



UNIVERSITI TEKNOLOGI MARA (UiTM) KAMPUS ALOR GAJAH, MELAKA
FACULTY OF ART AND DESIGN
ENT530 PRINCIPLES OF ENTREPRENEURSHIP

BUSINESS PLAN
FUTURIC Group



FUTURIC

Program

BACHELOR DEGREE IN GRAPHIC DESIGN (HONS)

Class

MCAAD241 5A

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Submission Date: **15/7/2022**

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ACKNOWLEDGMENT

Alhamdulillah, we would like to thank Allah SWT first and foremost for making it easy for us in every process and stage to complete this group assignment ENT530 on a business plan. Other than that, we would also like to express our appreciation and gratitude to all people who directly or indirectly helped and gave us in completing this report.

Furthermore, we also would like to deeply thank our lecturer, Madam Siti Nazirah binti Omar who gave us the opportunity to start the business plan and complete it by guiding and helping us a lot throughout every process or stage. A special thanks to all the team members who gave the whole their commitment by brainstorming the ideas and completing every detail of the project.

Finally, we really hope that this assignment has met the requirement and come to its very best. Moreover, we also hope that this project could help us in terms of contributing points in getting good grades in this subject, ENT530: Principles of Entrepreneurship. Thank you.

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1.0 EXECUTIVE SUMMARY

Futuric Sdn. Bhd. or also known as FUTURIC is a product-oriented company that sells backpacks. Our company's mission is to make it easier for our customers to live peacefully and comfortably in this endemic era. Futuric Sdn. Bhd. is a futuristic and environmentally conscious company founded by former students in Melaka, Malaysia. Our company provides a backpack desk kit to improve employers' and students' lifestyles during this endemic era. With the backpack desk kit, they can bring their laptop and set up their workspace anywhere thanks to the desk extension feature that comes with the bag. Furthermore, because the desk extension is already built-in and simple to use, users can easily put it back into the bag.

The company was founded by a group of former students that share their experiences adapting to the situation where we need to have class online while also attending physical class. As the problem worsens, students risk becoming emotionally exhausted while attempting to catch up on lessons. We created this new product in response to several complaints and petitions from people on social media who had previously experienced this situation. As a result, we founded Futuric Sdn. Bhd. to provide a better and solution for students and employees who faced similar issues.

The business is a partnership between 5 members which are Ainnin Sofiya as Chief Executive Officer, Muhammad Afiq Hayazi as Administrative department, Elmi Nasrun as Marketing department, Nuryasyqin and Suci Salsabilla as Designer. The company targets to achieve more than RM 200,000 of sales for the first month of the operations. We also aim to make our earnings consistent and profitable.

2.0 COMPANY PROFILE

Futuric Sdn. Bhd. is a futuristic and environmental company based in Melaka, Malaysia founded by former students. Futuric Sdn. Bhd. provides a backpack desk kit to improve employers and student's lifestyle during this endemic era. The product provides multiple features to help the targeted users to adapt endemic norm better, since employers have to work at home and office while the students study online and at class, heavily rely on the usage of laptop. With the existence of the backpack desk kit, they can bring their laptop and setup their workspace anywhere due to desk extension feature that's come along with the bag. Moreover, the users can put the desk extension back into the bag without having difficulty since it is already built-in and easy to use.

Backpack desk kit has become the main choices for employees and students to be used as their backpack for their laptop and other electronic accessories related to their work. The changed of lifestyles among students and employess during this endemic era has made Futuric Sdn. Bhd. exist for good in 2021 to provide solution for them to adapt better with the usage of the bagpack desk kit.

Founded in 2021, a group of former students shares their experience in facing the difficulties to adapt with the situation where we need to have class online and having to attend physical class at the same time. As the issue keeps increasing, students are at risk of being emotionally drain to catch up with the lessons without proper solution to the problem. We came up with this new product in response to several complaints and petitions from social media who faced this situation before. Hence, to create a better and solution for students and employees who faced the same problems, we build Futuric Sdn. Bhd. to help them adapt better with endemic.

Figure 2.1: Futuric Sdn. Bhd. logo



ORGANIZATIONAL CHART

FUTURIC SDN. BHD.

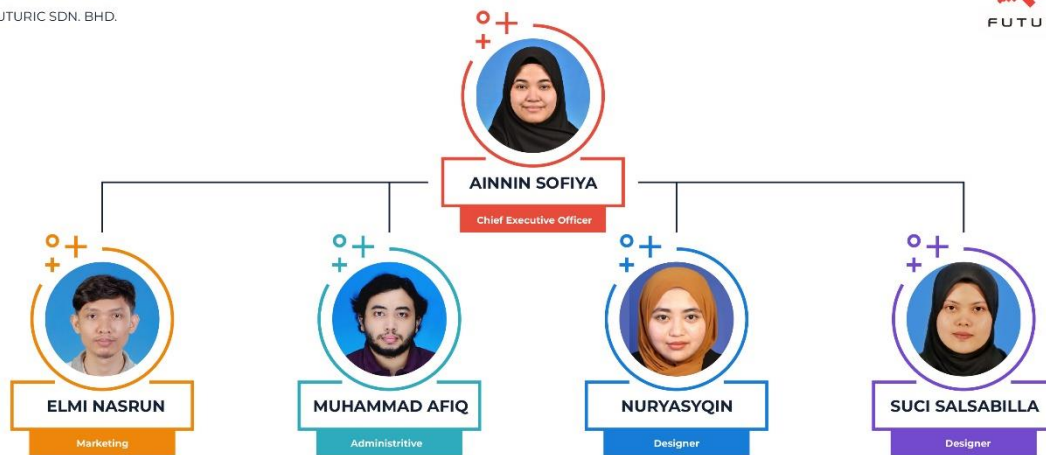


Figure 2.2: Futuric Sdn. Bhd. Organizational Chart

3.0 ENVIRONMENTAL INDUSTRY ANALYSIS

3.1 Description of the industry which the company will operate

3.1.1 Structure

The structure of our company is led by the Chief Executive Manager and it is divided into three departments which are marketing department, administrative department, and design department.

3.1.2 Size

Due to the fact that we are a partnership or fall under the category of small and medium business owners, our company is of medium size (SME). The amount of capital required annually is projected to be between RM300,000 and RM400,000, and the number of staffs is between 15 and 18.

3.2 Analysts' prediction in the industry or market segment

One of the key components of marketing is market analysis. It aids in market analysis, sales forecasting, and other tasks. The target market, market size, and marketing approach are all included in a market analysis. We are primarily targeting for employees and students as our target market in our business, but anyone can buy our product as it is suitable for everyone to use and does not have any usage restrictions.

3.2.1 Geographic Segmentation

Geographic segmentation is based on place, such as a city, state, or residential area. Since one of our primary goals is to assist employees and students in adjusting to hybrid workspaces, we have chosen to base our business at Bandaraya Melaka, which is located in Melaka. We discovered that Melaka is one of the states with a high percentage of employees and students after being clear on our mission and vision. In addition, Bandaraya Melaka was chosen because it has a higher population density than the other areas of Melaka. Therefore, we believe that starting our business in Bandaraya Melaka is both highly appropriate and convenient for us.

3.2.2 Psychographic Segmentation

Psychographic segmentation is the practise of categorising individuals into groups according to their way of life and social standing. Our product is absolutely helpful for everyone because

the backpack desk kit is affordable. Even though employees and students are our main target market, it is also very convenient for other people to have at least one of our products at home because it will make it easier for them to use laptops wherever they are. If we sell products that are suitable for everyone, we will probably see a growth in both client demand and revenue.

3.2.3 Demographic Segmentation

As for demographic segmentation, it divides people into groups based on their age, occupation and income. We are creating a backpack desk set that, despite using quite advanced technology, is appropriate for all age groups, including children because it is safe and simple to use. For those who use laptops constantly, especially students and those who work from both home and an office depending on the job, we highly recommend our product.

3.3 Technology

Technology is regarded as a branch of knowledge, used mostly for practical purposes in business and daily life. We are no longer strangers to technology in today's world because it practically pervades every aspect of our existence. It has undoubtedly had a significant positive impact on our lives. Our product is one of those that can be classified as a technology advancement product. After some discussion among our partners, we have decided to create a product innovation in order to make the working process become easier. We are creating a backpack desk kit because we believe it will make it much easier for people to use laptops everywhere in only a few minutes utilising the built-in desk function rather than needing to find a real desk to set up their workspace station.

3.3.1 Technological Advantage

Regarding the technological advantage, our company has decided to give our goods copyrights and trademarks. Since we are quite familiar with how the business world operates, we made the decision to take this action to protect our rights so that no one could just imitate our product without facing legal repercussions. It will make it easier for us to carry on with our business without having to worry about other businesses effortlessly copying our items. We have undoubtedly benefited more from it. As soon as we start making more money from our business, we would like to patent our products.

3.4 Competitive Environment

Competitive environment is affected by its competitors that includes pricing methods, chain of supplier and so on. It also has to do with how an organisation changes to the business environment so that it can compete successfully and productively. Regarding our product, there aren't many backpack desk kits available right now. Because there wouldn't be many competitors competing for our market share, we believed that starting our business would be to our advantage. There are a few businesses that start selling a backpack desk kit on an internet marketplace and start making money off of it, but we are still glad to be able to offer our backpack desk kit directly to consumers rather than through an online marketplace. Our product might appear to be similar to or the same as those from those select few companies, but we think it differs in unique ways since we paid close attention to its features, such as built-in desk and light and adjustable desk stand.

3.5 Product and Service

Product and service are very important for each company as it represent the identity of the companies. How successful a company is in business is determined by the results of the product and service. We are quite positive that both our goods and the service we offered will be able to satisfy our customers.

3.6 Industry trends

Industry trends are predictions depending on current trends or patterns in a particular industry that can have both positive and negative effects. Consumer behaviour, price changes, technological advancements, and more are all examples of industry trends. As newcomers to the business world, we always keep an eye on anything related to market developments, particularly the price and consumer behaviour. It's because we want to provide a product that is accessible to everyone. Regarding consumer behaviour, we are pleased that despite price and tax increases on some items, Malaysians are still eager to spend their money on convenience and useful items. Therefore, keeping an eye on market trends is essential for business management.

4.0 DESCRIPTION OF VENTURE

The backpack desk kit's primary purpose is to provide customers with a suitable and private place to work while travelling or going out without having to worry about germs and the Covid-19 virus. Futuric creates a backpack innovation by combining the bag and desk to help customers do their jobs more easily and anywhere. The backpack desk kit is distinguishable, modern, and lightweight, making it easy to transport anywhere. Our customers will have a positive experience when they use our desk kit because it is convenient and can help them in their daily lives.

THE PROBLEM

Customers does not have an appropriate and private place to work while they are travelling or going out without worrying about germs and Covid-19 virus.

VALUE PROPOSITION

Futuric differs from other backpack companies in that our backpacks were designed to function as both a bag and a desk. Customers will be drawn to our innovative and high-tech design right away. Because of its compartmentalised design, which includes space for essentials such as keys and a wallet, as well as a compartment for laptops and clothing. The accessory, which has a triple-function design, can be used as a backpack, briefcase, and shoulder bag to carry everything you need while working or travelling in your spare time. It also includes a built-in desk that is both lightweight and adjustable in height.

SUCCESS OF THE COMPANY

Today, endemic products are popular among customers because they make life easier during the endemic period. As a result, during the endemic phase, a backpack desk kit is a relevant product.

Futuric Sdn. Bhd. is a growing backpack company; we are confident in the success of our company and services. We are confident that our business will grow year after year with the targeted markets. Furthermore, with the company's mission and vision, we will prepare and plan for the future. This is because Futuric Sdn. Bhd. will not only focus on backpacks in the future, but will also join new ventures to create other innovative products. Furthermore, we are

confident that our company will succeed because we have excellent top management with strong management skills.

DEMONSTRABLE CUSTOMER DEMAND

To increase customer satisfaction with our product, we conducted a survey to learn more about our customers and their needs. It will create a willingness to buy our product based on their desire. The company will prepare a warranty, manufacture quality backpacks to meet customer demand, and ensure that the product is useful to the customers.

EXISTING COMPETITION

Every business encounters competition because it is the only way to differentiate a company from its competitors. PROSOC is a company that can be considered a competitor. PROSOC has a lot going for them. PROSOC's sole focus is on study tables for students, which can result in relaxed writing, good posture, appropriate vision, and other health benefits. Existing competitors will force Futuric to learn how to position the brand in the market and create different versions of the same product.

OUTLOOK, BENCHMARK AND TIMELINES

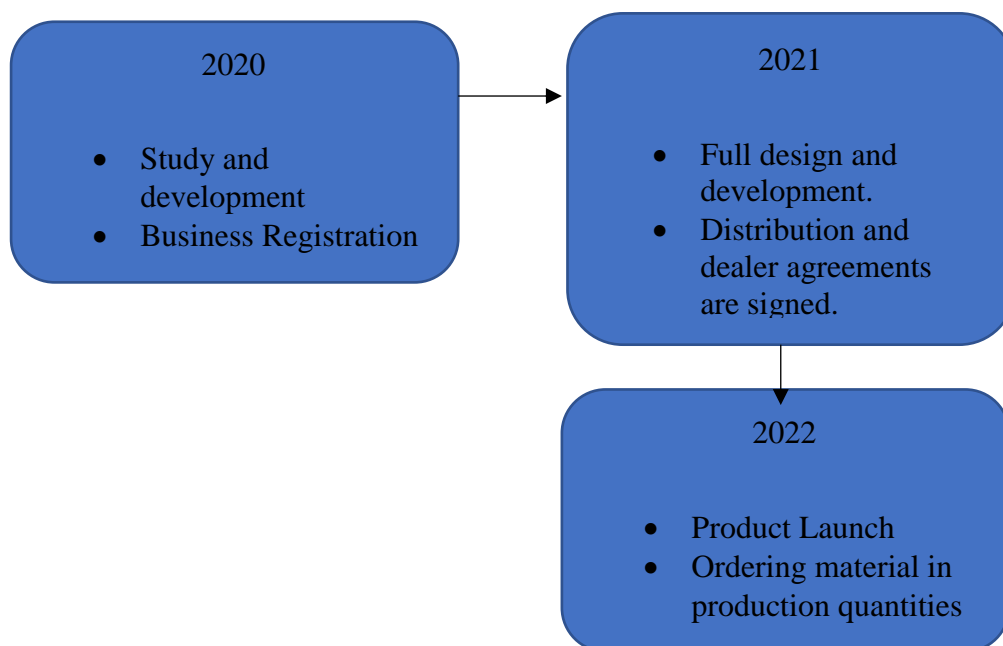


Figure 4.1: Outlook, Benchmark and Timelines

MAJOR EVENTS THAT WILL TAKE PLACE IN THE NEAR AND LONG TERM FUTURE

Futuric Sdn Bhd's marketing department has conducted some research on how to plan short-term and long-term events. In terms of short-term events, they will use innovative design to capture audience attention and alert them to the existence of our product on social media. Because it is still in its early stages, we also provide a backpack desk kit. We have a special gift for the first customer who buys one of our backpacks. We were also planning a long-term event collaboration with a well-known company. This method will certainly improve customer confidence in our product.

5.0 MARKETING PLAN

INTRODUCTION

A common misconception about marketing is that it is just concerned with selling or advertising. It is an important managerial discipline that makes sure producers of goods and services can understand consumer demands and meet or exceed them. Additionally, marketing may be characterized as a function of business and a collection of procedures for producing, delivering, and giving value to customers. These procedures are then followed by the management of client relationships, which benefits both the firm and its stakeholders. As it tackles the most crucial facets of the market, the marketing process is essential to a company's business performance, big and small. It involves comprehending a competitive market, ensuring that you can profit from significant developments, and reaching consumers with the ideal goods at the ideal time, location, and price.

The process of organizing and putting into action thoughts, pricing, promoting, and dispersing ideas, products, and services in order to produce exchanges that satisfy individual and organizational goals is sometimes referred to as marketing. A successful firm needs to invest in marketing, thus we must utilize a marketing plan as the cornerstone for carrying out a marketing strategy. The marketing strategy outlines certain goals as well as a series of steps that can aid in achieving them. The goal of the Futuric Sdn. Bhd. marketing division is to satisfy and meet the demands of our clients. While doing so, we also aim to make the desired profits and ensure that customers are happy using our products.

A successful firm must use marketing to its advantage, and as such, a marketing plan must serve as the cornerstone for putting a marketing strategy into action. The marketing strategy lays forth specific goals as well as a list of initiatives that can aid in achieving those goals. The marketing division of our group is responsible for ensuring that all of our clients are satisfied. In the meanwhile, we also wish to generate the desired earnings. It's difficult to ensure that something remains consistent over time if you don't recognize that you're doing marketing. This may lead to poorly created products that fall short of what customers desire and need. This may have an impact on the success of our marketing initiatives, sales results, and overall company growth.

MARKET ANALYSIS

One of the most important aspects of marketing is market research. It is research made to identify a company's market, project its future developments, and determine how to increase the company's market share and take advantage of any emerging trends. The target market, market size, competition, and marketing strategy are all part of the analysis of the market.

TARGET MARKET

We have made steps to identify and concentrate our efforts on certain categories of clients in order to make sure that our marketing initiatives are both lucrative and suit the needs and wishes of our customers. This is to make sure that marketing initiatives are within the parameters of our company's operations. A set of people with requirements and wants that a company can satisfy by offering products and services is referred to as the target market. Any business developing a marketing strategy should start by determining its target market. Lack of target market knowledge can cost a company a lot of money and time.

Types of Market Segmentation	Group Characteristics
Geographic	<ul style="list-style-type: none">• Place: Malaysia• Population: 32.37 million• Urban/Rural
Demographic	<p>Gender: No gender limit</p> <p>Age: 21-45 Years Old</p> <p>We targeted people in this age range, both men and women, because they are the ones who work from home, participate in online learning, and even travel. This backpack can help them carry out their responsibilities wherever they go.</p>

	<p>Income: Lower to higher Income</p> <p>Target: There are no limitations based on race, religion, profession, or level of education.</p>
Psychographic	<ul style="list-style-type: none"> • Career Oriented Person <p>This backpack is ideal for people who prioritise their work even when working from home. When we work from home, we occasionally need to go outside to run errands or deal with an emergency. However, because this bag includes a built-in desk, it allows the user to work wherever and whenever they want.</p> <ul style="list-style-type: none"> • People who often travel <p>Because of the endemic, we are allowed to travel again. Because it has a built-in desk, this backpack can make the user more comfortable on their journey, whether for work or for fun. For example, they can use this backpack to set up a work station on a train or as a desk on a relaxing camping trip.</p>
Behavioral Segmentation	<ul style="list-style-type: none"> • Safety cautious about the pandemic

	<ul style="list-style-type: none"> • Low and high income
--	---

Table 5.1: Target Market

MARKET NEEDS

Since the pandemic, customers do not have an appropriate and private place to work while they are traveling or going out without worrying about germs and the Covid-19 virus. The functionality of the Backpack Desk kit is that it is small and foldable. This makes it one-of-a-kind, modern, and lightweight, making it easy to transport anywhere. This can also provide customers who want a convenient and private place to work while traveling or going out without constantly worrying about germs and the Covid-19 virus. Our customers will have the best experience when using the Backpack Desk Kit, which is useful and convenient.

MARKET SIZE

Because Futuric is a new company, we decided to focus on a small population in Malaysia in the early stages. Target with 3% population in Malaysia and expected to increase sales by 10% every year. 3% of the population in Malaysia equals the amount of 971,100 of its population. In addition, 52.1% of Malaysians are students, and 85% are employed.

Total Population in Malaysia	32,370,000
Target Market	3% (estimated potential customer) x 32,370,000
Market Size	971,100
Product Price Per Unit	RM200
Market Size in RM	194,220,000

Table 5.2: Market Size

COMPETITION AND COMPETITIVE EDGES

There isn't much competition in this market; we only found one competitor that offers a service that we are only vaguely familiar with. They were created by PROSOC and are Deskit. We firmly believe that our applications will succeed in overcoming the commercial strategies of the competition.

<i>Competitors</i>	<i>Strengths</i>	<i>Weaknesses</i>
PROSOC	<ul style="list-style-type: none">• Completely waterproof• Strong and Lightweight• Ensuring its transportation• 1 – 2 year durability• Table can be detached from the bag• It can be adjusted at 2 different heights	<ul style="list-style-type: none">• Not available in all country• The price is a bit expensive

Table 5.3: Competition and Competitive Edges

You can notice that each of the products that rival companies offer has unique advantages and disadvantages as you compare them. By examining their areas of weakness, FUTURIC can strengthen its offering to outperform it. First of all, Malaysia is the only country where they are all sold. In terms of the quality of construction and utility of their desks, PROSOC has a lot going for them. The exclusive focus of PROSOC is on study tables for students, which can result in relaxed writing, good posture, appropriate vision, and other health benefits.

COMPETITIVE EDGE

Our innovative and high-tech design will immediately appeal to customers. Due to its compartmentalized design, which includes room for essentials like keys and a wallet as well as a place for laptops and clothing alike, FUTURIC can be used for both work and play. The FUTURIC bag's robust design allows it to easily switch between activities, which is gradually evolving into a feature that urban consumers who have little patience for inefficiencies must-have. The accessory, which has a triple-function design, can be used as a backpack, briefcase, and shoulder bag to contain all the necessities when working or spending spare time traveling. As a result, this elevates FUTURIC products above all of its rivals. When compared to our competitors, the price we offered is affordable for people with middle and upper-income levels. Another advantage we hope to gain in the FUTURIC is to become a well-known Malaysian

brand all over the world. Because we have no competitors in Malaysia, it promotes the opportunity to develop the company as an industry leader.

5.4 MARKETING STRATEGIES

In order to accomplish the marketing aim, our organization can focus on business plans thanks to the process of marketing strategies. It provides details about the target market as well as the requirements and preferences of the clientele. The most important factor in determining sales revenues and consumer acceptance of our items is a marketing strategy. A marketing strategy is a plan of action intended to market and sell our goods as well as a way to reach long-term objectives. Therefore, a marketing strategy is crucial to the overall business plan since it enables companies to differentiate their products and obtain an advantage over competitors. The 4Ps of marketing are a set of four components that include product, pricing, place, and promotion.

- **Product**

The deskit product, which is offered by FUTURIC Group, is innovative. It is a writing companion with an attachable study table for students, which can promote healthy writing, good body posture, normal vision, and other advantages.

- **Pricing**

The cost of Deskit items from FUTURIC is RM123.95. Deskit is a novel product that combines a small, foldable, lightweight school bag with an ergonomic study table. Additionally, the table may be adjusted at two different heights to ensure a relaxed sitting position. You can use the removable table without the bag. There are two storage areas in the school backpack. This is because we want to offer a service that, by offering premium features and simplicity of use, benefits everyone who uses our products.

- **Place**

FUTURIC Group office is located at 10 Boulevard, Kayu Ara, Damansara Jaya, 47400 Petaling Jaya, Selangor. Furthermore, our location is also close to the target market area, which will make it easier to interact with users.

- **Promotion**

Promotion is the process of promoting our products to the public through educating consumers, persuading them to buy the product, and drawing them in. We need to comprehend the target market in order to promote a product. The FUTURIC Group has promised to advertise the product via print ads including bunting, flyers, and banners as well as on all of our social media channels.

- **Social Media**

To advertise our items to customers, we set up social media accounts on sites like Facebook and Instagram. We provide pertinent details regarding product features, colors, weight, and price in this social media account. It also includes information on our company's news and where our offices are located. Additionally, since it is simpler to communicate with users through each of our eCommerce platforms, we also do our advertising and sales through them. It is simple for us to communicate with clients who live outside of our primary location by using social media sites. Social media plays a significant role in the dissemination of news to individuals worldwide. In addition, we distribute print ads including newspaper ads, banners, and bunting.

6.0 OPERATION AND PRODUCTION PLAN

An operation plan is a highly detailed plan that outlines how a team or department contributes to the achievement of company goals. It describes the daily tasks involved in running a business. For our company, making a backpack desk kit requires a lengthy process in order to achieve the best quality product. All of the processes have varying degrees of importance and must be inspected by the manager before continuing to the next step.

SOURCES OF EQUIPMENT

The main material used for our backpack is mild steel pipe (MS pipe), waterproof cloth, plywood, thread, and brass materials. Our company has five main suppliers for backpack desk-kit. The suppliers are Allpipes Technology Sdn. Bhd, Kintex (KL) Sdn. Bhd, Board Ply Trading Sdn. Bhd, Subitec Sdn. Bhd and Metalzone Industrial Sdn. Bhd.

The company considers whether the supplier provides high-quality raw material at a lower cost, whether the supplier can meet the company's high demand for material in a short period of time, and whether the location is close enough to ensure quick delivery and a lower shipping price. Futuric chose Allpipes Technology Sdn. Bhd to supply MS pipe, Kintex (KL) Sdn. Bhd to supply waterproof cloth, Board Ply Trading Sdn. Bhd to supply plywood, Subitec Sdn. Bhd to supply thread, and Metalzone Industrial Sdn. Bhd to supply brass materials after considering all of these factors and consulting with suppliers.

Our Suppliers

Items	Suppliers
MS Pipe	All pipes Technology Sdn. Bhd
Waterproof cloth	Kintex (KL) Sdn. Bhd
Plywood	Board Ply Trading Sdn. Bhd
Thread	Subitec Sdn. Bhd
Brass Materials <ul style="list-style-type: none"> • Zipper • Strip for height adjusting desk 	Metalzone Industrial Sdn. Bhd.

Table 6.1: Our Suppliers

PRODUCTION

Number of Outputs Per Month

Output Per Month

Average sales forecast per month = RM 603,000/ 12 months

$$= \text{RM } 50,250$$

The sale price per unit: RM 200

Number of output per month = Average sales per month/sales price per unit

$$= \text{RM } 50,250 / \text{RM } 200$$

$$= \textbf{251 units per month}$$

Number of output per day

The number of working days per month is 20 days (5 days a week)

A number of outputs per day = No. output per month / No. of working days per month

$$= 251 \text{ units} / 20 \text{ days}$$

$$= 12 \text{ units}$$

Futuric can produce 251 units of backpack desk-kit in one month during the first year of production. This figure can be improved, and the issues have already been identified. It is due to a lack of skilled workers and lack of production space to produce large numbers. Futuric can produce 12 units of backpack desk-kit in 8 hours. This is a tremendous accomplishment given that our company is still in the early stages of producing backpacks. We hope to increase the number of production machines, production space, workers' experience, and hiring in the coming year. This is so that we can meet market demand and produce backpack desk-kit on a larger scale.

Production Workflow

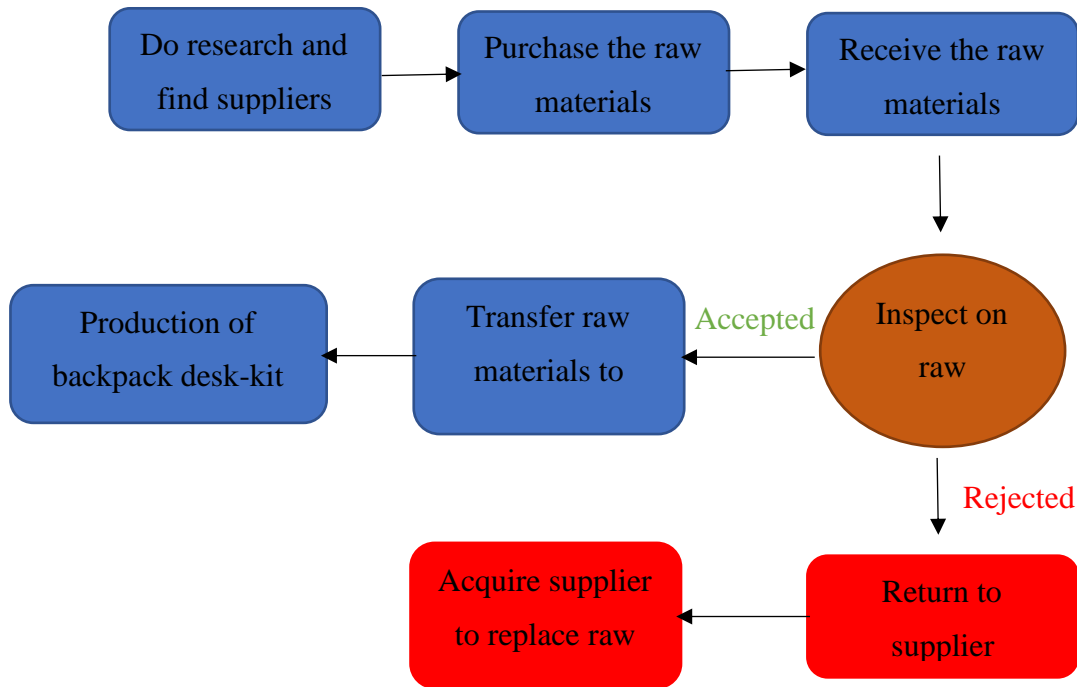


Figure 6.1: *Production Workflow*

The figure above shows the backpack desk-kit production workflow. To begin, Futuric conducted research to identify good suppliers to ensure that the raw materials are in top-tier condition. The raw materials will then be ordered and purchased from the supplier. Following that, we will receive raw materials from the supplier. The materials will be inspected first before being sent to storage. If the materials contain any flaws or defects, they will be returned to the supplier, and the operation manager will request that the supplier send raw materials again for replacement. If the materials are in perfect condition, they will be sent to storage and the production of the backpack desk kit will be completed.

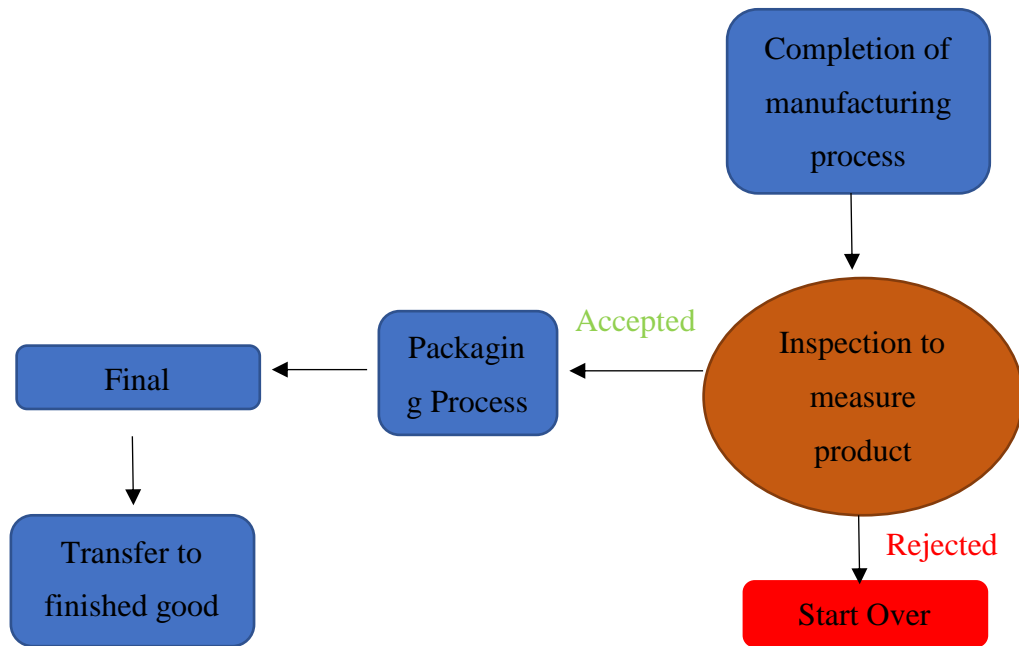


Figure 6.2: Production Workflow 2

The figure above shows the procedure after the manufacturing process is completed. Following the completion of the manufacturing process, the operational manager and their department will inspect the product to ensure that it meets the company's specifications. If it is rejected because of a flaw or defect, the process will start over from the production of the backpack desk-kit. Following that, it will be packed and inspected by the packaging team before being transferred to finished goods storage.

ORGANIZATION CHART FOR OPERATION DEPARTMENT

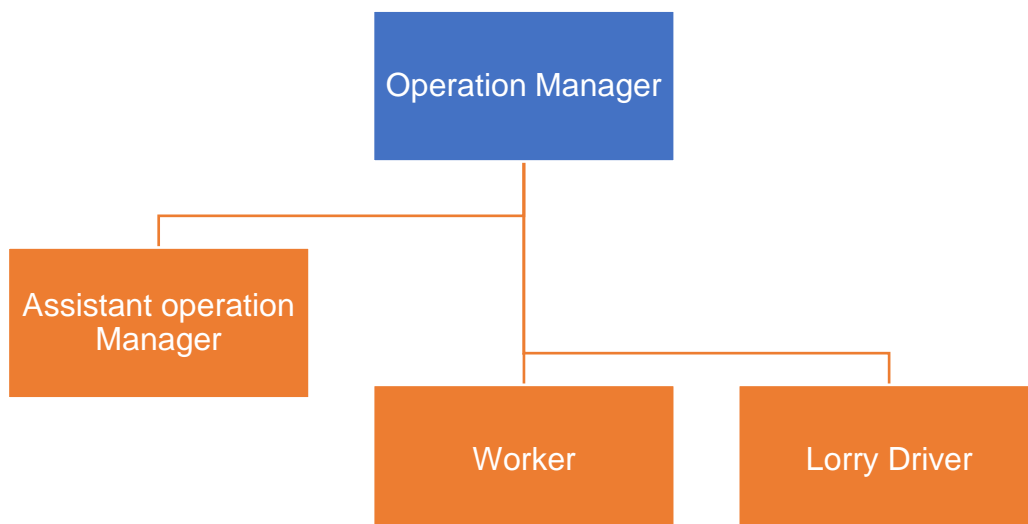


Figure 6.3: Organization Chart

MATERIAL PLANNING

Bill of material for backpack desk-kit

Description	Specification	Quantity
MS Pipe	2 Pieces	2
Waterproof Cloth	1 Piece	1
Plywood	1 Piece	1
Thread	½ Piece	½
Zipper	4 Pieces	4
Brass Strip	1 Piece	1

Table 6.2: Material Planning 1

Bill Of Material with Cost Per Unit for Backpack Desk-Kit

Description	Quantity	Price Per Unit (RM)	Total (RM)
MS Pipe	2	32.40	64.80
Waterproof Cloth	1	24.00	24.00
Plywood	1	9.40	9.40
Thread	½	4.30	2.15
Zipper	4	3.40	13.60
Brass Strip	1	10.00	10.00
TOTAL			123.95

Table 6.3: Material Planning 2

The table above shows the bill of materials for one unit of backpack desk kit. The cost of making one backpack desk kit is RM 123.95.

FACTORS AFFECT THE TIME OF PRODUCTION

There are two factors that Futuric Group faced that affect the time of production which are raw materials and the availability of the workers. The raw material is the major factor that can delay the time of production because it can be out of supply because the demand of the material for our company is low. So, the quantity supplied will decrease because the supplier only produces a new batch of raw materials when they get the order. To overcome this problem, Futuric Group will take initiative to buy extra stocks and if the material is still not enough, Futuric Group will order it from a backup supplier but at a higher price.

Next, the second factor is the availability of the workers that were involved in the production of the product. The time of the production will be delayed when there are not enough workers to be involved in the manufacturing process. During this endemic, people who are positive for COVID-19 need to be quarantined at home, so they cannot come to work. So, for this problem, Futuric came up with a solution where the company provides free self-tests for COVID-19 to all the workers in the morning before they start their work. The self-tests give rapid results and can be taken anywhere so the workers can come to work if their result is negative and for those who are positive, they can start quarantine at home. This can reduce the spread of Covid among other workers which can lead to delays in the manufacturing process.

LIST OF OPERATIONAL PERSONNEL AND SCHEDULE OF REMUNERATION

Table below shows the list of positions and salaries of workers in the operational department at Futuric Group. There is one manager and one assistant operation manager in this department. They need to do a task such as supervising the workers and checking the quality of the finished desk kit. Besides, there are three workers that are involved in the production of the desk kit. Two of them are assigned in the production area and one of them is placed in the labeling and packaging area. One van driver is needed in this department to send the product to the seller and also, he needs to pick up the raw materials from the supplier if there is a problem with the delivery.

The operation manager and assistant operation manager are permanent staff of the company. The workers who are involved in the production process, are hired on a contract basis for the first three months. If they can cope with their task and show good progress, they had a chance to be hired as permanent staff at Futuristic Group.

Since the workers involved in the production did not have any experience or exposure to machines and technology so Futuric Group took the initiative to send them to a workshop first before they start working in the production area. They will attend the workshop course to gain new knowledge and they can apply it to the current and new products.

No.	Position	No. of staff	Salary (RM)	EPF (13%) RM	SOCSSO (1.75%) RM	Total (RM)
1.	Operation Manager	1	3000	390	52.50	3442.50
2.	Assistant Operation Manager	1	2250	292	39	2581
3.	Worker	3	1800	234	31.50	6196.5
4.	Van Driver	1	1500	195	26.25	1721.25
TOTAL						10843.25

Table 6.4: Operational Personnel

OPERATIONAL PLAN

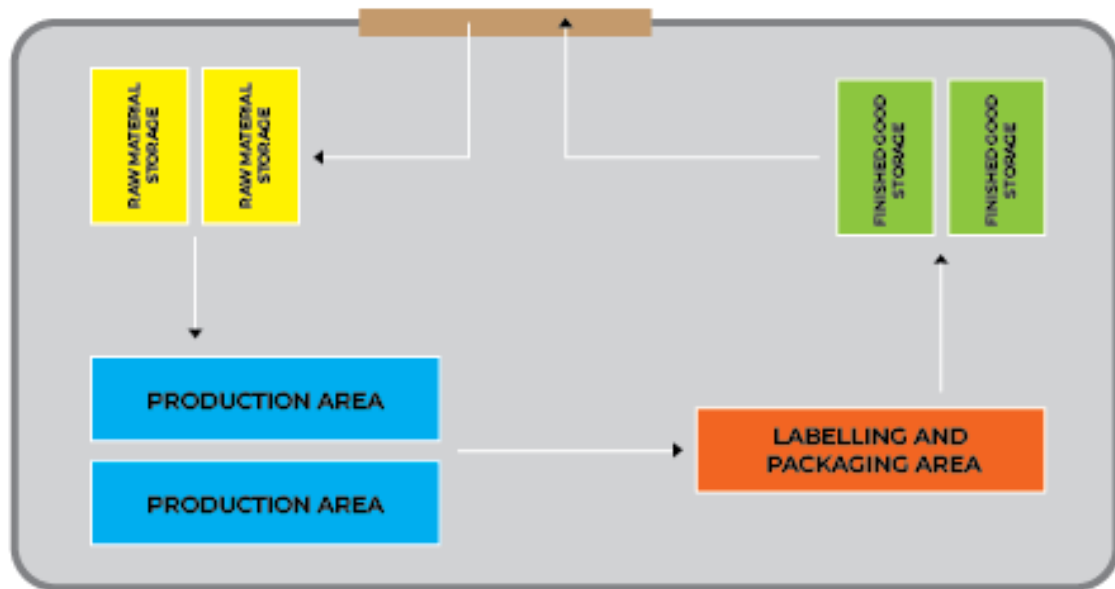


Figure 6.4: Operational Plan

The operational layout that Futuric Group used is based on the production process. This layout is arranged by the Operational Manager according to the need of the operation team for the production of deskit. According to the production workflow, before the production starts all of the raw materials from the supplier will be stored in the storage. Next, when the products are done, they will send to the labeling and packaging area before they will be stored in finished good storage.

ADMINISTRATION LAYOUT



Figure 6.5: Administration Layout

Plan above shows the administration layout for Futuric Group. The concept for this office is an open space concept. So that, all the employees work with no barriers to create an environment so that they can work with each other and also as a team. Even though it is an open space concept, all the employees still have their own privacy. The meeting room can be used as a place for them to brainstorming new ideas or to have discussions that are related with their work.

OVERHEAD REQUIREMENTS

No.	Items	Monthly Cost (RM)
1.	Utilities	800
2.	Rental	2500
3.	Petrol	500
4.	Insurance & Road Tax	350
6.	Maintenance	350
7.	Cleaner	450
TOTAL		4950

Table 6.5: Overhead Requirements

The table above shows the overhead requirement schedule for Futuric Group. The total overhead incurred by the company is RM4950. Costs for utilities, rental, petrol, and maintenance are paid monthly while the cost for insurance and road tax is paid yearly. Only for a cleaner is paid weekly basis.

EQUIPMENT FOR THE OPERATIONAL DEPARTMENT

No.	Equipment	Quantity	Price Per Unit (RM)	Total (RM)
1.	Motor Vehicle	1	103000	103000
2.	Air Condition	2	1500	3000
3.	Wood Table	4	400	1600
4.	Storage Rack	6	250	1500
5.	Steel Ladder	2	150	300
6.	Dustbin	2	150	300
7.	Fire Extinguisher	4	89	356
8.	Trolley	4	80	320
9.	LED Pendant Light	8	35	280
TOTAL				110656

Table 6.6: Equipment for Operational Department

The table above shows the list of equipment used in the operational department for the process of making a desk kit. All of this equipment is bought by Futuric Group

7.0 ORGANISATION PLAN

An organisational plan is a method of planning an organization's future goals to ensure that everyone on the team understands what management expects. Having an organisational plan allows the company to progress toward success and profitability. An organisational plan can help a company's workforce, finances, or products, as well as grow the company overall.

ORGANIZATIONAL CHART

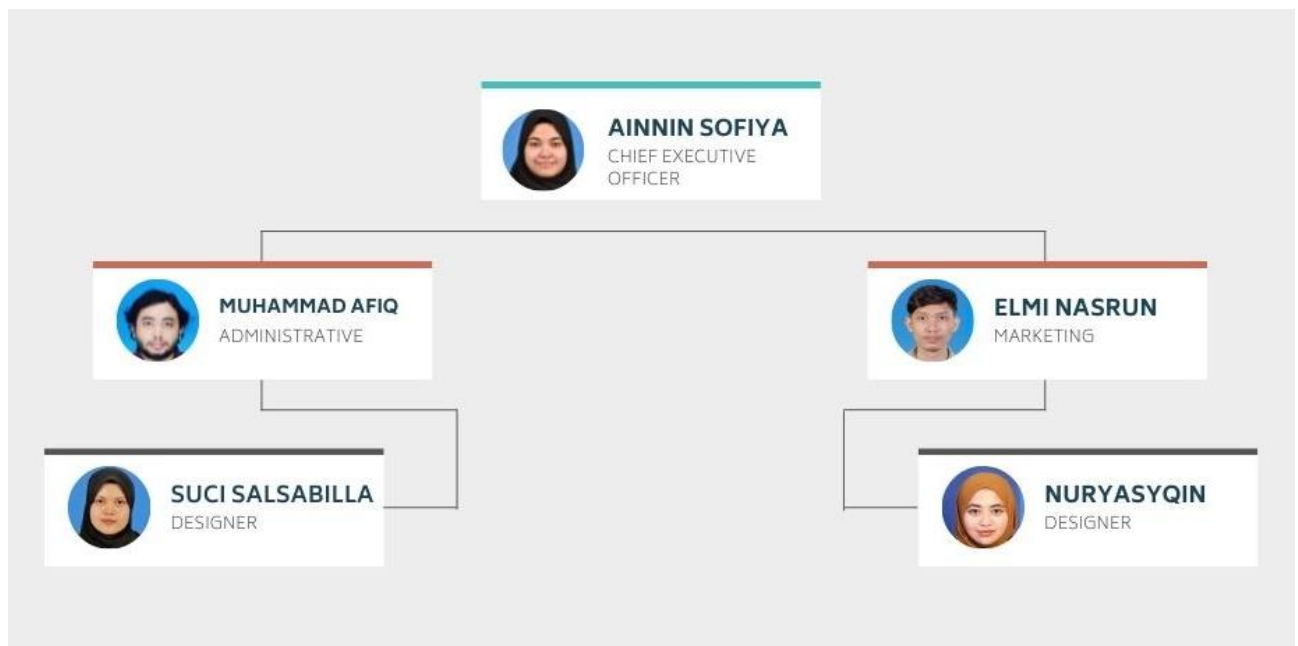


Figure 7.1: Organizational Chart

KEY MANAGEMENT PERSONNEL

• CHIEF EXECUTIVE OFFICER

Name of partner	Ainnin Sofiya Binti Rosli
Identify Card Numbers	
Permanent Address	Bangsar, Jalan 3A/155, 58200, Kuala Lumpur, Malaysia.
Correspondence Address	-
e-mail	ainninsofya@gmail.com
Telephone Number	
Date of Birth	19 May 2000
Marital Status	Single
Academic Qualification	Bachelor Degree
Course Attended	Entrepreneurship
Skills	<ul style="list-style-type: none">• Great Leadership<ul style="list-style-type: none">• Dare to take risks• Expert in handling business
Experiences	1 years' experience as COO at Bernas
Present occupation	Chief Executive Officer
Previous Business Experiences	Chief Operation Officer

Table 7.2: Chief Operation Officer (CEO)

● **ADMINISTRATIVE**

Name of partner	Muhammad Afiq Bin Hayazi
Identify Card Numbers	
Permanent Address	No.27, Jalan 2/54A, 53300 KL
Correspondence Address	-
e-mail	afiqhayazi@gmail.com
Telephone Number	
Date of Birth	5 December 1999
Marital Status	Single
Academic Qualification	Bachelor Degree
Course Attended	Entrepreneurship
Skills	<ul style="list-style-type: none"> • Dare to take risk <ul style="list-style-type: none"> • Ability to plan workflow • Ability to deal with client
Experiences	1 year working experience working at General Zebra Sdn Bhd
Present occupation	Administrative
Previous Business Experiences	non

Table 7.3: Administrative

● **MARKETING**

Name of partner	Elmi Nasrun Bin Razali
Identify Card Numbers	990316-10-6678
Permanent Address	No,15 RS Jalan 3, Jalan Loke Yew
Correspondence Address	-
e-mail	nasrunrazali@gmail.com
Telephone Number	
Date of Birth	16 March 1999
Marital Status	Single
Academic Qualification	Bachelor Degree
Course Attended	Entrepreneurship
Skills	<ul style="list-style-type: none"> • Expert in handling promoting <ul style="list-style-type: none"> • Fluent in English • Dare to take risk
Experiences	1 year experience of working as Marketing at The Orange Goat Sdn Bhd
Present occupation	Marketing
Previous Business Experiences	non

Table 7.4: Marketing

● **DESIGNER**

Name of partner	Suci Salsabilla Binti Mohd Hidli
Identify Card Numbers	
Permanent Address	No 98, Jalan Lambir 3/2, Taman Desa Murni, 43000, Kajang, Selangor
Correspondence Address	-
e-mail	sucisalsabilla@gmail.com
Telephone Number	
Date of Birth	10 April 1999
Marital Status	Single
Academic Qualification	Bachelor Degree
Course Attended	Entrepreneurship
Skills	<ul style="list-style-type: none"> • Expert in computer skills <ul style="list-style-type: none"> • Ability to come up with creative design • Dare to take risk
Experiences	1 years as graphic design at TV3
Present occupation	Model Designer
Previous Business Experiences	Graphic Designer

Table 7.5: Designer 1

● **DESIGNER**

Name of partner	Nuryasyqin Binti Abdillah
Identify Card Numbers	
Permanent Address	No 12, Jalan Rengas 4/8, Taman Rengas 43000, Kajang, Selangor
Correspondence Address	-
e-mail	nuryasyqin@gmail.com
Telephone Number	
Date of Birth	12 October 1999
Marital Status	Single
Academic Qualification	Bachelor Degree
Course Attended	Entrepreneurship
Skills	<ul style="list-style-type: none"> • Expert in computer skills <ul style="list-style-type: none"> • Ability to come up with astatic design • Dare to take risk
Experiences	1 years as graphic design at TV3
Present occupation	Graphic Designer
Previous Business Experiences	Graphic Designer

Table 7.6: Designer 2

SCHEDULE OF TASK AND RESPONSIBILITIES

POSITION AND NAME	TASK AND RESPONSIBILITY
CHIEF EXECUTIVE OFFICER • Ainnin Sofiya	<ul style="list-style-type: none"> • Develop a new idea to start a business plan with complete objective, vision and mission of the project. <ul style="list-style-type: none"> • Build the company image by attending functions and seal a deal with any possible organisations. • Will boost the company shareholders by explaining and promoting the company's original product.
ADMINISTRY • Muhammad Afiq	<ul style="list-style-type: none"> • Will organise the office workflow so it helps everyone to work more effectively and professionally. <ul style="list-style-type: none"> • Develop an appropriate assets management strategy. • Planning and controlling any related budget so the company will not overspend the given money for each project.
MARKETING • Elmi Nasrun	<ul style="list-style-type: none"> • Come up with a new marketing plan each time that matches the current issue or trend. <ul style="list-style-type: none"> • Handling company social media to keep track with the followers and their opinion towards the product. • Analysing the result of campaigns and making changes to outlast competitors.
MODEL DESIGNER • Suci Salsabilla	<ul style="list-style-type: none"> • Come up with appropriate design for each product that will be published and present it to the CEO. <ul style="list-style-type: none"> • Designing the product that will not only use its function but also be able to deliver the message of the product itself. • Testing the quality of emails, social media posts and the company's brand.
MODEL DESIGNER • Nuryasyqin	<ul style="list-style-type: none"> • Come up with appropriate design for each product that will be published and present it to the CEO. <ul style="list-style-type: none"> • Designing the product that will not only use its function but also be able to deliver the message of the product itself. • Testing the quality of emails, social media posts and the company's brand.

Table 7.7: Task and Responsibilities

EXTERNAL RESOURCES AND SERVICES

PROFESSIONAL RESOURCES

a) Public Relations Agency (Go Communications)

GO Communications is proud to be one of Malaysia's top integrated PR and communications agencies, as attested to by their clients, the media, and the business community at large. Their unique out-of-the-box approach to media relations, as well as traditional and digital public relations, gives them an advantage in helping our their clients win the hearts and minds of their customers.

HUMAN RESOURCES

Expected number of employees	500-700 in office employee 300 workers in factory
Salary	Minimum of RM 1800 Based on previous experience and education level.
Employee Benefits	<ul style="list-style-type: none">• Health Insurance• Legal Insurance• Paid Vacation Leave• Sick Leave• Maternity Leave• Public Holidays

Table 7.8: Human Resources

OFFICE FURNITURE, FITTING AND OFFICE SUPPLIES LIST OF OFFICE FURNITURE

TYPE	QUANTITY(UNIT)	PRICE/UNIT (RM)	TOTAL (RM)
Meeting table	1	1,350	1,350
Office table	6	325	1950
Office chair	6	58	348
Chair for CEO	2	45	90
Sofa	1	490	490
TOTAL			4,228

Table 7.9: List of Office Furniture

LIST OF OFFICE EQUIPMENT

TYPE	QUANTITY (UNIT)	PRICE / UNIT (RM)	TOTAL (RM)
Printer	2	670	1,340
Photostat machine	1	250	250
Office phone	2	50	100
Projector	1	250	250
White board	1	30	30
Water dispenser	1	65	65
Mini refrigerator	1	379	379
TOTAL			2,414

Table 7.10 : List of Office Equipment

LIST OF FITTING

TYPE	QUANTITY (UNIT)	PRICE / UNIT (RM)	TOTAL (RM)
Ceiling lamp	4	35	140
Air conditioner	3	389	1,167
Punch card machine	1	230	230
Kitchen cabinet	1	2,045	2,045
Coffee table	1	199	199
TOTAL			3,781

Table 7.11 : List of Fitting 1

LIST OF OFFICE SUPPLIES

TYPE	QUANTITY (UNIT)	PRICE / UNIT (RM)	TOTAL (RM)
Pen	10	1	10
Whiteboard marker	3	1.50	4.50
Stapler	6	2	12
A4 paper	6	7	42
Paper clip	6	1	6
Puncher	6	2	12
File	12	2.50	30
Dustbin	6	3	18
Scissors	6	1	6
TOTAL			140.50

Table 7.12 : List of Fitting 2

8.0 FINANCIAL PLAN

Financial planning is the process of determining the amount of capital required and selecting its competitors. It is the process of developing financial guidelines for an organization's purchase, investment, and management of funds. Financial planning is the process of defining a company's financial goals, rules, processes, programmes, and budgets.

This ensures the success and suitability of financial and investment policies. The significance can be summarised as follows:

- To ensure that enough money is available; and
- To maintain stability, a reasonable balance of funds outflow and inflow must be maintained.

FINANCIAL PLANNING

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NAME OF BUSINESS/COMPANY

FUTURIC GROUP

1. Projected administrative, marketing and operations expenditure :

ADMINISTRATIVE EXPENDITURE	
Fixed Assets	RM
Land & Building	2,500
Office Equipment	2,414
Office Fittings	3,781
Office Furniture	4,228
Working Capital	
Salary, EPF & SOCSO	13,949
Utilities	650
Office Supplies	141
Wifi Bills	180
Other Expenditure	
Other Expenditure	
Pre-Operations	
Deposit (rent, utilities, etc.)	7,500
Business Registration & Licences	1,200
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	
TOTAL	36,543

MARKETING EXPENDITURE	
Fixed Assets	RM
Signboard	1,200
Banner	350
Bunting	350
Facebook Ads	250
Working Capital	
Salaries, EPF & SOCSO	10,958
Other Expenditure	
Other Expenditure	
Pre-Operations	
Deposit (rent, utilities, etc.)	
Business Registration & Licences	
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	
TOTAL	13,108

OPERATIONS EXPENDITURE	
Fixed Assets	RM
Office Fittings	4,655
Air-Condition	3,000
Motor Vehicle	103,000
Working Capital	
Raw Materials & Packaging	31,124
Carriage Inward & Duty	
Salaries, EPF & SOCSO	10,843
Other Expenditure	
Other Expenditure	
Pre-Operations	
Deposit (rent, utilities, etc.)	
Business Registration & Licences	
Insurance & Road Tax for Motor Vehicle	350
Other Expenditure	
TOTAL	152,973

Table 8.1: Financial Plan 1

2. Projected sales and purchases:

Year 1	SALES PROJECTION		PURCHASE PROJECTION	
	Month 1	202,624	Month 1	31,124
	Month 2	202,624	Month 2	31,124
	Month 3	202,624	Month 3	31,124
	Month 4	202,624	Month 4	31,124
	Month 5	202,624	Month 5	31,124
	Month 6	202,624	Month 6	31,124
	Month 7	202,624	Month 7	31,124
	Month 8	202,624	Month 8	31,124
	Month 9	202,624	Month 9	31,124
	Month 10	202,624	Month 10	31,124
	Month 11	202,624	Month 11	31,124
	Month 12	202,624	Month 12	31,124
	Total Year 1	2,431,488	Total Year 1	373,488
Year 2	Total Year 2	4,882,976	Total Year 2	186,744
Year 3	Total Year 3	9,725,952	Total Year 3	93,372

3. Collection for sales & payment for purchases:

CASH COLLECTIONS FOR SALES		CASH PAYMENTS FOR PURCHASES	
In the month of sale	100%	In the month of purchase	100%
1 month after sale		1 month after purchase	
2 months after sale		2 months after purchase	
Total	100%	Total	100%

4. Economic life of fixed assets & depreciation method:

FIXED ASSETS		Econ. Life (yrs)	
Office Equipment		5	
Office Fittings		5	
Office Furniture		5	
	-	5	
Signboard		5	
Banner		5	

FIXED ASSETS		Econ. Life (yrs)	
Bunting		5	
Facebook Ads		5	
Office Fittings		5	
Air-Condition		5	
Motor Vehicle		5	
		5	

Table 8.2: Financial Plan 2

5. Increase in working capital (if any):

INCREASE IN WORKING CAPITAL (%)	
Year 2	2%
Year 3	4%

6. Ending stock for raw materials and finished goods:

ENDING STOCK OF RAW MATERIALS	RM
End of Year 1	-
End of Year 2	-
End of Year 3	-

ENDING STOCK OF FINISHED GOODS	RM
End of Year 1	-
End of Year 2	-
End of Year 3	-

7. Rate of taxation (for private limited company):

TAX RATE	
Year 1	1%
Year 2	2%
Year 3	3%

8. Business background:

BUSINESS LEGAL ENTITY	1
1 = Private Limited Company (Sdn. Bhd.)	
2 = Partnership	
3 = Sole Proprietorship	

NATURE OF BUSINESS	1
1 = Manufacturing	
2 = Trading	
3 = Service	

9. Sources of finance:

LOAN (if required)	
Interest rate	5%
Loan duration	5
Interest payment method*	2

* Method: 1 = flat rate 2 = annual rest

HIRE-PURCHASE (if required)	
Interest rate	5%
Hire-purchase duration	5

[Click here to allocate the sources of finance](#)

Table 8.3: Financial Plan 3

FUTURIC GROUP						
PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE						
Project Implementation Cost			Sources of Finance			
Requirements	Cost	Loan	Hire-Purchase	Own Contribution		
				Cash	Existing F. Assets	
Fixed Assets						
Land & Building	2,500		2,500			
Office Equipment	2,414		1,350	1,064		
Office Fittings	3,781			3,781		
Office Furniture	4,228			1,923	2,305	
Signboard	1,200			1,200		
Banner	350			350		
Bunting	350			350		
Facebook Ads	250			250		
Office Fittings	4,656		1,075	2,331	1,250	
Air-Condition	3,000			3,000		
Motor Vehicle	103,000	98,000		5,000		
Working Capital	1 months					
Administrative	14,920	971		13,949		
Marketing	10,958			10,958		
Operations	41,967	31,124		10,843		
Pre-Operations & Other Expenditure	9,050	9,050				
Contingencies	10%	20,262	20,262			
TOTAL	222,887	159,408	4,925	54,999	3,555	

Table 8.4: Project Implementation Cost & Sources of Finance

ADMINISTRATIVE BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Land & Building	2,500			2,500
Office Equipment	2,414			2,414
Office Fittings	3,781			3,781
Office Furniture	4,228			4,228
	-			-
Working Capital				
		-		-
Salary, EPF & SOCSO		13,949		13,949
Utilities		650		650
Office Supplies		141		141
Wifi Bills		180		180
		-		-
		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			-	
Deposit (rent, utilities, etc.)			7,500	7,500
Business Registration & Licences			1,200	1,200
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	12,923	14,920	8,700	36,543

Table 8.5: Administrative Budget

MARKETING BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Signboard	1,200			1,200
Banner	350			350
Bunting	350			350
Facebook Ads	250			250
Working Capital				
Salaries, EPF & SOCSO		10,958		10,958
		-		-
		-		-
		-		-
		-		-
		-		-
		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			-	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	2,150	10,958	-	13,108

Table 8.6: Marketing Budget

OPERATIONS BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Office Fittings	4656			4,656
Air-Condition	3000			3,000
Motor Vehicle	103000			103,000
				-
Working Capital				
Raw Materials & Packaging		31,124		31,124
Carriage Inward & Duty		-		-
Salaries, EPF & SOCSCO		10,843		10,843
		-		-
		-		-
		-		-
		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			-	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			350	350
Other Pre-Operations Expenditure			-	-
Total	110,656	41,967	350	152,973

Table 8.7: Operations Budget

FUTURIC GROUP CASH FLOW PRO FORMA STATEMENT																
MONTH	Pre-Operations	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL YR 1	YEAR 2	YEAR 3
CASH INFLOW																
Capital (Cash)	54,966													54,966		
Loan	150,408													150,408		
Cash Sales		202,624	202,624	202,624	202,624	202,624	202,624	202,624	202,624	202,624	202,624	202,624	202,624	2,431,488	4,862,976	9,725,952
Collection of Accounts Receivable																
TOTAL CASH INFLOW	214,407	202,624	202,624	202,624	202,624	202,624	202,624	202,624	202,624	202,624	202,624	202,624	202,624	2,645,895	4,862,976	9,725,952
CASH OUTFLOW																
Administrative Expenditure																
Salary, EPF & SOCSCO		13,949	13,949	13,949	13,949	13,949	13,949	13,949	13,949	13,949	13,949	13,949	13,949	167,388	170,736	177,565
Utilities		650	650	650	650	650	650	650	650	650	650	650	650	7,800	7,858	8,274
Office Supplies		141	141	141	141	141	141	141	141	141	141	141	141	1,692	1,728	1,795
Wtl Bills		180	180	180	180	180	180	180	180	180	180	180	180	2,160	2,203	2,291
Marketing Expenditure																
Salaries, EPF & SOCSCO		10,958	10,958	10,958	10,958	10,958	10,958	10,958	10,958	10,958	10,958	10,958	10,958	131,496	134,128	138,491
Operations Expenditure																
Cash Purchase		31,124	31,124	31,124	31,124	31,124	31,124	31,124	31,124	31,124	31,124	31,124	31,124	373,488	186,744	83,372
Payment of Account Payable																
Carriage Inward & Duty																
Salaries, EPF & SOCSCO		10,843	10,843	10,843	10,843	10,843	10,843	10,843	10,843	10,843	10,843	10,843	10,843	130,110	132,721	136,030
Other Expenditure																
Pre-Operations																
Deposit (rent, utilities, etc.)	7,500													7,500		
Business Registration & Licenses	1,200													1,200		
Insurance & Road Tax for Motor Vehicle	350													350	350	350
Other Pre-Operations Expenditure																
Fixed Assets																
Purchase of Fixed Assets - Land & Building	2,500													2,500		
Purchase of Fixed Assets - Others	113,854													113,854		
Hire-Purchase Down Payment	3,395													3,395		
Hire-Purchase Repayment:																
Principal		82	82	82	82	82	82	82	82	82	82	82	82	985	985	985
Interest		21	21	21	21	21	21	21	21	21	21	21	21	248	248	248
Loan Repayment:																
Principal		2,857	2,857	2,857	2,857	2,857	2,857	2,857	2,857	2,857	2,857	2,857	2,857	31,882	31,882	31,882
Interest		604	604	604	604	604	604	604	604	604	604	604	604	7,270	4,762	4,762
Tax Payable														15,820	83,003	274,053
TOTAL CASH OUTFLOW	128,789	71,269	71,269	71,269	71,269	71,269	71,269	71,269	71,269	71,269	71,269	71,269	71,269	87,998	789,954	873,117
CASH SURPLUS (DEFICIT)	85,608	131,355	131,355	131,355	131,355	131,355	131,355	131,355	131,355	131,355	131,355	131,355	131,355	1,646,440	4,102,022	8,852,835
BEGINNING CASH BALANCE		85,608	216,963	348,318	479,673	611,028	742,383	873,738	1,005,094	1,136,449	1,267,804	1,399,159	1,530,514		1,646,040	5,749,982

Table 8.8: Cash Flow Pro Forma Statement

FUTURIC GROUP PRODUCTION COST PRO-FORMA STATEMENT			
	Year 1	Year 2	Year 3
Raw Materials			
Opening Stock	0		
Current Year Purchases	373,488	186,744	93,372
Ending Stock			
Raw Materials Used	373,488	186,744	93,372
Carriage Inward	373,488	186,744	93,372
Salaries, EPF & SOCSO	130,119	132,721	138,030
Factory Overhead			
Depreciation of Fixed assets (Operations)	22,131	22,131	22,131
Total Factory Overhead	22,131	22,131	22,131
Production Cost	525,738	341,597	253,533

Table 8.9: Production Cost Pro Forma Statement

FUTURIC GROUP PRO-FORMA INCOME STATEMENT			
	Year 1	Year 2	Year 3
Sales	2,431,488	4,862,976	9,725,952
Less: Cost of Sales			
Opening Stock of Finished Goods			
Production Cost	525,738	341,597	253,533
less: Ending Stock of Finished Goods	0	0	0
	525,738	341,597	253,533
Gross Profit	1,905,750	4,521,379	9,472,419
Less: Expenditure			
Administrative Expenditure	179,040	182,621	189,926
Marketing Expenditure	131,496	134,126	139,491
Other Expenditure			
Business Registration & Licences	1,200		
Insurance & Road Tax for Motor Vehicle	350	350	350
Other Pre-Operations Expenditure			
Interest on Hire-Purchase	246	246	246
Interest on Loan	7,970	6,376	4,782
Depreciation of Fixed Assets	2,515	2,515	2,515
Total Expenditure	322,817	326,234	337,310
Net Profit Before Tax	1,582,933	4,195,146	9,135,109
Tax	15,829	83,903	274,053
Net Profit After Tax	1,567,103	4,111,243	8,861,056
Accumulated Net Profit	1,567,103	5,678,346	14,539,402

Table 8.10: Pro Forma Income Statement

FUTURIC GROUP PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building	2,500	2,500	2,500
Office Equipment	1,931	1,448	966
Office Fittings	3,025	2,269	1,512
Office Furniture	3,382	2,537	1,691
Signboard	960	720	480
Banner	280	210	140
Bunting	280	210	140
Facebook Ads	200	150	100
Office Fittings	3,725	2,794	1,862
Air-Condition	2,400	1,800	1,200
Motor Vehicle	82,400	61,800	41,200
	101,083	76,437	51,792
Current Assets			
Stock of Raw Materials			
Stock of Finished Goods			
Accounts Receivable			
Cash Balance	1,646,040	5,749,062	14,601,897
	1,646,040	5,749,062	14,601,897
Other Assets			
Deposit	7,500	7,500	7,500
TOTAL ASSETS	1,754,623	5,832,999	14,661,189
Owners' Equity			
Capital	58,554	58,554	58,554
Accumulated Profit	1,567,103	5,678,346	14,539,402
	1,625,657	5,736,900	14,597,956
Long Term Liabilities			
Loan Balance	127,526	95,645	63,763
Hire-Purchase Balance	3,940	2,955	1,970
	131,466	98,600	65,733
Current Liabilities			
Accounts Payable			
TOTAL EQUITY & LIABILITIES	1,757,123	5,835,499	14,663,689

Table 8.11: Pro Forma Balance Sheet

FUTURIC GROUP FINANCIAL PERFORMANCE			
	Year 1	Year 2	Year 3
PROFITABILITY			
Sales	2,431,488	4,862,976	9,725,952
Gross Profit	1,905,750	4,521,379	9,472,419
Profit Before Tax	1,582,933	4,195,146	9,135,109
Profit After Tax	1,567,103	4,111,243	8,861,056
Accumulated Profit	1,567,103	5,678,346	14,539,402
LIQUIDITY			
Total Cash Inflow	2,645,895	4,862,976	9,725,952
Total Cash Outflow	999,854	759,954	873,117
Surplus (Deficit)	1,646,040	4,103,022	8,852,835
Accumulated Cash	1,646,040	5,749,062	14,601,897
SAFETY			
Owners' Equity	1,625,657	5,736,900	14,597,956
Fixed Assets	101,083	76,437	51,792
Current Assets	1,646,040	5,749,062	14,601,897
Long Term Liabilities	131,466	98,600	65,733
Current Liabilities	0	0	0
FINANCIAL RATIOS			
Profitability			
Return on Sales	64%	85%	91%
Return on Equity	96%	72%	61%
Return on Investment	89%	70%	60%
Liquidity			
Current Ratio	#DIV/0!	#DIV/0!	#DIV/0!
Quick Ratio (Acid Test)	#DIV/0!	#DIV/0!	#DIV/0!
Safety			
Debt to Equity Ratio	0.1	0.0	0.0
BREAK-EVEN ANALYSIS			
Break-Even Point (Sales)	435,057	372,859	368,201
Break-Even Point (%)	18%	8%	4%

GRAPH

Table 8.12: Financial Performance

FINANCIAL PERFORMANCE

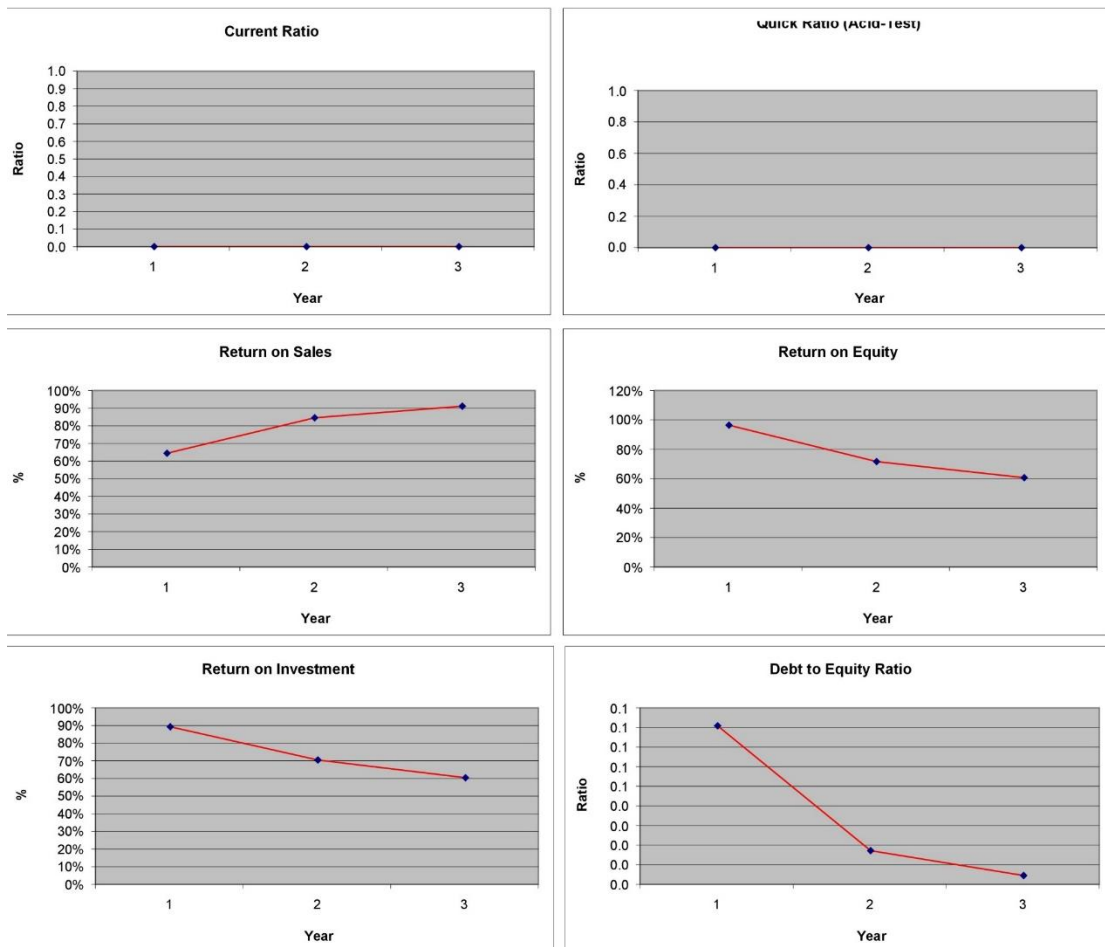


Figure 8.1: Financial Performance

9.0 PROJECT MILESTONES

Activities	Deadline
Incorporation of the business	31/3/2022
Research about the competitors	12/4/2022
Design and development of the product are finalized and completed	3/5/2022
Finalized the product's prototype	18/5/2022
Recruiting and signing contracts with distributors and dealers	1/6/2022
Making preparation and ordering materials in production quantities	10/6/2022
Beginning of production and operations	24/6/2022
On the day of the product's launch	1/7/2022
Receiving receipts for first order	2/7/2022

Table 9.1: Project Milestones