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UNIVERSITI  
TEKNOLOGI  
MARA



**BUSINESS PLAN REPORT**  
**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**FACULTY & PROGRAMME** : FACULTY OF ACCOUNTANCY (AC220)  
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**PROJECT TITLE** : BUSINESS PLAN REPORT (*JANNs.co*)  
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## 1.0 EXECUTIVE SUMMARY

JANNS.co is a company where the main areas of business are in device and technology. In the context of the postmodernist era, the globe is overshadowed by data and communication technology. Advances in technology have bribed new lifestyles in addition to dynamic consumer tastes. Technology has taken this world on a pervasive basis. Nearly every second society can use technology by dominant every factor at their fingertips. This case has become important to the community as a result of its replacement agenda that encompasses a place within the hearts of the community. This can be so because information technology was created to please our busy lives. Our current cyber world has been born to the current generation of IT literate. Indeed, if thought about prudently, the sophistication of technology brings edges to our society and country. Therefore, our vision is to be the most advanced company in technology and to offer greater mobility and convenience. Furthermore, our missions are:

- To make people's lives easier
- To provide the best service for the customers
- To satisfy all the customer's needs

Our company was being incorporated on 1 August 2021. The name JANNS.co was created from the first letter of our members' names. We have come up with the idea of creating a wireless laptop charger by observing the lifestyle of the people around us by going through the problems and challenges they faced in their daily life. Hence we have invented a product called Janns Laptop Standger which consists of a combination of both wireless chargers and at the same time act as a laptop stand. In order to make our idea possible, we did a detailed analysis of the environment and industry. In addition, we also came up with detailed and specific marketing plans, operation plans, organizational plans, and last but not least organizational plans. Hence we believe that both our mission and vision will be fulfilled.

In conclusion, we hope that our Janns Laptop Standger could make the impossible, possible with the help of our team members and become the world's most renowned company of devices and technology in the future.

## 2.0 COMPANY PROFILE

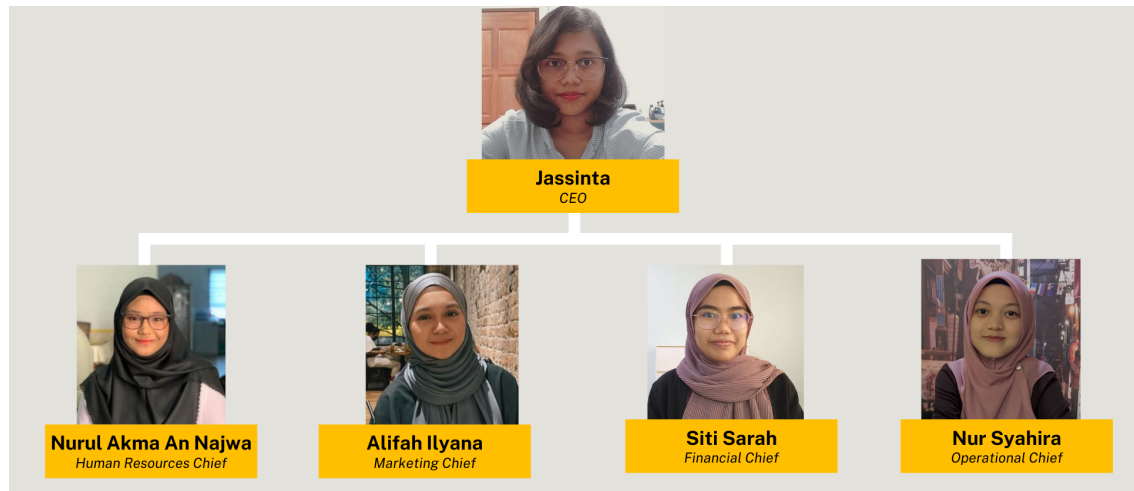
### 2.1 About Company



**Figure 2.1:** Logo of JANNS.co

<b>Business Name</b>	JANNS.co
<b>Email</b>	janns.co@gmail.com
<b>Phone Number</b>	+603-6372 8486
<b>Website Address</b>	<a href="http://www.janns.co.com">http://www.janns.co.com</a>
<b>Date Creation</b>	1 August 2021
<b>Vision</b>	To be the most advanced company in technology and offer greater mobility and convenient
<b>Mission</b>	To make people's lives easier To provide the best service for the customers To satisfy all the customers' needs
<b>Main Areas of Activities</b>	Device and technology
<b>Location Factory</b>	No 5, Jalan Utas 15/7 Seksyen 15, 40200 Shah Alam, Selangor
<b>Headquarters</b>	Citypark, I-City, Seksyen 7, Shah Alam

## **2.2 Organizational Chart**



**Figure 2.2:** Organizational Chart of JANNS.co

## **2.3 Details of the company**

JANNS.co was founded by Jassinta who got inspiration first to invent the new product and her other friends. JANNS.co's main operation is located in Shah Alam, Selangor. The mess and lack of mobility faced by them when using laptop chargers have led them to create a new product which is a wireless laptop charger or well known as JANNS Laptop Standger. The main purpose of producing JANNS Laptop Standger is to ease people's lives and offer high-quality products. In order to provide the efficiency of the operation of the company, JANNS.co adopts a hierarchical organizational structure which consists of a Chief Executive Officer, Human Resources Chief, Operational Chief, Marketing Chief And Financial Chief. The satisfaction of the customers will be the top of the company's priority which could be fulfilled by providing a great service. For the company's business culture, JANNS.co provides a supportive involvement and adopts a positive vibe and fun ways for each member of the company to get together for personal and professional development activities both during and outside normal company hours.

### 3.0 ENVIRONMENTAL AND INDUSTRY ANALYSIS

#### 3.1 Nature of Industry

JANNS.co's nature is manufacturing electronic devices specified to produce wireless laptop chargers combined with a stand. Based on our observation, we could conclude that the consumer faces difficulties when using a laptop charger as it creates a messy workplace and is easily damaged. According to Global Data Market Opportunity Forecast, by 2023 the ICT spending in Malaysia would exceed \$25.2 billion. The graph below shows the incremental revenues of the global market for wireless charging from 2013 to 2019. Thus, it shows that the need for wireless charging increases as it will assist people's lives.

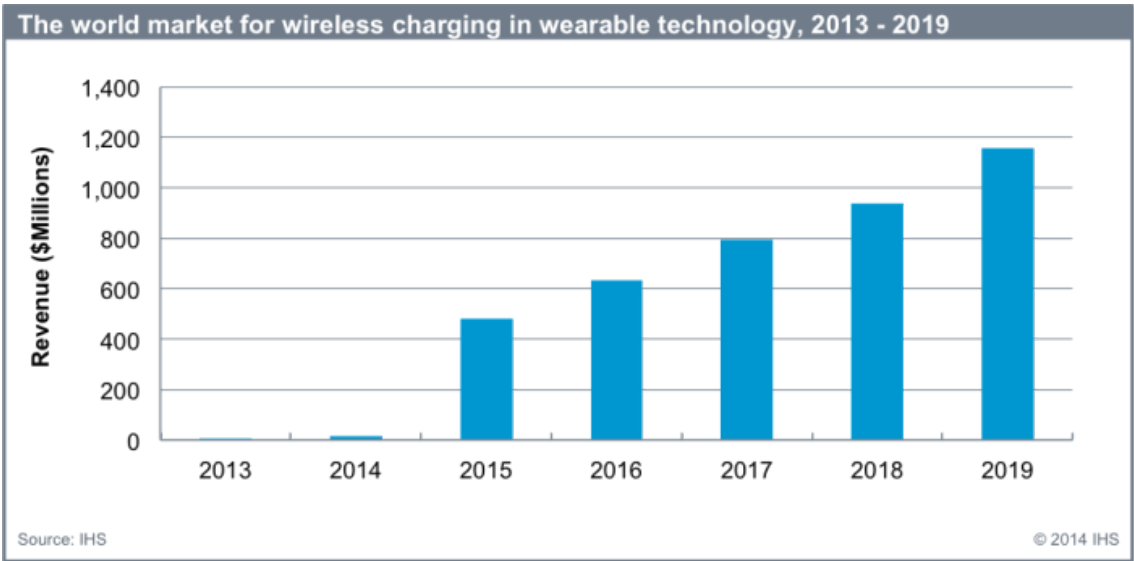


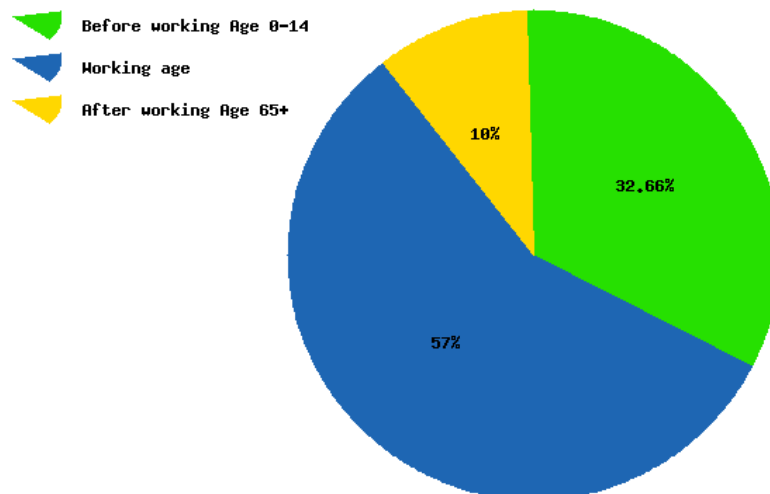
Figure 3.1: Revenue of Global Market for Wireless Charging Technology



### 3.2 Trends

According to Market Research, industrial production in Malaysia such as manufacturing, utilities and extraction is forecast to outpace economic growth by 6.9% in 2022 before increasing to 5.8% growth in 2023. This situation could be an opportunity to grow the business and make product sales become on top as the buyer's power is increasing. In the fourth quarter of the year 2021, the economy in Malaysia has returned to growth with the central bank expected to recover after the disruption caused by the pandemic. According to Bank Negara Malaysia (BNM), gross domestic product (GDP) rose 3.6% during that period. According to Fitch Solution, high inflation does pose a risk to consumer spending over 2022. After the economic slowdown caused by Covid-19, consumer spending in Malaysia will make solid growth for 2022. The Ministry of International Trade and Industry (MITI) attempted to encourage and strategize Malaysia's global competitiveness in the trade industry in order to make Malaysia a developed country.

Based on the pie chart, shows that the majority of the population in Malaysia is of working age 57%. Therefore, we could conclude that the number of Malaysian citizens using the laptop is high as the working-age they need the laptop to do their assignments and tasks.



**Figure 3.2:** Pie Chart of the Population in Malaysia by Age for the Year 2022

### **3.3 Key success factors**

Identifying the key to success is very crucial in order to make a business become successful. Therefore, JANNS.co has made some analyses regarding the key success factors.

#### **1. Finances**

Financing is the main factor that must be considered to make JANNS.co's operation run smoothly. JANNS.co is required to allocate cheaper resources and high-quality raw materials to maintain the product's reputation. Furthermore, adopting a good relationship with the vendors is very essential in order to obtain a discounted price for raw materials. The estimation price of the product must give a markup of the cost of making the product in order to gain profit.

#### **2. Employees**

As JANNS.co is a company manufacturing device products thus, the company will fully rely on skilled and unskilled labour. The key success factor consists of sufficient salaries, giving employee benefits and ensuring the workplace is safe. This is to ensure that the company has adequate workers to make the operation of the company become efficient.

#### **3. Operations**

The operations of the company is the important factor that needs to be considered. The key success factors include having a high technology and having proper quality control for inspection standards. This is to ensure the quality of the product.

#### **4. Marketing**

Outstanding marketing is necessary in the industry in order to make the sales of the company rise. On the other hand, the key success factors consist of conducting marketing activities and searching various marketing channels. The company's product becomes well known to people when it has good marketing.

## 4.0 DESCRIPTION OF VENTURE

### 4.1 Opportunity

General nature of JANNS.co is a specialist in the device and technology business which creates a wireless laptop charger with a built-in power bank that also works as a laptop stand for the customer to solve their problems of using such a wired charger. As we know, wireless charging is the most recent craze in the world of electronics. Using a well-known phenomenon of physics, chargers now use induction to transmit power wirelessly from one point to another. This phenomenon has been very recently exploited commercially, allowing the advent of wireless chargers, almost all of which use the same technology. Induction has gained popularity as it has almost the same efficiency as wires, and if the magnetic field of the receiving device and the emitting device is almost fully linked, it offers an extremely efficient transfer of power, and even reduces the risk of fire since fewer wires and less insulation is involved.

It is not easy to create this product as we must have an understanding of physics to make sure that we know what we're doing, and also knowledge of electrical paths, to make sure we know which wire goes where so that we could avoid any harm while creating the product since doing device and technology business is very challenging. Although wireless laptop chargers already exist in the market, JANNS.co is sure that our company can go further as this product has its own uniqueness and it is our target to solve people's problems and make them happy.

Problems that our company solves will make high demand for wireless laptop chargers. There are examples of situations that our company can solve:

1. The wired charger is too heavy to carry

Since consumers keep complaining about this, JANNS.co uses high-density plastic materials such as PC and ABS that are temperature resistant and flame retardant for a lighter weight rather than carrying a laptop stand and charger separately.

## 2. Messy and lacks mobility

The uniqueness of our product is, that we introduced a wireless laptop charger but it comes with another three useful functions. The first is the on-the-go function (built-in charger), which acts as a power bank. Besides, it is also in laptop stand design, where they are adjustable with several height and angle options so that the screen will be on par with their eyes to find the right alignment and reduce the risk of repetitive stress injury. Lastly, foldable. The wireless laptop charger that we introduced is foldable to extent that it fits right inside a water bottle compartment at the side of the bag.

## 3. Long charging time

To avoid long charging time, JANNS.co uses advanced components and a state-of-the-art cooling system to minimise heat loss, a high-efficiency chipset and an internal cooling fan to provide the fastest possible wireless charge in its class.

## 4. Easily damaged

In order to keep the wireless charger long-lasting, the charger is provided with a microfiber storage bag rather than exposed to material and friction inside the bag, uncovered.

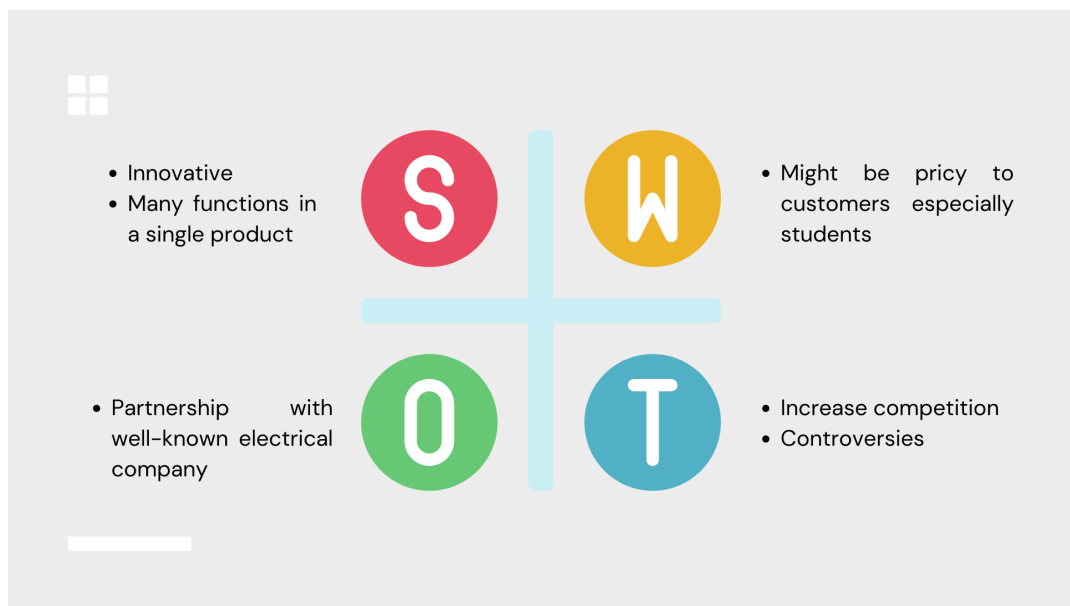
JANNS.co offers some differences through our design and specialities. Most wireless chargers that were introduced have a flat surface where you put the laptop on it, and then go to do something else. However, our innovation is somehow trying to lessen the burden on our consumers by having the wireless charger be in a laptop stand design where they are adjustable with several height and angle options so that the screen will be on par with their eyes to find the right alignment and reduce the risk of repetitive stress injury. This design also prevents laptops from overheating and protects them from any spills or mess.

Therefore, it is undeniable that JANNS.co will become a successful company after all the value we bring to our products.

## 4.2 Benchmarks

### 1. Major events that will take place in the short and long-term future

Marketing has become the most crucial activity for JANNS.co in the short term or in the early stage of the establishment of the company because Malaysians are not exposing our product very well to the market. So, we must tell the market about the existence of our product and seek their trustworthiness toward this laptop standger. Thus, social media and online markets like Shopee, Facebook, TikTok, Youtube and Instagram as well as our own website must be included in the marketing so that it can help our company in promoting our product non-verbally. For the events that will take place in the future, we are absolutely focused on expanding our business by distributing our product to other gadget shops. Besides, we will also build up our business network by making relationships with well-known ambassadors and influencers by sponsoring them at first and gaining their trust. In the future, we will also vary our product by offering other products in order to respond to the increasing demand from consumers.



**Figure 4.1:** SWOT of JANNS.co

## 5.0 MARKETING PLAN

To aid JANNNS.co in gaining a better understanding of the what, why, and how of all our marketing initiatives, we build a marketing plan to help set objectives, analyse the target audience, and maximise the effectiveness of marketing initiatives.

### 5.1 Objectives

- a. Getting crown as an award-winning brand
- b. Increase turnover by 25% after a year of operating and selling

### 5.2 Target Audience/Ideal Buyer

Our target audience is people who frequently use their laptops anywhere they go.

#### a. Students

Since they are using laptops to do their assignments and attend their online classes, they can only use one gadget to charge their laptop and they are good to go.

#### b. Office Workers

They are more likely to afford to buy our product rather than students. Some office workers love to do their jobs at cafes such as Starbucks, and Coffee bean. Hence, this is the right time for them to have our laptop standger since it will ease them.

#### c. Travellers (businessmen, freelancers such as Youtuber, nomads van dwelling)

Travellers can bring it along during their journey since it can be brought anywhere and wherever they go without much hassle.

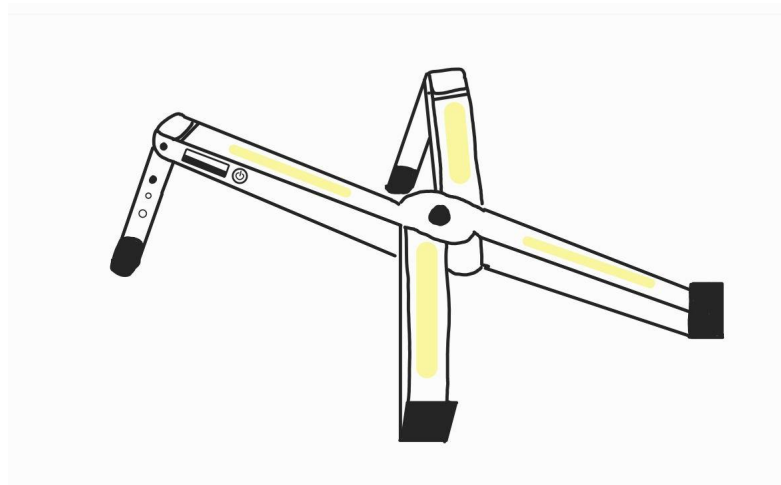
### 5.3 Marketing Strategy

#### a. Product

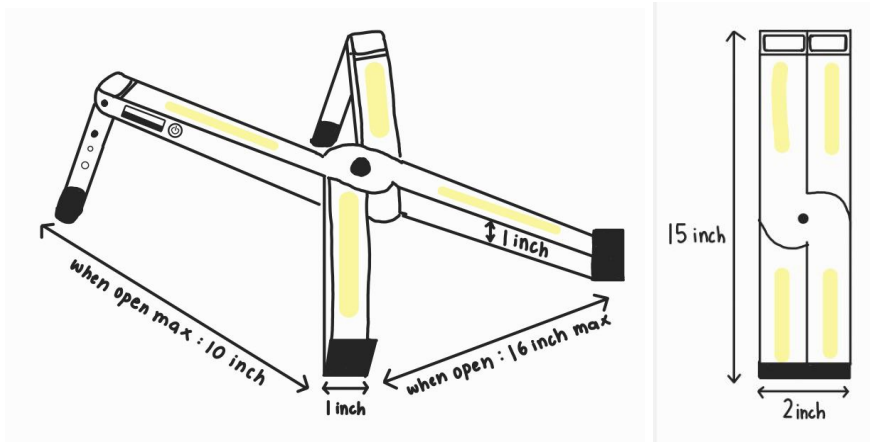
As we value our customer's satisfaction, we want to meet their expectation. Our product offers the users greater convenience that they could not have while using the traditional charger, reduce risk, less damage and a more organised workplace.

JANNS Laptop Standger, the name actually a combination of wireless chargers that can be used as a laptop stand too.

- Using high-density plastic materials such as PC and ABS that are temperature resistant and flame retardant for a lighter weight as well as reducing risk.
- Advanced components and a state-of-the-art cooling system to minimise heat loss, a high-efficiency chipset and an internal cooling fan to provide the fastest possible wireless charge in its class.
- On-the-go function with built-in charger, where it acts as a power bank with the capacity of 20,000mAh to charge an average 13,000mAh (most 13-inch to 14-inch "non-touch notebooks).
- Adjustable stand with several height and angle options, so that the screen will be on par with their eyes to find the right alignment and reduce the risk of repetitive stress injury, caused by a forced downward perspective.
- Foldable and provided with a microfiber storage bag for storage.

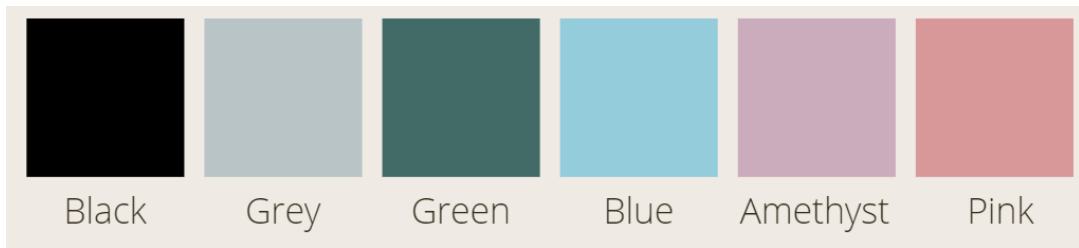


**Figure 5.1:** JANNS Laptop Standger



**Figure 5.2:** Measurements When Open and Folded

Colours can have a big influence on how people respond and make decisions. It communicates much more directly to the subconscious. The JANNNS standger will have various colour options to choose from as below.



**Figure 5.3:** Colour Options



**Figure 5.4:** Microfiber Bag as Free Gift





**Figure 5.5:** Packaging of the Product (with JANNS.co logo)



**Figure 5.6:** Outer Packaging (Bubble Wrap and Fragile Stickers)

We will also have a warranty according to our terms and conditions of 1 year to guarantee our customers are happy. If there is any criticism and room for improvement, we will try our best to increase the product quality by collecting reviews or feedback from customers through after-sales service.

b. Price

Setting a competitive price is a must but we price our product under a Value-based pricing strategy which is based mainly on the actual or perceived value of the goods or service. We ensure that our product will be of top-notch quality and satisfy through eyes and heart. Considering all the costs and funds that will help the company, it is estimated that our product cost around RM1,500. For agents or small gadget shops, the price will be 20% less than the selling price.

Payments will be through online payments through the website and Shopee as well as when supplied to gadget shops. In case of buying in bulk, it will be in cheques.

c. Promotion

The primary goal of promotion is to raise customers' awareness of a product's existence and positioning. Promotion is also used to persuade buyers that the product is superior to competitors' offerings and to remind customers of why they would want to purchase. Therefore, we will be having offers such as launching promotions, coupons, rebates, and free shipping. Furthermore, shocking sales to events such as payday and every month as example 12.12.

Other than that, emails of offers, coupons and restocking will be given when we acquire them through our website log-in.

d. Place

JANNS.co has decided to commercialise the laptop standger on our own website and partner with Shopee as a mall as well to gadget shops. Furthermore, we live in an era of globalization where technology is just at your fingertips. Hence, we take the opportunity to make advertising through Shopee, Ads on Facebook, Tik Tok, Youtube, and Instagram since most of the customers will know our product through social media. This will also be an opportunity to target customers from other countries such as Singapore, Brunei and Indonesia.

We also use transactional marketing to market our product as we will focus on a single point of sales since this is our first product. Not only that, but we also will hire ambassadors to promote our laptop standger since people nowadays are easily influenced by them. Branding is also a part of our marketing strategy to help people identify our company since we are new in this industry. However, we also need to prioritize Website Design marketing in order to improve our Search Engine Optimization (SEO) and keep visitors returning to our website.

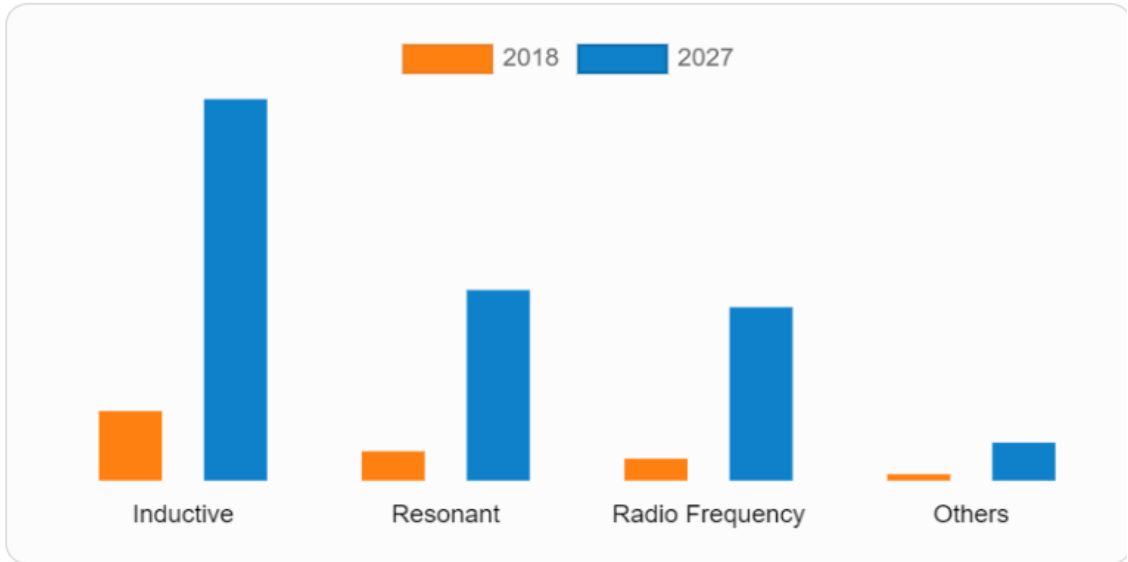
Sales through Shopee, website and gadget shops retailers will be transported through PosLaju and PosLaju Express to ensure quality in product and service.

#### **5.4 Market Trend and Market Size**

The COVID-19 pandemic has had an impact on the wireless charging market's electronics section. The COVID-19 pandemic has struck havoc over the planet, affecting every facet of civilization. The global supply chain was affected by partial or complete lockdowns in numerous locations, resulting in major economic losses, and the wireless charging sector was no exception. With the supply chain disrupted, market participants had difficulty obtaining raw materials and delivering finished items. As a result, the COVID-19 pandemic has hampered the growth of the wireless charging sector during the outbreak.

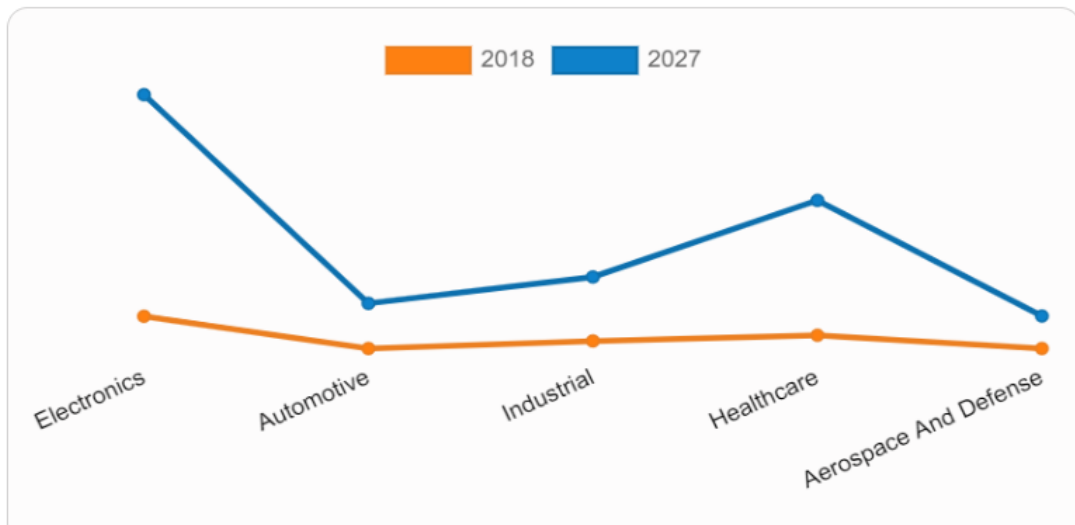
According to Wireless Charging Market Size, Share and Growth | Analysis - 2027, n.d., from 2020 to 2027, the global wireless charging market is predicted to increase at a CAGR of 22.2 per cent, from \$6.51 billion in 2018 to \$40.24 billion in 2027. The delivery of energy from a power source to a consuming gadget without the use of wires or connections is known as wireless charging. A charging station (or transmitter) broadcasts the energy, while a receiver (embedded into a device) receives the energy and charges the battery.

The global wireless charging market is divided into three categories: technology, vertical industry, and region. It is divided into inductive, resonant, radio frequency, and other categories by technology. In terms of revenue, the inductive wireless charging segment dominated the wireless charging market in 2018, and this trend is likely to continue during the forecast period.



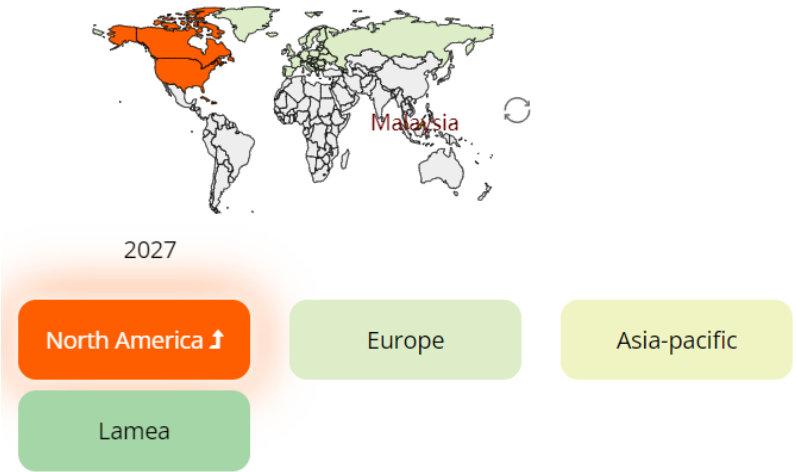
**Figure 5.7: Wireless Charging Market By Technology**

The market is divided into electronics, automotive, industrial, healthcare, aerospace and military by industry vertical. In 2018, the electronics wireless charging category held the most market share, while the healthcare wireless charging segment is predicted to develop at the fastest CAGR between 2020 and 2027. Throughout the projected period, the electronics category is expected to maintain its leadership position.



**Figure 5.8: Wireless Charging Market By Industry Vertical**

The global wireless charging market trends are examined by region, including North America (the United States, Canada, and Mexico), Europe (the United Kingdom, Germany, Italy, France, and the rest of Europe), Asia-Pacific (China, India, Japan, South Korea, Taiwan, and the rest of Asia-Pacific), and LAMEA (Latin America, Middle East, and Africa) (Latin America, Middle East, and Africa). Because of the expansion of the electronics sector and an increase in EV sales, North America accounted for the largest proportion. Due to the rise in demand for fuel-efficient and durable charging systems for electronic devices such as power tools and portable gadgets, Europe was the second-largest revenue contributor and is predicted to grow significantly throughout the forecast period. According to Wireless Charging Market Size, Share and Growth | Analysis - 2027, n.d., between 2020 and 2027, the Asia-Pacific area will have the greatest CAGR of 24.0 per cent.



**Figure 5.9:** Wireless Charging Market By Geography

## 5.5 Competition

Samsung Electronics Co. Ltd., Apple Inc., Sony Corporation, and Lenovo Group Limited are among the major wireless charging market players profiled in this report. To boost market penetration and strengthen their position in the wireless charging sector, these main players have used a variety of strategies, including product portfolio growth, mergers and acquisitions, partnerships, regional expansion, and collaborations. They may though not have the exactly wireless charger for laptops, except for Lenovo as they do have the normal wireless charger for laptops. However, if then they may release it in the future, it might give an impact on our company. Here are the calculations and assumptions if all these companies release their own wireless laptop charger.

COMPETITOR	PRODUCT	PRICE	PLACE	PROMOTION
Samsung Electronics Co. Ltd	<ul style="list-style-type: none"> <li>● High quality</li> <li>● Strong branding</li> <li>● Small in shape (easy to bring )</li> </ul>	Moderate to high	Available everywhere	Mass Promotion
Apple Inc.	<ul style="list-style-type: none"> <li>● High quality</li> <li>● Strong branding</li> <li>● Small in shape (easy to bring )</li> </ul>	High	Available everywhere	Mass Promotion
Sony Corporation	<ul style="list-style-type: none"> <li>● Moderate quality</li> <li>● Moderate branding</li> <li>● Non-flammable and safe to use</li> </ul>	Low to moderate	Available everywhere	Local promotion
Lenovo Group	<ul style="list-style-type: none"> <li>● Moderate quality</li> <li>● Moderate branding</li> <li>● Non-flammable and safe to use</li> </ul>	Low to moderate	Available everywhere	Local/Mass promotion

**Table 5.1:** Assumptions if All These Companies Release Their Own Wireless Laptop Charger

### 5.6 Marketing Budget (in a month for 3,000 units)

Items	Expenses (RM)
Customer surveys	500
Warranty (Provision for 500 units/month)	100,000
Advertising	
- Facebook	500
- Instagram	750
- Tik Tok	1,200
- Shopee	450
- Youtube	2,700
Website Design and Maintenance	1,000
Packaging (Box 1 + Box 2)	4,500
Other Miscellaneous	1,000
	<b>112,600</b>

**Table 5.2:** Marketing Budget (in a month for 3,000 units)



## 5.7 Sales Forecast

Sales Projection	Sales (RM)	Events/Promotion
October 2022	2,250,000	Opening/Launching
November 2022	2,250,000	11.11
December 2022	3,750,000	12.12/Christmas
January 2023	3,750,000	1.1
February 2023	3,000,000	Valentine's Day
March 2023	3,750,000	Mid School Break
April 2023	3,000,000	Hari Raya
May 2023	3,000,000	5.5
June 2023	3,000,000	6.6
July 2023	3,000,000	7.7
August 2023	3,750,000	Independence Day
September 2023	3,750,000	Hari Malaysia
Total 1st 12Month Period	38,250,000	
Next 12 Month Period	42,075,000 Estimate increase 10%	
Next 12 Month Period	48,386,625 Estimate increase 15%	

**Table 5.3:** Sales Forecast for 3 Years

## 6. OPERATIONAL PLAN

### 6.1 Development

#### a. Location



**Figure 6.1:** Location of Factory and Headquarters

- After some research, JANNS.co has finalised the possible location to produce the precious laptop standger in our factory located at Jalan Beliung 15/1, Seksyen 15, Shah Alam, Selangor. Besides, our headquarters is located at Citypark, I-City, Seksyen 7, Shah Alam. We chose Shah Alam, Selangor since it is known as one of the famous industrial places in Malaysia where the supplies are easy to find.
- Number of production per day: 150 units
- Operation hours: 8 am - 5 pm
- Operation day: Tuesday - Sunday

b. Pre-production Workflow

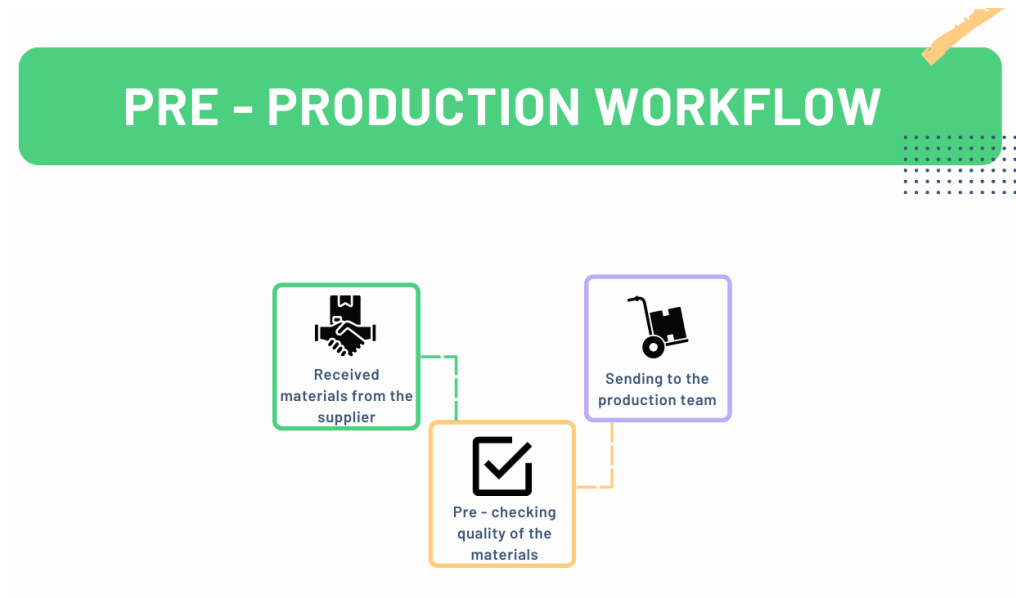


Figure 6.2: Pre-production Workflow

c. Production Workflow

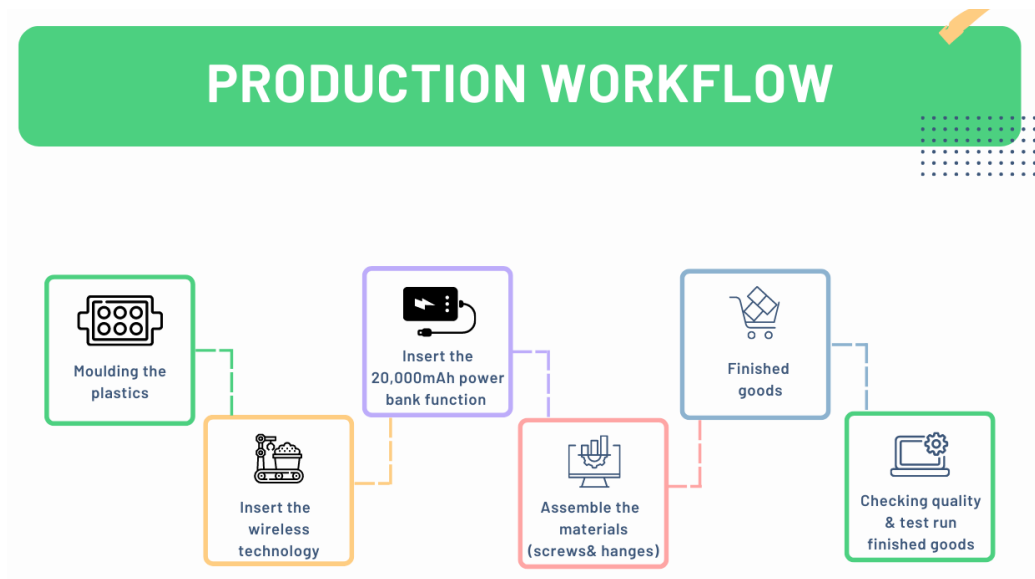


Figure 6.3: Production Workflow

## **6.2 Shipping**

- a. Shopee & Website: Every day
- b. Retailer: Once a week

Process: Check shipping bills (to make sure they tally with orders) - Put the item in a microfiber bag - Put the item in the box - Put the instructions and charger - Wrap using bubble wrap - Put inside the packaging box - Paste the shipping information - Fragile sticker - Collected by PosLaju Malaysia

### 6.3 Facilities: Utilities Supplies

Items	Quantity (unit)	Price per unit (RM)	Total (RM)
Factory			
Security - CCTV	15	1, 500	22, 500
4 Drawers steel cabinet	2	439	878
Office desk	1	999	999
Office chair	1	285	285
Fire extinguisher	4	70	280
Computer	1	4, 800	4, 800
Pantry			
Stationeries	-	500	500
Coway	1	5,000	5, 000
Microwave	1	1,800	1, 800
Refrigerator	1	4,000	4, 000
Set Dining Table	1	2,000	2, 000
Prayer Room Materials			
Carpet	-	500	500
Rack	1	100	100

**Table 6.1:** Utility Supplies

#### 6.4 Staffing

Department	Quantity of workers	Job scope
Purchasing	6	Received orders from customers and checked the raw materials
Moulding	15	mixing materials, assembling mould parts, filling moulds, and stacking moulds to mould and cast a wide range of products
IT	35	Insert the wireless technology and powerbank function into the laptop standger
Assembling	11	Insert the screws and hinges
Shipping	33	Handling shipping process and deliver to the retailer

**Table 6.2:** Staffing

## 6.5 Plant & Equipment

Equipment	Quantity (unit)	Cost per unit (RM)	Total (RM)	Sources	Lease / Cash
Factory	1	16, 500/mth	990,000	-	Lease
Headquarters	1	8, 700/mth	522,000	-	Lease
Moulding machine	2	50,000	100,000	Clarity Excel Sdn Bhd	Cash
Forklift	2	54,000	108,000	UMW INDUSTRIES (1985) SDN. BHD	Cash
Lorry	2	55,000	110,000	Red Zebra Auto Sdn Bhd	Cash

**Table 6.3:** Plant & Equipment

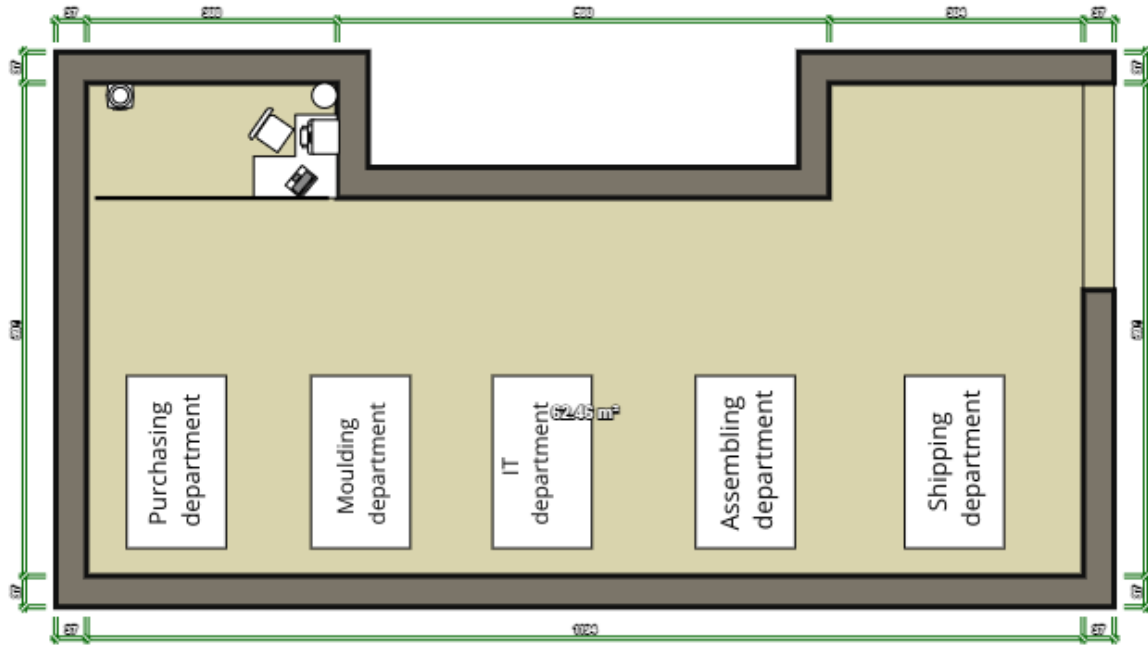
## 6.6 Production Supplies

Materials needed	Cost (RM)	Major supplier
PC and ABS	50,000	BINA PLASTICS INDUSTRIES SDN BHD
Powerbank capacity 20,000mAh to charge average 13,000mAh (most 13-inch to 14-inch “non-touch notebooks of up to 65W)	100,000	Zhongshan Worth Electronic Technology Co., Ltd.
Wireless technology	150,000	Trendcomm Technology Sdn Bhd
Packaging boxes (shipping)	2,550	Far East Corrugated Carton Industrial Sdn Bhd
Custom high-end generic laptop standger packaging boxes	10,000	Guangzhou Zhongxin Packing Products Co., Ltd.
Bubblewrap	4,500	BUBBLE WRAP SUPPLIER (Shopee)
Fragile sticker	130	Eterpack resources (Shopee)
Microfiber bags	10,000	Quorrustrading (Shopee)

**Table 6.4:** Production Supplies



## 6.7 Operational Layout



**Figure 6.4:** Factory Layout

## 7.0 ORGANIZATIONAL PLAN

### 7.1 Ownership Structure

JANNS.co's ownership structure is under a corporation that consists of a Chief Executive Officer, Human Resources Chief, Marketing Chief, Financial Chief and Operational Chief

### 7.2 Ownership Percentages

Names	Position	Ownership Percentages
Jassinta A/P Laser	Chief Executive Officer	25%
Nurul Akma An Najwa Binti Ramli	Human Resources Chief	18.75%
Alifah Ilyana Binti Mohd Rafi	Marketing Chief	18.75%
Siti Sarah Binti Mohd Adaha	Financial Chief	18.75%
Nur Syahira Binti Mohd Fadzilla	Operational Chief	18.75%

**Table 7.1:** Ownership Percentages

### 7.3 Management Team

a. Position and Responsibilities

POSITION	TASK & RESPONSIBILITIES
<b>Chief Executive Officer</b> <b>(Jassinta A/P Laser)</b>	<ul style="list-style-type: none"> <li>● Expanding our company and driving profitability</li> <li>● Manages the overall operations of a company.</li> </ul>
<b>Human Resources Chief</b> <b>(Nurul Akma An Najwa Binti Ramli)</b>	<ul style="list-style-type: none"> <li>● Day-to-day planning and execution of the high-level strategies of the human resources department</li> <li>● Planning and developing new recruitment strategies, overseeing staff benefits, and more.</li> </ul>
<b>Marketing Chief</b> <b>(Alifah Ilyana Binti Mohd Rafi)</b>	<ul style="list-style-type: none"> <li>● Oversee all marketing campaigns for our company or department, implement strategy</li> <li>● Ensure the company is communicating the right messaging to attract prospective customers and retain existing ones.</li> </ul>
<b>Financial Chief</b> <b>(Siti Sarah Binti Mohd Adaha)</b>	<ul style="list-style-type: none"> <li>● Producing accurate financial reports and information</li> <li>● Providing advice in making financial decisions, and directing investments</li> </ul>
<b>Operational Chief</b> <b>(Nur Syahira Binti Mohd Fadzilla)</b>	<ul style="list-style-type: none"> <li>● Lead, motivate and support a large team within a time-sensitive and demanding environment</li> <li>● Career development plans for all direct reports and problem resolution.</li> </ul>

**Table 7.2:** Position and Responsibilities

b. Schedule of Remuneration

<b>Position</b>	<b>Monthly salary (RM)</b>	<b>EPF (12%)</b>	<b>SOCSSO (2.5%)</b>
<b>Chief Executive Officer</b>	23,400	2,808	585
<b>Human Resources Chief</b>	11,500	1,380	287.50
<b>Marketing Chief</b>	11,500	1,380	287.50
<b>Financial Chief</b>	11,500	1,380	287.50
<b>Operational Chief</b>	11,500	1,380	287.50
<b>TOTAL</b>	69,400	8,328	1,735

**Table 7.3:** Schedule of Remuneration

#### 7.4 External Resources and Services

Resource/Service	Responsibility
Lawyers	<ul style="list-style-type: none"> <li>• Manage contract negotiation or interpretation disputes</li> <li>• Help solving breach of contract conflicts</li> <li>• If there are conflicts involving interconnected business activities or business partnerships</li> <li>• When there are wrongful dismissal disputes and similar conflicts from upset employees</li> <li>• If there are Shareholder concerns or disputes regarding direction and control of management</li> </ul>
Consultants	<ul style="list-style-type: none"> <li>• Help to identify challenges</li> <li>• Offer advice</li> <li>• Propose practical solutions</li> </ul>

**Table 7.4:** External Resources and Services

#### 7.5 Human Resources

Types of workers	Amount	Expected salary	Benefits cost
Full timer	100	RM 2500 / month	<ul style="list-style-type: none"> <li>• 13% EPF</li> <li>• 1.8% SOCSO</li> </ul>
Part-timer	50	RM 8 / hour	

**Table 7.5:** Human Resources

## 7.6 Administration Budget

### a. List of Office Equipment and Supplies

Items	Quantity (unit)	Price per unit (RM)	Total (RM)
Security - CCTV	24	1, 500	36 000
Steel cabinet	8	465	3, 720
4 Drawers steel cabinet	8	439	3, 512
Office Partition Workstation (6 Seater)	3	5, 000	15, 000
Office chair	18	184	3, 312
Office desk	5	999	4, 995
Office chair	5	285	1, 425
Printer	3	3, 690	11, 070
Air conditioner	17	3, 000	51, 000
Fire extinguisher	4	70	280
Computer	155	4, 800	744, 000
Stationeries	-	500	RM 500
Coway	1	5,000	5,000
Microwave	1	1,800	1,800
Refridgerator	1	4,000	4,000
Set Dining Table	1	2,000	2,000

**Table 7.6:** List of Office Equipment and Supplies

## 7.7 Office layout

### First-floor

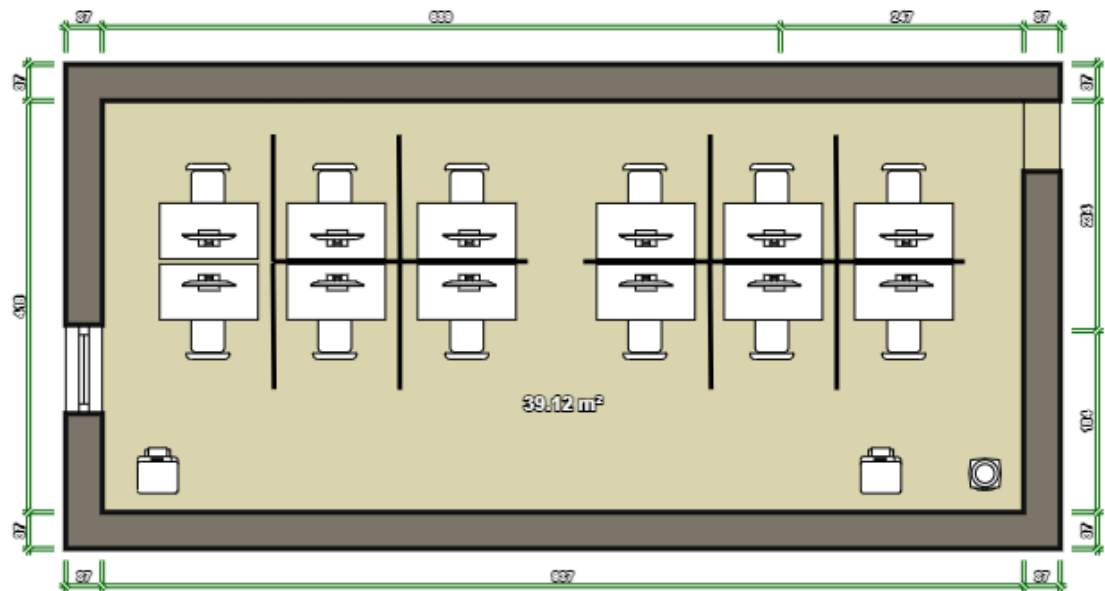


Figure 7.1: Headquarters Layout (first-floor)

### Second-floor

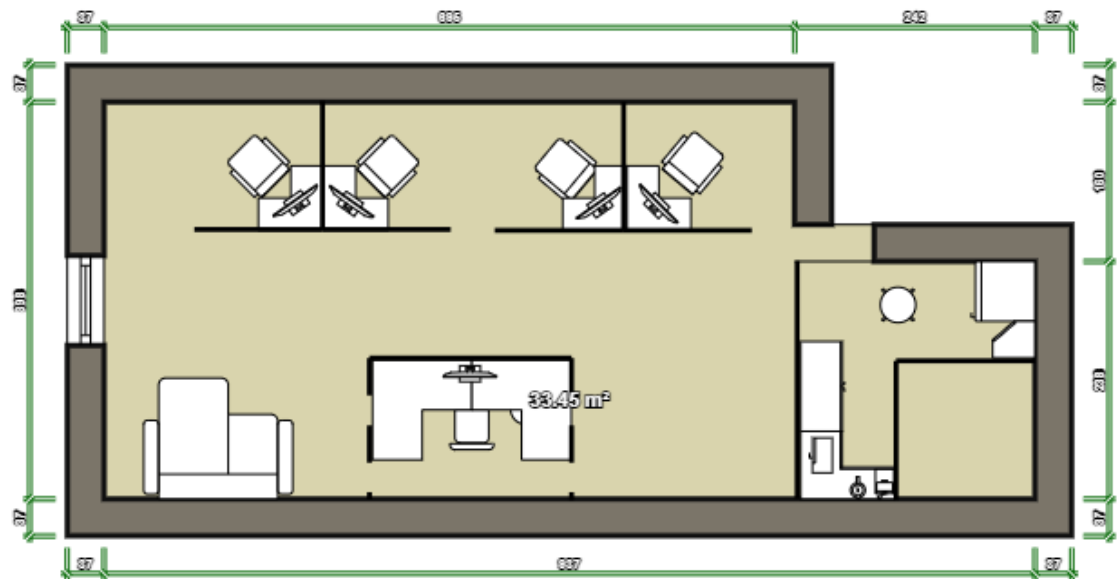


Figure 7.2: Headquarters Layout (second-floor)

## 8.0 FINANCIAL PLAN

Our financial plan outlines the company's long-term financial objectives and develops a strategy for achieving them. The strategy is comprehensive but also highly personalised, taking into account the company's risk tolerance, and long-term goals.

By making a financial plan, we can determine the amount of money to be invested, identify the appropriate sources of funding and their purposes, make sure the initial capital is adequate, and assess the viability before committing to any actual investments.

### 8.1 Capital Expenditure Forecast

Types of Fixed Asset	Estimated Cost (RM)	Estimated Economic Life (years)
<b>Administrative/Organization</b>		
Building (Table 6.3)	522,000	7
Factory (Table 6.3)	990,000	7
Office Equipment & Supplies (Table 6.1)	43,642	5
<b>Operations/Technical</b>		
Moulding machine (Table 6.3)	100,000	5
Forklift (Table 6.3)	108,000	5
Lorry (Table 6.3)	110,000	5
<b>1,873,642</b>		

**Table 8.1:** Capital Expenditure Forecast



## 8.2 Pre-operating and Working Capital Forecast

<b>Pre-Operating &amp; Incorporation Costs (One-Off)</b>	<b>RM</b>
Development Cost	7,000
Business Incorporation	120,000
Deposit (leasing,equipment)	70,000
Other	30,000
<b>Production Cost (Monthly)</b>	
Production Supplies (Table 6.4)	327,180
Utilities	550,000
Salaries	322,000
<b>Sales &amp; Marketing (Monthly)</b>	112,600
<b>General &amp; Administrative Cost (Monthly)</b>	
Utilities	10,000
Salaries	69,400

**Table 8.2:** Pre-operating and Working Capital Forecast

### 8.3 Sales and Purchase Projections

Sales Projection	(RM)
October 2022	2,250,000
November 2022	2,250,000
December 2022	3,750,000
January 2023	3,750,000
February 2023	3,000,000
March 2023	3,750,000
April 2023	3,000,000
May 2023	3,000,000
June 2023	3,000,000
July 2023	3,000,000
August 2023	3,750,000
September 2023	3,750,000
Total 1st 12 Month Period	38,250,000
Next 12 Month Period	42,075,000
Next 12 Month Period	48,386,625

**Table 8.3:** Sales Projections

<b>Purchase Projection</b>	<b>(RM)</b>
October 2022	327,180
November 2022	327,180
December 2022	546,390
January 2023	546,390
February 2023	437,112
March 2023	546,390
April 2023	437,112
May 2023	437,112
June 2023	437,112
July 2023	437,112
August 2023	546,390
September 2023	546,390
Total 1st 12Month Period	5,571,870
Next 12 Month Period	6,129,057
Next 12 Month Period	7,048,415.55

**Table 8.4:** Purchase Projections

#### 8.4 Project Implementation Cost & Source of Financing

Capital Expenditure	Cost	Cash	Loan	Hire-Purchase
Building	522,000			522,000
Factory	990,000			990,000
Office Equipment & Supplies	43,642	43,642		
Moulding machine	100,000	100,000		
Forklift	108,000	108,000		
Lorry	110,000	110,000		
<b>Working Capital</b>				
Sales & Marketing (monthly)	112,600	112,600		
General & Administrative (monthly)	79,400	79,400		
Production Cost	1,199,180	1,199,180		
<b>Pre-Operating &amp; Incorporation Costs (One-Off)</b>	227,000	227,000		
<b>TOTAL</b>	<b>3,491,822</b>	<b>1,979,822</b>		<b>1,512,000</b>

**Table 8.5:** Project Implementation Cost & Source of Financing

## 8.5 Cash Flow Forecast ('000)

		2022			2023									1ST 12 MONTH	NEXT 12 MONTH	NEXT 12 MONTH
	PRE-OPERATION	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEPT			
CASH INFLOW																
CAPITAL	200													200		
LOAN	500													500		
STOCK	1,500													1,500	1,700	2,000
SALES		2,250	2,250	3,750	3,750	3,000	3,750	3,000	3,000	3,000	3,000	3,750	3,750	38,250	42,075	48,386.625
<b>TOTAL</b>	<b>2,200</b>	<b>2,250</b>	<b>2,250</b>	<b>3,750</b>	<b>3,750</b>	<b>3,000</b>	<b>3,750</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,750</b>	<b>3,750</b>	<b>40,450</b>	<b>43,775</b>	<b>50,386.625</b>
CASH OUTFLOW																
INCORPORATION	227													227		
PURCHASE		327.180	327.180	546.390	546.390	437.112	546.390	437.112	437.112	437.112	437.112	546.390	546.390	5,571.870	6,129.057	7,048.41555
SALES & MARKETING		112.6	112.6	112.6	112.6	112.6	112.6	112.6	112.6	112.6	112.6	112.6	112.6	1351.2	1486.32	1709.268
GENERAL & ADMINISTRATIVE		79.4	79.4	79.4	79.4	79.4	79.4	79.4	79.4	79.4	79.4	79.4	79.4	952.8	952.8	952.8
FIXED ASSET	1873.642													1873.642		
INTEREST		2	2	2	2	2	2	2	2	2	2	2	2	24	24	24
<b>TOTAL</b>	<b>2100.642</b>	<b>521.18</b>	<b>521.18</b>	<b>740.39</b>	<b>740.39</b>	<b>631.112</b>	<b>740.39</b>	<b>631.112</b>	<b>631.112</b>	<b>631.112</b>	<b>631.112</b>	<b>740.39</b>	<b>740.39</b>	<b>10,000.512</b>	<b>8592.177</b>	<b>9734.48355</b>
CASH SURPLUS/ (DEFICIT)	99.358	1,728.82	1,728.82	3,009.61	3,009.61	2,368.88	3,009.61	2,368.88	2,368.88	2,368.88	2,368.88	3,009.61	3,009.61	30,449.488	35,182.823	40,652.14145
BEGINNING BALANCE		99.358	1,828.178	3,556.998	6,566.608	9,576.218	11,945.106	14,954.716	17,323.604	19,692.492	22,061.38	24,430.268	27,439.878		30,449.488	65,632.311
ENDING BALANCE	99.358	1,828.178	3,556.998	6,566.608	9,576.218	11,945.106	14,954.716	17,323.604	19,692.492	22,061.38	24,430.268	27,439.878	30,449.488	30,449.488	65,632.311	106,284.4525

Table 8.6: Cash Flow Forecast ('000)

## 8.6 Pro-Forma Statement of Financial Position

	Oct 2022 - Sept 2023	Oct 2023 - Sept 2024	Oct 2024 - Sept 2025
<b>ASSET</b>			
<b>Non Current Assets</b>			
Building (Factory & Headquarters)	1,512,000	1,512,000	1,512,000
Other Fixed Asset	361,642	361,642	361,642
<b>Other Asset</b>			
Deposit	70,000	70,000	70,000
	1,943,642	1,943,642	1,943,642
<b>Current Asset</b>			
Inventory of Raw Material	6,870	9,057	8,415.55
Inventory of Finishes Goods	3,250	2,075	4,386.62
Cash Balance	30,449,488	65,632,311	106,284,452.5
	30,459,608	65,643,443	106,297,254.7
<b>TOTAL ASSETS</b>	<b>32,403,250</b>	<b>67,587,085</b>	<b>108,240,896.7</b>
<b>EQUITY AND LIABILITIES</b>			
<b>Equity</b>			
Preference Shares	300,000	300,000	300,000
Ordinary Shares	1,200,000	1,400,000	1,700,000
Retained Earnings	29,243,650	64,579,885	105,190,384.7
	30,743,650	66,279,885	107,190,384.7
<b>Non Current Liabilities</b>			
4% Loan	450,000	400,000	350,000
Hire Purchase	1,209,600	907,200	700,512
	1,659,600	1,307,200	1,050,512
<b>Current Liabilities</b>			
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>32,403,250</b>	<b>67,587,085</b>	<b>108,240,896.7</b>

**Table 8.7:** Pro-Forma Statement of Financial Position

## 9.0 MILESTONES

Project milestone is a month-to-month schedule that shows the deadlines or milestones of activities critical to JANNS.co's success.

ACTIVITIES	DEADLINES
Business registration	1 January 2021
Incorporation of venture	1 February 2021
Application for permits and license	1 April 2021
Research and development begin	1 June 2021
Completion of design and development	1 August 2021
Searching for factory & office	1 October 2021
Renovation of factory & office	1 December 2021
Procurement of machines and raw material	1 January 2022
Recruitment of labours	1 March 2022
Installation of machines	1 April 2022
Starting of operation	1 May 2022

**Table 9.1:** Milestones of JANNS.co

## 10.0 CONCLUSION

We are very grateful as we have succeeded in completing this business plan. We have been through all kinds of experiences, hardships and joys together as well as new experiences and knowledge that is very beneficial for all of us while doing this business. We hope our business will progress smoothly and become a successful business in the future. Our target is to be the most advanced company in technology and offer greater mobility and convenience for our customers. As we are very committed and have very good cooperation among the subordinates, we manage to compete in the market successfully.

We also hope with our dedication and all the hard work will finally pay off by achieving our missions which are to make people's lives easier, to provide the best service for the customers and satisfy all their needs. To achieve that, we should show our effectiveness and dedication in doing our job. In addition, we also know that doing the device and technology business is very challenging as we have to cope with the difficulty in managing the product since sometimes they don't play nice with older systems or applications. But, with patience and determination, we managed to deal with it.

Finally, this business plan is very helpful to all of us. We were able to plan and execute the business in detail even though we had just start-up our business. From the report, we have learnt the process of starting up the business. We have gained a lot of experience on how to handle the business as well as the operation and what the business must do to become successful while doing this report. Also, we have learnt about the risk we have to face and how to overcome them. Through all the perseverance and hard work, we succeed in achieving our target. This project also helps to enhance our entrepreneurship skills. In the future, we are looking forward to continuing our business venture.



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