



FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

FUR REAL ENTERPRISE

ANIMAL FUR CARE PRODUCTS
& GROOMING SERVICES



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EXECUTIVE SUMMARY

Fur Real Enterprise is a partnership that consists of 4 partners where each one runs an important position in the company as a General Manager, Administration Manager, Marketing Manager, Operational Manager and Finance Manager. Fur Real Cat Grooming was founded on August 23, 2022, and it has always absolutely loved a huge following. The company is well-located in the thriving city of Impian Prisma Alam Impian Shah Alam. Four partners own this fine establishment: Ms. Amani Nisa Binti Ahmad Fazly, who serves as general manager and financial manager, Ms. Aisyah Aniza Binti Mohd Azim, who oversees administrative matters, Ms. Aninorfarhana Binti Halim, who oversees marketing, and Ms. Balqis Athirah Binti Mohalizam, who oversees operations. All four partners are dedicated to ensuring that Fur Real Cat Grooming. The goal of our business is to offer top-notch, regionally sourced animal products that will satisfy both owners and their pets. Fur Real Enterprise strives to go above and beyond in order to establish itself as the most appealing provider of animal care services and products. It's essential that we forge long-lasting bonds with our clients and enhance the services we offer. Our company's motto demonstrates that we always put pets first and believe they should receive only the best care and animal care products. We have a lot of confidence in our products' ability to improve the shopping experience for customers. The main components of Fur Real Animal Shampoo are made from environmentally friendly, safe, and non-toxic materials, but its ability to make your pet delighted, fragrant, and shining like a diamond is what matters most. Fur Real Enterprise constantly considers strategy to stand strong and big as a brand in order to survive in the market with few competitors who are already well-known. The respective managers implement and monitor a few strategies, such as marketing, product, pricing, place and distribution, and promotion, to ensure that Fur Real Enterprise consistently achieves the desired goals and sales. The price of Fur Real Cat Shampoo is RM15.90. As for Fur Real Cat Grooming services will charge the customer RM50.00 per session. For financial plan, the implementation cost is RM276,713.00. In the cash flow statement, there are few times where we are facing issues, however the losses are healthy as we able to overcome it. The income statement also shown positive result, as well as the balance sheet. Overall, the business plan has high chances of succeeding in the future.



CHAPTER 1: INTRODUCTION TO BUSINESS

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Table 2 Business background. [continue]

<p>Core Activity</p>	<p>We produce our designated cat-specific animal care product (shampoo) in bulk for target buyers. Additionally, we offer first-rate services and use our own materials for basic pet grooming.</p> <p>We have developed a formulation based on palm oil and other substances that is incredibly animal-friendly and non-toxic for the creation of cat shampoo. This particular shampoo is able to give your cat's fur a beautiful shine and scent. Because it contains ingredients that can serve as a scrub, it can help remove tenacious grime that sticks to your cat's fur.</p> <p>For the service, there are the list of pet grooming service that will apply in the shop: -</p> <ol style="list-style-type: none"> 1) Hair cut 2) Bath with special formulated shampoo 3) Ear cleaning 4) Cologne spritzes 5) Bandana 6) Nail trim 7) Face trim 8) Sanitary trim <p>To increase our consumer base and expand our business, we will also market the animal care products we produced in the local pet stores.</p>
<p>Other Activities</p>	<p>In order to ensure that the core activity will proceed and move well, there are four primary business activities that are extremely important.</p>
<p>Administration</p>	<p>This function is within the authority of the administration manager, who will also organize the full personnel administration agenda. The administration manager must also ensure that the machinery is sufficient and efficient for the procurement of products and services.</p>
<p>Marketing</p>	<p>A marketing manager would conduct market research, comprehend consumer trends and preferences, develop marketing strategies and budgets, supervise the production of marketing materials and information, and carry out all other vital duties necessary to boost the company's sales.</p>

1.5 Business Location

1.5.1 Factors Influencing Choice of Business Location

Fur Real Enterprise location is very strategic as our pet grooming shop is near to residential areas where most of them are having domestic cats as their pet. Fur Real Enterprise choose a spacious shop lot on the ground floor to make it easier for the customers to access our shop without any hustle. Factors that considered when choosing business location are: -

- Distance from customers
- Availability of manpower
- Transportation facilities
- Potential for growth
- Competing business in the proximity

Therefore, choosing a location has always been essential for businesses. The best workers are difficult to discover and keep, and many are picky about their places of employment in order to strike the optimum work-life balance. Long-term performance of a corporation can be greatly enhanced by sensible site decisions.

1.5.2 Business Location

Fur Real Enterprise had made the decision to set its shop at the address shown below. The store can significantly increase the potential growth of our sort of business and is a great fit for it. Figure 1, Figure 2, and Figure 3 below can be used to reference the store.

Location: Impian Prisma Alam Impian Shah Alam, Seksyen 35, Alam Impian, 40470 Shah Alam, Selangor.

Property Details

Property Type: Shop/office for rent

Property Title Type: Strata

Built-up Size: 5908 sqft



CHAPTER 2: ADMINISTRATION PLAN

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2.0 ADMINISTRATION PLAN

2.1 Introduction to the Organization

2.1.1 Business Vision

Fur Real Enterprise aspires to go one step further in becoming the most attractive supplier of pet grooming services and animal care products. It's crucial that we build lasting relationships with our consumers and improve the services we provide.

2.1.2 Business Mission

The mission of Fur Real Enterprise is to provide high-quality, locally sourced animal products that can gratify both owners and their pets.

2.1.3 Motto

Where's Cat Get the Red Carpet

Our motto shows that we always prioritize pets and they deserve first class care and high-quality animal care product. We have a lot of faith in the ability of our own animal care goods to enhance the customer experience. Fur Real Animal Shampoo's key elements are manufactured from safe, non-toxic elements that are good for the environment, but its ability to make your pet delighted, fragrant, and shining like a diamond is what matters most.

2.2 Objectives

A company's mission and vision can be achieved through the achievement of business goals or objectives. They are more time-bound, more simply expressed, and more precise. Applying the SMART principle, Fur Real Enterprise's goals are: -

Table 3 SMART Goal of Business Plan.

- S** To establish locally created brand new harmless and animal-friendly animal care products in regional markets.
- M** To achieve target profits of at least more than RM100,000.00 every year.
- A** To improve the care of pets by providing excellent pet grooming services and high-quality, reasonably priced products for all pet owners who spend less time with their animals.
- R** To reduce the operational cost of the business and therefore give room to the growth of profits.
- T** To gain desirable profits within 3 years of operation.

2.3 Business Logo and Description

Our cat grooming business is called Fur Real Cat Grooming. The name itself contains the meaning of every word. The word "Fur" refers to the animal that is the focus of our business. While the word "Real" was chosen because it would be a wordplay. It does sound like "For Real" when "Fur Real" are said together, which makes the phrase more popular and catchier. In fact, using the name of our shop to draw customers is one of our techniques. Last but not least, "Cat grooming" is used to indicate that the products and services we offer are relevant to cat grooming.



Figure 4 Fur Real Enterprise official logo.

The logo that will appear on our products and services is depicted in Figure 4 above. Every component of that logo has a distinct meaning as well. Each of the elements' meanings are displayed in Table 4 below.

Table 4 Meaning for logo's elements.

Symbol	Description
Cat	It reflects that our business's primary focus is on cat care.
Colorful pastel background	Indicates that our company is charming and welcoming, making it a great choice for animal lovers. Its vibrant color may also be able to draw clients.
"Animal Fur Care Product & Grooming Service"	It specifies our business type.
"Fur Real Enterprise"	To display the name of our company.

2.4 Organization Chart

An organization's goals are accomplished through the use of specific tasks, which are outlined in an organizational structure. It outlines the relationship between employers and employees' levels in the organizational structure and describes each job's duties and who it reports to.

Figure 5 is the organization chart of Fur Real Enterprise.

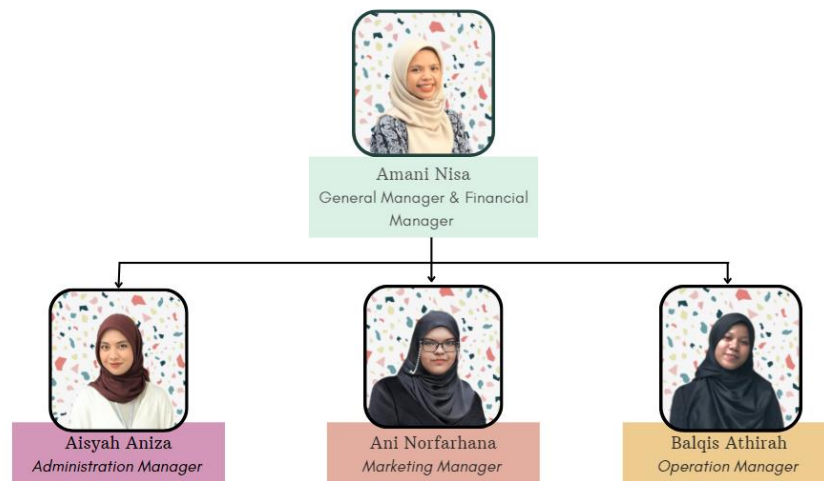


Figure 5 The organization chart of Fur Real Enterprise.

2.5 Administration Personnel

The strategic and logical approach to the effective and efficient management of people in a company or organization such that they help their business acquire a competitive advantage is known as administration personnel or human resource management. It is made to maximize employees' performance in support of a company's strategic goals. Table 5 and Table 6 below show our company administration personnel and its job description.

Table 5 Administration Personnel.

Position	No. of Personnels
General Manager and Financial Executive	1
Marketing Executive	1
Operation Executive	1
Administration Executive	1

Table 6 Description of the positions.

Position	Tasks and Responsibilities
General Manager	<ul style="list-style-type: none"> ● To establish the objectives, plan strategies, oversee company policies, and act as the organization's mastermind ● Responsible for observing the workers in the business. ● To organize and monitor the business's strategic planning
Administration Executive	<ul style="list-style-type: none"> ● To plan administration system and ensure it become efficient and effective ● Ensure that the machinery is sufficient and efficient for the procurement of products and services.
Marketing Executive	<ul style="list-style-type: none"> ● Organizing, planning, and directing marketing initiatives. ● Monitoring and sustaining marketing strategies. ● Researching the market for the company's products and services ● Conduct all other essential tasks required to increase business sales.

Table 6 Description of the positions. [continue]

Position	Tasks and Responsibilities
Operation Executive	<ul style="list-style-type: none"> Responsible for hiring, training, and overseeing quality control activities Ensure the quality of products Ensure the flow stock runs smoothly without having any shortage in the supply stock.
Financial Executive	<ul style="list-style-type: none"> Review financial reports, monitoring accounts and preparing activity reports and financial forecasts. Oversee the cashflow of cash and financial instruments. Developing long- term business plans based on these reports, analyses market trends and competitors and predict future financial trends

2.6 Office Equipment and Supplies

Table 7 and Table 8 below show the list of office equipment, supplies and other fittings that are needed for our administration department.

Table 7 Administration office furniture and fittings

Items	Quantity	Price / Unit (RM)	Total Amount (RM)
Table and Chair Office	4	700	2,800
Front Desk	1	380	380
Drawer Filling	4	400	1,600
Cabinet	4	460	1,840
Vertical Blinds Curtain	4	180	720
Chair	6	30	180
Total			7,520

Table 8 Office equipment and supplies.

Items	Quantity	Price/Unit (RM)	Total Amount (RM)
Equipment			
Computer	2	3,000	6,000
Telephone	2	150	300
Printer and photocopy machine	1	1,500	1,500
Wireless router (Wi-Fi)	1	900	900
Air-conditioning	6	5,000	30,000
Supplies			
A4 paper	2	70	140
Pen/box	6	13	78
Calculator	2	30	60
Printer ink	10	35	350
Notepads	10	5	50
Stamps	3	30	90
Stamp ink	5	2.40	12
Other expenditure			150
Total			39,630

2.7 Administrative Budget

The expenditures of paying wages and salaries as well as perks to non-sales staff are referred to as administration expenses. Operating expenses are one of three categories of costs that make up a business. Selling and miscellaneous expenses round out the list. Table 9 below show the administrative budget of our company. Based on the estimation, the total of the administrative budget would be about RM114,703.00.

Table 9 Administrative budget.

Particulars	Fixed Assets (RM)	Monthly Exp. (RM)	Others (RM)	Total (RM)
Fixed Assets				
Office Furniture	7,520			7,520
Renovation	20,000			20,000
Office Equipment	12,600			12,600
Air-conditioning	30,000			30,000
Working Capital				
Rental		20,000		20,000
Salaries, EPF & SOCSO		16,251		16,521
Utilities		2,750		2,750
Wi-Fi bills		130		130
Telephone bills		252		252
Pre-Operations & Other Expenditure				
Other Expenditure			930	930
Deposit (Rent, utilities, etc.)			3700	3700
Business Registration & License			300	300
Insurance & Road Tax for Motor Vehicle				
Other Pre-Operations Expenditure				
			Total	114,703



CHAPTER 3:
MARKETING PLAN

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3.0 MARKETING PLAN

3.1 Marketing Objectives

Marketing objectives are defined, attainable goals created to not only offer general guidance but also drive actions. Consequently, Fur Real Enterprise's goals are: -

- To ensure that Fur Real Enterprise is well-known among 25% of the Shah Alam community in the first 3 months.
- To be the most visited pet grooming center in Shah Alam after 1 year of operation.
- To increase sales by 30% by 2024
- To penetrate the market by 60%
- To be the customer's first choice in animal fur care products and services.

3.2 Service Description

Fur Real Grooming Enterprise is a small factory that produces pet shampoo and offers pet grooming services to the community. Customers nowadays prefer to raise cats over other animals, and the majority of them prefer to send their pets to pet grooming for intensive care services with local pet shampoo products that provide numerous benefits. Pet owners, particularly cat owners, tend to spoil their pets. They want their "fur babies" to be safe, secure, and healthy. Local animal fur care products that grab their interest are those that provide the best health for their pet. Some high-end pet owners want to spoil their pets with designer clothing and may be willing to pay more for specialty services. There are also allergic pets, and our business could benefit from providing cat-specific animal fur care products. Furthermore, certain pet shampoos are unsuitable for customers' cats and may contain hazardous chemicals that could be harmful to cat health. Our customers will gain the most both value and benefits from our products and the services provided. The ingredients for animal fur care products are listed in Table 10 as shown below: -

Table 10 Ingredients of Fur Real Cat Shampoo

No	Ingredients	Function
1	Glycerin	Moisturizing agent
2	Stearic acid (palm oil based)	Emulsifier
3	Acetyl alcohol	Foaming agent
4	Vitamin E	Strengthen the fur roots
5	Essential oil	Provide fragrance
6	Oat	Act as body scrub

Our pet grooming center also offers a few packages of grooming services as describe as services shown in Table 11 below:

Table 11 Fur Real cat grooming services

Packages	Descriptions	
Full Groom	Hair cut	Nail Trim
	Bath	Cologne Spritz
	Blow Dry	Bandana
	Ear Cleaning	
Bath Only	Bath	Nail Trim
	Blow Dry	Cologne Spritz
	Ear Cleaning	Bandana
Walk In	Sanitary Trim	Hand Care
	Paw / Rad Trim	Nail Trim
	Face Trim	Nail Trim / Tile *no bath*
	Ear Cleaning	
Grooming Add Ons	Hypoallergenic	Nail Polish
	Medicated	Teeth Brushing
	Whitening	Fancy Bows

Aside from that, the community benefits from our high-quality products and services at a low cost. Following that, our customers will benefit from our motto which is *Where's Cat Get the Red Carpet*. We will provide our customers with the highest-quality animal fur care products and pet grooming services. Furthermore, our uniqueness and strength will help Fur Real Enterprise become the best pet grooming center in Shah Alam. All of the service we provide is based on the most recent evidence. In addition, before beginning any service, we will conduct a thorough assessment. Our business location is very strategic because our center is close to prime locations and residential areas, making it easier for customers to find us. Next, our business hours are from 9 a.m. to 6 p.m. Our working days are from Tuesday until Sunday. This will allow our customers to send their pets on their weekend holidays, which are Saturday and Sunday. We will also schedule an appointment with our customers at a specific time to ensure that they are not forced to wait long for our services. As a whole, customer satisfaction is our top priority at Fur Real Enterprise, and their feedback will help us make improvements.

3.3 Target Market

3.3.1 Segmenting Market

The practice of grouping or segmenting a market of potential buyers based on various criteria is known as market segmentation. Consumers in the segments have similar responses to marketing techniques and share characteristics such as similar interests, needs, or location. Its goal is to ensure that businesses can segment their customers into groups in order to more effectively market their product or service.

- ◆ Geographic division
- ◆ Demographic classification
- ◆ Psychographic classification

3.3.2 Geographic Division

Geographic segmentation is the geographic division of a company's market. A market can be divided into cities, counties, regions, nations, and international zones. A market can also be classified as rural, suburban, or urban.

Using this segmentation, we can determine which product the consumer requires in a specific location.

Selangor had been chosen as the location of our company. It is possible to imagine it as a developing rural area. Our company's location is very strategic because it is close to retail stores and residential areas, making it easier for customers to visit. Because there are a few pet grooming centers in the residential area, our center is well-suited to open there. This will be our big opportunity to commence this business.

3.3.3 Demographic Classification

Demographic classification is the division of a market based on age, race, religion, gender, family size, ethnicity, income, and education. Demographics can be segmented into several markets to help a company target its customers more precisely. Our business and services are offered to the pet-owning demographic includes young pet owners and families centered around their pets. Our target customers are generally aged between 20 and 60.

3.3.4 Psychographic Classification

Psychographic segmentation divides the market into categories based on the customer's lifestyle. One type of lifestyle measuring tool is activities, interest, and opinion (AIO) surveys. It examines several potential influences on purchasing behavior, including consumer attitudes, expectations, and activities. It was created in the 1970s and studies customer decision-making processes, attitudes, values, personalities, lifestyles, and communication preferences using behavioral and social sciences.

According to our research, the majority of the population there adores pet cats. This is one of the most important factors in the production of our homemade pet care products and the provision of grooming services. Our company also provides a list of the benefits of our products, which are safer than other synthetic animal care products. Our other research, however, revealed that the Shah Alam community is aware of the pet shops and pet grooming centers nearby. We gathered the data from existing pet shop and grooming center customers' feedback and ratings.

3.4 Market Trend

As the population ages and life expectancy rises, so will demand for animal fur care products and grooming services. Growing concerns about pet welfare, particularly for cats, are expected to lead to an increase in the number of people keeping cats as pets. Because of the rapid increase in the number of people who pet their cats in that area, pet treatment products and grooming services should be more widely available. Thus, there is a greater demand for animal fur care products and grooming services.

3.5 Market Size

Population of targeted customers in Shah Alam, Selangor: 512,981 people. Table 12 shows the population in Shah Alam by dividing into genders.

Table 12 Population of Shah Alam citizens.

Gender	Population
Male	263,281
Female	249,700

By using the formula given below, the market size for both of our service and product are well-calculated, which made it easier to estimate total pf the customer per day. Results in the Table 13 show that, for product, Fur Real Enterprise may gain buyers at the total of 109 customer per days. Meanwhile, the service we provided may have 99 customers per day.

$$\text{Population} \times \text{Average Price} = \text{Market Size}$$

Table 13 Estimation of Total Customer Per Day

	Product	Service
Market Size	$512,981 \times 35 = 17,954,335$	$512,981 \times 100 = 51,298,100$
Sale Forecast per year (3%)	$17,954,335 \times 3\% = 538,630$	$51,298,100 \times 3\% = 1,538,943$
Product/Service price (RM)	15.90	50.00
Total Customer (per year)	$538,630 / 15.90 = 33,876$	$1,538,948 / 50 = 30,779$
Total Customer (per month)	$33876 / 12 = 2,823$	$30,779 / 12 = 2,565$
Total Customer (per day)	$2,823 / 26 = 109$	$2,565 / 26 = 99$

Furthermore, Table 14 below is the estimating of the number of product and services to be sold and serve in Shah Alam, Selangor.

Table 14 Estimation of the number of product and services

No	Business Type	Estimates Sales Per Product/Service	Estimates Customers Per Month	Total Estimated Sales/Monthly (RM)	Total Estimated Sales/Yearly (RM)
1	Product	RM15.90	2,823	44,885.70	538,628.40
2	Service	RM50.00	2565	128,250.00	1,539,000.00

3.6 Competitor Analysis

Table 15 and Table 16 below lists the competitors we had to contend with for our product and service business in the chosen region of our business operation. SWOT analysis has been used to determine the strengths and weaknesses of our rivals. Please refers to appendices

Table 15 Competitor analysis for product.




Competitors	Volume	Product	Strength	Weakness	Price (RM)
ANIPRO Sulphur Shampoo for Cats	500ml		Relieves skin problems & dry skin effectively.	Does not give fragrance and using Sulphur as its ingredient might raise concern towards users.	39.00
Aniclean Cat Shampoo Promotes Lustrous and Shiny Fur	500ml		Cat Space gentle, dye-free formula gently cleans and soothes itchy, irritated skin and leaves their fur moisturized and shiny.	Not very effective.	18.60
Velvet Alabaster Natural Soap Free Cat Shampoo	500ml		Unique formulation, which is soap free can cause less harm to pet if there is direct contact with eyes.	Too expensive and not sell in local market.	39.90

Table 16 Competitor analysis for service.

Competitors	Strength	Weakness	Price (RM)
88 Pets Mart	Has a lot of amenities such as swimming pool and boarding hotel.	Not Muslim-friendly.	60.00
Catzonia Shah Alam	The location is near to residential area and has well trained groomers who can easily handle aggressive pets.	Has issue related to cleanliness and service quality.	50.00
Best Friends Forever, Cat Grooming, Cat Hotel, Lion Cut	The prices for the services are very affordable for all costumers.	Too far from residential areas.	50.00

3.7 Market Share

Market share is defined as the division of the market or sales among businesses engaged in similar commercial activity. The number of competitors, experience, strengths, and weaknesses will all be taken into account. The market share breakdown before and after our company entered the market is shown in the Table 17 and Table 18 below.

Table 17 Market share before.

	Products	Market Share (%)	Total Market Share (RM)
	Before	ANIPRO Sulphur Shampoo for Cats 500ml Cat Shampoo	38
Aniclean Cat Shampoo Promotes Lustrous and Shiny Fur		15	80,794.26
Velvet Alabaster Natural Soap Free Cat Shampoo		47	253,155.35
Total		538,628.40	
Services		Market Share (%)	Total Market Share (RM)
88 Pets Mart Sdn. Bhd		29	446,310.00
Catzonia Shah Alam		55	846,450.00
Best Friends Forever, Cat Grooming, Cat Hotel, Lion Cut		16	246,240.00
Total		1,539,000.00	

Table 18 Market share after.

After	Products	Market Share (%)	Total Market Share (RM)
	ANIPRO Sulphur Shampoo for Cats 500ml Cat Shampoo	27	145,429.67
	Cat Space Oatmeal Bath Cat Shampoo 300ml	22	118,498.25
	FIDO Anti Bacteria Cat Shampoo 350ml	45	242,382.78
	Fur Real Cat Shampoo	6	32,317.70
	Total		538,628.40
	Services	Market Share (%)	Total Market Share (RM)
	88 Pets Mart Sdn. Bhd	28	458,622,000.00
	Catzonia Shah Alam	46	707,940.00
	Best Friends Forever, Cat Grooming, Cat Hotel, Lion Cut	22	338,580.00
Fur Real Cat Grooming	4	61,560.00	
Total		1,539,000.00	

3.8 Sales Forecast

Sales forecast is crucial since it allows our organization to anticipate revenues for the upcoming time after identifying and calculating the number of market size and market share. Additionally, it was utilized to determine the minimum employment standards. Table 19 and Table 20 below shows the anticipated sales of our product to our clients.

Table 19 Sale Forecast in a year.

SALES PROJECTION	
Month	Sale Forecast (RM)
Month 1	60,000
Month 2	60,000
Month 3	65,000
Month 4	75,000
Month 5	75,000
Month 6	70,000
Month 7	70,000
Month 8	70,000
Month 9	75,000
Month 10	80,000
Month 11	80,000
Month 12	80,000

In the Table 19, we project sales that may deviate somewhat in some months. Since we are a new store and product, it is difficult for us to attract customers, so our sales prediction is low at first. The sale may also speed up or slow down at different points in the future. For instance, after conducting research, we arrived to the conclusion that the second quarter of the year may see a decline in sales. This may be due to people becoming busier in the middle of the year or because they are getting ready for the holidays. People might begin to recognize Fur Real Enterprise by the end of the year, which would boost sales.

Table 20 Sale Forecast in for years.

Year	Percentage Increase (%)	Sale Forecast (RM)
Year 1	-	860,000
Year 2	15	989,000
Year 3	25	1,087,900

Additionally, as seen in the Table 20, we anticipate a rise in sales over the coming years. With that, we were able to increase our revenue and our return on investment.

3.9 Marketing Strategy

3.9.1 Product Strategy

Table 21 below shows our product quality and differences, which is Fur Real Cat Shampoo to strive in the market successfully.

Table 21 Fur Real Cat Shampoo strategy.

Name	Fur Real Pet Grooming Shop
Product's Name	Fur Real Cat Shampoo 500ml
Product Quality	All the ingredients used for our pet shampoo are harmless and guaranteed 100% non-toxic. Furthermore, several of the competing brands frequently lack a scent smell. However, we were able to create formulations that offer users a nice fragrance
Product Package	Walk-in customer = RM 15.90
Product Differentiation	Even though our product is comprised entirely of safe chemicals, it remains effective. Additionally, we offer substances that can be used as body scrubs. It is quite helpful to easily remove oil and dirt. Despite having ingredients, our product is still affordable as we sell it at low price.
After Sales Service	We are welcoming all the feedbacks from our customers in order to help us improve our product and services in the future.

3.9.2 Service Strategy

Table 22 below shows our product quality and differences, which is Fur Real Cat Shampoo to strive in the market successfully.

Table 22 Fur Real cat grooming service strategy.

Name	Fur Real Pet Grooming Shop
Service Quality	To offer excellent service, we can assure our staffs are the best groomers for pets who prioritize cleanliness with commitment and passion. The product used for the grooming session are based on our high-quality products.
Service Package	Basic Grooming [Bath, Blow Dry, Nail Trim, Ear Cleaning, Bandana, Hair Cut, Cologne Spritz] <ul style="list-style-type: none"> • Non-membership customer = RM50.00 • Membership customer = RM 43.00
Service Differentiation	Customers' satisfaction and request are always our command. All the services are made best for the pets to ensure animal fur care and their happiness.
After Sales Service	Follows up are important for us to maintain good relationship with customers. Their feedbacks are always welcome in order to help us improve our product and services in the future.

3.9.3 Price Strategy

A pricing plan based on the tactics of the competitors will be employed. Fur Real Enterprise's product and services will be priced at the upper edge of what the market will bear, competing with similar types of services in area. Additionally, it is crucial to understand how to calculate selling price because your company won't survive if you don't turn a profit and establish a place in the market. By measuring all of the raw ingredients and other prerequisites, we were able to determine the selling price of our product. Table 23 below shows the calculation of the Fur Real Cat Shampoo.

Table 23 Calculation of indirect product cost of Fur Real Cat Shampoo.

Ingredients	Quantity per Unit (ml)	Ratio of Ingredient in a bottle (500ml)	Volume per Ingredient (ml)	Price per Unit (RM)	Price For Each Material in a 500ml bottle (RM)
Glycerine	5000	0.025	12.5	65.00	0.16
Cetyl Alcohol	500	0.04	20	40.00	1.60
Essential oil	10	0.005	2.5	2.40	0.60
Vitamin E	1000	0.0028	1.4	490.00	0.69
Stearic Acid	1000	0.08	40	14.00	0.56
Oats	25000	0.02	10	150.00	0.06
Purified Water	-	0.8272	413.6	-	2.00
TOTAL		1	500	761.40	5.67

Thus, the indirect cost for raw materials is RM5.67 each bottle with volume of 500ml. As a manufacturer, it is a must first determine the cost price, sometimes referred to as production costs, using the following formula:

$$\text{Cost price} = \text{Raw materials} + \text{Direct labor} + \text{Manufacturing Overhead}$$

Table 24 Cost Price of Fur Real Cat Shampoo

Material	Price (RM)
Ingredients	5.67
Bottle	0.35
Sticker	0.12
Shipping fee	0.43
Direct labor	1.13
Indirect cost	0.65
Manufacturing overhead	0.53
Total	8.88

Next, with the total of cost price is RM8.88 in Table 24, we have to calculate the selling price. To turn a profit, we must charge more than this amount. The mark-up pricing method, which is a general rule of thumb, calls for a 25% markup. Your selling price calculation will resemble this.

$$\begin{aligned} \text{Selling price} &= \text{RM}8.88 \times 1.25 \\ &= \text{RM}11.10 \end{aligned}$$

In this case, the selling price would be RM11.10. However, we also need to consider other factors, such as:

- Prices of main competitors
- Do you market value or premium products?
- Advertising strategies

In a result, we came up to sell Fur Real Cat Shampoo at price of RM15.90. Table 25 below compare the costs of Fur Real Cat Grooming and Shampoo with those of the competition.

Table 25 Pricing strategy for Fur Real Cat Shampoo.

Product	Price (RM)
ANIPRO Sulphur Shampoo for Cats 500ml Cat Shampoo	39.00
Aniclean Cat Shampoo Promotes Lustrous and Shiny Fur	18.60
Velvet Alabaster Natural Soap Free Cat Shampoo	39.90
Fur Real Cat Shampoo 500ml	15.90

We compared the top pet grooming salons in Shah Alam with their service packages for the service pricing strategy, as shown in the Table 26. With the help of this, we were able to determine the cost of our cat grooming service, which is RM50.00.

Table 26 Pricing strategy for Fur Real Cat Grooming.

Service	Grooming Package	Price (RM)
88 Pets Mart	Bath and blow dry, nails trimming, ears cleaning, hair shaving at paws.	60.00
Catzonia Shah Alam	Nail trim, ear cleaning, bath with specially formulated shampoo, brush out, blow dry.	50.00
Best Friends Forever, Cat Grooming, Cat Hotel, Lion Cut	Nail trim, ear cleaning, bath, brush out, blow dry	50.00
Fur Real Cat Grooming	Bath with specially formulated shampoo, blow dry, nail trim, ear cleaning, cologne spritz, hair cut	50.00

3.9.4 Place Strategy

Place indicates the location of a product's retail outlet. It's frequently called the distribution channel. The local stores with a promising number of loyal clients will carry our product, Fur Real Cat Shampoo. By distributing it at reputable stores, we may "kill two birds with one stone" and acquire valuable income while also gaining new customers.

We offer our clients direct service as a form of service. This is because we want to keep up the high quality of our services. As a result of our store's close proximity to both residential and business areas, customers will find it much simpler to visit us for cat grooming services.

3.9.5 Promotion Strategy

The component of a company's decision-making process that deals with selecting the best combination of advertising, sales promotion, personal selling, and publicity for communicating with its target market is called the promotion strategy. To attract more clients, our company has used a few different methods of promotion. Our key concern is how to use these channels to advertise our business.

1) Signboard

Signboard is one of the effective methods of communicating promotions and information to the customer of an outlet. The signboard will be located directly in front of our building so that when people pass by, they will know where we are and what services and products we offer.

2) Websites

Being online is important for the survival of a small business in this day and age. Customers are bound to use the internet to search for cat grooming services in their area. This website will serve as a hub of information about our company that customers can access online such as opening hours and details about our services. The website also allows clients to book appointments, automatically send confirmations and keep calendars and staff organized and in the know.

3) Social media

Our company will use social networking sites such as Instagram and Facebook. Social media is a great way to get free advertising for business and to interact with both current and future customers. The use of our social media is to post images and videos of the adorable cats that we deal with every day with the owner's consent.

3.10 Marketing Budget

A marketing budget details every cent a company plans to spend on initiatives connected to marketing over the course of the quarter or year. Budgets for marketing can cover costs for things like paid promotion, sponsored web content, hiring additional marketing personnel, registering a blog domain, and marketing automation software. The marketing budget for our business is displayed in the Table 27. In our situation, the cost of the signboard, business card, printed brochure, and company licenses is RM5,670.00.

Table 27 Marketing budget.

Particulars	Fixed Assets (RM)	Monthly Exp. (RM)	Others (RM)	Total (RM)
Fixed Assets				
Signboard	5,000			5,000
Working Capital				
Business Card		150		150
Brochure		220		220
Pre-Operations & Other Expenditure				
Other Expenditure				
Deposit (Rent, utilities, etc.)				
Business Registration & License			300	300
Insurance & Road Tax for Motor Vehicle				
Other Pre-Operations Expenditure				
			Total	5,670



CHAPTER 4: OPERATIONAL PLAN

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4.0 OPERATION PLAN

Companies often confuse strategic, tactical, and operational planning. In any business that we want to start, an operation plan is the important element that must be added in order to ensure the business will run smoothly. The effectiveness of the operation within the business itself determines how successful the business will be.

4.1 Operation Objectives

- ❖ To make sure that all of the operation activities will be run smoothly and effectively by the workers who are responsible for it and able to achieve the business goal.
- ❖ To ensure the performance of our business operation will be successful.
- ❖ To be more innovative and creative in order to attract customers' attention.
- ❖ To make sure all the workers can perform their job properly.
- ❖ To maximize the sustainable profit growth and minimize the loss.

4.2 Process Planning

A flowchart is a great tool for project planning. Every phase of the project is laid out as a series of actions. The process planning flowchart for our company is shown in Figure 6 below. Meanwhile, the explanation of the process flowchart will be described in Table 28.

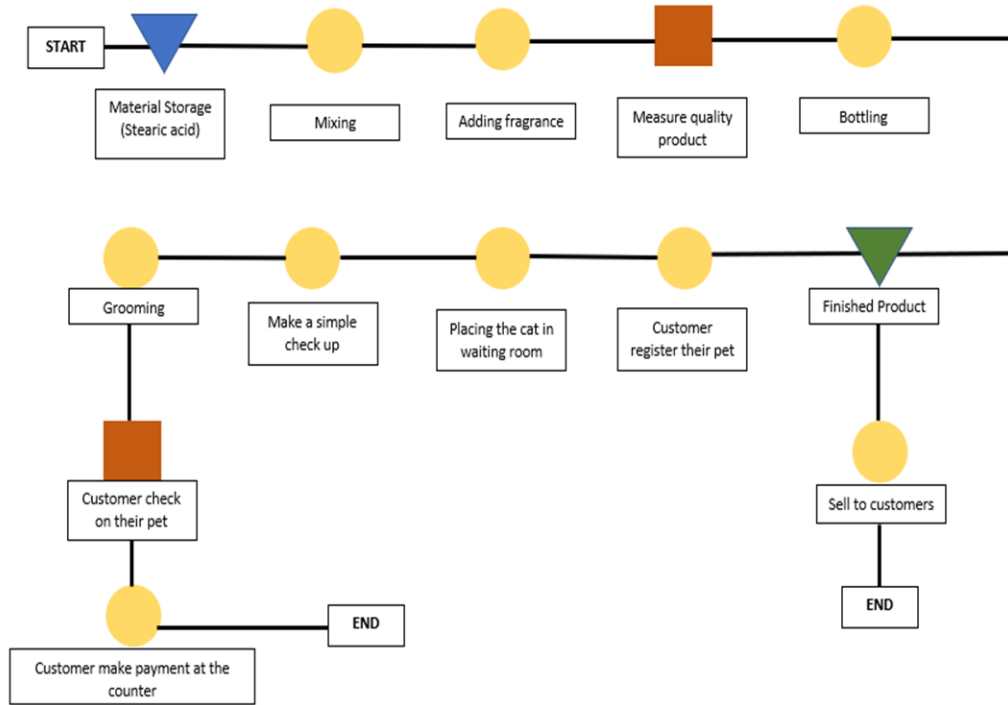





Figure 6 Fur Real Enterprise Process Planning Flowchart

Table 28 Process Planning Symbol Description

Symbol	Activity	Description
	Storage	Raw materials are stored in the storage area
	Operation	Activities of the production of fur real shampoo and grooming services
	Inspection	Activity that measures and check the quality of fur real shampoo. For grooming services, this symbol indicates the final check of the customers on their pet before make a payment

4.3 Operation Layout

Operation layout is crucial for the coordination of people, tools, materials, and production processes to produce things in a continuous flow. The total cost of the product is reduced by concentrating on short lead times, minimal inventory, and flexibility to respond to changes in mix and volume. Figure 7 and Figure 8 shows the operation layout for both service and production area.

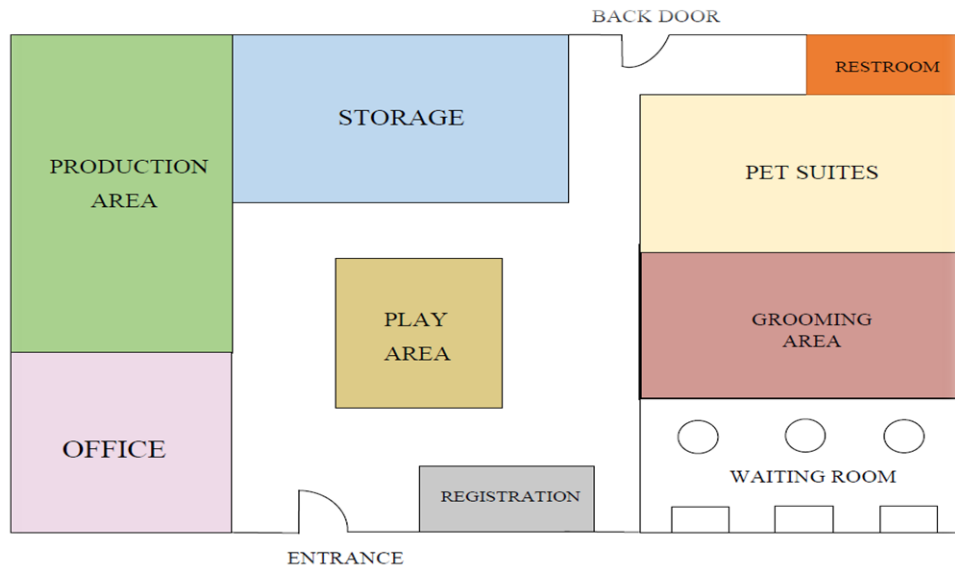


Figure 7 Fur Real Enterprise operation layout.

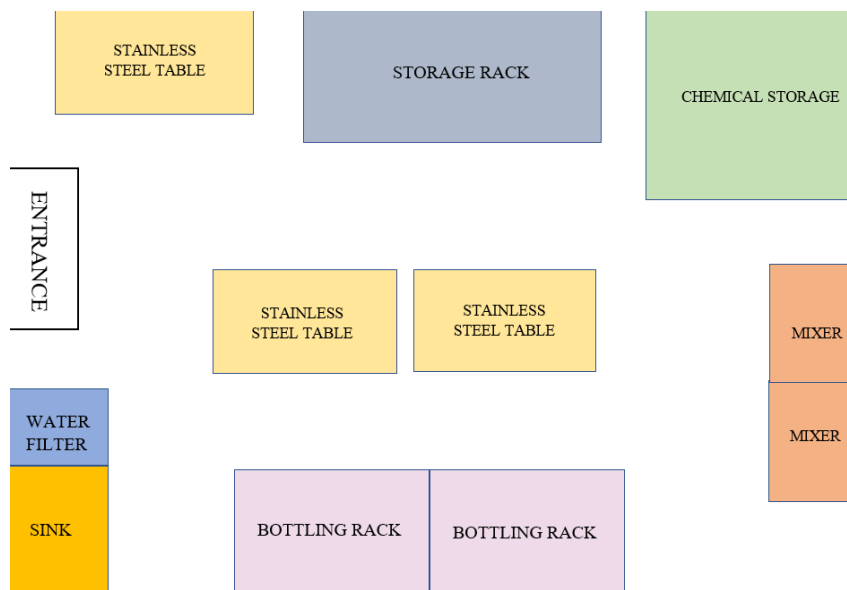


Figure 8 Fur Real Enterprise production area layout

For each are, there are specific designs and equipment that have been surveyed for our final interior layout. Those details are listed in Table 29 and Table 30 below.

Table 29 Service area interior design









Partition	Description
<p>Waiting room</p> 	<p>Spacious area that will accommodate the customers and their pets comfortably.</p>
<p>Registration</p> 	<p>Front desk will be the place for customer to register their pet.</p>
<p>Consultant room</p> 	<p>Consult customers to choose type of services of basic pet grooming which consists of bathing & blow drying the pets, cutting the pets' nails and cleaning the pets' ear</p>

Table 30 Service area interior design. [continue]

Partition	Description
<p>Grooming area</p> 	<p>Grooming area which will involve activities such as haircut, bath, ear cleaning, nail trim, face trim and sanitary trim</p>
<p>Pet suites</p> 	<p>To place cat before and after the grooming sessions</p>
<p>Play Area</p> 	<p>Indoor cat play area which includes fun cat tunnels, skywalks and stairways.</p>
<p>Office</p> 	<p>To performs general administrative duties, develops procedures that promote efficiency, directs and inspires staff, and organizes departmental communication.</p>
<p>Restroom</p> 	<p>Rooms with sinks, toilets and other facilities for use by employees and customers.</p>

Table 30 Production area interior design.

Partition	Description
<p>Storage rack</p> 	<p>Used for short- or long-term holding of materials, products and loads in a manufacturing or distribution facility, industrial storage racks hold items in an organized area set aside for them</p>
<p>Stainless Steel Table</p> 	<p>Stainless steel work table that will make preparation station more functional, efficient and suited to specific storage needs</p>
<p>Sink</p> 	<p>Used for washing hands, dishwashing, and other purposes</p>
<p>Mixer</p> 	<p>Mixer uses in production of cat shampoo. It can manage mixing, emulsifying, homogenizing, and heating function with utmost efficiency.</p>
<p>Chemical storage</p> 	<p>To safely store small amounts of chemical substances within a workplace or laboratory for regular use</p>
<p>Water filter</p> 	<p>Remove unwanted impurities from water such as sediment, taste and odor, hardness and bacteria to result in better quality water.</p>

4.4 Capacity Planning

Determine the production capacity a company needs to fulfil shifting consumer demands for its products through the process of capacity planning. Design capacity, in the context of capacity planning, refers to the most work that an organization is capable of finishing in a specific length of time. Table 31, Table 32 and Table 33 show the capacity planning of our business plan.

Table 31 Sales (30 unit per day)

Price / Unit (RM)	No. of unit/day	No. of unit / month	Sales forecast / month (RM)	Market size (RM)
15.90	30	477	477 x 15.90	512,981 X 15.90 X 3%
			Total	244,692

Table 32 Services (30 customers per day)

Price / Services (RM)	No. of customer/ day	No. of customer / month	Sales forecast / month (RM)	Market size (RM)
50	30	900	900 x 50	512,981 x 50 x 3%
			45,000	769,472

Table 33 Sales forecast for each month for both service and product.

Total market size / per year (RM)	Sales forecast / month (RM)
244,692 + 769,472	7,584 + 45,000
1,014,164	52,584

4.5 Material Planning

A list of the raw materials, sub-assemblies, intermediate assemblies, sub-components, parts, and the amounts of each are included in a bill of materials (BOM), also known as a product structure. A BOM may be restricted to a single manufacturing facility or utilized for communication between manufacturing partners.

Fur Real Enterprise has listed down the production's bill of material for our brand-new cat shampoo, as shown in Table 34. The raw materials for cat shampoo are purchased in bulk from the supplier jotted in Table 35 with the total of RM6,525.00 every month.

Table 34 Bill of materials (production)

No.	Materials	Quantities	Total Material Requirement	Price / Unit (RM)	Total Price (RM)
1	Glycerine	5 kg x 5	25 kg	65.00	325.00
2	Acetyl Alcohol	500g x 20	25 kg	40.00	800.00
3	Essential Oil	10mL x 500	5 L	2.40	1,200.00
4	Vitamin E	1 kg	1 kg	490.00	490.00
5	Stearic Acid	1 kg	15 kg	14.00	210.00
6	Bottle	10 000	10 000	0.35	3,500.00
Total (RM)					6,525.00

Table 35 List of suppliers of grooming materials

No.	Items	Supplier
1	Glycerin	ORC Chem Technologies Sdn Bhd
2	Conditioner base	Edward International Inc
3	Essential oil	Tropical Bioessence Sdn Bhd
4	Vitamin E	Weissen Company (M) Sdn Bhd
5	Stearic acid	ORC Chem Technologies Sdn Bhd
6	Bottle	Shopee

The same is applicable for the service area, where Table 36 displays the materials that were bought each month to maintain our company flow. The total price of the grooming supplies is RM4,215.00. The suppliers that we will frequently speak with to purchase the materials are listed in the Table 37.

Table 36 Bills of materials (services).

No.	Material	Quantities	Total material requirement	Price/unit (RM)	Total Price (RM)
1	Towel	30	30	12.00	360
2	Mask	200 pcs / 2 box	500 pcs / 5 box	15.00	75
3	Gloves	200 pcs / 2 box	1000 pcs / 10 box	29.2	292
4	Hair dryer	2	3	109.00	327
5	Grooming table	2	3	380.00	1,140
6	Scissor	2	3	50.00	150
7	Electronic shaver	2	5	25.00	125
8	Cotton bud	400 pcs / 4 box	1200 pcs / 6 box	3.00	18.00
9	Nail clipper	2	4	85.00	340.00
10	Animal brush	2	5	30.00	150.00
11	Thermometer	3	3	22.00	66.00
12	Weight scale	1	2	586.00	1,172.00
				Total (RM)	4,215.00

Table 37 Supplier of grooming materials

No.	Material	Supplier
1	Towel	Pro Aces Marketing Sdn Bhd
2	Mask	Pro Aces Marketing Sdn Bhd
3	Gloves	Pro Aces Marketing Sdn Bhd
4	Cotton bud	Pro Aces Marketing Sdn Bhd
5	Thermometer	Pro Aces Marketing Sdn Bhd
6	Hair dryer	Shopee Malaysia
7	Electronic shaver	Shopee Malaysia
8	Grooming table	Sea Park Pet Supplies Sdn Bhd
9	Scissor	Sea Park Pet Supplies Sdn Bhd
10	Nail clipper	Sea Park Pet Supplies Sdn Bhd
11	Animal comb and brush	Sea Park Pet Supplies Sdn Bhd
12	Weight scale	Sing Hoe Weighting Equipment Sdn Bhd

4.6 Machines and Equipment Planning

The machinery and equipment required for the production of Fur Real Cat Shampoo are listed in Table 38 below. Since we only made one purchase of such equipment during the course of our firm, it is regarded as one of our fixed assets. Unless the machines are beyond repair, we will need to buy a new one. We were able to purchase those tools from the vendors indicated in Table 39.

Table 38 Machines for the product's production.

No.	Equipment	Quantities	Price/unit (rm)
1	Water filter	1	2,000
2	Mixer	2	1,7000
3	Bottling machine	1	800
4	Stainless steel table	4	3,500

Table 39 Suppliers for the machineries.

No.	Equipment	Supplier
1	Water filter	Alkoh Marketing Sdn Bhd
2	Mixer	MuseChem Chemicals
3	Bottling machine	Accutek Packaging Equipment Company, Inc
4	Stainless steel	CKE Holdings Sdn Bhd

4.7 Manpower Planning

In order for an organization to achieve its goals, manpower planning fundamentally entails gathering the necessary number of qualified personnel and trying to arrange them in the appropriate positions at the appropriate times. Thus, by using the formula below, we able to estimate the number of workers required to operate our business smoothly.

$$\frac{\text{Planned rate of production per day}}{\text{Worker productive time per day}} \times \text{Worker standard production time}$$

For Fur Real Cat Shampoo production: -

$$\begin{aligned} \text{No. of worker required} &= 30/7(60) \times 1 \text{ min} \\ &= 0.07 @ 1 \end{aligned}$$

$$\begin{aligned} \text{No. of machine required} &= 30/5(60) \times 1 \text{ min} \\ &= 0.1 @ 1 \end{aligned}$$

For Fur Real Cat Grooming service: -

$$\begin{aligned} \text{No. of worker required} &= 20/7(60) \times 60 \text{ mins} \\ &= 2.86 @ 3 \end{aligned}$$

In a word, we just need one person to handle one equipment in the production area. We must employ at least three employees to run the production area because we have three machines. However, having at least five operators is preferable in case of an emergency or a staffing shortage. Other than that, for grooming services, three groomers should be sufficient. In addition, considering the workflow in the store, we also need two receptionists that will help to manage the customers. With that, Table 40 below show the direct labor planning for the organization.

Table 40 Direct labor planning.

No	Position	No. of staff required	Salary / month (RM)	EPF (RM) 13%	SOCSSO (RM) 2%	Total (RM)
1	Operating Manager	1	3,600.00	468	62.15	4,130.15
2	Administration Executive	1	3,600.00	468	62.15	4,130.15
3	Marketing Executive	1	3,600.00	468	62.15	4,130.15
4	Financial Executive	1	3,600.00	468	62.15	4,130.15
5	Operator	5	1,400.00	182	6.75	1,588.75
6	Groomer	3	1,600.00	208	7.75	1,815.75
7	Receptionist	2	1,400.00	182	6.75	1,588.75

4.8 Overhead Requirement

Costs associated with running a firm that cannot be immediately linked to a particular business activity, good, or service are referred to as overhead. As a result, overhead expenses do not directly result in profit growth. Table 41 below show the company's overhead requirement.

Table 41 Overhead requirement of Fur Real Enterprise.

Types of Overhead	Monthly cost (RM)
Rental	20,000.00
Business licenses	390.00
Electricity bill	1,500.00
Water bill	1,100.00
Telephone bill	252.00
Internet bill	130.00
Cleaner	150.00
Machine maintenance	60.00
Total	23,582.00

4.9 Business and Operation Hours

Fur Real Enterprise operates 6 days per weeks and our company have off day which is on Monday. Fur Real Cat Grooming store's operation are stated in the Table 42.

Table 42 The operation hour of Fur Real Enterprise.

DAY	TIME
Tuesday - Sunday	9.00am - 6.00pm

4.9.1 Rest Hour

Table 43 explained the rest hour for our company is only one hour from 1.00 pm until 2.00 pm. Worker rest periods were limited to one hour because businesses must run continuously to fulfill client demands and increase efficiency in order to increase company profits. For Friday, there are extra 2 hours for the workers to perform a Jumaat prayer which is from 12.00 pm until 3.00 pm.

Table 43 Fur Real Cat Grooming store operation hour.

DAY	REST HOUR
Tuesday – Sunday (except Friday)	1.00 pm – 2.00 pm
Friday	12.0 m – 3.00 pm

4.10 License, Permits and Regulations Required

It comprises documents such as certifications, registrations, permits, and permissions. A business license can be applied for by the Pihak Berkuasa Melesen (PBM) that is particular to the location and business operation. Businesses in Malaysia are expected to apply to the respective State Authorities for business premises permits and signage licenses. List of General Licenses, applicable to any business including:

- a. Company Registration
- b. Employees Provident Fund (EPF)
- c. Social Security Organization (PERKESO)
- d. Business Premise Licenses and Signboard Licenses

4.11 Operating Budget

An operating budget is a thorough forecast of how much money a business expects to make and spend over a certain period of time. Table 44 below shows the operating budget for the Fur Real Enterprise's business. Based on the table, we were estimating the operating budget for start-up and monthly purchased would be the total of RM158,309.00.

Table 44 Operating budget.

OPERATIONS BUDGET				
Particulars	Fixed Assets (RM)	Monthly Exp. (RM)	Others (RM)	Total (RM)
Fixed Assets				
Production equipment	10,000			10,000
Shop Furniture	45,000			45,000
Pet suites	50,000			50,000
Service equipment	3,470			3,470
Working Capital				
Raw Materials & Packaging		6,525		6,525
Salaries, EPF & SOCSO		16,569		16,569
Machine maintenance		3,000		3,000
Service materials		745		745
Pre-Operations & Other Expenditure				
Deposit (rent, utilities, etc.)			23,000	23,000
			Total	158,309



CHAPTER 5: FINANCIAL PLAN

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5.0 FINANCIAL PLAN

5.1 Financial Objectives

Financial goals may also focus on investments and economic stability, but they often concentrate on growing a company's profits or sales. These goals frequently emphasize long-term success. As a result, Fur Real Enterprise's objectives are: -

- To identify the amount of money to be invested of project cost
- To identify and propose the relevant sources of fund
- To ensure that the initial capital is sufficient

5.2 Administrative Budget

Table 45 Budget for administrative department of Fur Real Enterprise.

Administrative Budget				
Particulars	Fixed Assets (RM)	Monthly Exp. (RM)	Others (RM)	Total (RM)
Fixed Assets				
Office Furniture	7,520			7,520
Renovation	20,000			20,000
Office Equipment	12,600			12,600
Air-conditioning	30,000			30,000
Working Capital				
Rental		20,000		20,000
Salaries, EPF & SOCSO		16,251		16,251
Utilities		2,750		2,750
Wi-Fi bills		130		130
Telephone bills		252		252
Pre-Operations & Other Expenditure				
Other Expenditure			930	930
Deposit (Rent, utilities, etc.)			3700	3700
Business Registration & License			300	300
			Total	114,433

5.3 Marketing Budget

Table 46 Budget for marketing department of Fur Real Enterprise.

Marketing Budget				
Particulars	Fixed Assets (RM)	Monthly Exp. (RM)	Others (RM)	Total (RM)
Fixed Assets				
Signboard	5,000			5,000
Working Capital				
Business Card		150		150
Brochure		220		220
Pre-Operations & Other Expenditure				
Other Expenditure				
Deposit (Rent, utilities, etc.)				
Business Registration & License			300	300
Insurance & Road Tax for Motor Vehicle				
Other Pre-Operations Expenditure				
			Total	5,670

5.4 Operating Budget

Table 47 Budget for operational department of Fur Real Enterprise.

OPERATIONS BUDGET				
Particulars	Fixed Assets (RM)	Monthly Exp. (RM)	Others (RM)	Total (RM)
Fixed Assets				
Production equipment	10,000			10,000
Shop Furniture	45,000			45,000
Pet suites	50,000			50,000
Service equipment	3,470			3,470
Working Capital				
Raw Materials & Packaging		6,525		6,525
Salaries, EPF & SOCSO		16,569		16,569
Machine maintenance		3,000		3,000
Service materials		745		745
Pre-Operations & Other Expenditure				
Deposit (rent, utilities, etc.)			23,000	23,000
			Total	158,309

5.5 Project Implementation Cost & Sources of Finance

Fur Real Enterprise has invested RM276,713 on the basic needs for the company. We have a variety of options for how to get the money with that enormous amount of modal. The total amount of the loans we will make is RM235,351.00. We have a hire-purchase arrangement for RM20,000.00, and the remaining RM21,362.00 would come from our own contributions to cover additional costs. The details of the project implementation cost and source of finances are explained in Table 48 below.

Table 48 Fur Real Enterprise's project implementation cost & sources of finance.

FUR REAL ENTERPRISE						
PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE						
Project Implementation Cost			Sources of Finance			
Requirements		Cost	Loan	Hire-Purchase	Own Contribution	
					Cash	Existing F. Assets
Fixed Assets						
Land & Building						
Office Furniture		7,520	7,520			
Renovation		20,000		20,000		
Office Equipment		12,600	12,600			
Air-conditioning						
Signboard		5,000	3,000		2,000	
Production equipments		10,000			10,000	
Shop Furniture		45,000	45,000			
Pet suites		50,000	50,000			
Service equipments		3,470	3,470			
Working Capital	1 months					
Administrative		39,653	39,653			
Marketing		370	370			
Operations		26,515	26,515			
Pre-Operations & Other Expenditure		31,430	31,430			
Contingencies	10%	25,156	15,794		9,362	
TOTAL		276,713	235,351	20,000	21,362	

5.6 Cash Flow Statement

Table 49 Cash flow statement of Fur Real Enterprise by months.

MONTH	Pre-Operations	1	2	3	4	5	6	7	8	9	10	11	12
TOTAL CASH INFLOW	257,043	60,000	60,000	65,000	75,000	75,000	70,000	70,000	70,000	75,000	80,000	80,000	80,000
CASH OUTFLOW													
Administrative Expenditure													
Rental		20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000
Electricity		1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500
Salaries, EPF & SOCSO		16,521	16,521	16,521	16,521	16,521	16,521	16,521	16,521	16,521	16,521	16,521	16,521
Wifi bill		130	130	130	130	130	130	130	130	130	130	130	130
Telephone		252	252	252	252	252	252	252	252	252	252	252	252
Water bill		1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250
Marketing Expenditure													
Business card		150	150	150	150	150	150	150	150	150	150	150	150
Brochure		220	220	220	220	220	220	220	220	220	220	220	220
Operations Expenditure													
Cash Purchase		3,263	3,263	3,263	3,263	3,263	3,263	3,263	3,263	3,263	3,263	3,263	3,263
Payment of Account Payable			3,263	3,263	3,263	3,263	3,263	3,263	3,263	3,263	3,263	3,263	3,263
Carriage Inward & Duty													
Salaries, EPF & SOCSO		16,569	16,569	16,569	16,569	16,569	16,569	16,569	16,569	16,569	16,569	16,569	16,569
Machine maintenance		3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
Service materials		421	421	421	421	421	421	421	421	421	421	421	421
Other Expenditure		4,430											
Pre-Operations													
Deposit (rent, utilities, etc.)	26,700												
Business Registration & Licenses	600												
Fixed Assets													
Purchase of Fixed Assets - Others	133,590												
Hire-Purchase Repayment:													
Principal		333	333	333	333	333	333	333	333	333	333	333	333
Interest		83	83	83	83	83	83	83	83	83	83	83	83
Principal		1,964	1,964	1,964	1,964	1,964	1,964	1,964	1,964	1,964	1,964	1,964	1,964
Interest		982	982	982	982	982	982	982	982	982	982	982	982

Table 49 Cash flow statement of Fur Real Enterprise by months. [continue]

MONTH	Pre-Operations	1	2	3	4	5	6	7	8	9	10	11	12
TOTAL CASH OUTFLOW	160,890	71,067	69,900	69,900	69,900	69,900	69,900	69,900	69,900	69,900	69,900	69,900	69,900
CASH SURPLUS (DEFICIT)	96,153	(11,067)	(9,900)	(4,900)	5,100	5,100	100	100	100	5,100	10,100	10,100	10,100
BEGINNING CASH BALANCE		96,153	85,086	75,186	70,286	75,386	80,486	80,587	80,687	80,787	85,887	95,988	106,088
ENDING CASH BALANCE	96,153	85,086	75,186	70,286	75,386	80,486	80,587	80,687	80,787	85,887	95,988	106,088	116,188

Table 49 demonstrates that during the first three months of our first year of operation, we were unable to exceed the cash surplus. This occurrence most likely occurred because we spent more money than we made from sales, which in itself is the reason. The money was most likely used for the other expense, which was obviously for the newly launched business operation. However, we do not anticipate any concerns relating to overspending in the upcoming months.

Moving on to the cash flow of the company by year, as shown in Table 50 below is how much money we were able to make after three years of business. According to the observation, the net profit is growing annually. In comparison to subsequent years, Fur Real Enterprise's first year of operation is less profitable. Due to high start-up costs, commonly known as return on investment, our business venture loses money. As shown in Figure 9 below, we able to see that the percentage of the return of investment are increasing from year one to year two and become stable in year three, which giving the meaning that we are able to cover up the start-up cost.

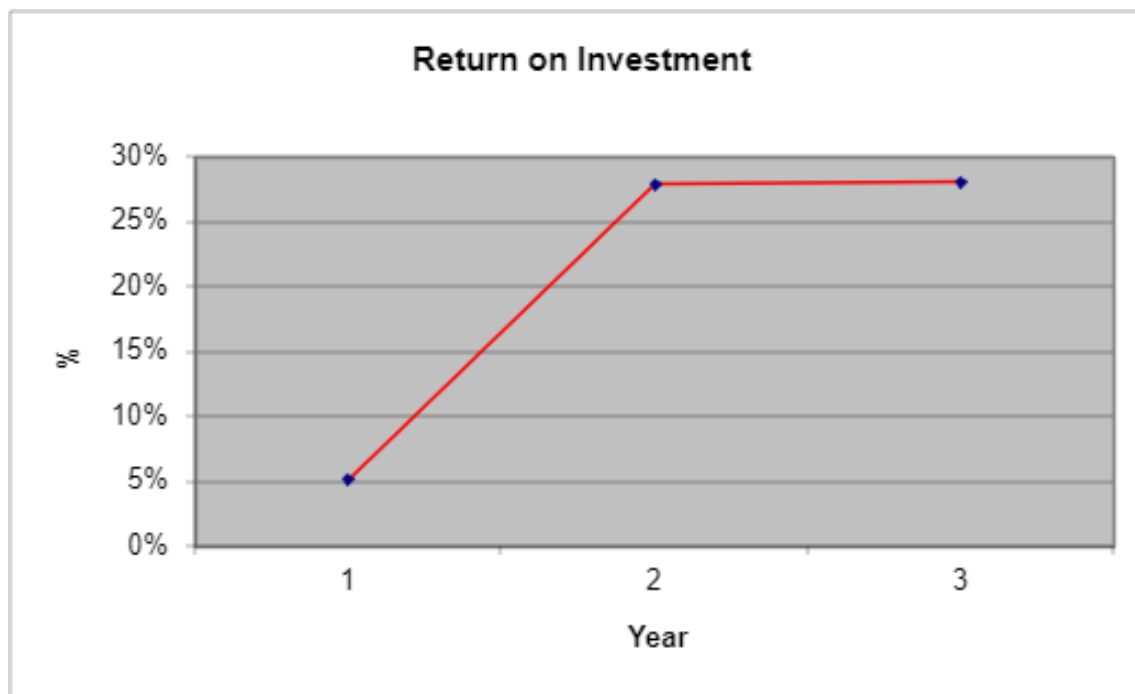


Figure 9 Fur Real Enterprise's return of investment graph.

Furthermore, the fact that we were still able to turn a profit of RM116,188.00 makes these losses healthy. As anticipated, our company expands even more in the second and third year, with overall profits of RM219,859.00 and RM351,192.00.

Table 50 Cash flow statement of Fur Real Enterprise by years.

MONTH	TOTAL YR 1	YEAR 2	YEAR 3
TOTAL CASH INFLOW	1,117,043	989,000	1,087,900
CASH OUTFLOW			
Administrative Expenditure			
Rental	240,000	252,000	272,160
Electricity	18,000	18,900	20,412
Salaries, EPF & SOCSO	198,247	208,160	224,812
Wi-Fi bill	1,560	1,638	1,769
Telephone	3,024	3,175	3,429
Water bill	15,000	15,750	17,010
Marketing Expenditure			
Business card	1,800	1,890	2,041
Brochure	2,640	2,772	2,994
Operations Expenditure			
Cash Purchase	39,150	45,023	49,525
Payment of Account Payable	35,888	39,150	45,023
Salaries, EPF & SOCSO	198,822	208,763	225,464
Machine maintenance	36,000	37,800	40,824
Service materials	5,052	5,305	5,729
Other Expenditure	4,430	4,652	5,024
Pre-Operations			
Deposit (rent, utilities, etc.)	26,700		
Business Registration & Licenses	600		
Purchase of Fixed Assets - Others	133,590		
Hire-Purchase Repayment:			
Principal	4,000	4,000	4,000
Interest	1,000	1,000	1,000
Principal	23,568	23,568	23,568
Interest	11,784	11,784	11,784
Tax Payable	0	0	0
TOTAL CASH OUTFLOW	1,000,855	885,329	956,568
CASH SURPLUS (DEFICIT)	116,188	103,671	131,332
BEGINNING CASH BALANCE		116,188	219,859
ENDING CASH BALANCE	116,188	219,859	351,192

5.7 Cash Income Statement

A cash income statement that only includes revenues for which cash has been received from customers and expenses for which cash has been spent is known as a cash basis income statement. The gross profit in our situation, which is derived from clients purchasing our product and paying for the grooming service, grows over time and is over seven digits in earnings. We were still able to achieve gains of RM13,523.00 in the first year and RM231,984.00 in the third year even after calculating the net profits of the income as stated in Table 51.

Table 51 Cash income statement of Fur Real Enterprise.

FUR REAL ENTERPRISE PRO-FORMA INCOME STATEMENT			
	Year 1	Year 2	Year 3
Sales	860,000	989,000	1,087,900
Less: Cost of Sales			
Opening stock		500	550
Purchases	78,300	90,045	99,050
less: Ending Stock	500	550	633
Carriage Inward & Duty			
	77,800	89,995	98,967
Gross Profit	782,200	899,005	988,933
Less: Expenditure			
Administrative Expenditure	475,831	499,623	539,593
Marketing Expenditure	4,440	4,662	5,035
Other Expenditure	4,430	4,652	5,024
Business Registration & Licenses	600		
Interest on Hire-Purchase	1,000	1,000	1,000
Interest on Loan	11,784	11,784	11,784
Depreciation of Fixed Assets	30,718	30,718	30,718
Operations Expenditure	239,874	251,868	272,017
Total Expenditure	768,677	804,306	865,170
Net Profit Before Tax	13,523	94,699	123,763
Tax	0	0	0
Net Profit After Tax	13,523	94,699	123,763
Accumulated Net Profit	13,523	108,222	231,984

5.8 Balance Sheet

A balance sheet is a financial statement that lists the assets and liabilities of a corporation at a certain point in time. As shown in the table, the total asset for Fur Real Enterprise rises over the course of three years, from RM226,279.00 in the first year to RM339,332.00 in the second, and RM440,079.00 in the third.

A balance sheet needs to be consistent. Owners' equity plus liabilities must always equal assets. This claim shall be explained using the following formula: -

$$\text{Assets} = \text{Liabilities} + \text{Owner's Equity}$$

Thus, in our case, the balance sheet is balance as the sum amount of our liabilities and owner's equity is same as the value of assets. This can be confirmed in Table 52 below.

Table 52 Fur Real Enterprise's balance sheet.

FUR REAL ENTERPRISE			
PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building			
Office Furniture	6,016	4,512	3,008
Renovation	16,000	12,000	8,000
Office Equipment	10,080	7,560	5,040
Air-conditioning			
Signboard	4,000	3,000	2,000
Production equipment	8,000	6,000	4,000
Shop Furniture	36,000	27,000	18,000
Pet suites	40,000	30,000	20,000
Service equipment	2,776	2,082	1,388
	122,872	92,154	61,436
Current Assets			
Stock of Raw Materials	0	0	0
Stock of Finished Goods	500	550	633
Accounts Receivable			
Cash Balance	116,207	219,928	351,310
	116,707	220,478	351,943
Other Assets			
Deposit	26,700	26,700	26,700
TOTAL ASSETS	266,279	339,332	440,079
Owners' Equity			
Capital	21,362	21,362	21,362
Accumulated Profit	13,839	108,555	232,334
	35,201	129,917	253,696
Long Term Liabilities			
Loan Balance	211,816	188,281	164,746
Hire-Purchase Balance	16,000	12,000	8,000
	227,816	200,281	172,746
Current Liabilities			
Accounts Payable	3,263	9,135	13,637
TOTAL EQUITY & LIABILITIES	266,279	339,332	440,079

CONCLUSION



7.0 CONCLUSION

In conclusion, it is difficult to accomplish the company's goals, mission, and vision. A strong and stable firm must be built with careful planning. The creation of a business plan is therefore essential to an organization's long-term effectiveness and sustainability in the sector. We have come to the conclusion that we significantly can increase our revenue after conducting some research. In order to accomplish one of our goals, we want to maintain a positive cash flow that we can evaluate and see from the financial plan.

Thus, we are proud of ourselves for finishing this business strategy. During the process of creating a business plan, we learned a lot about creating a business plan and starting a business. We will greatly benefit from the education and experience we receive because it may enable us to succeed as entrepreneurs in the future. We are optimistic about the future of our business and our ability to grow it into something bigger. Despite having many competitors, our goal is to make a high profit from this business. Thankfully, all of the subordinates cooperated well. We succeed in engaging the competitors in fair and open competition.

We also hope that with our dedication and hard work, we will achieve our vision to produce the best worldwide planner that makes people's daily life become better. Before that, we should also show our effectiveness in doing our job and to make sure that our product will be available throughout Malaysia. In addition, we know that people nowadays are busy with their daily life and it sometimes makes them always forget about the next schedule or thing they need to prepare or buy. So we hope that they can use our planner to write down all the important days and things to do. We will provide full responsibility and commitment; there is no doubt that we will achieve all these things. We are also encouraged to take any chance that directly or indirectly in order to increase our business performance in the future undertakings.

APPENDICES



b) Brochure

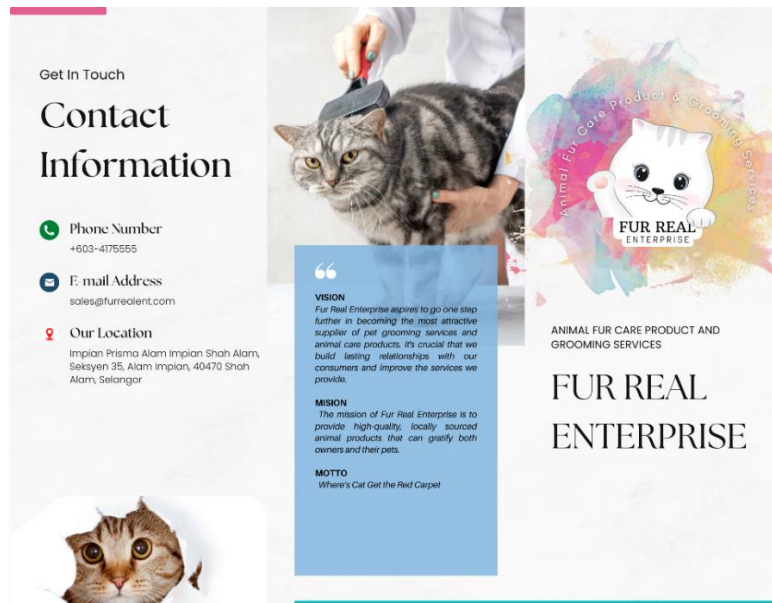


Figure (b)(i) Front page of the brochure.

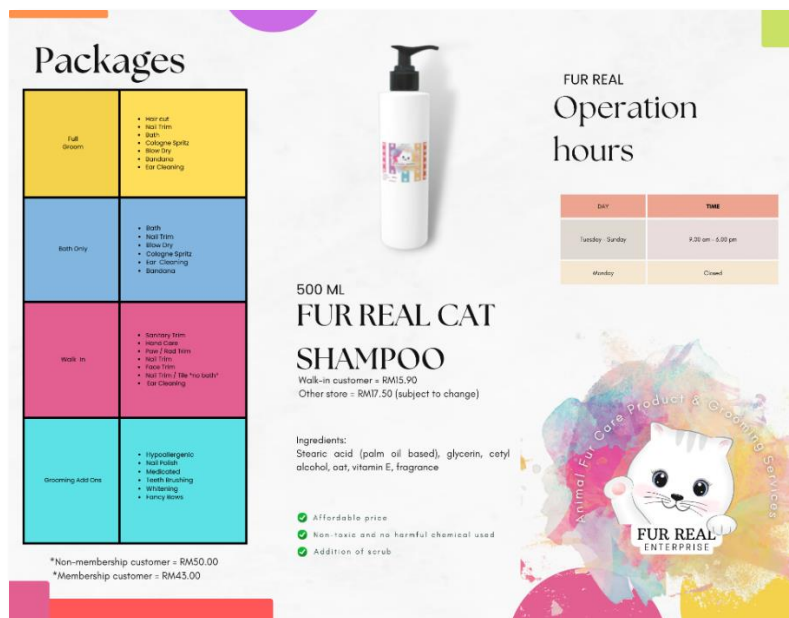


Figure (b)(ii) Back page of the brochure.

c) Business Card



Figure (c)(i) Front page of the business card.



Figure (c)(ii) Back page of the business card.

d) Signboard

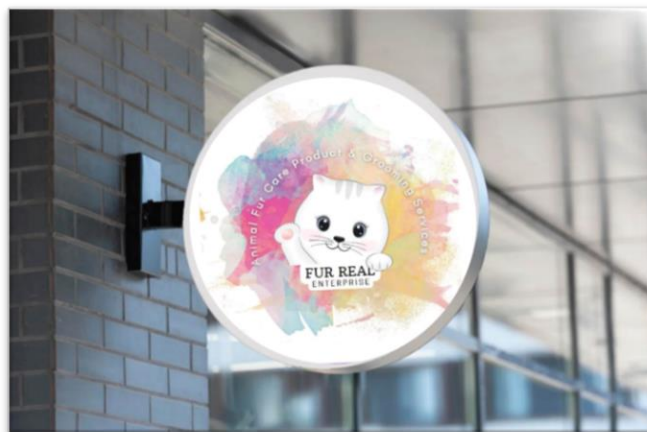


Figure (d) Signboard for the store.

e) Social Media

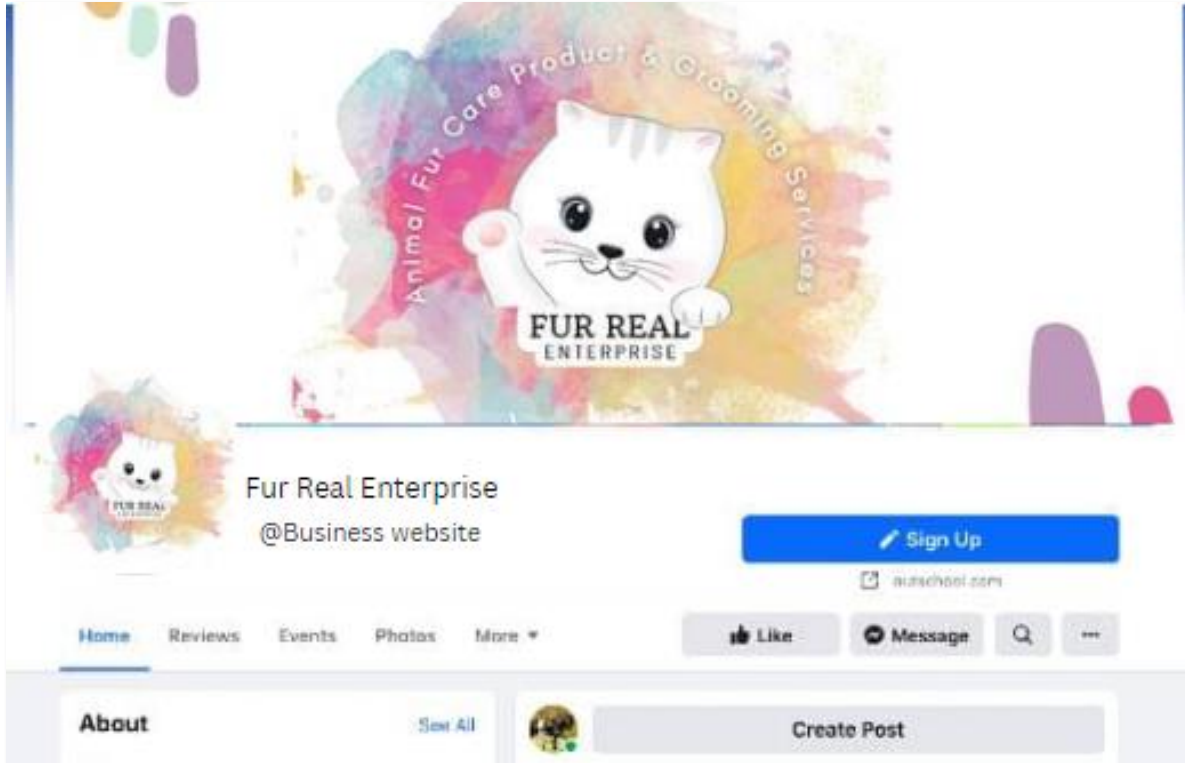


Figure (e)(i) Fur Real Enterprise Facebook account.

f) Fur Real Cat Shampoo packaging.



Figure (f) Packaging of Fur Real Cat Shampoo

g) Business Model Canvas (BMC)

Table (f) Fur Real Enterprise BMC.

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> Raw material supplier Grooming materials supplier Local pet stores 	<ul style="list-style-type: none"> Sales and marketing. Maintaining trust and brand reputation. Customer service Product procurement 	<p>Product</p> <ul style="list-style-type: none"> Affordable prices Made with high quality and natural ingredients Introduce pet owners to necessary products and services they may not know about. <p>Service</p> <ul style="list-style-type: none"> Saving customer's time and energy. Assisting the best way to groom the customer's pet. Discount for customers that fulfill the specific condition. Services are done by tip-top groomers. 	<ul style="list-style-type: none"> Feedback from the customers. Membership Card. Provide useful information. Frequently update the progress to the clients. 	<ul style="list-style-type: none"> Cat owners. Busy pet owners. Pet store owners Other pet grooming centers.
	<p>Key Resources</p> <ul style="list-style-type: none"> Machine and equipment Ingredients Partnerships Employees Physical store 		<p>Channels</p> <ul style="list-style-type: none"> Online website Social media Walk in Direct selling 	
<p>Cost Structure</p> <ul style="list-style-type: none"> Operations expenditure Product cost Administrative expenses Marketing and advertising expenditure Cost of promotional offers. (Discount for customer with membership) 			<p>Revenue Streams</p> <ul style="list-style-type: none"> Sale of pet products in store and online Pet services (cat grooming services). 	