
Salaries, EPF & SOCSO Factory Overhead	409,728 191,313	191,313	191,313							
Depreciation of Fixed assets (Operations) Rent Utilities	19,373 78,000 31,044	19,373 78,000 31,044	19,373 78,000 31,044							
Total Factory Overhead	128,417	128,417	128,417							
Production Cost	729,458	319,730	319,730							

#### D'FUTURE TENT PRO-FORMA INCOME STATEMENT

	Year 1	Year 2	Year 3
Sales	800,400	920,460	1,288,716
Less: Cost of Sales			
Opening Stock of Finished Goods			
Production Cost	729,458	319,730	319,730
less: Ending Stock of Finished Goods			
	o	o	0
	729,458	319,730	319,730
Gross Profit	70,942	600,730	968,986
Less: Enpenditure			
Administrative Expenditure	377,460	377,460	377,460
Marketing Expenditure	52,200	52,200	52,200
Other Expenditure	3,540	3,540	3,540
Business Registration & Licences	2,800		
Insurance & Road Tax for Motor Vehicle	500	500	500
Other Pre-Operations Expenditure	3,500		
Interest on Hire-Purchase			
Interest on Loan	12,506	10,005	7,504
Depreciation of Fixed Assets	2,440	2,440	2,440
Total Expenditure	454,946	446,145	443,644
Net Profit Before Tax	-384,004	154,585	525,342
Тах	0	0	0
Net Profit After Tax	-384,004	154,585	525,342
Accumulated Net Profit	-384,004	-229,419	295,923

Figure 9: Income Statement

# 8.4 Balance Sheet

D'FUTURE TENT PRO-FORMA BALANCE SHEET							
	Year 1	Year 2	Year 3				
ASSETS							
Fixed Assets (Book Value)							
Land & Building							
Furniture & Fittings	6,800	5,100	3,400				
Office Equipment	1,600	1,200	800				
Signboard	1,360	1,020	680				
5		.,					
Machine & Equipment	15,893	11,920	7,946				
Motor Vehicle	61,600	46,200	30,800				
	87,253	65,440	43,626				
Current Assets							
Stock of Raw Materials							
Stock of Finished Goods							
Accounts Receivable	(004.450)	(457,705)	000 040				
Cash Balance	(284,159)	(157,785)	339,346				
	(284,159)	(157,785)	339,346				
Other Assets	12.000	12.000	12.000				
Deposit	13,000	13,000	13,000				
TOTAL ASSETS	(183,906)	(79,346)	395,972				
Owners' Equity							
Capital							
Accumulated Profit	(384,004)	(229,419)	295,923				
	(384,004)	(229,419)	295,923				
Long Term Liabilities							
Loan Balance Hire-Purchase Balance	200,099	150,074	100,049				
	200,099	150,074	100,049				
Current Liabilities							
Accounts Payable							
TOTAL EQUITY & LIABILITIES	(183,906)	(79,346)	395,972				

Figure 10: Balance Sheet

#### 9.0 PROJECT MILESTONE

Project milestones is a specific point within a project's life cycle that is used to track the progress toward the ultimate goal. The objective is to identify which activities or groups of activities have been completed, and to take note when a new phase or activity is launched.

ACTIVITIES	DEADLINES
Application for Permits and Business License	1/1/2022
Incorporation of D'Future Tent Partnership	1/1/2022
Employee's Recruitment	24/1/2022
Conduct Board Meeting	12/2/2022
Analyze Market Demands	12/2/2022
Complete Design and Development	12/2/2022
Signing Contracts	6/3/2022
Ordering of Materials in Production Quantities	1/4/2022
Starting of Tent Operations	6/5/2022
Conduct Product Testing	6/5/2022
Website Registration	7/5/2022
Conduct IT Security System	10/5/2022
Start Selling and Promoting	1/5/2022
First Order Receipt and Delivery	1/6/2022-12/6/2022
Complete Audit Reporting and Evaluation	15/6/2022
Monthly maintenance and items restock	15/6/2022
Profitability of the First Quarter	14/8/2022

Table 23: Project Milestone

#### **10.0 CONCLUSION**

In conclusion D'Future Tent is a partnership business that always aims to strive our best to ensure that our tent will deliver its promises to all of the adrenaline seeker adventurers out there. We believe that our tent will be able to suit the expectations of our customers and provide them with 100% satisfaction. In order to achieve our goal, we plan to cover all of our expenses as mentioned in the financial section. Furthermore, despite the fact that there are many competitors in the market, we are confident that our company will do well and generate a significant profit in this business.

It is our aim that, as a result of the creativity and forward-thinking nature of our business plan, our product, the D'Future tent, would be the first choice for our customers, particularly those seeking thrilling adventure. We will assume complete responsibility and allegiance to our new product, which will undoubtedly disrupt the market and become viral on the internet, assisting us in achieving our purpose and vision straight away. We will work extremely hard and will be encouraged to take any risk necessary to improve our business performance in the future.

#### **11.0 APPENDICES**

## 1. Financial Performance of The Company.

D'FUTURE TENT										
FINANCIAL PERFORMANCE										
	Year 1	Year 2	Year 3							
PROFITABILITY										
Sales	800,400	920,460	1,288,716							
Gross Profit	70,942	600,730	968,986							
Profit Before Tax	-384,004	154,585	525,342							
Profit After Tax	-384,004	154,585	525,342							
Accumulated Profit	-384,004	-229,419	295,923							
LIQUIDITY										
Total Cash Inflow	1,050,523	920,460	1,288,716							
Total Cash Outflow	1,334,682	794,087	791,585							
Surplus (Deficit)	-284,159	126,373	497,131							
Accumulated Cash	-284,159	-157,785	339,346							
SAFETY										
Owners' Equity	-384,004	-229,419	295,923							
Fixed Assets	87,253	65,440	43,626							
Current Assets	-284,159	-157,785	339,346							
Long Term Liabilities	200,099	150,074	100,049							
Current Liabilities	0	0	0							
FINANCIAL RATIOS										
Profitability										
Return on Sales	-48%	17%	41%							
Return on Equity	100%	-67%	178%							
Return on Investment	209%	-195%	133%							
Liquidity										
Current Ratio	#DIV/0!	#DIV/0!	#DIV/0!							
Quick Ratio (Acid Test)	#DIV/0!	#DIV/0!	#DIV/0!							
<u>Safety</u>										
Debt to Equity Ratio	-0.5	-0.7	0.3							
BREAK-EVEN ANALYSIS										
Break-Even Point (Sales)	2,327,914	720,846	667,633							
Break-Even Point (%)	291%	78%	52%							
	I									



#### FINANCIAL PERFORMANCE

# 2. Project Admin Marketing and Operation Budget

ADMINI	MARKETING BUDGET					OPERATIONS BUDGET								
Particulars	F.Assets	Monthly Exp.	Others	Total	Particulars	F.Assets	Monthly Exp.	Others	Total	Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets														
Land & Building					Fixed Assets					Fixed Assets				
Furniture & Fittings	8,500			8,500	Signboard	1,700			1,700	Machine & Equipment	19866	ò		19,866
Office Equipment	2,000			2,000						Motor Vehicle	77000	)		77,000
	-													
Working Capital					Working Capital					Working Capital				
Salaries, EPF & SOCSO		30,000		30,000	Salary Promotion Cost		4,350		4,350	Raw Materials & Packaging		34,144		34,144
Rents		1,200		1,200						Carriage Inward & Duty				
Utilities		255		255						Salaries, EPF & SOCSO		15,943		15,943
										Rent		6,500		6,500
							-			Utilities		2,587		2,587
												-		
Pre-Operations & Other Expenditure					Pre-Operations & Other Expenditure					Pre-Operations & Other Expenditure				
Other Expenditure					Other Expenditure			3,540		Other Expenditure				
Deposit (rent, utilities, etc.)					Deposit (rent, utilities, etc.)					Deposit (rent, utilities, etc.)			13,000	13,000
Business Registration & Licences			1,300	1,300	Business Registration & Licences					Business Registration & Licences			1,500	1,500
Insurance & Road Tax for Motor Vehicle					Insurance & Road Tax for Motor Vehicle					Insurance & Road Tax for Motor Vehicle			500	500
Other Pre-Operations Expenditure			2,400	2,400	Other Pre-Operations Expenditure					Other Pre-Operations Expenditure			1,100	1,100
Total	10,500	31,455	3,700	45,655	Total	1,700	4,350	3,540	6,050	Total	96,866	59,174	16,100	172,140

# 3. Depreciation Schedule

	D'FUTURE TENT DEPRECIATION SCHEDULES										
Cost Meth		Furniture & F 8,500 Straight Line 5	ittings	Cost Meth	l Asset (RM) od omic Life (yrs)	Office Equipment 2,000 Straight Line ) 5					
	Annual										
Year	Depreciation	Depreciation	Book Value	Year	Depreciation	Depreciation	Book Value				
	- 1700	- 1700	8,500		-	-	2,000				
1 2	1,700 1,700	1,700 3,400	6,800 5,100	2	400	400 800	1,600 1,200				
3	1,700	3,400	3,400	3	400	1.200	1,200				
4	1,700	6,800	1,700	4	400	1,200	400				
5	1,700	8,500	1,700	5	400	2.000	400				
6	0	0,000	-	6	100	2,000	-				
7	Ŭ Ŭ	ů Ú	-	7	ů N	ŏ	-				
8			-	8	0	- Ū	-				
9	0	0	-	9	0	0	-				
10	0	0	-	10	0	0	-				
Cost ( Metho		Machine & Ec 19,866 Straight Line 5	juipment	Cost Meth	l Asset (RM) od omic Life (yrs)	Motor Vehicle 77,000 Straight Line 5					
	Annual	Accumulated			Annual	Accumulated					
Year	Depreciation	Depreciation	<i>Book Value</i> 19,866	Year	Depreciation	Depreciation	<i>Book Value</i> 77.000				
	3,973	3,973	15,893	1	- 15.400	- 15.400	61,600				
2	3,973	7,946	11,920	2	15,400	30,800	46,200				
3	3,973	11,920	7,946	3	15,400	46,200	30,800				
	3,973	15,893	3,973	4	15,400	61,600	15,400				
5	3,973	19,866		5	15,400	77,000	-				
a l	0,010	0	-	6	0	0	-				
		-		7	Ő	ů O	-				
$\frac{1}{7}$	0	0	-								
-	0	0	-	8	0	0	-				
7	-	-			0	0	-				

	D'FUTURE TENT LOAN & HIRE-PURCHASE AMMORTISATION SCHEDULES											
	LO	AN REPAYME	NT SCHEDUL	E	HIRE-PURCHASE REPAYMENT SCHEDULE							
Amou	int	250,123			Amount							
Intere	est Rate 👘	5%			Interi	est Rate 👘	5%					
Dural	tion (yrs) 👘	5			Dura	tion (yrs)	5					
Metho	d	Baki Tahu	nan				-	-				
Year	Principal	Interest	Total Payment	Principal Balance	Year	Principal	Interest	Total Payment	Principal Balance			
	-	-		250,123		-	-		-			
1	50,025	12,506	62,531	200,099	1	-	-	-	-			
2	50,025	10,005	60,030	150,074	2	-	-	-	-			
3	50,025	7,504	57,528	100,049	3	-	-	-	-			
4	50,025	5,002	55,027	50,025	4	-	-	-	-			
5	50,025	2,501	52,526	-	5	-	-	-	-			
6	0	0	-	-	6	-	-	-	-			
7	0	0	-	-	7	-	-	-	-			
8	0	0	-	-	8	-	-	-	-			
9	0	0	-	-	9	-	-	-	-			
10	0	0	-		10	-	-	-	-			