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TEKNOLOGI
MARA

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ENGINEERING

DIPLOMA IN MECHANICAL

ENGINEERING (EM 110)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

COOKIES N DIP

CAFE & BAKERY

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TABLE OF CONTENTS

LETTER OF SUBMISSION	7
Submission of the Business Plan (ENT 300)	7
ACKNOWLEDGEMENT	9
EXECUTIVE SUMMARY	10
1.0 INTRODUCTION	11
1.1 Name of Business	11
1.2 Nature of Business	11
1.3 Industry Profile.....	11
1.4 Location of Business	11
1.5 Date of Business Commencement.....	11
1.6 Factors in Selecting the Proposed Business	12
1.7 Future Prospects of the Business.....	12
2.0 PURPOSE	13
3.0 BUSINESS BACKGROUND	14
3.1 Vision and Mission	14
3.1.1 Vision	14
3.1.2 Mission.....	14
3.2 Organizational Chart.....	15
3.3 Logo and Motto.....	15
3.3.1 Logo	15
3.3.2 Motto.....	16
4.0 BACKGROUND OF PARTNERSHIP	17
4.1 Manager	17
4.2 Administration Executive	18
4.3 Marketing Executive.....	19

4.4	Operation Executive.....	20
4.5	Financial Executive	21
5.0	LOCATION OF BUSINESS.....	22
5.1	Physical Location of the Cafe.....	22
5.2	Building.....	23
5.3	Factors influencing choice of business location	23
6.0	MARKETING PLAN	24
6.1	Marketing Objectives.....	24
6.2	Description of products	25
	Table 6.2.1 Product description	25
	Table 6.2.2 Product illustration.....	26
6.3	Target Market.....	27
6.3.1	Demographic Segmentation	27
6.3.2	Volume Purchase	28
6.4	Market size.....	29
6.4.1	Population table	29
6.4.2	Total market size.....	30
6.5	Competitors.....	31
6.5.1	Identifying competitors	31
6.5.1	Ranking of the competitors	31
6.6	Market Share	32
6.6.1	Market share before the entry of our business.	32
6.6.2	Adjusted market share after the entry of our business.....	32
6.7	Sales forecast.....	33
6.8	Market Strategy	34
6.8.1	Product.....	34
6.8.2	Price	34

6.8.3	Place/Distribution.....	35
6.8.4	Promotion	35
	6.9 Organization Chart for Marketing Department.....	36
6.9.1	Organizational Chart.....	36
	6.10 Manpower Planning	36
	6.11 Schedule of Task and Responsibilities	37
	6.12 Schedule of Remuneration.....	37
	6.13 Marketing Budget	38
7.0	OPERATIONAL PLAN	39
	7.1 COMPONENT OF OPERATING SYSTEMS.....	39
7.1.1	Business Input.....	39
7.1.2	Transformation Process.....	39
7.1.3	Output.....	39
7.1.4	Feedback.....	39
7.1.5	External Environment.....	40
	7.2 PROCESS PLANNING FOR MANUFACTURING	41
7.2.1	Symbol of Process Chart	41
7.2.2	Process Flow Chart to Produce Dipping.....	41
7.2.3	Flow Chart to Produce Cookies.....	42
7.2.4	Activity Chart.....	42
	42
	7.3 OPERATIONS LAYOUT.....	43
	7.3.1 Operation Layout Based on Process (Kitchen Area)	43
7.3.2	Operation Layout in Restaurant (Dining Area).....	44
	7.4 PRODUCTION PLANNING	45
7.4.1	Sale Forecast per Month.....	45
7.4.2	Number of Output per Day.....	45

7.4.3 Number of Units per Hour	46
7.5 MATERIAL PLANNING.....	47
7.5.1 Material Requirement Planning (Cookies).....	47
7.5.2 Material Requirement Planning (Dipping).....	48
7.5.3 Total Material Requirement Planning.....	49
7.5.4 Identify Supplier	49
7.6 MACHINE AND EQUIPMENT PLANNING	50
7.6.1 Amount of Machine and Equipment Required	50
7.6.2 List of Machine and Equipment	51
7.6.3 List of Machine Supplier	52
7.6.4 Machine and Equipment	53
7.7 MANPOWER PLANNING.....	54
7.7.1 Organization Chart for Operation Department.....	54
7.7.2 Amount of Direct Labor Requirement	54
7.7.3 List of Operation Personnel	55
7.7.4 Schedule of Task and Responsibilities.....	56
7.7.5 Schedule of Remuneration	57
7.8 OVERHEAD REQUIREMENT	58
7.8.1 Operations Overhead (indirect labor/indirect material/insurance/maintenance and utilities).....	58
7.9 BUSINESS AND OPERATION HOUR.....	59
7.10 LOCATION PLAN.....	59
7.11 LISENCE, PERMITS AND REGULATIONS REQUIRED.....	60
7.11.1 Business Premise Licenses and Signboard Licenses.....	60
7.11.2 Certificate for Safety and Health	60
7.12 OPERATIONS BUDGET	64
8.0 ADMINISTRATION PLAN	65

8.1 Organizational Chart for Administration and Finance Department.....	65
8.2 Office Layout.....	66
8.3 Manpower Planning	67
8.4 Schedule of Task and Responsibilities.....	68
8.5 Schedule of Remuneration.....	69
8.5.1 Schedule of Renumeration	69
8.5.2 Compensation and benefits.....	69
8.6 Office Furniture, Fitting and Office Supplies.....	70
Table 8.6.1 List of Office Furniture and Fittings	70
Table 8.6.2 List of Office Supplies.....	72
Table 8.6.3 List of Office Equipment	73
Table 8.6.4 List of Utilities	73
8.7 Administration Budget.....	74
9.0 FINANCIAL PLAN.....	75
9.1 Financial Budget.....	75
9.2 Project Implementation Course and Sources of Finance	77
9.3 Fixed Asset Depreciation Schedule.....	78
9.4 Loan and Hire Purchase Depreciation Schedule	81
9.5 Proforma Cashflow Statement	82
9.6 Proforma Income Statement	84
9.7 Proforma Balance Sheet.....	85
9.8 Financial Ratio Analysis.....	86
PARTNERSHIP AGREEMENT	94

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EXECUTIVE SUMMARY

Cookies N Dip is a business that use the combination of cafe and bakery concept. Cookies N Dip serves variety flavours of cookies and dipping to people that loves to try new things. Our cookies are different from the other cookies brands because in our cafe, the customers are free to choose their flavours in one full box and they can choose three different types of dippingflavours to eat with their favourite homemade cookies. Our cookies are freshly baked every day in the cafe. It is to ensure that our quality of product is sustained and to fulfil the satisfactionof our customers' needs and wants.

Our cafe is located at Pasir Gudang, Johor Bharu. Specifically, we choose to open our cafe at Bandar Baru Seri Alam area. We choose Pasir Gudang as our location of business because Pasir Gudang is the most strategic place and a well-known as the centre of the food hub. Our price for the cookies anddipping are reasonable for all range of income. Many ways that we use to emphasize our cafe such as develop a lot of marketing strategy to outstand the crowd of business that located at Pasir Gudang.

The management of Cookies N Dip consists of 4 lead workers which are Amal Hakimi as the Manager and Financial Executive of Cookies N Dip, Faris Danial as the Marketing Executive, Syahmi Sarifuddin as Operational Executive, and Syazwan Naim as Administrative Executive.

1.0 INTRODUCTION

1.1 Name of Business

Our company has been given the name of Cookies N Dip. This name was inspired by the product that we sell, where the cookies and chips will be served with dipping. Our agenda is simple. We name the company proportional to our product so people will remember the brand well.

1.2 Nature of Business

This business is manufacturing business in the field of dessert and confectionery. Rather than selling typical ice creams and cakes, we focus on selling our main product, which is cookies, that could be served as appetizer, snacks and most importantly, dessert.

1.3 Industry Profile

Cookies N Dip is a company that was based on partnership business. This company will be run by four people. Each person plays a very important role where Manager and Financial Executive is Amal Hakimi, Faris Danial as Marketing Executive, Syazwan Naim as Administration Executive, and Syahmi Sarifuddin as Operational Executive.

1.4 Location of Business

For this business, the location selected is at 2, Jalan Lembah 16, Bandar Baru Seri Alam, 81750, Masai, Johor. This location was chosen because it is one of the most potential locations to start a business. With great population factor, along with ease of access, this location will make a great start-up for a business.

1.5 Date of Business Commencement

This company was registered on 24th December 2022. Along with the 2023 vision of Malaysia, our company decided to put the commencement date on 1 January 2023. This date will be a symbolic date to chase our vision.

1.6 Factors in Selecting the Proposed Business

Our cookies bring out a whole new concept towards the way of enjoying cookies as people can customize their own set of cookies according to their preferences where variety flavours of dipping are offered. Also, there has been a high demand on dessert that has small and shareable portions as consumers can be provided with more variety at much lower prices. Most importantly, our cookies are easily enjoyable and can be categorized as a grab-and-go offering especially for people that do not have an enough time on their hands.

1.7 Future Prospects of the Business

Our shop will have stable and strong management as well as financial. Other than that, the brand of our cookies will be known all over Malaysia. In the future, we want to be able to expand our brand by opening new franchises.

2.0 PURPOSE

Our company would be very glad to serve variety cookies flavors with variety choices of dipping flavors. In other hand, our company would like to provide job opportunity to the society. We also wanted to promote a homemade recipe cookie that have been improvised into a new concept of cookies to all cookies' lovers. Finally, we will serve the cookies as an easy snacking for dessert.

3.2 Organizational Chart



3.3 Logo and Motto

3.3.1 Logo



Logo Description

SYMBOL	DESCRIPTION
Bitten Cookies	Shows that the cookies are very crunchy and delicious.
Monster	Symbolize the popular character, Cookie Monster in Muppet who loves cookies which shows that our cookies will be loved by any stage of ages.
Sprinkle	Represent our variety of flavours

3.3.2 Motto

“One is never enough.”

5.3 Factors influencing choice of business location

- i) Strategic location surrounded with other physical stores and housing areas.
- ii) Easy for customers as there are a lot of parking lots provided nearby.
- iii) Size of the shop lot is big and accessible, creating a comfortable area for customers to sit around and hang out with friends or family.
- iv) Situated just in the opposite of main road which gives a great visibility and easy to be located.
- v) Cost of rental per month is affordable.

6.0 MARKETING PLAN

6.1 Marketing Objectives

1. Marketing activities need to be planned and implemented in a systematic way to make sure our cookies business can achieve all the objectives.
2. To introduce new concept of cookies that are invented in our cafe.
3. To make our cafe stand out and become well known by the public.
4. To estimate market acceptance and sales of our cookies in the market.
5. To sustain and increase sales by encouraging repeat purchased.

6.2 Description of products

Table 6.2.1 Product description

Product	Description
The proposed product	Cookies served with dipping sauce
Brand	Cookies N Dip
Selling Price	RM 20
Features	9 pieces of cookies with 3 flavours of dipping
Materials	<ul style="list-style-type: none">• Flour• Eggs• Baking soda• Sugar• Butter• Vanilla extract
Benefits	<ul style="list-style-type: none">• Our cafe provides both traditional and modern flavours of cookies.• Homemade recipe cookies that are freshly baked at our caf.• Customers can customize their own set of cookies with variety of dipping flavour that we offered.• Act as an easy-snacking dessert especially for students and working people.

Table 6.2.2 Product illustration



6.3 Target Market

This marketing plan takes target market as one of the major elements on starting up a business so that targeted customers can be identified, with sole purpose of helping to make our business successful through a market segmentation process.

As we wanted to grow and develop our business for prospects, identifying our target market audience is said to be one of the essential parts in marketing. Thus, our chosen target market for our product is mainly youngsters, which are in the range of age 13 to 21 years old as well as adults. There are reasons to justify our chosen target market, which as for youngsters they tend to follow the trend of foods that are currently spreading fast through viral in most social media. Sugary food like cookies happens to be one of them hence the reason why youngsters are the main target market. Also, our cookies can act as an easy-snacking dessert where youngsters and adult can enjoy before going to college or for work.

6.3.1 Demographic Segmentation

Cookies N Dip focuses on demographic segmentation. This segmentation divides the target market according to the age, gender, family size and income.

In general, our cookies are suitable to be enjoyed by a broad range of ages, regardless of the gender, whether male or female. With different kinds of dipping flavours that are served, customers can enjoy our cookies according to their palate and desired ways.

Other than that, according to the income pattern in the location of our cafe, our cookies are affordable for the locals as they are sold at a reasonable price of RM 20 for a box containing 9 pieces of freshly home baked cookies served with 3 dipping that can be chosen from variety kinds of flavours.

6.3.2 Volume Purchase

Our cookies can be purchased and exclusively customised by customers in a box, where they can choose 8 cookies and 2 dipping of their own preferences of flavours.

The choices of dipping flavours that are provided includes strawberry, sweet sour, chocolate as well as our very own signature, Gula Melaka. On top of that, customers can choose their preferable types of cookies, which are Chocolate Chip, White Chocolate, Red Velvet and Cornflake. Customers are free to choose their set of boxes by selecting the types of cookies and flavours of unique dipping served, on their own.

Apart from that, the volume of purchase by customers can be in bulk where services door gifts during any occasions or events such as weddings and open house is provided.

6.4 Market size

6.4.1 Population table

Total of population in Bandar Seri Alam: 300,000

Types of population	Number of populations
Adult	99,000
Youngsters	120,000
TOTAL	219,000

Target market size = 20% from each population

1 unit = 1 box

1 box = 9 pieces of cookies with 3 dipping

Price per box = RM 20

POPULATION	EXPECTED POPULATION TO BUY	EXPECTED SALES	TOTAL SALES
Adult	$20\% \times 99,000$ = 19,800	RM20 \times 19,800	RM396,000
Youngsters	$20\% \times 120,000$ = 24,000	RM20 \times 24,000	RM480,000

6.4.2 Total market size

1 unit = 1 box

1 box = 9 pieces of cookies with 3 dipping

Price per box = RM20

Market size per month = Adult + Youngsters

= RM396,000 + RM480,000

= RM 876,000

Market size per year = RM876,000 x 12

= RM 10,512,000.00

6.5 Competitors

6.5.1 Identifying competitors

Competitors	Strength	Weakness
Oreo	<ul style="list-style-type: none">• Affordable price• Great quality• Can be preserved for long time	<ul style="list-style-type: none">• Lack of flavor variation• High sugar content• Small sizing
Famous amous	<ul style="list-style-type: none">• Freshly baked• Variety of flavor• Well known in the market	<ul style="list-style-type: none">• Expensive• Small sizing• Low nutrition
Chipsmore	<ul style="list-style-type: none">• High Nutrition• Variety of flavor• Variety of sizing	<ul style="list-style-type: none">• Low quality• Can't be preserved too long• Unreasonable price

6.5.1 Ranking of the competitors

Ranking No	Competitors
1	Oreo
2	Famous amos
3	Chipsmore
4	Other

6.6 Market Share

6.6.1 Market share before the entry of our business.

Competitor	Before entrance (%)	Amount (RM)
Oreo	40	4,204,800.00
Famous amos	25	2,628,000.00
Chipsmore	20	2,102,400.00
Other	15	1,576,800
TOTAL	100	10,512,000.00

6.6.2 Adjusted market share after the entry of our business.

Competitor	After entrance (%)	Amount (RM)	Percentage of loss (%)
Oreo	38	3,994,560.00	2
Famous amos	21	2,207,520.00	4
Chipsmore	18	1,892,160.00	2
Other	13	1,366,560.00	2
Cookies N Dip	10	1,051,200.00	-
TOTAL	100	10,512,000.00	10

6.7 Sales forecast

Month	Sales forecast (RM)
January	110,800.00
February	91,000.00
March	82,000.00
April	83,000.00
May	87,600.00
June	85,500.00
July	86,000.00
August	79,800.00
September	73,100.00
October	82,000.00
November	90,000.00
December	100,200.00
Year 1	1,051,200.00
Year 2 (10%)	1,156,320.00
Year 3 (15%)	1,208,880.00

6.8 Market Strategy

6.8.1 Product

Cookies N Dip created a new concept to enjoy cookies by providing variety flavours of dipping. The concept of having cookies dipped could enhance the flavours of the cookies itself as customers are able to taste a mixture of cookies and dipping.

6.8.1.1 Brand name

The product of our company has its own brand name. Generally, brand is a name, term or symbol that is used to differentiate our product from other companies. Introducing our brand name can protect our product from copyrights.

6.8.1.2 Quality

Our cookies are baked with high quality ingredients in order to serve our customers with cookies that can perfectly match their palate. Quality is very important to attract more customers as well as to spread the existence of our product.

6.8.2 Price

Cookies N Dip offers an affordable and reasonable price for a box containing 9 pieces of freshly baked cookies with 3 dipping, in which have many flavours that customers can choose from. The price was decided based on the comparison made with competitors as well as the income pattern of the locals. Through this, we were able plan more ways to attract many customers to buy our product by aiming at a lower price.

6.8.3 Place/Distribution

Our company has established a structured distribution system in order to ensure that the product is offered to the target market. The form of distribution channel is through a direct approach towards consumers.

Knowledge and the existence of our product can be known through a physical store located at the ground floor of 2, Jalan Lembah 16, Bandar Baru Seri Alam, 81750, Masai, Johor. The store is strategically located in the hearts of Seri Alam where it is surrounded by many other stores and housing areas. It is situated across the main road, making it easier for customers to find. Furthermore, the size of the shop is approximately 2250 sq. ft big thus it is comfortable for customers to have an enjoyable time while eating cookies with family or friends.

6.8.4 Promotion

In order to make our product become well known, we had developed promotion strategies by following the current trends to attract more customers by fulfilling their needs and wants.

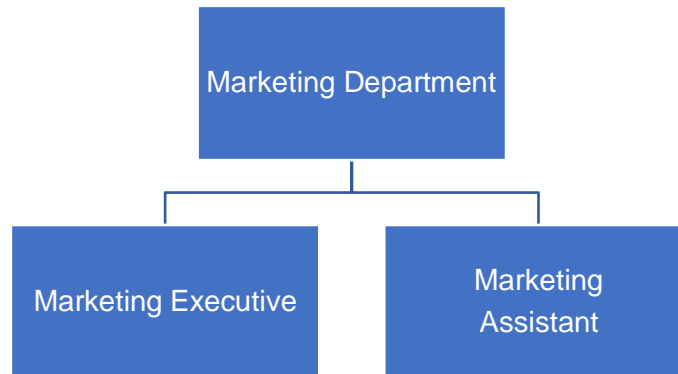
6.8.4.1 Advertising

Our main strategy in promoting is advertising. Advertising through printed form and electronic form can be very helpful in attracting customers. Advertising electronically such as creating a website or paying for advertisements on social media can attract youngsters as most of them spend a lot of their time browsing through social media. By doing this, it also portrays that our company follows the current trends of using the existing technologies to ease the consumers.

Creating a website for our product allows consumers to find out more about our product as well as our company background. This will make it easier for them to know about our menu and the services that we provide. Posting advertisements on social media can make people feel interested in trying our products whenever they come across the advertisement thus widening the knowledge of the existence of our product to more people.

6.9 Organization Chart for Marketing Department

6.9.1 Organizational Chart



6.10 Manpower Planning

Position	No of Personnel
Marketing Executive	1
Marketing Assistant	1

6.11 Schedule of Task and Responsibilities

Position	Task and Responsibilities
Marketing Executive	<ul style="list-style-type: none"> • Directing, planning and coordinating marketing efforts. • Evaluating and maintaining marketing strategies. • Researching demand for the organization's products and services.
Marketing Assistant	<ul style="list-style-type: none"> • Assist and reports to the marketing department regarding promotional activities. • Handling social media, public relation efforts and content marketing. • Building brand awareness and positioning.

6.12 Schedule of Remuneration

Position	No of Personnel	Monthly Salary (RM)	EPF (RM) (13 %)	SOCSO (RM) (1.75%)	Total
Marketing Executive	1	2500.00	325.00	43.75	2868.75
Marketing Assistant	1	1350.00	175.50	23.60	1549.10
Total	2	RM 3,850.00	RM 500.50	RM 67.35	RM 4,417.85

6.13 Marketing Budget

Item	Fixed Assets	Monthly Expenses (RM)	Other Expenses (RM)
Fixed Asset <ul style="list-style-type: none"> • Signboard 	RM2,500.00		
Working capital <ul style="list-style-type: none"> • Marketing Executive • Marketing Assistant 		RM2,868.75 RM1,549.10	
Other Expenses <ul style="list-style-type: none"> • Grand Opening • Business Card • Flyers • Packaging 		RM3,800	RM 3,500.00 RM 80.00 RM 170.00
TOTAL	RM 2,500	RM8,217.85	RM 3750
RM 14,467.85			

7.0 OPERATIONAL PLAN

7.1 COMPONENT OF OPERATING SYSTEMS

7.1.1 Business Input

Business input is the resources invested in accomplishing a task, and typically include time, money and effort. In a simple interpretation, input is the process of taking something in. In our business, the inputs are including the raw materials to bake the cookies and make the dipping like eggs, butter, brown sugar, flour, additional flavours like chocolate chips, red velvet, strawberry, manpower, machine and equipment, technology, information and capital.

7.1.2 Transformation Process

Transformation process is any activity that takes one or more inputs, transforms, and adds value to them and provides outputs for customers or clients. In our business, we transform the raw materials in the form of cookies and dipping. These products are served to the customers freshly baked daily at the café. In order to run the process, a few machines have been used to help mix the ingredients, bake the cookies and cook the dipping daily.

7.1.3 Output

The term output refers specifically to any services, results or products that are generated as a result of a transformation process. Output refers to finishing product that is according to its specifications and ready to be display to the customers.

7.1.4 Feedback






Feedback is needed from the customers regarding to the products sell and services provided in our café. It is important to help us to improve our business later and to ensure the level of satisfaction from the customers is not below than our expectations.

7.1.5 External Environment

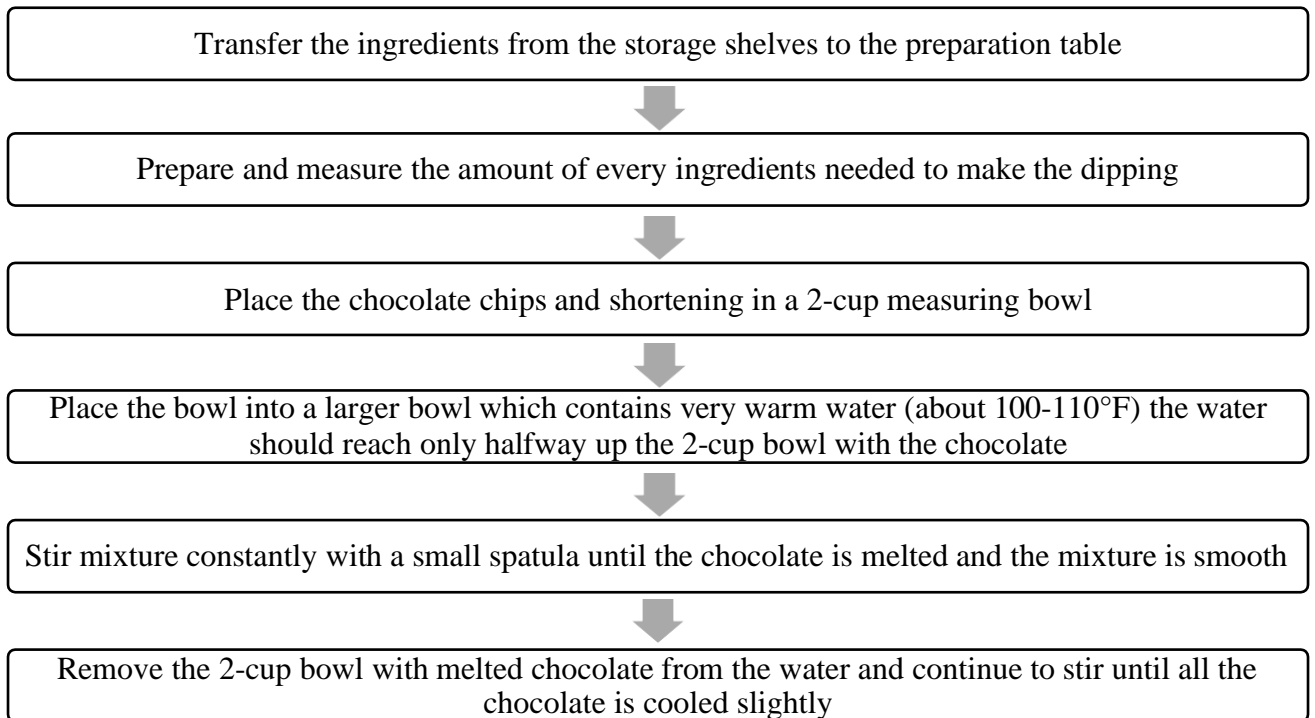
External environment is composed of all the outside factors or influences that impact the operation of the business. It consists of factors that directly give impact to the operation and general factors that a business cannot control. It could possibly come from the suppliers, customers, public perceptions and more. It might also include the economic, sociocultural, technical and legal.

7.2 PROCESS PLANNING FOR MANUFACTURING

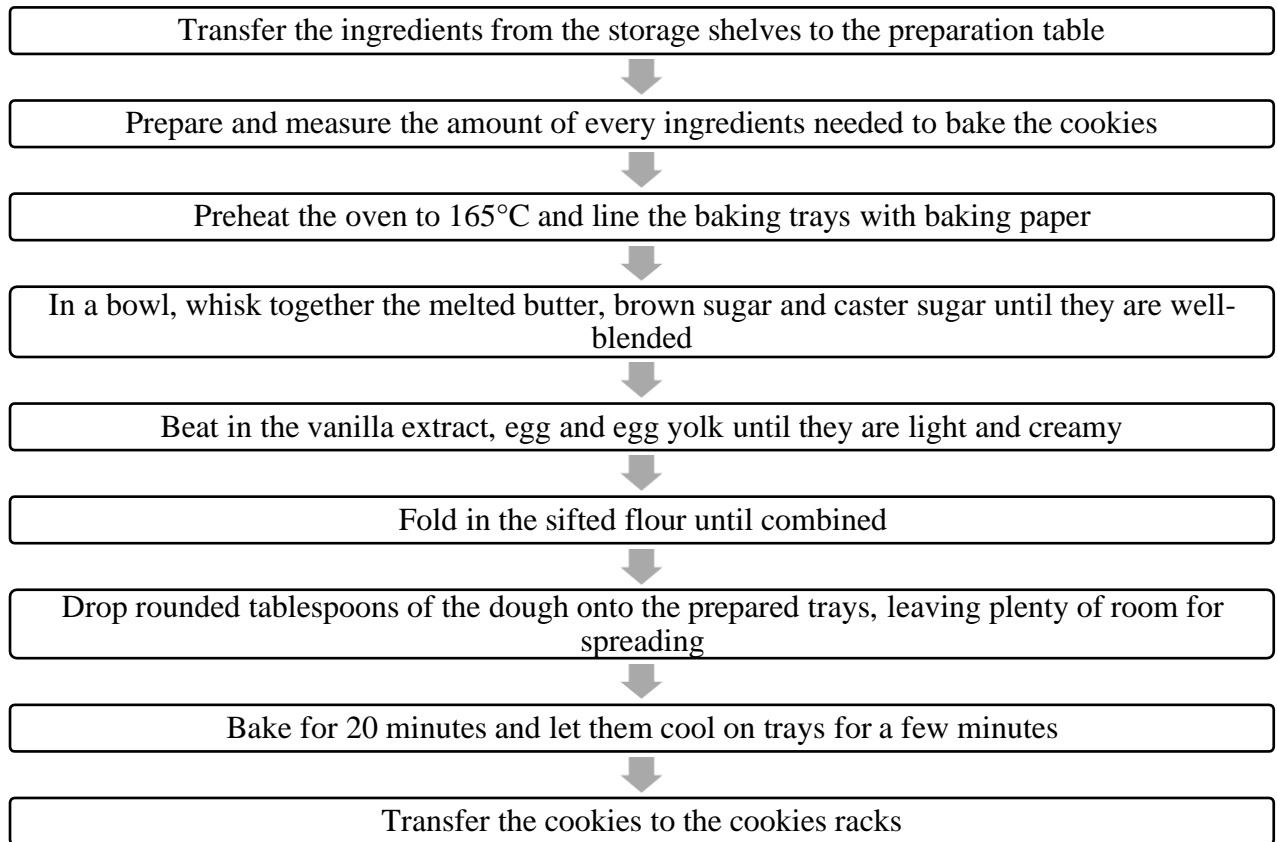
7.2.1 Symbol of Process Chart

Symbol	Activity
	Operation
	Transportation
	Inspection
	Delay
	Storage

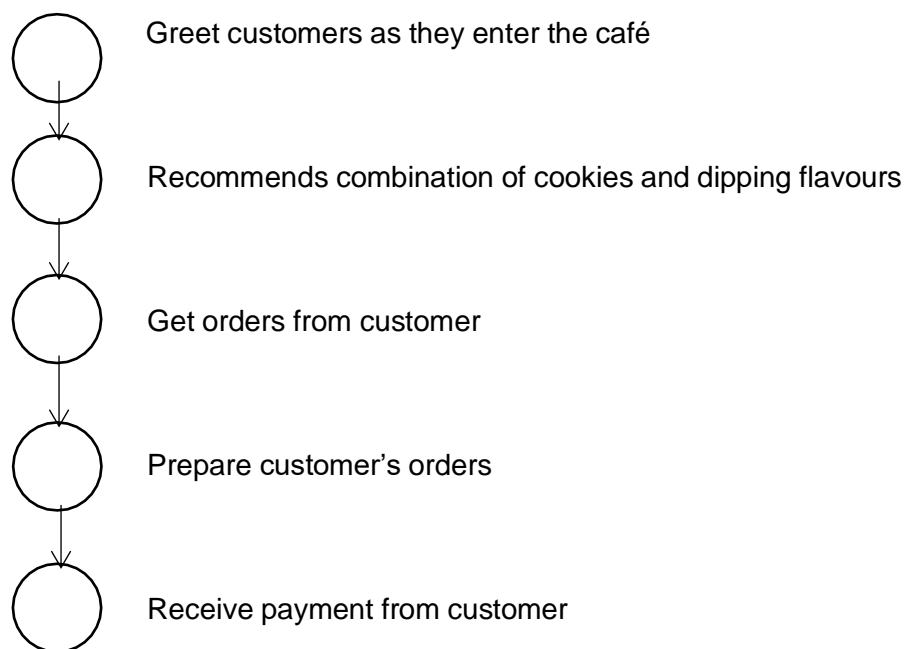
7.2.2 Process Flow Chart to Produce Dipping



7.2.3 Flow Chart to Produce Cookies

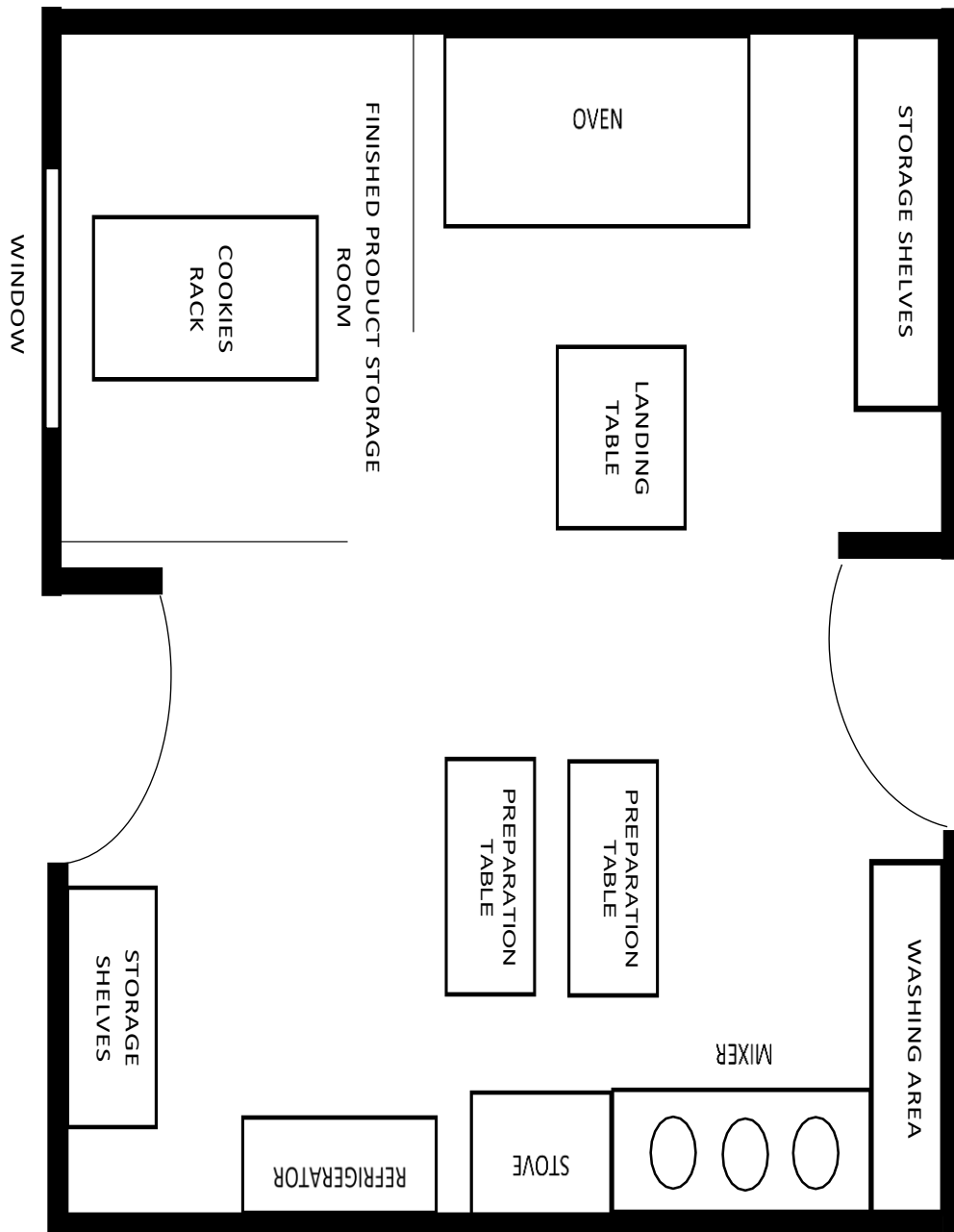


7.2.4 Activity Chart

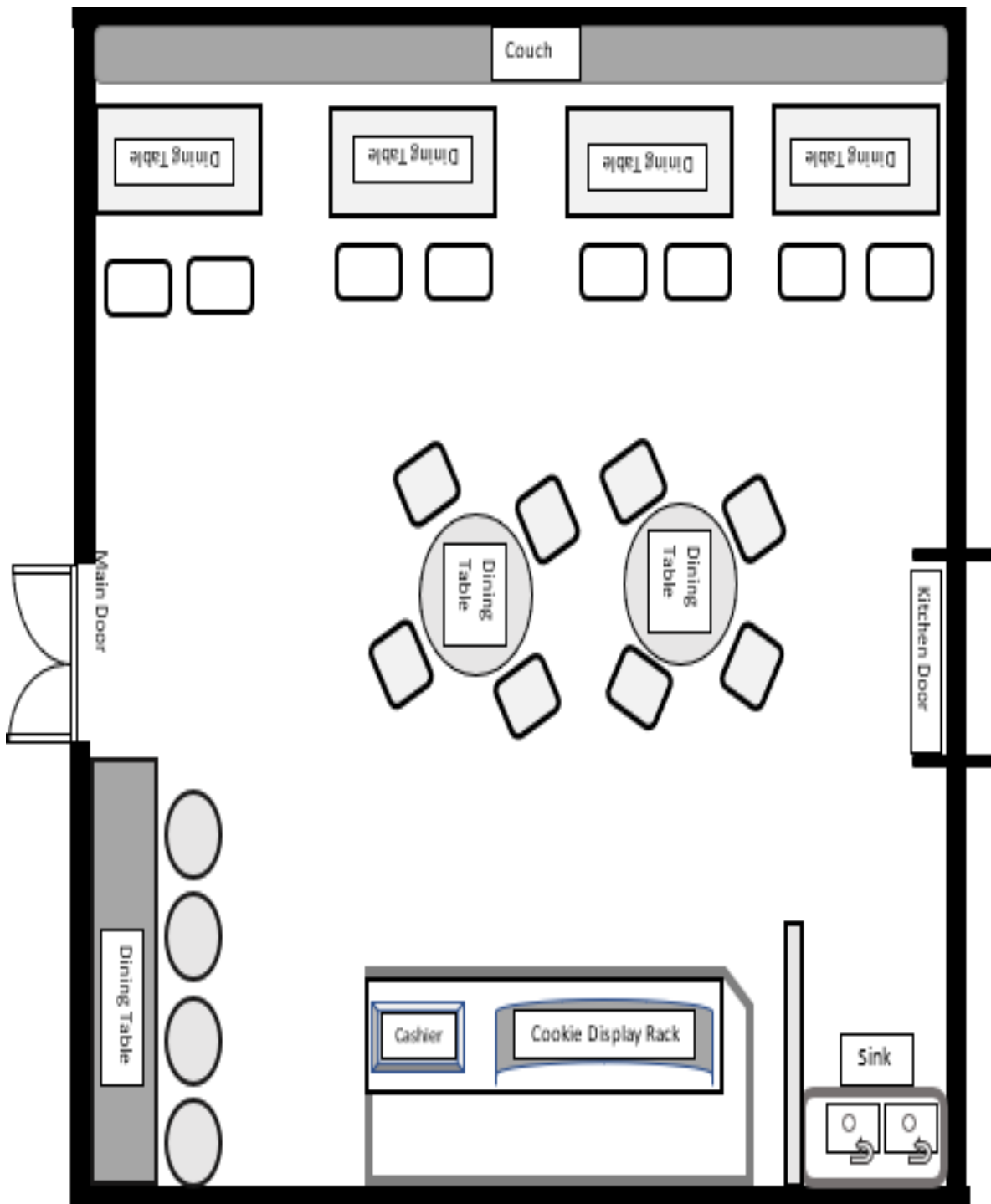


7.3 OPERATIONS LAYOUT

7.3.1 Operation Layout Based on Process (Kitchen Area)



7.3.2 Operation Layout in Restaurant (Dining Area)



7.4 PRODUCTION PLANNING

7.4.1 Sale Forecast per Month

Average sales forecast per month = RM87,600

Sale price per box = RM20

1 box = 9 pieces cookies, 3 flavours dipping

$$\begin{aligned}\text{Number of outputs per month} &= \frac{\text{Average of sales forecast per month}}{\text{Sale price}} \\ &= \frac{\text{RM87,600}}{\text{RM20}} \\ &= 4,380 \text{ boxes.}\end{aligned}$$

= 4,380 boxes x 9 pieces cookies

= 39,420 pieces cookies per month

= 4,380 boxes x 3 dipping

= 13,140 dipping per month

7.4.2 Number of Output per Day

Number of operation days per month is 26 days.

Therefore,

$$\begin{aligned}&= \frac{\text{Number of outputs per month}}{\text{Number of operation days per month}} \\ &= \frac{4380 \text{ boxes}}{26 \text{ days}} \\ &= 168.5 @ 169 \text{ boxes per day} \\ &= 169 \text{ boxes} \times 9 \text{ pieces cookies} \\ &= 1,521 \text{ pieces cookies per day} \\ &= 169 \text{ boxes} \times 3 \text{ dipping} \\ &= 507 \text{ dipping per day}\end{aligned}$$

7.4.3 Number of Units per Hour

Working hour per day is 12 hours.

Therefore,

$$= \frac{\text{Number of outputs per day}}{\text{Working hour per day}}$$

$$= \frac{169 \text{ boxes}}{12 \text{ hours}}$$

$$= 14.08 \text{ @ } 14 \text{ boxes per hour}$$

$$= 14 \times 9 \text{ pieces cookies}$$

$$= 126 \text{ pieces cookies per hour}$$

$$= 14 \times 3 \text{ dipping}$$

$$= 42 \text{ dipping per hour}$$

7.5 MATERIAL PLANNING

7.5.1 Material Requirement Planning (Cookies)

NO.	MATERIAL	PRICE PER UNIT	QUANTITY	SAFETY STOCK (5% OF QUANTITY)	TOTAL REQUIREMENT	TOTAL
1	Butter	RM10.50/kg	210 kg	10.5 kg	220.5 kg	RM 2315.25
2	Brown sugar	RM2/kg	200 kg	10 kg	210 kg	RM420
3	Eggs	RM 4.80/tray	150 trays	7.5 trays	157.5 trays	RM756
4	Baking soda	RM7/kg	13 kg	0.65 kg	13.65 kg	RM168
5	Salt	RM1.50/kg	13 kg	0.65 kg	13.65 kg	RM20.48
6	All-purpose flour	RM2.20/kg	640 kg	32 kg	672 kg	RM1,478.40
7	Chocolate chip	RM11.50/kg	130 kg	6.5 kg	136.5 kg	RM1,569.75
8	Artificial food colouring	RM30/L	10 L	0.5 L	10.5 L	RM 315
9	White cookies chips	RM11.50/kg	130 kg	6.5 kg	157.5 kg	RM1811.25
10	Full cream milk	RM3/L	350 L	17.5 L	367.5 L	RM1102.50
11	Cornflakes	RM4.80/kg	210 kg	10.5 kg	220.5 kg	RM1058.40
TOTAL PRICE FOR 39,420 COOKIES PER MONTH						RM11,015.03

7.5.2 Material Requirement Planning (Dipping)

NO	MATERIALS	PRICE PER UNIT	QUANTITY	SAFETY STOCK (5% OF QUANTITY)	TOTAL REQUIREMENT	TOTAL
1	Butter	RM10.50/kg	100 kg	5 kg	105 kg	RM 1102.5
2	Brown sugar	RM2/kg	105 kg	5.25 kg	110.25 kg	RM 220.50
3	Corn syrup	RM2.80/kg	180 kg	9 kg	189 kg	RM529.20
4	Sweetened condensed milk	RM3.80/kg	120 kg	6 kg	126 kg	RM478.80
5	Vanilla	RM2.50/kg	110 kg	5.5 kg	115.5 kg	RM288.75
6	Fresh strawberries	RM35/kg	80 kg	4 kg	84 kg	RM2,940
7	Granulated sugar	RM1.80/kg	85 kg	4.25 kg	89.25 kg	RM160.65
8	Lemon juice	RM4.50/kg	125 kg	6.25 kg	131.25 kg	RM590.63
9	Pineapple juice	RM3.50/kg	125 kg	6.25 kg	131.25 kg	RM459.38
10	Gula melaka	RM8.50/kg	125 kg	6.25 kg	131.25 kg	RM1,115.63
11	Peanut butter	RM12.50/kg	120 kg	6 kg	126 kg	RM1,575
12	Matcha powder	RM15.50/kg	125 kg	6.25 kg	131.25 kg	RM2,034.38
13	Heavy cream	RM15.80/L	150 L	7.5 L	157.5 L	RM2,488.50
TOTAL PRICE FOR 13,140 DIPPING PER MONTH						RM13,983.92

7.5.3 Total Material Requirement Planning

TOTAL PRICE FOR 39,420 COOKIES PER MONTH	RM11,015.03
TOTAL PRICE FOR 13,140 DIPPING PER MONTH	RM13,983.92
TOTAL RAW MATERIALS REQUIRED PER MONTH	RM 24,998.95

7.5.4 Identify Supplier

MATERIALS	SUPPLIER
Butter, brown sugar, eggs, baking soda, salt, granulated sugar, all-purposed flour, sweetened condensed milk.	Bake with Yen Seri Alam 48, Jalan Lembah 19, Bandar Baru Seri Alam, 81750 Masai, Johor
Chocolate chip, white chocolate chip, cornflakes, artificial food colouring.	LOTUS Seri Alam No 19 Jalan Belia Off Jalan Raja Laut 50350 Kuala Lumpur.
Lemon, pineapple.	LOTUS Seri Alam 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor
Fresh strawberries.	LOTUS Seri Alam 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor
Full cream milk, corn syrup, vanilla, peanut butter, matcha powder, heavy whipping cream.	Bake with Yen Seri Alam 48, Jalan Lembah 19, Bandar Baru Seri Alam, 81750 Masai, Johor
Gula melaka.	LOTUS Seri Alam 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor

7.6 MACHINE AND EQUIPMENT PLANNING

7.6.1 Amount of Machine and Equipment Required

$$\frac{\text{Planned rate of Production Per Day}}{\text{Machine Productive Time Per Day}} \times \text{Standard Production Time}$$

Mixer:

$$\frac{1,521 \text{ pieces of cookies}}{960 \text{ minutes}} \times \frac{20 \text{ minutes per cycle}}{150 \text{ pieces of cookies}}$$
$$= 0.2113$$

Industry oven:

$$\frac{1,521 \text{ pieces of cookies}}{960 \text{ minutes}} \times \frac{20 \text{ minutes per cycle}}{80 \text{ pieces of cookies}}$$
$$= 0.3961$$

7.6.2 List of Machine and Equipment

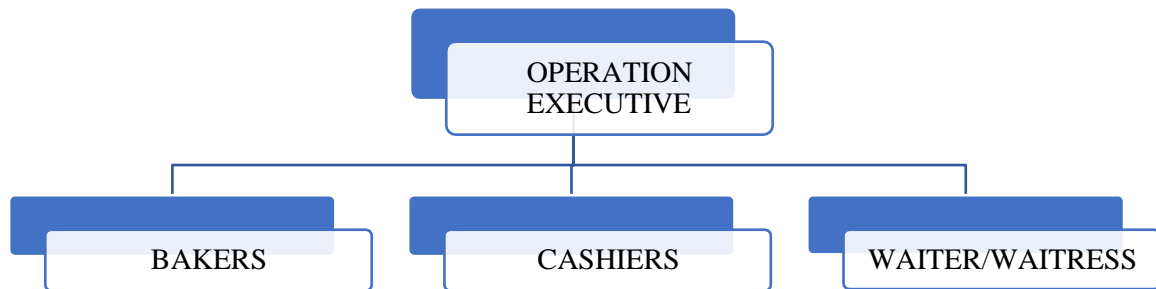
MACHINE	NO. OF MACHINE
Mixer	2
Industry Oven	2
Refrigerator	1
Stove	1
Storage shelves	2
Cookies rack	1
Cookies display rack	1
Cashier machine	1
Pastry and cooking equipment	1

7.6.4 Machine and Equipment

MACHINE	QUANTITY	PRICE/UNIT (RM)	TOTAL COST (RM)
Mixer	2	RM650	RM1,300
Industry oven	2	RM1,300	RM2,600
Refrigerator	1	RM800	RM800
Stove	1	RM980	RM980
Storage shelves	2	RM125	RM250
Cookies rack	1	RM750	RM750
Cookies display rack	1	RM1,250	RM1,250
Cashier machine	1	RM1,100	RM1,100
Pastry and cooking equipment	1	RM500	RM500
TOTAL			RM9,530

7.7 MANPOWER PLANNING

7.7.1 Organization Chart for Operation Department



7.7.2 Amount of Direct Labour Requirement

$$\frac{\text{Planned rate of Production Per Day}}{\text{Worker Productive Time Per Day}} \times \text{Worker Standard Production Time}$$

- Operation Executive

$$\frac{96.15}{40 \text{ min}(10 \text{ hours} \times 60 \text{ min})} \times 1.6 \text{ min}$$
$$= 0.00641 @ 1 \text{ operator}$$

- Baker

$$\frac{42.30}{40 \text{ min}(10 \text{ hours} \times 60 \text{ min})} \times 1.6 \text{ min}$$
$$= 0.00282 @ 1 \text{ operator}$$

- Cashier

$$\frac{38.46}{40 \text{ min}(10 \text{ hours} \times 60 \text{ min})} \times 1.6 \text{ min}$$

= 0.00256 @ 1 operator

- Waiter/waitress

$$\frac{38.46}{40 \text{ min}(10 \text{ hours} \times 60 \text{ min})} \times 1.6 \text{ min}$$

= 0.00256 @ 1 operator

7.7.3 List of Operation Personnel

POSITION	NO. OF PERSONNEL
Operation Executive	1
Baker	3
Cashier	1
Waiter/Waitress	2
TOTAL	7

7.7.4 Schedule of Task and Responsibilities

POSITION	TASK AND RESPONSIBILITIES
Operation Executive	<ul style="list-style-type: none">• Manage all activities related to the production of goods and services of the company.• Oversee budgeting, reporting, planning and auditing.• Manage the production line of the products which includes supplying, assembling, customizing, packaging and delivering the products.
Baker	<ul style="list-style-type: none">• Preparing and baking cookies.• Gathering ingredients, operating ovens, keeping workspace and equipment clean and sanitary.• Ensuring all baked goods are completed on time for opening.
Cashier	<ul style="list-style-type: none">• Operating scales, cash registers, and other electronics.• Accepting payments, ensuring all prices and quantities are accurate and providing a receipt to every customer.• Bagging or wrapping purchases to ensure safe transport.
Waiter/ Waitress	<ul style="list-style-type: none">• Taking customers' orders and delivery food and beverages.• Making menu recommendations, answering questions and sharing additional information with patrons.• Arrange table settings and maintain a tidy and clean dining area.

7.7.5 Schedule of Remuneration

POSITION	QUANTITY	MONTHLY SALARY (RM)	EPF CONTRIBUTION (RM)	SOCSSO (RM)	AMOUNT (RM)
Operation Executive	1	2500	325	43.75	2868.75
Baker	3	1100 x 3 = 3300	143 x 3 = 429	19.25 x 3 = 57.75	3786.75
Cashier	1	1000	130	24	1154.00
Waiter/ Waitress	2	1000 x 2 = 2000	130 x 2 = 260	24 x 2 = 48	2308.00
TOTAL	8	RM8,800	RM1,144	RM173.50	RM10,117.50

7.8 OVERHEAD REQUIREMENT

7.8.1 Operations Overhead (indirect labour/indirect material/insurance/maintenance and utilities)

NO	TYPES OF OVERHEAD	MONTHLY COST (RM)
1	Driver	RM900
2	Electricity	RM2,500
3	Water	RM400
4	Telephone	RM150
5	Internet	RM150
6	Machine maintenance	RM500
7	Vehicle maintenance	RM400
8	Fuel	RM500
TOTAL		RM 5500

7.9 BUSINESS AND OPERATION HOUR

Business hour = 12 hours (10 a.m. – 10 p.m.)

Operation hour = 8 hours per day - First shift (8 a.m. – 4 p.m.)

Second shift (4 p.m. – 12 a.m.)

Working days = 6 days per week (Closed every Friday)

7.10 LOCATION PLAN

Target location: Bandar Baru Seri Alam

Specific Physical Store: 2, Jalan Lembah

16, Bandar Baru Seri Alam, 81750,

Rent per Month: RM2,600

Deposit Rent: RM7,600

Reason choose:

- Near to suppliers of raw materials.
- Strategic place of working area.
- Near to public transport such as train and bus.
- At the centre of food hub.

7.11 LISENCE, PERMITS AND REGULATIONS REQUIRED

7.11.1 Business Premise Licenses and Signboard Licenses

In order open a business with physical store in Malaysia, one must register to apply the Business Premise License provided by the government.

NO	TYPES OF LICENSES	PRICE	STATUS DESCRIPTION
1.	Billboard License	RM106	Permanent
2.	Fast Food Premise License	RM500	Permanent
3.	Food Service License	RM150	Permanent
4.	SSM Registration	RM100	Permanent
5.	Bank Registration	RM200	Permanent
6.	Fire Extinguisher License	RM60	Renew in every 10 years
	TOTAL	RM1,116	

7.11.2 Certificate for Safety and Health

For our café bakery, there are machines that we use to produce our products that need an approval certificate from the Department of Occupational Safety and Health. This is due to the Factories and Machinery Act 1967 that requires us to obtain the machinery certificate and fitness certificate before using the machine. Other than that, our employees should get injection before they can work in the café to keep the hygiene and quality of our product is guaranteed. We also need to train our employee to apply a clean and safe workplace practices in the café. This is to ensure the cleanliness of our café and get good grades during the cleanliness inspection that we should get twice a year.

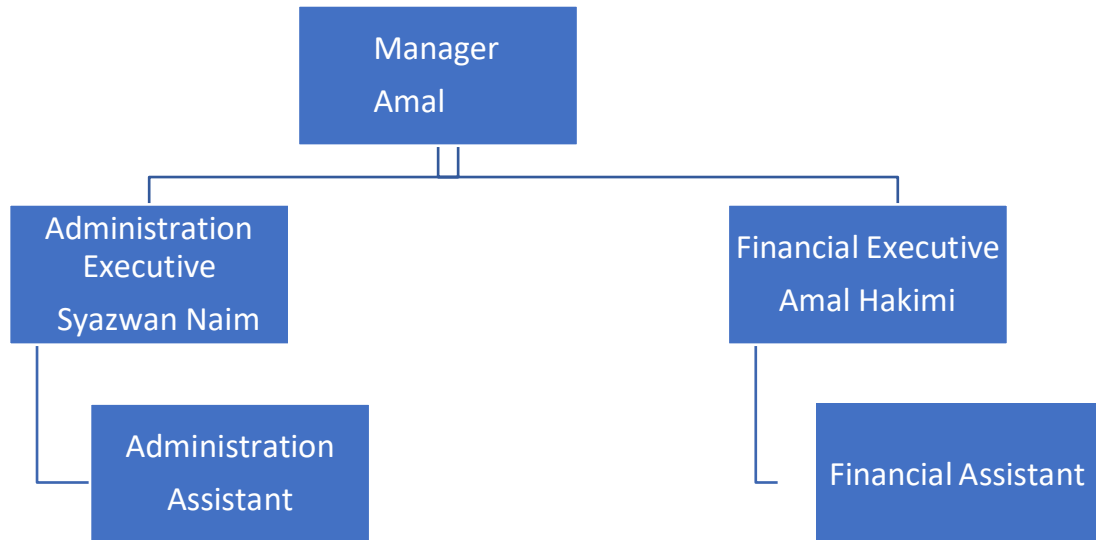
NO	TYPES OF LICENSES	PRICE	STATUS DESCRIPTION
1.	Typhoid (TY2) injection	RM70 × 7 employees	Permanent
	TOTAL	RM490	

7.12 OPERATIONS BUDGET

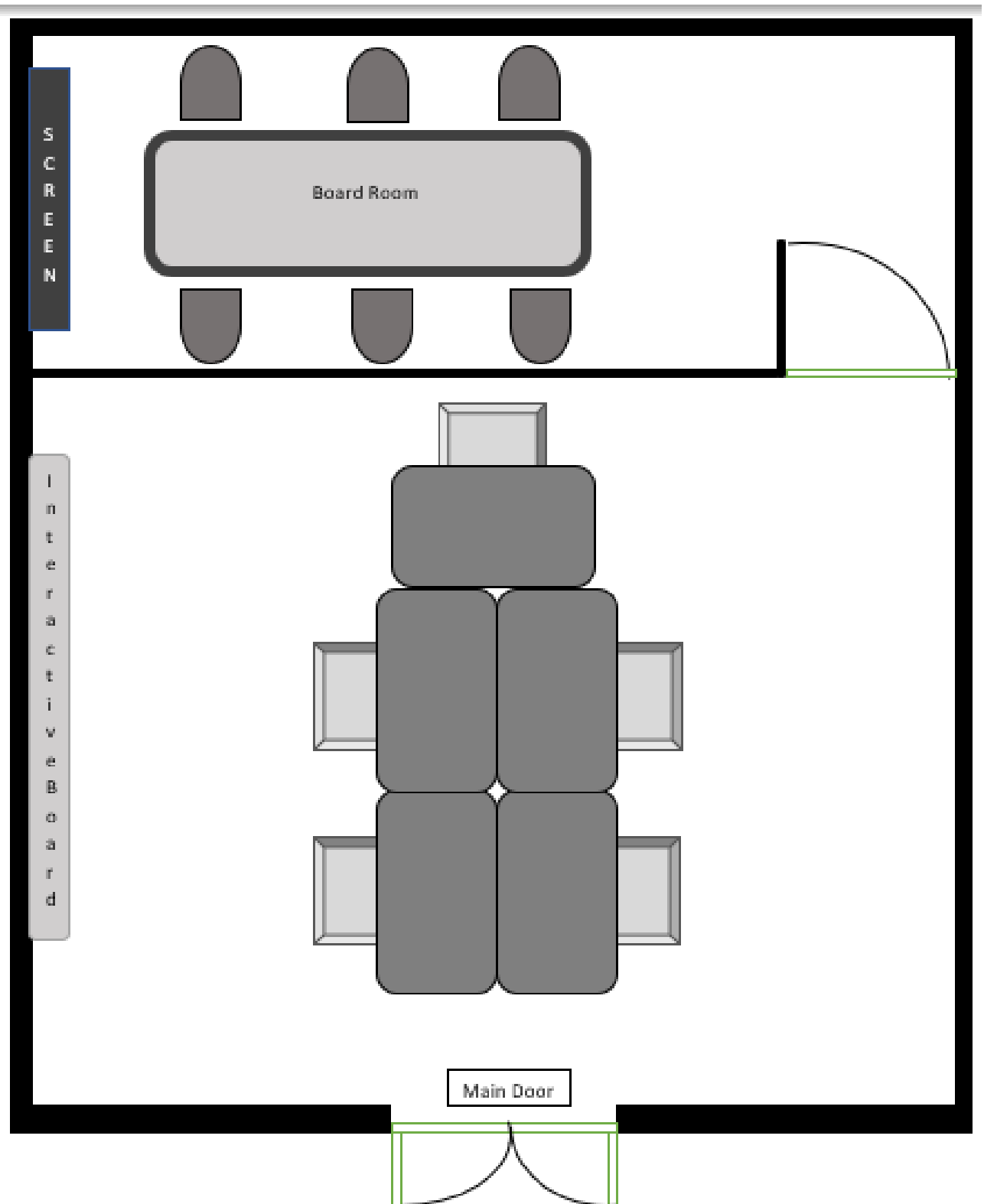
ITEM	FIXED ASSET	MONTHLY EXPENSES (RM)	OTHER EXPENSES (RM)
Fixed Assets			
Machine and Equipment	RM9,530		
Working Capital			
Raw Materials		RM 24,998.95	
Salary, EPF & SOCSO		RM10,117.50	
Overhead		RM5,500.00	
Rent		RM2,800.00	
Pre-operations			
Deposit Rent			RM7,800.00
Insurance & Vehicle			RM750.00
Other Expenses			
Uniform			RM1,100
Typhoid injection			RM490
Premise and Billboard			RM1,116
Licenses			
TOTAL	RM9,530	RM44,316.45	RM11,256

8.0 ADMINISTRATION PLAN

8.1 Organizational Chart for Administration and Finance Department



8.2 Office Layout



8.3 Manpower Planning

Position	No of Personnel
Manager	1
Administration Executive	1
Administration Assistant	1
Financial Executive	1
Financial Assistant	1
Total	5

8.4 Schedule of Task and Responsibilities

Position	Task and Responsibilities
Manager	<ul style="list-style-type: none"> • To plan, implement and control the overall operations and make major decisions towards the future of the company. • Introduce long term strategies in achieving the vision of the company • Monitor the activities to ensure that all are being accomplished as planned.
Administration Executive	<ul style="list-style-type: none"> • Supervising day- to- day operations of the administrative department and staff members. • Ensure every department is in-line with the company's objectives. • Developing policies, management systems and standards of procedure.
Administrative Assistant	<ul style="list-style-type: none"> • Help in collecting, organizing and storing information using computers and filing systems. • Organize meeting schedule and other appointments. • Processing and directing mail and incoming packages or deliveries.
Financial Executive	<ul style="list-style-type: none"> • Review financial reports, monitoring accounts and preparing activity reports and financial forecasts. • Oversee the cashflow of cash and financial instruments. • Developing long- term business plans based on these reports, analyses market trends and competitors and predict future financial trends.
Financial Assistant	<ul style="list-style-type: none"> • Analyzing, controlling and record the money cash- flow of the business. • Preparing annual account. • Using efficient and effective ways to increase sales and profit to make sure good development of business.

8.5 Schedule of Remuneration

8.5.1 Schedule of Renumeration

Position	Quantity	Monthly Salary (RM)	EPF (RM)	SOCSSO (RM)	TOTAL (RM)
Manager	1	3,500.00	455.00	61.25	4,016.25
Administration Executive	1	2,500.00	325.00	43.75	2,868.75
Administration Assistant	1	1,350.00	175.50	23.60	1,549.10
Financial Executive	1	2,500.00	325.00	43.75	2,868.75
Financial Assistant	1	1,350.00	175.50	23.60	1,549.10
TOTAL	5	11,200.00	1,456.00	195.95	RM 12,851.95

8.5.2 Compensation and benefits

I. Salary, EPF and SOCSSO

- Salary – Salary will be paid on every 25th of the month
- EPF – EPF will be paid based on 13% rate of basic wages
- SOCSSO – SOCSSO will be paid based on 1.75% rate of basic wages

II. Annual Leave

- 16 days per year

III. Working Days





- 6 days a week
- Monday- Thursday, Saturday- Sunday (10 A.M- 10 P.M)
- Friday- Off day

IV. Others

- Emergency and sick leave must bring the notice of proof and need to be inform as soon as possible.

8.6 Office Furniture, Fitting and Office Supplies

Table 8.6.1 List of Office Furniture and Fittings

Item	Quantity	Price/Unit (RM)	Total (RM)
 Table	5	99.00	495.00
 Chair	5	65.00	325.00
 Shelve	3	350.00	1050.00
 Sofa	1	450.00	450.00




 <p>Coffee Table</p>	1	350.00	350.00
 <p>Air- Conditioner</p>	2	850.00	1700.00
 <p>Lamp</p>	4	40.00	160.00
Total			RM 4,530.00

Table 8.6.2 List of Office Supplies

Type	Quantity	Price/Unit (RM)	Total (RM)
A4 paper	2 boxes	54.00	108.00
File (hard copy)	10	3.80	38.00
Stapler	5	3.00	15.00
2B Pencil	2 boxes	6.00	12.00
Pen (Black, Blue, Red)	9	15.00	135.00
Ruler	5	1.00	5.00
Eraser	5	1.00	5.00
Laminate Paper	1 box	15.00	15.00
Total			RM 333.00

Table 8.6.3 List of Office Equipment

Type	Quantity	Price/ Unit (RM)	Total (RM)
Interactive whiteboard	1	550.00	550.00
Computer	5	1800.00	9000.00
Printer/ fax	1	1200.00	1200.00
Laminate Machine	1	75.00	75.00
Dustbin	5	5.00	25.00
Telephone	1	50.00	50.00
Total			RM 10,900.00

Table 8.6.4 List of Utilities

Item	Price (RM)	Total Cost (RM)
Electricity bill	2700	2700
Water bill	300	300
Total		RM 3000

8.7 Administration Budget

Particulars	Fixed Assets Expenses (RM)	Monthly Expenses (RM)	Others Expenses (RM)	Total (RM)
Fixed Assets				
Office Furniture and Fittings	4,530.00			4,530.00
Office Equipment	10,900.00			10,900.00
TOTAL	15,430.00			
Working Capital				
Remuneration (salaries, wages, EPF, SOCSO)		12,851.95		12,851.95
Office Rent		2,800.00		2,800.00
Utilities		3,000.00		3,000.00
TOTAL		18,651.95		
Other Expenditure				
Office Supplies			333.00	333.00
Medical Allowances			500.00	500.00
TOTAL			833.00	
Pre-Operations				
Deposit (rent, utilities, etc.)			3,000.00	3,000.00
Business Incorporation			1,500.00	1,500.00
TOTAL			4,500.00	
TOTAL EXPENSES	RM 15,430.00	RM 18,651.95	RM5,333.00	RM 39,914.95

9.0 FINANCIAL PLAN

9.1 Financial Budget

Types of Fixed Assets	Estimated Cost (RM)	Estimated Economic Life (years)
Administrative/Organisation		
Office Equipment	10,900	5
Office Furniture	4,530	5
Sales/Marketing		
Signboard	2,500	5
Operations/Technical		
Machines	9,530	5
Total	27,460	

Pre-Operating & Incorporation Costs (one-off)	RM
Development cost	
Business incorporation	2,616
Deposit (rent, utilities, etc.)	7,800
Other pre-operating & incorporation costs	3,456
Sales & Marketing Costs (monthly)	
Promotions and advertising	3,800
Salaries, Wages, EPF & SOCSO	4,418
General & Administrative Costs (monthly)	
Administrative salaries	12,852
Office rent	2,800
Utilities	3,000
Operations & Technical Costs (monthly)	
Purchase of Raw Materials/Goods	24,999
Carriage Inwards	
Salaries, Wages, EPF & SOCSO	10,118
Rent	2,800
Overhead	6,400
Other Expenditure (annually)	
Sales & Marketing	3,750
Operations	9,650
Administration	4,500
Total Pre-Operations & Working Capital Expenditure	102,959

9.2 Project Implementation Course and Sources of Finance

Capital Expenditure		Cost	Sources of Financing
Land & Building			Cash
Office Equipment		10,900	Loan
Office Furniture		4,530	Loan
			Loan
			Cash
Signboard		2,500	Loan
			Cash
			Cash
			Cash
Machines		9,530	Loan
			Cash
			Cash
			Cash
Working Capital	1 months		
Sales & Marketing Costs (monthly)		8,218	Cash
General & Administrative Costs (monthly)		18,652	Cash
Operations & Technical Costs (monthly)		44,317	Cash
Pre-Operating & Incorporation Costs (one-off)		13,872	Cash
Other Expenditure (annually)		17,900	Cash
Provision for Contingencies	5%	5,626	Cash
TOTAL		136,045	

9.3 Fixed Asset Depreciation Schedule

Type of Fixed Asset		Office Equipment		Office Furniture			
Cost (RM)		10,900		4,530			
Depreciation Method		Straight Line		Straight Line			
Economic Life (yrs)		5		5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value	Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	10,900		-	-	4,530
1	2,180	2,180	8,720	1	906	906	3,624
2	2,180	4,360	6,540	2	906	1,812	2,718
3	2,180	6,540	4,360	3	906	2,718	1,812
4	2,180	8,720	2,180	4	906	3,624	906
5	2,180	10,900	-	5	906	4,530	-
6	0	0	-	6	0	0	-
7	0	0	-	7	0	0	-
8	0	0	-	8	0	0	-
9	0	0	-	9	0	0	-
10	0	0	-	10	0	0	-

Type of Fixed Asset		Signboard	
Cost (RM)		2,500	
Depreciation Method		Straight Line	
Economic Life (yrs)		5	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
	-	-	2,500
1	500	500	2,000
2	500	1,000	1,500
3	500	1,500	1,000
4	500	2,000	500
5	500	2,500	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Type of Fixed Asset		Machines	
Cost (RM)		9,530	
Depreciation Method		Straight Line	
Economic Life (yrs)		5	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
	-	-	9,530
1	1,906	1,906	7,624
2	1,906	3,812	5,718
3	1,906	5,718	3,812
4	1,906	7,624	1,906
5	1,906	9,530	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

PVIFA= 0.6139
7.721734929

	<u>Loan amt</u>	<u>Principal</u>	<u>Int</u>	<u>annual paym</u>	<u>Balance</u>
<u>1</u>	<u>27,460</u>	2,183	1,373	3,556	25,276.80
<u>2</u>		2,292	1,264	3,556	22,984.45
<u>3</u>		2,407	1,149	3,556	20,577.48
<u>4</u>		2,527	1,029	3,556	18,050.15
5		2,654	903	3,556	15,396
6		2,786	770	3,556	12,610
7		2,926	631	3,556	9,684
8		3,072	484	3,556	6,612
9		3,226	331	3,556	3,387
10		3,387	169	3,556	0
11		0	0	0	0
12		0	0	0	0
13		0	0	0	0
14		0	0	0	0
15		0	0	0	0
16		0	0	0	0
17		0	0	0	0
18		0	0	0	0
19		0	0	0	0
20		0	0	0	0
			8,102	35,562	43,663.91

9.4 Loan and Hire Purchase Depreciation Schedule

LOAN AMORTIZATION SCHEDULE				
Amount (RM)	27,460			
Interest Rate	5%			
Duration (yrs)	10			
Method	Annual Rest			
Year	Instalment Payments			Principal Balance
	Principal	Interest	Annual Payments	
	-	-	-	27,460
1	2,183	1,373	3,556	25,277
2	2,292	1,264	3,556	22,984
3	2,407	1,149	3,556	20,577
4	2,527	1,029	3,556	18,050
5	2,654	903	3,556	15,396
6	2,786	770	3,556	12,610
7	2,926	631	3,556	9,684
8	3,072	484	3,556	6,612
9	3,226	331	3,556	3,387
10	3,387	169	3,556	0
11	0	0	0	0
12	0	0	0	0
13	0	0	0	0
14	0	0	0	0
15	0	0	0	0
16	0	0	0	0
17	0	0	0	0
18	0	0	0	0
19	0	0	0	0
20	0	0	0	0

9.5 Proforma Cashflow Statement

		2020 MONTHLY CASH FLOW						
MONTH	Pre-Operation	January	February	March	April	May	June	July
CASH INFLOW								
Capital (Cash)	108,585							
Loan	27,460							
Cash Sales		82,460	63,700	57,400	58,240	56,420	59,850	60,200
Collection of Accounts Receivable		0	23,560	29,980	25,500	24,840	24,440	25,160
TOTAL CASH RECEIPT	136,045	82,460	87,260	87,380	83,740	81,260	84,290	85,360
CASH OUTFLOW								
Pre-operating & Incorporation Expenditure	13,872							
Sales & Marketing Expenditure		8,218	8,218	8,218	8,218	8,218	8,218	8,218
General & Administrative Expenditure		18,652	18,652	18,652	18,652	18,652	18,652	18,652
Operations & Technical Expenditure		36,817	41,817	44,317	44,317	44,317	44,317	44,317
Other Expenditure		17,900						
Purchase of Fixed Assets	27,460							
Hire-Purchase Repayment:								
Principal		0	0	0	0	0	0	0
Interest		0	0	0	0	0	0	0
Loan Repayment:								
Principal		182	182	182	182	182	182	182
Interest		114	114	114	114	114	114	114
Tax Payable		0	0	0	0	0	0	0
TOTAL CASH OUTFLOW	41,332	81,883	68,983	71,483	71,483	71,483	71,483	71,483
CASH SURPLUS (DEFICIT)	94,713	577	18,277	15,897	12,257	9,777	12,807	13,877
BEGINNING CASH BALANCE		94,713	95,289	113,566	129,463	141,720	151,496	164,303
ENDING CASH BALANCE	94,713	95,289	113,566	129,463	141,720	151,496	164,303	178,180

August	September	October	November	December	2020			2021	2022
					108,585	0	0	0	0
55,860	51,170	57,400	63,000	70,140	27,460	0	0	0	0
25,750	24,560	22,600	23,710	26,200	735,840	809,424	846,216	846,216	846,216
81,610	75,730	80,000	86,710	96,340	1,148,185	1,156,836	1,207,128	1,207,128	1,207,128
8,218	8,218	8,218	8,218	8,218	13,872	108,476	124,747	124,747	124,747
18,652	18,652	18,652	18,652	18,652	98,614	246,206	283,137	283,137	283,137
44,317	44,317	44,317	44,317	44,317	223,824	575,985	633,734	633,734	633,734
					521,804	19,690	22,644	22,644	22,644
					17,900				
					27,460				
0	0	0	0	0	0				
0	0	0	0	0	0				
182	182	182	182	182	2,183	2,292	2,407	2,407	2,407
114	114	114	114	114	1,373	1,264	1,149	1,149	1,149
0	0	0	0	0	0	0	0	0	0
71,483	71,483	71,483	71,483	71,483	907,031	953,913	1,067,818	1,067,818	1,067,818
10,127	4,247	8,517	15,227	24,857	241,154	202,923	139,310	139,310	139,310
178,180	188,307	192,554	201,070	216,297	0	241,154	444,077	444,077	444,077
188,307	192,554	201,070	216,297	241,154	241,154	444,077	583,387	583,387	583,387

Page

Page 3

9.6 Proforma Income Statement

Years	2023	2024	2025
Sales	1,051,200	1,156,320	1,208,880
Less: Cost of Sales (Notes 1 & 2)	530,210	586,190	639,339
Gross Profit	520,990	570,130	569,541
Less: Expenditure			
Pre-Operating & Incorporation Expenditure	6,072		
General & Administrative Expenditure	223,824	246,206	283,137
Sales & Marketing Expenditure	98,614	108,476	124,747
Other Expenditure	17,900	19,690	22,644
Interest on Hire-Purchase			
Interest on Loan	1,373	1,264	1,149
Depreciation of Fixed Assets	3,586	3,586	3,586
Total Expenditure	351,369	379,222	435,263
Net Income Before Tax	169,621	190,908	134,278
Tax	0	0	0
Net Income After Tax	169,621	190,908	134,278
Accumulated Net Income	169,621	360,529	494,806

9.7 Proforma Balance Sheet

	2023	2024	2025
ASSETS			
Non-Current Assets (Book Value)			
Land & Building			
Other Fixed Assets	21,968	16,476	10,984
Other Assets			
Deposit	7,800	7,800	7,800
	29,768	24,276	18,784
Current Assets			
Inventory of Raw Materials	500	700	1,000
Inventory of Finished Goods	3,000	3,500	4,000
Accounts Receivable	39,060	38,544	40,296
Cash Balance	241,154	444,077	583,387
	283,714	486,821	628,683
TOTAL ASSETS	313,482	511,097	647,467
Owners' Equity			
Capital	108,585	108,585	108,585
Accumulated Income	169,621	360,529	494,806
	278,206	469,113	603,391
Long-Term Liabilities			
Loan Balance	25,277	22,984	20,577
Hire-Purchase Balance			
	25,277	22,984	20,577
Current Liabilities			
Accounts Payable	10,000	18,999	23,499
TOTAL EQUITY & LIABILITIES	313,482	511,097	647,467

9.8 Financial Ratio Analysis

Financial Ratio Analysis	2023	2024	2025
<u>LIQUIDITY</u>			
Current Ratio	28	26	27
Quick Ratio (Acid Test)	28	25	27
<u>EFFICIENCY</u>			
Receivable Turnover	8	9	9
Inventory Turnover	303	279	256
<u>PROFITABILITY</u>			
Gross Profit Margin	49.56%	49.31%	47.11%
Net Profit Margin	16.14%	16.51%	11.11%
Return on Assets	54.11%	37.35%	20.74%
Return on Equity	60.97%	40.70%	22.25%
<u>SOLVENCY</u>			
Debt to Equity	12.68%	8.95%	7.30%
Debt to Assets	11.25%	8.21%	6.81%
Time Interest Earned	123	150	116

Break-even Analysis	2023	2024	2025
Total projected sales(RM)	1,051,200	1,156,320	1,208,880
Total variable costs (cost of sales)	530,210	586,190	639,339
Contribution margin	520,990	570,130	569,541
Contribution margin ratio	50%	49%	47%
Fixed costs	351,369	379,222	435,263
Total costs	881,579	965,412	1,074,602
Net Profit	169,621	190,908	134,278
Break-even sales	708,957	769,127	923,869
Percentage of break-even to sales	67%	67%	76%