

Cawangan Johor Kampus Pasir Gudang

### FUNDAMENTALS OF ENTREPRENEURSHIP

## (ENT300)

## DIPLOMA IN MECHANICAL ENGINEERING (EM110)

**BUSINESS NAME** 

MyMa

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# **LETTER OF SUMBISSION**

General Manager

## ACKNOWLEDGEMENT

#### ACKNOWLEDGMENT

Firstly, we would like to express our deepest thanks to Almighty Allah S.W.T for granting us the strength physically and mentally to complete our business plan. We are relieved to complete this plan on time after all the hard work and efforts that we have put in accomplishing this goal. We are grateful for this finished report as we have gained a lot of experience and lessons that is learned throughout this journey.

Next, we are deeply indebted to our lecturer, Sir Mohd Hanafie Bin Yassin, who has continuously given us valuable guidance, moral support, suggestions of improvisation and advice from the start of the business plan period until the end of the task. We are very thankful to have him as our lecturer, besides for being very persistent in teaching us to be more comprehensive regarding ways to construct the business plan.

We are also thankful towards our own members that have continuously dedicated in making this business plan to complete it on time, even though many of our personal free time was sacrificed to complete it. Without unity and the feeling of being responsible that are embedded in us, this business plan would be impossible to be completed on time.

We also owe an acknowledgement to our family members and close friends for their constant support through the 'ups and downs' of our journey in completing this business plan. They have helped us in a lot of forms, especially in supports of mental health and giving insights about real-world business plan.

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# **EXECUTIVE SUMMARY**

#### **EXECUTIVE SUMMARY**

This business is based on a partnership where it consists of four members in which they hold important positions in the company such as General Manage which also acts as an Administration Manager, Marketing Manager, Operational Manager, and Financial Manager.

The name of our company is 'MyMa'. It comes from the short abbreviation of the words 'my mama' or the literal meaning is "my mother". Babies usually have 'mama' their first spoken word as they mostly interact with the mothers when they were born as mothers have their confinement period after giving birth. The word 'my' symbolizes the baby looking at their mothers and imprinting their moms as their own.

We provide our customers with Meal Ready to Eat or also known as MRE that is perfect for mothers in confinement called MREC. Mothers nowadays have their own jobs and even though they have their maternity leave provided, an emergency may happen at the workplace, so she needs to work from home. Moreover, if a family can't afford to pay for confinement services, the mother may struggle to cook whilst taking care of the baby. MREC is the perfect solution as it is easy to make and only takes 5 minutes to cook. This will ease the burden of mothers in confinement and provide them with the nutrients that they need.

MyMa will be starting at Bandar Baru Uda, Johor Bahru 81200, Johor. We chose to start our company here in Bandar Baru Uda, Johor Bahru 81200, Johor because it is near to towns and has a lot of housing areas where we can target future and existing families.

Our business will commence operation on  $2^{nd}$  February 2023. MyMa will ease the burden of modern mothers in the near future.

# INTRODUCTION

#### **1.0 INTRODUCTION**

### 1.1 Name of the business

The name of our company is 'MyMa'. It comes from the short abbreviation of the words 'my mama' or the literal meaning is 'my mother". Babies usually have 'mama' their first spoken word as they mostly interact with the mothers when they were born as mothers have their confinement period after giving birth. The word 'my' symbolizes the baby looking at their mothers and imprinting their moms as their own.

#### **1.2 Nature of Business**

We provide our customers with Meal Ready to Eat or also known as MRE that is perfect for mothers in confinement called MREC. Mothers nowadays have their own jobs and even though they have their maternity leave provided, an emergency may happen at the workplace, so she needs to work from home. Moreover, if a family can't afford to pay for confinement services, the mother may struggle to cook whilst taking care of the baby. MREC is the perfect solution as it is easy to make and only takes 5 minutes to cook. This will ease the burden of mothers in confinement and provide them with the nutrients that they need.

### **1.3 Industry Profile**

Industry profiles are in-depth research that give insight into an industry, where it came from, and where its future is going to be. The main idea of MyMa is to unwanted accidents for mothers in confinement and to make they follow the guidelines on nutrition recommended by doctors. This will be our opportunity for our business to solve the problem.

## PURPOSE

### 2.0 PURPOSE OF PREPARING THE BUSINESS PLAN

### 2.1 Guidelines on Managing our Business

- To understand the purpose of the business and act as a guideline and manage the business effectively and efficiently
- To help modern mothers in confinement
- To collaborate with food delivery services and convenience store

A business plan's goal is to identify, describe, and analyse a business opportunity or a business in development by looking at its technical, economic, and financial viability. It should also serve as a business card for introducing your company to others such as banks, investors, institutions, government bodies, non-governmental organizations, and any other agency involved, when the time comes to seek operational or financial support of any kind. A business card can help you define your objectives and the steps necessary to achieve them. It emphasizes your mission, visions, and methods of operation. It also serves as a resume for a company, explaining its goals to investors, partners, employees, and vendors. A good business plan spells out how much money the company will need and where the money will come from. It specifies how a company will repay loans, as well as sales, forecasts, spending budgets, cash flow, and how profits will be invested.

### 2.2 Organizing Business Strategy

Organization and strategy are two factors that influence whether or not our company succeeds. When we have a good organization and strategy in place, the business will run smoothly, and any issues will be addressed in a systematic manner. Business strategy is a powerful weapon for a businessman to compete with other competitors, and if the strategy is good and different from the others, it will help our business to be more stable

## **BUSINESS BACKGROUND**

Task and Responsibilities Schedule

Position	Task and Responsibilities
General Manager	• To plan, implement and control the overall management of the
	business.
A REAL PROPERTY AND A REAL	• Overseeing daily business operations.
	• Developing and implementing growth strategies.
)ex	• Evaluating performance and productivity.
	• Researching and identifying growth opportunities.
	<ul> <li>Generating reports and giving presentations</li> </ul>
(Alif Darwisy B. Mohd	
Fauzi)	
Administration	• Recruiting and training personnel and allocate responsibilities.
Manager	• To carry out interview for workers and to evaluate the workers
	performance.
	• Assess staff performance and provide coaching and guidance to
(m) (m)	ensure maximum efficiency.
AN A	Manage schedules and deadlines.
	• Monitor inventory of business supplies and the purchasing of new
	material with attention to budgetary constraints.
(Alif Darwisy B. Mohd	• Ensure operations adhere to policies and regulations
Fauzi)	
Marketing Manager	• Doing consistent promotions to ensure the sales reach the
	objectives.
	• To prepare marketing analysis and observe the strategic location to
020	expand the business.
	• Developing a pricing strategy that maximizes profits and market
	share but considers customer satisfaction.
	• Developing and managing advertising campaigns.
(Mukhriz B. Azizi)	• Building brand awareness and positioning.
	• Evaluating and maintaining a marketing strategy.
	• Directing, planning, and coordinating marketing efforts.
	• Handling social media, public relation efforts, and content
	marketing.
Operation Manager	• To ensure the flow stock run smoothly without having any shortage
	in the supply stock.
	• Order all needed raw materials.

	• Make important policy, planning, and strategy decisions.				
	• Develop, implement, and review operational policies and				
	procedures.				
	• Oversee budgeting, reporting, planning, and auditing.				
	• Ensure all legal and regulatory documents are filed and monitor				
	compliance with laws and regulations.				
(Intan Nur Mawaddah					
Bt. Mohd Sham)					
Financial Manager	• Responsible to the entire activities that involves a company finance.				
	• Prepared cash flow, trading profit and loss account, and the balance				
	sheet for the company.				
	• Providing and interpreting financial information				
	• Monitoring and interpreting cash flows and predicting future trends				
	• Formulating strategic and long-term business plans				
	Analysing competitors and market trends				
(Fatin Nabila Bt. Mohd	• Managing financial accounting, monitoring, and reporting systems				
Zaki)	• Producing accurate financial reports to specific deadlines				
	Managing budgets				

### 3.3 Logo and Motto





### Table 3.3: Logo and Motto

Logo	Showcase that the meals are all homemade using traditional guidelines which also
	follows the nutrition value that mothers in confinement need to improve their health
	after giving birth.
Name	The name of our company is 'MyMa'. It comes from the short abbreviation of the
	words 'my mama' or the literal meaning is "my mother". Babies usually have
	'mama' their first spoken word as they mostly interact with the mothers when they
	were born as mothers have their confinement period after giving birth. The word
	'my' symbolizes the baby looking at their mothers and imprinting their moms as their
	own.
Motto	'Mothers In Confinement Best Friend' to showcase that our MRE are easy to make
	for mothers in confinement and takes only a few minutes.

# PARTNERSHIPS BACKGROUND

# **ADMINISTRATION PLAN**

### 6.0 ADMINISTRATION PLAN

### **6.1 Introduction**

Administration is the process or activity of running a business or organization. An administration manager is responsible for creating plans and meet the objectives of the company. An administration manager focuses on the outcomes and results of the work that is being delivered. An administration manager must observe and consider every possibility of a factor that could change the project so that they can recommend and implement changes to produce better results.

### **6.2 Objectives**

The objectives of an administration manager are to plan, lead, organize and manage all aspects of a company or organization. It's crucial for an administration manager to have strong communication skills so they can effectively communicate and give directives to other personnel.

Positions	Quantity	Monthly Salary	<b>EPF</b> (13%)	Total
		( <b>RM</b> )	Contribution (RM)	(RM)
General Manager	1	2,500.00	326.00	2,826.00
Operation Manager	1	2,500.00	260.00	2,260.00
Financial Manager	1	1,500.00	195.00	1,695.00

### 6.3 List of Administration Personnel

Administration	1	1,500.00	195.00	1,695.00
Manager				
Marketing Manager	1	1,500.00	195.00	1,695.00
Total	5	9,000.00	1,171.00	10,171.00

## 6.4 List of Office Equipment, Fixtures, and Fitting

No	Item	Quantity	Cost Per Unit	Amount
			( <b>RM</b> )	( <b>RM</b> )
1	Computer	2	1200.00	2400.00
2	Printer	1	100.00	100.00
3	Air Conditioner	2	800.00	1600.00
4	Lighting	8	6.50	52.00
5	Chair	4	35.00	140.00
6	A4 Paper	5	10.00	50.00
7	Calculator	2	17.00	34.00
8	File	6	4.00	24.00
9	Pencil	10	0.20	2.00
10	Pen	10	1.50	15.00
11	Rubber Stamp	3	8.00	24.00
12	Stapler	3	2.00	6.00
13	Marker Pen	4	1.50	6.00
14	Office Table	2	160.00	320.00
15	Sofa Set	1	800.00	800.00
16	Cupboard	2	100.00	200.00
17	Glass Table	1	200.00	200.00
18	Wall Decoration	1	5.00	5.00
19	Office Telephone	1	80.00	80.00
20	Staples	3	0.50	1.50
21	Sellotape	1	5.00	5.00

22	Dustbin	1	10.00	10.00
23	Broom	1	5.00	5.00
24	Dustpan	1	5.00	5.00
25	Fire Extinguisher	1	85.00	85.00
26	Wi-Fi Modem	1	200.00	200.00
Total	•			6369.50

### 6.5 Schedule of Remuneration

Employees Provident Fund (EPF) is a retirement saving scheme for employees who are liable to contribute EPF in Malaysia in which the savings contributed will be managed and invested under Simpanan Konvensional or Simpanan Shariah. The saving is then made up of the employee's and employer's monthly contributions and yearly dividends earned.

Item	Fixed Asset	Monthly Expenses	Other Expenses
	( <b>RM</b> )	( <b>RM</b> )	(RM)
Fixed Asset			
• Fixtures and Fitting	6,369.50	-	-
• Land and Building	3,000.00	-	
Working Capital			
• Employee Salary (All Managers)	-	9,000.00	_
• Employee Provident Fund (EPF)	-	1,171.00	-
• Internet	-	140.00	-
Overhead Cost			
• Registration and License	-	-	500.00
Subtotal (RM)	9,369.50	10,311.00	500.00
	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	10,511.00	200.00

### 6.6 Business Model Canvas (BMC)

The Business Model Canvas (BMC) is a strategic management tool for quickly defining and communicating a business concept or idea. BMC is an excellent tool for developing a management template for a new business. The first building block is the customer segment, which identifies our company's target customer. The value proposition, or the service, feature, or product that attracts customers, comes next. Channels are the means by which a company communicates with its customers, such as by marketing our company. The type of relationship a company has with its customers is referred to as a customer relationship. The source of revenue for a company or organization is referred to as revenue streams. The term "key activities" refers to the activities or actions that a company must undertake in order to run and grow their business. However, key resources are the building blocks that describe the most critical assets required to make a business model work. The network of supplies or relationships that a company has with other businesses or government entities that assist your business are referred to as key partners. All of the costs and expenses that your company will incur while operating your business are defined by your cost structure

Key Partners	Key Activities	Values	Customer	Customer
		Propositions	Relationship	Segments
-Confinement	-Product	-First MRE for	-Excellent	-Mothers in
Centre	Manufacturing	Confinements	Service	Confinement
-Convenience	-Nutritionist	-Reasonable Price	-Respectful	-Confinement
Store		-Professional		Centres
-Hospitals		Service		
-Clinics	Key Resources		Channels	

Cost Structure -Fixed Cost		Revenue Streams		
	Staff/Workers		-Banners	
	-Quality Food -Highly Trained		-Advertisement -Social Media	

### 7.1 Introduction to Marketing Plan of MyMa

Marketing plan is one of the most important things in developing a business. It is known as a practical document that detail a company's promotional strategy for generating leads and reaching its target market. A marketing strategy outlines the public relations and outreach campaigns that will be carried out over time, as well as how they will be carried out. The impact of those initiatives will be measured by the company. Furthermore, the goal of marketing is to pique a customer's curiosity about a company's

## **MARKETING PLAN**

Marketing is crucial to the success of any business. Customers' products or services are promoted and sold at all phases of the business.

MyMa is a company which provides Ready-To-Eat meals or MREs for mothers in confinement. MREs are meals that can be prepared simply with only taking 5 minutes of our customers' time. MREs that MyMa offer is a great option for mothers in confinement to consume as it can provide the daily supply of nutrients that mothers need. It is also time and energy efficient as preparing MyMa MREs take such little time and effort. Mothers in confinement are allowed to focus on taking care of their baby instead to handling business in the kitchen.

### 7.2 Product and Service Description

MyMa products comprises of a variety of Ready-To-Eat meal options for mothers in confinement to order and consume during the period of abstinence. The MREs are to be prepared in 5 minutes and the quality of MyMa MREs tastes just like mother's cooking. MyMa also provides delivery services to valued customers by sending a runner to delivery MRE orders to our customer's doorstep.

### 7.3 Target Market of MyMa

In general, target market refers to a group of people who possess certain characteristics and have been selected by a company as potential customers of its products. A company's decision-making process as it creates, packages, and advertises its product is influenced by identifying the target market. As a result, a target market can be divided into broad categories based on age, geography, income, and lifestyle. Many more demographics might be taken into account. Their age, hobbies, interests, and occupations may all be taken into account. Every organization needs to understand and analyses their target market because it is critical to their marketing strategy. The organization must conduct a thorough examination of the target market. In MyMa's case, we narrow our target market focus on women who had just went through labour after giving birth. Because mothers in confinement face a period of abstinence which is a recovery phase in motherhood that allows all damaged tissues to heal after giving birth. During the recovery phase or period of abstinence, mothers are allowed to eat only a number of meals. To expand our business, as a marketing manager, demographics such as locations had to be examined to set the desired target market. Research on the percentages of pregnant women was made and it shows that Johor state has the highest percentage among all states in Malaysia which is the best place for MyMa to capitalize in the market. MyMa company is established in Bandar Baru Uda, Johor Bahru 81200, Johor. We chose to start our company here in Bandar Baru Uda, Johor Bahru 81200,

Johor because it is near to towns and has a lot of housing areas where we can target future and existing families. The location is ideal for us to start MyMa as there were no other MRE businesses at Bandar Baru Uda As a result, we took advantage of this opportunity to launch our business at this area in order to build our company and make it the best mothers in confinement Ready-To-Eat meals shop in Johor.

### 7.4 Market Size of MyMa

The total number of potential buyers of a product or service in a given market, as well as the potential revenue generated by these purchases. Calculating and comprehending market size is crucial for a variety of reasons. As a result, by using the data collected based on the thorough research made on the percentages of pregnant women in Johor state, we are able to make calculations of potential buyers of MyMa products, profiting that graph towards expanding or diminishing statistics. In other words, the number of potential buyers of MyMa MREs is estimated to be around 20000 pregnant mothers surrounding Johor state.

#### 7.5 Competitors

Competition often happens in the world of business. When we start up a business, there would always be competitors selling the exact same products similar to our business either they had started their business before or after the establishment of ours. Ready-To-Eat meals for mothers in confinement is not prescribed as something fresh or brand new because there are multiple businesses in Malaysia conducting the same exact type of sales in the market which are to provide MREs and delivery services.

Fortunately for MyMa, the competitor MRE shops that I mentioned are all opened in other states which are Selangor and Kuala Lumpur. There are no shops in Johor state which sells MREs for mothers going through the period of abstinence and that indicates our store being the one and only business that sells the stated product. Although MyMa is considered a new business in Johor due to the fact that no other store runs the same business, there is no doubt that the MRE businesses in Selangor and Kuala Lumpur might expand their business by franchising at different states. Understanding the percentage of pregnant women and statistical number of them that stay in Johor, these businesses may become a competitor to us in the market. The potential market competitors are shown below:

### 1) PopoMama Confinement Food Delivery

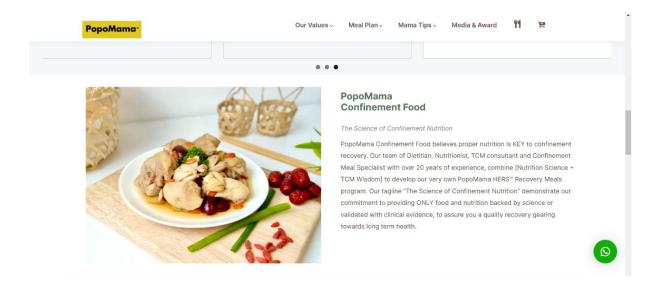


Figure 7.1 shows the front page of PopoMama Confinement Food website

Legal Terms & Conditions	31, Jalan 21/12	PopoMama antifitate
COOKIE POIICY	SERSYEN I	PopoMama Confinement Sdn Bhd
	13 <sup>34</sup>	(1342674-T)
	Bumbung Nasi	
	nak PJ Sea Park V 31, Jalan 21/12, Sea	31, Jalan 21/12, 46300 Sea Park.
	TAMAN	Petaling Jaya, Selangor,
		Malaysia.
	Junt View Charles Jalan 20/13	Connect With Us
	and G I June 1	
	Jin 14/4 +	
	Taman - at	
	Legal Terms & Conditions Privacy Policy Cookle Policy	Legal terms & Conditions       Privacy Policy       Cookie Policy       Bumbung Nasi       Bumbung Nasi       TAMAN       Park, 46300 Petaling:       TAMAN       Park 2013       SEK

Figure 7.2 shows the location of PopoMama Confinement Food on their website

2) <u>ViVi Confinement Food Delivery</u>



Figure 7.3 shows the front page of ViVi Confinement Food Delivery



Figure 7.4 shows the food options in ViVi Confinement Food Delivery

### 7.6 Market Share

The market share of a single company in an industry is the percentage of total revenue generated by the company. The market share is calculated by dividing the company's revenue throughout the period by the sector's entire sales over the same time. The estimate is used to get a sense of how big a company is in comparison to its competitors. Because MyMa is the only business selling confinement food delivery services in Johor, there is no actual competitor in the market and that indicates that MyMa holds 100% of the market in selling Ready-To-Eat meals for mothers in confinement.

Sales Forecast for the year 2022		
Months	Sales Forecast	
January	373,408	
February	373,408	
March	373,408	
April	373,408	
May	373,408	
June	373,408	
July	373,408	
August	373,408	
September	373,408	
October	373,408	
November	373,408	
December	373,408	
Total	4,480,896	

Table 7.1 shows MyMa's sales forecast for the year 2022

Table 7.2 shows MyMa's sales forecast by year

Sales Forecast by Year		
Year	Increment (%)	Sales Forecast (RM)
2022	-	4,480,896
2023	10	4,928,985.60
2024	13	5569,753.73

### 7.8 Marketing Strategy

Marketing strategies are long-term plans designed to help a firm accomplish its goals and objectives. To achieve customer delight and fulfil customer and corporate relationships, it is necessary to understand the market position of products and services. As a result, choosing a suitable marketing plan for the company is vital to increasing sales, recognizing, and knowing client demand, satisfying customer expectations, and

developing the relationship with the target market. MyMa is committed to providing customer pleasure with our services. Begin with a review of the four Ps of marketing strategies: product, price, promotion, and place.

#### Marketing Product

MyMa MREs and services must meet the needs of clients and their desires for the resource. Furthermore, the quality of MyMa products and services would ensure the achievement of good consumer feedback. By providing a variety of great quality Ready-To-Eat meals and delivering our products right to your doorstep with a reliable and efficient courier service, MyMa guarantees customers' satisfaction for every order and an great experience trying MyMa's confinement MREs. As a result, our customers' experiences in trying our MREs during the period of abstinence will enjoy consuming our MREs on a regular daily basis. Meanwhile, in order for us to consistently keep our products in great quality and our delivery services fast and efficient, MyMa makes sure that the Ready-To-Eat meals are cooked and prepared well and that MyMa's product preparation facility is well maintained and cleaned always. As for delivery services, MyMa only hire runners who are trained by professionals to ensure punctuality and efficiency. By delivering grade-A products to our valued customers, our company will receive good feedback.

### Marketing Price

The marketing pricing in CLIOART Printing can be considered reasonable and cost effective due to the high quality of the materials used to achieve customer satisfaction. This is to ensure that the prices are reasonable within our compatibility and the field of our consumers, and that the product quality is maintained throughout time. To stay ahead of the competition, CLIOART Printing will offer a discount of up to 30% to students (postgraduates and undergraduates), incentivizing them to use our services on a frequent basis. Furthermore, disabled people and the elderly would receive the same discount when purchasing or utilising our product. Because we prioritise customer

happiness, those individuals are also eligible for the same benefits. This would also result in more engagements.

#### Marketing Place

As for marketing place, MyMa has selected to establish the company at Bandar Baru Uda, Johor Baru. The reason is because the location is strategic as it allows us to capitalize in the market of selling Ready-To-Eat meals for mothers in confinement whilst providing confinement food delivery services to customers. MyMa is located at a shop lot in Bandar Baru Uda near to the local neighbourhoods in Johor Baru filled with housing areas and families. This strategic location selected by MyMa's marketing manager is able to seek huge potential in the market. Since there were no stores running the same business as MyMa, the locals are introduced to a brand new premise in their area and that will boost up MyMa MREs sales highly.

### Marketing Promotion

Besides the uniqueness of our business in the local area that strikes the interests of the neighbourhoods in Johor Baru, there are a few measures that must be taken into consideration to attract more members of the community and make them purchase our products. There is no better way to promote our MREs to the public than advertising.

Promotion	Description
Direct	Banners
Marketing	- The process of marketing a company's product
	and services by use of a large-scale printed

Table 7.3 shows MyMa's Marketing Promotions and Description

	advertisement.
	<ul> <li>Web Page</li> <li>Social media applications such as Instagram or TikTok are great platforms to advertise our products online. By creating accounts in Instagram or TikTok, customers are able to make inquiries quicker and are able to contact us easily.</li> </ul>
Sales Promotion	Discounts

## 7.9 Marketing Budget

Item	Fixed Asset (RM)	Monthly Expenses (RM)	Other Expenses
Fixed Asset - Signboard	2000.00	-	-
Working Capital - Advertisement	-	1000.00	-
Other Expenses - Banners	-	-	200.00
Subtotal	2000.00	1000.00	200.00

## Table 7.4 shows MyMa's Marketing Budget

Total	3200.00

#### 7.10 Schedule of Remuneration

Employees Provident Fund (EPF) is a retirement saving scheme for employees who are liable to contribute EPF in Malaysia in which the savings contributed will be managed and invested under Simpanan Konvensional or Simpanan Shariah. The saving is then made up of the employee's and employer's monthly contributions and yearly dividends earned.

Item	Fixed Asset	Monthly Expenses	Other Expenses
	( <b>RM</b> )	( <b>RM</b> )	( <b>RM</b> )
Fixed Asset			
• Fixtures and Fitting			
Land and Building	6,369.50	-	-
	3,000.00	-	-
Working Capital			
• Employee Salary (All Managers)	-	9,000.00	-
• Employee Provident Fund (EPF)	-	1,171.00	-
• Internet	-	140.00	-
Overhead Cost			
Registration and License			
	-	-	500.00
Subtotal (RM)			
	9,369.50	10,311.00	500.00
Total (RM)	20,180.50		

Table 7.5 shows MyMa's schedule of remuneration

# **OPERATION PLAN**

#### **8.0 OPERATIONAL PLAN**

#### 8.1 Introduction to Operational Plan

Operational plan is necessary in a business plan as to ensure the company business plan operates between one of the segments included in the business plan. This component will show the operation in terms of a very major business aspect to convert business inputs to outputs. The operating plan will confirm the business MyMa is able to produce products or provide services that have been planned by the business as a marketing plan.

The operations plan is one of the sections included in the business plan. The operation plan will ensure the business can provide the services based on the marketing plan. Operations plan comprises process planning, operations layout, production planning, material planning, machine, and equipment planning, manpower planning, overheads requirement, location plan, business and operation hours, licence, permits, and regulations required, operation budget, and implementation schedule.

Operational is vital to the company to determine the quantities that need to be produced, the requirements of customers' needs, and also meet the specification of our customers' needs and the company's requirements. This is why operation planning is important to the company, so the quality and the quantity of the food produced is kept up regularly.

#### 8.2 Operations Objectives

Operations objectives are important. There are few objectives in operational management.

- 1. It is to have a good relationship with the entire customers and supplier who have a transaction with the company by having a better understanding of our flow.
- Then, using a guide in operation device for starting services in the business.
   Furthermore, to ensure that there is enough material to fulfil customers' needs.
- 3. Thus, ensure all the expenses of operations are minimum and reasonable.

# 8.3 Operation Process Planning

# 8.3.1 Symbol of Process Chart

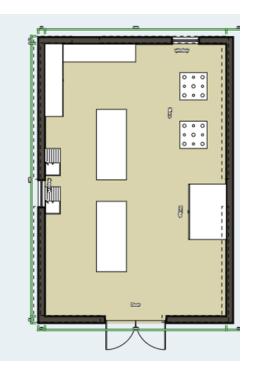
Symbol	Activity	Description
	Operation	Activity that modify,
		transform or give
		added value to the input.
	Decision	Represent a decision-
		making point.
	Inspection	Activity that measure the
		standard or
		quality.
	Delay	Process is delayed because
		in process material are
		waiting for next activity.



# 8.4 Operational Layout



1<sup>st</sup> Floor



2<sup>nd</sup> Floor



3<sup>rd</sup> Floor

The company decided to choose layout based on the process and marketing. Because it is suitable for businesses that produce several products using similar processes and type the similarity of processes whereby machine and equipment that perform similar function will be grouped together and for layout based on marketing is designed with an intention to maximize the area available to display goods. The shop should be designed in thought to the amount of space needed for various items to finish the tasks. When planning the layout consider the workflow and ensure the plan is possible. The layout of the entrance and exit were easy to find. The choice with the shop layout to make sure workers avoid having to walk around to get to another machine. While customers wait for the orders to be done, they can sit on the bench that was near to the entrance door. The area between equipment beside have enough area between at the back of the equipment and the wall so that ease work of maintaining and servicing. There is a water supply line with enough pressure and a gas channel for the equipment.

## **8.5 Production Planning**

8.5.1 Sales forecast per month

#### **Output per month**

Average sales forecast per month = RM10,000 / month

The sales price = RM8 / unit

Number of output per month = RM10,000 / RM8

=1250 units

## Number of outputs per day

If the number of working days per month is 20 days (5 days/week)

= 1250 units / 20 days

= 62 units per day

# 8.6 Material Planning

### 8.6.1 List of Raw Materials

No	Material	Quantity (per	Price/unit (kg)	Total
		month)	( <b>RM</b> )	Price/unit
				( <b>RM</b> )
1	Rice	40kg / 8kg	RM23.00	RM115.00
2	Fish	20kg	RM14.00	RM280.00
3	Meat	35kg	RM25.00	RM875.00
4	Chicken	10kg	RM9.40	RM94.00
5	Assorted	15kg	RM17.00	RM255.00
	Vegetables			
6	Seasoning	10kg	RM4.00	RM40.00
7	Cooking Oil	18kg	RM28.00	RM504.00
8	Cooking Gas	14kg x 5 unit	RM28.00	RM140.00
				RM2303.00

# 8.6.2 Supplier

Material	Supplier
Rice	Pemborong Barang Barang Runcit Hse
Cooking Oil	
Seasoning	
Assorted Vegetables	
Cooking Gas	
Fish	Rinting Frozen Foods Sdn. Bhd.
Meat	
Chicken	

# 8.7 Machine and Equipment Planning

## 8.7.1 List of machine & equipment

Equipment	No of equipment
Panasonic Conventional Rice Cooker	3
Cooking Pot 45cm	4
Cooking Pan 80cm	2

# 8.7.2 Machine and equipment supplier

Machine and equipment	Supplier
Conventional Rice Cooker	COWBOY Kulai
Cooking Pot	
Cooking Pan	

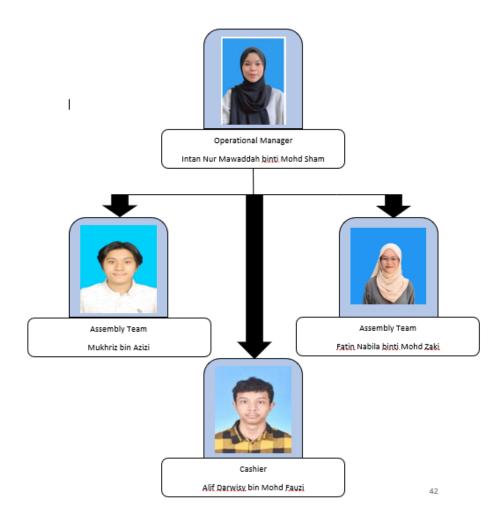
# 8.7.3 Machine and Equipment (purchase)

Item	Quantity	Price/unit (RM)	Total Price (RM)
Panasonic	3	RM525.00	RM1575.00
Conventional Rice			
Cooker			
Cooking Pot	4	RM148.90	RM595.60
Cooking Pan	2	RM248.00	RM496.00
			RM2666.60

## 8.8 Manpower Planning

- Operation manager working together with the financial manager for the company operation.
- Operation manager will work at managing the operational process while the financial manager will handle finance in the store.

## **8.8.1 Organization Chart for Operation Department**



## 8.8.2 Amount of direct labour required

• Operational Manager

3 X 90 minutes 540 minutes (9 hours x 60 minutes)

= 0.5 = 1 staff

• Assembly Team

3 X 210 minutes 420 minutes (7 hours x 60 minutes)

= 1.5 = 2 staffs

• Cashier

3 X 120 minutes 480 minutes (8 hours x 60 minutes)

= 0.8 = 1 staff

## 8.8.3 List of Operation Personnel

Position	No of Personnel
Operational Manager	1
Cashier	1
Assembly Team	2

# 8.8.3 Schedule of task and responsibilities

Position	Task and Responsibilities		
Operational Manager	• Make sure all the workers doing		
	their work		
	• Check each cuisine that have been		
	done		
	• Make a schedule for workers		
	• Make sure all raw materials and		
	product is organized		
Assembly team	• Do the cooking part		
	• Prepare the product		
Cahier	Control daily cash flow		
	• Do the cleaning		

## 8.8.4 Schedule of remuneration:

Position	No Staff	Salary/month	EPF	Total (RM)
		(RM)	Contribution	
			(13%) (RM)	
Operation	1	RM2,500.00	RM260.00	RM2,760.00
Manager				
Assembly Team	2	RM1,500.00	RM195.00	RM3,390.00
Cashier	1	RM2,500.00	RM326.00	RM2,826.00
				RM8976.00

## **8.9 Overhead Requirement**

### **8.9.1 Operations Overhead**

No	Types of Overhead	Monthly Cost (RM)
1	Electricity	RM1,000.00
2	Water	RM500.00
3	Rental	RM3,300.00
		RM4,800.00

## 8.10 Total Operations

 $Total \ Operation \ Cost = RM2, 303.00 + RM7, 346.00 + RM4, 800.00$ 

= RM14,449.00

8.11 Cost per unit

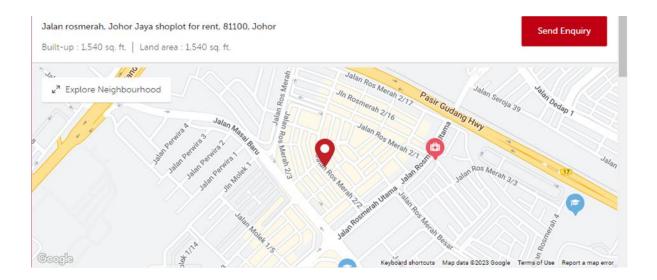
 $\frac{RM14,449.00}{1250units} = RM11.5592$ 

## 8.12 Productivity Index (PI)

Productivity Index =

 $\frac{RM40,000.00}{RM14,449.00} = RM2.79$ 

#### 8.13 Location Plan



Location plan is needed for entrepreneurs to make a decision which premise is the best for the business to operate. Choice of location is important because it will affect the sales revenue, business operation cost and long-term investment.

This is because the alternative of the location is necessary to influence sales revenue. Since our company will operate in Bandar Baru Uda household area, the sales revenue will be high due to the population of the area. In services, preference needs to be set in the distance from the market or customers. As the distance from customers will influence sales revenue.

Furthermore, the cost of operation will be higher. This is because the price of the maintenance and rental for the shop lot is quite expensive as it is in Bandar Baru Uda and in the residential area. It was good because there will be high sales but, the cost of operation will be high due to high usage and the strategic location of the business.

## 8.14 Business and Operation Hours

Business Hours is a term that implies the time of the business is operating as it is easier for customers to come. MyMa Sdn. Bhd. is located in Bandar Baru Uda, Johor Bahru that is near with a huge population which is a very good location that could draw customers. The operation hour for the company is as follows:

Operation hour	Business Hour	Rest Hour
8 hours	8 AM to 5 PM	12 PM to 1 PM

Operation hours refer to the hours the workers have to work. Business hours for MyMa Sdn. Bhd. Is from 8 AM until 5 PM.

Days	Hours
Sunday	8.00 am – 5.00 pm
Monday	8.00 am – 5.00 pm
Tuesday	8.00 am – 5.00 pm
Wednesday	8.00 am – 5.00 pm
Thursday	8.00 am – 5.00 pm
Friday	Closed
Saturday	8.00 am – 5.00 pm

# 8.15 Licenses and Permit Regulations

Items	Types	Total (RM)
Business	Certificate &	RM500.00
Registration &	License	
<b>Business Premise</b>		
Electricity	Bills	According to
		monthly usage
Water Authority	Bills	According to
		monthly usage

# 8.16 Operation Budget

Item	Fixed Assets	Monthly	Other
		expenses	expenses
Fixed Asset	RM9,369.00	-	-
• Equipment			
Working capital			
Raw Material	-	RM2,303.00	
Employee			
Salary	-	RM9,000.00	
• Employee		RM1,171.00	
Provident	-		
Fund (EPF)			
Overhead Cost			
Registration			RM500.00
and License			
• Electricity			RM1,000.0
• Water			RM500.00
• Rental			RM3,300.00
Subtotal (RM)	RM9,369.00	RM12,474.00	RM5,300.00
Total (RM)			RM27,143.00

# Implementation Schedule

Activities	Deadlines	Durations
Business Registration	October 2022 – December	2 months

	2022	
Applications for permit and	November 2022 – December	1 month
license	2022	
Searching for business	September 2022 – October	1 month
premise	2022	
Procurement of raw	January 2023	3 weeks
materials		
Installation of equipment	December 2022 - January	2 months
	2023	

# FINANCIAL PLAN

FINANCIAL PLAN

#### 6.1 Introduction of Financial

A business plan's financial planning section is essential since it monitors the financial health of the company as it grows or matures. The cash flow statement, income statement,

and balance sheet are the three financial plans that make up the fundamental section of the overall business plan. The financial activities of the firm or corporation can be tracked with the aid of a financial plan, which also offers insight into the resources that should be utilized. Setting objectives and tracking company or business development are also helpful.

In addition, a well-developed financial strategy can boost confidence in the firm or entrepreneur and assist them manage any risks they may encounter. It demonstrates the business owners' dedication to handling the financial obligations of the company or enterprise and their commitment to wise financial management. The financial plan is also a tool that investors can use to assess the performance of the company or the business. The financial plan can demonstrate the level of income and expenditures required for the organization or business to achieve its objectives.

The short- and long-term financial requirements of launching a new firm or project are also represented in a financial plan. Additionally, it demonstrates how both internal and external resources will be used to fulfill the requirement. The financial plan should include a prediction of each financial statement, including cash flow, profit and loss, and the balance sheet. A financial strategy should also include some financial research to determine the profitability of the company or the business.

#### 6.2 Objective of Financial Plan

The objectives of this financial plan are:

- 1. To make sure there is enough money for both short-term and long-term investments.
- To assess a business's efficiency in terms of resource utilisation in order to maximise spending.
- 3. To develop a plan for boosting revenue while cutting costs.
- 4. To ascertain the potential of the company or business to compete with other businesses or companies.

#### 6.3 Strategies of Financial Plan

Strategic financial management involves managing a company's or business's finances in addition to managing for success, or, to put it another way, attaining the company's or business's long-term goals and objectives while gradually raising shareholder value. The financial plan's strategy is as follows:

- a. Project implementation cost schedule
- b. Sources of fund schedule
- c. Fixed asset depreciation tables
- d. Loan amortization schedule
- e. Hire purchase repayment schedule
- f. Pro-forma cash flow
- g. Pro-forma profit loss
- h. Pro-forma balance sheet

## 6.4 Financial Information

The sources of finance include contributions from partners and a loan from a financial institution:

POSITION	NAME OF PARTNER	PERCENTAGE
General Manager	Alif Darwisy Bin Mohd Fauzi	20%
Administration Manager	Alif Darwisy Bin Mohd Fauzi	20%
Marketing Manager	Mukhriz Bin Azizi	20%
Operation Manager	Intan Nur Mawaddah Binti Mohd Sham	20%
Financial Manager	Fatin Nabila Binti Mohd Zaki	20%

# Table 6.1 contribution each of the capital partner

# 6.5 **Operating Budget**

# 6.5.1 Administrative Budget

Particulars	F.Assets	Monthly	Others	Total
Fixed Assets*				
Land & Building	3,000			3,000
Furniture & Fitting	6,370			6,370
	-			-
	-			-
	-			-
Working Capital				
Salaries, EPF, SOCSO		1,171		1,171
Internet		140		140
All managers		9,000		9,000
	0	-		-
		-		-
		-		-
Other Requirements				
Deposit	II	I	-	14
Registration & Licences			500	500
Insurance & Road Tax		Į		
Other Expenses		i i		
Total	9,370	10,311	500	20,181

# 6.3 Administrative Budget

# 6.5.2 Marketing Budget

Table 6.4	Marketing	Budget
-----------	-----------	--------

Particulars	F.Assets	Monthly	Others	Total
Fixed Assets*				
Signboard	2,000			2,000
Vehicles	-			-
Working Capital				
Advertisement and Promotion		1,000		1,000
Other		200		200
Other Requirements				
Deposit			-	-
Registration & Licences			500	500
Insurance & Road Tax			-	-
Other Expenses			240	240
Total	2,000	1,200	740	3,940

# 6.5.3 Operating Budget

Particulars	F.Assets	Monthly	Others	Total
Fixed Assets*				
Equipment	9,369			9,369
			Ĩ	
			li	
Working Capital				
Purchase of Materials		2,303		2,303
Carriage Inwards & Dulies				
Salaries, EPF & SOCSO		1,171		1,171
All Manager		9,000		9,000
		-		
		-		
Other Requirements				
Deposit			4,800	4,800
Registration & Licences			500	500
Insurance & Road Tax				
Other Expenses				
Total	9,369	12,474	5,300	27,143

# Table 6.5 Operation Budget

# 6.6 Projected Sales & Purchases

Sales & Purchases Budgets			
Month	Sales (RM)	Purchases (RM)	
1	25,950	2,303	
2	25,950	2,303	
3	25,950	2,303	
4	25,950	2,303	
5	25,950	2,303	
6	25,950	2,303	
7	25,950	2,303	
8	25,950	2,303	
9	25,950	2,303	
10	25,950	2,303	
11	25,950	2,303	
12	25,950	2,303	
Total Year 1	311,400	27,636	
Total Year 2	342,540	29,018	
Total Year 3	411,048	31,920	
Increment Year 2 (%)	10%	5%	
Increment Year 3 (%)	20%	10%	

Table 6.5 Project Sales and Purchases

# 6.7 Collection for Sales & Payments for Purchases

Sales Collections (%)	
Current month	0%
1 month after sales	100%
2 months after sales	0%
Total	100%
Payments to Suppliers (%)	
<u>Payments to Suppliers (%)</u> Current month	50%
	50% 50%
Current month	

# 6.8 Economic Life of Fixed Assets & Depreciation Method

* useful life of fixed assets	years
Land & Building	nil
Furniture & Fitting	5
	5
	5
	5
Signboard	5
Vehicles	5
Equipment	5
	5
	5
	5
Depreciation method	1
1=straight line, 2=reducing balance	

Table 6.8 Economic Life of Fixed Assets & Depreciation Method

# 6.9 **Project Implementation Cost Schedule**

Project Implement	ation Cost		Suggested Sources	of Financing	
Requirements	Cost	Loan	Hire-Purchase	Own Co	ntribution
Fixed Assets				Cash	Existing Assets
Land & Building	3,000	3,000			-
Furniture & Fitting	6,370	1,413	-	4,957	-
	-	-	-	-	-
	-	-	-	-	-
		-	-	- <del>.</del>	
Signboard	2,000	900	-	1,100	-
Vehicles			-	-	-
Equipment	9,369	9,369	-	-	-
		-	-	-	-
			-	-	
		-	-	-	-
	1 23,985	(8,585)	-	32,570	
Other Expenses	6,540	4,320	-	2,220	
Contingencies 1	0% 5,126	1,041	-	4,085	
TOTAL	56,390	11,458		44,932	-
		Interest on Loan 3%	Interest on Hire-Purchase 4%		
		Loan duration (vears)	H.P. duration (vears)		
		2	9		
	1 = flat rate 2 = annual rest	Method* 2			

# 6.10 Depreciation Schedules

Cost (l Metho	of Assets RM) d of Depr. on (years)	Furniture & Fittin 6,370 Straight Line 5	g
	Annual	Accumulated	
Year	Depreciation	Depreciation	Book Value
0	e e		6,370
1	1,274	1,274	5,096
2	1,274	2,548	3,822
3	1,274	3,822	2,548
4	1,274	5,096	1,274
5	1,274	6,370	
6	0	0	
7	0	0	
8	0	0	
9	0	0	<b>—</b> 6
10	0	0	

# Table 6.7 Depreciation Schedules

#### 6.11 Loan & Hire Purchase Amortisation Schedules

			LOAN AN	My ND HIRE-PURCHASI		MENT SCHE	DULES		
	LO	AN REPAYMEN	NT SCHEDULE			HIRE-PL	JRCHASE REP	AYMENT SCHE	DULE
Total		11,458			Total				
Interest	Rate				Interest	Rate	4%		
Duration Method		2 Annual Rest			Duration	n (years)	9		
Year	Principal	Interest	Total Payment	Principal Balance	Year	Principal	Interest	Total Payment	Principal Balance
0	i <del>i</del>	-		11,458	0	-			÷.
1	5,729	344	6,073	5,729	1	-	-	-	-
2	5,729	172	5,901		2		÷		
3	5,729	-	5,729	(5,729)	3	-		-	-
4	0	0	-	(5,729)	4				-
5	0	0	-	(5,729)	5		-	-	-
6	0	0	-	(5,729)	6	(	-		(-)
7	0	0	-	(5,729)	7	<b>1</b>		-	
8	0	0		(5,729)	8	-		-	
9	0	0	-	(5,729)	9		-	-	-
10	0	0		-5729	10				

Table 6.8 Hire Purchase Amortisation Schedules

МуМа

# 6.12 Fixed Aset Depreciation Tables

Cost (R		Signboard 2,000	
	l of Depr. on (years)	Straight Line 5	
	Annual	Accumulated	
Year	Depreciation	Depreciation	Book Value
0	-	3. <del>-</del>	2,000
1	400	400	1,600
2	400	800	1,200
3	400	1,200	800
4	400	1,600	400
5	400	2,000	
6	0	0	-
7	0	0	
8	0	0	÷
		0	
9	0	0	
10 Name o	0 of Assets	0 Equipment	-
10 Name o Cost (R Method	0 of Assets RM) I of Depr.	0	
10 Name o Cost (R Method	0 of Assets RM)	0 Equipment 9,369	-
10 Name o Cost (R Method Duratio	0 of Assets RM) I of Depr. on (years)	0 Equipment 9,369 Straight Line 5 Accumulated	- - Book Value
10 Name o Cost (R Method Duratio <sub>Year</sub>	0 of Assets RM) I of Depr. on (years) Annual	0 Equipment 9,369 Straight Line 5	Book Value
10 Name o Cost (R Method Duratio <sub>Year</sub> 0	0 of Assets RM) I of Depr. on (years) Annual Depreciation -	0 Equipment 9,369 Straight Line 5 Accumulated Depreciation -	Book Value 9,369
10 Name o Cost (R Method Duratio <sub>Year</sub>	0 of Assets RM) I of Depr. on (years) Annual Depreciation	0 Equipment 9,369 Straight Line 5 Accumulated Depreciation	Book Value 9,369 7,499
10 Name o Cost (R Method Duratio Year 0 1	0 of Assets RM) of Depr. on (years) Annual Depreciation - 1,874 1,874	0 Equipment 9,369 Straight Line 5 Accumulated Depreciation - 1,874 3,748	<i>Book Value</i> 9,369 7,499 5,62
10 Name o Cost (R Method Duratio Year 0 1 2	0 of Assets RM) I of Depr. on (years) Annual Depreciation - 1,874 1,874 1,874	0 Equipment 9,369 Straight Line 5 Accumulated Depreciation - 1,874 3,748 5,621	Book Value 9,369 7,499 5,62 3,748
10Name of Cost (R Method DuratioMethod DuratioYear0123	0 of Assets RM) of Depr. on (years) Annual Depreciation - 1,874 1,874	0 Equipment 9,369 Straight Line 5 Accumulated Depreciation - 1,874 3,748	Book Value 9,369 7,499 5,627 3,748 1,874
10 Name o Cost (R Method Duratio Year 0 1 2 3 4	0 of Assets RM) I of Depr. on (years) Annual Depreciation - 1,874 1,874 1,874 1,874	0 Equipment 9,369 Straight Line 5 Accumulated Depreciation - 1,874 3,748 5,621 5,621 7,495	
10Name ofCost (RMethodDuratioYear012345	0 of Assets RM) I of Depr. on (years) Annual Depreciation - 1,874 1,874 1,874 1,874 1,874 1,874	0 Ecuipment 9,369 Straight Line 5 Accumulated Depreciation - 1,874 3,748 5,621 7,495 9,369	Book Value 9,369 7,499 5,627 3,748 1,874 (0 (0)
10Name ofCost (RMethodDuratioYear0123456	0 of Assets RM) d of Depr. on (years) Annual Depreciation - 1,874 1,874 1,874 1,874 1,874 1,874 0	0  Equipment 9,369 Straight Line 5  Accumulated Depreciation  - 1,874 3,748 5,621 7,495 9,369 0	Book Value 9,369 7,499 5,62 3,748 1,874 (0 (0 (0)
10Name of Cost (RMethodDuratioYear01234567	0 of Assets RM) I of Depr. on (years) Annual Depreciation - 1,874 1,874 1,874 1,874 1,874 1,874 0 0	0 Ecuipment 9,369 Shaight Line 5 Accumulated Depreciation - 1,874 3,748 5,621 7,495 9,369 0 0	Book Value 9,369 7,499 5,622 3,748 1,874

6.9 Fixed Aset Depreciation Tables

## 6.13 **Pro-Forma Cash Flow Statement**

Hearth CASH NRLOWS Capital (saih)	44,932	es i				FORMA CASH	MyMa PRO FORMA CASH FLOW STATEMENT	EMENT		ee i				100AL 916AA
Owners' Capital (cash) Bank Loan Cash Sales Collection of Accounts Receivable	44,932 11,458 -	25.850	25			25 950 	25 · · ·	- - - 25 950	25.950	- - 25 950	- - - 25.950		25.950 	
TOTAL CASH INFLOWS	56,390	25,950	25,950	25,950	25,950	25,950	25,950	25,950	25,950	25,950	25,950		25,950	25,950 341,840
CASH PAYMENTS														
Salaries, EPF, SOCSO														
Internet All manazion	140	140	140	140	140	0.000	o 000	° 000	140	9-000	140		140	140 1,680 0 ANN 106 ANN
All managers			roure	- ziono	Minik		Mare	-			-		-	
Advertisement and Promotion	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000		.000	
Other	200	200	200	200	200	200	200	200	200			- 8457	8	2,400
Cash Purchases			1,152		1,152						1,152		NI NI	
Payment of Accounts Payable													-13	
Carnage Inwards & Duttes Sataries EPF & SOCSO	1171	1171	1.171	1171	1.171	1.171	1.171	1171	1.171		1.171	÷.,		71 14.052
All Manager	9.000	9,000	9,000	9000	9,000	9.000	000.6	9.000	9,000	000	9.000	9	8	
Deposit	4.800													
Registration & Licences	1,500													- 1,500
Insurance & Road Tax	240													940
Purchase of Fixed Assets - Land & Building	3,000													- 3,000
Purchase of Fixed Assets - Others	17,739													- 17,739
Hire-Purchase Down Payment														
Principal														
Interest														
Principal													77	
Interest	28	29	29	29	29		28	28		29	29		8 :	344
Tax	t i		* 1	- 3		13				r i	40			
TOTAL CASH OUTFLOWS	50,619	24,491	24,491	24,491	24,491	24,491	24,491	24,491	24,491	24,491	24,491	24	491	
EXCESS/(DEFICIT)	5,772	1,459	1,459	1,459	1,459	1,459	1,459	1,459	1,459	1,459	1,459	_	1,459	
OPENING BALANCE	4	5,772	7,231	8,690	10,149	11,608	13,066	14,525	15,984	17,443	18,902	N	20,361	
ENDING BALANCE	5,772	7,231	8,690	10,149	11,608	13,066	14,525	15,984	17,443	13,902	20,361		21,820	21,820 21,820

Table 6.10 Cash Flow Pro-Forma Statement

## 6.14 Pro-Forma Income Statement

PRO FORMA	MyMa INCOME STATEMENT		
	Year 1	Year 2	Year 3
Sales	311,400	342,540	411,048
Less: Cost of Goods Sold			
Opening Stock			
Purchases	27,636	29,018	31,920
tolak: Closing Stock			
Carriage Inwards & Duty		-	
Gross Profit			
Less: Expenses			
Administrative Expenses	123,732	129,919	136,415
Marketing Expenses	14,400	15,120	15,876
Registration & Licences	1,500		÷
Insurance & Road Tax			-
Other Expenses	240	240	240
Interest on Hire-Purchase			÷
Interest on Loan	344	172	-
Depreciation on Fixed Assets	3,548	3,548	3,548
Operations Expenses	122,052	128,155	134,562
Total Expenses	293,452	306,171	322,560
Net Profit Before Tax	17,948	36,369	88,488
Tax 20%	0	0	0
Net Profit After Tax	17,948	36,369	88,488
Accumulated Net Profit	17,948	54,318	142,806

#### Table 6.11 Pro-Forma Income Statement

## 6.15 **Pro-Forma Balance Sheet**

	IyMa BALANCE SHEET		
	Year 1	Year 2	Year 3
ASSETS			
FIXED ASSETS (Book Value)			
Land & Building	3,000	3,000	3,000
Furniture & Fitting	5,096	3,822	2,548
			-
			-
Signboard	1,600	1,200	800
Vehicles	-	-	-
Equipment	7,495	5,621	3,748
			-
	-		
	17,191	13,643	10,096
	4,800	4 800	4 000
Deposit	4,800	4,800 0	4,800 0
	0	0	0
Accounts Receivable	25,950	28,545	34,254
Cash	21,820	54,104	136,152
	52,570	87,449	175,206
TOTAL ASSETS	69,761	101,092	185,302
OWNERS' EQUITY			
Capital	44,932	44,932	44,932
Accumulated Net Profit	17,948	54,318	142,806
	62,880	99,250	187,738
LIABILITIES			
Loan Balance	5,729		(5,729)
Hire-Purchase Balance			-
Accounts Payable	1,152	1,842	3,293
Tax Payable	0	0	0
	6,881	1,842	(2,436)
TOTAL OWNER' EQUITY & LIABILI	69,761	101,092	185,302

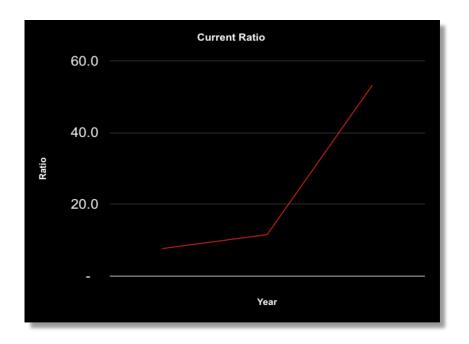
#### Table 6.12 Pro-Forma Balance Sheet

## 6.16 Financial Performance

FORECAS	MyMa TED PERFORM	ANCE	
Particulars	Year 1	Year 2	Year 3
PROFITABILITY			
Sales	311,400	342,540	411,048
Gross Income			
Net Income Before Tax	17,948	36,369	88,488
Net Income After Tax	17,948	36,369	88,488
Accumulated Net Income	17,948	54,318	142,806
LIQUIDITY			and a second
Tatal Cash Receipts	341,840	339,945	405,339
Total Cash Payments	320,020	307,661	323,291
Excess (Deficit)	21,820	32,284	82,048
Accumulated Cash	21,820	54,104	136,152
SAFETY			
Owners' Equity	62,880	99,250	187,738
Fixed Assets	17,191	13,643	10,096
Current Assets	52,570	87,449	175,206
Long Term Liabilities	5,729	-	(5,729)
Current Liabilities	1,152	1,842	3,293
FINANCIAL RATIOS			
Profitability			
Return on sales	6%	11%	22%
Return on Equity	29%	37%	47%
Return on Investment	26%	36%	48%
Liquidity		(1997) - 1997	
Current Ratio	7.64	11.55	53.20
Quick Ratio (Acid Test)	6.94	10.92	51.74
<u>Safety</u>			
Debt to Equity	0.38	0.03	-0.02
BREAK-EVEN ANALYSIS			
Break-Even Point (Sales)	157,765	162,789	169,219
Break-Even Point (%)	51%	48%	41%

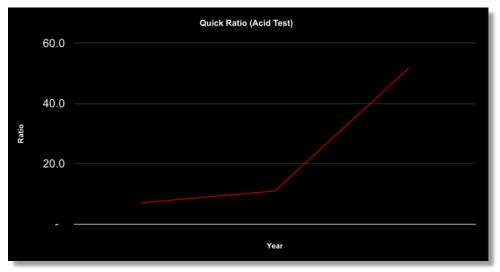
Table 6.13 Financial Performance

#### 6.17 Graph Financial Performance



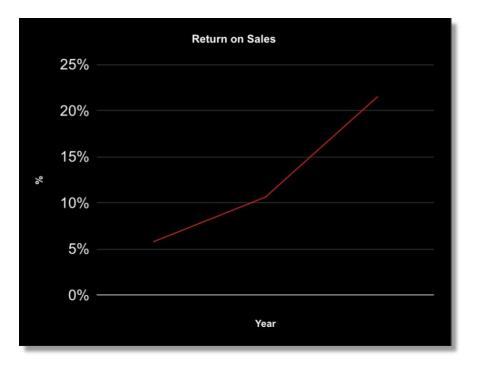
#### Figures 6.1 Current Ratio Graph

The current ratio is a liquidity ratio that measures a company's ability to pay short-term obligations or those due within one year. For the first year is 9 ratios while for the second year and third year is 12 ratios and 56 ratios, respectively.



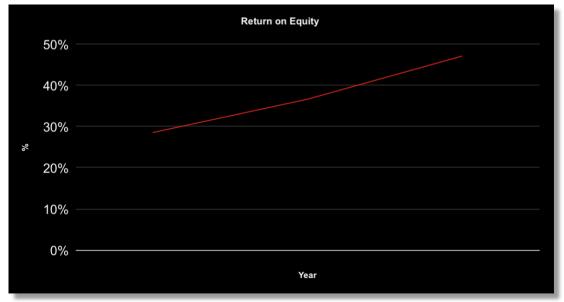
Figures 6.2 Quick Ratio (Asid Test) Graph

Quick ratio is an indicator of a company's short-term liquidity position and measures a company's ability to meet its short-term obligations with its most liquid assets. For the first year is 9 ratios while for the second year and third year is 12 ratios and 56 ratios, respectively.



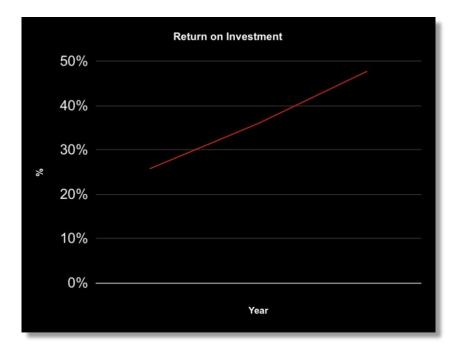
Figures 6.3 Return on Sales Graph

Return on sales also known as ROS is a ratio used to evaluate a company's operational efficiency. This measure provides insight into how much profit is being produced per sales. For the first year is 6% while for the second year and third year is 11% and 24% respectively.



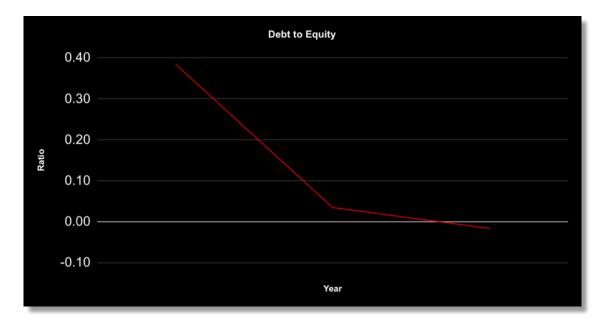
Figures 6.4 Return on Equilty Graph

Return on equity also known as ROE is a measure of financial performance calculated by dividing net income by shareholders' equity. For the first year is 28% while for the second year and third year is 37% and 48% respectively.



Figures 6.5 Return on Investment Graph

Return on Investment also known as ROI is a performance measure used to evaluate the efficiency of an investment or compare the efficiency of a few different investments. For the first year is 26% while for the second year and third year is 35% and 48% respectively.



## Figures 6.6 Dept to Equilty Graph

The ratio is used to evaluate a company's financial leverage. The Debt Equity ratio is an important metric used in corporate finance.

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# CONCLUSION

#### **10.1 Conclusion**

In conclusion, we hope to become one of worldwide distributors of food for mothers in confinement in 5 years of time. We also hope that our product could help to ease the burden of mothers in confinement and we will provide them with the nutrients they need. This will be our opportunity for our business to solve the problem. We will provide our customers with Meal Ready to Eat that is very perfect for mothers in confinement. Modern mothers work for themselves, and while they are entitled to maternity leave, they may need to work from home if there is an emergency at work. The main reason we decided to sell our products is that if a family is unable to pay for confinement services, the mother can find it difficult to cook while caring for the child. We want to provide them with Meal Ready to Eat (MRE) as a perfect solution and only takes 5 minutes to cook. This will relieve the pressure on confined mothers and give them the nourishment they require.

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# PARTNERSHIP AGREEMENT