



BUSINESS PLAN



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EXECUTIVE SUMMARY

Penbot.co was established in April 2022. Penbot.co's headquarters are in Dataran Pahlawan Melaka Megamall, Jalan Merdeka, Bandar Hilir 75000 Bandaraya Melaka, Melaka, Malaysia. Penbot.co is a product-focused company that sells portable pen printers. "Printer made easy" is the slogan of our company. Our company's objective is to make it easier for people to print their text designs and art on any surface. It's because we discovered that most people are having a problem with bringing bulky and heavy printers to any place just to print a little stuff . We also noticed that printing a little text on a piece of A4 paper can cause wastage of paper. As a result, we aim to provide our portable pen printer to help solve this problem.

The manufacturing factory of our company can be found at Kawasan Perindustrian Ayer Keroh, Ayer Keroh, 75450, Melaka. We chose this location because the distance between people living in the urban and rural area of Melaka are easily accessed. As a result, getting to work is not difficult for them because the distance is short. Penbot.co is operating on Monday till Friday from 8 a.m. to 5 p.m. The business is a partnership between 5 members which are Nur Aina Binti Muhamad Rizal as the CEO and founder of the company, Siti Nurfarhanis Binti Adenan as the managing director, Nur'Ain Binti Rahim as the project manager, Anis Fatihah Binti Sapini as the marketing manager and Nurain Sabrina Binti Saripuddin as the production manager of the company.

Penbot.co provides a quality portable printer in the shape of a pen, offering convenience for anyone especially people in the education sector. Our product is a fully functional printer that uses the ink from the pen as the printer's ink cartridges. Penbot is small enough to put in your backpack, briefcase, or other compact bag and to be carried anywhere around. It is also a way to recycle because we toss away our pens when they run out of ink, but you can still replenish the pen's ink if the penbot runs out of ink. Penbot, on the other hand, must be connected to an app that has been downloaded to the phone and it may print text, art, and any design from the app.

Our business promotes the pen printer by handing out business cards, using social media, and placing advertisements on lampposts. Our web platform was designed to follow the evolution of client trends over time. Penbot may be purchased via our physical store, website, and online buying platforms such as Shopee, Lazada, and Goshop. Penbot.co is Malaysia's only manufacturer of portable pen printers. As a result, we assure that our firm will have market growth potential. Penbot.co will begin to generate profits in 2022, since we expect consumers will begin to notice our product more. We hope that our product will be well-known in Malaysia and throughout the world.

COMPANY PROFILE

2.1 Company Background



Figure 1: Company logo

Pentbot.co was founded in 2022 to be the first printer technology that can print on any surface at various sizes and to surpass our client's expectations on every project with superior quality, service and value. We also want to help people to make it easier for them to complete their tasks when there are many people having trouble carrying a large printer to go anywhere. So, we have decided to use the latest communication technology to create innovative solutions for everyone to make it easier for them to take this product everywhere. We empower these communities with the complete business ethical operations including manufacture, collaboration designing, market access, supply chain training, financial support and fair-trade commercial. Our long term goal is to make this product relevant in the industry of production and increase the total income of our company by 10% over the next two years. As a result, the economic growth will increase and we can raise our employee income and reduce production expenses.

2.2 Company Background

Company Name	Penbot.Co
Business Address	Dataran Pahlawan Melaka Megamall, Jalan Merdeka, Bandar Hilir 75000 Bandaraya Melaka, Melaka, Malaysia.
Telephone Number	+6073148573
Fax Number	+6079034152
Email	PenbotCooperation@gmail.com
Form of Business	Partnership
Main Activity	Portable Pen Printer
Date of Commencement	1st April 2022
Registration Number	SA02815471-A
Date of Registration	2nd May 2022
Name of Bank	Maybank Berhad
Bank Account Number	

Table 1: Company background

ENVIRONMENTAL INDUSTRY ANALYSIS

Covid-19 has given a major impact to the society and business environment all over the world. Many have been affected due to the inability and unavailability of resources. Most of the industries and businesses tend to fall down and more people are retrenched from their work, causing income losses among them. In addition, the lockdowns that were being implemented by the Governments has restricted everyone from their routine as well as forcing them to accept the new norm.

These factors have directly and indirectly affected the demand and supply of most industries, including manufacturing sectors, whereby they were unable to produce products as much as it was before the pandemic took place. This resulted in the low manufacturing production rates worldwide. However, the economy has shown a significant recovery after some freedom from the Covid-19. This allows new businesses to venture into the industry quite easier than before because most of the competitors of the same industry are still recovering from their losses due to inactivity of businesses during the pandemic.

In Malaysia, the electronic sectors are one of the major sectors that promotes economic growth. According to the Department of Statistics Malaysia, electrical and electronic products contribute a percentage of 13.6% out of Manufacturing Sectors in the year 2021. This shows that there is plenty of room for innovative electronic products to dive into the market.

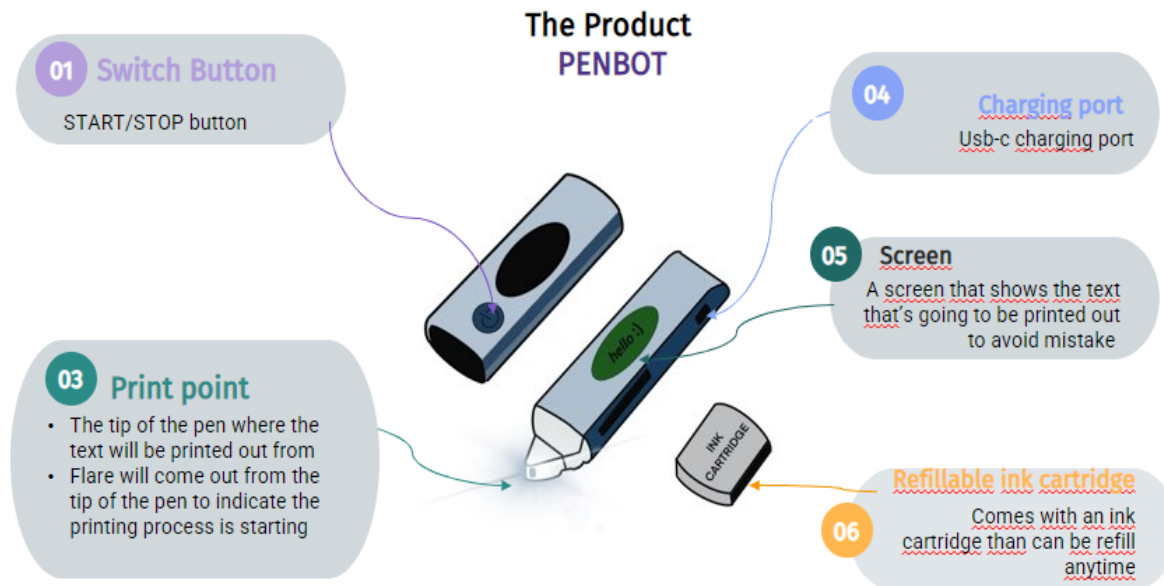
Malaysia's position in the world of technology is distinctive. Our prices are reasonable, and the back-end market is already well-established. The conflicting powers of the modern world view us as neutral and respectful of intellectual property rules. We do not need to directly compete with the established companies since the prospects are great enough for us to carve out our own distinctive products in this industry that is constantly expanding.

Since PenBot is an electronic item, there will be a high chance for us to enter the market and commercialise it to the public as this product is still not yet available as far as in Malaysia. The launching of this new innovation will give exposure to the public on the convenience of having a pen that is able to print out on different textures of materials. Commercialising it locally would be the first step to achieve our goals and to review the feedback of the usage of Penbot especially among students and office workers. Focusing on marketing Penbot to office workers and students are essential because these groups have the most users of the normal printers.

In a nutshell, the analysis that has been done has shown that there are high chances and opportunities for Penbot to enter the market and receive positive feedback from the consumers.

4.0 DESCRIPTION OF VENTURE

4.1 The detail of the product



The product released is Penbot which is a portable pen printer that is a tool that allows users to print on any material and surface easily and quickly. Penbot offered the highest quality at an affordable price affordable to every type of income level group. Penbot allows users to realize creative ideas, as well as help, simplify their work without any limits. The product can be used by any user, including the seller, an artist, a student, and office workers.

4.1.1 Benefit of the product

By doing the research and development, we found out that our product, Penbot, will give many benefits to our customers as it can help the user to save time and money. This is because Penbot is easy to use where this product only needs to connect to the user's smartphone and it's ready to print. Also, the penbot can be owned by every type of income level group and it is cheaper than standard-sized A4 printers. Penbot is also going to be a big help for users who want to print their ideas on any material such as wood, glass, and skin and surfaces such as smooth, rough, and uneven surfaces.

Moreover, our penbot is a good device for sellers including online sellers, because most sellers need barcodes or QR-codes to promote their products. By having a penbot, the seller can print QR-codes, brand names, or barcodes easily and quickly. Also, penbot also help an artist to realize their creative ideas in any material and surface without having any obstacles, so by having a printer pen they are able to transfer their art ideas to any material fast and easily.

4.2 What problem the product solves

The problem that can be solved by Penbot is it is able to do things that can not be done by standard-sized printers as portable pen printers are able to print anywhere on the surface and materials such as clothes, glass, or wood, and even able to print on the skin without negatively affecting the user's skin.

Moreover, Penbot is also able to save the user time as the use of this tool is easy. Users can transfer their ideas by uploading pictures or making sketches through the app that has been downloaded to the smartphone and by pressing the print button, it can print pictures or sketches on the surface desired by the user quickly. The portable pen printer is sold at an affordable price. Therefore, customers at any level of income can buy the product as the targeted customers are students, office workers, sellers, and an artist.

4.3 Value proposition

The products offered have their own uniqueness as mentioned earlier, the Penbot is capable of printing pictures or any type of sketch on any surface and material by printing high-quality prints. This product can also help clothing sellers who want to print designs on their clothing products because this product is capable of printing on fabric as well.

In addition, this printer ink is skin-friendly ink as the Penbot is also able to print on the skin without giving a negative impact on the user's skin. It can also be used for fun purposes where it is suitable to make face painting for children during the festival, and even the result can be done quickly.

4.4 Demonstrable customer demand

Our company has been choosing the strategic place to sell our product as the product will be sold in the city and town area where the customers can buy the Penbot in the bookstores, the electronic stores or the mall in the education section. As we discuss, our targeted customers are artists, sellers including online sellers, office workers and students, especially high education students. We also use online platforms to sell the Penbot such as Lazada and Shopee. To introduce our product to the public, we promote our product on social media such as Tiktok, Facebook, and Instagram and advertise our product through shopping TV channels like Cj Wow Shop. We choose this kind of promotion as social media is a big platform that has the potential to help our company to promote the product because on social media there will be many potential customers from any level of age who will be interested in our Penbot.

4.5 The existing competition

Competition with other competitors who sell the same or different products is something that cannot be avoided in the business world. Therefore, it is important for our company to identify our existing competitors to build up our strategy to stay in this business.

As has been discussed and analysed, our large competitor is a standard-sized printer that has various brands. The top three printer brands that become our competitor are HP, Canon and Epson. Each of them has its own advantages where HP printers are a common printer that always become customers' first choice. Canon printers have a cheaper price compared to HP and are easy to use while Epson printers are one of the best brands from Japan.

Cannot be denied, that each product has a weakness and the same goes for any printer brand. We do believe with the weakness that has on the standard-sized printer, we can turn it into our product advantages.

4.6 Timelines

4.6.1 Short-term marketing

Short-term marketing activities are essential to the company since they provide a temporary increase in sales as it is also required for long-term development. Among the short-term strategies is to advertise products both online and offline. Advertisements that describe the penbot information in detail are very necessary to attract the attention of customers. Online ads will be advertised on social media such as Facebook, Instagram, and Tiktok, while offline ads will be posted through posters and newspaper patches. Companies also need to focus on the behavior and preferences of the target market for online product advertising to obtain information on the time when the target customer appears active online because, through advertising, the company can meet customer demand from time to time.

In addition, conducting promotional activities by reducing the price of the product for a limited period will encourage customers to buy the product because, through this activity, the company will be easy to get customers in a short time. Through this promotion as well, the company should take the opportunity to introduce the penbot product by explaining how this product is better and quality than its rival products. The company can also give a discount or free gift to any of the first 100 customers to encourage customers to act faster. On the packaging box, a QR code should be provided to make it easier for customers to provide feedback on the product as feedback from customers is very important for the company's management to improve the shortcomings of the product.

The company can do trade shows to promote the product for short-term marketing strategies. A trade show refers to an exhibition for companies in specific industries to demonstrate the latest product in the company. By doing the trade show, the company can show more details to the customer about how the penbot works. A piece of detailed information is essential as the trade show can grab more customers' attention to buy the product. Through trade shows also, the company can study the rivals' business activities and strategies, and examine the recent market trends and opportunities.

4.6.2 Long-term marketing

A long-term marketing strategy is essential for a company to achieve the company's long-term objectives so that the company can remain in the business industry for a long period of time. Long-term marketing strategies are also important as they are used to strengthen the relationship between the company and the customer and build customer loyalty to the product.

Other than that, the company also can make membership cards for customers. With a membership card, customers can enjoy discounts on product purchases. This can attract more customers to create membership cards so that they can enjoy lower product prices thus increasing the number of regular customers.

In addition, the company can also create social media for penbot products such as Tiktok and Instagram to update any important information about this product to build relationships between the company and customers because social media is one way to reach customers. Attractive content is very important to attract more customers and at the same time be able to receive negative or positive feedback from customers.

Also, the company can hire a social media influencer to do the paid review to help the company to gain the trust of targeted customers. This is because the social media influencer can be considered a user representative by reviewing the product through their social media account. Social media influencers have the potential to help to increase customer confidence to buy this product because people will be more influenced by those who have high influence. By doing this strategy and improving the shortcomings of the product, customers will become more confident and loyal to the product.

5.0 MARKETING ANALYSIS AND COMPETITION

5.1 Target Market

Our products are of the highest quality. To ensure that our customers are delighted with our portable pen printers, we make them with great care and precision. Our target market consists of four distinct demographic profiles: students, entrepreneurs, office employees, and artists.

5.1.1 Geographic Segmentation

In our business, we have chosen Jalan Merdeka, Bandar Hilir, in Melaka as our business location based on a few aspects that we have considered since our manufacturing factory is located in Ayer Keroh, Melaka. Based on our observation, the location is strategic because our premises are located near the Dataran Pahlawan, Melaka where it serves as the focal point for the surrounding populace. Melaka is known as “bandaraya bersejarah”, therefore, it became one of the tourist spots.

5.1.2 Demographic Segmentation

We are targeting a customer whose age ranges from 18 to 50 years old who has a stable job and income. Our product is not limited to a certain gender, which means men and women can use it. Moreover, our products are ideal for those who have a high income. This segmentation helps organisations understand consumer behaviour accurately, which in turn helps them perform better.

5.1.3 Psychographic Segmentation

Based on our study, we identified that printers are an essential item for those who are working and studying. Therefore, we reach our conclusion that entrepreneurs, students, and office workers are mostly using the printer. They have a certain interest in buying these kinds of products for their own benefit. These pen printers have their own uniqueness that makes the buyers always want to own them.

5.2 Product or Service Descriptions

Product/Services	Description
Online shopping store	Provide a 24-hour, seven-day-a-week online shopping service allowing customers to acquire our products anytime they like. Our online store can be found on Shopee, Lazada and Goshop.
Physical store	<p>We locate our store at Jalan Bandar Hilir, Bandar Melaka, 75000 Melaka. A strategic location because it can be accessed from the rural areas and urban areas. It is also a focal point for local residents and tourists. Our manufacturing is also nearby, which is located at Ayer Keroh, Melaka.</p> <p>Our products also can be found in bookstores, electronic and education stores.</p>
Benefits	<ul style="list-style-type: none"> ● Gives opportunity to local or online entrepreneurs for helping their business to grow such as print the barcode. ● Produce our goods with high-quality components. ● Offer a reasonable price that matches the product's quality. ● Introduce a new technology to the users for long term benefit. ● A great tool for artist to expand their creativity in arts

Our major business is selling portable pen printers using high-quality materials and technology to be served to the citizens in Malaysia and customers from abroad. Our goal is to create the opportunity for our users to experience the new and smooth technology we produced. We would like to become one of the stores in Malaysia that provides a modern technology tool that can be a greater help for our users. Next, we will compete with other companies by making sure that our products are made with high-quality materials and safe to be used. We also make sure that there is no wastage to be found while producing the portable pen printer and charging a reasonable price that reflects the product's quality. Aside from that, our portable pen printer can be found with a variety of colours and designs in the markets that are in line with current trends.

Our store is located in the middle of the city, which is nearby at Dataran Pahlawan Mall so it can be easily accessed from the rural areas and urban areas to find our store, especially for Melaka residents and tourists. It is easier for us to display our products to customers and tourists. In addition, it has also become a strategic location for students to buy our products because nearby colleges are nearby, such as UiTM Kampus Bandaraya Melaka and Kolej Profesional Ayer Molek Melaka. To expand our business, we decided to provide a 24-hour online shopping option for our users, by using widely shopping online platforms like Shopee, Lazada and Goshop. They can easily buy our products anytime and anywhere. We are guaranteed that our customers will be satisfied with our services due to the variety of choices and methods for them to buy our portable pen printer.

5.3 Market Size

Market segment	Population	Target Market%	Target Market
Students	15,000	10%	1,500
Office workers	25,000	30%	7,500
Entrepreneurs	6,300	40%	2,520
Artist	4,200	20%	840

Table 4: Market Size

Market segment	Target Market	Potential purchases (RM)	Total Potential Purchase (Yearly) (RM)
Students	1,500	199.00 per person	298,500
Office workers	7,500	199.00 per person	149,250
Entrepreneurs	2,520	199.00 per person	501,480
Artist	840	199.00 per person	167,160
Total			1,116,390

Table 5: Market Size

Market Size Per Year = RM 1,116,390.00

Product/Service			
Market Share and Sales			
	Year		
Market share (%)	5%	8%	13%
Total sales in units	10,000	13,050	16,947
Total sales in RM	1,116,390.00	1, 129,470.00	1, 250,478.00

Table 6: Market Size per Year

The market might be affected by these trends, which are cultural trends, economic trends and demographic trends. Studies show that, in the printing sector, green, eco-friendly printing is the most prominent trend. Apart from that, most demanded in the market is a small, compatible, and sustainability printer where to reduce wasted printing paper or ink. The technology also keeps evolving, therefore digital printing is also a must which is very easy to print your files from any device using Wi-Fi, AirPrint, or Google Cloud Print. Based on these trends, the majority of our customers are youngsters or generation Z. These types of generation are easily influenced with this kind of product especially in technology.

Next, for the economic trend, the demand for printing is increasing as emerging markets grow. The printing industry in Malaysia was dominated by the publishing and commercial sector. As a result, more people in Malaysia are getting their own personal printer. People use printers for their business and work mostly, also to expand their creativity. Therefore, Malaysia's revenue from printing business is gradually increasing from time to time. The greatest step to begin a business in the printer industry is with a portable pen printer.

Finally, demographic trends. We can clearly see that working adults such as office workers, artists and sellers will mostly be influenced by our Portable pen printer. The age ranges from 18 to 50 years old who has a stable job and income. This group are likely to use these printers for work and also for their personal interest. Our portable pen printer is designed to be used in a variety of tasks. It is not limited to use for work purposes only. Therefore, it is a great device that everyone should have.

5.4 Market Share

5.4.1 Market share before PenBot.Co enters the market

Competitor	Market Share (%)	Market Share Yearly(RM)
<i>Competitor 1</i> HP Printers	60	18,455,866
<i>Competitor 2</i> Canon Printers	25	7,926,515
<i>Competitor 3</i> Epson Printers	15	3,926,515
Total	100	30,308,896

Table 7: Market share before PenBot.Co enters the market

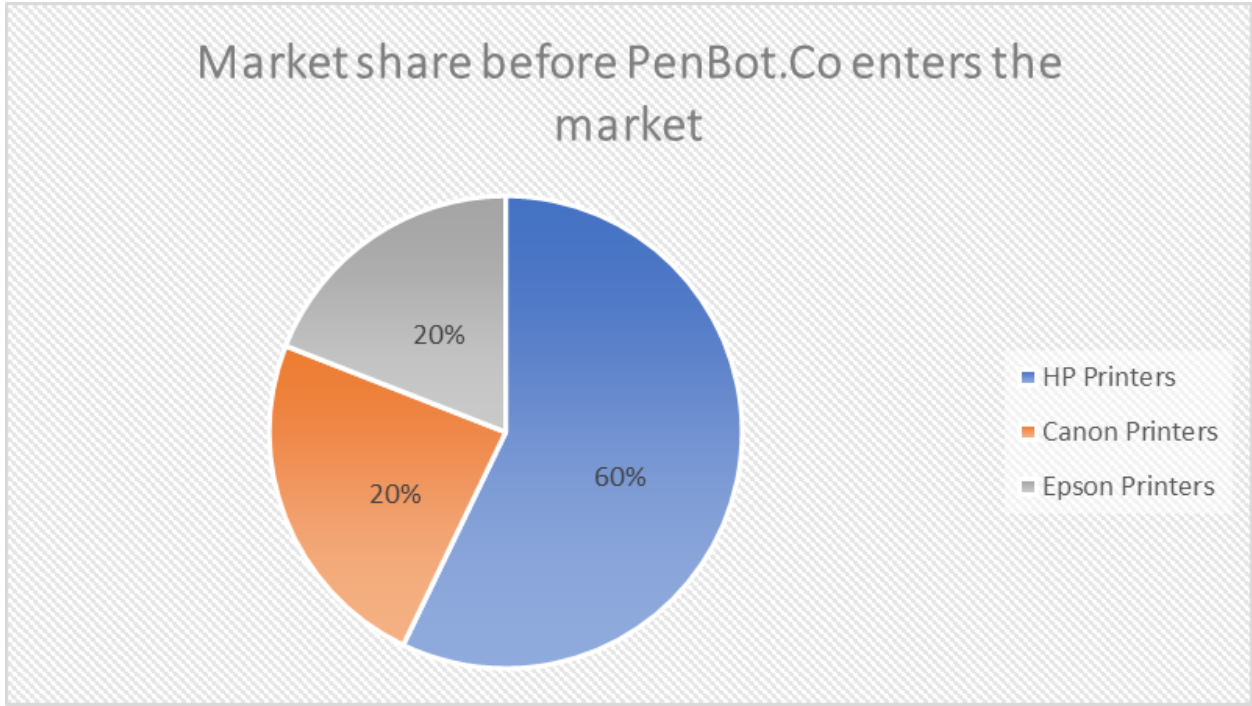


Figure 5: Market share before the entry of PenBot.Co

5.4.2 Market Share After the PenBot.Co has entered the market

Competitor	Market Share (%)	Market Share Yearly (RM)
<i>Competitor 1</i> HP Printers	55	15,255,870
<i>Competitor 2</i> Canon Printers	20	8,557,413
<i>Competitor 3</i> Epson Printers	15	4,995,613
<i>Our company</i> PenBot.Co	10	1,500,000
Total	100	30,308,896

Table 8: Market share after PenBot.Co entered the market

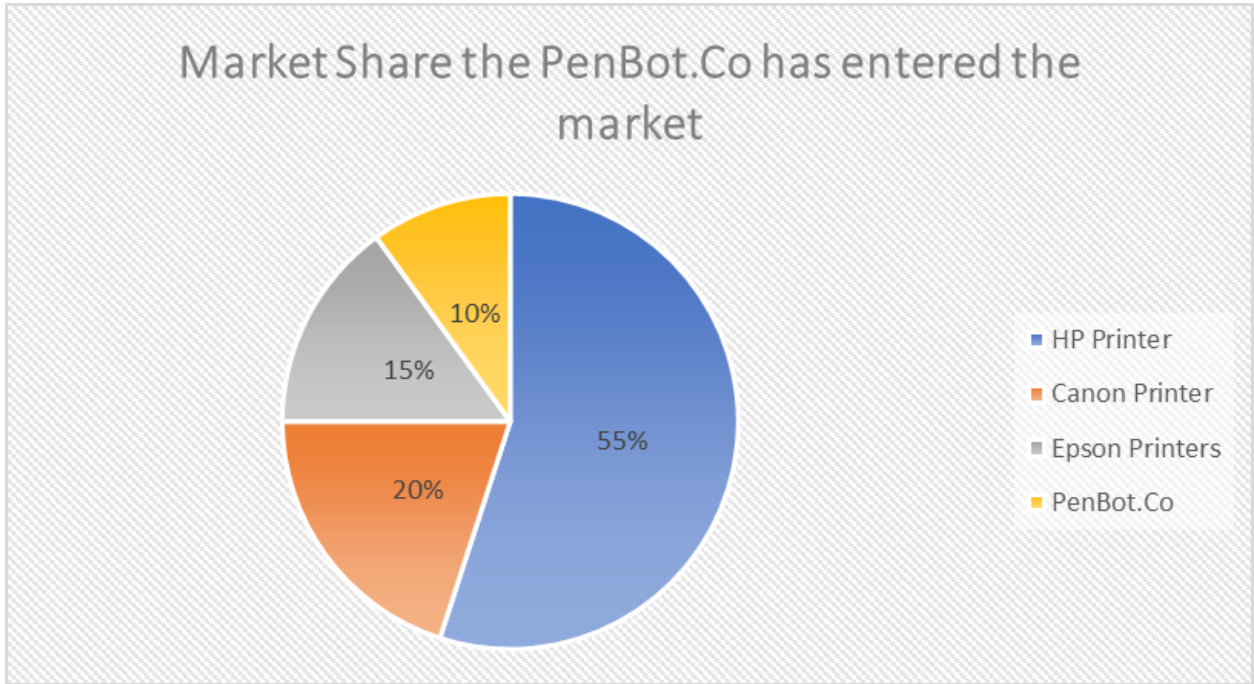


Figure 5: Market share after the entry of PenBot.Co

5.4.3 Sales forecasting

Month	Sales Forecasting (RM)
January	81,590
February	81,590
March	81,590
April	81,590
May	81,590
June	81,590
July	81,590
August	81,590
September	81,590
October	81,590
November	81,590
December	81,590
Year 1	979,080
Year 2 (450 units / month)	1,074,600
Year 3 (500 units / month)	1,194,000

Table 9: Sales Forecasting for PenBot.Co

5.5 Helpful Barriers to Entry

Product differentiation

PenBot.Co is trying to become an established local supplier that produces high quality printers. Portable pen printer is not just an ordinary printer but an innovation that can help our customers to fulfil their daily tasks and so on. Moreover, our portable pen printer is one and only that exists in the market which is a great advantage to us, to introduce our product effectively.

Strong brand entity

Our products are based on new high-technology which make our company, PenBot.Co have potential to stand-up more in the market compared to other competitors. We would like to be presented as the best local company with the same level as an international brand.

5.6 Competition and Competitive Edges

Competitor	Strengths	Weaknesses
HP Printers	<ul style="list-style-type: none"> ● Well-known as buyer first choice printers ● Provided their own ink printers which use ink cartridges. ● Easy to use, and placing the ink and very compatible for students and office workers. ● Easy to install printer software in PC 	<ul style="list-style-type: none"> ● HP Ink cartridges are expensive.

Competitor	Strengths	Weaknesses
Canon Printers	<ul style="list-style-type: none"> ● Provided the best printer with a cheaper price. ● Come up with a best design and colour ● Very compatible for students to use for their assignments. ● Canon ink is cheaper and can use another brand as their ink printer. 	<ul style="list-style-type: none"> ● Hard to refill the ink because there is a possibility they will leak due to careless buyers. ● Printing paper will be slightly stuck for a moment inside the printer, and users must rearrange their papers.

Competitor	Strengths	Weaknesses
Epson Printers	<ul style="list-style-type: none"> ● One of the best brands comes from Japan. ● Provided variety of printers which wireless printer, portable printers and mobile printer ● Very convenient for buyers to use it and gives the best experience, especially using the wireless one. ● Giving a quality printed paper/photo paper 	<ul style="list-style-type: none"> ● Epson printers very expensive in the market ● Their software is difficult to install and takes time.

Competitor	Strengths	Weaknesses
PenBot.Co Printers	<ul style="list-style-type: none"> ● One of a local company in Malaysia that produced portable pen printers ● A new high-technology innovation that is easy for use and friendly for users. ● A great tool for artists and sellers (local and online business). The artist can expand their own creativity by printing to any surface they want. For the seller, it can help them to generate the barcode easily and print their own logo immediately. ● Easy to connect with any devices. 	<ul style="list-style-type: none"> ● An unknown company because it is run by a small trader. ● The target market is small because PenBot.Co only targets customers who have a stable income and job. ● Expensive because the range of the price is above RM100.

5.7 Marketing Strategy

PenBot.Co's marketing strategy consists of product, pricing, place and promotion.

5.7.1 Product

PenBot.Co is a company that sells portable pen printers. Our company is well-known as a printer company that provides new-high technology pen printers. Our portable pen printer comes up with various kinds of designs in terms of colour. We are selling a smooth and compatible portable pen printer with a premium quality product in Bandar Hilir ,Melaka . Customers or tourists can purchase our product at our store and also purchase through online platforms such as Shopee and Lazada.

5.7.2 Pricing Strategy

Based on Perceived Value

For a good or service, a pricing strategy is a model or approach used to assess the right price. This encourages the company to select prices to optimise profits and shareholder value while considering customer and business demand. PenBot.Co uses this method to set the price since we are using high quality material and newest technology, in making the portable pen printer. The single-button efficiency allows users to create graffiti or decorative walls, make a collage coffee mug, DIY a cushion, or even organise your everyday papers. Our products also are compact, which is to carry and use and also the best part is to enable users to print on all kinds of surfaces. Our portable pen printer is a platform that allows you to unleash your artistic abilities to the fullest extent possible.

Pricing Tactics

a. Discounting

One type of pricing technique where we mark down the cost of our goods is discount pricing. A discount pricing strategy's aim is to improve consumer traffic, clear the company's old inventory and increase revenue. Our company would give an education price to university/school students and give a 20% discount for a minimum order of RM150.

b. Psychological pricing – Charm pricing

Charm pricing is the fancy name for all the 9s at the end of prices in stores. This can be seen when our company set the price at RM199.00 in order to attract customer attention by making them think it is cheaper and affordable to get one of these pen printers.

c. Pricing Strategy

Our prices are determined on percentage of the mark-up 112% to the total cost. The cost-based pricing method includes the production, manufacturing as well as distribution cost

Below is the total cost of PenBot.Co's one portable pen printer:

COST	RM
Material Costs	27,148
Labour Costs	9,742.25
Overhead Costs	4,500
Total Cost	41,390.25

Cost per unit = RM 41,390.25/ 440 unit

= RM 94.07

Selling Price = Total Cost Per Unit + Mark-Up

= RM 94.07 + 112%

= RM 199.43

≈ RM 199.00

However, since our company, PenBot.Co sells a wide range of printer devices, the pricing calculated above may not apply to all of them. The cost of a product might vary depending on how complex it is to produce, the size, level of functionality and the type of product. The price range of our product is RM 199 - RM 250, which is very affordable with the quality that we provide to our customers.

5.7.3 Place or Distribution Strategy

The distribution plan for our business would help us figure out how to get our product to our potential customers in the most efficient and effective way. The distribution model lets us sell our products directly to customers and also provides them the opportunity to buy through our store or the other online platform, like Shopee or Lazada.

DIRECT CHANNEL	LOCATION	COUNTRY/STATE
Store	Dataran Pahlawan Melaka, Megamall Jalan Merdeka, Bandar Hilir, 75000 Melaka	Melaka
Online channel	Shopee, Lazada and Goshop	Malaysia

a. Direct channel

Since our production is close to our store, the direct channel enables us to sell directly to consumers.

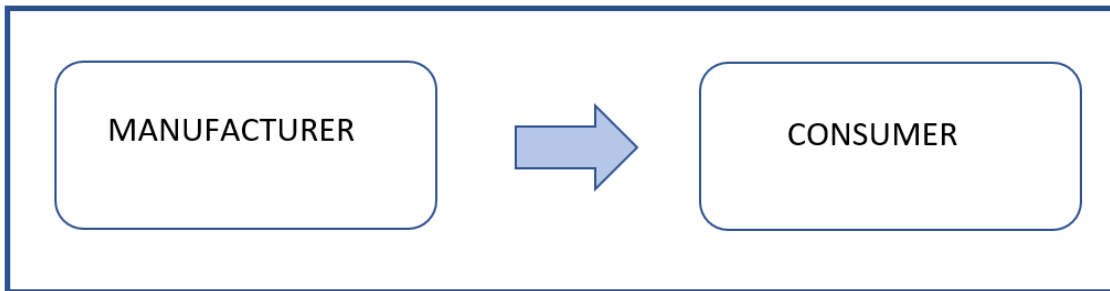


Figure 6: Direct Channel

b. Retailer channel

Our proposed plan is to use the channel of retailers. This is the quickest way for our company to make extra income, since the retail outlet is big and customers can purchase in a bunch.



Figure 7: Retailer Channel

5.7.4 Promotion Strategy

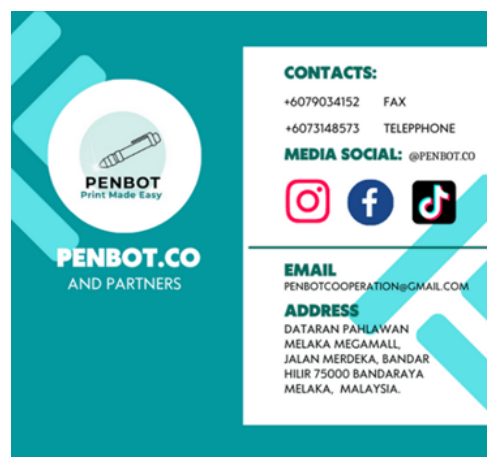
The marketing team at PenBot.Co determined the most successful marketing plan for our company. Due to the fact that our company is still new to the market, we have chosen the simplest technique of user advertising.

i) Business card

Our business card was designed with a teal-green colour by our marketing team. We use a minimalist design background which is an I.T symbol. Our firm logo and motto are shown on the front of our business card. Our official address and contact information were printed on the reverse of the business card



Front

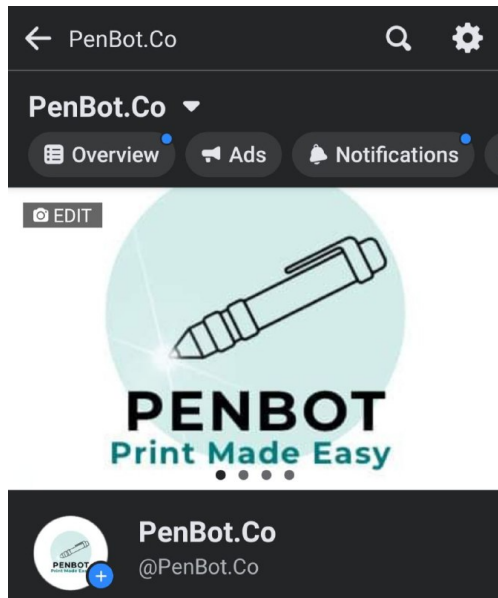
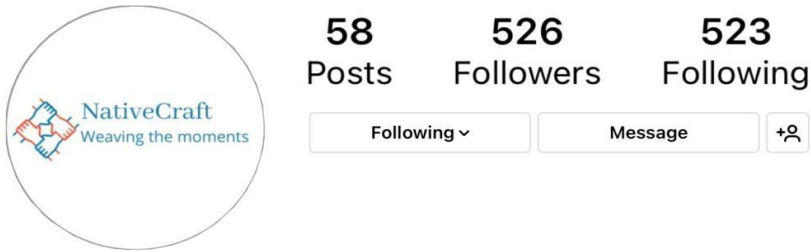


Back

ii) Promotion using social media

In addition to business cards, we advertise on social media. TikTok, Instagram, and Facebook are used. Our Instagram and Facebook accounts are @penbot.co and PenBot.Co.

Our social media pages are shown below:



iii) Outdoor advertising- Lamp Post

We decided to get a few banners of banner's size 468 X 60. Descriptions about our portable pen printer and our retail store location will be shown on those banners. We will be hanging up our product banners on lamp-posts that are near our retail store in Melaka.



Example lamp post banner

Sales Tactics

PenBot.Co will use its own website to let users know about our brand at all times. Users could also buy our products online and post reviews of them from that site. When customers give their own review or suggestions, we'll try to improve our customer service and products better. The webpage will also be a direction for us to allow users to know about any sales or advertisements we run.

NUMBER OF MARKETING PERSONNEL

POSITION	NO. OF PERSONNEL
Marketing Manager	1
Sales Personnel	2

Table 13: Marketing Personnel

SCHEDULE OF TASK AND RESPONSIBILITIES

POSITION	NO. OF PERSONNEL
Marketing Manager	<ul style="list-style-type: none"> • Monitor the personnel perform and work. • Approve any things related to marketing department and ensure all the activities run smoothly • Represent the marketing team to product management, sales, or customer support
Sales Personnel	<ul style="list-style-type: none"> • Notify the marketing manager about all of the sales and events that will need to be held. • Responsible for all product sales • Monitors the competition by obtaining current market knowledge on price, items, new products, delivery timetables, and merchandising tactics.

Table 14: Task & Responsibilities

SCHEDULE OF REMUNERATION OF MARKETING PERSONNEL

POSITION	NO	MONTHLY SALARY(RM)	EPF (RM)	SOCSSO (RM)	TOTAL (RM)
Marketing Manager	1	2,300.00	299.00	39.35	2,638.35
Sales Personnel	2	1,700 X 2 = 3,400	221.00 X 2 = 442	28.85 X 2 = 57.70	3,899.70
TOTAL	3	5,700.00	741.00	97.05	6,538.05

Table 15: Schedule of remuneration

MARKETING BUDGET

ITEMS	FIXED ASSETS (RM)	WORKING CAPITAL (RM)	OTHER EXPENSES (RM)
Fixed Assets			
Lamp-post banner	1,800.00		
Working Capital			
Salary		6,538.05	
Promotion cost			
Business card		100.00	
Other Expenses			
Grand Opening			3,800.00
TOTAL	1,800.00	6,638.05	3,800.00

Table 16: Marketing budget

6.0 OPERATION PLAN

6.1 DEVELOPMENT

6.1.1 POSSIBLE LOCATION

Penbot.co is located at Kawasan Perindustrian Ayer Keroh, Ayer Keroh, 75450, Melaka. At the beginning of April 2022, our business started by registering a business and identifying the strategic location. As soon as we found out that there will be a manufacturing factory that is being rented out in Ayer Keroh, Melaka we decided to rent the factory. We start fully operating on 1st January 2022.

6.1.2 SOURCE OF EQUIPMENT

Penbot is a portable printer with a casing constructed of aviation-grade CNC-machine aluminium alloy for steadiness. It has mechanical rollers that make printing smooth and polished for all materials and surfaces. We deal with Foxconn, supplier in Johor. Foxconn is a leading provider of technological solutions. This company has completely utilised its knowledge in software and hardware to provide us with its unique production capabilities with rising technologies for our product.

Most of our business supplies and raw material are sourced from Melaka. Some of the parts of the product are supplied from EUROJAYA PRECISION SDN BHD, a factory in Melaka that is approximately 8km from our manufacturing factory. Penbot.co chose EUROJAYA PRECISION SDN BHD to supply CNC-machine aluminium alloy, Foxconn Technology Malaysia Sdn Bhd to offer electrical components and battery, and Inkmaker Asia Sdn. Bhd., to supply ink and cartridges after examining all of the considerations and consulting with suppliers.

Equipment	Supplier
CNC-machine aluminium alloy	EUROJAYA PRECISION SDN BHD
Electrical Components (Main control board)	Foxconn Technology Malaysia Sdn Bhd
Ink Cartridge	Inkmake Asia Sdn. Bhd.
Battery	Foxconn Technology Malaysia Sdn Bhd

Table 6.1: List of equipment and supplier

6.1.3 PRODUCTION WORKFLOW

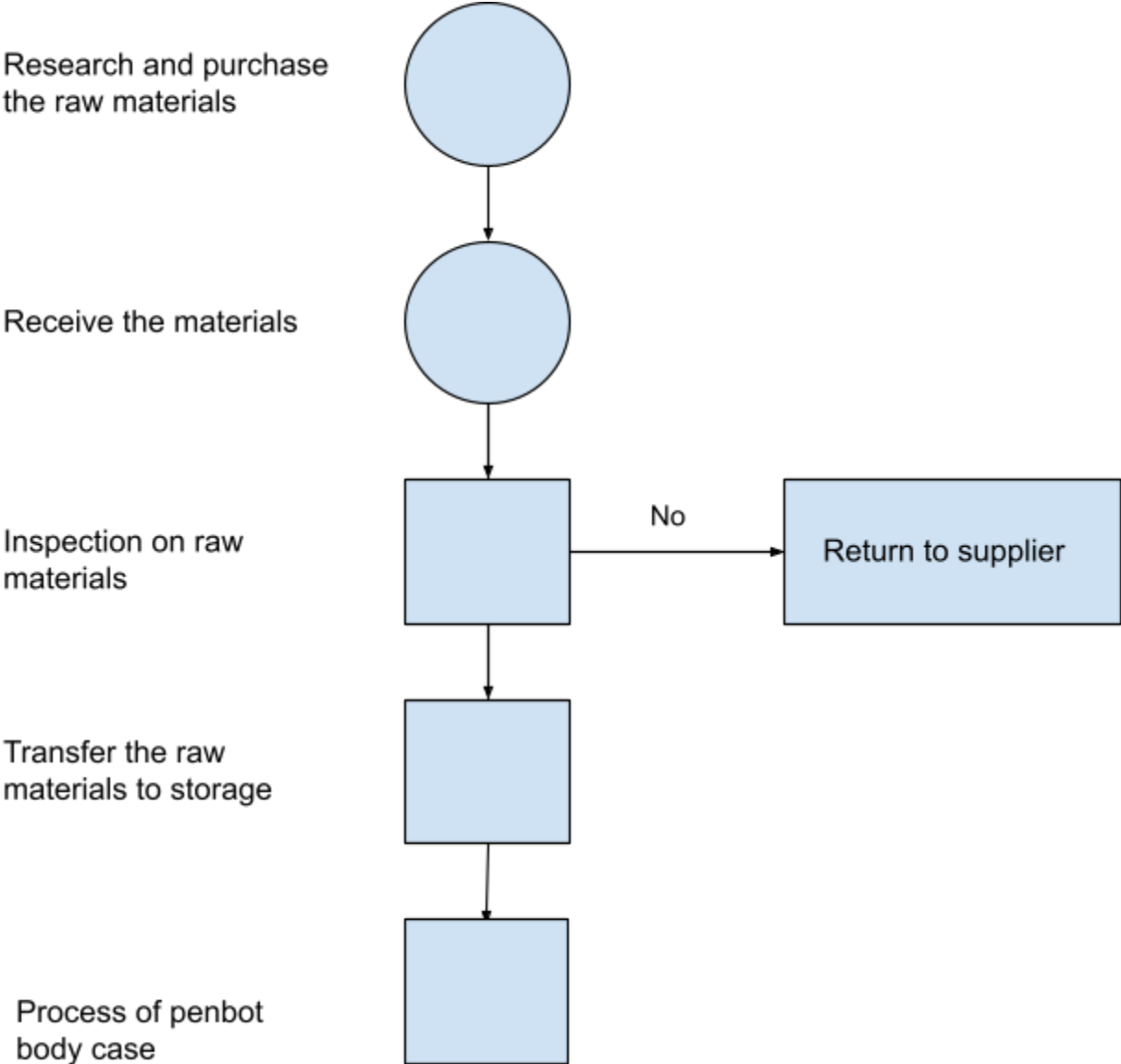


Figure 6.1: Activity flow for the Production process of Penbot pen printer

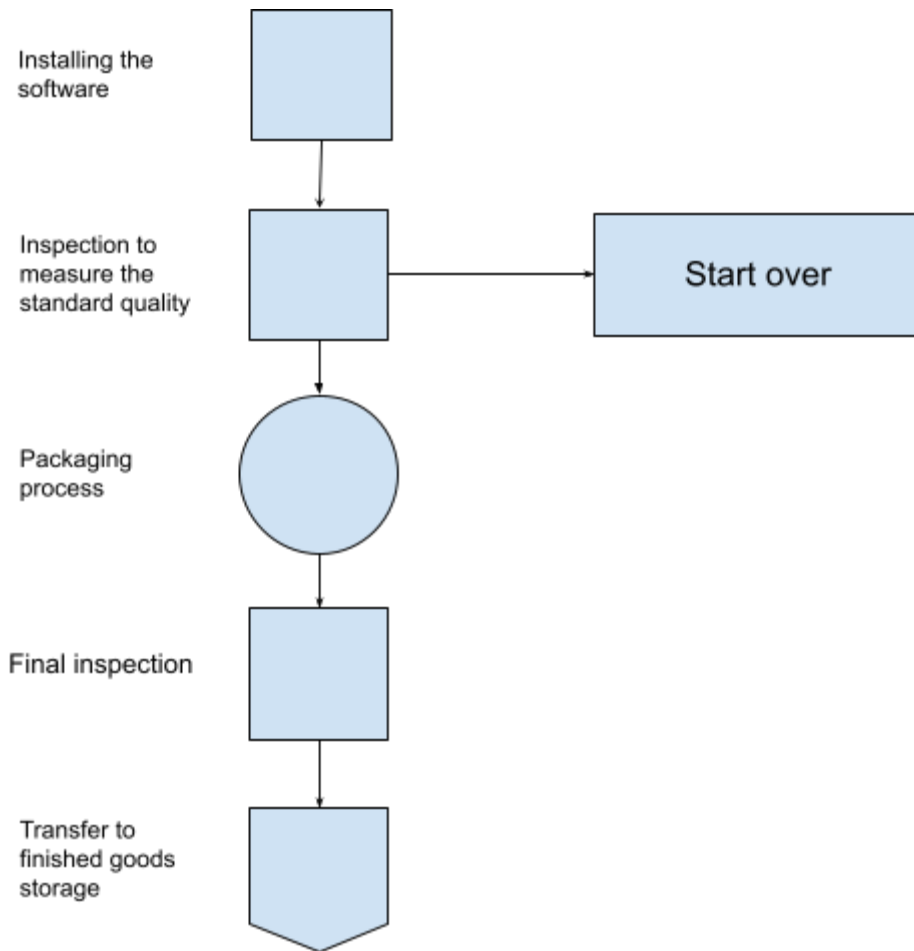


Figure 6.2: Activity flow for the production process of Penbot pen printer

Production Workflow Chart

The process chart for the creation of the Penbot Portable Pen Printer in Penbot.co is shown in the figure above. The production manager begins the process by performing research and determining which supplier to employ to acquire raw materials. When the goods arrive, they are examined to make sure that they are in fine condition. If the materials fail the inspection, they will be returned to the supplier and replaced.

Following the examination of the raw materials, the selected materials will be placed in the storage room for the manufacturing process. The manufacturing process begins with the construction of the penbot case from CNC-machined aluminium alloy. Following that, the penbot's electrical board and chip will be put into the housing. Finally, all of the penbot's components, including batteries and ink cartridges, are installed. Completing the manufacturing process, each product will be thoroughly inspected by the operational management and

employees in accordance with the specifications established by the production manager. It will then be packaged by the packaging crew and inspected before being transferred to finished goods storage.

6.2 PRODUCTION

6.2.1 MANPOWER PLANNING

Services	Figure based on Penbot.co
Planned rate of production per day	20
Worker productive time per day	7 ½ hours
Worker standard production time per unit	3 units = 1 hour

Table 6.2: Table of manpower planning

Business and Operations hours :

Operating hour = 7 ½ hours per day (8.00 a.m until 5.00 p.m (excluding break time 1 ½ hours)

Working days = 5 days per week (Monday – Friday) Close on Weekends.

Calculation output per month and output per day:- Average sales forecast per month

= RM1,050,720 ÷ 12 months

= RM 87,560

Price per unit = RM199

Number of units produced per month

= RM87,560 ÷ RM199

= 440 units per month

Number of working days per month = 22 days

Number of units per day

=440 units per month ÷ 22 days

=20 units per day

Total Operation Cost =
Direct Material Cost (total raw material) + Direct Labour Cost (total remuneration) + Overhead
Cost (total operations overhead)

$$\begin{aligned} &= \text{RM}61.70 (440 \text{ units}) + \text{RM}9,742.25 + \text{RM}4,500 \\ &= \text{RM}27,148 + \text{RM}9,742.25 + \text{RM}4,500 \\ &= \text{RM}41,390.25 \end{aligned}$$

Cost per unit: $\frac{\text{Total Operation Cost (RM)}}{\text{Total number of units (month)}}$

$$\begin{aligned} &= \frac{\text{RM } 41,390.25}{440} \\ &= \text{RM } 94.07 \end{aligned}$$

6.2.2 FACTOR EFFECT TIME FRAME

Every company that is fully operational will encounter issues that will impact their manufacturing timeline. As a manufacturing company, there are a few elements that influence how long it takes us to process our goods. A normal delivery schedule may be delayed due to a problem with a supply source, transportation problems, or bad weather. The danger of shutdown or a significant slowdown in the manufacturing process exists if supplies are not delivered on schedule.

In addition to that, our business also ran into problems like stockouts. Stockouts are terrible for the manufacturing process since we can't make anything if we don't have the parts and inventory stock required for completing it. This results in bottlenecks and lost time, which cost the company money in addition to increasing lead times and creating unhappy consumers. At worst, it can result in a loss of customers and revenue.

6.3 FACILITIES

6.3.1 LOCATION PLAN

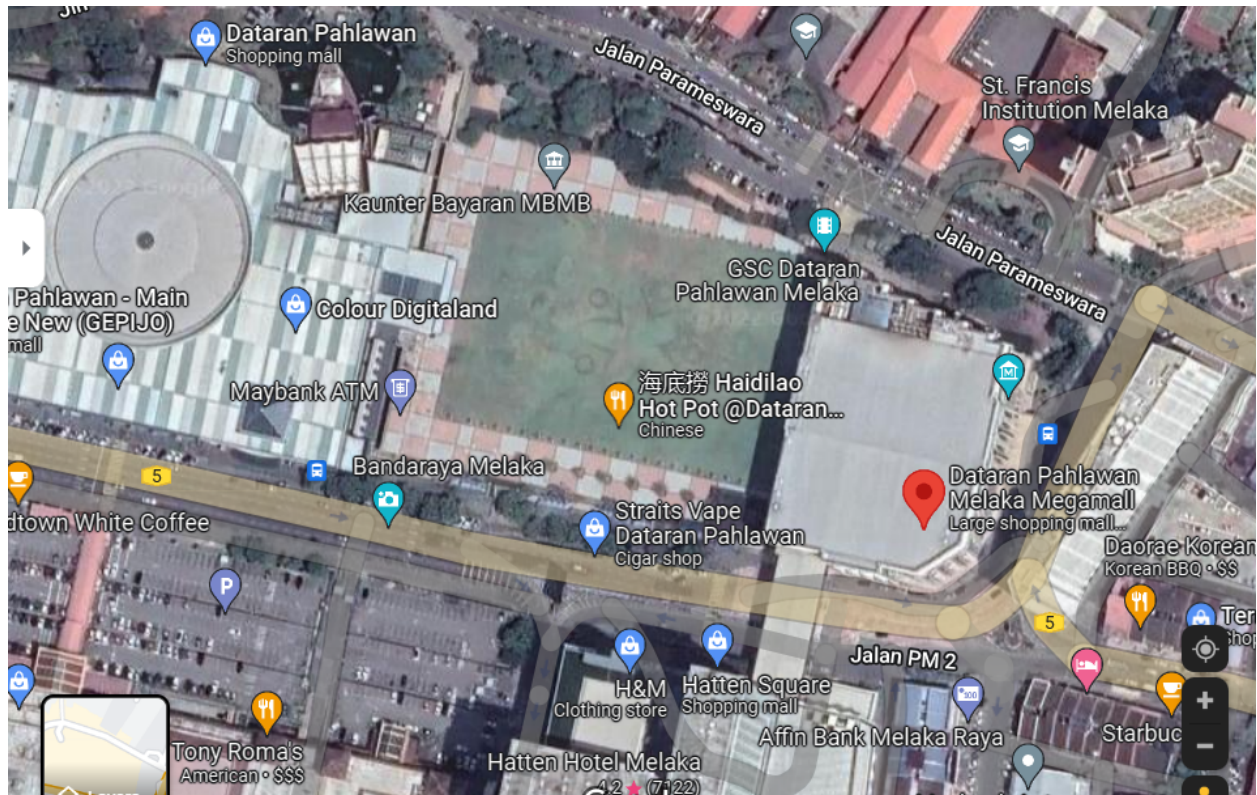


Figure 6.3: Business location from satellite view (Geographical)

The location of our business is depicted in the picture above, which is situated on the second level of the Dataran Pahlawan Melaka Megamall in Bandar Hilir, Jalan Merdeka, 75000 Bandaraya Melaka, Melaka, Malaysia. Our walk-in shop and company headquarters are both housed on this property. Our shop space served as our office. To make it simple to advertise our product to passersby, we rent the store lot on the mall's second level.

The property lies inside a well-known mall in the city of Malacca, making the location highly advantageous. In addition, because our business is close to KFC, it is quite simple to find. Travelling to our location to meet with us and purchase our goods is highly convenient for our employees, penbot shippers, and buyers.

Other than that, our building is encircled by a variety of shops, including a KFC, pet store, a movie theatre, restaurants, and clothing shops. Due to its location in the heart of Melaka, neither our clients nor employees have to drive too far to reach our store or office.

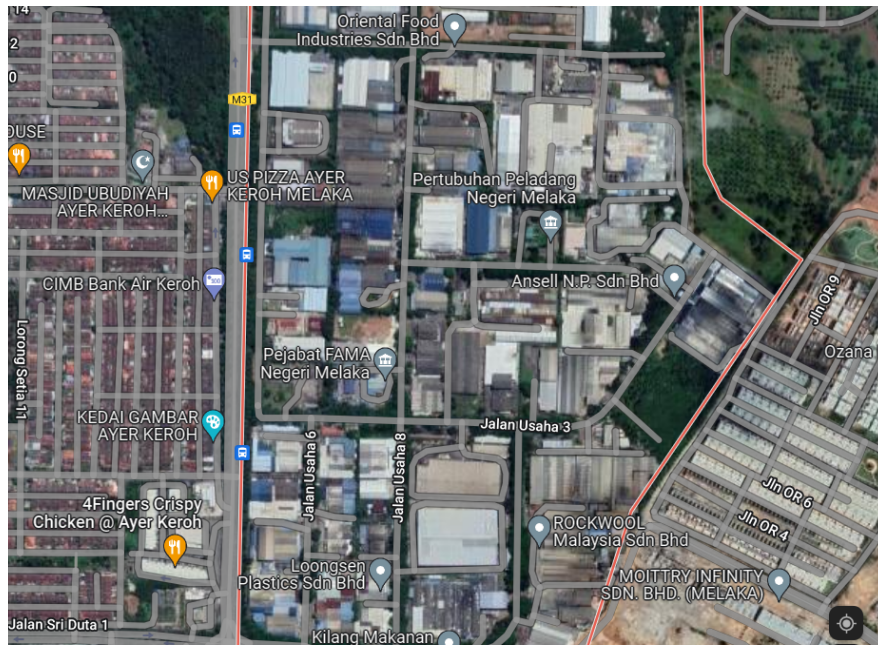


Figure 6.4: Our factory location from satellite view

The above image shows the location of our manufacturing site, which is located in Kawasan Perindustrian Ayer Keroh, Ayer Keroh, 75450, Melaka. The factory's location in Malacca is quite beneficial because it is close to a popular neighbourhood. Additionally, our staff have very easy access to our location because our factory is in an industrial area. Apart from that, a wide range of stores, eateries, and residential areas surround our building so our staff can easily access to eateries during lunch hours. Our employees don't even have to travel very far to get to our facility because of its location.

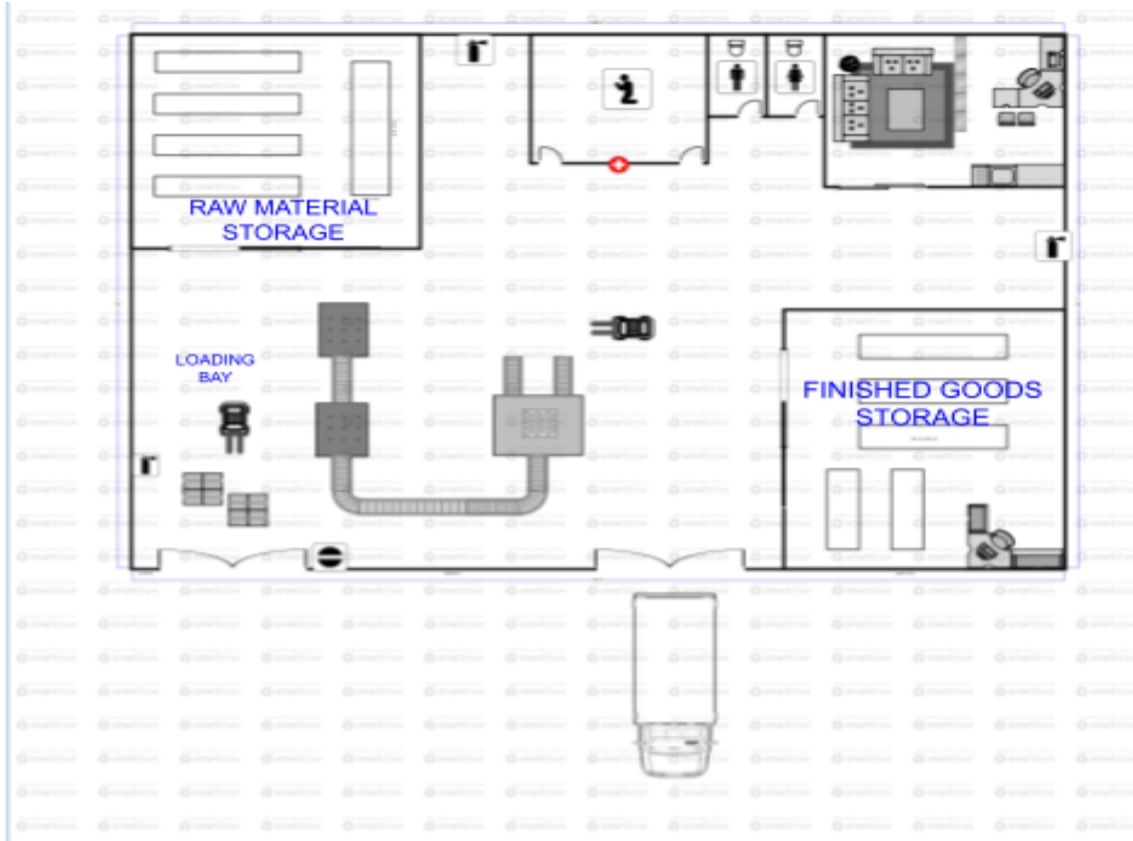


Figure 6.5: Layout for our Manufacturing Factory

The production process served as the foundation for Penbot.co's operational layout. The production manager set up this plan in accordance with the demands of the production team for our portable pen printer. In terms of the production workflow, the procedure begins with obtaining the raw materials from the supplier, which are then put into storage prior to the beginning of production. It will be kept in complete storage once the pen printers have finished labelling and packaging.

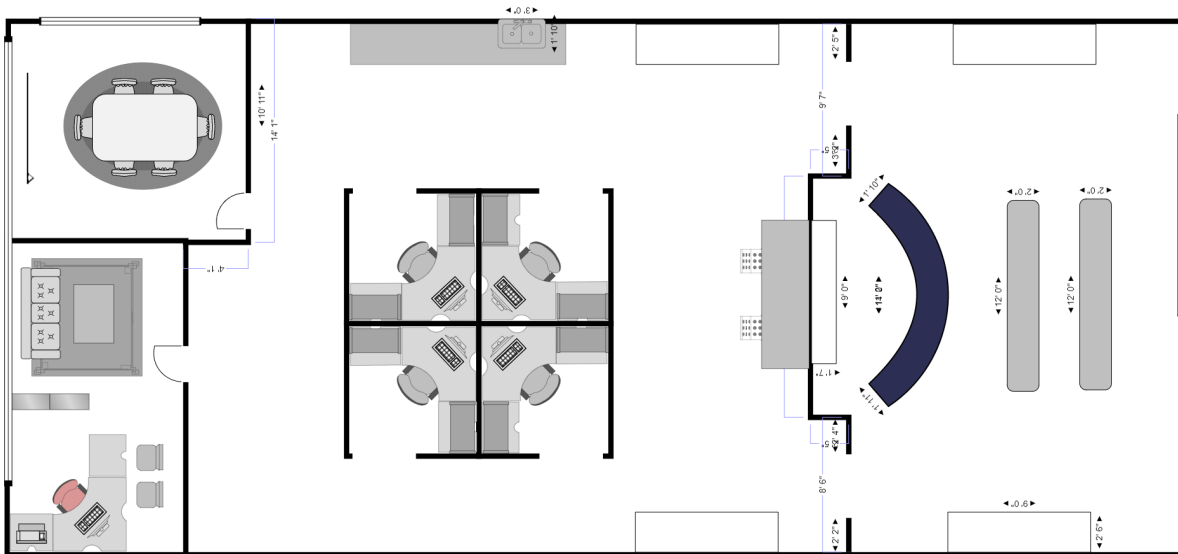


Figure 6.6 Layout for our headquarters and walk-in store

The Penbot.co administrative layout is illustrated in the above figure. This workspace is designed with a cubicle office structure in view. It is an open workplace layout that makes use of cubicles or box-shaped workspaces with partition walls on three sides so that all employees may interact without any boundaries. The workers still have their individual privacy despite the open area design. The workplace has a conference room that the staff is free to use whenever they wish to discuss tasks or come up with new ideas. Additionally, Penbot.co gave its staff access to a pantry that they may use whenever they want. Plus, every month, the corporation would stock up on food and drinks for the staff. To keep our product supply organised, there are two racks. The fact that our office is housed in our flagship store also means that the technical team has access to a space where they can service customers' items that are still covered by warranties.

6.3.2 OVERHEAD COST

No.	Items	Monthly Cost (RM)
1	Utilities	300
2	Rental	850
3	Food and Drinks	150
4	Maintenance	150
5	Cleaner	50
	TOTAL	1,500

Table 6.3: Overhead Cost of Office and Store

The schedule for Penbot.co's administrative office and store's overhead costs is shown in the table above. The business has incurred RM1,500 in total overhead for office and store. Monthly payments are made for rent, utilities, food and beverage costs, maintenance, and cleaning expenses.

No.	Items	Monthly Cost (RM)
1	Utilities	1,000
2	Food and Drinks	150
3	Maintenance	500
4	Cleaner	50
5.	Training cost	1,200
6.	Licence and Permit	100
	TOTAL	3,000

Table 6.4: Overhead Cost of Manufacturing Factory

The schedule for Penbot.co's manufacturing factory overhead costs is shown in the table above. The business has incurred RM 3,000 in total overhead for the factory. Monthly payments are made for utilities, food and beverage costs, maintenance, and etc.

The total cost for both headquarter and manufacturing factory is RM4,500 per month

6.4 STAFFING

6.4.1 STAFF NEED

Our operating department contains a single Production Manager, Assistant Production Manager and three employees. The production department has a total of five people, including the production manager. Full-time employment is provided to every employee. Employees may increase their knowledge, experience, and job-related skills through training, which makes them more creative at work and also helps them improve their abilities. Through training programmes, staff members may pick up specific IT knowledge and machine handling abilities, such as how to use the production machine and system.

6.4.2 MAIN DUTIES STAFF

The top position in this division is production manager. Fulfilling all obligations, supporting the production department effectively, identifying any performance-related concerns, and eliminating company losses are just a few of the duties of the production manager. To prevent product defects, workers must provide excellent work as instructed by the operations manager. Workers must also continue to do their jobs at a high standard. Our top objective is to deliver the highest quality products.

6.4.3 HOW EMPLOYEES BE SOURCED

All interested candidates must, at a minimum, hold a diploma in electrical engineering to qualify. Particularly welcomed are students in the areas of electrical engineering and computer science since they possess a greater combination of soft and hard abilities. The presence of experts in this field is also encouraged. Our Dataran Pahlawan headquarters in Melaka will be the location of the interviews. In a set amount of time, participants must answer questions and solve tasks. Every person's potential is tested through this process.

6.4.4 EMPLOYMENT RELATIONSHIP

As maintaining a positive working environment for employees depends on employee interactions. Each member of the team has to be aware of their place within the organisation and how they may contribute, then behave accordingly. It is important to maintain clear boundaries between the two: The conventional employer-employee relationship shouldn't be compromised even if some "bosses" desire to be more friendly with the people they supervise.

The staff must feel at ease discussing concerns with a manager as they have an influence on their ability to perform their duties, which may eventually have an impact on a company's bottom line. To assist individuals achieve at greater levels, they should also warmly accept helpful criticism from managers. Additionally, managers must promote open communication by listening to employee problems and providing input when necessary.

6.4.5 TRAINING

Without the appropriate tools and resources, staff cannot perform their duties effectively, hence it is the manager's job to provide them. Giving the team the tools they need to succeed and giving the appropriate training and onboarding are the first steps in establishing a positive employee-employer relationship.

Internal training is used to train our workers. Most firms provide their workers internal training to different degrees. We provide seminars to help our employees by giving specialised knowledge or talents to attract qualified members of the industry to work as operational staff. Our staff members attended training courses. It will take at least three months to train four staff. A RM1,200 training expense will be incurred.

6.4.6 ORGANISATION CHART FOR OPERATION DEPARTMENT

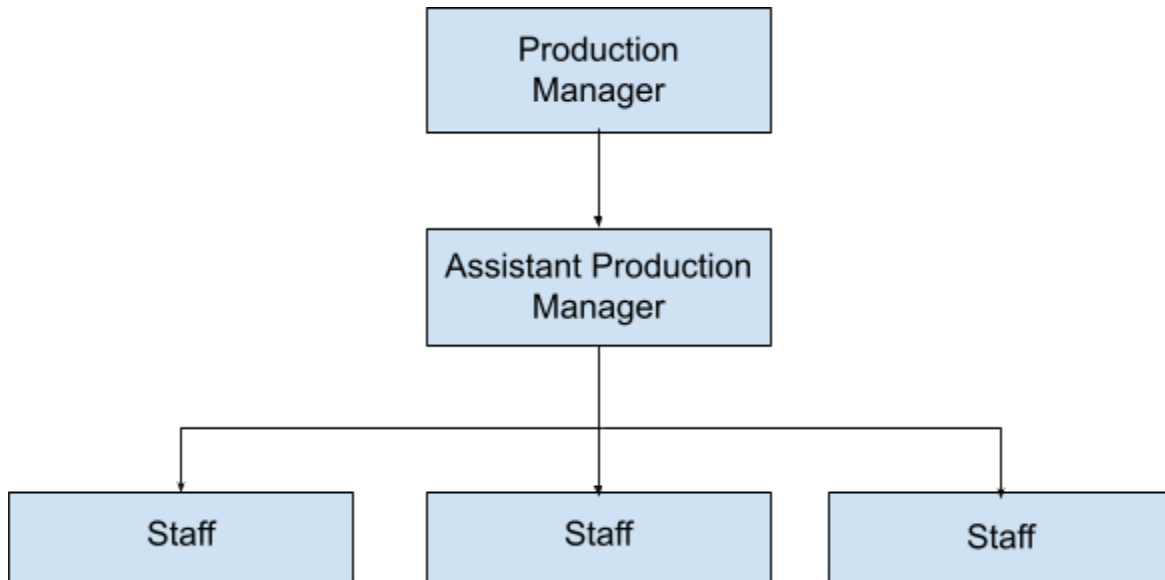


Figure 6.7: Production Department Organisational Chart

Figure 6.7 depicts the operating department's organisational chart. A total of five personnel will be hired, including one production manager, one deputy production manager, and three operational staff. The production manager will give the instruction, as well as how they will install the components of the penbot pen printer. The assistant production manager will replace the production manager's duty if she is absent. The major goal of the other three personnel is to properly assemble the product's materials.

6.4.7.1 LIST OF OPERATION PERSONNEL AND SCHEDULE OF REMUNERATION

Position	No of personnel	Monthly Salary (RM)	EPF Contribution (13%)	SOCSSO (RM)	Amount (RM)
Production Manager	1	2,300	299	39.35	2,638.35
Assistant Production Manager	1	1,700	221.00	28.85	1,949.85
Staff	3	4,500	585	69.05	5,154.05
TOTAL					9,742.25

Table 6.5: Table of list of operation Personnel and Schedule of remuneration

Table 6.4, which may be seen here, depicts the scheduled remuneration plan for operational workers. The production manager's monthly salary includes 13 percent of EPF, and SOCSSO, the total sum is RM2,638.35. The assistant production manager's total income is RM1,949.85, and the total remuneration for all three workers is RM5,154.05, which includes 13 percent EPF and SOCSSO.

6.5 EQUIPMENT

6.5.1 EQUIPMENT NEEDS (PURCHASE)

No	Equipments	Quantity	Price per unit (RM)	Total cost (RM)
1	Delivery Lorry	1	45,000	45,000
2	Casing Maker Machines	1	1,000	1,000
3	Installing Machine	1	1,000	1,000
4	Packaging Machine	1	1,000	1,000
5	Air Conditioner	3	700	2,100
6	Storage rack	10	75	750
7	Steel Table	4	100	400
8	Small Dustbin	6	5	30
9	Large Dustbin	2	70	140
10	Lights	10	20	200
11	Fire Extinguisher	3	50	150
12	Forklift	2	160	320
	TOTAL			52,090

Table 6.6: Table of list of equipments needed in the factory

Table above shows the list of equipment and machine used in operational department for the process of making penbot. All of this equipment and machine are bought by the company

6.6 SUPPLIES

6.6.1 MATERIALS COST PER UNIT

No	Materials	Quantity	Price per unit/gram (RM)	Total Cost (RM)
1	CNC-machine aluminium alloy	6g	0.20	1.2
2	Electrical Components (Main control board)	1	25.00	25.00
3	Ink Cartridge	1	9.00	9.00
4	Battery	1	4.00	4.00
5	Button	1	1.00	1.00
6	Light	1	1.50	1.50
7	Screen	1	5.00	5.00
8	Ink	50ml	0.16	8.00
9	USB charger	1	7.00	7.00
	TOTAL			61.70

Table 6.7: Table of list of material cost per unit

Table above shows the list of materials needed and the cost for each item to make one unit of portable pen printer. The cost of making one unit of Penbot is RM61.70.

6.6.2 RELIABLE SOURCES AND MAJOR SUPPLIER

Materials	Supplier
CNC-machine aluminium alloy	EUROJAYA PRECISION SDN BHD
Electrical Components (Main control board)	Foxconn Technology Malaysia Sdn Bhd
Ink Cartridge	Inkmake Asia Sdn. Bhd.
Battery	Foxconn Technology Malaysia Sdn Bhd

Table 6.8: Table of Material Suppliers

6.6.3 HOW TO MANAGE INVENTORY

The Just-in-Time, or JIT, approach of inventory management is used by our company, in which supplies are only procured when needed. The goal of applying this technique is to avoid overproduction. reducing travel expenses and waiting periods. reducing waste and optimising our production processes.

6.7 LICENCE PERMITS & REGULATIONS REQUIRED

SSM
SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)

**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

PENBOT.CO
NO. PENDAFTARAN: 202203112358 (003395580-D)

telah didaftarkan dari hari ini sehingga **6 MEI 2023** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di **Dataran Pahlawan Melaka Megamall,
Jalan Merdeka, Bandar Hilir 75000 Bandaraya Melaka, Melaka, Malaysia.**

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **7 MEI 2022**.


DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

Used in EZBIZ from Mon May 09 12:03:36 MYT 2022

Figure 6.8 Penbot.co Suruhanjaya Syarikat Malaysia License

The licence from Suruhanjaya Syarikat Malaysia (SSM) for Penbot.co is displayed in Fig 6.8. We are able to conduct business lawfully because our firm has previously registered with SSM. Our company was registered on May 6, 2022, in Melaka under the registration number 202203112358 (003395580-D). The SSM certificate must be prominently displayed in any corporate building in Malaysia to indicate that the firm is legally owned and follows all applicable laws and regulations.

6.8 OPERATIONS BUDGET

Item	Fixed Assets (RM)	Monthly Expenses (RM)	Other Expenses (RM)
Fixed asset			
Machine and Equipment	52,090		
Working capital			
Raw materials		28,382	
Operation Overhead & Utilities		4,500	
Salary: SOCSO & EPF		9,742.25	
Other Expenses			
Training Cost			1,200.00
Pre-Operations			
Business Licence and Permit			100.00
Rental Deposit			900.00
TOTAL	52,090	41,390.25	2,200.00

Table 6.9: Operation Budget

7.0 ORGANIZATION PLAN

7.1 Ownership structure

Penbot.co is a limited partnership company. A partnership is a business owned by at least two or more individuals but not exceeding the maximum number of 20 persons. Penbot.co was registered under the Business Registration Act 1956 (amendment 1978) and procedures of Business Registration 1957. This business is owned by 5 members which are, Nur Aina Binti Muhamad Rizal, Siti Nurfarhanis Binti Adenan, Nur'Ain Binti Rahim, Anis Fatihah Binti Sapini and Nurain Sabrina Binti Saripuddin. Nur Aina is the founder and CEO of this business, Siti Nurfarhanis as the managing director and Nur'Ain Binti Rahim as project manager while Anis Fatihah, the marketing manager and Hannah, the production manager. The founder and CEO holds 60% of ownership while managing director, project manager, marketing manager and production manager will hold 20% of ownership.

Name & Position	Monthly salary (RM)	Ownership (%)	Equity invested (RM)
Nur Aina - Founder & CEO	7,000	60	200,000
Siti Nurfarhanis - Managing director	5,000	20	75,000
Nur'Ain - Project manager	2,300	20	75,000
Anis Fatihah - Marketing manager	2,300	20	75,000
Nurain Sabrina - Production manager	2,300	20	75,000

Table 30: Ownership structure

7.2 Management team

Manpower Planning

Penbot.co has one founder and CEO, one managing director, one project manager, one marketing manager and one production manager to manage and execute the operations of the business as shown in Table 31.

Position	No. of staff
Founder & CEO	1
Managing director	1
Project manager	1
Marketing manager	1
Financial manager	1

Table 31: Manpower planning

Organizational chart/ structure

The management team for our company contains only 3 level management. As the business grows, the levels of management and number of employees may be increased.

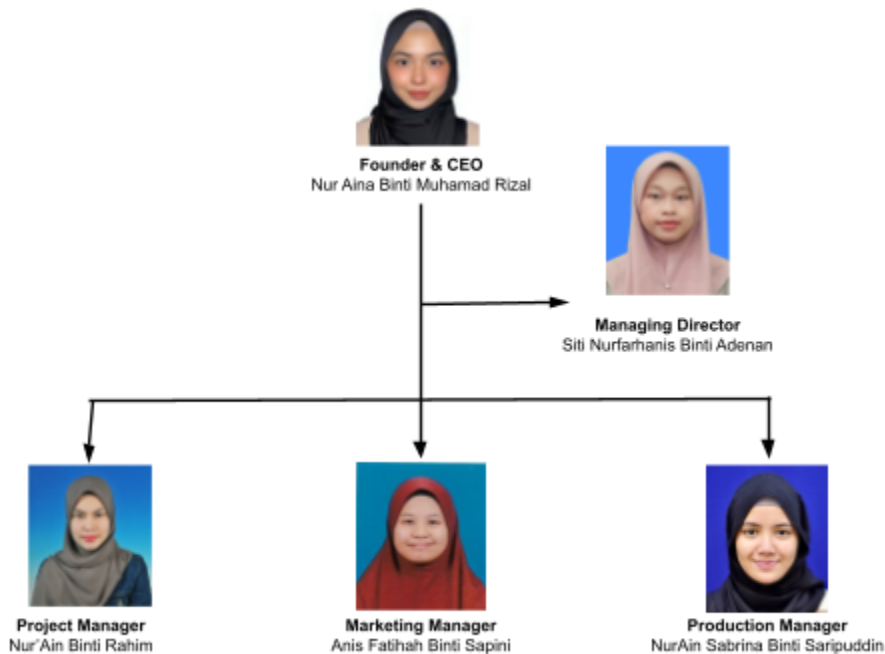


Figure 13: Organizational chart of Penbot.co

FOUNDER & CEO



NAME OF PARTNER	Nur Aina Binti Muhamad Rizal
IDENTITY CARD NO.	
PERMANENT ADDRESS	No. 6 Jalan AP 12, Taman Alai Perdana, Alai, 75460, Melaka
E-MAIL	ainastudentuitm@gmail.com
TEL.NO.	
DATE OF BIRTH	20/12/2001
MARITAL STATUS	Single
ACADEMIC STATUS	Bachelor's in Accounting (Hons)
COURSE ATTENDED	Entrepreneurship Courses
SKILLS	<ul style="list-style-type: none"> ❖ Business Strategy & Planning. ❖ International business. ❖ Business law & business Ethics. ❖ Attention to detail. ❖ Accountability and determination.
EXPERIENCES	Executive director at Canon Marketing Sdn Bhd Vice president at Hotel Seri Malaysia
PRESENT OCCUPATION	Founder & CEO
PREV.BUSINESS EXPERIENCE	Successfully managed RM 1 million budget projects and successfully achieved the scheduled goals. Developed and implemented new marketing and sales plans and defined the strategy for the next 5 years.

Table 32: Founder & CEO

MANAGING DIRECTOR



NAME OF PARTNER	Siti Nurfarhanis Binti Adenan
IDENTITY CARD NO.	
PERMANENT ADDRESS	No.27, Kampung Rembang Panas,72500,Juasseh, Negeri Sembilan
E-MAIL	sitinurfarhanisadenan@gmail.com
TEL.NO.	
DATE OF BIRTH	06/12/2001
MARITAL STATUS	Single
ACADEMIC STATUS	Bachelor's in Accounting (Hons)
COURSE ATTENDED	Entrepreneurship Courses
SKILLS	<ul style="list-style-type: none"> ❖ Business development. ❖ Human resources knowledge ❖ Accounting. ❖ Office management.
EXPERIENCES	<ul style="list-style-type: none"> ❖ Managing director at Healthcare Center ❖ Personal assistant at Kayangan Holding Sdn Bhd
PRESENT OCCUPATION	Managing Director
PREV.BUSINESS EXPERIENCE	<p>Provided market feedback to the company leadership regarding competitive offerings, prospect needs and generating product development ideas.</p> <p>Took ownership of the management of the sales and marketing function of the business.</p>

Table 33: Managing director

PROJECT MANAGER



NAME OF PARTNER	Nur'Ain Binti Rahim
IDENTITY CARD NO.	
PERMANENT ADDRESS	2917 F Jalan Muhibbah Taman Uda, 05350 Lebuhraya Sultanah, Alor Setar, Kedah
E-MAIL	ainrahim1610@gmail.com
TEL.NO.	
DATE OF BIRTH	16/10/2000
MARITAL STATUS	Single
ACADEMIC STATUS	Bachelor's in Accounting (Hons)
COURSE ATTENDED	Entrepreneurship Courses
SKILLS	<ul style="list-style-type: none"> ❖ Highly competent in project and program management. ❖ Technical skills. ❖ Strong working knowledge of MS Office. ❖ Risk and cost management skills. ❖ Time management and organizational skills.
EXPERIENCES	Assistant manager at Mega Holding Project manager at Mega Holding
PRESENT OCCUPATION	Project Manager
PREV. BUSINESS EXPERIENCE	Manage project budget of RM 1 million and ensure company obtains the best possible pricing, determine and minimize risk in buyout processes, reducing costs by 15% annually. Clearly communicated problems and progress to upper management via engaging and artful presentations.

Table 34: Project Manager

MARKETING MANAGER



NAME OF PARTNER	Anis Fatimah Binti Sapini
IDENTITY CARD NO.	
PERMANENT ADDRESS	No.280 Jalan 1 Taman Desa Ixora 2, 70450,Seremban, Negeri Sembilan
E-MAIL	anisfatihahsapini@gmail.com
TEL.NO.	
DATE OF BIRTH	21/05/2001
MARITAL STATUS	Single
ACADEMIC STATUS	Bachelor's in Accounting (Hons)
COURSE ATTENDED	Entrepreneurship Courses
SKILLS	<ul style="list-style-type: none"> ❖ Good communication skills. ❖ An effective team leader with strong analytical, problem solving and organizational activities. ❖ Skilled in handling pricing strategies, competitor and market analysis.
EXPERIENCES	<ul style="list-style-type: none"> ❖ Salesgirl at The Store Sdn. Bhd. ❖ Promoter at Padini Concept Store
PRESENT OCCUPATION	Marketing Manager
PREV.BUSINESS EXPERIENCE	Ramped-up the profits (within a span of 2 years), enhancing the brand visibility, conducting promotional events and training the agents, thereby increasing the number of employees and accelerating the business by 10%.

Table 35: Marketing Manager

PRODUCTION MANAGER



NAME OF PARTNER	Nurain Sabrina Binti Saripuddin
IDENTITY CARD NO.	
PERMANENT ADDRESS	35, Jalan 5/7, Taman Changkat Desa, Gombak 68100 Kuala Lumpur.
E-MAIL	nurainsabrina14@gmail.com
TEL.NO.	
DATE OF BIRTH	14/05/2000
MARITAL STATUS	Single
ACADEMIC STATUS	Bachelor's in Accounting (Hons)
COURSE ATTENDED	Entrepreneurship Courses
SKILLS	<ul style="list-style-type: none"> ❖ Operations and management ❖ Strong communication skills ❖ Leadership and teamwork skills ❖ Microsoft Excel, Microsoft Word, Microsoft Powerpoint
EXPERIENCES	<ul style="list-style-type: none"> ❖ Production Supervisor at Canon in Malaysia ❖ Account Manager at Canon Marketing (Malaysia) Sdn. Bhd.
PRESENT OCCUPATION	Production Manager
PREV.BUSINESS EXPERIENCE	<p>Conduct monthly safety meetings to ensure the work environment operates efficiently and without hazards.</p> <p>Reviewed production specifications to verify accurate weights and measurements prior to mixing ingredients</p>

Table 36: Production Manager

Position and number of personnel

Based on the table below describes the tasks and responsibilities of every position. The following functions and responsibilities have been identified and will be delegated to the respective individual to ensure the smooth operation of the business.

Position	Main Tasks
Founder and CEO	<ul style="list-style-type: none">➤ The CEO is responsible to create and implement the company or organisation's vision and mission.➤ Besides, the CEO is also responsible to ensure that the company maintains high social responsibility wherever it does business.
Managing director	<ul style="list-style-type: none">➤ The main role of managing director is to direct and control all business operations.➤ In addition, they are also responsible for giving strategic guidance and direction to the board to ensure that the company achieves its financial vision, mission and long term goals.
Project manager	<ul style="list-style-type: none">➤ Project manager is responsible for designing and applying appropriate project management standards for incorporation.➤ Furthermore, they are also responsible for monitoring overall progress and use of resources, initiating corrective action where necessary.
Marketing manager	<ul style="list-style-type: none">➤ The main purpose of this role is to promote businesses, services, products or brands.➤ Besides, they also will develop marketing and pricing strategies, generate new business leads, and oversee marketing department staff.
Production manager	<ul style="list-style-type: none">➤ Production manager is responsible for all manufacturing related activities in the plant.

	<p>➤ They are also planning, coordinating and controlling all steps in the production process to ensure products are delivered on time and on budget.</p>
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Table 37: Main task of each position

7.3 External resources and services

Name of Professional Advisory	Services provided
Mr. Mohd Ali Iskandar Bin Mohd Affendi	Provides tailored and holistic financial planning services.

Table 38: external resources and services

7.4 Human Resources

Position	No.	Monthly salary (RM)	EPF	SOCSSO (RM)	Total (RM)
Founder and CEO	1	7,000	910	69.05	7,979.05
Managing Director	1	5,000	650	69.05	5,719.05
Project Manager	1	2,300	299	39.35	2,638.35
Marketing Manager	1	2,300	299	39.35	2,638.35
Production Manager	1	2,300	299	39.35	2,638.35
TOTAL	5	18,900	2,457	256.15	21,613.15

Table 39: Salaries of each employee

7.5 List of office equipment and office supplies

Item	Quantity	Price/per unit (RM)	Total cost (RM)
Desktop computer	8	1200	9,600
Barcode Scanner	2	250	500
Cashier machine	2	500	1,000
Chair	8	110	880
Desk	8	130	1,040
Telephone	1	120	120
Lighting	12	6	72
Air Conditioner	4	1900	7,600
Display rack	10	2550	25,500
Printer	2	700	1,400
TOTAL	57	7,466	47,712

Table 40: List of office equipment

List of office supplies:

No.	Type of Overhead	Monthly cost (RM)
1	Electricity	700
2	Water	250
3	Telephone	300
	TOTAL	1,250

Table 41: List of office supplies

7.6 Organisational budget

ADMINISTRATIVE EXPENDITURE BUDGET	
	RM
Fixed Assets/ Capital Expenditures	
Patent	20,000
Vehicle	100,000
Office Renovation	15,000
Working Capital/ Monthly Expenditure	
Salaries	16,336.45
Utilities	1,250
Rental	5,000
Petrol	7,000
Other Expenditure	
Business Registration & Licences	1,500
Deposit	-
Insurance & Road tax	8,000
TOTAL	174,086.45

Table 42: Organizational budget

8.0 FINANCIAL PLAN

8.1 START-UP COSTS

START-UP COSTS	RM
Capital Expenditure: Administrative	
Patent	20,000
Vehicle	100,000
Office Equipment	47,712
Office renovation	15,000
Capital Expenditure: Operation	
Machine and Equipment	52,090
One-time Start-up Expenditure	
Grand opening cost	3,800
Other Pre-Operations Expenditure	
Deposit (rent, utilities, etc.)	900
Business Registration & Licences	1,500
Insurance & Road Tax for Motor Vehicle	8,000
Permit	100
Other expenditure	
Start-up Costs	249,102

8.2 WORKING CAPITAL

WORKING CAPITAL (MONTHLY)		RM	FIXED	VARIABLE
Marketing				
Salaries, EPF & SOCSO		6,538.05	6,538.05	
Business card		100	100	
Administrative				
Salaries, EPF & SOCSO		16,336.45	16,336.45	
Utilities		1,250		1,250
Rental		5,000	5,000	
Petrol		7,000		7,000
Operations				
Raw Materials & Packaging		28,382		28,382
Salaries, EPF & SOCSO		9,742.25	9,742.25	
Operation Overhead & Utilities		4,500		4,500
Total Working Capital		78,848.75		
Total Working Capital Required	1 months	78,848.75	78,848.75	
Working Capital + Contingencies	5%	82,792	82,792	

8.3 START-UP CAPITAL AND FINANCING

ESTIMATED START-UP CAPITAL	600,000
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FINANCING	
Equity: Share & Venture Capital	500,000
Loan	100,000
Annual Interest Rate	8%
Loan Duration (years)	10

8.4 CASH FLOW STATEMENT

	YEAR 1	YEAR 2	YEAR 3
<u>CASH INFLOW</u>			
Capital (Cash)	500,000		
Loan	100,000		
Cash Sales	979,080	1,074,600	1,194,000
Collection of Accounts Receivable	-	-	-
TOTAL CASH INFLOW	1,579,080	1,074,600	1,194,000
<u>CASH OUTFLOW</u>			
Administrative Expenditure			
Salaries, EPF & SOCSO	196,037.40	196,037.40	196,037.40
Utilities	15,000	15,000	15,000
Rental	60,000	60,000	60,000
Petrol	84,000	84,000	84,000
Marketing Expenditure			
Salaries, EPF & SOCSO	78,456.60	78,456.60	78,456.60
Business card	1,200	1,200	1,200
Operations Expenditure			
Cash Purchase	340,584	357,613.20	382,786.80
Salaries, EPF & SOCSO	116,907	116,907	116,907
Operation Overhead & Utilities	54,000	54,000	54,000
Training cost	14,400	14,400	14,400
Other Expenditure			
Pre-Operations			
Deposit (rent, utilities, etc.)	900		
Business Registration & Licences	1,600		

Insurance & Road Tax for Motor Vehicle	8,000	8,000	8,000
Other Pre-Operations Expenditure			
Fixed Assets			
Purchase of Fixed Assets - Others	236,602		
Loan Repayment			
Principle	10,000	10,000	10,000
Interest	8,000	8,000	8,000
Tax Payable	0	0	0
TOTAL CASH OUTFLOW	1,225,687	1,003,614.20	1,028,787.80
CASH SURPLUS (DEFICIT)	353,393	70,985.80	165,212.20
BEGINNING CASH BALANCE	-	353,393	424,378.80
ENDING CASH BALANCE	353,393	424,378.80	589,591

8.5 INCOME STATEMENTS

PENBOT. CO

PRODUCTION COST PRO-FORMA STATEMENT

	Year 1	Year 2	Year 3
Raw Materials			
Opening Stock	0	14,808	30,356.40
Current Year Purchases	340,584	357,613.20	382,786.80
Ending Stock	14,808	30,356.40	46,645.20
Raw Materials Used	325,776	342,064.80	366,498
Carriage Inward			
	325,776	342,064.80	366,498
Salaries, EPF & SOCSO	116,907	116,907	116,907
Factory Overhead			
Depreciation of Fixed assets (Operations)	10,418	10,418	10,418
Operation Overhead & Utilities	54,000	54,000	54,000
Total Factory Overhead	181,325	181,325	181,325
Production Cost	507,101	523,389.80	547,823

PENBOT. CO**PRO-FORMA INCOME STATEMENT**

	Year 1	Year 2	Year 3
Sales	979,080	1,074,600	1,194,000
Less: Cost of Sales			
Opening Stock of Finished Goods		.33,865.20	47,411.28
Production Cost	507,101	523,389.80	547,823
less: Ending Stock of Finished Goods	.33,865.20	47,411.28	41,767.08
	473,235.80	509,843.72	553,467.20
Gross Profit	505,754.20	564,756.28	640,532.80
Less: Expenditure			
Administrative Expenditure	355,037.40	355,037.40	355,037.40
Marketing Expenditure	79,656.60	79,656.60	79,656.60
Other Expenditure	14,400	14,400	14,400
Business Registration & Licences	1,600		
Insurance & Road Tax for Motor Vehicle	8,000	8,000	8,000
Other Pre-Operations Expenditure			
Interest on Loan	8,000	8,000	8,000
Depreciation of Fixed Assets	36,902.40	36,902.40	36,902.40
Total Expenditure	503,596.40	501,996.40	501,996.40
Net Profit Before Tax	2,157.80	62,759.88	138,536.40
Tax	0	0	0
Net Profit After Tax	2,157.8	62,759.88	138,536.40
Accumulated Net Profit	2,157.8	62,759.88	138,536.40

8.6 BALANCE SHEET

PENBOT. CO

PRO-FORMA BALANCE SHEET

	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building	-	-	-
Patent	16,000	12,000	8,000
Vehicle	80,000	60,000	40,000
Office Equipment	38,170	28,627	19,085
Lamp-post banner	1,440	1,080	720
Machine and Equipment	41,672	31,254	20,836
	177,282	132,961	88,641
Current Assets			
Stock of Raw Materials	14,808	30,356.40	46,645.20
Stock of Finished Goods	.33,865.20	47,411.28	41,767.08
Accounts Receivable	-	-	-
Cash Balance	353,393	424,378.80	589,591
	402,066.20	502,146.48	678,003.28
Other Assets			
Deposit	900	900	900
TOTAL ASSETS	580,248	636,007.48	767,544.28
Owners' Equity			
Capital	500,000	500,000	500,000
Accumulated Profit	2,157.80	62,759.88	138,536.40

	502,157.80	562,759.88	638,536.40
Long Term Liabilities			
Loan Balance	90,000	80,000	70,000
Hire-Purchase Balance	-	-	-
	90,000	80,000	70,000
Current Liabilities			
Accounts Payable	-	-	-
TOTAL EQUITY & LIABILITIES	592,157.80	642,759.88	708,536.40

9.0 PROJECT MILESTONES

ACTIVITIES	STARTED DATE	ENDED DATE
Incorporation of the venture	1 April 2022	2 April 2022
Completion of design and development	5 May 2022	9 May 2022
Completion of prototypes	10 May 2022	15 May 2022
Obtaining of sales representatives	20 May 2022	23 May 2022
Signing of distributors and dealers	24 May 2022	25 May 2022
Ordering of materials in production quantities	29 May 2022	31 May 2022
Starting of production or operations	1 June 2022	30 June 2022
Receipt of first orders	3 July 2022	8 July 2022
Delivery of first sales	10 July 2022	15 July 2022

CONCLUSION

Our portable pen printer is a device that everyone should own because of its distinctiveness and effectiveness. We hope that this product brings delight and comfort to our consumers when they use it. In conclusion, we are confident in our ability to achieve our conservative financial expectations. Our management has also carefully analysed its market, potential client base, and ability to grow sales average to gain market share (both domestically and globally). That our company can become a highly respected resource in local and regional marketplaces is our fervent belief. And lastly, we hope our business will keep working on its business strategies, especially in terms of marketing, to make sure that the business is well-known to its clients. There are a lot of people we want to keep coming back.

APPENDICES