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**FACULTY OF BUSINESS MANAGEMENT**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**



**BUSINESS PLAN**

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## **EXECUTIVE SUMMARY**

Mellow Scarves is a business which produces several types, materials, and features of scarves. This business strategy and aims are to produce products that are not on the market anymore and different from other traders who sell scarves as well. The uniqueness of Mellow Scarves business is to create products that no one else has. It focuses that this product is only used by Mellow Scarves business only. Customer satisfaction with service is something Mellow Scarves always strives for. Although the fashion industry for these scarves is already in the market, this business does not take this matter lightly but take every action seriously to ensure that the uniqueness of this business can be carried out well in meeting the demand and circulation of fashion style. The administrative manager, the marketing manager, the operations manager, and the financial manager are the four important personnel who run Mellow Scarves' business. This business' success depends on all partnerships, and we will cooperate to achieve it. The office is in a developing city, where there are more opportunities to meet new people and convince them to purchase the product. Furthermore, Kota Masai, Pasir Gudang, Johor, where the business is based, is a very strategic location. This is because it is a focal point for people to visit just for window shopping or shopping. This business can achieve the corporate goal with the assistance of business financial status statements. With this, Mellow Scarves will be a model of entrepreneurship and occasionally be able to deliver the best products. Finally, it brings great satisfaction to be the industry standard for anyone wishing to use distinctive products of their own choosing and to stand out from others.

# **CHAPTER 1.0**

# **INTRODUCTION**

## 1.1 BUSINESS DESCRIPTION

Mellow Scarves is a business that creates and makes new designs that are no longer on the market. Mellow Scarves also sells a variety of hijabs consisting of “sarong” hijabs, “Bawal” hijabs and shawls. This business also offers different colours, sizes and designs that attract the attention and interest of buyers to buy them regardless of age and gender. This business is a legal form of partnership where there are two or more partners sharing ownership of the firm. For this business, there are five partners involved including a general, administration, marketing, and financial manager.

A partnership for this business is like sole proprietorship in that the partners involved are the sole beneficiaries of Mellow Scarves' profits, but they are also responsible for any losses and debts that may occur. The partnership for this company can be very interesting if the expertise of each manager complements the other. For example, the marketing manager who plays a good role and responsibility in ensuring that the products produced by Mellow Scarves can be sold well and advertised systematically so that the business of buying and selling can be done. In addition, the role of the financial manager in making an estimate to identify the profit or loss experienced by the company is also very important to ensure that Mellow Scarves is in a good and stable condition.

Mellow Scarves also places and makes Naelofar and Hijab Galeria as rivals to create inspiration and inspiration to create and make hijabs that are more attractive and beautiful to be used by everyone regardless of age. For example, when an elderly person wears a hijab produced by Mellow Scarves, their old age cannot be seen, and people will think that they are young people who keep up with the times. Such feedback is the aim we want to achieve so that our business is at the top of the global market, known all over the world.

## 1.2 REASONS FOR STARTING THE BUSINESS

The reasons of all the partners for Mellow Scarves to start this business is because the hijab is something common currently especially for Muslims where it is a duty for them to wear it all day and every day. But the uniqueness of Mellow Scarves compared to other competitors is because this business also offers people of various genders and ages to buy them either to wear them as hijabs or scarves or to make them as gifts for loved ones. The customer's advantage for custom design that they want according to their own taste is also an advantage and uniqueness at Mellow Scarves and cannot be found in other businesses.

Other than that, Mellow Scarves represent as a hijab business attire. This business serves to provide high-quality and stylish hijab products in line with hijab office wear to professional career women who need to dress professionally. This is specializing in the Mellow Scarves, which differentiates it from other market hijabs for other competition.

Mellow Scarves also want to be “barometer” in hijab. You may say that a Muslim woman's hijab's length is a good indicator of how strong her Iman (belief) is. Hijabs that are longer and hide the form of the bosom are preferred by more pious Muslimas who would avoid wearing shorter ones. For instance, there is still a hijab brand that may cater to Muslimas who prefer lengthier hijabs that are still fashionable.

In addition, Mellow Scarves wants to build a brand. The main factor in these hijab brands' success is the development of the businesses and brands. Logos and taglines are only one aspect of branding. It is about the values that the brand or business upholds and how it may emotionally engage its customers. It involves identifying a brand with memorable characteristics and developing a backstory for one's own business. For instance, if moms with young children are the product's target market, the product should highlight convenience while yet maintaining a stylish hijab.

Finally, is to create design and production. Mellow Scarves is a business which create own design concepts, find fabric resources, and then work with a production company that makes hijabs. Technically, hijabs are smaller and simpler to sew than clothes lines, thus their production should be less expensive. Because of that Mellow Scarves is very concerned about the production quality before ordering according to their minimum order quantity to achieve the best quality to give to customers and users of Mellow Scarves.

### **1.3 PURPOSE OF PREPARING BUSINESS PLAN**

The opportunity for the entrepreneur to evaluate the business venture by looking critically, practically, and objectively is the purpose in preparing this Mellow Scarves business plan. When a certain customer needs and viability in offering the desired product or service, an entrepreneurial opportunity can be created. In Mellow Scarves, a certain set of requirements must be satisfied before an idea can become an opportunity. Starting with adopting the proper mindset, the manager of Mellow Scarves uses their knowledge of customer needs, wants and research to ascertain whether it can develop into a profitable new business.

The purpose of this business plan is to persuade bankers, venture capitalists, and investors to support the firm. To raise money for business management and funding, we need investors. This business plan is also being created to help Mellow Scarves obtain the funding it requires to launch its operation. The presentation of this business plan is critical to winning the bank's trust to launch the enterprise. The other RM12,270 will come from the accumulated capital collected by each partner in the business. The money will be utilized to make purchases of a starting-up asset such as office equipment and suppliers like computers and telephones, office furniture and fittings like tables and chairs and other equipment needed in the process. All these assets will be supplied by a trusted supplier.

Additionally, we use this business plan as a manual for the manager for the company to be successful and as a guideline for managing business daily. Mellow Scarves has all the necessary components to be among the top in the industry. To be effective, Mellow Scarves have outlined our complete aim. This business plan will include information about the company's history, advertising strategies, operational plans, expected sales, and, most importantly, the business's financial strategy. A business plan is a guideline for managing business daily.

Finally, the purpose is to distribute business resources effectively. Mellow Scarves will make the most of all its resources in order to increase its profit. The company will maximize the manufacture of Mellow Scarves using its profit. Mellow Scarves is completely confident that it will be to further expand the business up to the hijab market and up to the whole world to be known by the public.

## 1.4 SWOT ANALYSIS

A business can use a SWOT analysis technique, which is a more effective strategic planning and tools of management in identifying the strength, weakness, opportunity, and threat of a business about business competitiveness or business planning. These four areas of your company can be evaluated using the SWOT analysis and technique. A SWOT analysis can help a business identify its current strengths and weaknesses so that it can develop a winning plan.

For strengths, Mellow Scarves focuses on trending products in the market and on consumers. Therefore, the material used to make the hijab at Mellow Scarves is to use a fabric that is comfortable to use, easy to always style and suitable for use, especially when the weather is hot, which usually can cause sweat, especially to people who wear hijabs. In addition, its strength is also that it gives an advantage to Muslims who wear hijab and like to be fashionable by making different fashions for each type of hijab used. The most important strength for Mellow Scarves is that this business offers a choice of interesting colors and patterns and also gives advantages to users and customers to customize their own hijab by creating the design they want according to their own taste.

The weakness faced by Mellow Scarves is that the design used and created is highly likely to be plagiarized by other traders in the same industry market. So, the uniqueness of Mellow Scarves can be affected and make it difficult for the business to remain unique for a long time. In addition, the type of hijab that is used is almost the same as other traders, which is to use sarong hijabs, pom pom hijabs and shawls. Mellow Scarves also has limited stock because it wants to maintain the quality of the hijab so that it is created with high quality but at a cheap price. Because of that, Mellow Scarves is more exposed to competition with other brands or businesses that also sell hijab as a sales product for their business.

However, the opportunity for Mellow Scarves is that this business can penetrate the international market because this product is always used by people from all over the world, especially for Muslims. In addition, with the uniqueness of this business that provides other designs that are still not in the market, it is able to attract people who do not wear hijab to wear hijab even if they are not Muslim. As such, this product provides the latest design according to the demand and taste of users regardless of age and according to the times. Therefore, it is suitable to be used as a beautiful model and is preferred by the public.

Finally, Mellow Scarves business also has a threat in the market where this product has a lot of competition such as Naelofar and Hijab Galeria. The high possibility of design for this product to be plagiarized and then sold at a high price is very alarming which can affect the business of Mellow Scarves. This will result in consumers and customers fleeing to the

business even though the quality is low compared to Mellow Scarves because of the strong recognition. The styles used by all businesses that sell hijab are also almost the same which makes it even more difficult for businesses to grow faster in the world market. If there is a lot of competition where there are many businesses selling the same product, then there is a lack of dealers and suppliers to get materials and support to sell the products produced by Mellow Scarves.

### 1.3 BUSINESS BACKGROUND

**Table 2: Business Background**

<b>BUSINESS MAIN ACTIVITY</b>	
Core Activity	To facilitate the buying and selling process, Mellow Scarves offers products that are made with a focus on creating scarves with a variety of materials, features, and designs that allow people to wear them anywhere and anytime. These products can be purchased directly at any branch or online via the website or an application.
Other Activities	To ensure that the primary activities will continue and go as planned, focus is given to four key businesses that provide crucial functions for the success of the company.
Administration	The type of administration varies depending on the jurisdiction in which it is used. A decision-making body is how administration is typically described. Through the completion of administrative tasks and projects, the administrative manager assists in the efficient operation of the workplace. Administration manager is in charge of planning project meetings in the company. In addition, administration manager also makes contracts, company goals, paperwork, and provide customer service. Administrative duties include managing email inquiries, processing and transferring data, setting up appointments, and many other duties necessary for a productive office environment.
Marketing	Marketing is the part of a business, person, marketing manager that responsibilities to advertises promote business services. The goal of marketing is to persuade customers to purchase the Mellow Scarves products. Driving business growth is a key objective of marketing. This is proven by the ability to bring in and retain new customers. For this purpose, businesses may use a variety of marketing techniques. Other than that, marketing managers are in charge of matching products to customer needs by focusing on user personalization, forecasting,

### **1.5.2 BUSINESS LOCATION**

Kota Masai is a town located in the Masai District, in the eastern region of Johor Bahru. It is one of the established cities in Johor Bahru and is one of the most densely populated in the southern state. Storehouses still stand in the town, along with other developments that took place throughout the years. Kota Masai originated from the need to meet the needs of workers in the Kota Masai area. Therefore, population growth has also driven more development, where most of them are commercial shops and offices to house facilities such as convenience stores, mini markets, and banks to meet the needs of the people around the city. Kota Masai is now a new business hub for the district, with various important facilities such as banks located in the area.

The business location for Mellow Scarves is chosen based on areas that are in high demand from the local community. This place is the focus of people of various ages, genders and races who come especially during peak demand times such as weekends and school holidays. The special attraction of this place is the vast area, the beautiful place and the many choices that attract them to come here. It becomes an aspect of importance and advantage for the Mellow Scarves company to grow in the fashion market.

Business Mellow Scarves is based in Kota Masai, Pasir Gudang, Johor. This is because the area is very strategic because it is indeed a business area for the community. In addition, there is no competition between the same market sectors, which is also one of the advantages of the Mellow Scarves business. In addition, the size of the building area, which is also large and spacious where it has two floors, gives another advantage to place a larger quantity of Mellow Scarves to increase the attraction of the public. Because of that, Mellow Scarves' main target is all parties who are interested in what type of design, material and features scarves can be used as multi-function regardless of gender, age and race.

In terms of accessibility, Kota Masai becomes a road that connects people to get all their needs and wants where there are shops and facilities needed by the public such as restaurants, convenience stores and others. So, it can be said that Kota Masai is the center of attention for people to come every time. Therefore, this place is very suitable for starting a business.

# **CHAPTER 2.0**

# **ADMINISTRATION PLAN**

## **2.1 INTRODUCTION TO ORGANIZATION**

### **2.1.1 VISION**

Mellow scarves vision is to inspire and motivate hijabis all over the world.

### **2.1.2 MISSION**

Mellow scarves mission is to deliver a wide range of fashionable hijabs at reasonable prices.

### **2.1.3 MOTTO**

“All eyes on you”

Mellow scarves motto shows that when a customer wears a hijab, many will be attracted to see it. Therefore, people will look for the Mellow Scarves brand.

### **2.1.4 OBJECTIVES**

1. To serve as a one-stop shop for women shopping for the latest styles of hijab.
2. To meet customers' desires regarding hijab style.
3. To produce high quality hijab in order to maintain customer loyalty.

### **2.1.5 SHORT TERM GOALS**

1. Increase the number of employees in the marketing and operational departments to boost the company's production.
2. Increase product by 3% over the next three months.
3. Starting to become a well-known company using social media marketing on platforms such as Tik Tok, Facebook, Twitter, and Instagram.
4. Strengthen our customer service.
5. Maintain profits from the beginning without incurring any losses.

### **2.1.6 LONG TERM GOALS**

1. Has two or three branches abroad.
2. Every city has at least one branch.
3. Increase our company's total income by 30% during the following five years.
4. Reduce production costs by 5% during the next three years.
5. Boost overall brand awareness. For example, public relations establishing ties with media outlets and influencers in order to get favourable coverage and raise brand awareness.

## 2.2 BUSINESS LOGO AND DESCRIPTION



*Figure 1: Business Logo*

The business logo is foremost in this business. This is because it draws attention, creates a lasting first impression, establishes our business identity, and distinguishes our business from competitors, where it encourages brand loyalty and is expected by target customers. The name Mellow Scarves was derived from the word "Marshmallow," which was subsequently transformed to "Mellow." Mellow is used in this brand to reflect the meaning of balance, infinity, and calmness for the product. Next, a picture of a hijab woman symbolizes the beauty of a hijab woman when wearing Mellow Scarves. Mellow scarves are designed to make women feel beautiful and confident while wearing the hijab. Other than that, the word "Unique" represents the uniqueness in the design. This is because the design of the hijab can be customized by the customer themselves. Meanwhile, the word 'Stylish' on the logo can be described as dressing with current fashion trends. This is in line with Mellow Scarves' objective to provide the latest scarf styles. Last but not least, the background of purple is connected with femininity and spirituality. It provides a relaxing effect. This is one of the reasons Mellow chose this color for the brand logo.

## 2.3 ORGANIZATION CHART



Figure 2: Organization Chart

## 2.4 ADMINISTRATION PERSONNEL

Table 3: List of Administration Personnel

<b>POSITION</b>	<b>NO. OF PERSONNELS</b>
General Manager	1
Administration Manager	1
Marketing Manager	1
Operation Manage	1
Financial Manager	1

Table 4: Schedule of Tasks and Responsibilities

<b>POSITION</b>	<b>TASKS AND RESPONSIBLE</b>
General Manager	<ul style="list-style-type: none"> <li>• The general manager in Mellow Scarves is responsible to manage the company towards its vision, mission, and objectives. This includes setting strategic direction, creating and implementing plans to achieve the company's goals, and making decisions that align with the company's overall vision and mission.</li> <li>• The general manager is also responsible for ensuring that all departments and employees understand and are working towards the company's goals. This includes overseeing and coordinating the work of department managers and ensuring that resources are allocated effectively to achieve the company's objectives. The general manager will also be responsible for monitoring the company's</li> </ul>

	<p>performance and making any necessary adjustments to the company's strategy in order to achieve the company's vision, mission, and objectives. To plan, organize, lead and, control the daily operations of a business, region, operating unit or division.</p>
Administration Manager	<ul style="list-style-type: none"> <li>• An administrative manager is responsible for selecting and assigning staff, and ensuring that equal employment opportunity is upheld in hiring and promotion. This includes ensuring that all hiring and promotion decisions are made without discrimination based on factors such as race, gender, age, religion, or disability.</li> <li>• The administrative manager in Mellow Scarves also responsible for overseeing the training and development of staff members, as well as managing the day-to-day operations of the department or organization. Identifies training needs and ensures training is provided to employees.</li> </ul>
Marketing Manager	<ul style="list-style-type: none"> <li>• A marketing manager in Mellow Scarves responsible for managing the business's marketing initiatives. This includes developing marketing strategies, creating marketing campaigns, and overseeing the production of promotional materials.</li> </ul>

	<ul style="list-style-type: none"> <li>• Mellow scarves marketing manager responsible for analyzing market trends and customer behavior in order to identify potential opportunities for growth, and working with other departments to ensure that the company's products or services meet the customer's expectations.</li> </ul>
<p>Operation Manager</p>	<ul style="list-style-type: none"> <li>• In Mellow Scarves, the operations manager is responsible for making sure that the company's operations meet certain standards. Oversight of the production process, inventory management, and ensuring that customer needs are met are all part of the responsibilities. It is the responsibility of the operations manager to ensure that efficiency, cost reductions, and productivity are maximized. This can include implementing new processes and technologies, managing and training employees, as well as implementing new processes and technologies.</li> <li>• The operations manager may also have responsibility for managing the budget for the operations department as well as ensuring that the company meets the regulatory compliance standards for its operations department.</li> </ul>

Financial Manager

- As a Financial Manager in Mellow Scarves, one of the main responsibilities is to supervise and handle financial reports, investment portfolios, accounting, and all types of financial analysis for the organization. This includes preparing and analyzing financial statements, such as balance sheets, income statements, and cash flow statements. The Financial Manager also monitors the performance of the company's investments and makes recommendations for changes as needed. Additionally, the Financial Manager is responsible for managing the company's accounting records, ensuring that they are accurate and up-to-date, and for ensuring compliance with accounting standards and regulations. The Financial Manager may also conduct financial analysis to help management make informed business decisions.

## 2.5 REMUNERATION SCHEDULE

Table 5: Schedule of Remuneration.

<b>POSITION</b>	<b>NO.</b>	<b>MONTHLY SALARY (RM)</b>  <b>(A)</b>	<b>EPF CONTRIBUTION (RM) (11%) (B)</b>	<b>SOCSSO (RM) (3%) (C)</b>	<b>TOTAL AMOUNT (RM) (A+B+C)</b>
General Manager	1	7740	990	270	9000
Administration Manager	1	5160	660	180	6000
Marketing Manager	1	4300	550	150	5000
Operational Manager	1	5160	660	180	6000
Financial Manager	1	6020	770	210	7000
<b>TOTAL</b>	<b>5</b>				<b>33,000</b>

## 2.5.1 OFFICE EQUIPMENT AND SUPPLIES

Table 6: list of office equipment & supplies

TYPE	PRICE/ UNIT (RM)	QUANTITY	TOTAL AMOUNT (RM)
<b>EQUIPMENT</b>			
Computer	3500	2	7000
Telephone	1500	1	1500
Wireless Router (WI-FI)	1300	1	1300
Air- conditioner	700	1	700
Printer	399	1	399
<b>TOTAL</b>			<b>10899</b>

TYPE	PRICE/ UNIT (RM)	QUANTITY	TOTAL AMOUNT (RM)
<b>SUPPLIES</b>			
Stationery	50	1	50
Calculator	26	1	26
Printer ink	40	3	120
Files	2	2	4
A4 Paper	12	5	60
Receipt paper roll	20	5	100
<b>TOTAL</b>			<b>360</b>

## 2.5.2 OFFICE FURNITURE AND FITTING

Table 7: List of office furniture & fitting

<b>TYPE</b>	<b>PRICE/ UNIT (RM)</b>	<b>QUANTITY</b>	<b>TOTAL AMOUNT (RM)</b>
Table and chair	1200	1	1200
Front Desk	4000	1	4000
Desk	300	1	300
Closet	1000	4	4000
Scarf Hanger	12	300	3600
Racks	90	10	900
Cabinet	400	2	800
<b>TOTAL</b>			<b>14800</b>

## 2.6 ADMINISTRATIVE BUDGET

Table 8: Administration Budget

<b>ADMINISTRATIVE BUDGET</b>				
<b>Fixed Assets</b>	<b>F. Assets</b>	<b>Monthly Exp.</b>	<b>Others</b>	<b>Total</b>
Office equipment	10,899			10,899
Furniture & Fitting	14,800			14,800
Renovation	10,000			10,000
<b>Working Capital</b>				
Rent		4,000		4,000
Utilities		600		600
Salaries, EPF & SOCSO		33,000		33,000
<b>Pre-Operations &amp; Other Expenditure</b>				
Other Expenditure			1,000	1,000
Deposit (rent, utilities, etc.)			1,500	1,500
Business Registration & Licenses			1,000	1,000
Insurance & Road Tax for Motor Vehicle			1,000	1,000
Other Pre-Operations Expenditure			-	-
<b>TOTAL</b>	<b>35,699</b>	<b>37,600</b>	<b>4,500</b>	<b>78,799</b>

# **CHAPTER 3.0**

# **MARKETING PLAN**

## **3.0 MARKETING PLAN**

### **3.1 INTRODUCTION**



Mellow Scarves, like any other business, needs a marketing plan. A marketing plan, in general, A marketing plan is a document that outlines a business's marketing strategy and tactics for a specific time period, usually a year. Details on target markets, positioning, competitive analysis, product or service offerings, pricing, promotion, and distribution are all included. The plan also includes specific goals and metrics for measuring marketing success. A marketing plan's purpose is to direct a business marketing efforts in order to achieve its overall business goals. Without a proper marketing strategy, the business may fail. Due to that, Mellow Scarves always ensures that proper marketing is done to reach the target market on which Mellow Scarves wishes to focus.

## **3.2 MARKETING OBJECTIVES**

Marketing objectives should be included in a marketing plan. This serves as the goal that the business wishes to pursue. In general, marketing objective is a specific, measurable, and time-bound goal established by a business for its marketing efforts. It describes the business's marketing campaigns and strategies, such as increasing brand awareness, generating leads, increasing sales, or improving customer loyalty. Marketing objectives are typically aligned with overall business goals and strategies and are used to guide marketing plan development and execution.

By setting marketing objectives, Mellow Scarves can clearly see what needs to be done to achieve its ultimate goal. Customers will be able to determine whether it is worthwhile to spend some of their money on Mellow Scarves' product, which will help to build customer trust. Marketing objectives must therefore be included in a business plan.

### **1. Increase business sales.**

Mellow Scarves' first objective is to increase business sales. Mellow Scarves needs to increase sales by a certain percentage because this is Mellow Scarves' first venture. In the first phase, Mellow Scarves will try to increase the number of people who make purchases by 20%. Mellow Scarves will improve marketing and advertising efforts to attract more customers. Mellow Scarves will also utilize platforms like Facebook, Instagram, and TikTok to reach a larger audience and engage with potential customers.

### **2. Gain new customers and make them satisfied with Mellow Scarves' brands.**

The following objective is to gain new customers and keep them satisfied with Mellow Scarves' brands. To do so, Mellow Scarves' marketing manager must first research customer needs before offering goods and services to them. Meeting the needs of Mellow Scarves' customers is the most important aspect of Mellow Scarves' business. Mellow Scarves started this business because Mellow Scarves believe that most people today want branded products at a lower price. As a result, Mellow Scarves is the primary business that sells at lower prices.

### **3. Improve business's public image.**

Besides that, Mellow Scarves' business promotes a favourable image of itself. Another objective of marketing is to gradually improve a business's public image. Mellow Scarves' marketing department influences customers by offering high-quality products at reasonable prices. Mellow Scarves' employees will be more loyal to the business's customers and will develop a sense of service for them. This will boost the business ' reputation even more.

### 3.3 PRODUCT DESCRIPTION

Mellow Scarves is a business that specializes in designing, manufacturing, and selling hijabs, which are head scarves worn by Muslim women as a sign of modesty and religious observance. Mellow Scarves offer a variety of hijab types, including "Bawal", "sarong", and shawl, in a wide range of colours and patterns.

In general, a hijab is a headscarf worn by Muslim women as a sign of modesty and religious piety. It typically covers the hair, ears, and neck, and may also cover the chest and shoulders. The hijab can be made of various fabrics, such as cotton, silk, or chiffon, and comes in a variety of colours and styles. Mellow Scarves wishes to offer a variety of hijabs suitable for all women aged 17 and up. Mellow Scarves will also ensure that each hijab is comfortable to wear anytime and anywhere.

Mellow Scarves product's price is also affordable and could be afforded by most people. The price for shawl that Mellow Scarves release is RM20, meanwhile the price for "Bawal" is RM20 and price for "Sarong" hijab is RM18.

TYPE OF PRODUCT	PRICE
 <p data-bbox="512 1727 707 1756">SHAWL HIJAB</p>	RM20

 <p data-bbox="501 719 719 752">"BAWAL" HIJAB</p>	<p data-bbox="1174 197 1257 226">RM20</p>
 <p data-bbox="491 1294 729 1328">"SARONG" HIJAB</p>	<p data-bbox="1174 790 1257 819">RM18</p>

*Table 9 : Price range of Mellow Scarves product*

Moreover, Mellow Scarves also provides a product where customers can custom-design their own hijab. This means that customers can choose the type of design that they want and show it to Mellow Scarves as a preference for the design that the customer want. It will not take a long time for the custom-made hijab to be done. The customer can tell Mellow Scarves what design they want, and Mellow Scarves will follow all of the instructions as well as the product standard that is being set to ensure the product's quality and customer satisfaction. With this, Mellow Scarves can definitely compete with its rivals, Naelofar and Hijab Galeria and be a viable business where Mellow Scarves will be able to survive in the business industry in the long term.

### **3.4 TARGET MARKET**

In general, a target market in business is a specific group of consumers to whom a business wishes to sell its goods or services. This group of customers has specific characteristics, such as demographics, needs, and purchasing habits, that make them more likely to buy a business's products. Identifying and targeting a specific market can help a business better focus its marketing efforts and resources, increasing its chances of success. Mellow Scarves also have its own target market that could be put into market segmentation. This is because, without a target market, it will be hard for Mellow Scarves to succeed due to the unknown target market. Therefore, target markets are important for all businesses, including Mellow Scarves.

#### **3.4.1 MARKET SEGMENTATION**

Mellow Scarves have its own market segmentation to target. This is due to the fact that it is important to put the target market into segments to ensure that the right customer is being targeted. Market segmentation, in general, is the process of dividing a market into smaller groups of consumers who have similar needs or characteristics. This enables businesses to target specific segments with their marketing efforts and product offerings, resulting in more effective and efficient marketing strategies. Businesses can identify and target the most profitable market segments by segmenting the market and developing strategies to appeal to the specific needs and desires of those segments. The market segmentation for Mellow Scarves is demographic and geographic.

- **DEMOGRAPHIC SEGMENTATION**

The process of segmenting a market based on factors like age, gender, income, education, occupation, and household size is known as demographic segmentation. Businesses can tailor their marketing strategies using this type of segmentation to better understand the needs, wants, and preferences of various consumer groups. Mellow Scarves focuses on the female gender, with an age range of 17 and up in this segmentation. This is because most people who wear hijab are female, no matter what their religion, every female can wear the hijab that Mellow Scarves releases. For Muslim women, most of them wear the hijab as a sign of modesty and religious observance. Therefore, the female gender is an ideal target market for Mellow Scarves, which sells hijabs as its main product.

Other than that, the age group targeted in this segment is female, 17 years old and above. This is due to the size of the hijab, which is suitable for women aged 17 and up. The size of the hijab that Mellow Scarves releases is usually suitable for teenagers and adults. It's not that suitable for a kid to wear because it might be too big for them. However, Mellow Scarves will work on another size of hijab that will fit not just teenagers or adults but also everyone.

- **GEOGRAPHIC SEGMENTATION**

Geographic segmentation is a marketing strategy in which a market is divided into different geographical regions or territories. This is done to target specific customer groups based on their location, such as a city, state, or country. The goal of geographic segmentation is to better understand the needs and preferences of customers in various regions so that marketing efforts and product offerings can be tailored to meet those needs. In this segmentation, Mellow Scarves focuses more on the region around Pasir Gudang, Johor. This is because Mellow Scarves' store is located on Jalan Jambu in Pasir Gudang, Johor. Mellow Scarves store is also in a very convenient location, close to the mall and other stores. Mellow Scarves can do a lot of promotions to attract more customers in this area.

### 3.5 MARKET SIZE

Market size is generally defined as the total number of potential customers or buyers in a given market segment. It is essential for any business to understand its market size, and Mellow Scarves is no exception. This is because Mellow Scarves needs to know how many potential customers there are in Pasir Gudang, Johor.

<b>Pasir Gudang</b>	
Area of Pasir Gudang	199.3 km <sup>2</sup>
Population	231,832
Male Population	125,003 (53.9%)
Female Population	106,829 (46.1%)

*Figure 3 : Population in Pasir Gudang, Johor*

According to the above figure, there are currently 231,832 people living in Pasir Gudang, Johor. The population of females is 106,829 (46.1%), and the population of males is 125,003 (53.9%). Mellow Scarves is a business that sells hijabs for women around 17 years old and above. Despite the fact that the female population in Pasir Gudang is smaller than the male population, Mellow Scarves will conduct business with confidence because the female population in Pasir Gudang is significant. Mellow Scarves also estimates 0.05 percent of the number of people in the year will buy Mellow Scarver's product.

	Total
Population x Average Price = Market Size $231,832 \times 30 = 6,954,960$	6,954,960
Sales Forecast : 3% from Market Size $6,954,960 \times 3\% = 208,648.8$ (per year)	208,648.8
Customer per year : $(5/100) \times 231,832$ = 11591 people per year	11591 people per year
Customer per month : $11591.6 / 12$ = 966 people per month	966 people per month
Total Sales Per Year : $11691 \times RM30 = RM350,730$	RM350,730

Total Sales Per Month : RM350,730/ 12 = RM29,227.5	RM29,227.5
Total Sales Per Day : RM29,227.5/ 30 = RM974.25	RM974.25
Customers Per Day : RM974.25/ 30 = 32 customers	32 customers

### 3.6 SALES FORECAST

Forecasting sales is an important business exercise. Accurate sales forecasts enable business leaders to make better decisions about goal-setting, budgeting, hiring, and other cash-flow-related issues. Due to that, it is important for Mellow Scarves to have a sales forecast to predict the future sales for Mellow Scarves. In general, a sales forecast is a prediction of a business's future sales. It is typically used to make financial projections and plan for future business operations such as production and staffing.

Sales forecast also help Mellow Scarves to plan and budget for future expenses and investments. It can also help Mellow Scarves identify areas of the business that may require additional resources.

Sales Forecast for Year:

<b>MONTH</b>	<b>SALES FORECAST (RM)</b>
JANUARY	79,000
FEBRUARY	79,500
MARCH	80,000
APRIL	80,500
MAY	81,400
JUNE	76,000
JULY	78,200
AUGUST	81,100
SEPTEMBER	81,100
OCTOBER	85,080
NOVEMBER	85,480
DECEMBER	85,480
<b>TOTAL</b>	<b>972,840</b>

Sales Forecast by Year:

<b>Year</b>	<b>Percentage increase (%)</b>	<b>Sales Forecast (RM)</b>
1	-	972,840
2	15	1,118,796
3	40	1,362,006

### 3.7 COMPETITORS ANALYSIS

In general, competitor analysis is the process of identifying and evaluating a business's competitors' strengths and weaknesses in order to gain a competitive advantage. Mellow Scarves has two competitors to contend with which is Naelofar and Hijab Galeria. Mellow Scarves examines their products or services, pricing, marketing strategies, and market performance. Mellow Scarves' goal with competitor analysis is to understand the competitive landscape in which the competitors operate and to make informed decisions about how to position the business in the market.

Mellow Scarves' competitors each have their own set of strengths and weaknesses. Mellow Scarves does a lot of research to analyse the strengths and weaknesses of Naelofar and Hijab Galeria.

<b>COMPETITORS</b>		
	<b>HIJAB GALERIA</b>	<b>NAELOFAR</b>
<b>STRENGTH</b>	<ul style="list-style-type: none"> <li>• Have a lot of design of hijab.</li> <li>• Affordable price.</li> <li>• Have an online platform.</li> </ul>	<ul style="list-style-type: none"> <li>• The store is in a strategic place.</li> <li>• Popular brand.</li> <li>• Have an online platform.</li> </ul>
<b>WEAKNESS</b>	<ul style="list-style-type: none"> <li>• The store is not in a strategic place.</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive</li> <li>• The store is always full of customer making a lot of other customer have to get in line and wait for a long time.</li> </ul>

*Table 10: Competitor's Analysis of Mellow Scarves*

According to the table above, both Mellow Scarves competitors have their own set of strengths and weaknesses. The first rival of Mellow Scarves is Hijab Galeria. The strength of Hijab Galeria is that it has a lot of designs of hijabs, and the designs are also trendy and beautiful. Hijab Galeria also sets an affordable price for each of the hijabs that they sell. For example, chiffon printed Bawal costs RM15. Hijab Galeria also has an online platform, which is a website where they sell their collection of hijabs, blouses, and niqabs.

However, Hijab Galeria has its own flaws, one of which is that the store is not in a strategic location. Hijab Galeria can be found at Jalan Padi Emas 1/5, Johor Bahru, Johor. This location is not strategic because there are too many stores there, making it difficult for people to notice Hijab Galeria.

Naelofar is another competitor of Mellow Scarves. Naelofar hijab is owned by a Malaysian entrepreneur, Noor Neelofa Mohd Noor. Neelofa is an actress, television presenter, commercial model, and entrepreneur who is very popular. Due to that, the Naelofar brand also became very popular among people, as the designs that Naelofar released were also trendy and catchy. The Naelofar store is also in a prime location at the Johor Bahru Outlet Mall. The outlet mall is always full of people, which makes it easier for Naelofar to attract more customers. Naelofar Hijab also has its own online platform to promote its business, one of which is its website.

However, Naelofar also has its weakness, which is that the price is higher than Hijab Galeria and Mellow Scarves. Not a lot of people will be able to afford it. Since Naelofar is such a popular brand, the store is always crowded. This makes it difficult for people to buy because they must wait a long time for a customer who is in the store to make a purchase.

### 3.7.1 Ranking of The Competitors

Rank no.	Competitors
1	Naelofar
2	Hijab Galeria

### 3.8 MARKET SHARE

Market share is the division of a market or sales among businesses engaged in similar commercial activity. The number of competitors, their experience, strengths, and weaknesses will all be taken into account. The table below shows the market share breakdown before and after Mellow Scarves entered the market.

#### 3.8.1 Market share before the entrance of Mellow Scarves

COMPETITORS	PERCENTAGE OF MARKET SHARE (%)	ESTIMATED INCOME (RM)
Naelofar	54	3,755,678.4
Hijab Galeria	46	3,199,281.6
<b>TOTAL</b>	100	6,954,960

Table 11: Market share before the entrance of Mellow Scarves

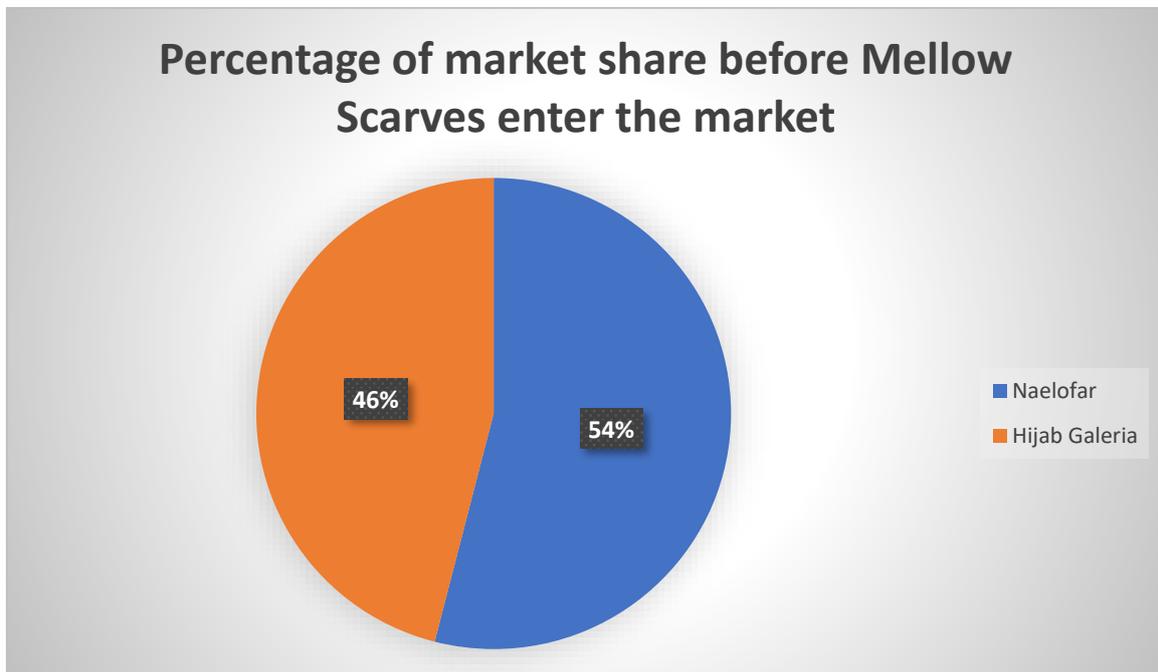


Figure 4 : Pie chart of market share before the entrance of Mellow Scarves

3.8.2 Market share after the entrance of Mellow Scarves

COMPETITORS	PERCENTAGE OF MARKET SHARE AFTER THE ENTRANCE (%)	MARKET LOSS (%)	PERCENTAGE OF MARKET SHARE AFTER THE ENTRANCE (%)	ESTIMATED INCOME (RM)
Naelofar	54	14	40	2,781,984
Hijab Galeria	46	11	35	2,434,236
Mellow Scarves	-	-	25	1,738,740
<b>TOTAL</b>			100	6,954,960

Table 12 : Market share after the entrance of Mellow Scarves

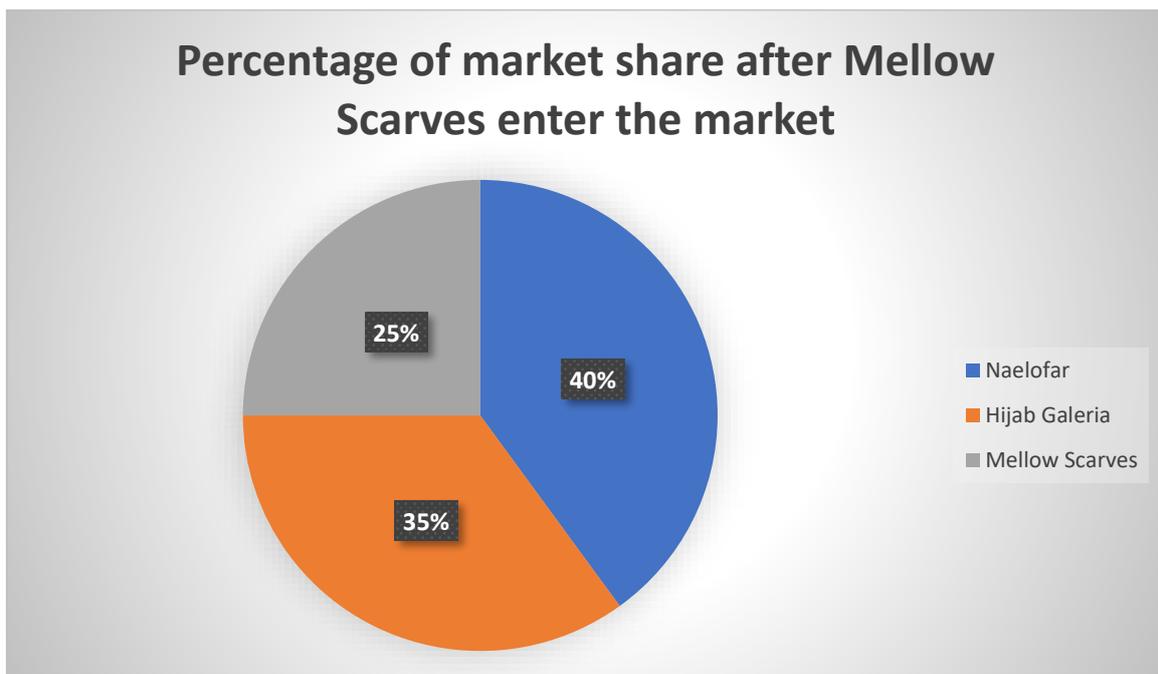


Figure 5 : Pie chart of market share after the entrance of Mellow Scarves

### **3.9 MARKETING STRATEGY**

The marketing strategy refers to the set of tools and tactics that a company uses to promote its products or services. It typically includes elements such as product, price, place, and promotion. Mellow Scarves uses all four of these elements to create a strategic marketing plan. Without a proper marketing strategy, it will be hard for Mellow Scarves to meet customer demand.

#### **3.9.1 PRODUCT STRATEGY**

- **Market segmentation**

Mellow Scarves identifies specific target markets for the hijab that Mellow Scarves sells, such as demographic segmentation which is female with age around 17 years and above, and geographic segmentation which is people who living near Jalan Jambu, Taman Kota Masai, Pasir Gudang, Johor

- **Product differentiation**

Mellow Scarves offer a variety of styles, colours, and fabrics of hijab to appeal to different tastes and preferences. Mellow Scarves also offer a custom-designed hijab, which adds to the uniqueness of Mellow Scarves compared than Mellow Scarves competitors.

- **Branding**

Mellow Scarves will develop a strong brand identity for the hijab, emphasizing its cultural and religious significance, as well as its fashion-forward design.

- **Marketing**

Mellow Scarves uses social media to market its product, such as Instagram, Facebook, and TikTok, to reach a wide range of customers. Mellow Scarves also put up a signboard and posters everywhere to attract more customers.

- **Innovation**

Mellow Scarves will continuously do research and develop new materials, styles, and designs to stay ahead of trends and meet customer demands. This is done in order to provide a hijab design that is trendy and current, while also maintaining quality so that customers feel comfortable wearing it.

- **Responsiveness**

Mellow Scarves will be responsive to customer feedback and open to suggestions for improvement. This is because customer opinions matter to Mellow Scarves in order to be a successful business.

### 3.9.2 PRICING STRATEGY

In general, price is the value exchanged between the seller and the buyer in order for the buyer to possess, use, or experience the product or service offered. It is important for every business to set up its pricing strategy, and this includes Mellow Scarves. Mellow Scarves set up its pricing strategy in order to control costs. By setting prices at a certain level, Mellow Scarves can ensure that it is making a profit while also keeping costs under control.

NO	PRODUCT	COST (RM)	PRICE (RM)	NET SALES (RM)
1	 <p>SHAWL</p>	8.00	20.00	12.00
2	 <p>"BAWAL" HIJAB</p>	14.00	20.00	6.00
3	 <p>"SARONG" HIJAB</p>	13	18	5.00

### 3.9.3 PLACE STRATEGY

Mellow Scarves chose the store, which is located at No. 32A, Jalan Jambu 4, Taman Kota Masai, Pasir Gudang 81700, Johor, as a strategic location to increase visibility and customer engagement, which will lead to increased sales and revenue. This location is advantageous because it is near a mall and is easily visible to others. In front of the store, there is even a playground. In general, place strategy refers to a company's or organization's plan or approach to establishing and maintaining a strong presence in a specific market or geographic area.



*Figure 6 : Mellow Scarves' Store*

Since one of the target markets for Mellow Scarves is geographic segmentation, which is in the region at Pasir Gudang, Johor, this place will be very strategic for Mellow Scarves as it is located in Pasir Gudang, Johor, which will definitely make it easier for Mellow Scarves to reach the target market.

### 3.9.4 PROMOTION STRATEGY

A promotion strategy is important for every business, including Mellow Scarves. This is because a proper promotion strategy will help boost business in the community. Mellow Scarves is using a lot of promotion strategies to attract more customers and ensure that Mellow Scarves is widely known by people. In general, a promotion strategy is a plan of action for communicating and advertising a product or service to potential customers in order to increase sales. Mellow Scarves uses advertising as a promotion strategy, which includes signboards and posters. Mellow Scarves also uses social media to spread the word about their business.

- **ADVERTISING**

- **SIGNBOARD**



*Figure 7 : Mellow Scarves' signboard*

Based on the figure above, it shows the signboard that Mellow Scarves uses to advertise to customers that it is the store of Mellow Scarves and to show that it is the Mellow Scarves brand.

➤ POSTER



*Figure 8 : Mellow Scarves' poster*

Based on the figure above, it shows the poster that Mellow Scarves uses that will be pasted at the residence area, the industrial area, and the area that attracts people's attention to advertise Mellow Scarves' business to the customer.

- **SOCIAL MEDIA**

- **INSTAGRAM**

Mellow Scarves use advertising on Instagram because it is an effective way to reach a large, targeted audience. Instagram has a large user base and demographic diversity, which allows Mellow Scarves to reach potential customers who are most likely to be interested in its products. Instagram also offers a range of advertising options, such as sponsored posts and Stories, that allow Mellow Scarves to creatively promote its brand and products. Moreover, Instagram's visual nature makes it an ideal platform for promoting Mellow Scarves products that are visually appealing, which makes it easy for Mellow Scarves to drive sales through the platform.

- **FACEBOOK**

Mellow Scarves advertises on Facebook to reach a large audience because Facebook has over 2 billion active monthly users, making it one of the most popular and widely used social media platforms. Mellow Scarves can reach a large and diverse audience by advertising on Facebook. Furthermore, Mellow Scarves can target specific demographics, interests, behaviours, and locations on Facebook, making it easier to reach the right audience for its products.

Other than that, advertising on Facebook can be cost-effective, as Mellow Scarves can choose the budget that works best for Mellow Scarves and only pay for the ads that are shown to users. Facebook also provides detailed analytics and metrics on ad performance, allowing Mellow Scarves to measure the effectiveness of its ads and make adjustments as needed.

- **TikTok**

TikTok is another platform that Mellow Scarves uses to advertise its business. This is due to the fact that TikTok's format encourages innovative and captivating advertisements, like quick videos and interactive elements, which can make Mellow Scarves stand out and attract customers

### 3.10 MARKETING BUDGET

A marketing budget is a set amount of money set aside for Mellow Scarves to use for marketing and advertising. Advertising, market research, promotions, and event costs can all be included in this budget. Mellow Scarves' overall financial situation and goals typically determine the budget, which is used to plan and execute marketing strategies that will help Mellow Scarves reach its target audience and achieve its marketing goals.

<b>MARKETING BUDGET</b>	
<b>FIXED ASSETS</b>	RM
Signboard	1,200
Furniture	2,000
<b>WORKING CAPITAL</b>	
Promotion	700
Petrol	100
<b>PRE-OPERATIONS AND OTHER EXPENDITURE</b>	
Other Expenditure	1500
Deposit (rent, utilities, etc.)	-
Business Registration and Licenses	-
Insurance and Road Tax for Motor Vehicle	-
Other Pre-Operation Expenditure	-
<b>TOTAL</b>	5500

*Table 13 : Mellow Scarves' marketing budget*

# **CHAPTER 4.0**

# **OPERATIONAL PLAN**

## **4.1 COMPONENT OF OPERATING SYSTEM**

### **4.1.1 BUSINESS INPUT**

For Mellow Scarves, workers, and capital, which refers to assets like machines and buildings that businesses employ to generate products and services, are business inputs.

### **4.1.2 TRANSFORMATION PROCESS**

The transformation process for Mellow Scarves is that from the raw material, Mellow Scarves will transform it to produce the types of hijabs such as Bawal, shawl and sarong. Mellow Scarves are very concern about the quality of product that being produced. Before opening the shop, Mellow Scarves will ensure that the product that being display will make the customer interested to buy. When the operation hours began, Mellow Scarves will ensure that all staff committed to do their work and take it seriously and always give the best services to all Mellow Scarves customer.

### **4.1.3 OUTPUT**

The output for Mellow Scarves I to provide the best hijab to all Mellow Scarves customers. It also including the best services in order to build trust among Mellow Scarves customers.

### **4.1.4 FEEDBACK**

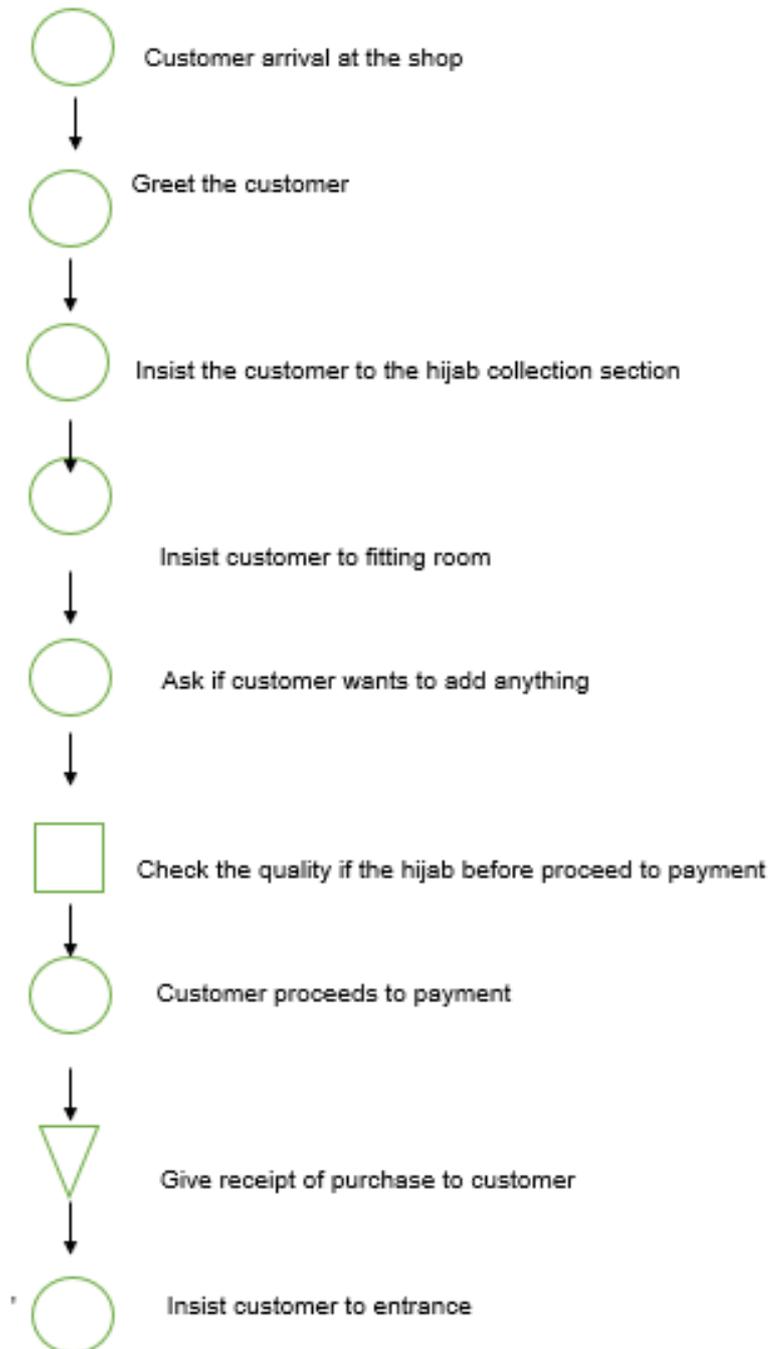
Feedback is the very crucial part to all business including Mellow Scarves, and it also help Mellow Scarves to identify which part that need to be upgraded.

### **4.1.5 EXTERNAL ENVIRONMENT**

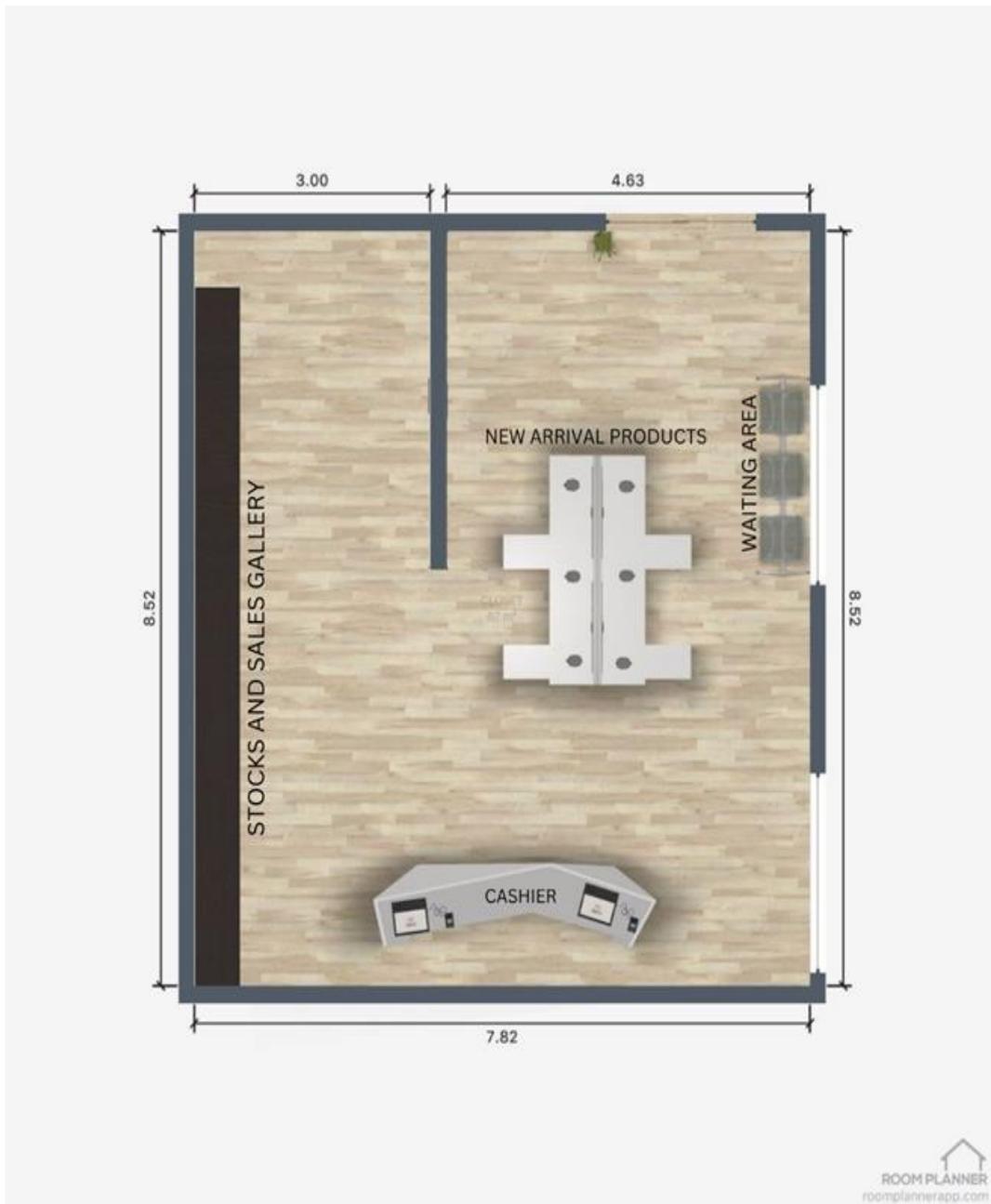
The External environment for Mellow scarves is the demographic segmentation. Mellow Scarves is located at Pasir Gudang which have many students around here. It is suitable for women from the age 17 because they can design their own scarves.

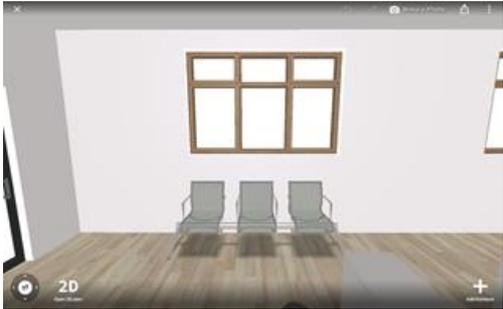
## 4.2 PROCESS PLANNING

Activity Chart for Mellow Scarves



### 4.3 OPERATION LAYOUT



Partition	Description
<p data-bbox="204 257 379 291">Waiting Area</p> 	<p data-bbox="809 257 1391 439">In this waiting area, Mellow Scarves provided chairs for the family and friends to rest while waiting for their members to choose scarves</p>
<p data-bbox="204 692 384 725">Sales Gallery</p> 	<p data-bbox="809 692 1369 819">This part was going to put Mellow Scarves design that we sell, and customer can choose which they interested.</p>
<p data-bbox="204 1164 312 1198">Cashier</p> 	<p data-bbox="809 1164 1385 1346">In this area Mellow Scarves put two cashier and located next to the sales gallery. Two cashiers will help to reduce the waiting time for the customer when they want to pay.</p>
<p data-bbox="204 1556 357 1590">Mirror Area</p> 	<p data-bbox="809 1556 1385 1738">In this area Mellow Scarves provided a long mirror for the customer to try the scarves and it also can help us to monitor our customer.</p>

### New Arrival Gallery



In this area Mellow Scarves will put the new arrival scarves because it will attract customer to try the new arrival first. This part is located near the front door.

## 4.4 CAPACITY PLANNING

Information	Calculation
Total workdays	26 days
Number of customers in a month	966 people per month
Daily customers	32 customers
BOM cost per customer	$1620/966 = \text{RM}1.68$
No.of population in location selected (Pasir Gudang)	231,832 people
Sales forecast monthly	$\text{RM}350,730 / 12 = \text{RM}29,227.5$
Sales forecast yearly	$11691 \times \text{RM}30 = \text{RM}350,730$
Market size	Population x Average Price = Market Size $231,832 \times 30 = 6,954,960$

#### 4.5 MATERIAL PLANNING

Bill of material

Types of scarves	Quantity	Safety Stocks	Total Scarves Requirement	Price/Unit (RM)	Total Price (RM)
Shawl	20	10	30	8	240
Bawal	60	20	80	14	1120
Sarong	10	10	20	13	260
Total					1620

#### 4.6 MACHINES AND EQUIPMENT PLANNING

Item	Quantity	Price Per Unit (RM)	Total Cost (RM)
Philips Steam Iron 5000 Series.	2	310	620

#### 4.7 MANPOWER PLANNING

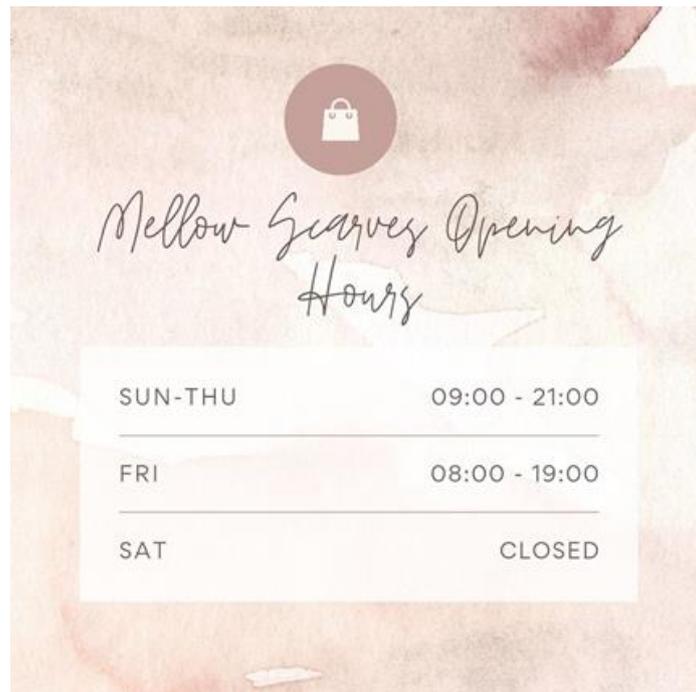
No. of Worker Required =

Planned Rate of Production per day x Worker Standard Production Time / Unit

Worker Productive Time per day

$$\frac{32}{6} \times 1 = 5 \text{ Worker}$$

#### 4.9 BUSINESS AND OPERATION HOUR



Operation	Rest Hour
Sunday-Thursday	1 pm-2 pm
Friday	12 pm- 2 pm

#### 4.10 OPERATION PERSONNEL SCHEDULE

<b>Position</b>	<b>Job description and specification</b>
Cashier	<p><b>Job Description</b></p> <ul style="list-style-type: none"> <li>• Process sales transactions</li> <li>• Calculate the cost of products or services</li> <li>• Accept payments</li> <li>• Calculate and return change when required by the payment method</li> </ul> <p><b>Job Specification</b></p> <ul style="list-style-type: none"> <li>• Rudimentary PC expertise</li> <li>• Knowledge of electrical devices like cash registers and POS</li> <li>• Good math abilities</li> <li>• Strong interpersonal and organisational abilities</li> </ul>
Promoter	<p><b>Job Description</b></p> <ul style="list-style-type: none"> <li>• Showcase and offer details on the marketed goods and services.</li> <li>• Create a favourable impression and convince customers to utilise it.</li> <li>• Identify interests and comprehend the demands and expectations of the consumer</li> <li>• Set up displays for advertising or stock merchandise in booths.</li> </ul> <p><b>Job Specification</b></p> <ul style="list-style-type: none"> <li>• Proven record of operating as a promoter</li> <li>• A history of exceeding quotas</li> </ul>

	<ul style="list-style-type: none"> <li>• The capacity to comprehend consumer wants and work with various personality sorts</li> <li>• Strong communication, presenting, listening, and social abilities</li> </ul>
Storekeeper	<p><b>Job Description</b></p> <ul style="list-style-type: none"> <li>• Keeping track of sales and replenishing the shop as necessary.</li> <li>• Directing and educating retail employees.</li> <li>• Preparing marketing efforts to promote new offerings or deals.</li> <li>• Ensuring the organisation and cleanliness of the store.</li> </ul> <p><b>Job Specification</b></p> <ul style="list-style-type: none"> <li>• Must be prepared and on time.</li> <li>• Professionally dressed and presented.</li> <li>• Excellent communication abilities both in writing and speaking.</li> <li>• Adept with Microsoft Office.</li> </ul>

#### 4.11 SCHEDULE OF REMUNERATION OF OPERATION PERSONNEL

Position	No.	Monthly salary (RM)	EPF (11%) (RM)	SOCSSO (3%) (RM)	Total amount (RM) (A+B+C)
Cashier	2	2500.00	275	75	2850
Promoter	1	2500.00	275	75	2850
Storekeeper	2	2500.00	275	75	2850
Total	5				8550

#### **4.12 LICENSE, PERMIT AND REGULATION REQUIRED**

In Malaysia, opening a business requires having a current business license. Licenses, registrations, permissions, and approvals are all included. The “Pihak Berkuasa Melesen” (PBM) responsible for the location and business activity accepts applications for business licenses.

Businesses must comply with licensing, which may be a general license, an industry/sector-specific license, or an activity-specific license, before they are able to begin functioning lawfully. The law mandates that businesses get licenses, which are then managed by several governmental organizations, statutory entities, and municipal authorities. Registrations, approvals, licenses, and permits are all types of business licensing. The regulations for compliance change depending on the sector, kind of firm, and region.

Five logical groupings can be used to classify business licenses, namely:

1. Company Registration
2. Company and Employee Income Tax Registration
3. Employees Provident Fund
4. Social Security Organization
5. Business Premise License and Signboard Licenses

##### **For Company**

- Certificate of Incorporation
- Return of Particulars of Directors, Managers and Secretaries (Form 49 / Notice Section 58) - 1 copy
- Photos of our business premise (front and interior of premise)
- Any one Director’s NRIC / Passport as stated in Form 49 / Notice Section 58 - 1 copy
- Sample of Signboard indicating design and colour (if applicable)
- Photos showing location of signboard (if applicable)

### For Enterprise (Sole-Proprietor/Partnership)

- Certificate of Registration of Business (Form D) - copy
- e-SSM Business Profile - 1 copy
- Photos of business premise (front and interior of premise)
- Copy of any Business owner/Partner's NRIC as stated in Form 49-1 copy
- Sample of signboard indicating design and colour (if applicable)
- Photos showing location of signboard (if applicable)

### Activity Specific License

- Certificate of Fitness for Certified Machinery
- Building Plan Approval
- Sales Tax License

### 4.13 OPERATION BUDGET

<b>Operation Budget</b>				
<b>Particulars</b>	<b>Fixed Assets</b>	<b>Monthly Expenses</b>	<b>Others</b>	<b>Total</b>
<b><i>Fixed Assets</i></b>				
Machine	620			620
<b>Furniture</b>	1000			1000
0				
0				
<b><i>Working Capital</i></b>				
Raw Materials & Packaging		740		740
Wages + EPF+ SOCSO		8550		8550
Utilities		1000		1000
0				
0				
0				
0				
<b><i>Pre-Operations &amp; Other Expenditure</i></b>				
Other Expenditure			900	900
Deposit (rent,utilities,etc.)			2000	2000
Business Registration & Licenses				
Insurance & Road Tax for Motor Vehicle				
Other Pre- Operations Expenditure				
<b>Total</b>	<b>1620</b>	<b>10290</b>	<b>2900</b>	<b>14810</b>

# **CHAPTER 5.0**

# **FINANCIAL PLAN**

## 5.1 OPERATIONAL BUDGET

### ➤ Administrative Budget

<b>ADMINISTRATIVE BUDGET</b>				
<b>Particulars</b>	<b>F.Assets</b>	<b>Monthly Exp.</b>	<b>Others</b>	<b>Total</b>
<b>Fixed Assets</b>				
Office equipment	10,899			10,899
Furniture and Fitting	14,800			14,800
Renovation	10,000			10,000
0	-			-
0	-			-
<b>Working Capital</b>				
Rent		4,000		4,000
Utilities		600		600
Salaries, EPF & SOCSO		33,000		33,000
0		-		-
0		-		-
0		-		-
0		-		-
<b>Pre-Operations &amp; Other Expenditure</b>				
Other Expenditure			1,000	1,000
Deposit (rent, utilities, etc.)			1,500	1,500
Business Registration & Licences			2,000	2,000
Insurance & Road Tax for Motor Vehicle			1,000	1,000
Other Pre-Operations Expenditure			-	-
<b>Total</b>	<b>35,699</b>	<b>37,600</b>	<b>5,500</b>	<b>78,799</b>

Table 14 : Administrative Budget

➤ Marketing Budget

<b>MARKETING BUDGET</b>				
<b>Particulars</b>	<b>F.Assets</b>	<b>Monthly Exp.</b>	<b>Others</b>	<b>Total</b>
<b>Fixed Assets</b>				
Signboard	1,200			1,200
Furniture	2,000			2,000
0	-			-
0	-			-
<b>Working Capital</b>				
Promotion		700		700
Petrol		100		100
0		-		-
0		-		-
0		-		-
0		-		-
0		-		-
<b>Pre-Operations &amp; Other Expenditure</b>				
Other Expenditure			1,500	1,500
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
<b>Total</b>	<b>3,200</b>	<b>800</b>	<b>1,500</b>	<b>5,500</b>

Table 15 : Marketing Budget

➤ Operations Budget

<b>OPERATIONS BUDGET</b>				
<b>Particulars</b>	<b>F.Assets</b>	<b>Monthly Exp.</b>	<b>Others</b>	<b>Total</b>
<b>Fixed Assets</b>				
Machine	620			620
Furniture	1,000			1,000
0	-			-
0	-			-
<b>Working Capital</b>				
Raw Materials & Packaging		740		740
Salaries, EPF& SOCSO		8,550		8,550
Utilities		1,000		1,000
0		-		-
0		-		-
0		-		-
0		-		-
<b>Pre-Operations &amp; Other Expenditure</b>				
Other Expenditure			-	
Deposit (rent, utilities, etc.)			900	900
Business Registration & Licences			2,000	2,000
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
<b>Total</b>	<b>1,620</b>	<b>10,290</b>	<b>2,900</b>	<b>14,810</b>

Table 16 : Operations Budget

## **5.2 PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE**

### **OVERVIEW**

Source of finance can be defined as where a business gets money from in order to fund the business activity such as in administration, marketing and also operation. It is very crucial and vital for all entrepreneurs especially for beginners to have a source of finance as a support system for their business. Choosing the right source and the right mix of finance is a key challenge for every finance manager.

The source of finance can be divided based on the time the source of generation, ownership, and control, and based on the time period.

On the basis of a time period, it can be classified into three, which are:

- **Long-term (More than 5 years to 10, 15, 20 years)**
- **Medium-term (3-5 years)**
- **Short-term (less than 1 year)**

While ownership and control can be divided into:

- **Owned (equity, preference, retained earnings, convertible debentures, venture fund)**
- **Borrowed (financial institutions, commercial banks)**

Generation of capital can be classified into:

- **Internal sources (retained profit, reduction or controlling of working capital, sale of assets)**
- **External sources (equity, debt from banks)**

MELLOW SCARVES PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE					
Project Implementation Cost			Sources of Finance		
Requirements	Cost	Loan	Hire-Purchase	Own Contribution	
				Cash	Existing F. Assets
<b>Fixed Assets</b>					
Office equipment	10,899	10,899		0	
Furniture and Fitting	14,800	11,800		0	3,000
Renovation	10,000	5,000		5,000	
0	0	0			
0	0	0			
Signboard	1,200	200		1,000	
Furniture	2,000	0		2,000	
0	0	0			
0	0	0			
Machine	620	352		268	
Furniture	1,000	0		1,000	
0	0	0			
0	0	0			
<b>Working Capital</b> 1 months					
Administrative	37,600	37,600		0	
Marketing	800	800		0	
Operations	10,290	10,290			
<b>Pre-Operations &amp; Other Expenditure</b>	8,900	8,900		0	
<b>Contingencies</b> 10%	9,811	9,811		0	
<b>TOTAL</b>	<b>107,920</b>	<b>95,652</b>	<b>0</b>	<b>9,268</b>	<b>3,000</b>

Table 17 : Project Implementation Cost & Sources of Finance

### 5.3 FIXED ASSET DEPRECIATION SCHEDULE

<b>MELLOW SCARVES DEPRECIATION SCHEDULES</b>							
<b>Fixed Asset Furniture and Fitting</b>				<b>Fixed Asset Renovation</b>			
<b>Cost (RM) 14,800</b>				<b>Cost (RM) 10,000</b>			
<b>Method Straight Line</b>				<b>Method Straight Line</b>			
<b>Economic Life (yrs) 5</b>				<b>Economic Life (yrs) 5</b>			
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>	<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
0	-	-	14,800	0	-	-	10,000
1	2,960	2,960	11,840	1	2,000	2,000	8,000
2	2,960	5,920	8,880	2	2,000	4,000	6,000
3	2,960	8,880	5,920	3	2,000	6,000	4,000
4	2,960	11,840	2,960	4	2,000	8,000	2,000
5	2,960	14,800	-	5	2,000	10,000	-
6	0	0	-	6	0	0	-
7	0	0	-	7	0	0	-
8	0	0	-	8	0	0	-
9	0	0	-	9	0	0	-
10	0	0	-	10	0	0	-
<b>Fixed Asset Office equipment</b>				<b>Fixed Asset 0</b>			
<b>Cost (RM) 10,899</b>				<b>Cost (RM) 0</b>			
<b>Method Straight Line</b>				<b>Method Straight Line</b>			
<b>Economic Life (yrs) 5</b>				<b>Economic Life (yrs) 5</b>			
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>	<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
0	-	-	10,899	0	-	-	-
1	2,180	2,180	8,719	1	-	-	-
2	2,180	4,360	6,539	2	-	-	-
3	2,180	6,540	4,359	3	-	-	-
4	2,180	8,720	2,180	4	-	-	-
5	2,180	10,899	-	5	-	-	-
6	-	-	-	6	-	-	-
7	-	-	-	7	-	-	-
8	-	-	-	8	-	-	-
9	-	-	-	9	-	-	-
10	-	-	-	10	-	-	-

Table 18 : Fixed Asset Depreciation Schedule

<b>Fixed Asset</b>		<b>Signboard</b>	
<b>Cost (RM)</b>		<b>1,200</b>	
<b>Method</b>		<b>Straight Line</b>	
<b>Economic Life (yrs)</b>		<b>5</b>	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
0	-	-	1,200
1	240	240	960
2	240	480	720
3	240	720	480
4	240	960	240
5	240	1,200	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

<b>Fixed Asset</b>		<b>Furniture</b>	
<b>Cost (RM)</b>		<b>2,000</b>	
<b>Method</b>		<b>Straight Line</b>	
<b>Economic Life (yrs)</b>		<b>5</b>	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
0	-	-	2,000
1	400	400	1,600
2	400	800	1,200
3	400	1,200	800
4	400	1,600	400
5	400	2,000	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

<b>Fixed Asset</b>		<b>Machine</b>	
<b>Cost (RM)</b>		<b>620</b>	
<b>Method</b>		<b>Straight Line</b>	
<b>Economic Life (yrs)</b>		<b>5</b>	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
0	-	-	620
1	124	124	496
2	124	248	372
3	124	372	248
4	124	496	124
5	124	620	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

<b>Fixed Asset</b>		<b>Furniture</b>	
<b>Cost (RM)</b>		<b>1,000</b>	
<b>Method</b>		<b>Straight Line</b>	
<b>Economic Life (yrs)</b>		<b>5</b>	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
0	-	-	1,000
1	200	200	800
2	200	400	600
3	200	600	400
4	200	800	200
5	200	1,000	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Table 19: Fixed Asset Depreciation Schedule

## 5.4 LOAN & HIRE-PURCHASE AMORTIZATION REPAYMENT SCHEDULE

MELLOW SCARVES									
LOAN & HIRE-PURCHASE AMMORTISATION SCHEDULES									
<b>LOAN REPAYMENT SCHEDULE</b>					<b>HIRE-PURCHASE REPAYMENT SCHEDULE</b>				
<i>Amount</i>	95,652				<i>Amount</i>	0			
<i>Interest Rate</i>	5%				<i>Interest Rate</i>	3%			
<i>Duration (yrs)</i>	5				<i>Duration (yrs)</i>	5			
<i>Method</i>	Kadar tetap								
<i>Year</i>	<i>Principal</i>	<i>Interest</i>	<i>Total Payment</i>	<i>Principal Balance</i>	<i>Year</i>	<i>Principal</i>	<i>Interest</i>	<i>Total Payment</i>	<i>Principal Balance</i>
0	-	-	-	95,652	0	-	-	-	-
1	19,130	4,783	23,913	76,522	1	-	-	-	-
2	19,130	4,783	23,913	57,391	2	-	-	-	-
3	19,130	4,783	23,913	38,261	3	-	-	-	-
4	19,130	4,783	23,913	19,130	4	-	-	-	-
5	19,130	4,783	23,913	-	5	-	-	-	-
6	0	0	-	-	6	-	-	-	-
7	0	0	-	-	7	-	-	-	-
8	0	0	-	-	8	-	-	-	-
9	0	0	-	-	9	-	-	-	-
10	0	0	-	0	10	-	-	-	-

Table 20 : Loan & Hire-Purchase Amortization Schedules

## 5.5 PRO-FORMA CASH FLOW

### MELLOW SCARVES CASH FLOW PRO FORMA STATEMENT

MONTH	Pre-Operations	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL YR 1	YEAR 2	YEAR 3
<b>CASH INFLOW</b>																
Capital (Cash)	9,268	0	0	0	0	0	0	0	0	0	0	0	0	9,268	0	0
Loan	95,652	0	0	0	0	0	0	0	0	0	0	0	0	95,652	0	0
Cash Sales		79,000	79,500	80,000	80,500	81,400	76,000	78,200	81,100	81,100	85,080	85,480	85,480	972,840	1,118,796	1,362,006
Collection of Accounts Receivable		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTAL CASH INFLOW</b>	<b>104,920</b>	<b>79,000</b>	<b>79,500</b>	<b>80,000</b>	<b>80,500</b>	<b>81,400</b>	<b>76,000</b>	<b>78,200</b>	<b>81,100</b>	<b>81,100</b>	<b>85,080</b>	<b>85,480</b>	<b>85,480</b>	<b>1,077,760</b>	<b>1,118,796</b>	<b>1,362,006</b>
<b>CASH OUTFLOW</b>																
<b>Administrative Expenditure</b>																
Rent		4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	48,000	48,000	48,000
Utilities		600	600	600	600	600	600	600	600	600	600	600	600	7,200	7,200	7,200
Salaries, EPF & SOCSO		33,000	33,000	33,000	33,000	33,000	33,000	33,000	33,000	33,000	33,000	33,000	33,000	396,000	396,000	396,000
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Marketing Expenditure</b>																
Promotion		700	700	700	700	700	700	700	700	700	700	700	700	8,400	8,400	8,400
Petrol		100	100	100	100	100	100	100	100	100	100	100	100	1,200	1,200	1,200
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Operations Expenditure</b>																
Cash Purchase		740	740	740	740	740	740	740	740	740	740	740	740	8,880	10,212	11,100
Payment of Account Payable		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Salaries, EPF & SOCSO		8,550	8,550	8,550	8,550	8,550	8,550	8,550	8,550	8,550	8,550	8,550	8,550	102,600	102,600	102,600
Utilities		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000	12,000	12,000
Carriage inward + Duty		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Other Expenditure</b>		2,500												2,500	2,500	2,500
<b>Pre-Operations</b>																
Deposit (rent, utilities, etc.)	2,400		0	0	0	0	0	0	0	0	0	0	0	2,400	0	0
Business Registration & Licences	4,000		0	0	0	0	0	0	0	0	0	0	0	4,000	0	0
Insurance & Road Tax for Motor Vehicle	1,000		0	0	0	0	0	0	0	0	0	0	0	1,000	1,000	1,000
Other Pre-Operations Expenditure	1,000		0	0	0	0	0	0	0	0	0	0	0	1,000		
<b>Fixed Assets</b>																
Purchase of Fixed Assets - Office equipment	10,899		0	0	0	0	0	0	0	0	0	0	0	10,899	0	0
Purchase of Fixed Assets - Others	26,620		0	0	0	0	0	0	0	0	0	0	0	26,620	0	0
Hire-Purchase Down Payment	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Hire-Purchase Repayment:</b>																
Principal		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Interest		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Loan Repayment:</b>																
Principal	1,594	1,594	1,594	1,594	1,594	1,594	1,594	1,594	1,594	1,594	1,594	1,594	1,594	19,130	19,130	19,130
Interest	399	399	399	399	399	399	399	399	399	399	399	399	399	4,783	4,783	4,783
Tax Payable		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTAL CASH OUTFLOW</b>	<b>45,919</b>	<b>53,183</b>	<b>50,683</b>	<b>656,612</b>	<b>613,025</b>	<b>613,913</b>										
<b>CASH SURPLUS (DEFICIT)</b>	<b>59,001</b>	<b>25,817</b>	<b>28,817</b>	<b>29,317</b>	<b>29,817</b>	<b>30,717</b>	<b>25,317</b>	<b>27,517</b>	<b>30,417</b>	<b>30,417</b>	<b>34,397</b>	<b>34,797</b>	<b>34,797</b>	<b>421,148</b>	<b>505,771</b>	<b>748,093</b>
<b>BEGINNING CASH BALANCE</b>	<b>59,001</b>	<b>84,818</b>	<b>113,635</b>	<b>142,953</b>	<b>172,770</b>	<b>203,487</b>	<b>228,804</b>	<b>256,322</b>	<b>286,739</b>	<b>317,156</b>	<b>351,553</b>	<b>386,351</b>	<b>421,148</b>	<b>0</b>	<b>421,148</b>	<b>926,919</b>
<b>ENDING CASH BALANCE</b>	<b>59,001</b>	<b>84,818</b>	<b>113,635</b>	<b>142,953</b>	<b>172,770</b>	<b>203,487</b>	<b>228,804</b>	<b>256,322</b>	<b>286,739</b>	<b>317,156</b>	<b>351,553</b>	<b>386,351</b>	<b>421,148</b>	<b>421,148</b>	<b>926,919</b>	<b>1,675,012</b>

Table 21: Pro-Forma Cash Flow

## 5.6 PRO-FORMA INCOME STATEMENT

<b>MELLOW SCARVES PRO-FORMA INCOME STATEMENT</b>			
	Year 1	Year 2	Year 3
<b>Sales</b>	972,840	1,118,796	1,362,006
<b>Less: Cost of Sales</b>			
Opening stock			
Purchases	8,880	10,212	11,100
less: Ending Stock			
Carriage Inward & Duty	102,600	102,600	102,600
<b>Gross Profit</b>			
<b>Less: Expenditure</b>			
Administrative Expenditure	451,200	451,200	451,200
Marketing Expenditure	9,600	9,600	9,600
Other Expenditure	2,500	2,500	2,500
Business Registration & Licences	4,000		
Insurance & Road Tax for Motor Vehicle	1,000	1,000	1,000
Other Pre-Operations Expenditure	1,000	0	0
Interest on Hire-Purchase	0	0	0
Interest on Loan	4,783	4,783	4,783
Depreciation of Fixed Assets	8,104	8,104	8,104
Operations Expenditure	12,000	12,000	12,000
<b>Total Expenditure</b>	<b>605,667</b>	<b>601,999</b>	<b>602,887</b>
<b>Net Profit Before Tax</b>	<b>367,173</b>	<b>516,797</b>	<b>759,119</b>
<b>Tax</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Profit After Tax</b>	<b>367,173</b>	<b>516,797</b>	<b>759,119</b>
<b>Accumulated Net Profit</b>	<b>367,173</b>	<b>883,971</b>	<b>1,643,090</b>

Table 22 : Pro-Forma Income Statement

## 5.7 PRO-FORMA BALANCE SHEET

<b>MELLOW SCARVES PRO-FORMA BALANCE SHEET</b>			
	Year 1	Year 2	Year 3
<b>ASSETS</b>			
<b>Fixed Assets (Book Value)</b>			
Office equipment	8,719	6,539	4,359
Furniture and Fitting	11,840	8,880	5,920
Renovation	8,000	6,000	4,000
0	0	0	0
0	0	0	0
Signboard	960	720	480
Furniture	1,600	1,200	800
0	0	0	0
0	0	0	0
Machine	496	372	248
Furniture	800	600	400
0	0	0	0
0	0	0	0
	32,415	24,311	16,207
<b>Current Assets</b>			
Stock of Raw Materials	0	0	0
Stock of Finished Goods	0	0	0
Accounts Receivable	0	0	0
Cash Balance	421,148	926,919	1,675,012
	421,148	926,919	1,675,012
<b>Other Assets</b>			
Deposit	2,400	2,400	2,400
<b>TOTAL ASSETS</b>	<b>455,963</b>	<b>953,630</b>	<b>1,693,619</b>
<b>Owners' Equity</b>			
Capital	12,268	12,268	12,268
Accumulated Profit	367,173	883,971	1,643,090
	379,441	896,239	1,655,358
<b>Long Term Liabilities</b>			
Loan Balance	76,522	57,391	38,261
Hire-Purchase Balance	0	0	0
	76,522	57,391	38,261
<b>Current Liabilities</b>			
Accounts Payable	0	0	0
<b>TOTAL EQUITY &amp; LIABILITII</b>	<b>455,963</b>	<b>953,630</b>	<b>1,693,619</b>

Table 23 : Pro-Forma Balance Sheet

## 5.8 FINANCIAL PERFORMANCE

<b>MELLOW SCARVES FINANCIAL PERFORMANCE</b>			
	Year 1	Year 2	Year 3
<b><u>PROFITABILITY</u></b>			
Sales	972,840	1,118,796	1,362,006
Gross Profit			
Profit Before Tax	367,173	516,797	759,119
Profit After Tax	367,173	516,797	759,119
Accumulated Profit	367,173	883,971	1,643,090
<b><u>LIQUIDITY</u></b>			
Total Cash Inflow	1,077,760	1,118,796	1,362,006
Total Cash Outflow	656,612	613,025	613,913
Surplus (Deficit)	421,148	505,771	748,093
Accumulated Cash	421,148	926,919	1,675,012
<b><u>SAFETY</u></b>			
Owners' Equity	379,441	896,239	1,655,358
Fixed Assets	32,415	24,311	16,207
Current Assets	421,148	926,919	1,675,012
Long Term Liabilities	76,522	57,391	38,261
Current Liabilities	0	0	0
<b><u>FINANCIAL RATIOS</u></b>			
<b><i>Profitability</i></b>			
Return on Sales	38%	46%	56%
Return on Equity	97%	58%	46%
Return on Investment	81%	54%	45%
<b><i>Liquidity</i></b>			
Current Ratio	#DIV/0!	#DIV/0!	#DIV/0!
Quick Ratio (Acid Test)	#DIV/0!	#DIV/0!	#DIV/0!
<b><i>Safety</i></b>			
Debt to Equity Ratio	0.2	0.1	0.0
<b><u>BREAK-EVEN ANALYSIS</u></b>			
Break-Even Point (Sales)	587,651	582,604	582,030
Break-Even Point (%)	60%	52%	43%

Table 24 : Financial Performance

# **CHAPTER 6.0**

# **BUSINESS MODAL**

# **CANVAS**

## MELLOW SCARVES BUSINESS MODEL CANVAS



Table 25 : Mellow Scarves' Business Model Canvas

# **CHAPTER 7.0**

# **CONCLUSION**

In conclusion, Mellow Scarves is a business that strives to be successful in the hijab market. This business can effectively compete with similar businesses. In addition, Mellow Scarves has put a lot of effort into starting its business and developing its financial forecast. In view of this, Mellow Scarves aims to offer hijabs in accordance with customers' needs, wants, and wishes. Mellow Scarves are very optimistic about the success of this business venture and think that it will produce a yearly profit that is more than sufficient.

Mellow Scarves will keep concentrating on business methods, especially in terms of marketing, to make sure that the company is widely recognized to its customers. Additionally, Mellow Scarves hopes that this business will be able to establish a loyal customer throughout the period of each year. The management of this business has carefully studied the market, potential customers, and potential for raising average sales to expand market share in the hijab market.

Mellow Scarves can strengthen the business and become a source of high demand in the hijab markets. Mellow Scarves has potential to offer profitable returns through an aggressive business in marketing strategies, establishment as a "unique" entity in Mellow Scarves business, thoughtful product creation combined with strategic idea sharing.

Mellow Scarves aims to be a market leading business. Profits from the sale of these products will be used for start-up expenses and to continue to grow in internal entrepreneur processes, infrastructure in business, development towards product and comprehensive marketing. With such effort, the businesses will achieve success in operational for the next few years and expand into the world market.

# **CHAPTER 8.0**

# **APPENDICES**

A statement of the capital commitment to the partnership is provided below:

NAME	POSITION	CAPITAL CONTRIBUTION (RM)	PERCENTAGE CONTRIBUTION (%)
NURFARAHIN BINTI NOR ISHAM	GENERAL MANAGER	2,454	20
SYASYA BINTI MOHD TAUFIK	ADMINISTRATIVE MANAGER	2,454	20
NURSYAMIMI BINTI MD RASHIDI	MARKETING MANAGER	2,454	20
MUHAMMAD SYARIF BIN SAIFUZZAMAN	OPERATIONAL MANAGER	2,454	20
MIZA NUR SYAFIQAH BINTI MUHAMAD SUFI	FINANCIAL MANAGER	2,454	20
<b>TOTAL</b>			100

#### 4. Profit and Loss

The partners shall share equally in the partnership's net profits and share equally in the partnership's net losses. Each partner shall have a separate income account. Each partner's individual income account will be charged or credited with any partnership profits and losses. Losses are applied to a partner's capital account if they have no credit balance in their income account.

#### 5. Salaries and Withdrawals

For services provided to the partnership, partners are entitled to any compensation. A credit balance in each partner's income account may be withdrawn on occasion.

#### 6. Interest

On the initial capital contributions made to the partnership or on any additional capital contributions made in the future, no interest will be paid.

## 7. Management Duties and Restrictions

Each partner must commit their entire time to the operation of the partnership business, and the partners must manage the business equally. Without the other partner's permission, neither partner may borrow or lend money on behalf of the partnership, make, deliver, or accept any commercial paper, execute any mortgage, security agreement, bond, or lease, or purchase, sell, or enter into a contract to buy or sell any property for or on behalf of the partnership other than the kinds of property bought and sold in the normal course of its business.

## 8. Banking

All partnership monies must be deposited in the specified checking account or accounts, in the name of the partnership. Any withdrawals from there must be made with cheques that are signed by both partners.

## 9. Books

Each partner must always have access to the partnership books, which must be kept at the partnership's principal office. At the end of each fiscal year, the books must be closed and balanced. The books must be kept on a fiscal year basis. As of the closure date, an audit must be conducted.

## 10. Voluntary Termination

By mutual consent, the partners may dissolve the partnership at any time. In this case, the partners must act promptly enough to liquidate the partnership's assets.

## 11. Death

The surviving partner will have the option to either buy the deceased partner's shares in the partnership or to dissolve and liquidate the partnership firm upon the death of either partner.

## COMPENSATION AND BENEFITS

- Employment Act 1955

The main set of laws governing employment law in Malaysia is the Employment Act of 1955 (the "Employment Act"). The Employment Act specifies a set of minimal benefits that must be offered to qualified employees. Any term in an employment contract that suggests that applicable workers would get less favourable benefits than those specified in the Employment Act will be declared invalid and replaced with the Employment Act's minimum benefits.

The Employment Act only applies to the following categories of employees:

1. Employees whose monthly salaries do not exceed RM2,000.
2. Employees who perform manual labour, regardless of pay.
3. Employees who operate or maintain vehicles with mechanical propulsion.
4. Employees who monitor or supervise other employees doing manual labour.  
Employees working aboard a ship in any capacity (subject to certain other conditions).

### 1) Rest Day

According to the employer's discretion, each employee is entitled to one full day of rest each week.

### 2) Holidays

Each employee is entitled to a paid holiday at their regular rate of pay on each of the ten public holidays listed in the gazette each year, four of which must be the following:

- a. National Day;
- b. the birthday of the Yang di-Pertuan Agong;
- c. the birthday of the Ruler or the Yang di-Pertuan Negeri, as applicable, of the State in which the employee wholly or mainly works under his contract of service, or the Federal Territory Day; and
- d. the Workers' Day: The working day immediately afterward shall be a paid holiday in place of any of the following ten gazetted public holidays that fall on a rest day.

### 3) Annual Leave

A worker has the right to paid annual leave of:

- a. eight days for each year of employment with the same employer if he has been there for less than two years,
- b. twelve days for each year of employment with the same employer if he has been there for more than two years but less than five years, and three days for each year of employment with any other employer, and
- c. if he has worked for the same employer for five years or more, he is entitled to sixteen days for every twelve months of continuous service. If he has not completed twelve months of continuous service with the same employer during the year in which his contract of service terminates, he is still entitled to paid annual leave in a proportional amount to the number of completed months of service.

### 4) Sick leave

After undergoing testing at the expense of the employer, an employee shall have the following options:

- a. the services of any other registered medical practitioner or by a physician assistant if such a medical practitioner is not appointed or if, given the nature or circumstances of the illness, the services of the medical practitioner so appointed cannot be obtained within a reasonable amount of time or distance; or
- b. the services of any licenced physician who has been legally designated by the employer.

(aa) where no hospitalisation is necessary,

- i. of fourteen days if the individual has worked for an employer in total during each calendar year.
- ii. of eighteen days if the individual has worked for an employer in total during each calendar year for at least two years but less than five years.
- iii. of twenty-two days if the individual has worked for an employer in total during each calendar year for five years or more: or

(bb) of sixty days, as determined by such a qualified medical practitioner or medical officer, if hospitalisation is required overall in each calendar year:

With the caveat that an employee is only allowed to use a total of sixty days of paid sick time per calendar year under this provision.

An employee is also entitled to paid sick leave under subsections (1) paragraphs (aa) and (bb) after being evaluated by a dental surgeon as defined by the Dental Act of 1971.

#### 5) Maternity Leave

Every woman who works for an employer has the right to maternity leave, which must last at least 60 days straight. A female employee would not be qualified for any maternity benefits if she had five or more living children at the time of her pregnancy.

#### 6) Overtime

Regardless of the method used to calculate the employee's hourly rate of pay, the employee must be compensated at a rate that is at least 1.5 times that amount for any overtime labour performed past the usual working hours. Overtime in this section refers to the number of hours performed in addition to the typical daily hours. With the exception that any work completed beyond the ten-hour spread over period will be deemed overtime for the whole period beginning when the spread over period ends and ending when the employee's shift is finished.

Any other terms and conditions are:

##### 1. Paternity Leave

Male employees are entitled to two working days off for the birth of their own child, up to a total of five surviving children.

##### 2. Marriage Leave

Each job entitles its occupants to five days off for their first legally binding marriage.

##### 3. Compassionate Leave

Any employee who loses a member of their immediate family is entitled to three consecutive days off work.

#### 4. Bonus

Bonuses will be granted to employees at a rate of 30% of their monthly salary, depending on the success of the business.

#### 5. The Annual Increment

Depending on each employee's success, there will be a 5% to 30% rise in compensation per year for all employees. Recipients will not be eligible for an annual increase if they fail to achieve the performance standard.

##### ➤ Social Security Organization (SOCSO)

Through the Employment Injury Scheme and the Invalidity Scheme, SOCSO provides social security protection to employers and their dependents. The Employment Injury Scheme protects workers from working injuries, including occupational diseases and commuting accidents. Under the Invalidity Scheme, employees are safeguarded against invalidity or death coming from any cause outside of regular working hours and unrelated to employment for a full 24 hours. In addition to providing medical care, physical therapy, or vocational training, both programmes provide financial benefits to employees and their family in the event of unexpected circumstances. SOCSO also carries out accident prevention measures through programmes that instruct both businesses and employees on occupational safety and health. The monthly contribution rate for the insured salary option is 1.25%.

##### ➤ Employer Provident Fund (EPF)

An employer's responsibilities include paying EPF contributions on behalf of each person engaged under a Contract of Service or Apprenticeship. Every employee and employer of an individual who is an employee for purposes of this Act is required to make a monthly contribution at the rate outlined in the Third Schedule (Section 43(1), EPF Act 1991).



## Neelofa tawar pereka fesyen muda peluang pekerjaan

**Kuala Lumpur:** Aktres dan pengacara popular, Noor Neelofa Mohd Noor atau Neelofa, 26, menawarkan peluang pekerjaan kepada pereka fesyen muda untuk bekerjasama menghasilkan rekaan tudung terkini.

Neelofa yang juga pengasas tudung, Naelofar Hijab, berkata beliau percaya ramai pereka muda yang berkeupayaan, berbakat dalam kerja kreatif.

"Saya dan kakak, Noor Nabila Mohd Noor selalunya berkecuali idea dalam menghasilkan rekaan. Buat masa kini, kami hanya mempunyai dua pereka dalaman menyiapkan tugasan rekaan."

**Tidak menang tangan**

"Ada kala kami tidak menang tangan akibat terlalu banyak idea. Saya fikir sudah masanya saya membuka peluang pekerjaan kepada mereka yang berminat dalam kerja kreatif ini."

"Kami berhasrat mengeluarkan lebih banyak rekaan terbaharu. Ia bukan saja untuk rekaan tudung,

malah kami juga akan mengeluarkan jubah dan baju. Jadi, kami memerlukan pereka segera."

"Bagi mereka yang berminat bolehlah menghantar profil diri lengkap kepada syarikat saya," katanya yang diberi penghormatan merasmikan Fiesta Mustamah BH (PMBH) 2015 di Pusat Pameran dan Konvensyen MATRA-DE OMEGA, di sini, esok.

Kali kedua dianjurkan, FMBH 2015 menghimpunkan lebih 100 jenama rekaan usahawan tempatan termasuk mereka yang aktif menjalankan perniagaan dalam talian dan selebriti terkenal tanah air.

Selain membeli-belah dan mengikuti pelbagai aktiviti termasuk demonstrasi peragayaan hijab dan pertunjukan fesyen, pengunjung juga dihiburkan penyanyi tempatan seperti Ayda Jebat, Adira, Najwa Latif, Asfan,

Hafiz Hamidun dan kumpulan Caliph Buskers.

**Stokis seluruh negara**

Fiesta bermula jam 10 pagi hingga 10 malam, esok. Ahad ini, pengunjung boleh membeli-belah sehingga jam 8 malam.

Neelofa bersyukur perniagaannya tudungnya semakin maju biarpun bersaing secara sehat dengan banyak rekaan tudung lain.

"Alhamdulillah, perniagaan Naelofar Hijab semakin meluas. Kami sudah memiliki stokis di seluruh Malaysia."

"Sebenarnya, banyak lagi perancangan hidup saya tetapi biarlah dilaksanakan satu persatu. Saya tidak mahu terburu-buru dalam melakukan sesuatu," katanya.

Neelofa mengaku dunia perniagaan bukannya mudah.

"Ada saja individu yang tidak boleh melihat orang lain berjaya



**"Ada kala kami tidak menang tangan akibat terlalu banyak idea. Saya fikir sudah masanya saya membuka peluang pekerjaan kepada mereka yang berminat dalam kerja kreatif ini"**

**Noor Neelofa Mohd Noor,** Aktres dan pengacara popular

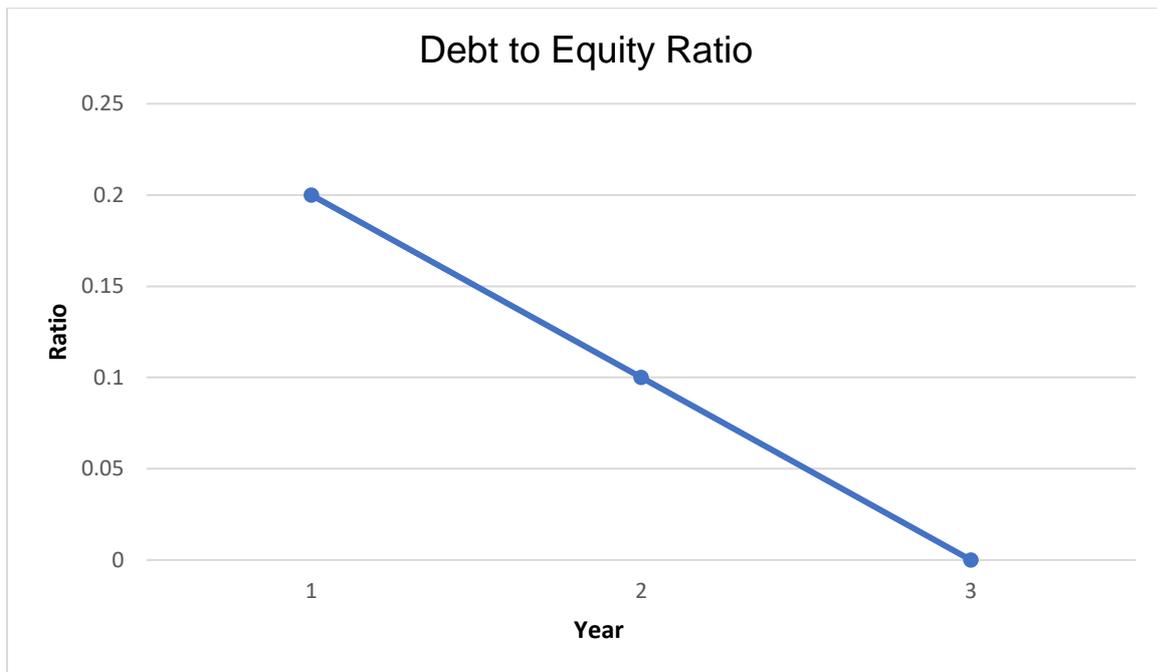
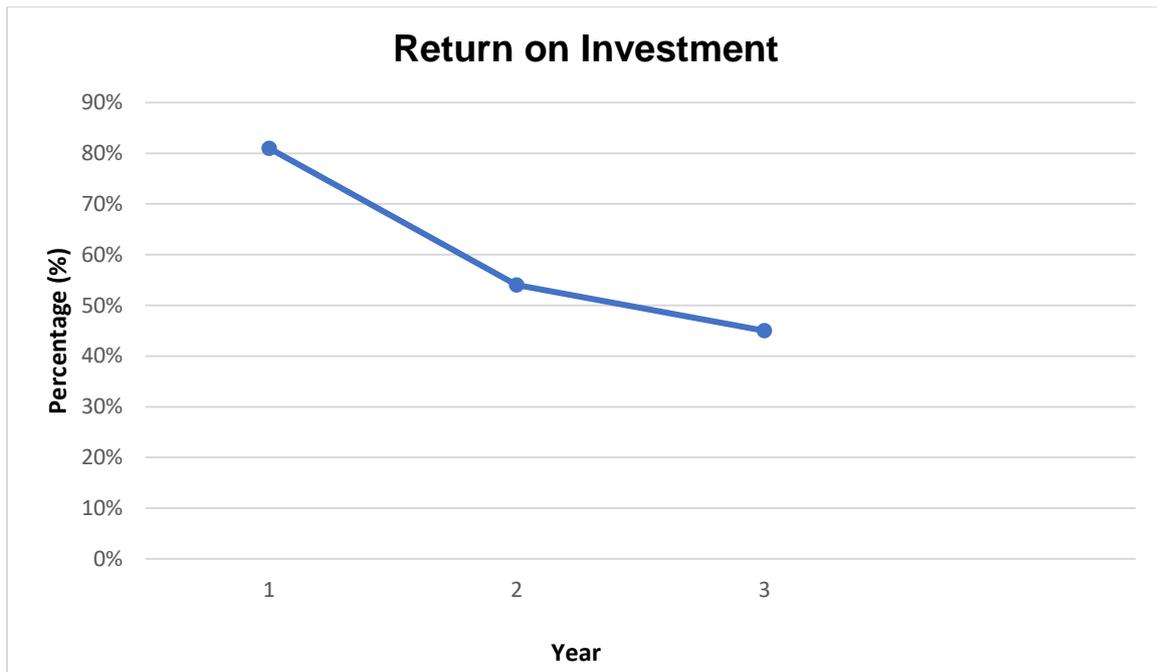
dan berkedudukan lebih tinggi. "Disebabkan itu, tip saya mudah saja. Saya mengedikan keadaan sekeliling atau persekitaran.

"Saya pilih kawasan yang iblas dan tidak mengambil kesempatan," katanya yang berterima kasih kepada BH kerana mengandangnya merasmikan FMBH 2015.

Neelofa offers job opportunities to young fashion designers to work together to produce the latest hijab designs for the Naelofar brand.

### C. Financial Report (Graph)





**D. Excel Link**

[https://isiswaitmedu-my.sharepoint.com/:x/g/personal/2020896122\\_isiswa\\_uitm\\_edu\\_my/EYq3xO9Bw9xLrUL82Qs12GIBiTabbdT0YJJJUqczN0fGg?e=TGIPxL](https://isiswaitmedu-my.sharepoint.com/:x/g/personal/2020896122_isiswa_uitm_edu_my/EYq3xO9Bw9xLrUL82Qs12GIBiTabbdT0YJJJUqczN0fGg?e=TGIPxL)

**E. BMC Pitching Link**

<https://youtu.be/ppLj06xR8MI>

# **CHAPTER 9.0**

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