

# **BUSINESS PLAN OUTLINE**

**COVER PAGE**



**FACULTY OF ENGINEERING**

**DIPLOMA IN MECHANICAL ENGINEERING (EM110)**

**EM1105F**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**



*EZ FIT MEALS ENTREPRISE*

**DIET BOX**

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# **LETTER OF SUBMISSION**

# **ACKNOWLEDGEMENT**

## **ACKNOWLEDGEMENT**

We are thankful to Allah SWT for requiring us to complete this Business Plan project, Alhamdulillah. First and foremost, we would like to thank Madam Rahayu Binti Izwani, our beloved Fundamentals of Entrepreneurship ENT 300 instructor, for her aid, counsel, perseverance, and, most importantly, a constructive direction in the completion of this business plan.

Additionally, we would like to convey our gratitude and special thanks to everyone who has inspired and supported us internally and externally to accomplish this project, especially our family and friends, for their assistance and advice. They have provided us with some helpful information. Without their help, we would be unable to execute this commercial endeavour.

Despite the difficulties associated with completing this business plan, we tend to be more engaged in idea generation and diligent in our efforts to complete it. This business plan comprises an organisational, service, financial, and learning strategy and any other information required by a new entrepreneur to launch this business.

Finally, we want to thank everyone who contributed to this project because it would not have been possible to complete it on time without their help and suggestions.

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# **EXECUTIVE SUMMARY**



## EXECUTIVE SUMMARY

In the last ten years, people have become more interested in products and services that help them live healthier lives. More and more government and non-government groups are promoting a healthy lifestyle as a personal choice for health, but doctors still tell us that we need to keep diseases at bay. Modern science shows that eating a healthy, well-balanced diet can do a lot for your health in the long run. We think that consumers will like our products and buy them because they want fast food more and more and more of them feel the need to eat healthily. We know this is true because research shows that most people (74%) know that eating healthy food affects their quality of life.

Eating healthy means getting enough of a wide range of foods from each of the five main food groups. Eating a variety of foods from the 5 main food groups gives the body a wide range of nutrients, improves health, and can help lower the risk of disease. It also keeps your diet interesting by giving you a variety of tastes and textures. The five food groups don't include many of the foods that are common in modern diets. These foods, which are sometimes called "junk" foods, "discretionary choices," or "occasional foods," can be eaten on occasion, but they shouldn't be a regular part of a healthy diet. Fats and oils have a lot of energy, but a healthy diet needs them in small amounts. No matter where you start, it's easy to make small changes to your diet that bring it closer to what the Australian Dietary Guidelines recommend. Just pay attention to eating foods from the five main food groups and cut back on the occasional foods you eat..

The business idea is to started selling healthy products. At first, the company will sell products on the internet ([www.healthymeal.com](http://www.healthymeal.com)) and have them shipped to customers. We will only deliver to small businesses in Masai. We will deliver to large and medium businesses all over Johor Bharu. In the long run, the company will increase its sales by putting food vending machines in major educational centres and other places where a lot of people go. We will also make a service about healthy food and how to live a healthy life.

# **INTRODUCTION**

# 1. Introduction

## 1.1. Name of the Business

The name of the business is "EZ FIT MEALS ENTREPRISE". The term EZ is a contraction of the word easy. This is because our company strives to satisfy clients who have the desire to change but lack the time to produce nutritious meals that requires precise cooking. So, basically, this business is to help people prepare healthy food. They only need to warm up the food and it is ready to eat. After that, We chose the word "fit" to indicate that our service is to give balanced, fresh, and high-quality ingredients to help people improve their performance. Last but not least, 'meals' is taken because of we provide variety of healthy meals.

## 1.2. Nature of business

Our company operates within the goods and service industries. Our service involves the design and prepare healthy food. Our target market consists of students, working individuals, and families, as well as those who wish to consume healthy food for daily basis. For instance, if a business has a particular event or programme that requires increase performance from nutrition for example fitness program or others.

In addition, by bringing high-quality ingredient, fresh ingredient, and prepare meals with healthy style that are suitable for our customers, Our products and services will become more attractive to our target market

This company offers meals that from a fresh ingredient that have variety for our customer to choose starting from protein, carbs, fat and seasoning. Our goods are meant to be tailored to the demands and tastes of our consumers. Other than that, we also make a member and free meals for our regular customer to make they more interesting with our service.

### *1.3. Industry Profile*

The consumption of nutritious foods improves customers' life satisfaction, health, and disease prevention. Adopting healthy eating habits and engaging in regular physical activity reduces the risk of chronic diseases and disorders, such as obesity, cardiovascular disease, diabetes, high blood pressure, and cancer, which impoverish millions of people and are one of the leading causes of premature death worldwide. Numerous wealthy nations subsidise healthy nutrition and lifestyle promotion on a yearly basis.

Rational nutrition takes into account a person's physiological needs for energy value, useful nutrients (proteins, fats, carbohydrates, vitamins, minerals, trace elements, and other useful substances), and other useful substances based on information about diseases, physical activities, employment, and the environment. Rational nutrition needs diet conformity. The optimal diet consists of four meals per day at intervals of 4-5 hours. 25% of the daily diet should consist of breakfast, 35% of lunch, 15% of afternoon tea, and 25% of dinner.

The diet should adhere to the following guidelines: Food must be digestible, well cooked, safe, and benign (should not contain pathogens of infectious, viral, or parasitic diseases, as well as toxins of microbial and non-microbial origin in concentrations); and the calorie content of food should correspond to an individual's energy consumption.

### *1.7. Future prospects of the business*

Our future prospects of the business are:

- We want to increase sales so that we can improve our services and hire more employees to provide better services to our customers.
- We ensure that our product is qualified to compete with our competitors by producing a high-quality product with an appealing design on the market.
- We intend to expand our business by opening branches in Malaysia and other well-known locations.

# **PURPOSE**

## 2. Purpose of preparing the business plan

### 2.1. To evaluate the project viability and growth potential

- To better comprehend the business's purpose and serve as a roadmap for managing the business successfully and efficiently.
- To decrease the most important contributor less loss in business.
- To cooperate with other raw material supplier.

The objective of a business plan is to identify, describe, and evaluate a business opportunity or a developing company based on their technological, economic, and financial viability. Additionally, it should serve as a business card to present you to prospective clients. When the moment is right, we will introduce our business to banks, investors, institutions, government agencies, non-governmental organisations, and other relevant parties. to seek operational or financial support in any form. A business card can help you define your objectives and the necessary steps to achieve them. It emphasises your objective, vision, and procedures. It also serves as the company's curriculum vitae, presenting its goals to investors, partners, employees, and suppliers. A solid business plan defines how much and where the company's capital will come from. It also includes sales, forecasts, spending budgets, cash flow, and investment of profits.

### 2.2. To apply for loans or financing facilities from the relevant financial institutions

The most obvious reason to think about getting a small business loan is to invest in a way for the business to grow. When business is good, keeping the business growing can help make sure that the profits don't stop growing or even go down. There are many costs that come with more growth, such as advertising, buying new property, renovating buildings, and hiring more people. It's unlikely that we have enough cash on hand to pay for all of this without taking money from the funds that keep your business running. Loans can help pay for the costs of growing the business without using up your operational funds, so it can keep impressing customers even as the business grows.

### 2.3. To act as a guideline for the management of the proposed business

A business plan can also help a company keep track of its cash flow. By managing cash flow well, a business owner can avoid the scariest part of running a business. Most businesses

go bankrupt because they don't know how to handle their cash flow well. Because of this bad management, the books don't balance, and a company's debts end up being higher than its sales, which forces it to close its stores.

#### 2.4. To allocate business resources effectively

When starting a new business, folks need a business plan. Before starting a business, it is the most important thing for an entrepreneur to think about. A person's business will be successful if they have a well-thought-out plan for it. A business plan does more than one thing. EZ FITZ MEALS ENTERPRISE needs a business plan to map out how the business will grow. This is because EZ FITZ MEALS ENTERPRISE can make a future plan for how the business will work, where it should be located, and what kind of products and services it should offer by making a business plan. This would make sure that the business runs smoothly because EZ FITZ MEALS ENTERPRISE will be able to stick to a good plan for the future.



# **BUSINESS BACKGROUND**

### 3.1.2 Mission

Make people eat healthier, not less. Delivered and supplied ready-to-eat and frozen meals worldwide. Food for People is trying to eliminate hunger and promote the health and well-being of our community by providing access to fresh and nourishing foods, educating the community, and advocating on their behalf.

### 3.2 Organizational Chart



### 3.3 Logo and Motto

#### 3.3.1 Logo



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**EZ FIT MEALS ENTREPRISE**

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Figure 3.3 : Logo of EZ fit meals

<b>SYMBOLS</b>	<b>DESCRIPTION</b>
Word “EZ”	An easy ready healthy meals are prepared ready to eat.
Word “FIT”	Balanced, fresh, and high-quality ingredients to help people improve their performance.
Word “MEALS”	The nature of our business is prepare meals.

#### Logo description

1. term EZ is a contraction of the word easy. This is because our company strives to satisfy clients who have the desire to change but lack the time to produce nutritious meals that requires precise cooking. So, basically, this business is to help people prepare healthy food. They only need to warm up the food and it is ready to eat.
2. We chose the word "fit" to indicate that our service is to give balanced, fresh, and high-quality ingredients to help people improve their performance.
3. 'meals' is taken because of we provide variety of healthy meals.

#### 3.3.2 Motto

##### **“The Premium fresh and Healthy Nutriment”**

The motto “The Premium fresh and Healthy Nutriment” is defined as our product will always satisfy customer needs. Every meals that produced by ours are made with fresh, high quality product and balance. We will try our best to served customer needs.

# **PARTNERSHIPS BACKGROUND**

## **LOCATION OF THE BUSINESS**

### 5.3. Basic amenities

- The water cost for our shop will be RM 300 per month because our business requires a great deal of water usage in addition to the daily bathroom usage of staff and customers, as well as food preparation.
- The monthly power bill will be RM 8000 because this firm relies significantly on equipment, computers, the air conditioning system, and other equipment for operation.
- A monthly Internet membership will cost RM160. Internet is essential for our store's office work, computer at the front desk for customers, and communication with our suppliers and clients for receiving orders, information, and updates.

Figure shown below is our shop lot for the business.



Figure5.2: shop lot layout.



Figure5.3: shop lot layout.



Figure5.4: shop lot layout.



Figure5.5: shop lot layout.



# **MARKETING PLAN**

## 6. Marketing Plan

### 6.1 Marketing Objectives


#### (i) New business

EZ Fit Meals is a new business with a marketing objective is to introduce people about healthy food which can eat it anywhere, anytime even inside the car. Even if a growing number of places serving healthy cuisine, we remain dedicated to creating our unique healthy products. Our items or products are unique from all other products on the market. Customers can experience our products with distinctive and different dishes from other healthy food in our locations. Customers will find it simpler to receive their food by just ordering food using this drive-thru theme or pick up. With appealing packaging, customers can enjoy our products wherever they are at home, at gym, in the vehicle, or anyplace else. The purpose of this business also is to satisfy the needs of customers who want to eat western food anyplace without having to place a restaurant order.


### 6.2 Description of products


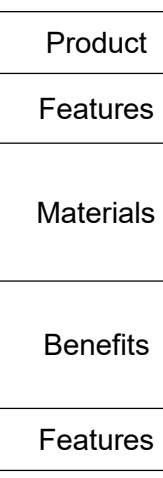
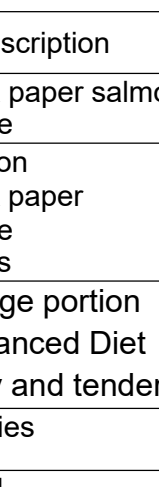
The sales items that we will provide in the EZ Fit Meals are listed in the table below. Based on our discussion, we have chosen ten suitable and interesting products.


*Table 6.2.1 Product description*

Picture	Product	Description	Price(RM)
	Features	<ul style="list-style-type: none"> <li>- Chicken fried</li> <li>- Hummus</li> <li>- Veggie</li> </ul>	18
	Materials	<ul style="list-style-type: none"> <li>- Chicken thigh</li> <li>- Cucumber</li> <li>- Bread</li> <li>- Chickpeas</li> <li>- Lemon juice</li> </ul>	
	Benefits	<ul style="list-style-type: none"> <li>- Weight loss</li> <li>- Better digestive health</li> <li>- Balanced Diet</li> </ul>	

Picture	Product	Description	Price
Primavera with smoked chicken	Features	<ul style="list-style-type: none"> <li>- Smoked chicken</li> <li>- Primavera</li> <li>- Veggie</li> </ul>	19
	Materials	<ul style="list-style-type: none"> <li>- Chicken thigh</li> <li>- Pasta primavera</li> <li>- Tomato</li> </ul>	

		<ul style="list-style-type: none"> <li>- Cucumber</li> </ul>		
<p>Barbocoa beef wrap</p> 	<p>Benefits</p>	<ul style="list-style-type: none"> <li>- Large portion</li> <li>- Balanced Diet</li> <li>- Juicy and tender</li> </ul>	<p>23</p>	
<p>Features</p>	<ul style="list-style-type: none"> <li>- Grilled beef</li> <li>- Wrap</li> <li>- Veggie</li> </ul>	<p>Materials</p>		<ul style="list-style-type: none"> <li>- Beef</li> <li>- Wrap</li> <li>- Carrot</li> <li>- Salad</li> </ul>
<p>Benefits</p>	<ul style="list-style-type: none"> <li>- Balanced diet</li> <li>- Weight loss</li> </ul>			
<p>Beef veggie pesto pasta</p> 	<p>Features</p>	<ul style="list-style-type: none"> <li>- Steam beef</li> <li>- Pasta</li> <li>- Veggie</li> </ul>	<p>26</p>	
<p>Materials</p>	<ul style="list-style-type: none"> <li>- Beef</li> <li>- Pesto pasta</li> <li>- Prego</li> <li>- Carrot</li> </ul>	<p>Benefits</p>		<ul style="list-style-type: none"> <li>- Large portion</li> <li>- Balanced Diet</li> <li>- Juicy and tender</li> </ul>
<p>Herbal seabass broccarrot rice</p> 	<p>Features</p>	<ul style="list-style-type: none"> <li>- Seabass fried</li> <li>- Broccarrot rice</li> </ul>	<p>24</p>	
<p>Materials</p>	<ul style="list-style-type: none"> <li>- Seabass</li> <li>- Rice</li> <li>- Beans</li> </ul>	<p>Benefits</p>		<ul style="list-style-type: none"> <li>- Large portion</li> <li>- Balanced Diet</li> <li>- Juicy and tender</li> </ul>

Picture	Product	Description	Price
<p><i>Black pepper salmon with penne</i></p> 	Features	<ul style="list-style-type: none"> <li>- Black paper salmon</li> <li>- Penne</li> </ul>	28
	Materials	<ul style="list-style-type: none"> <li>- Salmon</li> <li>- Black paper</li> <li>- Penne</li> <li>- Beans</li> </ul>	
	Benefits	<ul style="list-style-type: none"> <li>- Large portion</li> <li>- Balanced Diet</li> <li>- Juicy and tender</li> </ul>	
<p>Veggie salad</p> 	Features	<ul style="list-style-type: none"> <li>- Veggies</li> </ul>	6
	Materials	<ul style="list-style-type: none"> <li>- Salad</li> <li>- Tomato</li> <li>- Cucumber</li> <li>- Beans</li> </ul>	
	Benefits	<ul style="list-style-type: none"> <li>- Large portion</li> <li>- Balanced Diet</li> <li>- Juicy and tender</li> </ul>	
<p>Spaghetti</p> 	Features	<ul style="list-style-type: none"> <li>- Spaghetti</li> <li>- Veggie</li> </ul>	8
	Materials	<ul style="list-style-type: none"> <li>- Spaghetti</li> <li>- Tomato</li> <li>- Cucumber</li> <li>- Salad</li> </ul>	
	Benefits	<ul style="list-style-type: none"> <li>- Large portion</li> <li>- Balanced Diet</li> <li>- Juicy and tender</li> </ul>	
<p>Chocolate almond</p>	Features	<ul style="list-style-type: none"> <li>- Almond</li> <li>- Chocolate</li> </ul>	18
	Materials	<ul style="list-style-type: none"> <li>- Almonds</li> <li>- Chocolate</li> <li>- Oil</li> </ul>	

	<p>Benefits</p>	<ul style="list-style-type: none"> <li>- Low cholesterol</li> <li>- Weight loss</li> <li>- Reduce of the risk heart attack</li> </ul>	
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### 6.3 Target market

Our EZ Fit Meals is focuses on the low- to upper- income markets, increasingly targeting the middle- class by appealing to their desire for affordable, restaurant-quality food. This group, to a large extent, includes working adults, students everyone who are interested in the convenience of drive thru service. Apart from that, we can attract a lot of customers thanks to the EZ Fit Meals's location on Bandar Seri Alam, which is a popular destination for people in the Masai area. However, as outlined in this business plan, we further specify our target market by using demographic and geographic target market segments. As in table below, you can see who our target market ang the reasons.

#### 6.3.1 Geographic Segmentation with explanation

The area of business is located at Bandar Seri Alam, Masai. The shop is also near and a rounding with gyms in Masai. It is a very strategic place to open the seller food. The area is always busy with people coming from all over Johor Bahru and Singapore as the area is not too far from Singapore.

The area consists of a lot of facilities such as restaurants, gyms, convenience stores and more. Many people pass by that area to go to these places. People will tend to visit our shop because they are already in that area.

Finally, the area of operation is located near the heart of Masai. Many offices and hospitals can be found around the area. Office workers, nurses, and gym enthusiast can come by after their office hours to check out product if they're interested in buying them.

## 6.4 Market size

### 6.4.1 Population

According to Macrotrend website, the population in Masai is about 1,065,00.

Masai population = 1,086,000 people (Macrotrends)

Market Size = 1086000 x 10%

=108600 people

Total Market Size = market size x number sets each purchase for a year x

Average competitor price

=108600 x 3 sets of ala carte x (18.00 + 23.00 + 26.00 + 8.00 + 16.00) / 5

= RM 5,929,560 per year

## 6.5 Competitors

### 6.5.1 Identifying competitors (3 competitors)

Table 6.5.1 Competitive analysis

Competitors	Strengths	Weaknesses
DIETMONSTA	<ul style="list-style-type: none"><li>• Homemade recipe</li><li>• High Popularity</li><li>• Provide food delivery</li></ul>	<ul style="list-style-type: none"><li>• Slow Service</li><li>• Need more time to prepare food</li></ul>
GWS Gourmet Healthy Food	<ul style="list-style-type: none"><li>- High Popularity</li><li>- Various Menu</li><li>- Affordable Price</li></ul>	<ul style="list-style-type: none"><li>- Not deliver best quality of meals</li><li>- Lack of parking space</li></ul>
MMH Diet Food	<ul style="list-style-type: none"><li>- Comfortable environment</li><li>- Lots of menu</li></ul>	<ul style="list-style-type: none"><li>- Expensive</li><li>- Need more time to prepare food</li></ul>
Others		

### 6.5.1 Ranking of the competitors

*Table 6.5.2 Ranking of the competitors*

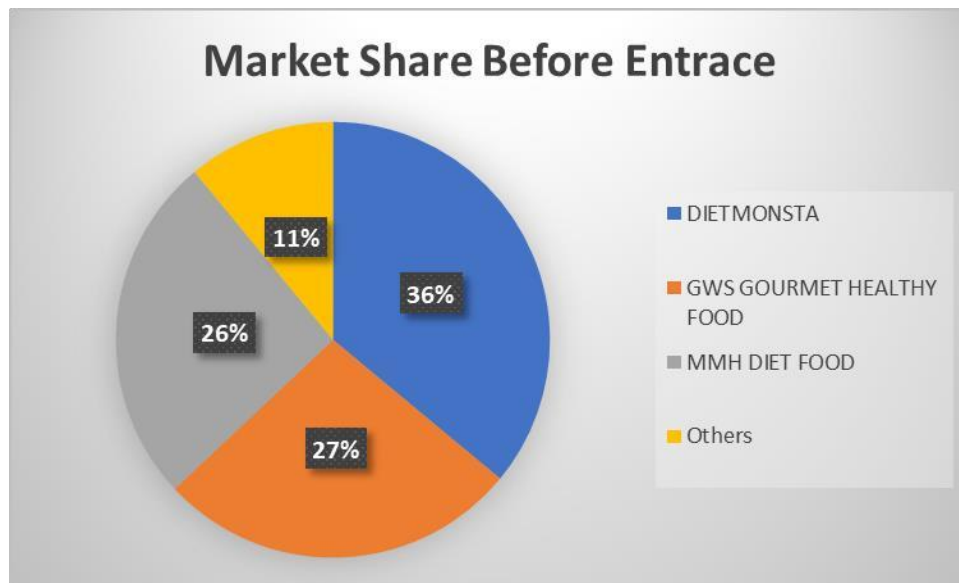
Rank No	Competitors
1	DIETMONSTA
2	GWS GOURMET HEALTHY FOOD
3	MMH DIET FOOD
4	Others

### 6.6 Market Share

#### 6.6.1 Market share before the entry of your business.

*Table 6.6.1 Market share before the entry of your business*

Competitor	Before entrance (%)	Amount (RM)
DIETMONSTA	36	3,680,640
GWS GOURMET HEALTHY FOOD	27	2,760,480
MMH DIET FOOD	26	2,658,240
Others	11	1,124,640
TOTAL	100	10,224,000.00

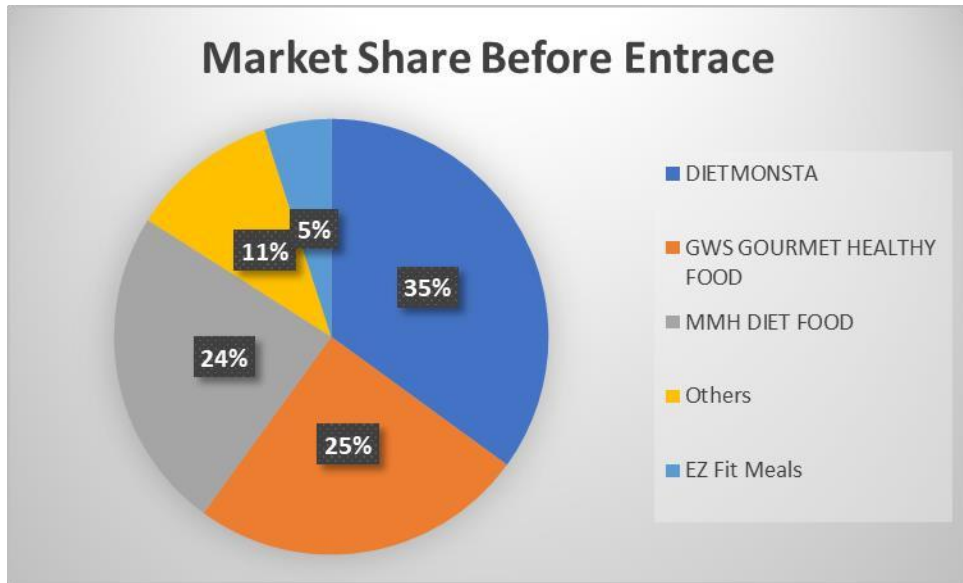


#### 6.6.1 Adjusted market share after the entry of your business.

*Table 6.6.2 Market share before the entry of your business*

Competitor	After entrance (%)	Amount (RM)	Percentage of loss (%)
DIETMONSTA	35	3,680,640	-1
GWS GOURMET HEALTHY FOOD	25	2,760,480	-2

MMH DIET FOOD	24	2,658,240	-2
Others	11	1,124,640	-
<i>EZ Fit Meals</i>	5	511,200.00	-
TOTAL	100	10,224,000.00	





## 6.7 Sales forecast

Table 6.7 Sales Forecasting

<i>Month</i>	<i>Chicken veggie with hummis (RM 18)</i>	<i>Barbocao beef wrap(RM 23)</i>	<i>Black pepper salmon with penne(RM 28)</i>	<i>Vegetable salad(RM 6)</i>	<i>Chocolate almond(RM 18)</i>
1	240	240	240	480	240
2	240	240	240	480	240
3	240	240	240	480	240
4	240	240	240	480	240
5	240	240	240	480	240
6	240	240	240	480	240
7	240	240	240	480	240
8	240	240	240	480	240
9	240	240	240	480	240
10	240	240	240	480	240
11	240	240	240	480	240
12	240	240	240	480	240
<i>Year 1</i>	<i>2880</i>	<i>2880</i>	<i>2880</i>	<i>5760</i>	<i>2880</i>
<i>Year 2</i>	<i>3168</i>	<i>3168</i>	<i>3168</i>	<i>6336</i>	<i>3168</i>
<i>Year 3</i>	<i>3484</i>	<i>3484</i>	<i>3484</i>	<i>6969</i>	<i>3484</i>

<i>Month</i>	<i>Vegetable Spaghetti (RM 8)</i>	<i>Frimavera with smoked chicken (RM 19)</i>	<i>Beef veggie pesto pasta (RM 26)</i>	<i>Herbal seabass broccarrot rice (RM 24)</i>	<i>Total</i>
1	480	240	240	240	2640
2	480	240	240	240	2640
3	480	240	240	240	2640
4	480	240	240	240	2640
5	480	240	240	240	2640
6	480	240	240	240	2640
7	480	240	240	240	2640
8	480	240	240	240	2640
9	480	240	240	240	2640
10	480	240	240	240	2640
11	480	240	240	240	2640
12	480	240	240	240	2640
<b>Year 1</b>	<b>5760</b>	<b>2880</b>	<b>2880</b>	<b>2880</b>	<b>31680</b>
<b>Year 2</b>	<b>6336</b>	<b>3168</b>	<b>3168</b>	<b>3168</b>	<b>34848</b>
<b>Year 3</b>	<b>6969</b>	<b>3484</b>	<b>3484</b>	<b>3484</b>	<b>38332</b>

## 6.8 Market strategy

### 6.8.1 Product

EZ Fit Meals provides western food in drive thru style, which is served with a variety of western foods of the customer's choice. Our menus will be provided in 2 methods of cooking which is steam and grilled. The food will be cooked by customer's choice either steam or grilled method. Our healthy foods is produced using high quality ingredients to ensure the quality of food products is maintained. It will also be served in a polyester food container that has been stamped with the EZ Fit Meals logo before being given to customers.

### 6.8.2 Price

The price set up by EZ Fit Meals is determined by competitive pricing. A market survey of healthy food prices around the Masai area was conducted before the menu price was decided. The price of the Chicken Veggie that we set is RM18 and the customer can choose the method of cooking either grilled. EZ Fit Meals only provides for the customer to choose in box. If the customer just want to buy for one week or one month, they can buy in box. The prices for our menus is reasonable and affordable. The average price charged by other western food competitors is around RM6 to RM30.

### 6.8.3 Place

The distribution strategy applied by EZ Fit Meals is direct distribution where the transaction is done directly to the customer without any third party. Among the gyms in choosing this location is because of its strategic location which is an attraction for locals and tourists. The business location is also close to the gym building and residential where employees or family can get healthy food to eat at noon, night or after working hours. In addition, this location is easily accessible because there are various modes of transportation available such as taxi, buses and cars.

### 6.8.4 Promotion (*promotion mix*)

EZ Fit Meals uses online and offline marketing method. The offline method used is through business card, loyalty card, signboard and banner. As for online method, is it through social media (Instagram), youtube and Facebook advertisement. When managing our business, EZ Fit Meals plans to launch an intriguing promotion on particular days. The independence, new year,

and opening day promotions are a few of the promotions we have planned. With this offer, we can boost both our company's revenue and brand recognition.

Table 6.8.4.1: marketing capital

Product	Price(RM)
Business card(500 pax)	87
Banner	100
Online advertisement	100

The figure shown below is marketing medium to expand the business.



Figure 6.1: EZFITMEAL banner.



Figure 6.2: EZFITMEAL loyalty card



Figure 6.3:business card

### 6.9 Organization Chart for Marketing Department



Figure 6.9 Organizational Chart (Head of Department + workers)

### 6.10 Manpower Planning (Arial 12, BOLD)

Table 6.10 List of Marketing Personnel

Position	No of Personnel
Marketing Manager	1

6.11 Schedule of Task and Responsibilities

Table 6.11 Task and Responsibilities of Marketing Personnel

Position	Task and Responsibilities
Marketing Manager	<ul style="list-style-type: none"> <li>• To identify market for companies</li> <li>• To create interesting and attractive marketing</li> <li>• To plan promotion</li> </ul>

6.12 Schedule of Remuneration

Table 6.11 Schedule of Remuneration plan of Marketing Personnel :

Position	Qty	Monthly Salary (RM) (A)	EPF (RM) (13 %) (B)	SOCSSO (RM) (1.75%) (C)	Total (A)+(B)+(C)
Marketing Manager	1	2000	260	35	2295

6.13 Marketing Budget

Table 6.12 Marketing Budget

Item	Fixed Assets	Monthly Expenses (RM)	Other Expenses (RM)
Fixed Asset	-	-	-
Working capital	-	-	-
Other Expenses	-	-	287
<b>TOTAL</b>			<b>287</b>

# **OPERATIONAL PLAN**

## **7 Operational Plan (Arial 12, BOLD)**

### *7.1 Component of Operating Systems*

#### 7.1.1 Business Input

Business input describes the assets, such as time, money, work, and effort, that will be required to finish a certain task. The main objective of our business is to provide delicious, healthy meals for those who lack the time to prepare them themselves. By providing these meals to those that required them, we may achieve the objectives of our company. Making adverts to publicise our firm on the internet is just one of the many inputs that have been invested in our organisation. In addition, we spent a sizeable chunk of money setting up our company's site, furnishings, equipment, and tools to meet consumer expectations and make sure they don't hesitate to purchase our items. We also adhere to the predetermined schedule, opening our store for more than nine hours, serving customers, and then taking an hour to rest.



#### 7.1.2 Transformation Process

Because it is a necessary step in order to complete the task, the transformation process is different from the input. When a customer places an order on our website or through WhatsApp, our service process starts. Customers can then choose to pick up their orders from our store in person or wait for delivery orders to be sent to their homes. Customers may also place orders directly at our store, but they will need to wait while we complete their orders. As a result, we encourage our clients to order our products in advance to ensure a flawless transaction. At addition, as we exclusively offer takeout and deliveries, we don't allow customers to eat in our establishment.

#### 7.1.3 Output

The finished product is referred to as the output. Our primary product in this business is to offer them enticing, nutritious foods that are ready to eat. Customers' satisfaction is always our top priority, therefore we appreciate any feedback they may have. Our customers' positive feedback



shows that we've improved our service by saving them time to prepare healthy meals and by giving them the best service they've ever experienced. As a result, because past clients will recommend our business, the number of clients will rise.

#### 7.1.4 Feedback




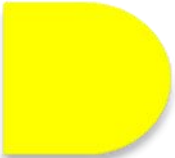
We will ask the customer for feedback on the service they received after they have finished the payment process. Additionally, we will ask our customer for permission before posting their photo on our Instagram account and for them to comment on it there. The reason for this is so that we can enhance it in order to continue satisfying consumers in the future by discovering what we are lacking from the input provided by customers.

#### 7.1.5 External Environment

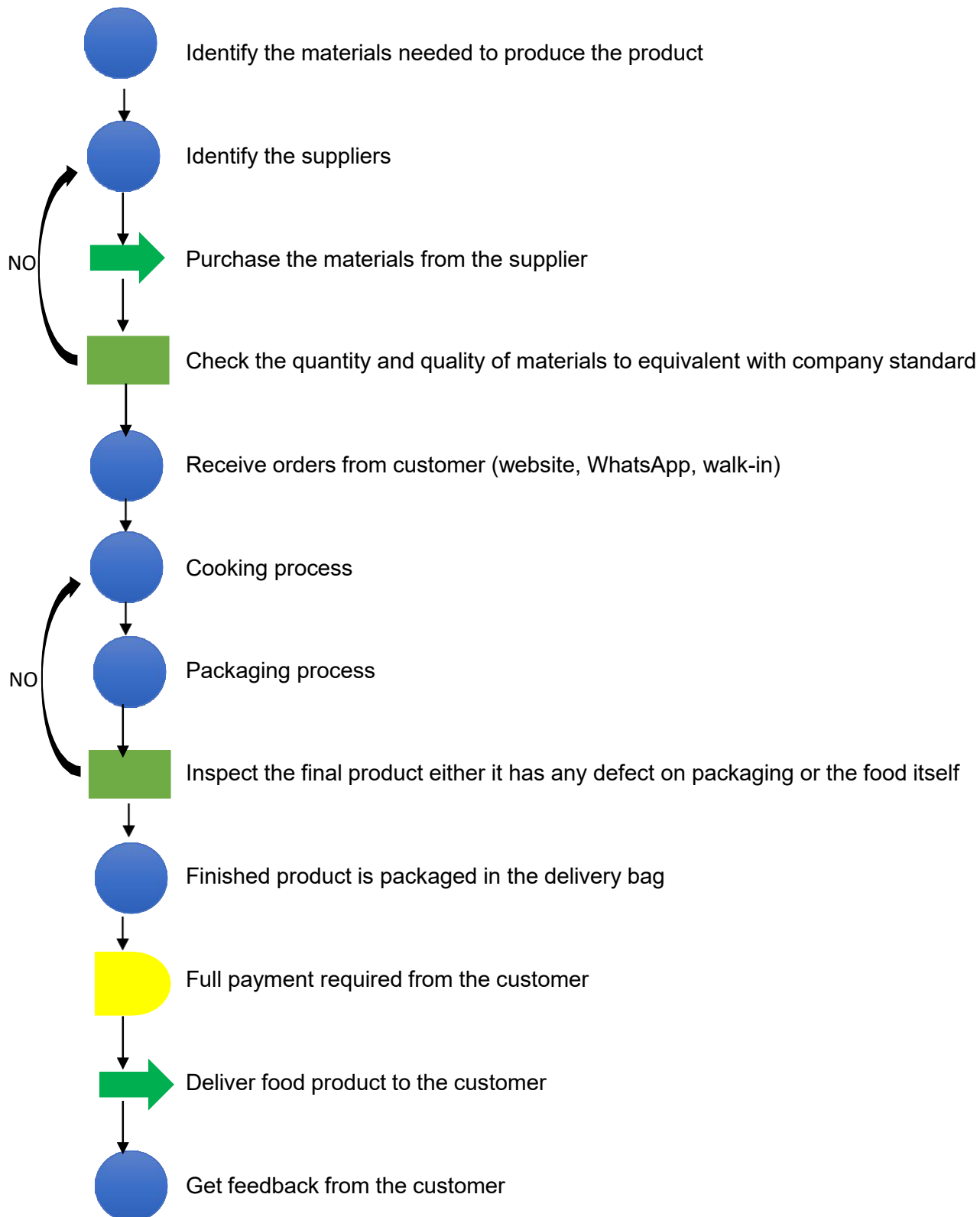
Our company, which sells wholesome, nutritious food, will be affected by the external environment continually. This is as a result of the fact that other businesses out there not selling foods that are the same as what we are selling. Our product is quite uncommon, therefore spreading the word about it is challenging. To get as many people to notice our goods as possible, it will need a lot of work to advertise it. It serves to both arouse interest in our products and worries regarding the significance of eating healthily.

## 7.2 Process Planning for Manufacturing

### 7.2.1 Symbol of Process Chart

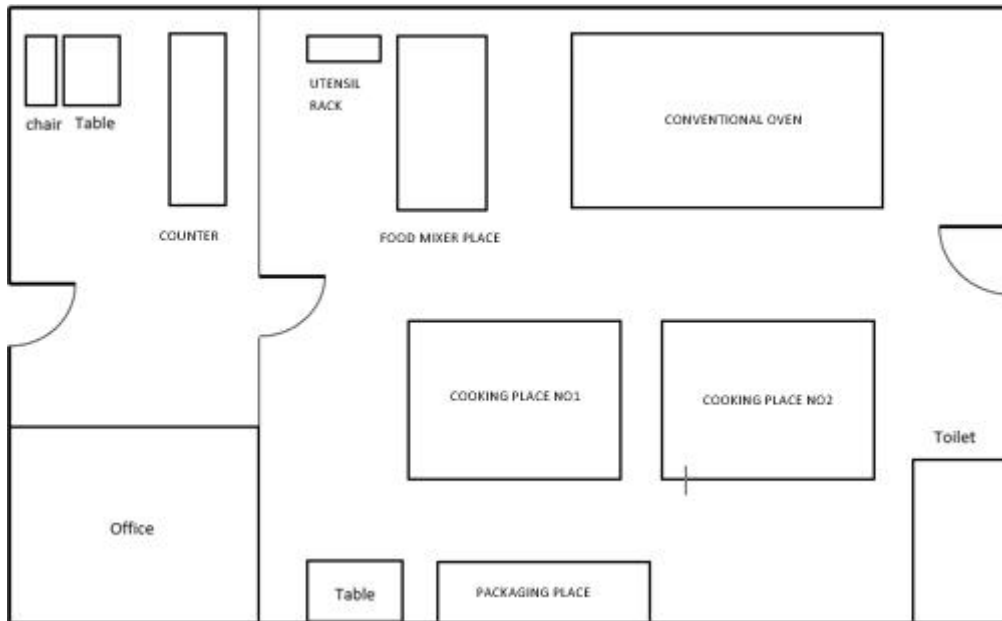
Symbol	Activity	description
	Operation	Activity that modify, transform or give added value to the input.
	Transportation	Movement of material or goods from one place to another.
	Inspection	Activity that measure the standard or quality.
	Delay	Process is delayed because in process material are waiting for next activity.

### 7.2.2 Process flow chart



### 7.3 Operations Layout

#### 7.3.1 Layout based on the product



### 7.4 Production Planning

#### 7.4.1 Sales forecast per month

PRODUCT	Average sale forecast per month (RM)	Sales price (RM)	Number of output per month (units)
Lemongrass chicken veggie with hummus	4320	18	240
Lo Mein primavera with smoked chicken	4560	19	240
Barbacoa beef wrap	5520	23	240
Mexican cilantro beef veggie pesto	6240	26	240

pasta			
Herbal seabass broccorrot rice	5760	24	240
Black pepper salmon arrabiata penne	6720	28	240
Vegetable salad	2880	6	480
Vegetable spaghetti	3840	8	480
Chocolate almond cranberry cookies	4320	18	240
Total	44160		5300

#### 7.4.2 Number of output per day

If the number of working days per month is 24 days (6 days/week)

= No. of output per month / no. working days per month

PRODUCT	Number of output per month ( units)	Working days per month	Number of output per day (units)
Lemongrass chicken veggie with hummus	240	24	10
Lo Mein primavera with smoked chicken	240	24	10
Barbacoa beef wrap	240	24	10
Mexican cilantro beef veggie pesto	240	24	10

pasta			
Herbal seabass broccorrot rice	240	24	10
Black pepper salmon arrabiata penne	240	24	10
Vegetable salad	480	24	20
Vegetable spaghetti	480	24	20
Chocolate almond cranberry cookies	240	24	10
Total	2640		110

#### 7.4.3 Number of units per hour

Such as daily working hour = 8 hours

= No. of output per day / daily working hours

PRODUCT	Number of output per day ( units)	Working hours per day	Number of output per hour (units)
Lemongrass chicken veggie with hummus	10	8	1.25
Lo Mein primavera with smoked chicken	10	8	1.25
Barbacoa beef wrap	10	8	1.25
Mexican cilantro beef	10	8	1.25

veggie pesto pasta			
Herbal seabass brocorrot rice	10	8	1.25
Black pepper salmon arrabiata penne	10	8	1.25
Vegetable salad	20	8	2.5
Vegetable spaghetti	20	8	2.5
Chocolate almond cranberry cookies	10	8	1.25
Total	110		13.75

## 7.5 Material Planning

### 7.5.1 Material Requirement Planning

#### 7.5.1.1 Raw Material Required per Month (Bill of Material)

No	Material	Quantity	Safety Stock	Total Material Requirement	Price/Unit (RM)	Total Price (RM)
1	Extra virgin olive oil	3 bottles	5% of 3 =0.15 =1	3+1 =4 bottles	15	15x4 =RM60
2	Chicken breast	104kg	5% of 104 = 5.2	104+5.2 =109.2	16	16x109.2 =1742.2
3	Beef	40kg	5% of 40	40+2	25	25x42

			=2	=42		=1050
4	Seabass	52kg	5% of 52 =2.6	52+2.6 =54.6	18	18x54.6 =982.8
5	Salmon	26kg	5% of 26 =1.3	26+1.3 =27.3	27	27x27.3 =737.1
6	Garlic	20kg	5% of 20 =1	20+1 =21	3.46	3.46x21 =72.66
7	Soy sauce	1 bottle	5% of 1 =0.05 =1	1+1 =2	4.50	4.50x2 =9
8	Salt	1 plastic	5% of 1 =0.05 =1	1+1 =2	1.00	1.00x2 =2.00
9	Light brown sugar	5kg	1	6	3.60	21.6
10	Tomato	10kg	1	11	2.77	30.47
11	Carrot	10kg	1	11	6.90	75.9
12	Lettuce	10kg	1	11	5.10	56.1
13	Red onion	10kg	1	11	6.50	71.5
14	Broccoli	10kg	1	11	12.30	135.3
15	Cauliflower	10kg	1	11	6.25	68.75
16	Lemon	5kg	1	6	9.99	60
17	Chickpeas	15kg	1	16	7.50	120
18	Tofu	250 packets	13	263	1.00	263
19	Celery	10kg	1	11	6.50	71.5
20	Zucchini	10kg	1	11	5.90	64.9
21	Sesame oil	5 bottles	1	6	11.50	69
22	Cucumber	10kg	1	11	1.82	20
23	Unsalted butter	5 kg	1	6	17.50	105
24	Parmesan cheese	1kg	1	2	64.50	129



25	Chocolate chip	5kg	1	6	16.90	101.4
26	Egg	20 cartons	1	21	19.00	399
27	All-purpose flour	20kg	1	21	4.50	94.5
28	Baking soda	2 kg	1	3	3.10	9.3
29	Dried cranberries	2kg	1	3	30.70	92.1
30	Almond	2kg	1	3	36.50	109.5
31	Spaghetti	100 packets	5	105	4.00	420
32	Tortilla	50 packets	3	53	8.15	431.95
33	Avocado	2 kg	1	3	45.67	91.34
34	Fresh basil	2 bottles	1	3	8.90	26.7
35	Vanilla extract	10 bottles	1	11	6.90	75.9
36	Red bell pepper	4 kg	1	5	22.00	110
37	Penne pasta	100 packets	5	105	5.30	556.5
38	Lemongrass	10 kg	1	11	3.99	43.89
Total material cost						8567

#### 7.5.2 Identify supplier

Material	Material
All items	AyamkitaFresh.com

#### 7.6 Machine and Equipment Planning

##### 7.6.1 Amount of machine & equipment required (Calculate for every machine usage)

$$\frac{\text{Planned Rate of Production per day} \times \text{Standard production time}}{\text{Machine productive time per day}}$$

Machine	calculation
Conventional oven	$(5 \times 20 \text{ minutes}) / 9 \text{ hours} \times 60$ $= 0.19$
Freezers and refrigerators	$(1 \times 9 \text{ hours}) / 9 \text{ hours}$ $= 1$
Mixers	$(30 \times 5 \text{ minutes}) / 9 \text{ hours} \times 60 \text{ minutes}$ $= 0.27$
Ventilation	$(1 \times 9 \text{ hours}) / 9 \text{ hours}$ $= 1$

#### 7.6.2 List of machine & equipment

Machine	Quantity	Price per unit (RM)	Total price (RM)
Conventional oven	2	3750	7500
Refrigerators	2	2280	4560
Food Mixers	1	1380	1380
Ventilation	1	1550	1550

Tools	Quantity	Price per Unit (RM)	Total Price (RM)
Pan (wok)	5	RM25	RM125
Kitchen utensils set (knife, spatula, etc)	2	RM40	RM80

Chopping board	4	RM8	RM32
<b>Total</b>			<b>RM237</b>
<b>Other expenses</b>	<b>Quantity</b>	<b>Price per Unit (RM)</b>	<b>Total Price (RM)</b>
Dustbin	1	RM15.00	RM15.00
Broom	1	RM6.00	RM6.00
Dustpan	1	RM3.50	RM3.50
<b>Total</b>			<b>RM24.50</b>

#### 7.6.3 List of machine supplier

<b>Machine</b>	<b>Supplier</b>
Conventional oven	CKE Holdings Sdn Bhd 191-5, 5 th Floor, Wisma CKE, Jalan Lancang Off Jalan Cheras, 56100 Kuala Lumpur.
Freezers and refrigerators	
Mixers	
Ventilation	

#### 7.6.4 Machine and Equipment (rental or purchase)

<b>Item</b>	<b>Quantity</b>	<b>Price/unit (RM)</b>	<b>Total Cost Monthly (RM)</b>
Conventional oven	2 (purchase)	3750	7500
Refrigerators	2 (purchase)	2280	4560
Food Mixers	1 (purchase)	1380	1380
Ventilation	1 (purchase)	1550	1550
<b>TOTAL</b>			<b>14990</b>

## 7.7 Manpower Planning

### 7.7.1 Organization Chart for Operation Department



MUHAMMAD FARHAN HAIQAL BIN SALEHUDDIN

*Figure 7.7.1 Organizational Chart (Head of Department + workers)*

### 7.7.2 Amount of direct labour required (Calculate for every man power)

- Head Chef

$9 \times 30 \text{ minutes} / 540 \text{ minutes} (9 \text{ hours} \times 60)$

$= 0.5 @ 1 \text{ chef}$

- chef

$9 \times 30 \text{ minutes} / 540 \text{ minutes} (9 \text{ hours} \times 60)$

$= 0.5 @ 1 \text{ chef}$

- Packager / quality control

$500 \times 1 \text{ minutes} / 540 \text{ minutes}$

$= 0.93 @ 1 \text{ Packager} / \text{ quality control}$

### 7.7.3 List of Operation Personnel

<b>Position</b>	<b>Qty</b>	<b>Monthly Salary (RM) (A)</b>	<b>EPF (RM) (13 %) (B)</b>	<b>SOCSSO (RM) (1.75%) (C)</b>	<b>Total (A)+(B)+(C)</b>
<b>Marketing Manager</b>	1	2000	260	35	2295

<b>Position</b>	<b>No of personnel</b>
Head chef	1
Chef	2
Packager / quality control	2

### 7.7.4 Schedule of task and responsibilities

<b>Position</b>	<b>Task and Responsibilities</b>
Operation manager / head chef	<ol style="list-style-type: none"> <li>1. To ensure the production process is systematic and efficient</li> <li>2. To ensure the final products are high quality</li> <li>3. Lead operation process</li> <li>4. Manage and setting all the machines before production process</li> <li>5. Inspect all machines if have any failure</li> <li>6. Do a quality check (QC) before the final product deliver to the customer</li> <li>7. Maintain cleanliness in the production area</li> </ol>

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#### 7.7.5 Schedule of remuneration

Position	No.	Monthly Salary (RM)	EPF Contribution (13%) (RM)	SOCSSO (1.75%) (RM)	Amount (RM)
Head chef	1	1500	195	26.25	1721
Chef	2	1200	156	24	1380
Packager	2	1200	156	24	1380
TOTAL					4481

#### 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	Electricity	800
2	Water	300
3	Rental	1300
4	Internet	160
5	Machine maintenance	200
	TOTAL	2760

### 7.9 Total Operations Cost

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

= 2760+16127+9960+237

= RM29084

### 7.10 Cost per unit

Cost per unit = 29084 / 5300

=RM5.50

### 7.11 Productivity Index (PI)

Productivity Index = 44160 / 29084

=1.52

### 7.12 Location Plan

This place is chosen because it have big population and placed in strategic place.

- Facing main road with high visibility
- Walking distance to Seri Mutiara Apartment (more than 1000 houses apartments).
- Walking distance to Asia Metropolitan University which host medical degree programme.
- Nearly 5 gym of 20km radius from the shop lot.
- Location near Pasir Gudang highway exit.



### 7.13 Business and operation hours

Business hour = 8 hours per day (8.00 a.m until 6.00 p.m)

Operating hour = 8 hours per day (8.00 a.m until 6.00 p.m)

Working days = 6 days per week ( Monday – Saturday)

7.14 License, permits and regulations required (Refer text book and choose relevant with your business)

Type of License	Fees	Logo
SSM License	RM120 per year	
SIJIL KUSUS PENGENDALIAN MAKANAN KKM	RM50 one time	

7.15 Operations Budget

Item	Fixed Assets	Monthly Expenses (RM)	Other Expenses (RM)
Fixed Asset			
- Tools	237		
- Machine	14990		
Working Capital			
- Raw materials		8567	
- Overhead		2760	
- Salaries		4481	
Other Expenses			
- Other expenses			24.50

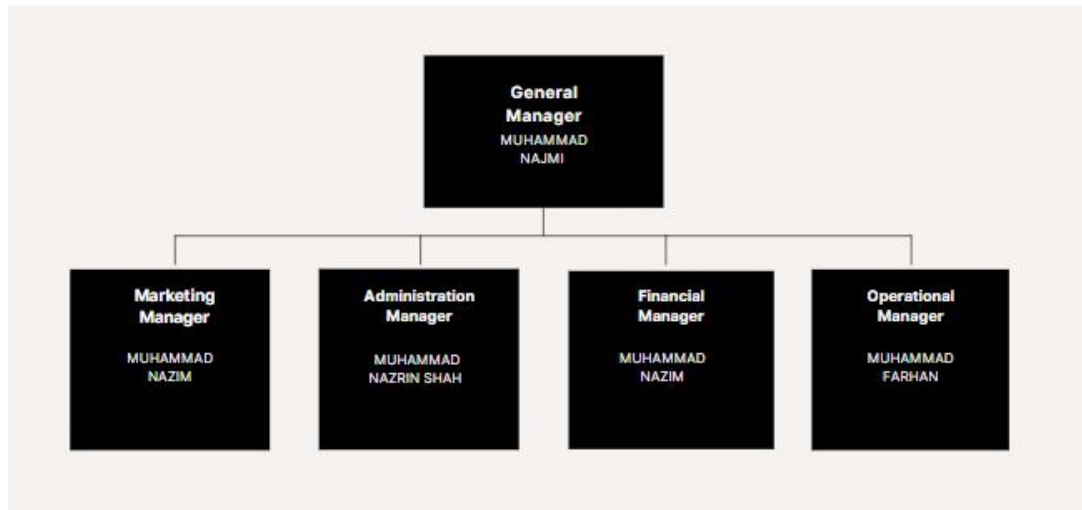


Pre-Operations			
- SSM license			120.00
- MBPJ license			50.00
	15227	15808	194.50
TOTAL	31229.5		

# **ADMINISTRATION PLAN**

## 8. Administration Plan

### 8.1 Organizational Chart for Administration and Finance Department



### 8.2 Manpower Planning

Table 8.2 List of Personnel

Position	No of Personnel
General Manager	1
Marketing Manager	1
Administration Manager	1
Financial Manager	1
Operational Manager	1

### 8.3 Schedule of Task and Responsibilities

Table 8.3 Task and Responsibilities

Position	Task and Responsibilities
General Manager	<ul style="list-style-type: none"><li>• To plan, implement, and control the management of the business.</li><li>• Overseeing the domestic business operations</li><li>• Evaluating performance and productivity.</li></ul>

	<ul style="list-style-type: none"> <li>• Researching and identify the business growth opportunities.</li> <li>• Generating reports and presentations</li> </ul>
Administration Manager	<ul style="list-style-type: none"> <li>• Recruiting and training personnel and allocate responsibilities.</li> <li>• To carry out interview for workers and to evaluate the workers performances.</li> <li>• Manage schedules and deadlines.</li> <li>• Assess staff performances and provide coaching and guidance to workers to ensure maximum efficiency in company.</li> <li>• Ensure operations adhere to policies and regulations.</li> <li>• Monitor inventory of the business supplies and the purchasing of the new materials within the budgetary constraints.</li> </ul>
Operational Manager	<ul style="list-style-type: none"> <li>• To ensure the flow stock run smoothly without having any shortage in the supply stock.</li> <li>• Order all needed raw materials.</li> <li>• Make important policy, planning, and strategy decisions.</li> <li>• Develop, implement, and review operational policies and procedures.</li> <li>• Oversee budgeting, reporting, planning, and auditing.</li> <li>• Ensure all legal and regulatory documents are filed and monitor compliance with laws and regulations.</li> <li>• Build alliances and partnerships with other organizations.</li> </ul>

<p>Marketing Manager</p>	<ul style="list-style-type: none"> <li>• Doing consistent promotions to ensure the sales reach the objectives.</li> <li>• To prepare marketing analysis and observe the strategic location to expand the business.</li> <li>• Developing a pricing strategy that maximizes profits and market share but considers customers customer satisfaction.</li> <li>• Developing and managing advertising campaigns.</li> <li>• Building brand awareness and positioning.</li> <li>• Evaluating and maintaining a marketing strategy.</li> <li>• Directing, planning, and coordinating business marketing efforts.</li> <li>• Handling social media, public relation efforts, and content marketing.</li> </ul>
<p>Financial Manager</p>	<ul style="list-style-type: none"> <li>• Responsible to all activities that involves company finances.</li> <li>• Prepared cashflow, trading profit, loss account, and the balance sheet for the company.</li> <li>• Providing and interpreting financial information.</li> <li>• Monitoring cashflows and predicting future trends.</li> <li>• Formulating strategic and long-term business plans for the future.</li> <li>• Analyzing competitors and market trends.</li> <li>• Managing financial reports.</li> <li>• Producing accurate financial reports to specific deadlines.</li> <li>• Managing budgets.</li> </ul>

## 8.4 Schedule of Remuneration

Table 8.4 Schedule of Remuneration

Position	Quantity	Monthly Salary (RM) (A)	EPF (RM) (13 %) (B)	SOCSSO (RM) (1.75 %) (C)	Total (A)+(B)+(C)
General Manager	1	2500.00	325.00	43.75	2868.75
Admin Manager	1	2000.00	260.00	35.00	2295.00
Operation Manager	1	2000.00	260.00	35.00	2295.00
Marketing Manager	1	2000.00	260.00	35.00	2295.00
Financial Manager	1	2000.00	260.00	35.00	2295.00
<b>TOTAL</b>					<b>9753.75</b>

## 8.5 Office Furniture, Fitting and Office Supplies

Table 8.5.1 List of Office Furnitures and Fittings

Type	Quantity	Price/Unit (RM)	Total (RM)
Computer	2	1200.00	2400.00
Air conditioner	1	1500.00	1500.00
Scanner	1	400.00	400.00
Punch card machine	1	250.00	250.00
Office table	5	100.00	500.00
Chair	5	40.00	200.00
White board	1	50.00	50.00
			<b>5300.00</b>

Table 8.5.2 List of Office Supplies

Type	Quantity	Price/Unit (RM)	Total (RM)
A4 paper	1	12.00	12.00
Fire extinguisher	1	100.00	100.00
File	5	5.00	25.00
Pens	1	15.00	15.00
Stapler	1	8.00	8.00
Whiteboard marker	5	4.00	20.00
			180.00

**8.6 Administration Budget (Arial 12, BOLD)**

Table 8.6 Administration Budget

Item	Fixed Assets	Monthly Expenses (RM)	Other Expenses (RM)
<b>Fixed Asset</b> <ul style="list-style-type: none"> <li>• Land and building</li> <li>• Office equipment</li> </ul>	5300.00	1300.00	
<b>Working capital</b> <ul style="list-style-type: none"> <li>• Salaries, EPF, SOCSO</li> <li>• Internet</li> <li>• Power and water bills</li> </ul>		9753.75 160.00 800.00	
<b>Other Expenses</b> <ul style="list-style-type: none"> <li>• Deposit</li> <li>• Registration</li> <li>• Typhoid immunization</li> </ul>			2000.00 2500.00 250.00
	5300.00	12013.75	4750.00
<b>TOTAL</b>		<b>22063.75</b>	

# **FINANCIAL PLAN**



## 9 Financial Plan

### 9.1 Operating Budget

#### 9.1.1 Administrative Department

Particulars	F.Assets	Monthly Exp.	Others	Total
<b>Fixed Assets</b>				
Land & Building	-			-
Office equipment	5,300			5,300
<b>Working Capital</b>				
Employee Salary (All Managers)		9,754		9,754
power and water bills		800		800
Internet		160		160
Office equipment		1,300		1,300
<b>Pre-Operations &amp; Other Expenditure</b>				
Other Expenditure			-	
Deposit (rent, utilities, etc.)			2,000	2,000
Business Registration & Licences			2,500	2,500
Insurance & Road Tax for Motor Vehicle			250	250
Other Pre-Operations Expenditure			-	-
<b>Total</b>	<b>5,300</b>	<b>12,014</b>	<b>4,750</b>	<b>22,064</b>

#### 9.1.2 Marketing Department

<b>MARKETING BUDGET</b>				
Particulars	F.Assets	Monthly Exp.	Others	Total
<b>Pre-Operations &amp; Other Expenditure</b>				
Other Expenditure			287	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
<b>Total</b>	<b>-</b>	<b>-</b>	<b>287</b>	<b>-</b>

### 9.1.3 Operations Department

OPERATIONS BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
<b>Fixed Assets</b>				
tools	237			237
Machine	14,990			14,990
<b>Working Capital</b>				
Raw Materials & Packaging		8,567		8,567
Overhead		2,760		2,760
Salaries, EPF & SOCSO		4,481		4,481
<b>Pre-Operations &amp; Other Expenditure</b>				
Other Expenditure			25	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			170	170
				-
Other Pre-Operations Expenditure			-	-
<b>Total</b>	<b>15,227</b>	<b>15,808</b>	<b>195</b>	<b>31,205</b>

### 9.2 Project Implementation Cost and Sources of Finance

EZ FIT MEAL ENTERPRISE					
PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE					
Project Implementation Cost			Sources of Finance		
Requirements	Cost	Loan	Hire-Purchase	Own Contribution	
Fixed Assets				Cash	Existing F. Assets
Land & Building	0	0			
Office equipment	5,300	0		5,300	
0	0	0			
0	0	0			
0	0	0			
0	0	0			
0	0	0			
0	0	0			
0	0	0			
0	0	0			
tools	237	0			237
Machine	14,990	4,990		10,000	
0	0	0			
0	0	0			
<b>Working Capital</b>   1   months					
Administrative	12,014	8,253		3,761	
Marketing	0	0			
Operations	15,808	15,808			
<b>Pre-Operations &amp; Other Expenditure</b>	5,232	5,232			
<b>Contingencies</b>   10%	5,358	5,358			
<b>TOTAL</b>	<b>58,938</b>	<b>39,640</b>	<b>0</b>	<b>19,061</b>	<b>237</b>

### 9.3 Fixed Asset Depreciation Schedule

#### EZ FIT MEAL ENTERPRISE DEPRECIATION SCHEDULES

<b>Fixed Asset</b> <b>Office equipment</b> <b>Cost (RM)</b> <b>5,300</b> <b>Method</b> <b>Straight Line</b> <b>Economic Life</b> <b>(yrs)</b> <b>5</b>			
Year	Annual Depreciation	Accumulated Depreciation	Book Value
0	-	-	5,300
1	1,060	1,060	4,240
2	1,060	2,120	3,180
3	1,060	3,180	2,120
4	1,060	4,240	1,060
5	1,060	5,300	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

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

### 9.4 Loan and Hire Purchase Depreciation Schedule

#### EZ FIT MEAL ENTERPRISE LOAN & HIRE-PURCHASE AMMORTISATION SCHEDULES

LOAN REPAYMENT SCHEDULE				
<b>Amount</b>		<b>39,640</b>		
<b>Interest Rate</b>		<b>5%</b>		
<b>Duration (yrs)</b>		<b>5</b>		
<b>Method</b>		<b>Baki Tahunan</b>		
Year	Principal	Interest	Total Payment	Principal Balance
0	-	-	-	39,640
1	7,928	1,982	9,910	31,712
2	7,928	1,586	9,514	23,784
3	7,928	1,189	9,117	15,856
4	7,928	793	8,721	7,928
5	7,928	396	8,324	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-

HIRE-PURCHASE REPAYMENT SCHEDULE				
<b>Amount</b>		<b>0</b>		
<b>Interest Rate</b>		<b>5%</b>		
<b>Duration (yrs)</b>		<b>5</b>		
Year	Principal	Interest	Total Payment	Principal Balance
0	-	-	-	-
1	-	-	-	-
2	-	-	-	-
3	-	-	-	-
4	-	-	-	-
5	-	-	-	-
6	-	-	-	-
7	-	-	-	-
8	-	-	-	-
9	-	-	-	-





**EZ FIT MEAL ENTERPRISE  
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
<b>CASH INFLOW</b>																
Capital (Cash)	19,061	0	0	0	0	0	0	0	0	0	0	0	0	19,061	0	0
Loan	39,640	0	0	0	0	0	0	0	0	0	0	0	0	39,640	0	0
Cash Sales		44,160	44,160	44,160	44,160	44,160	44,160	44,160	44,160	44,160	44,160	44,160	44,160	529,920	582,912	641,203
Collection of Accounts Receivable		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTAL CASH INFLOW</b>	<b>58,701</b>	<b>44,160</b>	<b>44,160</b>	<b>44,160</b>	<b>44,160</b>	<b>44,160</b>	<b>44,160</b>	<b>44,160</b>	<b>44,160</b>	<b>44,160</b>	<b>44,160</b>	<b>44,160</b>	<b>44,160</b>	<b>588,621</b>	<b>582,912</b>	<b>641,203</b>
<b>CASH OUTFLOW</b>																
<b>Administrative Expenditure</b>																
Employee Salary (All Managers)		9,754	9,754	9,754	9,754	9,754	9,754	9,754	9,754	9,754	9,754	9,754	9,754	117,045	122,897	135,187
power and water bills		800	800	800	800	800	800	800	800	800	800	800	800	9,600	10,080	11,088
Internet		160	160	160	160	160	160	160	160	160	160	160	160	1,920	2,016	2,218
Office equipment		1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	15,600	16,380	18,018
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Marketing Expenditure</b>																
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Operations Expenditure</b>																
Cash Purchase		8,567	8,567	8,567	8,567	8,567	8,567	8,567	8,567	8,567	8,567	8,567	8,567	102,804	107,944	118,738
Payment of Account Payable		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Carriage Inward & Duty		2,760	2,760	2,760	2,760	2,760	2,760	2,760	2,760	2,760	2,760	2,760	2,760	33,120	34,776	38,254
Salaries, EPF & SOCSO		4,481	4,481	4,481	4,481	4,481	4,481	4,481	4,481	4,481	4,481	4,481	4,481	53,772	56,461	62,107
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Other Expenditure</b>																
Pre-Operations		312												312	327	360
Business Registration & Licences	2,000	0	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0
0	2,670	0	0	0	0	0	0	0	0	0	0	0	0	2,670	0	0
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other Pre-Operations Expenditure	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Fixed Assets</b>																
Purchase of Fixed Assets - Land & Building	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Purchase of Fixed Assets - Others	20,290	0	0	0	0	0	0	0	0	0	0	0	0	20,290	0	0
Hire-Purchase Down Payment	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Hire-Purchase Repayment:</b>																
Principal	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Interest	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Loan Repayment:</b>																
Principal	661	661	661	661	661	661	661	661	661	661	661	661	661	7,928	7,928	7,928
Interest	165	165	165	165	165	165	165	165	165	165	165	165	165	1,982	1,586	1,189
Tax Payable	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTAL CASH OUTFLOW</b>	<b>24,960</b>	<b>28,959</b>	<b>28,648</b>	<b>28,648</b>	<b>28,648</b>	<b>28,648</b>	<b>28,648</b>	<b>28,648</b>	<b>28,648</b>	<b>28,648</b>	<b>28,648</b>	<b>28,648</b>	<b>28,648</b>	<b>369,043</b>	<b>360,395</b>	<b>395,086</b>
<b>CASH SURPLUS (DEFICIT)</b>	<b>33,741</b>	<b>15,201</b>	<b>15,512</b>	<b>15,512</b>	<b>15,512</b>	<b>15,512</b>	<b>15,512</b>	<b>15,512</b>	<b>15,512</b>	<b>15,512</b>	<b>15,512</b>	<b>15,512</b>	<b>15,512</b>	<b>219,579</b>	<b>222,517</b>	<b>246,117</b>
<b>BEGINNING CASH BALANCE</b>		<b>33,741</b>	<b>48,942</b>	<b>64,455</b>	<b>79,967</b>	<b>95,479</b>	<b>110,992</b>	<b>126,504</b>	<b>142,017</b>	<b>157,529</b>	<b>173,041</b>	<b>188,554</b>	<b>204,066</b>	<b>0</b>	<b>219,579</b>	<b>442,096</b>
<b>ENDING CASH BALANCE</b>	<b>33,741</b>	<b>48,942</b>	<b>64,455</b>	<b>79,967</b>	<b>95,479</b>	<b>110,992</b>	<b>126,504</b>	<b>142,017</b>	<b>157,529</b>	<b>173,041</b>	<b>188,554</b>	<b>204,066</b>	<b>219,579</b>	<b>219,579</b>	<b>442,096</b>	<b>688,213</b>

9.5 Proforma Income Statement

**EZ FIT MEAL ENTERPRISE  
PRO-FORMA INCOME STATEMENT**

	Year 1	Year 2	Year 3
<b>Sales</b>	<b>529,920</b>	<b>582,912</b>	<b>641,203</b>
<b>Less: Cost of Sales</b>			
Opening Stock of Finished Goods	0	20,000	16,000
Production Cost	184,741	203,726	224,644
less: Ending Stock of Finished Goods	20,000	16,000	11,000
	0	0	0
	<b>164,741</b>	<b>207,726</b>	<b>229,644</b>
<b>Gross Profit</b>	<b>365,179</b>	<b>375,186</b>	<b>411,559</b>
<b>Less: Expenditure</b>			
Administrative Expenditure	144,165	151,373	166,511
Marketing Expenditure	0	0	0
Other Expenditure	312	327	360
Business Registration & Licences	2,670		
0	0	0	0
Other Pre-Operations Expenditure	0	0	0
Interest on Hire-Purchase	0	0	0
Interest on Loan	1,982	1,586	1,189
Depreciation of Fixed Assets	1,060	1,060	1,060
<b>Total Expenditure</b>	<b>150,189</b>	<b>154,346</b>	<b>169,120</b>
<b>Net Profit Before Tax</b>	<b>214,990</b>	<b>220,840</b>	<b>242,440</b>
<b>Tax</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Profit After Tax</b>	<b>214,990</b>	<b>220,840</b>	<b>242,440</b>
<b>Accumulated Net Profit</b>	<b>214,990</b>	<b>435,830</b>	<b>678,270</b>

9.6 Proforma Balance Sheet

**EZ FIT MEAL ENTERPRISE  
PRO-FORMA BALANCE SHEET**

	Year 1	Year 2	Year 3
<b>ASSETS</b>			
<b>Fixed Assets (Book Value)</b>			
Land & Building	0	0	0
Office equipment	4,240	3,180	2,120
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0
tools	190	142	95
Machine	11,992	8,994	5,996
0	0	0	0
0	0	0	0
	16,422	12,316	8,211
<b>Current Assets</b>			
Stock of Raw Materials	8,000	6,500	4,000
Stock of Finished Goods	20,000	16,000	11,000
Accounts Receivable	0	0	0
Cash Balance	219,579	442,096	688,213
	247,579	464,596	703,213
<b>Other Assets</b>			
Deposit	2,000	2,000	2,000
<b>TOTAL ASSETS</b>	<b>266,000</b>	<b>478,912</b>	<b>713,424</b>
<b>Owners' Equity</b>			
Capital	19,298	19,298	19,298
Accumulated Profit	214,990	435,830	678,270
	234,288	455,128	697,568
<b>Long Term Liabilities</b>			
Loan Balance	31,712	23,784	15,856
Hire-Purchase Balance	0	0	0
	31,712	23,784	15,856
<b>Current Liabilities</b>			
Accounts Payable	0	0	0
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>266,000</b>	<b>478,912</b>	<b>713,424</b>



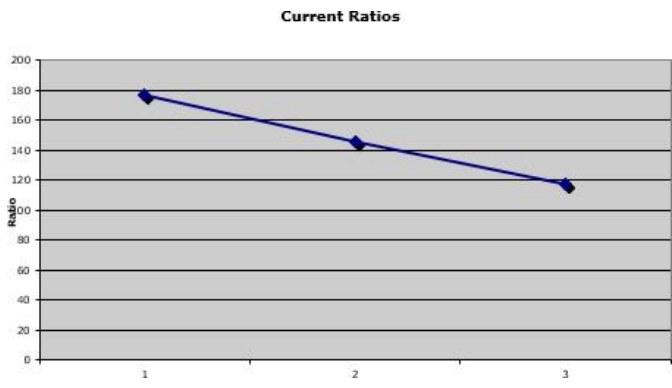
## 9.7 Financial Ratio Analysis

<b>EZ FIT MEAL ENTERPRISE FINANCIAL PERFORMANCE</b>			
	Year 1	Year 2	Year 3
<b><u>PROFITABILITY</u></b>			
Sales	529,920	582,912	641,203
Gross Profit	365,179	375,186	411,559
Profit Before Tax	214,990	220,840	242,440
Profit After Tax	214,990	220,840	242,440
Accumulated Profit	214,990	435,830	678,270
<b><u>LIQUIDITY</u></b>			
Total Cash Inflow	588,621	582,912	641,203
Total Cash Outflow	369,043	360,395	395,086
Surplus (Deficit)	219,579	222,517	246,117
Accumulated Cash	219,579	442,096	688,213
<b><u>SAFETY</u></b>			
Owners' Equity	234,288	455,128	697,568
Fixed Assets	16,422	12,316	8,211
Current Assets	247,579	464,596	703,213
Long Term Liabilities	31,712	23,784	15,856
Current Liabilities	0	0	0
<b><u>FINANCIAL RATIOS</u></b>			
<b><i>Profitability</i></b>			
Return on Sales	41%	38%	38%
Return on Equity	92%	49%	35%
Return on Investment	81%	46%	34%
<b><i>Liquidity</i></b>			
Current Ratio	#DIV/0!	#DIV/0!	#DIV/0!
Quick Ratio (Acid Test)	#DIV/0!	#DIV/0!	#DIV/0!

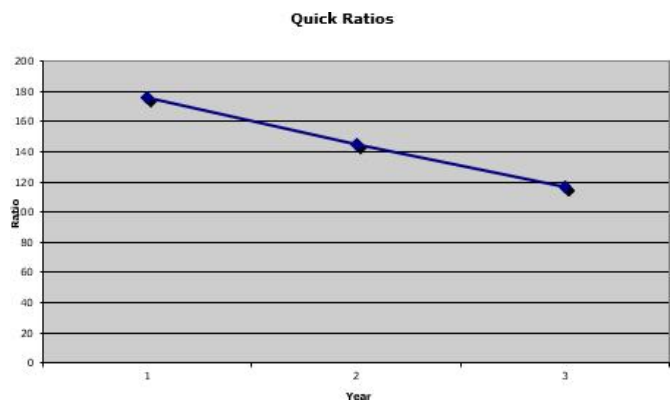
<b><u>Safety</u></b>			
Debt to Equity Ratio	0.1	0.1	0.0
<b><u>BREAK-EVEN ANALYSIS</u></b>			
Break-Even Point (Sales)	232,714	263,500	288,873
Break-Even Point (%)	44%	45%	45%

## 9.7.1 Liquidity Ratios

### 9.7.1.1 Current Ratios

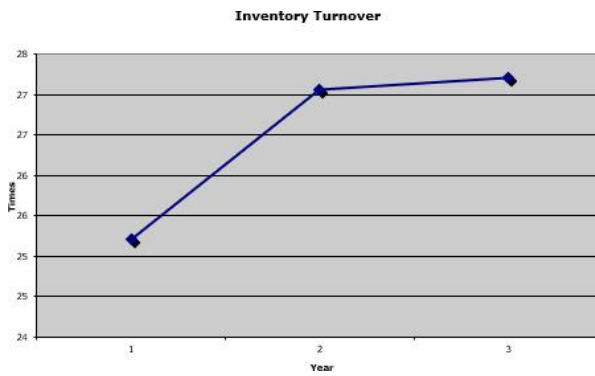


### 9.7.1.2 Quick Ratios



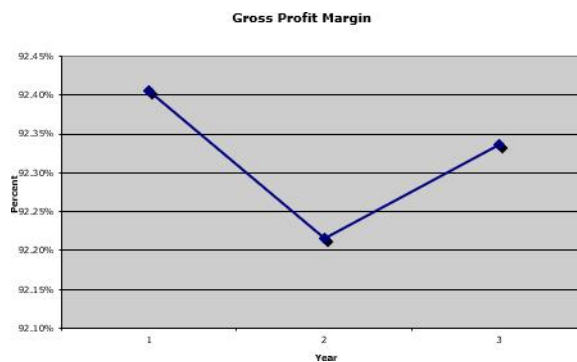
## 9.7.2 Efficiency Ratios

### 9.7.2.1 Inventory Turnover Ratios

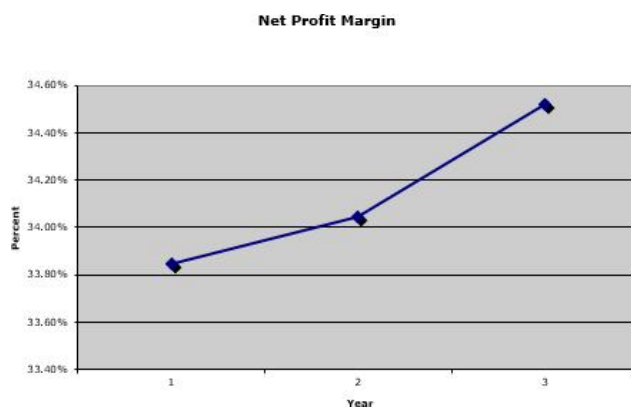


## 9.7.3 Profitability Ratios

### 9.7.3.1 Gross Profit Margin

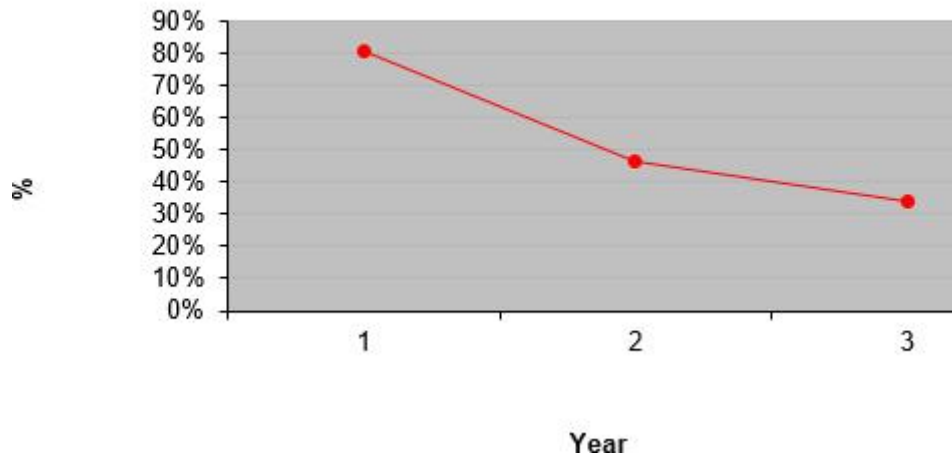


### 9.7.3.2 Net Profit Margin



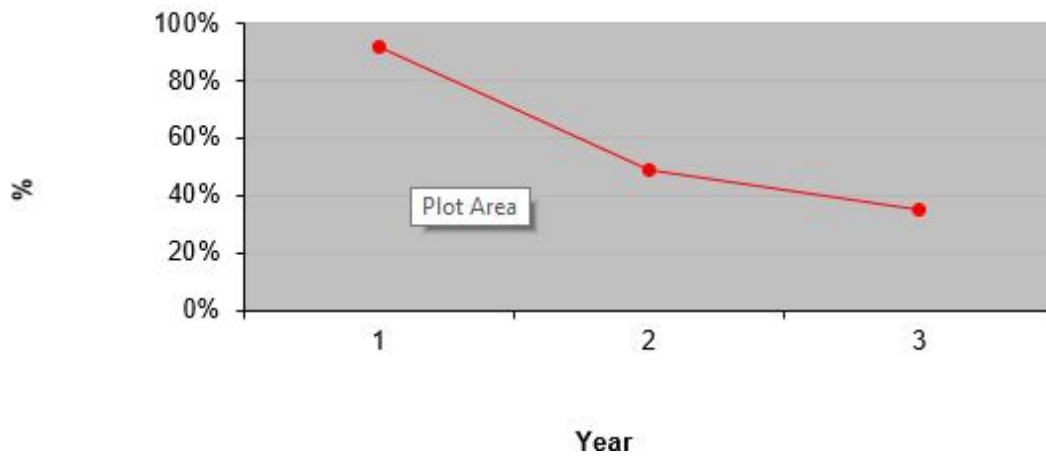
### 9.7.3.3 Return on Assets

### Return on Investment



### 9.7.3.4 Return on Equity

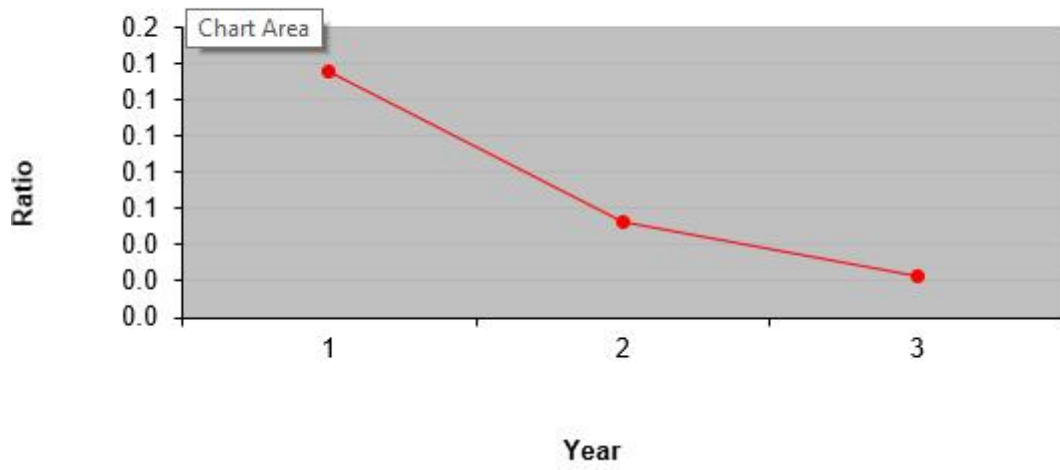
#### Return on Equity



## 9.7.4 Solvency Ratios

### 9.7.4.1 Debt to Equity

Debt to Equity Ratio



# **CONCLUSION**

## CONCLUSION

In conclusion, the company EZ Fit Meals sells healthy foods made with fresh ingredients. In the future, we intend to expand our selection of foods and launch a new franchise in order to satisfy the rising demand from our customers. We are incredibly appreciative that we can finish this business plan. We have all benefited greatly from being able to learn from the difficulties we have faced. We anticipate that our company will expand going forward. Despite the fact that there are many rival businesses in the area, our objective is to make a lot of money in this industry. Our excellent cooperation allowed us to finish this business plan.

We also hope that by offering the highest-quality healthy foods at competitive prices, our dedication and hard work will enable us to acknowledge our goal of becoming the most popular food truck in Malaysia. The continuation of EZ Fit Meals is necessary for more people to benefit from the best healthy cuisine available in Malaysia. It is evident from the business plan that EZ Fit Meals can benefit a large number of customers, particularly in terms of excellent food. Since there are plenty of parking spaces nearby, our customers can visit us with ease and enjoy a wonderful dining experience at Bandar Seri Alam, Masai.

By opening EZ Fit Meals, we can efficiently prepare and serve the best healthy food to customers. This will enable the nearby employees to have our food and beverages, which will lift their moods and energy and enable them to carry on with their work.

# **APPENDICES**





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***EZ FIT MEALS ENTREPRISE***

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Figure 12.1: Business Logo



Figure 12.2 Card Business

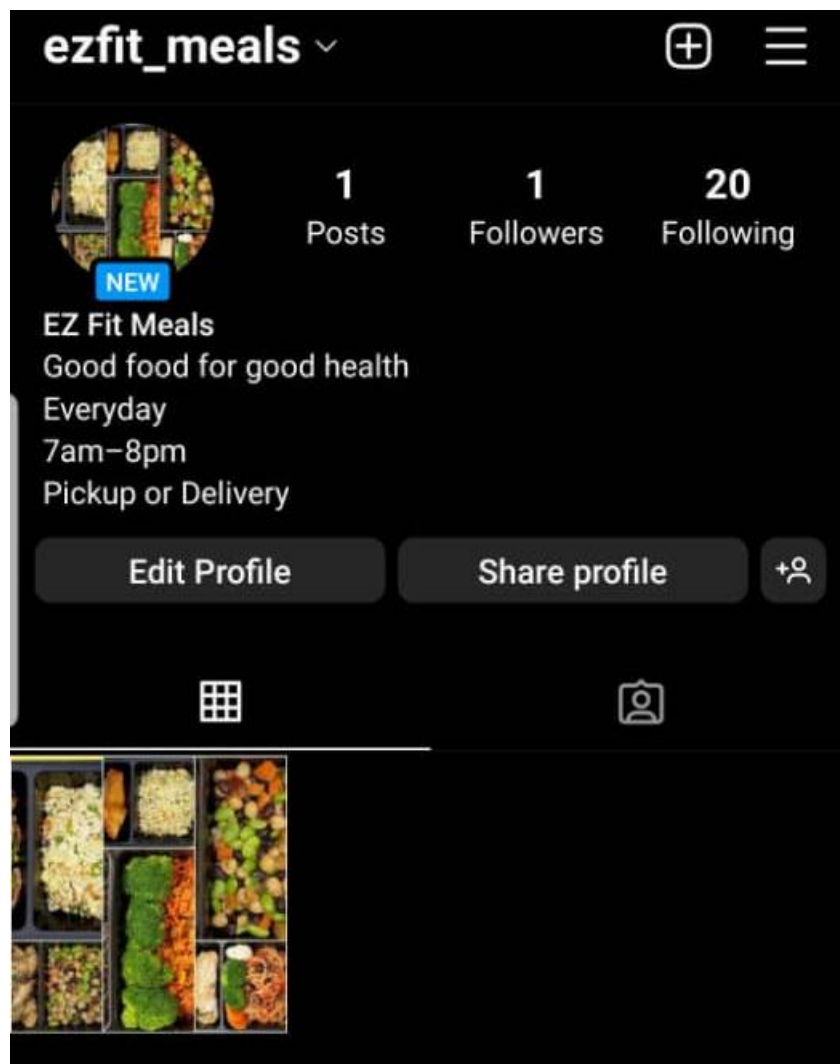


Figure 12.3 Social Media



Figure 12.4 Beef wrap



Figure 12.5 Broccarrot



Figure 12.6 Salmon pasta

# **PARTNERSHIP AGREEMENT**