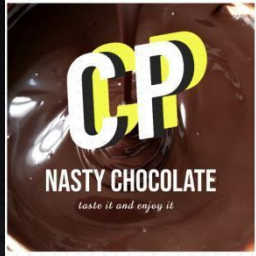


CENTRE OF
CHEMICAL ENGINEERING
STUDIES







ASSIGNMENT 3: BUSINESS PLAN REPORT

Prepared for ,

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1.0 : INTRODUCTION

1.1 Executive summary

For the subject of Fundamental of Entrepreneurship (ENT 300) assignment 3, we were given a task of making a business plan for any business or services and propose it. After doing a bit of research, we are in a team and have unanimously come to a decision of doing chocolate production and the name of our company is Nasty Chocolate Sdn Bhd . First and foremost, why we choose chocolate as our production to make business is because it is made from cocoa butter which is derived from palm oil. In this assessment, the products of business must be related with palm oil such as the raw material is from palm oil composition. Nasty Chocolate Sdn Bhd is a chocolate producer , one of the local brands and sells its products on a wholesale basis to brokers, distributors, and retailers. Our mission is that we are dedicated to the craft of chocolate-making and work tirelessly to produce flawless tasty chocolates that will make our clients happy. Besides, we want to ensure that our products which are chocolate can be accepted from our society as a well-known dessert. In order to expand our brand as a food manufacturing company, we have to follow the right procedure according to JAKIM guidelines in order to get halal certificate. Our business is run by five main workers which are general manager, administration manager, marketing manager, operation manager and financial manager. All of us have our own rule and position to make sure that the business will be ongoing smoothly and successfully. Our business location is very strategic because it is near to the commercial industry besides to get access or facilities from the city to attract the customer. Based on our observation, the city location is most suitable to run our chocolate manufacturing because it will attract more customers, especially teenagers, to exposed our brand to them. Plus, the strategic location can attract the investor to invest in our company for both benefits. Therefore, it will be a good partnership for our company in the development phase. Finally, we hope that Nasty Chocolate Sdn Bhd will be a well-known product in the future. We also believe that the demand of our product will increase every year if we give good services.

2.0 : ADMINISTRATION PLAN

2.1 BUSINESS MISSION, VISION AND OBJECTIVE

Vision:

Our long-term goal is to establish ourselves as a preeminent international chocolatier by emphasizing excellence and perfection while producing the best and most decadent chocolates possible.

Mission:

We are dedicated to the craft of chocolate-making and work tirelessly to produce flawless tasty chocolates that will make our clients happy. To ensure that the chocolates made are flawless, we will continue to only employ the highest quality ingredients and adhere to tight operational protocols.

Objectives

As a company that practices a united attitude,

- 1) We want to always be competitive and drive the company's name towards progress. Therefore, with this progress, it can further expand its business to an international level so that it can be recognized by many as a trusted chocolate manufacturer.
- 2) To create Price competitive Products as part of the effect to increase the world access to high quality chocolates.
- 3) To ensure a hygiene & clean working environment as to continue to produce Safe & Tasty Products

2.2 Business logo and description

Logo and symbol for any business company is very important because of few factors. As a result of the fact that it attracts attention, leaves a lasting impression, forms the basis of your brand identity, is memorable, distinguishes you from competitors, encourages brand loyalty, and is accepted by your target audience. So that's why it's vital to make sure that when making a logo, it truly represents your brand and can connect with consumers.

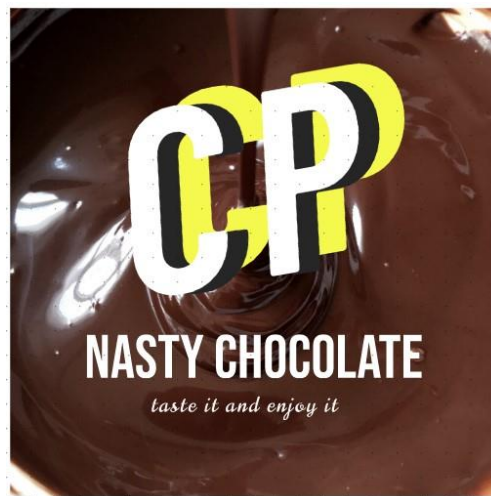




Figure 1: Official logo of Nasty Chocolate SDN. BHD.

Logo , colour , words	Description
CP (words)	CP means to Chocolate Production
NASTY CHOCOLATE	Our company name
	Symbolizing our cheerful joy in running our business as a team.
	Symbolizing discipline in maintaining cleanliness as a food manufacturing company.
"Taste it and enjoy it"	Our tagline to get attraction from investors.

2.3 Organizational Chart

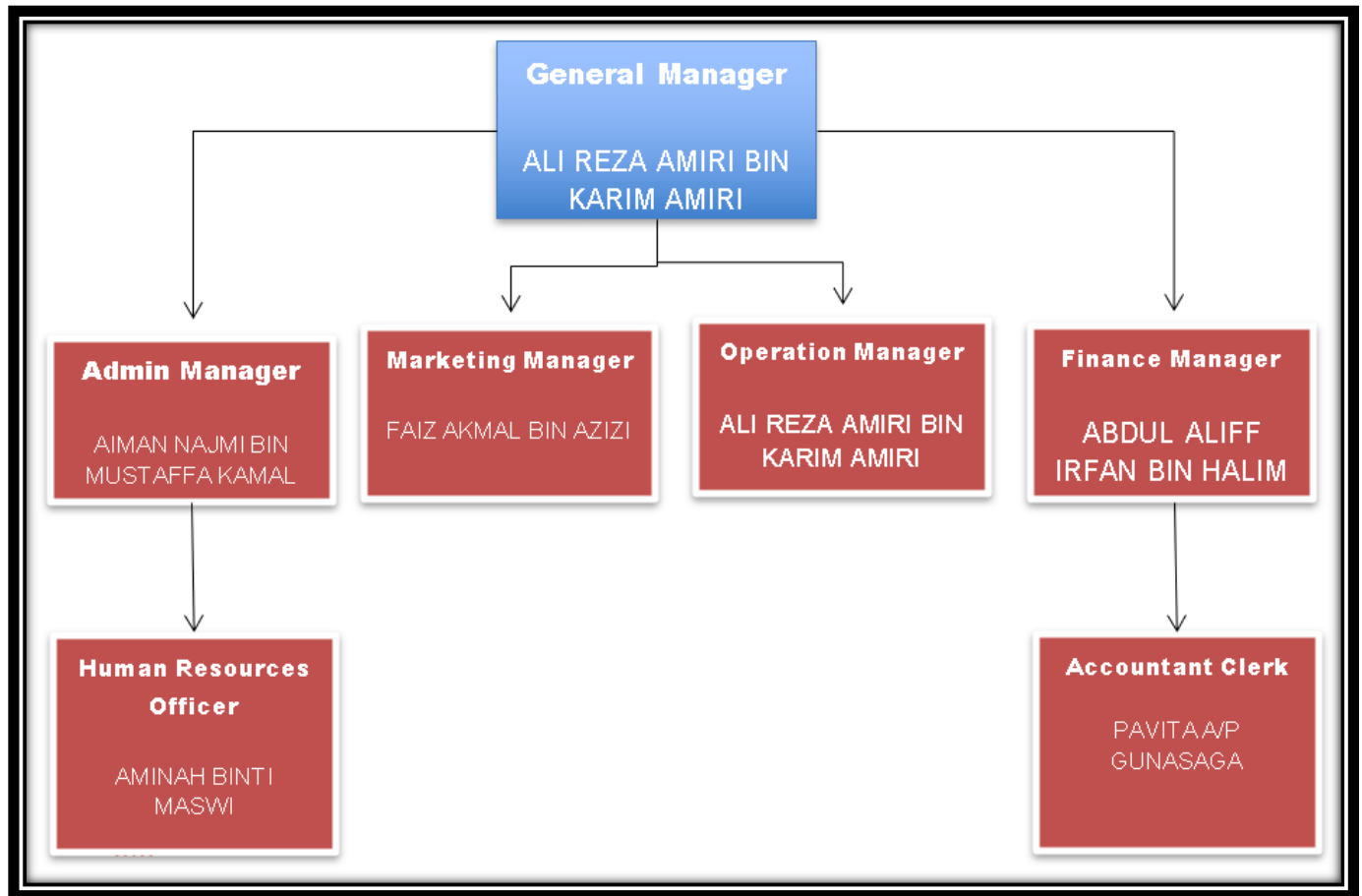


Figure 2: Administration Organizational Chart

An organizational chart displays a company's or organization's internal structure. Its purpose is to illustrate the reporting relationships and chains of command within the organization. Boxes or other forms that occasionally include images, contact details, connections to email and web pages, icons, and illustrations are used to symbolize the employees and roles. The lines connecting the levels can be straight or angled. Figure 2 is the Administration Organizational Chart for Nasty Chocolate Sdn. Bhd. While in *Figure 3* shows the example of an administration organizational chart in a company.



Figure 3: Continuation of Administration Organizational Chart

The administrative department offers useful services that allow work processes to run smoothly and decision-makers to concentrate on duties and responsibilities that provide value. Daily operations that keep an organization running smoothly and effectively are part of administrative jobs. Besides, Office administrators are usually the first to communicate with clients or customers outside of the company's boundaries, whether it be via phone call or in person. They keep visitor records, track employee attendance, and provide the essential documentation for the business in addition to providing polite assistance to individuals coming into the building or dialing the number.

2.4 Administration personnel schedule:

Position	Task & responsibilities
General manager	<ol style="list-style-type: none"> 1) Responsible for improving efficiency and increasing departmental profits while managing the company's overall operations. 2) Delegate responsibilities to the best-qualified employees and enforce all policies, procedures, standards, specifications, guidelines, training programs, and cultural values. 3) Developing all the managers to improve the business of company.
Admin Manager	<ol style="list-style-type: none"> 1) Processing employee data, updating company policies and assisting in the hiring process. 2) Assist in day to day office administration department such as purchase reservation for customers, issuance of purchase requisitions, monitor payment due date, monitoring of stationary and pantries supply, staff PPE etc.
Marketing Manager	<ol style="list-style-type: none"> 1) Analysis of the effectiveness of all marketing efforts. Regular review and improvement of marketing programs and evaluate the viability of new ones. 2) Leads the development of multi-channel, integrated marketing, branding strategies and activities within a specific business unit or department. Leads and develops additional marketing initiatives for the company or senior leadership as and when required.

Table 2: Administration task and responsibilities

Position	Task & responsibilities
Operation Manager	<ol style="list-style-type: none"> 1) Coordinate and manage workflow to make sure things get done and quality products are delivered on time. 2) Accountable to ensure product compliance by design (quality, food safety & regulatory). 3) To assist in monitoring & controlling daily productions activities and monitor all production lines to maximize it to the optimum level. 4) Ensure that raw materials, fragrance batches and laboratory batches are released after testing to specifications.
Finance Manager	<ol style="list-style-type: none"> 1) To plan, track and manage cash and bank balance for operation account, oversee the cash planning of the hospital including refund procedures to the patient. 2) Oversee and manage the general accounting & finance functions such as accounts payable, accounts receivable, general ledger, taxes, monthly closing & capex spending. 3) Ensure consistency of company budget planning process by providing analytical support to ensure integrity and compliance with group policies and guidelines.
Accountant clerk	<p>To review the monthly and quarterly financial performance reports prepared by subordinates.</p> <p>Ensure the accounts payable, bank reconciliation, journals, and general functions.</p> <p>To review draft audited financial statements prepared by auditors.</p>

Table 3: Continuation of task and responsibilities

Employee Shift Schedule

1/4/2023 - 8/4/20203

Sales Team	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday	
Raihana (Sales Manager)	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM			8:00 AM	5:00 PM	8:00 AM	3:00 PM
Mei Lin(Sales Supervisor)	8:30 AM	5:30 PM	8:30 AM	5:30 PM	8:30 AM	5:30 PM	8:30 AM	5:30 PM	8:30 AM	5:30 PM			8:30 AM	3:30 PM
Ramush (Distriburion svsr)	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM			8:30 AM	5:30 PM	8:00 AM	3:00 PM
Deeva(Promotion svsr)	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM		
Iqbal Said (Logistic svsr)			8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	3:30 PM

 OFF DAY

svsr= Supervisor

Figure 4 : Table of Workers Schedule for Sales Team

Employee Shift Schedule

1/4/2023 - 8/4/20203

Human Resources Team	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday	
Fakhrul (Chief) (HR Officer)	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM				
Aqillah (Training Coordinator)	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM				
Alan(Recruiter Coordinator)	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:30 AM	5:30 PM				
Xi Yuan(Compensation Rep.)	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:30 AM	5:30 PM	8:30 AM	5:30 PM			8:30 AM	5:30 PM
Syihah (Employee Relation)	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM		

 OFF DAY

Rep. = Representative


Figure 5: Table of worker's schedule for HR team

Employee Shift Schedule

1/4/2023 - 8/4/20203

Finance Team	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday	
Tan Kian (Controller Acc.)	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM				
Nadiyah (Treasurer)	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM				
Imran (Internal Auditor)	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:30 AM	5:30 PM				
Rajanikanth (Acc. Clerk)	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:30 AM	5:30 PM	8:30 AM	5:30 PM			8:00 AM	5:00 PM
Boon Li (Finance Manager)	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM				

 OFF DAY

 Overtime (Cover Prodcution)

Acc. = Accountant

Figure 6: Table of workers for Finance team

2.5 Remuneration Schedule

Remuneration is the total compensation received by an employee. It includes not only base salary but any bonuses, commission payments, overtime pay, or other financial benefits that an employee receives from an employer. Direct cash payments or taxable fringe perks, like the use of a company car for personal use, are both acceptable forms of compensation.

Position	No.	Monthly Salary (RM)	EPF Contribution (11%) (RM)	SOCSO Contribution (3%) (RM)	Total (RM)
Head of Human Resources	1	2,500.00	275.00	75.00	2,850.00
Human Resources Team	4	1,500.00	165.00	45.00	6,840.00
Administration Manager	1	2,700.00	297.00	81.00	3,078.00
Sales Manager	1	2,500.00	275.00	75.00	2,850.00
Sales Team	4	1,500.00	165.00	45.00	6,840.00
Operation Manager	1	2,500.00	275.00	75.00	2,750.00
Assistant Operation Manager	1	2,200.00	242.00	66.00	2,508.00
Financial Manager	1	2,500.00	275.00	75.00	2,750.00
Financial Team	4	1,500.00	165.00	45.00	6,840.00
Security Guard	4	1,300.00	143.00	39.00	5,928.00
TOTAL					43,234.00

Table 4: Remuneration Schedule for Administration

2.6 Administration Budget

1) LIST OF OFFICE FURNITURE AND FITTINGS

Type	Price/unit (RM)	Quantity	Amount(RM)
Computer	2,800.00	4	11,200.00
Telephone	600.00	1	600.00
Photocopy machine	900.00	3	2,700.00
Wireless router (Wi-Fi)	150.00	1	150.00
Air-Condition	1,000.00	5	5,000.00
Fax machine	339.00	1	339.00
Total			19,989.00
A4 paper	10.00	6	60.00
Stationery(pen,pencil)	5.00 per box	4	20.00
Printer Ink	55.00	10	550.00
Calculator	70.00	5	350.00
Foam board	40.00	4	160.00
Others expenditure			100.00
Total			1,240.00

Table 5: List of offices equipment

Type	Price/unit (RM)	Quantity	Amount(RM)
Table & chair office set	150.00 /set	4	750.00
Front desk	400.00	1	400.00
Cabinet office	900.00	3	2,700.00
Sofa	450.00 /set	2	900.00
Curtain	50.00	4	200.00
Chair	60.00	3	180.00
Table	100.00	3	300.00
Total			5,430.00

Table 6: List of office furniture and fittings

Particulars	Fixed Assests Expenses (RM)	Monthly Expenses (RM)	Other Expenses (RM)	
Fixed Assets				
Office Furniture & Fittings	19,989.00	-	-	
Office Equipment	5,430.00	-	-	
Premises Renovation	5,000.00	-	-	
Working Capital				
Wage + Salary + EPF+Socso		43,234.00		
Utilities		2,500.00		
Office supplies		1,240.00		
Other expenditure				
Course Attended			5,000.00	
Pre-operations				
Deposit (Rent, Utilities)	-		-	
Business Registration & Licenses	-		1,000.00	
Total	30,419.00	46,974.00	6,000.00	

Table 7: Administration Budget

3.0 : MARKETING PLAN

3.1 Marketing Objective

Nasty Chocolate objective are as bellows :

- To develop differentiated products, while exploiting a smart variety.
- To achieve our profitable growth in confectionery and beverages.
- Increase sales by 15% in the next six months by increasing new signups by 10% and increasing average customer orders by 20%
- To be one the well-known chocolate brands in Malaysia after a year of opening.
- Increase market share in the next 12 months by increasing brand awareness, as measured by a 50% increase in organic brand name search via social media saturation, social media ads, and an influencer campaign.
- To reduce production cost by 5% by 2024.
- To obtain feedback from half of our customers
- To increase market profit by 15%, for the next 3 years of operation.

3.2 Service Description

Nasty chocolate is a company of chocolate that produce tasty and sweet chocolate for our customers. Nowadays , a lot of people love chocolate and prefer to buy the most affordable chocolate, it is more than just a sweet; it has a relationship to the proportions of fat and carbohydrates that are established early in the production process. One rarely meets a chocolate lover, and this is what makes it irresistible. This is why our product is the best one because we sell it with a good price and fantastic taste.

Our customers will gain the best experience and benefits after trying our chocolate .Our chocolate ingredients like cocoa beans can reduce inflammation, lower blood pressure, and improve cholesterol and blood sugars. For a certain flavor that has dried fruits ,like almond can reduce blood pressure and guard against cancer and lower cholesterol level. Meanwhile, Cocoa Butter Equivalent have vitamin E that supports vision , reproduction and the health of your brain, skin, and blood. Next, our business location is very strategic as our production factory at Taman Perindustrian Putra, Puchong, Selangor. We will supply our chocolate at Kuala Lumpur and Selangor which have high populations there .We will be a supplier to 30 outlets of small retail stores, 20 outlets of Lotus Malaysia and 20 outlets of 7E and 20 outlets of KK Supermarket around Selangor and Kuala Lumpur.

3.3 Target Market

Segmenting Market

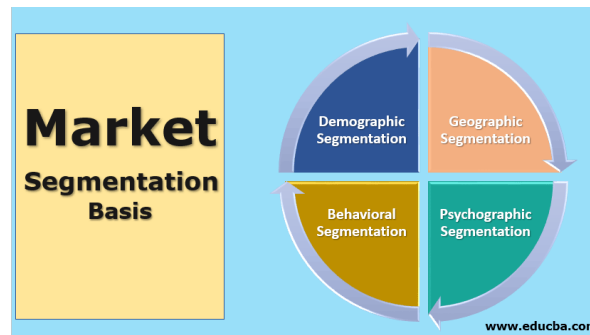


Figure 7 :Type of Market Segmentation

Market segmentation is a tactic used by many businesses to divide their target market into distinct categories to develop specialized and individualized outreach campaigns, marketing and advertising campaigns. Naturally, individuals of various types have an interest in the same goods or services. As a result, businesses must divide up their target market into several groups to interact effectively with each one. The segments formed are made up of consumers who have comparable responses to marketing techniques and who share characteristics such as similar interests, needs, or location. Its goal is to ensure that businesses can segment their customers into groups to market our product or service more effectively.

- Geographic Segmentation
- Demographic Segmentation
- Behavioral Segmentation

Geographic Segmentation

Geographic segmentation is the process of segmenting your audience based on where they live or work. This can be accomplished in a variety of ways, including grouping customers by country or smaller geographical divisions, such as region, city, and postal code. It works on the principle that people in that area have similar needs, desires, and cultural considerations. Brands can target more relevant marketing messages and suitable products to customers who are then aware and more likely to buy if they understand what people in that area require.

For Nasty chocolate, we decided to build our chocolate factory at Selangor which is located at Putra Industrial Park , Taman Perindustrian Putra, Puchong ,Selangor. We find out that this location is one of the strategic locations for our factory. This variable can have an effect on geographic segmentation by covering a small area, such as a neighborhood, or a large area, such as a continent, with towns, cities, states, and countries in between, from this location we enable to target specific audiences and deliver tailored marketing campaigns, allowing our company to generate profits more quickly while saving time and money. Based on our observation, our chocolate factory is very suitable for our chocolate production since our factory is close to our supply chain. Hence, this will be a huge opportunity to set up our Nasty chocolate production.

Demographic Segmentation

Demographic segmentation is a precise method of identifying an audience based on data points such as age, gender, marital status, family size, income, education, race, occupation, nationality, and/or religion. It is one of the four main types of marketing segmentation and is possibly the most widely used method. Instead of reaching out to the entire market, our businesses can use demographic segmentation to focus our time

and resources on customers who are most likely to make purchases and thus most valuable to them.

There is some age targeting used in selling our products, our brand is mainly aimed at children and teenagers due to its use of bright colors and emphasis on fun, this is because age is one of the most important variables used in demographic segmentation because consumers' preferences and needs vary significantly depending on their age group. We also sell a variant of chocolate flavor which is common but with a touch of secret ingredients which can make our chocolate stand up compared to other brands.

Behavioral Segmentation

Behavioral segmentation is a marketing process that divides customers into segments based on their behavior patterns when interacting with a specific business. These segments could group customers by their attitude toward our products or brand, their use of our product and their overall knowledge of our brand and product. Behavioral segmentation provides marketers and business owners with a more comprehensive understanding of their target audience, allowing them to tailor products or services to specific customer needs.

Chocolate customers are considered heavy users. According to Roy Morgan data, 42.8% of the population consumed a block of chocolate in any four-week period between April 2015 and March 2016 (Roy Morgan 6927, 2016). The study also discovered that nearly 60% of chocolate customers buy four blocks every week, highlighting the product's popularity and demonstrating that customers make repeat purchases. From the statistics, we know that this is going to be a big opportunity for our business, since chocolate is popular and has a high demand.

3.4 MARKET TREND & MARKET SIZE

Market trend

It is expected that at least one of family member is 'sweet tooth' and this will increase demand for producer of desserts and treats such as chocolate. Result of the quick increase in the number of each family member that fall in love with sweet of chocolate will make the production of chocolate more widely available. Moreover , some of people that celebrate birthday or any event use chocolate as a present and lead to an increase in the number of cravings towards chocolate. Thus , It is resulting in higher demand for production of chocolate.

Market Size

Population of targeted customers in Selangor Kuala Lumpur,

$$= 7,065,578 + 1,954,221 = 9,019,799 \text{ people}$$

Population x Average price = Market Size

$$9,015,054 \times 12 = 108,180,645$$

Our sale forecast is 9.3 % from market size

$$108,180,645.00 \times 0.093 = 10,060,800 \text{ (per year)}$$

From sales forecasting we would be able to generate how many customers per year

Our chocolate price is RM 12 (average price)

$$10,060,800 / 12 = \boxed{838,400 \text{ units of chocolate per year}}$$

$$838400 / 12 = \boxed{69,867 \text{ units of chocolate per month}}$$

$$69,867 / 28 = \boxed{2,495 \text{ units of chocolate per day}}$$

No	Product	Estimates Sales Per Units of Chocolate	Total estimated Sales/Monthly (RM)	Total estimated Sales/Yearly (RM)
1	Medium size chocolate	12 x 69,867	838,400	10,060,800

Table 8 : Estimated Sales

3.5 Competition- Strength & Weakness Of Competitors

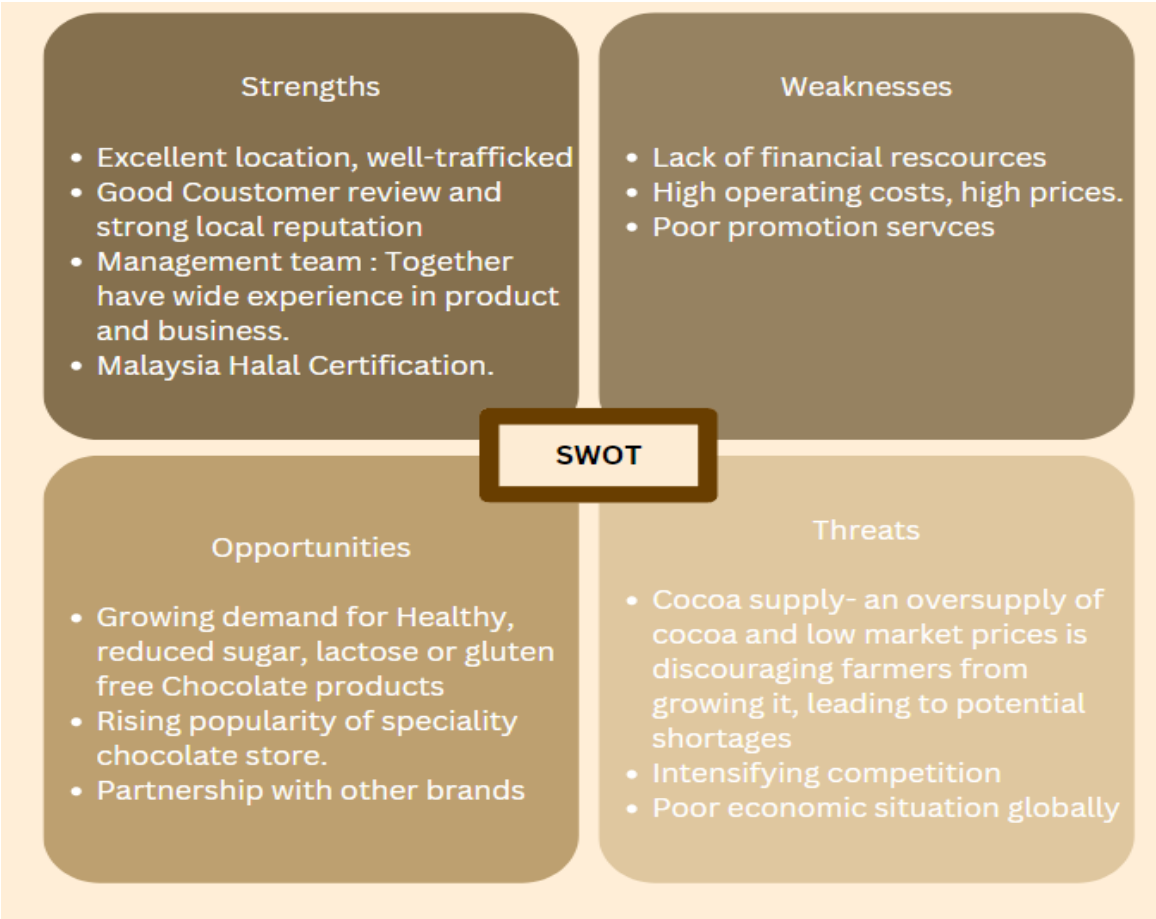


Figure 8 : Swot Analysis

Competitors	Strength	Weakness
HERSHEY's KISSES CHOCOLATE	The company has a strong brand name and is well-known throughout the world.	Hershey's market share growth is limited due to intense competition.
DAIM BAR	Deep understanding of buyer behavior through research on the top people seeking chocolate for their hungry solution.	Daim has a limited product line; they have not expanded their development and manufacturing of other types of products (food or otherwise)
Love 18°C Chocolate	Local brand, cheap & affordable	Does not have a strong brand name and not well-known throughout the globe

Table 9: Table of Comparison between the Competitors

3.6 MARKET SHARE

Competitors	Market Share (%)	Total Market Share (RM)
HERSHEY's KISSES CHOCOLATE	52	56,283,545.76
DAIM BAR	38	41,130,283.44
Love 18°C Chocolate	10	10,823,758
Total	100	108,237,588

Table 10 : Market Share of Competitors

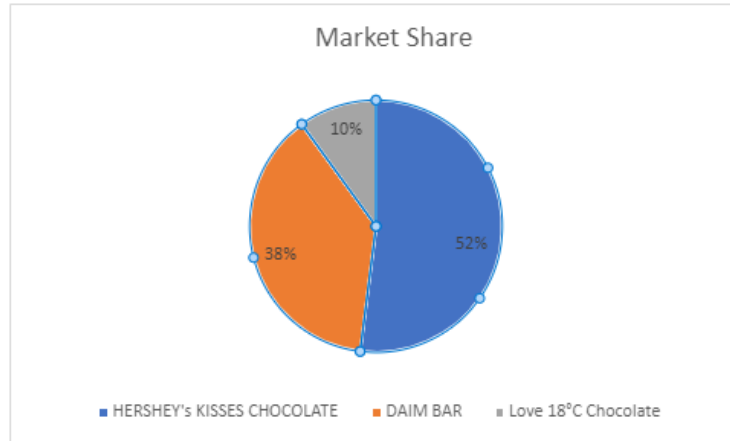


Figure 9 :Pie Chart for Market Share

Market Share after the opening of Nasty Production.

Competitors	Market Share Before Entrance (%)	Market Loss (%)	Market Share After Entrance (%)	Total Market Share (RM)
HERSHEY's KISSES CHOCOLATE	52	3	49	55,981,562.91
DAIM BAR	38	2	36	40,307,677
Love 18°C Chocolate	10	2	8	10,607,282.84
Nasty Chocolate	-	-	10	10,066,095
Total	100	10	100	108,237,588

Table 11 : Market Share of Competitors

3.7 SALES FORECAST

Sales Forecast for Years :

Month	Sales Forecast (RM)
January	650,000
February	682,500
March	620,000
April	716,625
May	715,112
June	770,456
July	699,589
August	810,548
September	812,639
October	838,400
November	846,189
December	858,167
TOTAL	10,060,800

Table 12 : Sales Forecast for Years

Table 12, shows the sales forecast for nasty chocolate for the first year of production. For the first 2 months sales of the Nasty Chocolate there is an increasing for our chocolate sales while one the third month of nasty chocolate there is a decreasing for our chocolate sales this is because the demand of nasty chocolate during that month does not achieve our company target sales.

From April, May and June there is a huge increasing sale for nasty chocolate production, this is because, based from our last month nasty chocolate production there are many stock of chocolate that are not sold because of the decreasing of demand from the market. This allows us to decrease the production cost for upcoming production. Meanwhile, starting in June there is an increase of demand for our chocolate because of the successful strategy sales marketing to promote our brand to market. During those months we have achieved our sales target.

In august, there is a decreasing of sales for chocolate production, during that month our company decided to come out with a new product for nasty chocolate. Our R&D researcher has come out with a few new products which can be sold to our market, because of a new products production causes our sales to decrease.

For the upcoming month we started to receive a very good demand and feedback from our customer regarding our new products, because of our strategy marketing to promote our new brand chocolate was successful we have obtain a constant increasing of sales throughout the years of nasty chocolate production

Sales Forecast by Year:

Year	Percentage Increase (%)	Sales Forecast (RM)
1	-	10,060,800
2	19.88	11,560,800
3	39.76	14,060,800

Table 13 : Sales Forecast by Year

3.8 Marketing Organization Chart

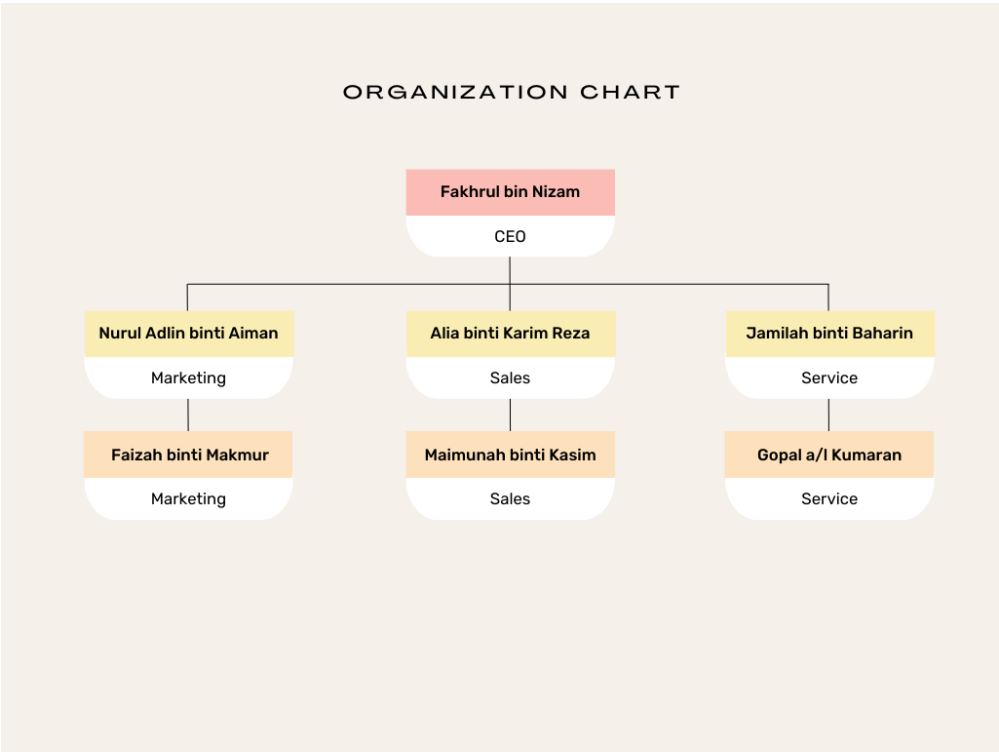


Figure 10 : Organization Chart of Marketing Team

Marketing Personal Schedule

Marketing Team	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday	
Fakhrul bin Nizam	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM				
Nurul Adlin binti Aiman	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM				
Faizah binti Makmur	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM				
Alia binti Karim Reza	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM				
Maimunah binti Kasim	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM				
Jamilah binti Baharin	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM				
Gopal a/l Kumaran	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM				

Table 14 : Personal Schedule

3.85 Marketing Strategy

Service strategy

Name	Nasty Chocolate
Product Quality	All the ingredients in our chocolate are healthy and contribute to low cholesterol. Then , our chocolate have a tasty taste without fake flavoring
Product Package	Mediums size bar of chocolate with 3 kind of variants =
Product differentiation	Customer satisfaction is our main priority. All the chocolate that we produce is based on the current data for healthy production.
After sales service (if appropriate)	Follow-ups We will ask the feedback from our customer about the quality of our chocolate and any suggestion to make any improvement

Table 15 : Service Strategy

Pricing Strategy

For the pricing strategy , it will be used based on competition strategy. We will offer the best price which is not too low or not too high from our competitors.

Table 16 below showed comparison prices between Nasty Chocolate and other competitors.

Competitors	Price average (RM)
HERSHEY's KISSES CHOCOLATE	Rm 14
DAIM BAR	Rm 10
Love 18° C Chocolate	Rm 6
Chocolate paradise	Rm 12

Table 16 :Competitors Price

Place/Distribution Strategy

We play a role as a supplier in this supply chain. So we need to supply our chocolate to retail store which is 7E and KK as soon as possible. This is due to maintain the superb quality of our services. Our business location is very strategic as our chocolate only supply to 7E and KK outlet around Selangor and Kuala Lumpur which one of the state that have high population of people in Malaysia. Plus, we choose Selangor and Kuala Lumpur as our starting business because it is two of famous state in Malaysia that always got a lot of tourist.

Promotion Strategy

Advertising

One of our marketing techniques is advertising, so we brought a signboard, handed out fliers, and hung a banner. This strategy is employed to bring in more clients from different cities and make sure that our product is well-known. In addition, we use social media into our promotion strategy. One of the easiest ways to reach the client is through this method. By leveraging cutting-edge technologies, we may successfully expand our business. Our products will be promoted on Instagram.'

Items	Price
Signboard	4000
Flyers	300
Banner & Bunting	600

Table 17 :Promotion Material

3.85 Marketing Mix



Figure 11 : 4PS Marketing

Nasty chocolate			
Product	Pricing	Place	Promotion
<ul style="list-style-type: none"> Nasty Chocolate sells a wide variety of products. We sell a variety of chocolate flavours such as chocolate, milk chocolate, strawberry, and dark chocolate that we distribute across the country, and the decision to sell which product in which country is influenced by demographics, production costs, demand volatility, and the presence of competitors. Nasty Chocolate product mix contains raisins, almonds, and biscuits, which is a good chocolate combination. 	<ul style="list-style-type: none"> The monetary value exchanged for a product is known as the price. Nasty products are priced according to their quality. Nasty Chocolate's pricing mix is determined by demand, competition, package size, and target demographic. The prices of the items vary depending on the chocolate flavour. Nasty chocolate has a well-planned strategy for reaching all of our target demographics. Nasty chocolate sell at different prices according to their favour. 	<ul style="list-style-type: none"> Nasty products are locally available, catering to a large customer base. Because of its extensive distribution network, Nasty Chocolate has had a significant impact on the local market Nasty chocolate is made in Taman Perindustrian Putra, Puchong, Selangor. Nasty chocolate has run an advertising about our products which have it own exclusiveness. from there we have seen that this has aided our company's growth. The distribution points made the products available to a large number of customers, resulting in a profit for the company in terms of both customer base and revenue. 	<ul style="list-style-type: none"> Promotional activities are those undertaken by an organization to inform the market about their products and services. It is the most important factor because it directly relates to sales. Our company pays close attention to detail and relies heavily on emotional advertising campaigns to connect with its target audience, which has been critical to its success. "Taste it and enjoy it" is our chocolate's tagline. Our company also promotes itself through social media ads in order to raise brand awareness in the community.

Table 18 : Marketing Mix 4Ps

3.9 MARKETING BUDGET

Items	Fixed Asset (RM)	Working Capital (RM)	Other Expenses (RM)
Fixed Assets			
Signboard	4,000.00		
Company Website	17,000.00		
Working Capital			
Social media ads		5,000.00	
Flyers		300.00	
Banner & bunting		600.00	
Other Expenditure			5,000.00
Training materials			
➤ HR Policies			
➤ Benefits Packages			
➤ Instruction for technology use			
Other expenditure			5,000.00
Total (RM)	21,000.00	5,900.00	10,000.00

Table 19 : Marketing Budget

4.0 : OPERATIONAL PLAN

4.1 : OPERATION OBJECTIVES

The objective includes :

- To improve the quality of the product by applying the 3 philosophies of Total Quality Management (TQM) which is Deming's philosophy, Juran's philosophy and Crosby's philosophy.
- Produce quality products that meet or exceed customers' expectations and minimize waste.
- Increase Flexibility to meet a wider range of market requirements and improve competitive advantage.
- Improve Supply Chain efficiency to achieve cost, quality, and flexibility objectives.
- Increase Sustainability through strategies such as getting supplies from sustainable sources, making use of recycled materials, reducing the environmental impact of their logistics operations and investing in manufacturing facilities that minimize energy usage.
- Reduce the cost of manufacturing to ensure we can offer competitive prices and make a profit.

4.15 :OPERATIONAL PLANNING

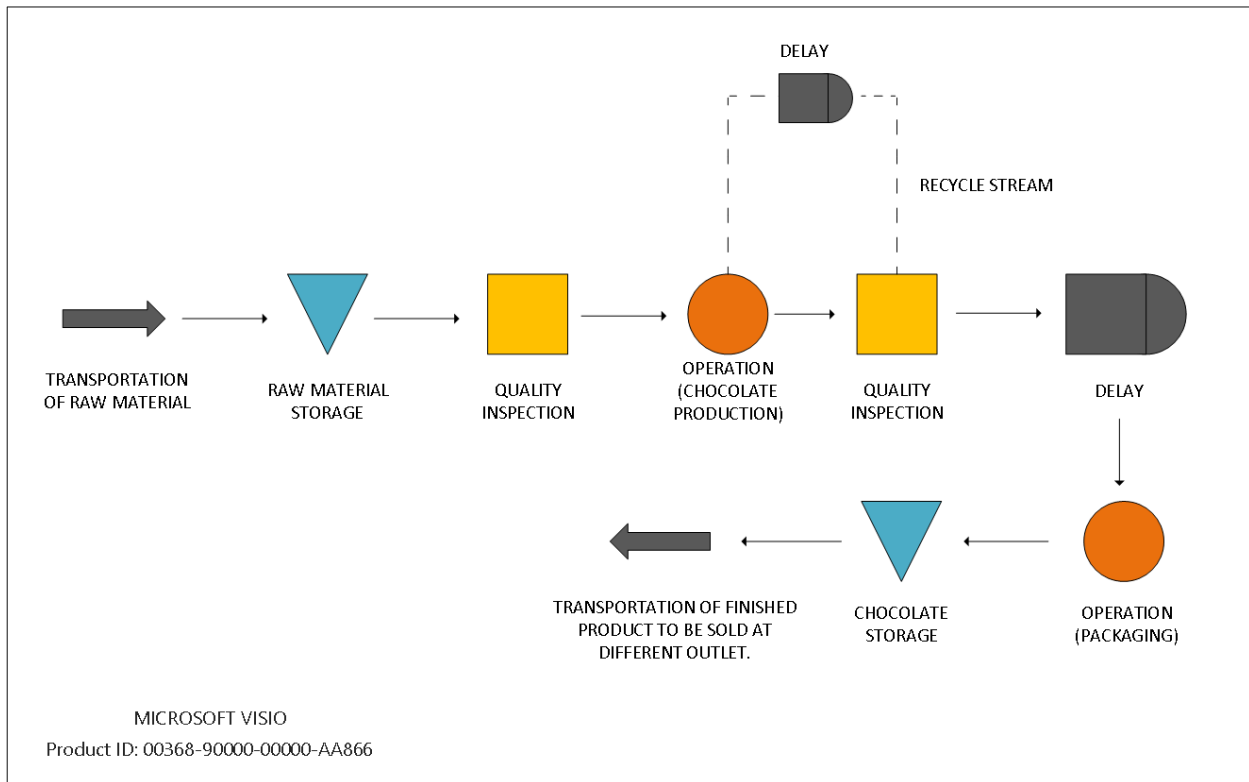


Figure 12: PROCESS PLANNING FOR CHOCOLATE PRODUCTION

Based on Figure 12: PROCESS PLANNING FOR CHOCOLATE PRODUCTION, the process begins by transporting our raw material from suppliers. All the raw material will be stored at the storage area for quality inspection. Once the raw material passed the quality inspection, the operation for producing chocolate will begin. There will be another quality inspection after the operation to ensure the chocolate produce is high quality, thus a delay in process is required for inspection as well as recycling failed product back to the process for a re-run. Once the chocolate produce passed quality inspection, the operation for packaging can be carried out and the packed chocolate is stored in a cold storage to be transport to different outlet.

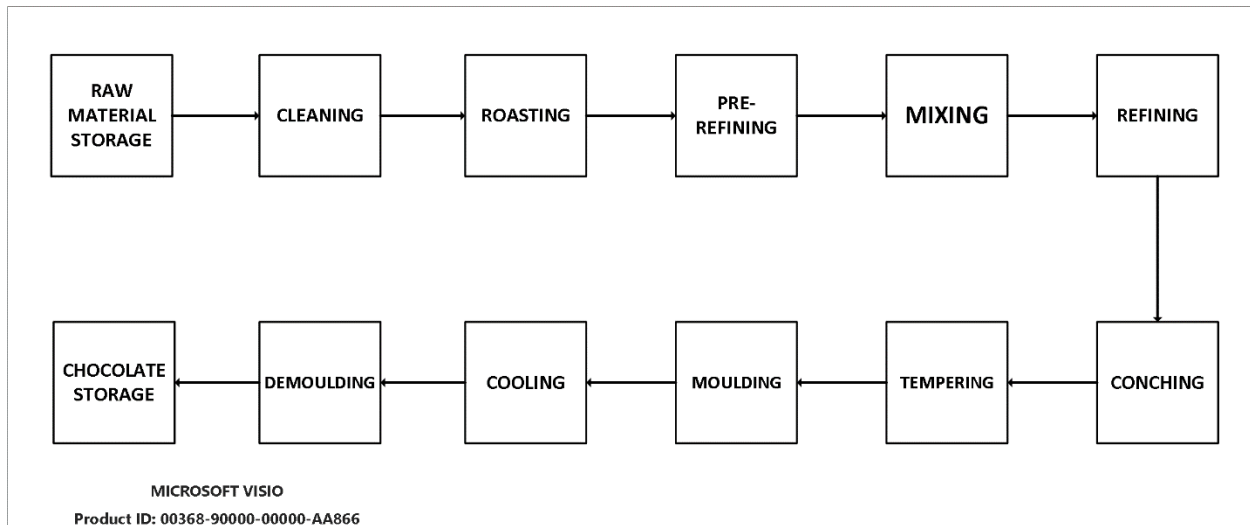


Figure 13: Process Flow Diagram for Chocolate Production

Starting a Chocolate manufacturing company is not easy as producing chocolate requires lots of process and equipment. Each process has its specific machine and equipment which makes the startup cost expensive. Based on Figure 13: Process Flow Diagram for Chocolate Production, The process of producing chocolate begins first begins by cleaning the raw material like cocoa beans or cocoa mass. This process is necessary to ensure that the raw material is cleaned from any impurities and suitable for production. Once the raw material is cleaned, roasting of the cocoa beans process takes place. In this process, the cocoa beans are roasted at 250°F - 270 °F for 30 – 90 minutes. The roasted cocoa bean is pre-refined before mixing. In the mixing process, the cocoa beans is mixed with the other ingredients such as cocoa butter equivalent, sugar and other ingredients in a chocolate. The mixed product will undergo conching process which is define as the final stage of bulk chocolate production. Conching purpose is to add final touches to the texture and flavour of the product. Once the chocolate mixture is conched, a refining and tempering process occur, where the melted chocolate is

cooled which causes the fatty acid crystals to form nuclei around which the other fatty acid will crystallize. The tempered chocolate is molded into bar shaped. And lastly the chocolate is cooled and packed to be sold at different outlets.

4.2 : OPERATION LAYOUT

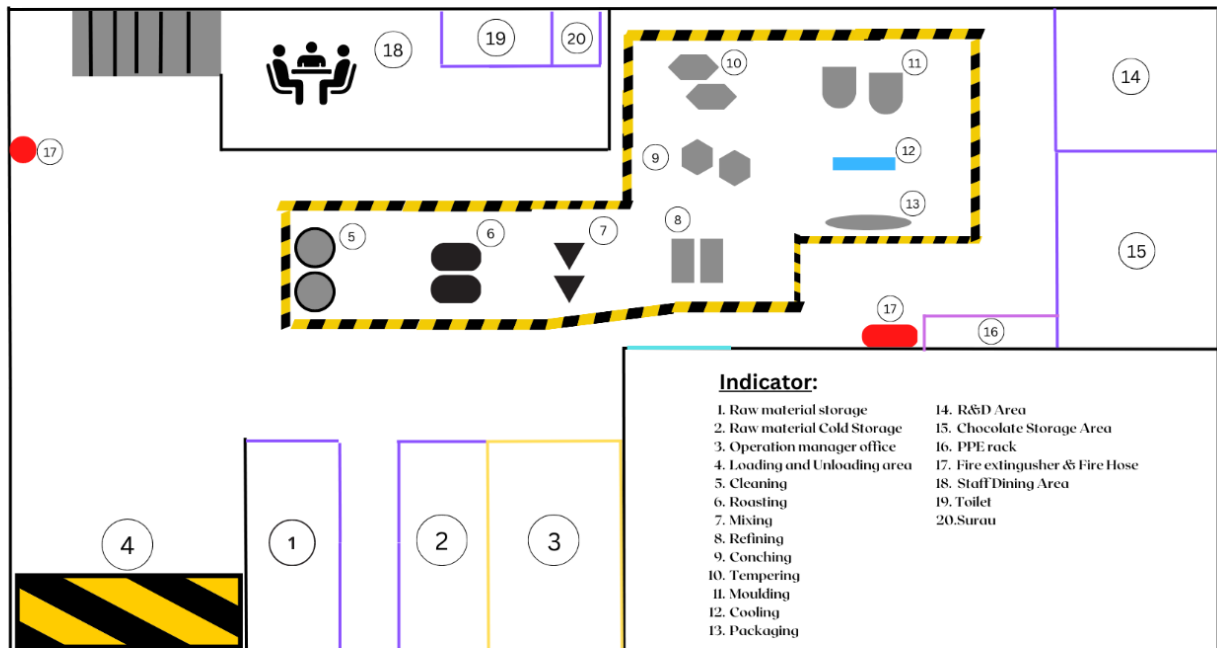


Figure 14 : Production area layout

Figure 14, is the layout for production area where our chocolate is mainly produced. First and foremost, we have raw material storage for cold as well as room temperature. It is important to take note of the temperature in which the raw material need to be stored to ensure the quality is maintained. The operation manager's and assistant office is also located in the production area so that the production team member can easily report if any problem happens in the production. There's also loading and unloading for raw material and final product

to be sold. The production of chocolate area is placed in the center of the plan. There's also an R&D area where research of new product can take place as well as a room where final product can be stored under certain temperature. There's also a PPE rack, fire extinguisher as well as fire hose in case of a spillage or fire outbreak. And lastly, for worker comfortness, a toilet, surau as well as dining area for staff is provided.

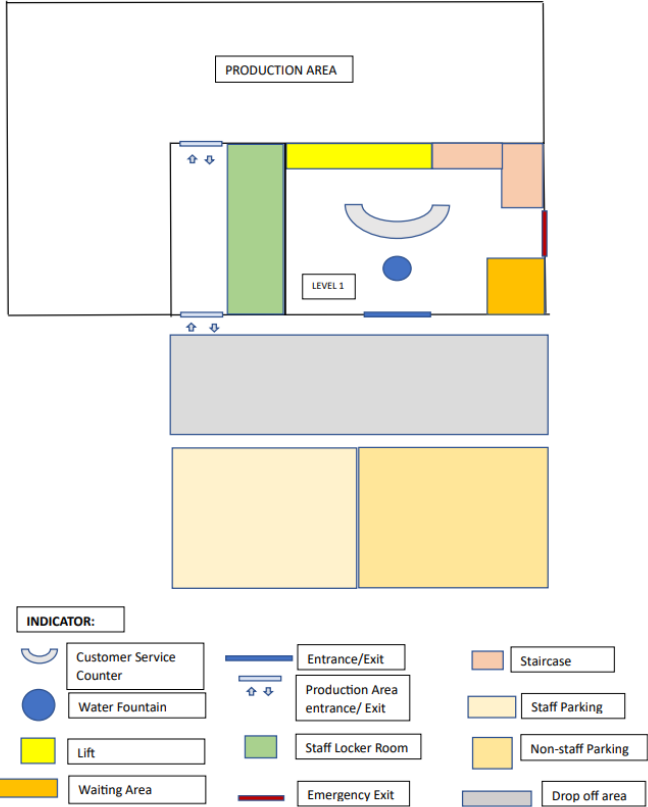


Figure 15 : Office Area 1st level (Main Lobby)

Our company production area is connected to the office area. Figure 15, is the main lobby for our office where clients, customer as well as visitors are greeted by our customer service workers. It also serves as the main entrance and exit for our office workers.

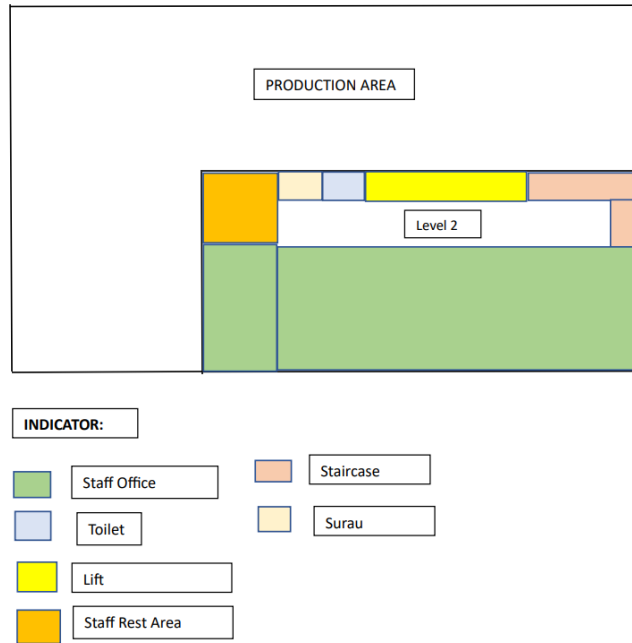


Figure 16 : Office Area 2nd Level

Based on Figure 16, The first level is where the office for staff members with no position such as manager or supervisor is located. For staff comfortness, every floor except for level 1, which is the main lobby has its own toilet, surau and staff rest area.

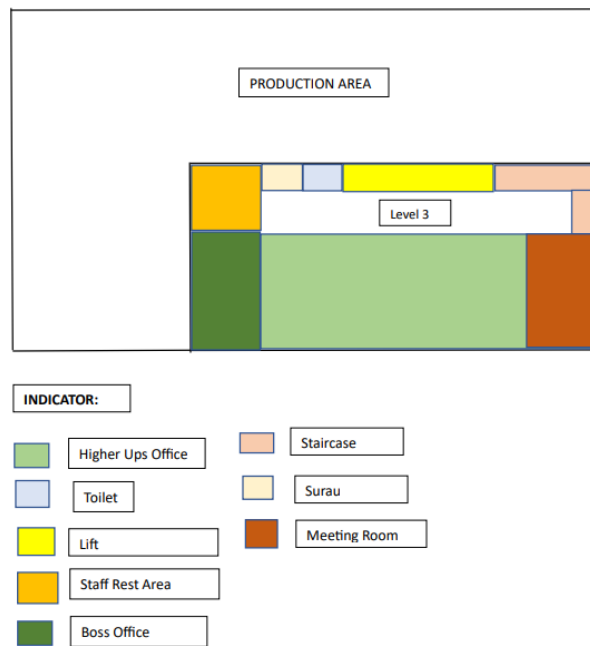


Figure 17: Office Area Level 3rd

Based on Figure 17, level 3rd of the office area is where the higher ups office, boss office as well as a meeting room located.

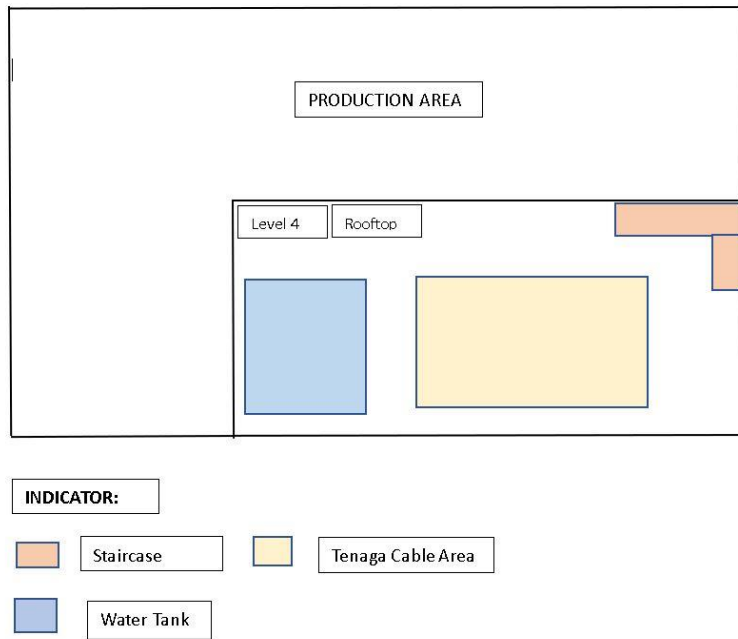


Figure 18: Rooftop (Level 4)

And lastly, Figure 18 is a rooftop level where water tank as well as tenaga cable located. Every building needs to have at least a water tank as a backup in case of water issue happens as well as a tenaga cable for wifi and electricity.

4.25 PRODUCTION/ CAPACITY PLANNING

Table 20: Calculation of Output Per Day

Calculation of Output Per Day		*Assuming every unit produced is sold out.
Average Sales Forecast Per-Month	RM 838,400.00	
Price Per Unit	<p><u>Type Of Chocolate:</u> Normal flavour : (Price = RM 10.00 per pack)</p> <ol style="list-style-type: none"> 1. Nasty Chocolate 2. Nasty Milk Chocolate 3. Nasty Strawberry Chocolate 4. Nasty Dark Chocolate <p><u>Special Add ons:</u></p> <ol style="list-style-type: none"> 1) <u>Raisins</u> : (Price = RM 12.00 per pack) <ul style="list-style-type: none"> • Nasty Dark Raisin • Nasty Chocolate Raisin 2) <u>Almond</u> : (Price = RM 14.00 per pack) <ul style="list-style-type: none"> • Nasty Almond Chocolate • Nasty Dark Almond Chocolate 3) <u>Biscuits</u> : (Price = RM 12.00 per pack) <ul style="list-style-type: none"> • Nasty Crunchies Chocolate • Nasty Dark Crunchies Chocolate <p><u>Packaging</u> 1 Small Box = 4 Packet of chocolate (10 medium size per packet) 1 Small Box = 40 unit of chocolate</p>	
Number Of Output	<p><u>To be delivered to 7-Eleven And KK supermarket</u></p> <p>Target, 7-Eleven = 20 outlets KK- Supermarket = 20 Outlets</p> <hr/> <p>Unit to be delivered Every 2 weeks for 1 outlet,</p> <p><u>Normal Flavour:</u> : 4 Small Box (Each Flavour = 1 Small Box) Unit Of Normal Flavour Chocolate = 16 Packet x 10 Chocolate = 160 unit</p> <p><u>With Raisin:</u> : 2 Small Box (Each Flavour = 1 box)</p>	

	<p>Unit Of Raisin Chocolate = 8 packet x 10 Chocolate = 80 unit</p>
Number of Output	<p><u>With Almond:</u> : 2 Small Box (Each Flavour = 1 box) Unit Of Almond Chocolate = 8 packet x 10 Chocolate = 80 unit</p> <p><u>With Biscuits:</u> : 2 Small Box (Each Flavour = 1 box) Unit Of Biscuits Chocolate = 8 packet x 10 Chocolate = 80 unit</p> <p>Total unit of chocolate for 1 outlet (2 weeks) = 400 unit, Total unit of chocolate for 40 outlet (2 weeks) = 16,000 unit</p> <p>Price Total For 1 Outlet (2 Weeks) = RM 1,600.00 + 960.00 + 1,120.00 + 960.00 = RM 4,640.00 Price Total For 1 Outlet (1 month) = RM 4,640.00 x 2 = RM 9,280.00</p> <hr/> <p>For 1 month (20,7-eleven and 20, Kk supermarket), Total unit of chocolate for 40 outlets (1 Months) = 32,000.00 unit</p> <p>Total price for chocolate sold in 1 month for 40 outlet, = RM 9,280.00 x 40 outlet = RM 371,200.00</p>
	<p><u>To be delivered to lotus outlet :</u> Target, Lotus = 20 outlet</p> <hr/> <p>Unit to be delivered Every 2 weeks for 1 outlet, Normal Flavour: : 8 Small Box (Each Flavour = 2 Small Box) Unit Of Normal Flavour Chocolate = 32 Packet x 10 Chocolate = 320 unit</p> <p>With Raisin: : 4 Small Box (Each Flavour = 2 box) Unit Of Raisin Chocolate = 16 packet x 10 Chocolate = 160 unit</p>

Table 21: Continuation of Calculation for Number of output per day

Calculation of Number of output perday	
Number of Output	<p><u>With Almond:</u> : 4 Small Box (Each Flavour = 2 box) Unit Of Almond Chocolate = 16 packet x 10 Chocolate = 160 unit</p> <p><u>With Biscuits:</u> : 4 Small Box (Each Flavour = 2 box) Unit Of Biscuits Chocolate = 16 packet x 10 Chocolate = 160 unit</p> <p>Total unit for chocolate produced in 2 weeks, = 800 unit</p> <p>Total price for chocolate sold in 2 weeks, = RM 9,280.00</p> <hr/> <p>Unit to be delivered Every 1 month for 1 outlet, = 40 boxes (1600 unit)</p> <p>Total price for chocolate sold in 1 month, = RM 9,280.00 x 2 = RM18,560.00</p> <p><u>If 20 lotus outlets to be delivered,</u> Total price for chocolate sold in 1 month, = RM18,560.00 x 20 outlet = RM 371,200.00</p> <p>Total unit for chocolate produced in 1 month, = 1,600 unit x 20 outlet = 32,000 unit of chocolate.</p>
	<p><u>RETAIL STORE:</u> <u>For 1 Retail Store:</u> * Only normal flavour is dispatched <u>Normal Flavour:</u> : 4 Small Box (Each Flavour = 1 Small Box)</p> <p>Unit Of Normal Flavour Chocolate = 16 Packet x 10 Chocolate = 160 unit</p>

Table 22: Continuation of Calculation of Number of output per day

Calculation of Number of output per day	
Number Of Output	<p><u>To be delivered Every 1 month:</u> Total price for chocolate sold in 1 month, RM 1,600.00 x 2 = RM3,200.00</p> <p>Total unit for chocolate produced in 1 month, 160 unit x 2 = 320 unit</p> <p><u>If 30 Retail Store were to be delivered.</u> Total price for chocolate sold in 1 month, RM3,200.00 x 30 outlet = RM 96,000.00</p> <p>Total unit for chocolate produced in 1 month, 320 unit x 30 outlet = 9,600 unit</p>
	<p>Final Chocolate production and sale:</p> <p>TOTAL CHOCOLATE TO PRODUCE WEEKLY, 4,800 unit + 16,000 unit + 16,000 unit = 36,800 unit</p> <p>TOTAL CHOCOLATE TO PRODUCE MONTHLY, 32,000 unit + 32,000 unit + 9,600 unit = 73,600 unit</p> <p><u>Normal flavour :</u> Nasty Chocolate (6,000 unit) Nasty Milk Chocolate (6,000 unit) Nasty Strawberry Chocolate (6,000 unit) Nasty Dark Chocolate (6,000 unit)</p> <p><u>Special Add ons:</u></p> <p>1) <u>Raisins :</u></p> <ul style="list-style-type: none"> • Nasty Dark Raisin (6,400 unit) • Nasty Chocolate Raisin (6,400 unit) <p>2) <u>Almond :</u></p> <ul style="list-style-type: none"> • Nasty Almond Chocolate (6,400 unit) • Nasty Dark Almond Chocolate (6,400 unit) • Nasty Crunchies Chocolate (6,400 unit)

Table 23: Continuation of Calculation of Number of output per day

Calculation of Number of output per day	
Number Of Output	<p>3) <u>Biscuits</u> :</p> <ul style="list-style-type: none"> • Nasty Crunchies Chocolate (6,400 unit) • Nasty Dark Crunchies Chocolate (6,400 unit) <p>TOTAL CHOCOLATE TO PRODUCE PER DAY,</p> <p>73,600 / 28 DAYS = Roughly 2,900 unit per day Incase of defect.</p> <p>TOTAL CHOCOLATE SALES MONTHLY,</p> <p>RM 371,200.00 + RM 371,200.00 + 96,000.00</p> <p>= RM 838,400.00</p>

Table 24: Continuation of Calculation of Number of output per day

Based on Table 24, our monthly requirement for chocolate production is 73,600 unit of chocolate bars. With 28 days of working, that’s roughly 2,650 units of chocolate. But our company decided to produce an extra unit, which is 2,900 unit per day in case of any defect. That brings the new monthly total to 81,200 units of chocolate bars per month. Assuming all the chocolate produced and sold at different outlets is all sold out, monthly sales of RM 838,400.00 can be forecasted.

4.3 : MATERIAL REQUIREMENT PLANNING

For material requirements, first and foremost our company only produces one size of chocolate, which is a medium size. 1 bar of medium size chocolate is weight at 160g. After doing intensive research, we found out that a bar of chocolate consist 21.5% Cocoa beans or cocoa mass, 40% cocoa butter substitutes (CBS) but in our case, we used cocoa butter equivalent (CBE) instead as it is the most compatible cocoa butter for chocolate. So, we decided to use 40% of CBE instead. A bar of chocolate also contains 13.8% sugar, 16% dried fruits for topping for example strawberry, raisin, almond and the same can be applied for biscuit. To complete the flavoring, 0.2% of vanilla powder made up the final percentage for chocolate making.

To Estimate the mass of each component in a chocolate bar weigh 160g;

Mass of 1 unit of chocolate :

Cocoa mass/Cocoa bean	: 21.5 % x 160g	= 34.4 gram
Milk powder	: 8.5% x 160g	= 13.6 gram
Sugar	: 13.8% x 160g	= 22.08 gram
Dried Fruits	: 16% x 160g	= 25.6 gram
Cocoa Butter Equivalent	: 40% x 160 g	= 64 gram
Vanilla	: 0.2% x 160g	= 0.32 gram

For 1 unit of Nasty medium Chocolate Bar which weighs 160g each, the mass is estimated as shown in the calculation for mass of 1 unit of chocolate.

If 2,900 unit were to be produced in a day, the raw material required can be estimated as below;

Mass for 2,900.00 unit:

Cocoa mass/ cocoa beans	: 34.4g x 2,900.00 unit	= 99,760.00 g (99.76 kg)
Sugar	: 22.08 g x 2,900.00 unit	= 64,032.00 g (64.03 kg)
Milk Powder	: 13.6 g x 2,900.00 unit	= 39,440.00 g (39.44 kg)
Dried Fruits	: 25.6 g x 2,900.00 unit	= 74,240.00 g (74.24 kg)
Cocoa Butter Equivalent	: 64 g x 2,900.00 unit	= 185,600.00 g (185.60 kg)
Vanilla Powder	: 0.32 g x 2,900.00 unit	= 928.00 g (0.93 kg)

Raw Material	Quantity (KG)	Safety Stock (KG)	Total Material (KG)	Price/KG (RM)	Total Price (RM)
Sugar	64.03	10.00	74.03	2.80	207.28
Milk Powder	39.44	10.00	49.44	6.49	320.87
Cocoa Beans	99.76	20.00	119.76	5.90	706.58
Cocoa Butter Equivalent (CBE)	185.60	20.00	205.60	5.90	1,213.04
Vanilla Powder	0.93	1.00	1.93	37.80	72.95
Dried Strawberry	74.24	5.00	79.24	100.00	7,924.00
Biscuits (Marie)	74.24	5.00	79.24	10.83	792.40
Raisin	74.24	5.00	79.24	20.20	1,584.80
Almond	74.24	5.00	79.24	34.99	2,772.61
Packaging with printing, (Paper based – recyclable)	250.00	100.00	350.00	3.50	1,225.00
TOTAL (RM)					16,819.53

Table 25: Bills of Material for raw material

For one day, our company spends roughly around RM 16,819.53 on raw material to produce 2,900 unit of chocolate based on Table 25. To produce 81,200 unit of chocolate, a calculation was carried out.

Total Raw Material price to produce 81,200 unit chocolate monthly,

$$\begin{aligned} & \text{RM } 16,819.53 \times 28 \text{ Working days} \\ & = \text{RM } 470,946.84 \end{aligned}$$

Material	Quantity	Safety Stock	Total Material	Price/KG (RM)	Total Price (RM)
Face mask	50	10	60	15.00	900.00
PPE	20	5	25	150.00	3,750.00
Fire Extinguisher	2	2	4	100.00	200.00
TOTAL (RM)					4,850.00

Table 26: Bills of Material for Production safety

Table 26 shows the list of material which are classified as an important material in a factory.

RAW MATERIAL	SUPPLIER	LOCATION
Sugar	LINSIM TRADING SDN. BHD.	Klang, Selangor
Milk powder	MEETCO LTD.	Kepong, Malaysia
Cocoa beans	CIMITA RESOURCES SDN. BHD.	Puchong, Selangor
Cocoa butter Equivalent	ERAPOLY SDN. BHD.	Kajang, Selangor
Vanilla powder	NATHERM GROUP SDN. BHD.	Semenyih, Kuala Lumpur
Dried Strawberry	TRANSMEDIC ENTREPRISE	Shah Alam, Selangor
Biscuits	MARIE BISCUITS	Nilai, Negeri Sembilan
Raisin	MATAHARI SDN. BHD.	Petaling Jaya, Selangor
Almonds	HAMRAS INTERNATIONAL SDN. BHD.	Petaling Jaya, Selangor
Paper Based, Recyclable Packaging	NISSHA METALLIZING SOLUTION	Berlin, Germany

Table 27 : Raw material supplier

4.35 : MACHINE AND EQUIPMENT PLANNING

Now for the heart of our production which is the machine to produce the chocolate itself. There are 18 machines required in total in order for us to achieve the production of 2,900 unit of chocolate per day.

MACHINE/EQUIPMENT	QUANTITY	PRICE PER UNIT (USD \$)	PRICE PER UNIT – INCLUDE INSTALLMENT AND DELIVERY (RM)	TOTAL PRICE
Commercial Nuts Roaster	2	1,200.00	6,000.00	12,000.00
Nut Cleaning Equipment	2	500.00	2,300.00	4,600.00
Refinery Equipment	2	2950.00	13,500.00	27,000.00
Mixing Equipment	2	2,000.00	9,500.00	19,000.00
Conching Equipment	2	4,100.00	19,500.00	39,000.00
Tempering Equipment	2	7,500.00	35,000.00	70,000.00
Moulding Machine	2	6,799.00	32,000.00	64,000.00
Cooling Machine	2	5,700.00	26,000.00	52,000.00
Packing Machine	2	4,500.00	21,000.00	42,000.00
Raw Material Rack	6	1,000.00	4,500.00	27,000.00
TOTAL				356,600.00

Table 28: Machine and Equipment Price

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

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

2900 unit per day x 0.27 min

420 min per day

= 1.86 ≈ 2 machine

Based on the machine and equipment bought in Table 28, when ordering the machine and equipment, we take into consideration of how many unit we are producing in a day, the capacity of the factory as well as the price of the equipment. We believe two machines each is sufficient to produce 2,900 units of chocolate per day. The machine and equipment are all imported overseas through the platform ALIBABA Express based on

EQUIPMENT	SUPPLIER
Commercial Nuts Roaster	ALIBABA Express
Nut Cleaning Equipment	ALIBABA Express
Refinery Equipment	ALIBABA Express
Mixing Equipment	ALIBABA Express
Conching Equipment	ALIBABA Express
Tempering Equipment	ALIBABA Express
Moulding Machine	ALIBABA Express
Cooling Machine	ALIBABA Express
Packing Machine	ALIBABA Express
Raw Material Rack	ALIBABA Express

Table 29 : Machine and Equipment Supplier

*All equipment is imported from overseas through ALIBABA Platform

4.4 : MANPOWER PLANNING

No. Of Worker Required = $\frac{\text{Planned Rate Of Production Per Day}}{\text{Worker standard Production}}$

$$\begin{aligned} & \text{Worker Productive Time Per Day} && \text{Time/ Unit} \\ & = \frac{2,900 \text{ unit}}{7} \times 0.018 \text{ hours} \\ & = 7.45 \approx 7 \text{ Workers} \end{aligned}$$

Roughly 7 workers is needed in the production/operation team if 2,900 unit chocolate bar were to be produced per day

4.45 : OVERHEAD PLANNING

VARIABLE OVERHEAD	PRICE (RM)
Factory Rent	45,000.00
Office Expenses	7,200.00
Utilities	18,500.00
Equipment Insurance	8,400.00
Repair and Maintenance	45,000.00
Indirect Labor Cost	25,000.00
Indirect Material Cost	5,000.00
Cooling Lorry Rental (4 unit)	7,000.00
TOTAL	161,100.00

Table 30: Overhead Planning

- Based on the property we've selected, the monthly cost for rent is RM 45,000.00 with a RM 75,000.00 deposit for the first month. Comparing other factories/offices with the same land size, this property is the cheapest among all.
- Transportation.
 - First, in terms of transportation, the location we have chosen has access to many highways which are connected to the main city. Based on Figure 20, the location also has many accesses to the nearest supermarket as well as patrol station which helps in reducing transportation cost.
- Security
 - The location we selected is well equipped with security post as well as security systems like alarm, cctv as well as emergency button to contact 999 in case of emergency. The only thing that we need to focus on in term of security is to hire personnel to work as a security guard.

4.55 : BUSINESS OPERATION HOUR

DAY	TIME
MONDAY	8:00 A.M. – 5:30 P.M.
TUESDAY	8:00 A.M. – 5:30 P.M.
WEDNESDAY	8:00 A.M. – 5:30 P.M.
THURSDAY	8:00 A.M. – 5:30 P.M.
FRIDAY	8:00 A.M. – 5:30 P.M.
SATURDAY	8:00 A.M. – 5:30 P.M.
SUNDAY	8:00 A.M. – 3:30 P.M.

Table 31 : Daily Operation Hour

*Worker holiday will be on a rotational basis meaning that each worker will have a one day off every week

Operation	Rest Hour
Monday till Thursday	1:00 p.m. – 2:00 p.m.
Friday	1:00 p.m. – 2:30 p.m.
Saturday	1:00 p.m. – 2:00 p.m.
Sunday	12:00 p.m. – 1:00 p.m.

Table 32: Worker Rest Hour

Based on Table 31, for our production operation hour, weekly our workers will work for 6 days, and some will work for 5 and a half days if they are required to work on Sunday. When deciding on operation hours, we went with the standard office hours. Every week, workers had to come out with hourly reports to ensure that they fulfilled the weekly hour quota. For rest hour of workers, Based on Table 32 from Monday till Thursday and Saturday, workers will have a normal rest hour which is from 1:00 p.m till 2:00 p.m except for Friday where workers are allowed to have a 1 hour 30 minutes rest to perform Friday’s prayer for the muslims. On Sunday, since it’s a half day, rest hour will begin at 12:00 pm and end at 1:00 pm.

Table 31 : Daily Operation Hour

4.6 : OPERATION PERSONNEL SCHEDULE

Organizational chart for production team

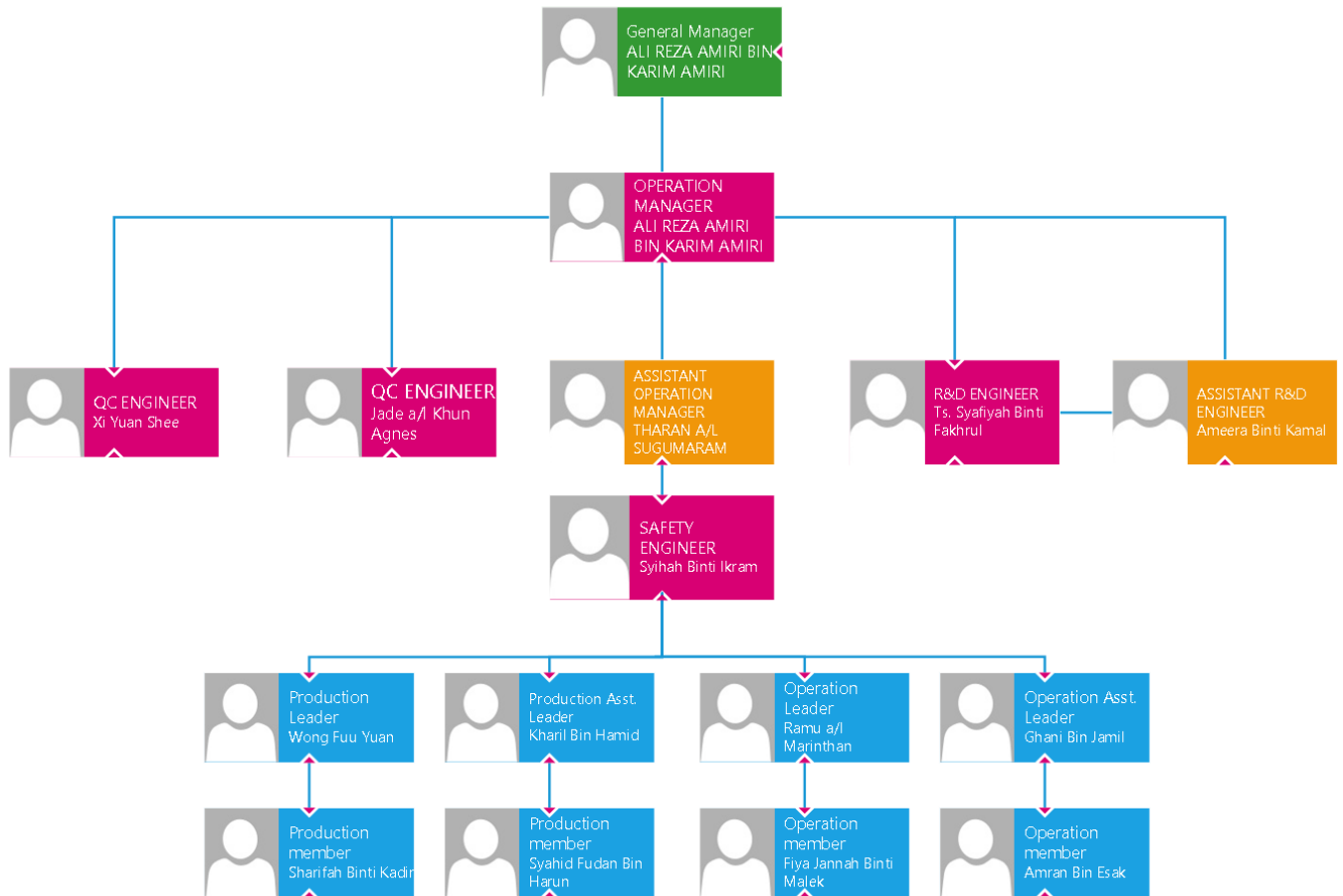


Figure 21 : Operation Organizational Chart

Based on Figure 21 is the organizational chart for the production team members lead by the operation manager as well as the General manager ALI REZA AMIRI BIN KARIM AMIRI . Then follows by the assistant operation manager Tharan A/L Sugumaram along with the other engineers in the team and lastly our technician.

Position	No. Of workers	Worker's Name	Task/Responsibility
Technician / production team	8	<ul style="list-style-type: none"> - Sharifah Binti kadir - Wong Fuu Yuan - Kharil Bin Hamid - Syahid Fudan Bin Harun - Ramu a/l Marinthan - Fiya Jannah Binti Malek - Ghani Bin Jamil - Amran Bin Esak 	<ul style="list-style-type: none"> - Operate production equipment - Store products and material - Report defective product and machinery - Meet the production deadline every 2 weeks - Check stock deficiency
R&D Engineer	1	- Ts. Syafiyah Binti Fakhrul	<ul style="list-style-type: none"> - Perform research and Development Studies - Come up with a new chocolate flavoring at least once every 6 months
Assistant R&D Engineer	1	- Ameera Binti Kamal	- Assist R&D engineer in performing research and development studies
QC Engineer	2	<ul style="list-style-type: none"> - Jade a/l khun agnes - Xi Yuan Shee 	<ul style="list-style-type: none"> - Check the quality of the raw material received as well as the quality of the chocolate produced - Comes up with a method of maintaining the quality of the product and raw material - Ensure that the standard of TQM in the company does not drop
Safety Engineer	1	- Syihah Binti Ikram	<ul style="list-style-type: none"> - Develop procedures and system designs that protect people from illness and injury and property from damage - Ensure the good condition of the equipment

Table 33: Position task and responsibility

Workers Schedule:

Employee Shift Schedule

1/4/2023 - 8/4/20203

Operation/Production Team	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday	
Ali Reza Amiri Bin Karim Amiri	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM			8:00 AM	5:00 PM	8:00 AM	3:00 PM
Tharan a/l Sugumaram	8:30 AM	5:30 PM	8:30 AM	5:30 PM	8:30 AM	5:30 PM	8:30 AM	5:30 PM	8:30 AM	5:30 PM			8:30 AM	3:30 PM
Kharil Bin Hamid	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM			8:30 AM	5:30 PM	8:00 AM	3:00 PM
Sharifah Binti kadir	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM		
Wong Fuu Yuan			8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	3:30 PM
Syahid Fudan Bin Harun	8:30 AM	5:30 PM			8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	3:00 PM
Ramu a/l Marinthan	8:00 AM	5:00 PM	8:30 AM	5:30 PM			8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	3:00 PM
Fiya Jannah Binti Malek	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM			8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	3:30 PM
Ghani Bin Jamil	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM			8:30 AM	3:30 PM
Amran Bin Esak	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM		

 OFF DAY

Table 34: Work Schedule for Technician member

Employee Shift Schedule

1/4/2023 - 8/4/2023

ENGINEER TEAM	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday	
Ts. Syafiyah Binti Fakhrol	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM				
Ameera Binti Kamal	8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM				
Jade a/l khun agnes	8:00 AM	5:00 PM			8:00 AM	5:00 PM	8:30 AM	5:30 PM			8:30 AM	5:30 PM	8:00 AM	3:00 PM
Xi Yuan Shee	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	5:30 PM			8:30 AM	5:30 PM			8:30 AM	5:30 PM
Syiah Binti Ikram			8:00 AM	5:00 PM			8:00 AM	5:00 PM	8:30 AM	5:30 PM	8:00 AM	5:00 PM	8:30 AM	3:30 PM

 OFF DAY

Table 35: Engineer Work Schedule

4.65 : REMUNERATION SCHEDULE

Position	No. of Saff	Monthly Salary (RM)	EPF (11%) (RM)	SOCSSO (3%) (RM)	Total (RM)
QC Engineer	2	3,200.00	352.00	96.00	7,296.00
R&D Engineer	1	3,200.00	352.00	96.00	3,648.00
Assistant R&D Engineer	1	3,200.00	352.00	96.00	3,648.00
Safety Engineer	1	3,200.00	352.00	96.00	3,648.00
Technician	8	2,000.00	220.00	60.00	18,240.00
TOTAL					RM 36,480.00

Table 36: Remuneration Schedule for Production members

4.7 : PERMIT/LICENSE REQUIREMENT

Starting a business is like driving a car, you cannot drive a car without a license. The same goes for business. A business cannot be operated without a proper license. Why are licenses important? If you operate your company without a required license or permit, the government could close your company and/or impose severe penalties. A business license from the Pihak Berkuasa Melesen (PBM) relevant to the area and business activity can be obtained. All firms must have a licence, whether it is a general licence, an industry/sector licence, or an activity licence. Registrations, approvals, licences, and permissions are examples of these. Compliance standards differ depending on the industry, business activity, and region. Thus, for us to start producing chocolate, the most important thing is to get Chocolate Paradise well equipped with a license. There are 2 types of licenses and four types of documents that our company should take note of.

LICENSE	LICENSE NEEDED
GENERAL LICENSE	<ul style="list-style-type: none"> ➤ Company Registration ➤ Company and Employees Income Tax Registration ➤ Employees Provident Fund (EPF) ➤ Social Security Organization (PERKESO) ➤ Human Resource Development Fund (HRDF) ➤ Business Permit License and Signboard License ➤ Halal Certificate
Industry Specific License	<ul style="list-style-type: none"> ➤ Certified of Fitness for Certified Machinery ➤ Approval For Expatriate Posts ➤ Building Plan Approval ➤ Sales Tax License

Table 37 : License Table

<i>Document</i>	Required content
<i>For DOSH</i>	<ul style="list-style-type: none"> • Key plan, Site Plan and Location Plan • Architectural plan (Location of machinery and equipment) • Paid- up capital and annual sales turnover. • Worker's detail • Complete list of machinery and equipment with details • Main materials to be used. • Brief description of waste handling and disposal
<i>For DOE</i>	<ul style="list-style-type: none"> • Key plan, Site Plan and Location Plan • Architectural plan (Location of machinery and equipment) • Complete list of machinery and equipment with details • Type of application : <ul style="list-style-type: none"> ➤ Land use in accordance with planning zone ➤ Conceptual plan ➤ Raw material used and product. ➤ Schedule Operation ➤ Production process ➤ Fuel supply, energy and water usage information ➤ Pollution information ➤ Waste disposal process

Table 38: Document Required

Document	Required Content
For BOMBA	<ul style="list-style-type: none"> • Key plan, Site Plan and Location Plan • Architectural plan (Location of machinery and equipment) • Fire appliances access indicated. • Location of fire hydrant • Active and passive fire safety installation
For Company	<ul style="list-style-type: none"> • A copy of Certificate of Incorporation (Form 9/Notice Section 17) • A copy of Return of Particulars of Directors, Managers and Secretaries (Form 49/ Notice Section 58) • Business Premise photos • A copy of Director's NRIC/Passport as stated in Form 49/ Notice Section 58) • Sample of signboard indicating design and color (if applicable) • Photos showing location of signboard (if applicable)

Table 39: Continuation for Document Required

4.75 : OPERATION BUDGET

ITEM	FIXED ASSET (RM)	MONTHLY EXPENSES (RM)	OTHER EXPENSES (RM)
Fixed asset			
Equipment/machine	356,600.00		
PPE	3,750.00		
Fire Extinguisher			200.00
R&D Equipment	45,000.00		
Forklift	50,000.00		
Workers Typhoid			900.00
Working Capital			
5-tan Cooling lorry x4		7,000.00	
Office Expenses		7,000.00	
Raw Materials +Delivery		479,946.84	
Rent		45,000.00	
Utilities		18,500.00	
Repair and maintenance		45,000.00	
Machine insurance		8,400.00	
Indirect Labor Cost		25,000.00	
Indirect Material Cost		5,000.00	
Wage +EPF+ SOCSO		37,120.00	
Other Expenditure			
Rent Deposit	75,000.00		
Business License	500.00		
Insurance & Road tax	5,000.00		
TOTAL	535,850.00	677,966.84	1,100.00

Table 40: Operation Budget

4:8 : IMPLEMENTION SCHEDULE

Activities	Deadlines	Durations
Business Planning	August 2022 – December 2022	4 months
Application for License and Permit	January 2023 – March 2023	3 months
Executing the Business Plan	April 2023 – July 2023	4 months
Product Test Run	August 2023 – October 2023	2 Months
Official Launch of Nasty Chocolate SDN. BHD.	November 2023 – December 2023	1 Months

Table 41: Implementation Schedule

5.0 : FINANCIAL PLAN

5.1: OPERATIONAL BUDGET

Particulars	Fixed Assests Expenses (RM)	Monthly Expenses (RM)	Other Expenses (RM)	
Fixed Assets				
Office Furniture & Fittings	19,989.00	-	-	
Office Equipment	5,430.00	-	-	
Premises Renovation	5,000.00	-	-	
Working Capital				
Wage + EPF +Socso		43,234.00		
Utilities		2,500.00		
Office supplies		1,240.00		
Other expenditure				
Course Attended			5,000.00	
Pre-operations				
Deposit (Rent, Utilities)	-		-	
Business Registration & Licenses	-		1,000.00	
Total	30,419.00	46,974.00	6,000.00	

Table 42 : Administration budget

Table 42 shows the administration budget of our company. Our fixed asset cost more than RM30,000.00 with roughly 80% of the total spent on Office furniture and fittings. Our working capital are mostly spent on our workers wage, EPF as well as SOCSO. This takes up the monthly spending for administration budget to RM 46,974.00. Just for the first month, the total spend on administration budget is RM 83,393.00.

ITEM	FIXED ASSET (RM)	MONTHLY EXPENSES (RM)	OTHER EXPENSES (RM)
Fixed asset			
Equipment/machine	356,600.00		
PPE	3,750.00		
Fire Extinguisher			200.00
R&D Equipment	45,000.00		
Forklift	50,000.00		
Workers Typhoid			900.00
Working Capital			
5-tan Cooling lorry x4		7,000.00	
Office Expenses		7,000.00	
Raw Materials +Delivery		479,946.84	
Rent		45,000.00	
Utilities		18,500.00	
Repair and maintenance		45,000.00	
Machine insurance		8,400.00	
Indirect Labor Cost		25,000.00	
Indirect Material Cost		5,000.00	
Wage +EPF+ SOCSO		37,120.00	
Other Expenditure			
Rent Deposit	75,000.00		
Business License	500.00		
Insurance & Road tax	5,000.00		
TOTAL	535,850.00	677,966.84	1,100.00

Table 43: Operation Budget

Table 43 shows the operational budget for our chocolate production. Comparing all three budget which is administration budget, operation budget and marketing budget, we spend the most on our operation. This makes sense since we must produce more than 80,000 unit of chocolate monthly. Looking at the fixed asset, we spent 80% of the fixed asset on our equipment and machine for chocolate production. For working capital, the raw material required to produce more than 80,000 unit of chocolate monthly takes up to almost RM 680,000.00. The numbers are expensive because we at nasty chocolate prioritize quality and the raw material we acquired are all of that of a high quality item. It has been outlined in the objective of our operational plan that we are obeying the three philosophies of Total Quality Management, which is Demming's, Juran's and Crosby's philosophies.

Items	Fixed Asset (RM)	Working Capital (RM)	Other Expenses (RM)
Fixed Assets			
Signboard	4,000.00		
Company Website	17,000.00		
Working Capital			
Social media ads		5,000.00	
Flyers		300.00	
Banner & bunting		600.00	
Other Expenditure			5,000.00
Training materials			
➤ HR Policies			
➤ Benefits Packages			
➤ Instruction for technology use			
Other expenditure			5,000.00
Total (RM)	21,000.00	5,900.00	10,000.00

Table 44 :Marketing Budget

Table 44 shows the marketing budget for Nasty Chocolate Sdn. Bhd. A Marketing budget outlines all the money a business intends to spend on marketing-related projects over the quarter or year. Making our company website takes up more of our marketing budget as website domain can be quite expensive. Overall, marketing budget takes up less than operational and administration budget.

5.2 Project Implementation Cost & Sources of Financing

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						
office furniture and fittings		19,989	19,989			
office equipment		5,430			5,430	
renovation		5,000	5,000			
signboard		4,000	4,000			
company website		14,000	14,000			
operation equipment		356,600	600		356,000	
PPE		3,750	3,750			
R&D Equipment		45,000	45,000			
Forklift		50,000	50,000			
Working Capital	1 months					
Administrative		46,974	46,974			
Marketing		27,088	27,088			
Operations		677,327	677,327			
Pre-Operations & Other Expenditure		93,100	93,100			
Contingencies	10%	134,826	134,826			
TOTAL		1,483,084	1,121,654		361,430	

Table 45 : Project Implementation Cost & Sources of Financing

Table 45 shows the project implementation cost & sources of financing at Nasty Chocolate Sdn. Bhd. Project implementation cost is the sum of all or part of the actual total costs to install or implement Measures that result in Completed Units. Meanwhile sources of financing refer to where a business gets money from to fund their business activities.

5.3 PRO-FORMA CASH FLOW

TOTAL YR 1	YEAR 2	YEAR 3
361,430		
1,121,654		
5,863,146	7,514,520	9,139,520
2,687,483	3,986,006	4,806,697
10,033,712	11,500,526	13,946,217
518,808	544,748	626,461
30,000	31,500	36,225
14,880	15,624	17,968
60,000	63,000	72,450
60,000	63,000	72,450
194,256	203,969	234,564
3,600	3,780	4,347
7,200	7,560	8,694
3,592,962	4,225,000	4,550,000
1,647,477	1,934,672	2,275,000
360,000	378,000	434,700
437,760	459,648	528,595
222,000	233,100	268,065
84,000	88,200	101,430
624,000	655,200	753,480
640,800	672,840	773,766
11,100	11,655	13,403
75,000		
2,000		
5,000	5,000	5,000
503,769		
224,331	224,331	224,331
56,083	44,866	33,650
0	0	0
9,375,025	9,865,693	11,034,578
658,687	1,634,833	2,911,639
	658,687	2,293,521
658,687	2,293,521	5,205,159

Table 46 : PRO-FORMA CASH FLOW

Table 46 shows the Pro-Forma Cash Flow for a total of 3 years, Year 1, Year 2 and Year 3. A Pro forma cash flow is the estimated amount of cash inflows and outflows expected in one or more future periods. Nasty Chocolate cash inflows and outflows increase by years.

5.4 PRO-FORMA INCOME STATEMENT

Nasty Chocolate Sdn Bhd			
PRODUCTION COST PRO-FORMA STATEMENT			
	Year 1	Year 2	Year 3
Raw Materials			
Opening Stock	0	135,786	47,890
Current Year Purchases	5,527,634	6,500,000	7,000,000
Ending Stock	135,786	47,890	39,789
Raw Materials Used	5,391,848	6,587,896	7,008,101
Carriage Inward	360,000	378,000	434,700
	5,751,848	6,965,896	7,442,801
Salaries, EPF & SOCSO	437,760	459,648	528,595
Factory Overhead			
Depreciation of Fixed assets (Operations)	91,070	91,070	91,070
utilities	222,000	233,100	268,065
Office Expenses	84,000	88,200	101,430
Land Rental + Lorry Rental	624,000	655,200	753,480
Repair, maintenance and insurance	640,800	672,840	773,766
Total Factory Overhead	1,021,070	1,067,570	1,214,045
Production Cost	7,851,478	9,165,954	9,959,207

Table 47 : PRODUCTION COST PRO-FORMA STATEMENT

Table 47 Shows the production cost Pro- Forma Statement for 3 years. A Pro-Forma Statement is an assumption about future values to project performance over a period that hasn't yet occurred. The production of our company is expected to increase as years go by since we are planning on releasing new flavours for our chocolate yearly.

Nasty Chocolate Sdn Bhd
PRO-FORMA INCOME STATEMENT

	Year 1	Year 2	Year 3
Sales	10,060,800	11,560,800	14,060,800
Less: Cost of Sales			
Opening Stock of Finished Goods		75,670	54,897
Production Cost	7,851,478	9,165,954	9,959,207
less: Ending Stock of Finished Goods	75,670	54,897	47,800
	0	0	0
	7,775,808	9,186,727	9,966,304
Gross Profit	2,284,992	2,374,073	4,094,496
Less: Expenditure			
Administrative Expenditure	563,688	591,872	680,653
Marketing Expenditure	325,056	341,309	392,505
Other Expenditure	11,100	11,655	13,403
Business Registration & Licences	2,000		
Insurance & Road Tax for Motor Vehicle	5,000	5,000	5,000
Other Pre-Operations Expenditure			
Interest on Hire-Purchase			
Interest on Loan	56,083	44,866	33,650
Depreciation of Fixed Assets	9,684	9,684	9,684
Total Expenditure	972,610	1,004,386	1,134,895
Net Profit Before Tax	1,312,382	1,369,687	2,959,601
Tax	0	0	0
Net Profit After Tax	1,312,382	1,369,687	2,959,601
Accumulated Net Profit	1,312,382	2,682,069	5,641,670

Table 48: PRO-FORMA INCOME STATEMENT

Table 48 Shows the Pro- Forma Income statement which shows a business's adjusted income if certain financial inputs were removed. Focusing on the net profit, our company envision an increase of profit every years.

5.5 PRO-FORMA BALANCE SHEET

Nasty Chocolate Sdn Bhd PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building			
office furniture and fittings	15,991	11,993	7,996
office equipment	4,344	3,258	2,172
renovation	4,000	3,000	2,000
signboard	3,200	2,400	1,600
company website	11,200	8,400	5,600
operation equipment	285,280	213,960	142,640
PPE	3,000	2,250	1,500
R&D Equipment	36,000	27,000	18,000
Forklift	40,000	30,000	20,000
	403,015	302,261	201,508
Current Assets			
Stock of Raw Materials	135,786	47,890	39,789
Stock of Finished Goods	75,670	54,897	47,800
Accounts Receivable	469,596	529,870	644,453
Cash Balance	658,687	2,293,521	5,205,159
	1,339,739	2,926,178	5,937,201
Other Assets			
Deposit	75,000	75,000	75,000
TOTAL ASSETS	1,817,755	3,303,439	6,213,709
Owners' Equity			
Capital	361,430	361,430	361,430
Accumulated Profit	1,312,382	2,682,069	5,641,670
	1,673,812	3,043,499	6,003,100
Long Term Liabilities			
Loan Balance	897,323	672,992	448,661
Hire-Purchase Balance			
	897,323	672,992	448,661
Current Liabilities			
Accounts Payable	287,195	627,523	802,523
TOTAL EQUITY & LIABILITIES	2,858,330	4,344,014	7,254,284

Table 49 : PRO-FORMA BALANCE SHEET

Table 49 Shows the Pro-Forma Balance Sheet which is used to project how the business will be managing its assets in the future. The balance sheet shows the total Equity & Liabilities which represents funds owed by the business to the shareholders/owners. For Nasty Chocolate Sdn. Bhd., the value also increases as the years go by.

6.0 : CONCLUSION

6.0 Conclusion

To wrap things up, we would like to thank our Lecturer-in-charge, Mr Imran Bin Ismail for guiding us throughout the course of this assignment. He was there to help us every step of the way, and his passion to teach us on how we manage a business plan report is very incredible. Besides that, we also want to thank all the lecturers who helped us by providing some ideas, suggestions and correcting the errors for our business plan to make it better. We would also like to express our sincere gratitude to our friends and parents, who stood by us and encouraged us to work on this assignment and completed it successfully.

Along the process of completing the assignment, it gives us the awareness that we must be intelligent in managing plans while at the same time making strategies to develop the company as well as we can. It can shape us to be a person who follows step by step to succeed at a goal. For example, we targeted that our sale is about 100 packs of chocolate which will be sold within 1 day and get a profit of RM1,200.00. Therefore, we need to make a lot of production of chocolate to meet the demand and at the same time generate ideas and creativity in marketing our product to people such as posting the promotion in social media like Instagram and Facebook. However, we also believe we can achieve our objectives like sales increase evenly about 15% by the end of 2024. Due to the increase of sales, it will further increase production, so the addition of workers and specialist personnel is also required for continuously demand supply.

In conclusion, we accepted fate and carried on with the business we're running and thankfully we were successfully able to run my business till the end. Even though we went through so many ups and downs when running our business, we always motivate each other to patiently finish it successfully. Lastly, we hope and believe that Nasty Chocolate Sdn Bhd will be the one of the local brands which can penetrate the international market at the same level with other brands such as Nestle and Daim.

Individually, we hope that we can get this opportunity and on how to run the business again to set up our own company in future.

7.0 : APPENDICES

contract to sell any property for or of the partnership other than the type of property bought and sold in the regular course of its business.

8. Banking

All funds of the partnership shall be deposited in its name in such checking account or accounts as shall be designated by the partners. All withdrawals therefrom are to be made upon checks signed by either partner.

9. Books

The partnership books shall be maintained at the principal office of the partnership, and each partner shall always have access to the books. The books shall be kept on a fiscal year basis and shall be closed and balanced at the end of each fiscal year. An audit shall be made as of the closing date.

10. Voluntary Termination

The partnership may be dissolved at any time by agreement of the partners, in which event the partners shall proceed with reasonable promptness to liquidate the business of the partnership.

11. Death

Upon the death of either partner, the surviving partner shall have the right either to purchase the interest of the decedent in the partnership or to terminate and liquidate the partnership business.

12. Arbitration

B) Competitor

List of competitors:



Figure 22: Hershey's Chocolate



Figure 23: Cadbury Dairy Milk



Figure 24: Love 18 oC chocolate



Figure 25: Daim Bar

C) BUSINESS MODEL CANVAS FOR NASTY CHOCOLATE SDN. BHD.

Business Model Canvas		Designed for:		Designed by:		Date:		Version:	
		Nasty Chocolate Sdn.Bhd		Ali Reza Amiri		14/1/2023			
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments					
RAW MATERIAL SUPPLIER - ALIBABA Express (machine and equipment supplier) - Linsim Trading Sdn. Bhd. (Sugar) - MEETCO. Ltd – Milk powder - Cimita resources sdn. Bhd. (Cocoa beans) - Erapoly sdn bhd (cocoa beans) - Natherm group sdn. Bhd. (Vanilla powder) - Transmedic Entreprise (d. strawberry) - Marie Biscuits - Matahari sdn bhd – raisin - Hamras International sdn bhd (Almond) - Nissha Metallizing solution (packaging) SELLING OUTLET - 20 outlet of 7-Eleven - 20 outlet of KK Supermarket - 30 outlet of Small Retail Store - 20 outlet LOTUS Malaysia	- Chocolate manufacturing - Taking stocks from supplier. - Selling the products - Product Marketing - Delivering the products to retail store - Use customer service as connection between company and other behalf. Key Resources - Raw material from supplier - Equipment Purchased - Utility for production - Employees (Operation team members)	- Reasonable price for chocolate with variety flavour - Produced from high quality raw material - Limited in stock - Provide customers with fresh chocolate from cocoa butter equivalent. - Easy to store and eat, Nasty chocolate packed treats with affordable pricing and halal certified that is sure to satisfy anyone's chocolate craving. -Packaging made from eco friendly paper. - Increase the customer's choice in buying goods so that the customer sees a variety of types chocolates. - Promotes the goodness of Palm oil products	- Develop a brand with growing with motto “support local brand” - Active in social media to engage more customers - Open to enquiries from customer on their favourite flavoring in chocolate so that we can produce a chocolate matching their criteria Channels - Available at key partners outlet every 2 weeks - Customer can ask question on our official website	- People who love chocolate and dessert. - Person age 10- 35 years old especially children - Tourist who's keen on tasting local products - Kuala Lumpur and Selangor Citizen - People who's keen on trying something new					
Cost Structure			Revenue Streams						
- Production Cost - Prequirment raw material - Water, Electricity and tax - Delivery cost - Monthly Rental Cost - Process Man power - Workers Monthly Salary - Marketing advertisement - Website domain			- Marketing - Monthly sales - Ads revenue -Social Media Promotion - Website promotion - People's Recommendation						

Figure 26: BUSINESS MODEL CANVAS

D) Vendor Partnership Form

To : **7-ELEVEN MALAYSIA SDN BHD** (Company No : 120962-P)
 Level 3A, Podium Block, Plaza Berjaya,
 No. 12 Jalan Imbi, 55100 Kuala Lumpur.
 Tel : 03 - 2142 1136 Fax No : 03 - 2142 1249

Application To Be 7-Eleven Panel Of Vendors

Customer's Particulars

- 1 Company Name : _____
 Business Registration No : _____
 Date Of Incorporation : _____ Years of business in the market : _____

- 2 Business Address : _____
 Telephone No : _____

- 3 Registered Office Address : _____
 Telephone No : _____

- 4 Person To Contact / Designation : _____
 E-mail Address : _____ Mobile No : _____

- 5 Nature of Business : _____
 Product Category : _____
 Credit Term : _____

- 6 Type : Public / Private Ltd / Partnership / Sole Proprietor / Others : _____
 Certification Obatined : _____

- 7 Directors / Partners / Shareholders

Name	Residential Address	Position	Date of Birth	I.C. No.	Nationality

1

Application to be 7-11 Panel of Vendors (3)30708.xls10.04.2008

Figure 27: 7-Eleven Partnership Form

Application To Be 7-Eleven Panel Of Vendors

8 Paid Up Share Capitals : RM _____ Annual Income / Turnover : _____

(Please attach the latest 3 years Profit and Loss Statement and Balance Sheet, ROC Form 9, 13, 24 & 49 or Trading License)

9 Bank Reference : Customer's banker / Account No / Branch / Type of A/c or facility :

a) _____

b) _____

10 Supplies To Top Three Retailers :

	Name	Sales Amount (RM)
10.1		
10.2		
10.3		

Signed by or for and on behalf of the company

Company Chop

Name : _____

I.C No : _____

Designation : _____

Figure 28: 7-Eleven Partnership Form Continuation

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