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EXECUTIVE SUMMARY

Floqita Boutique is a new boutique that was founded by five people through partnership. The business is planned to be located at Nanyang Place @ Austin Heights, Mount Austin Jalan Austin Heights 7, Johor Bahru. This is because the area is strategic for build up the business since the place is near to living residential which will make people come to boutique frequently. Other than that, at the area, there are few rivals, ensuring that the consumer chooses our boutique. This business will be commencing on the 1st of January 2023.

The vision of this boutique is wants “To aim that the brand is well-known in Malaysia, then throughout Southeast Asia, Asia, and ultimately the entire world” and the mission is “To ensure that all women can feel the comfortability in their own skin when wear our clothes. By never compromising our quality in clothes, FLOQITA have attracted customers and will continue to retain the customer interest in our product. There is five position under the administration personnel, and they are General Manager, Administration Manager, Marketing Manager, Operation Manager, and Financial Manager. Everyone has their own task and responsibilities.

FLOQITA business it has their own office and also a shop for customer to buy FLOQITA products. FLOQITA shop and the office it is located at the same location at Nanyang Place @ Austin Heights, Mount Austin Jalan Austin Heights 7, Johor Bahru. It is a two-floor building where the office is at upstairs and the shop is below. Floqita opens the business at 10a.m. until 10p.m. from Monday to Friday and 10 a.m. until 11p.m. from Saturday to Sunday.

Floqita offers a wide range of goods, including tops, pants, skirts, hijabs, sportswear, and even accessories. The product is unique because it is odorless, ironless, breathable, and has permanent antimicrobial. Poly cotton, twill knit, and knitted poly are some of the materials used.

A Business Modal Canvas (BMC) is also used by us to better comprehend the planning. A strategic management tool for creating new or current business models is the company model canvas.

Last but not least, it gives us great joy to serve as a model for other people looking to launch a career in the fashion industry, particularly when it comes to creating unusual clothing that will astound many people.



1.0 INTRODUCTION



Purpose of Preparing the Business Plan

- i. To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner.

Through a formulated business plan, business owners can see and evaluate the proposed business efforts objectively, critically, and practically. This business plan is also able to show the entrepreneur about the potential of the business and can make it a guideline when the business is in full swing and will also help with aspects of business management.

- ii. To analyze and evaluate the viability of a proposed venture.

The purpose of this business plan is also to see the current market needs, market size, target customers, competition around, the product to be sold is still relevant to the current situation or not and so on. So, before the operation of a business start, we need to make sure that what is to be sold need to be studied first whether it meets customer demand or not. This is because if not analyzed first it is feared that it will be detrimental to the business being run. There are many aspects as well as factors that need to be taken seriously. With the analysis done, the business conducted can be avoided from things that are not expected to happen.

- iii. To convince relevant parties of the investment potential of the project.

The function of a business plan is to show the financial strength of the company especially when applying for a loan at a financial institution. Apart from that it also to convince any relevant party about the investment potential of the company's project. In the drafted business plan should provide information on operations, administration, marketing and current financial condition of the business. So, potential investors will be able to see an overview of the ongoing business.



- iv. As a guideline for managing the business

In addition, the purpose of preparing a business plan is also a guide to us as business owners in organizing, planning, managing, operating and controlling business management on a daily basis. Other than that, it will also help us make daily or monthly budget estimates, company financial forecasts, business strategies, targets markets as well as long-term goals.

- v. To allocate business resources effectively.

In business, resource allocation is critical because it is the process of assessing all available resources at a particular moment and creating efficient ways to use them while keeping short- and long-term goals in mind. This way, waste is reduced, and all resources are use optimally.



Business Background

Business Main Activity	
Core activity	Provide high-quality clothes and accessories, especially for women and teenagers who like something rare.
Other Activities:	<p>There are 4 main business activities which are very vital in order to make sure that the core activity will proceed and go smoothly.</p> <p>The clothes go through the R&D process to make sure the fabric is suitable and comfortable to wear. Among the fabrics used are:</p> <ol style="list-style-type: none">1) Chiffon2) Corduroy3) Cotton4) Cotton double gauze5) Cotton wool6) Viscose7) Denim8) Knit9) Polyblend10) Rayon11) Satin <p>These are the list of products that be sold:</p> <ol style="list-style-type: none">1) Comfort wear2) Skirts3) Tops4) Pants5) Scarf/ Hijab6) Sportwear7) Accessories (brooch)



<ul style="list-style-type: none"> • Administration 	<ul style="list-style-type: none"> • Keeps administrative staff in place by recruiting, selecting, orienting, and training a new worker. • Establishes rules and processes for employee training, coaching, counselling, and career development. • Ensures that the facility is safe, secure and well-maintained, and that it satisfies environmental, health and security requirements.
<ul style="list-style-type: none"> • Marketing 	<ul style="list-style-type: none"> • Monitoring marketing campaign effectiveness and reporting results to the leadership team. • Creating a plan, increasing performance, acquiring materials and resources, and ensuring compliance. • Oversees current offers and develops new product or service initiatives. • Provides detailed information to prospective clients and represents the marketing department at crucial buyer meetings.
<ul style="list-style-type: none"> • Operational 	<ul style="list-style-type: none"> • Assisting all business function in cooperating. • Create, implement, and revise operational policies and procedures as appropriate. • Organizing and supervising projects and teams.
<ul style="list-style-type: none"> • Financial 	<ul style="list-style-type: none"> • Creating financial reports for budgets, account payables, accounts receivables, and spending. • Reporting to upper management and providing recommendations on how the firm and future business choices may be affected. • Predicting financial trends in the future. • Budget review, monitoring, and management.
Business Commencement	1 st January 2023
Registration Details	1 st December 2022



2.0 ADMINISTRATION PLAN



2.1 INTRODUCTION TO THE ORGANIZATION

VISION

FLOQITA wants to aim that the brand is well-known in Malaysia, then throughout Southeast Asia, Asia, and ultimately the entire world.

MISION

FLOQITA mission to ensure that all women can feel the comfortability in their own skin when wear our clothes. By never compromising our quality in clothes, FLOQITA have attracted customers and will continue to retain the customer interest in our product.

MOTTO

‘AS COMFY AS CLOTHES CAN GET ‘

FLOQITA motto want to show that they always want to make sure that all customer that wear our clothes can feel the comfortness that unforgettable for them and the comfortness they have never felt as they wear our clothes.

OBJECTIVE

- To make sure that all customers get the comfortability when wear our dress.
- To aim for a greater income each year.
- To be able to dress woman in a way that inspires confidence and beauty.
- To ensure that our brand may become a well-known one in the fashion business.
- To become the most well-known clothes industries in Malaysia.

SHORT TERM GOALS

- FLOQITA want to make sure that they can attract community nearby to come to the shop in 3 months.
- Want to get at least 50 customers on the first day of FLOQITA opening day.



- Customers give a good feedback on the clothes that they buy and FLOQITA shop went they enter the shop.
- Get an income for at least RM80 000.00 for the first two month of FLOQITA opening.
- Make sure that FLOQITA can ensure that the quality of their product same every time take new batch of their product.

LONG TERM GOALS

- FLOQITA customer satisfied with every purchase of clothes they buy from us.
- During the first year of FLOQITA on operation, we hope that we can receive a target of at least 40% of customer when we promote more about our shop. This will help us to gain more profit and growth our business more.
- This fashion industry will be well known in Malaysia in upcoming 6 years.



2.2 ORGANIZATION CHART



2.3 ADMINISTRATION PERSONNEL

- There is a total of 5 personnel under administration that include General Manager, Administration Manager, Marketing Manager, Operation Manager, and Financial Manager.

Table 1: list of Administration Personnel

POSITION	NUMBER OF PERSONNEL
General Manager	1
Administration Manager	1
Marketing Manager	1
Operation Manager	1
Financial Manager	1
Total	5

Table 2: Schedule of Task and Responsibilities

POSITION	TASK AND RESPONSIBILITIES
General Manager	<ul style="list-style-type: none">• In charge of managing the business in line with its vision, purpose, and goals.• Hiring an employee.• To organize, lead, and manage the day-to-day activities of a company, area, operating unit, or division.• Check on activities to make sure they are all being carried out as intended.
Administration Manager	<ul style="list-style-type: none">• In charge of organizing the overall personnel administration plan.• Keep administrative staff in place by choosing, onboarding, and training new hires.



	<ul style="list-style-type: none"> • To ensure that the management system is in order. • Managing and controlling staff salaries. • To make sure that all the facilities that is provided is safe, and always in well-maintained.
Marketing Manager	<ul style="list-style-type: none"> • Responsible for developing marketing strategies to maximize revenue. • Oversees existing deals and creates new product or service initiatives. • Examining the market shares, targets, and size. • Provides a full detail of information of the product to the customer.
Operation Manager	<ul style="list-style-type: none"> • Facilitating cooperation among all business operations. • In charge of ensuring that FLOQITA can meet the required criteria. • Organizing and managing projects and teams. • Examine consumer feedback on the clothes.
Financial Manager	<ul style="list-style-type: none"> • In charge for the cash flow in the business. • Reporting to a higher-level manager and making recommendations regarding potential effects on the company and upcoming business decisions. • Planning the business budget. • To maintain control over the business's financial statements and profitability.

Table 3: Schedule of Remuneration

Remuneration is occasionally used to mean the total remuneration received by an executive, including not only the person's-based salary but also options, bonuses, expenses accounts, and



other kind of compensation. The amount of pay would depend on a number of factors, such as the employee's value to the company, the type of job, and the organization's business strategy.

There is a total of five (5) employees under Administration Remuneration. The total of remuneration is RM 31,793.25.

POSITION	NO.	MONTHLY SALARY (RM) (A)	EPF (RM) (B)	SOCSSO (RM) (C)	TOTAL AMOUNT (RM) (A+B+C)
General manager	1	6000.00	720.00	86.65	6806.65
Administration manager	1	5500.00	660.00	86.65	6246.65
Marketing manager	1	5500.00	660.00	86.65	6246.65
Operational manager	1	5500.00	660.00	86.65	6246.65
Financial manager	1	5500.00	660.00	86.65	6246.65
TOTAL	5				31793.25



2.4 OFFICE AND SHOP EQUIPMENT AND SUPPLIES

Table 4: list of office and shop equipment and supplies

Office Equipment

TYPE	PRICE/UNIT	QUANTITY	TOTAL AMOUNT (RM)
Computer	5500.00	5	27500.00
Air- conditioner	850.00	2	1700.00
Wireless router (Wi-Fi)	150.00	1	150.00
Printer	1700.00	1	1700.00
Office telephone	120.00	1	120.00
Thermal printer	350.00	2	700.00
TOTAL			31870.00

FLOQITA Shop Equipment

TYPE	PRICE/UNIT	QUANTITY	TOTAL AMOUNT (RM)
Cashier machines	1500.00	1	1500.00
Air- conditioner	850.00	2	1700.00
Wireless router (Wi-Fi)	150.00	1	150.00
Office telephone	120.00	1	120.00
TOTAL			3470.00

Office Supplies

TYPE	PRICE/UNIT	QUANTITY	TOTAL AMOUNT (RM)
A4 paper	10.00	5	50.00
Stationaries	250.00	5	1250.00
Thermal printer paper roll	25.00	10	250.00



TOTAL	1550.00
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FLOQITA Shop Supplies

TYPE	PRICE/UNIT	QUANTITY	TOTAL AMOUNT (RM)
Hanger	3.00	50	150.00
Receipt paper	9.00	5	45.00
Pen	2.00	5	10.00
TOTAL			205.00

2.5 OFFICE AND SHOP FURNITURE AND FITINGS

Table 5: List of Office and Shop Furniture and Fittings

Office Furniture and Fittings

TYPE	PRICE/UNIT	QUANTITY	TOTAL AMOUNT (RM)
Table	200.00	5	1000.00
Chair	80.00	5	400.00
Shelf	150.00	2	300.00
Curtain	80.00	4	320.00
Curtain rod	50.00	4	200.00
Pantry set	800.00	1	800.00
Sofa	500.00	1	500.00
TOTAL			3520.00

FLOQITA Shop Furniture and Fittings

TYPE	PRICE/UNIT	QUANTITY	TOTAL AMOUNT (RM)
Front desk	800.00	1	800.00
Chair	80.00	2	160.00
Shelf	150.00	2	300.00



Curtain	80.00	4	320.00
Curtain rod	50.00	4	200.00
TOTAL			1780.00

2.6 OFFICE AND SHOP UTILITIES AND RENTAL

Table 6: Office and Shop Utilities and Rental

Office Utilities

UTILITY BILL	MONTHLY BILL (RM)	TOTAL COST (RM)
ELECTIRCITY	150.00	150.00
WATER	20.00	20.00
TELEPHONE + WI-FI	300.00	300.00
TOTAL		470.00

FLOQITA Shop Utilities

UTILITY BILL	MONTHLY BILL (RM)	TOTAL COST (RM)
ELECTIRCITY	150.00	150.00
WATER	15.00	15.00
TELEPHONE + WI-FI	300.00	300.00
TOTAL		465.00

Office Rental

OFFICE RENTAL	COST PER MONTH (RM)
OFFICE	1200.00
TOTAL	1200.00

FLOQITA Shop Rental

SHOP RENTAL	COST PER MONTH (RM)
SHOP	1800.00
TOTAL	1800.00



2.7 ADMINISTRATIVE BUDGET

Table 7: Administration Budget

TYPE	FIXED ASSET COST (RM)	MONTHLY EXPENSES (RM)	OTHER EXPENSES (RM)	TOTAL
<u>Capital expenditure</u> <u>/ fixed asset:</u>				
<ul style="list-style-type: none"> • Admin furniture & fitting • Admin machine & equipment • Admin renovation • Land & Building 	<p>5,300.00</p> <p>35,340.00</p> <p>-</p> <p>8,500.00</p>			49,140.00
<u>Working capital /</u> <u>monthly expenses</u>				
<ul style="list-style-type: none"> • Admin salary + EPF + SOCSO • Admin utilities • Office & shop supplies • Rental (admin) 	<p>6,246.65</p> <p>935.00</p> <p>1,755.00</p> <p>3,000.00</p>			11,936.65



<u>Pre operation</u>				
• Business registration	87.00			
• Deposit Admin utilities & rental	3,000.00			
• Other expenditure	1,000.00			4,087.00
TOTAL ADMIN BUDGET				65,163.65



3.0 MARKETING PLAN



3.0 MARKETING PLAN

3.1 Product & Service Description

Floqita is a business that concentrates on ladies and prioritizes comfort wear. According to the name Floqita, which translates to floral and is often used to refer to women, and "us" (which comes from the Malay word "*kita*").

The "Flowery in us" edition, which highlights the floral and elegant theme, is one of the products that become the primary icon and the first product published. This edition is available in a range of colours and is appropriate for formal gatherings, the workplace, and many other settings.

In addition to the edition called "Floral in us," Floqita also published numerous more editions that emphasize the concept of floral. The Der' Camellia, Flamingo, and Rosel versions are a few of them.

In addition to producing baju Kurung, or dresses, Floqita also produces a range of goods in the leisure and fashion industries. They include clothing like skirts, pants, tops, hijabs, and accessories. In addition to producing comfy clothing, Floqita also creates sportswear with a focus on Muslim-friendly, sweat-absorbing, odourless, and pleasant features.

Apart from goods, Floqita also offers services. Direct delivery to the buyer's home is the service provided. Floqita is also available as an online purchase through Floqita's official website. With the help of this service, customers will be able to purchase items at their convenience without having to worry about the cost of transportation. For purchases worth more than RM250, delivery is free.

Another service is the recommendation machine found in Floqita's main store. This device aids the customer in providing suggestions for appropriate clothing and provides a visual representation of the garments. The body type, skin tone, and preferred clothing theme are all taken into consideration by this recommendation machine. It collects all the data and offers suggestions for choosing the right size, colour, and event/theme match.



3.2 Target Market

Target markets assist companies in developing effective marketing strategies that might result in profitable market growth. It can be defined as a certain group of people with common traits to whom a company offers its goods or services. Target markets assist businesses fully comprehend their potential customers so they can create marketing strategies that support their business and marketing goals.

- Geographic Segmentation
- Demographic Segmentation
- Psychographic Segmentations

3.2.1 Geographic Segmentation

Geographic segmentation is a marketing technique used to focus goods or services on residents or customers in a particular area. It operates under the premise that residents in those places have comparable needs, desires, and cultural factors. Brands can focus more pertinent marketing messages and suitable products on clients who are then aware and more likely to buy by comprehending what people in that location require. Geographic segmentation examples are location, climate, culture, population, and urban, suburban, and rural.

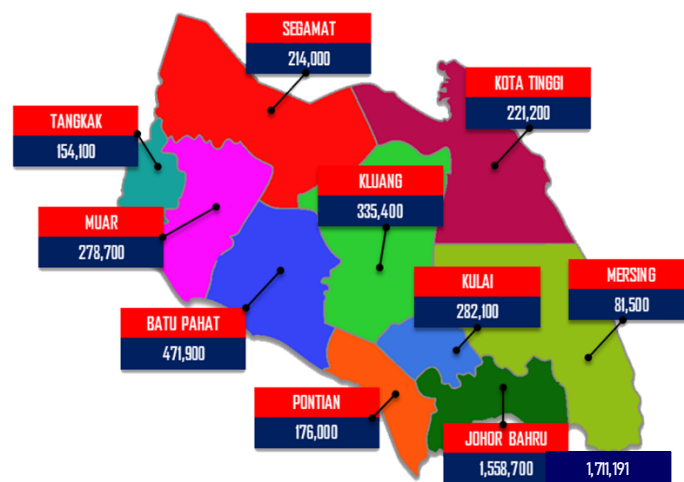


Figure 3.2.1: Population of people in Johor

Butik Floqita decided to choose Johor Bahru, Johor which has a population of 1,711,191 people because of the large population. In addition, Johor Bahru is primarily an urban state. As of 2022, there are 1,702,424 areas classified as urban areas, with the other areas being rural.

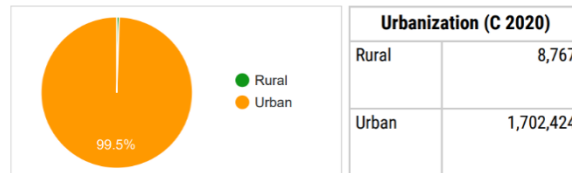


Figure 3.2.1: Percentage of urban area in Johor Bahru

3.2.2 Demographic Segmentation

Demographic segmentation provides a picture of consumers as real people in the world using conventional data collection techniques. This segmentation is typically most effective when applied to business-to-customer (B2C) marketing initiatives. Consumers are categorized by demographic factors such as age, gender, ethnicity, sexual orientation, income level, household size, and level of education.

Floqita Boutique offers clothes designed for women. As a result, Floqita places a lot of emphasis on women as a target. In Johor Bahru, there are a total of 803,876 residents are women.

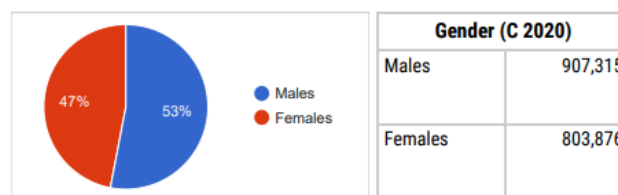


Figure 3.2.1: Percentage of gender in Johor Bahru



3.2.3 Psychographic Segmentations

Consumers are categorized via psychographic segmentation according to their psychological and individual characteristics, such as values and attitudes. Contrary to demographic segmentation, which reveals the characteristics of consumers, psychographic segmentation offers a glimpse into the reasons behind their purchases. Typically, both business-to-business (B2B) and business-to-consumer (B2C) marketing initiatives benefit from this segmentation.

Floqita Boutique offers Shariah-compliant clothing suitable for Muslim women. Thus, believers of the Islamic faith are Floqita's primary target market. In Johor Bahru, 52 percent of people identify as Muslims.

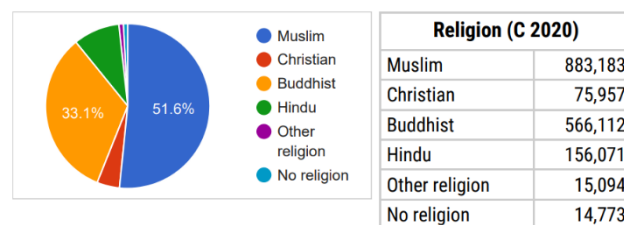


Figure 3.2.1: Percentage of religion in Johor Bahru

3.3 Market Size & Sales Forecast

3.3.1 Market Trend

Fashion market trends move quickly. There will undoubtedly be a new fashion trend every month. Floqita attempts to create clothing that is in line with current fashion trends. The majority of the current trends make extensive use of colours and designs. Soft colours, such as nude and white, are currently popular. The batwing is the current design trend. Floqita strives to keep a modest and elegant concept in order to provide an aura to the wearer.

3.3.2 Market Size & Sales Forecast







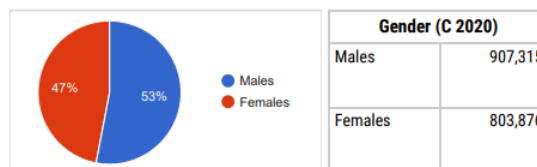
Name	Status	Population Census 2000-07-05	Population Census 2010-07-06	Population Census 2020-07-07	
Johor Bahru	District	922,551	1,334,188	1,711,191	
Johor Bahru					
<p> 1,711,191 Population [2020] - Census</p> <p> 1,064 km² Area</p> <p> 1,608/km² Population Density [2020]</p> <p> 2.5% Annual Population Change [2010 → 2020]</p>					
<p> Johor Bahru District: district in Johor, Malaysia - Official Website - Near waters: Straits of Johor, Johor River, Pulai River</p>					
Malaysia	Federation	22,198,276	27,484,596		32,447,385

Figure 3.3.2: Detail about Johor Bahru

Population people in Johor Bahru is 1,711,191 our target customer is female that stay in Johor Bahru. Thus,



Female Population x Average price = Market size

803,876 people x RM95 = RM76,368,220

Our sales forecast is 1% from market size

RM76,368,220 x 1% = RM 763,682



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

Our minimum price cloth is RM65 per unit

RM 763,682/ RM65 = 11,749 customers per year

11,749 customers / 12 months = 979 customers per months (RM 63,635 per months)

979 customers / 28 days = 35 per day (RM 2,272.86 per day)

No.	Edition	Estimated Sales per cloth	Total Estimated Sales/Months (RM)	Total Estimated Sales/Yearly (RM)
1.	Rosel	RM 65 X 979	RM 63,635	RM 763,682

Sales Forecast for year:

Months	Sales Forecast (RM)
January	58,082
February	63,697
March	69,044
April	59,635
May	60,335
June	63,635
July	58,226
August	63,635
September	63,635
October	66,935
November	67,635
December	69,188
Total	763,682

Table 3.2.2: Sales forecast of Floqita Boutique by year



Sales Forecast by year:

Year	Percentage Increase (%)	Sales Forecast (RM)
1	-	763,682
2	10	840,050.2
3	15	966,057.73



3.4 Competitors Analysis & Market Share

Competitors	Strength	Weakness
Calaqisha	Calaqisha is a well-known company known for its comfy and Muslim-friendly clothing. It is also well-known for its odorless clothing material.	Due to a lack of efficient promotion, many people are still unaware of this brand.
Sabella	Sabella is a rapidly growing clothing business. It has successfully sponsored a number of television shows in order to promote its brand. Sabella is well-known for its ironless clothes.	The designs released are out of date and unsuitable for the younger generation.
Hijabistahub	Hijabistahub is a well-known brand that leverages a number of celebrities to boost marketing. Furthermore, Hijabistahub creates several of the most recent designs that are appropriate for all age groups.	Despite producing a variety of Hijabistahub apparel styles, it frequently provides sizes that are unsuitable for large-sized persons.
Leeyana Rahman	Leeyana Rahman has over a million Instagram followers. The designs released are fresh and use pastel colors according to the latest trends. Furthermore, the design generated is unique from other brands.	Leeyanarahman's clothing is made in China. As a result, Leeyanarahman's clients frequently face purchase delays.



Market Share

Market share before the existence of Floqita Boutique

Competitors	Market Share (%)	Total Market Share (RM)
Hijabistahub	36	5,498,366.4
Sabella	31	4,734,704.4
Calaqisha	21	3,207,380.4
Leeyanarahman	12	1,832,789
Total	100	15,273,240

Market share after the existence of Floqita Boutique

Competitors	Market Share (%)	Market Loss (%)	Total Market Share (RM)
Hijabistahub	35	1	5,345,634
Sabella	30	1	4,581,972
Calaqisha	20	2	3,054,648
Leeyanarahman	10	1	1,527,324
Floqita Boutique	5	-	763,682
Total	100	5	15,273,240



3.5 Marketing Personnel Schedule

(include task & responsibilities)

Date	Task & Event
Dec 1	<ul style="list-style-type: none">▪ Promotion posts▪ Design projects
Dec 2	<ul style="list-style-type: none">▪ Content making
Dec 3	<ul style="list-style-type: none">▪ Team Brainstorming
Dec 10	<ul style="list-style-type: none">▪ Promotion posts
Dec 16	<ul style="list-style-type: none">▪ Launch▪ Promotion post
Dec 22	<ul style="list-style-type: none">▪ Meeting
Dec 23	<ul style="list-style-type: none">▪ Deadline
Dec 27 - 30	<ul style="list-style-type: none">▪ End Year Sale▪ Upload content



3.6 Remuneration Schedule

Position	Number	Salary
Model	1	1,500
Photographer	1	2,000
Total	2	3,500



3.7 Marketing Mix

3.7.1 Product

Floqita sells a wide range of clothing, including blouses, skirts, pants, scarves, and sportswear. Floqita sells accessories such as brooches and hijab rings in addition to clothing.

Several factors have been considered to give Floqita products their uniqueness. To begin with, most Floqita products are ironless to saving the consumer time. Furthermore, sportswear is designed not to odor when sweating, and the materials used absorb sweat efficiently and do not fade easily. Floqita also guarantees that the materials used are breathable and appropriate for South Asian temperatures. Since the majority of Malaysians practice the Islamic religion, Floqita creates clothing that is loose, not too tight, or too thin in compliance with Shariah requirements.

Material uses by Floqita:

Fabric	Types of garments
Cotton wool	<ul style="list-style-type: none">▪ Tops▪ Skirt
Poly Knitted (92% Knitted, 8% Spandex)	<ul style="list-style-type: none">▪ Tops▪ Skirt
Satin matte	<ul style="list-style-type: none">▪ Skirt▪ Scarf
Twill Knit (GSM 290)	<ul style="list-style-type: none">▪ Scarf
Jersey	<ul style="list-style-type: none">▪ Sportswear
Poly Cotton (55% Cotton, 43% Polyester, 2% Spandex)	<ul style="list-style-type: none">▪ Tops▪ Skirt▪ Pants
Moss crepe	<ul style="list-style-type: none">▪ Scarf
ITY Knit Fabric (95% Polyester, 5% Spandex)	<ul style="list-style-type: none">▪ Instant hijab



3.7.2 Price

Floqita implements a price skimming strategy, which is a pricing strategy in which a new product's price is initially set high and subsequently reduced as competitors enter the market. Skim pricing is the opposite of penetration pricing, which involves pricing a newly launched product low in order to initially create a big client base.

Furthermore, Floqita implements pricing tactics such as discounts and bundle pricing. Discounts are typically offered in conjunction with new product launches, anniversaries, year-end discounts, and stock-out sales. Another good tactic for attracting clients is the bundle price, for example, buy three pairs of blouses for only RM100.

3.7.3 Promotion

Promotion is important in introducing a product to the market. The promotion will be able to persuade clients to purchase a product, hence increasing sales. Floqita began marketing on social media platforms such as Instagram, Facebook, and TikTok because these platforms have a large customer base. Furthermore, Floqita has an official website that is utilized to sell things online while also promoting Floqita clothes. After gradually accumulating consumers, Floqita dared to promote its items through radio broadcasts and YouTube commercials.

Types of advertisement	Price (RM)
Radio Broadcast	2,000
YouTube advertisement	500
others	100
Total	2,600

3.7.4 Place/Distribution Channel

Floqita's specialty store is located in Nanyang Place @ Austin Heights, Mount Austin Jalan Austin Heights 7, Johor Bahru. Floqita Boutique is a retail business. The distribution chain runs directly from the manufacturer to the boutique Floqita and then to the customer. Direct sales are also available through the official online page.



3.8 Marketing Budget

MARKETING BUDGET				
Particulars	Fixed Assets	Monthly Expenses	Others	Total
<i>Fixed Assets</i>				
Van	5,000			5,000
Lorry	10,000			10,000
Furniture & Finishing	12,000			12,000
<i>Working Capital</i>				
Model		1,500		1,500
Photographer		2,000		2,000
Petrol & Vehicle Maintenance		1,000		1,000
Promotion		2,600		2,600
<i>Pre-Operations & Other Expenditure</i>				
Other Expenditure			200	
Insurance & Road Tax for Motor Vehicle			2,500	2,500
Other Pre-Operations Expenditure			1,000	1,000



Total	27,000	7,100	3,700	37,600
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4.0 OPERATION PLAN



4.0 OPERATION PLAN

Operational plan is one of the most essential aspects in corporate organization. The ability of the business to produce goods or provide services in accordance with the requirements, standards, and deadlines of the client depends on effective operations management. A further definition of operations management is the process of organizing corporate inputs to create output in the form of goods or services. In order to provide clear guidance for our company's daily activities, the operational target should be achievable and specific. It might be challenging to establish operational goals that all staff members can understand and agree with since they may have different priorities and beliefs. As a result, it's crucial to involve employees in goal setting and to communicate them properly. What's more, business plans can be created to achieve the objectives if acceptable operational goals have been established for each department.

The **objectives** of operational plan include:

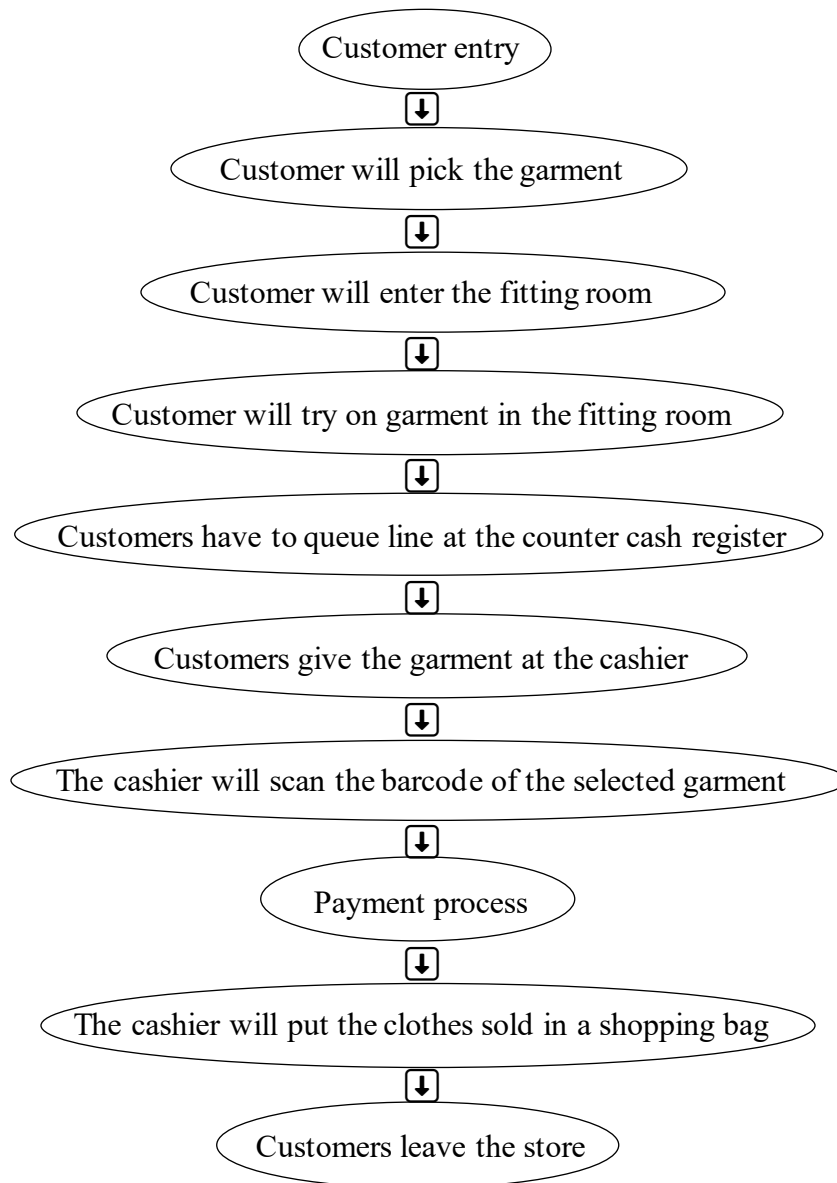
1. Establishing annual sales quotas, forecasting expected sales volume, and projecting expected profit for both current and new products will help you achieve your sales goals.
2. Create and preserve a close working connection and close collaboration between the Operations Department and other important departments.
3. Adopting technology as a major effort for success will help operations activities move in the direction of accomplishing the intended business objectives.
4. By staying up to date with supply and demand, shifting trends, economic indicators, and competition, you may maintain sales volume, product mix, and selling price.
5. To standardize systems and procedures, work closely with the stores on implementation, policies, and processes.
6. To ensure the correct implementation and strict adherence to the policies and procedures, coordinate the department's actions.
7. To equip, train and supervise the employee team and the stores with the necessary operational core competencies and skill sets, particularly regarding the many facets of engineering operations, management, and maintenance, conduct and deliver training to them.



8. Ensure delivery of Client KPIs/Sales targets including day-to-day service levels, customer experience, quality measures, and compliance measures.
9. To have a well-defined Communication and Engagement model in place to ensure all teams understand the performance of the business and that they understand the needs of their teams.
10. Responsible for Business Continuity.



4.1 PROCESS PLANNING



4.2 OPERATION LAYOUT

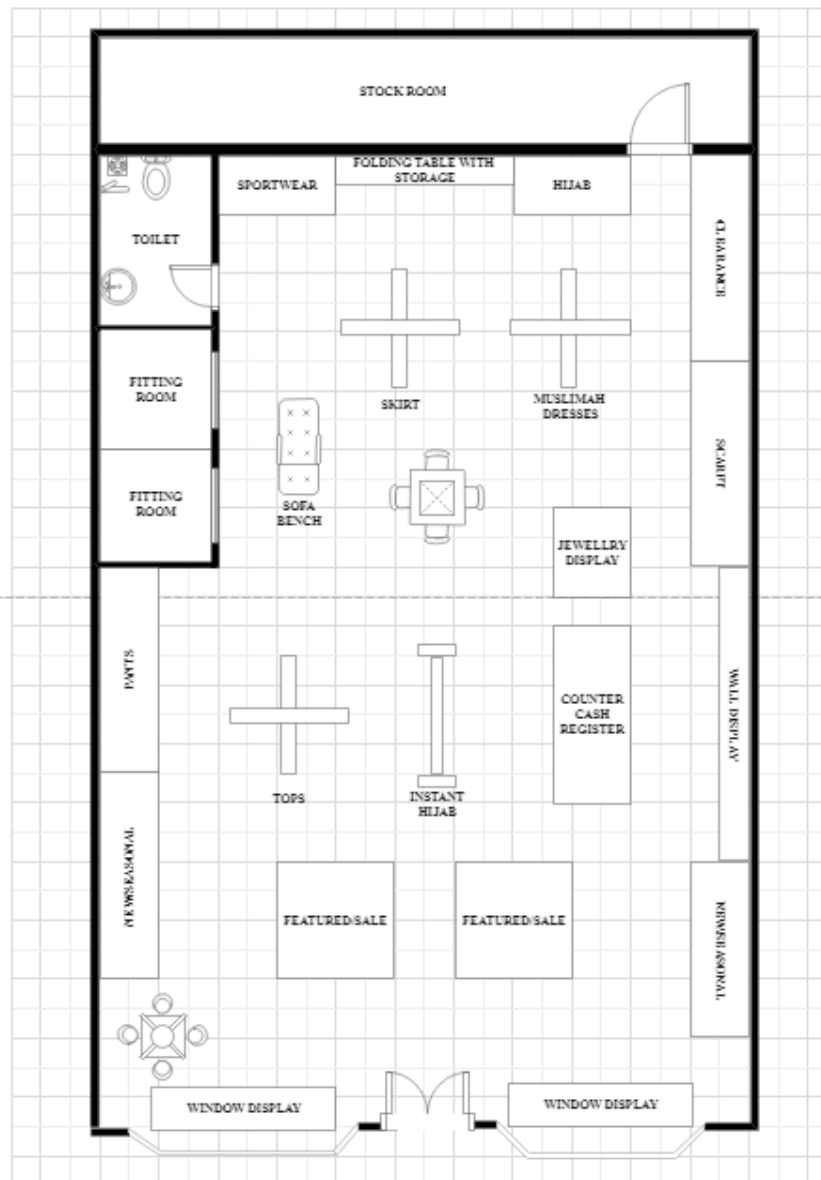


Figure 5.2.1 Floqita Store Layout



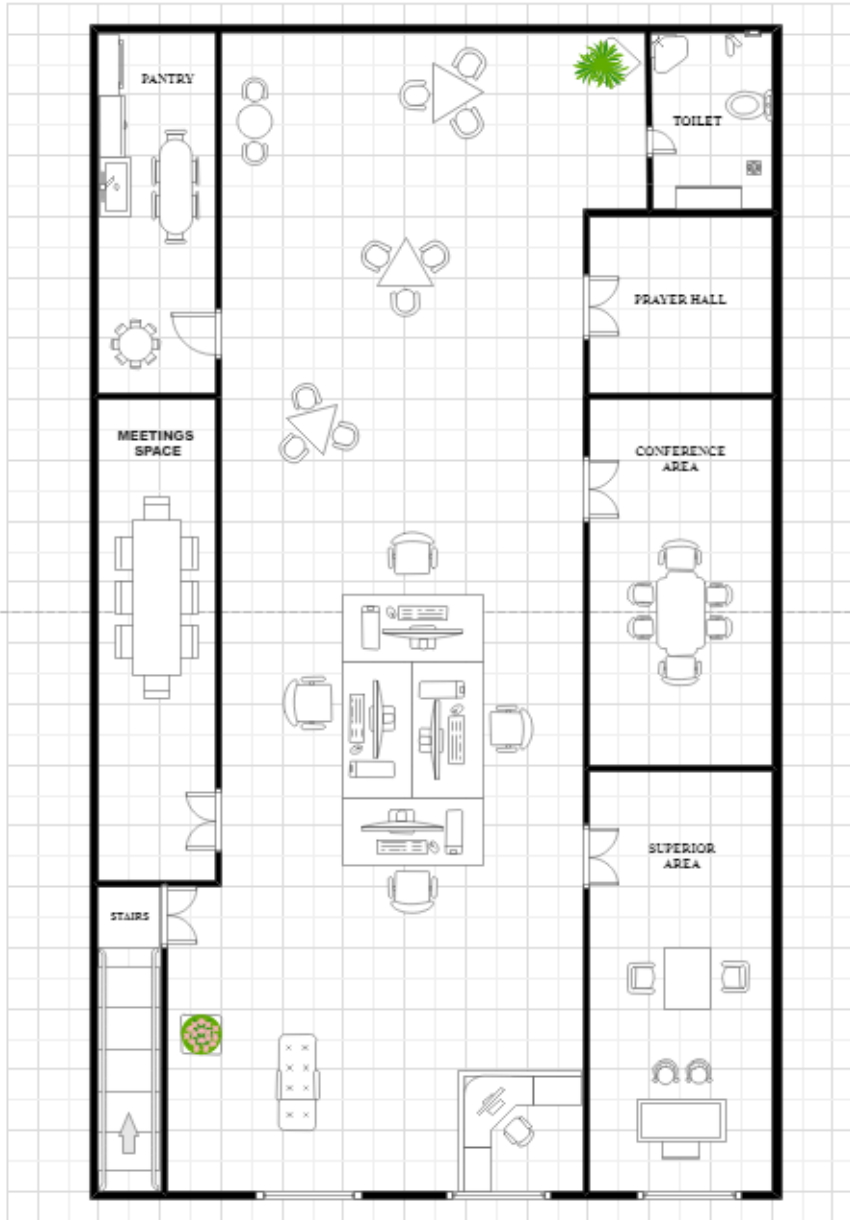


Figure 5.2.2 Floqita Office Layout



4.3 PRODUCTION PLANNING

Production planning is the organization and distribution of labour, workstations, and raw materials to ensure that production orders are met on time. In a make-to-order system, production orders or work orders are made after receiving customer orders. This means that in Floqita store, the production of clothes will be order first at clothing factories before selling any types of clothes and accessories at the store. Depending on demand, a company that implements the make-to-stock production process will fulfil job orders in a timely manner. It is absolutely true for Floqita store because when it comes to clothes, Floqita store will always follow the trend in fashion to be a success in fashion Industry.

4.3.1 Sales forecast per month

Calculation for output per month

Average sales forecast per month = RM63, 635

The sale price = RM25

Number of outputs per month = Average sales forecast / Sales price per unit
= 63, 635 / 65
= 979 units per month

4.3.2 Number of outputs in unit per day

Number of working days per month is 28 days

= Number of outputs per month / number of working days per month

= 979 units / 28 days per month

= 34.96 @ 35 units

4.3.3 Number of units per hour

Daily working hours = 8 hours



= Number of output per day / daily working hours

= 35 / 8

= 4.38 @ 4 units



4.4 MATERIAL REQUIREMENT PLANNING

Material planning refers to the lists of items or materials that must be used to conduct a Floqita business. The crucial resources will make sure that the most crucial operations of the Floqita are successful. Moreover, the fabric material is purchased as a wholesale, so Floqita will get a lower price than usual price. The overall cost of Material Planning is **RM13, 320**.

Bill of Material

The table below showed cloth/fabric items for a month.

Material	Quantity (meter)	Safety stock (meter)	Total material requirement (meter)	Price per unit/ metre (RM)	Total price (RM)
Cotton wool	150	100	250	5	1, 250
Poly Knitted	100	70	170	6	1, 020
Satin matte	200	170	370	6	2, 220
Twill Knit	200	170	370	7	2, 590
Jersey	200	170	370	6	2, 220
Poly Cotton	150	100	250	5	1, 250
Moss crepe	200	150	350	5	1, 750
ITY Knit Fabric	100	70	170	6	1, 020
Total					13, 320

Table 5.4.1 Material Planning



Supplier of Cloth/Fabric Items

No.	Cloth/Fabric Items	Supplier
1	Cotton wool	Kamdar Sdn Bhd
2	Poly Knitted	Vela Exports
3	Satin matte	Kamdar Sdn Bhd
4	Twill Knit	Hebei Changjin Textile Co., Ltd.
5	Jersey	Changzhou Boqi Textile Co., Ltd.
6	Poly Cotton	Zhangjiagang Nexgen Co., Ltd
7	Moss crepe	Kamdar Sdn Bhd
8	ITY Knit Fabric	Kamdar Sdn Bhd

Table 5.4.2 Supplier of Fabric Items



4.5 MACHINE AND EQUIPMENT PLANNING

The tools that will be utilized to carry out the procedures that lead to the creation of products and services are machines and equipment. It is regarded as a crucial resource for completing key duties as well. Mostly, these equipment for Floqita also purchased as a wholesale, so the price is much low than usual price such as a label for Floqita product. The entire costs for machinery and equipment are as follows which is **RM7, 515**.

The table below show list of machines and equipment.

Items	Quantity	Price Per Unit/Metre (RM)	Total Cost (RM)
Shelves and Racks	4	294	1, 176
Pricing gun	2	20	40
Labels per 100 pieces in 1 quantity	3	213	639
Hangers	100	0.60	60
Shopping bags per 100 pieces	200	85	170
Mirrors	2	10	20
Mannequin	4	200	800
Display cases	2	55	110
Countertops	1	4, 500	4, 500
TOTAL			7, 515

Table 5.5.1 Machine and Equipment Planning



Supplier of Machines and Equipment's

No	Items	Supplier
1	Shelves and Racks	IKEA
2	Pricing gun	Iste Marketing (M) Sdn Bhd
3	Labels per 100 pieces	Alibaba Group
4	Hangers	GM Klang Wholesale City (GM)
5	Shopping bags per 100 pieces	Shanghai Woods Packaging Co., Ltd.
6	Mirrors	Hangzhou Hengyi Mirror Industry Co., Ltd.
7	Mannequin	GM Klang Wholesale City (GM)
8	Display cases	IKEA
9	Countertops	IKEA

Table 5.5.2 Supplier of Machines and Equipments



4.6 MANPOWER PLANNING

Position	Number of Personnel
Sales associates	2
Cashier	1
Customer service representatives	2
Visual merchandisers	1
Store managers	1
Assistant store managers	1
Inventory control specialists	1
Total	9

Table 5.6.1 Position and Number of Operational Personnel



4.7 SCHEDULE OF TASKS AND RESPONSIBILITIES

Position	Task and Responsibilities
Sales associates	<ul style="list-style-type: none"> ● To ensures customers know someone’s available to help if they need anything, from answering product questions to showing them a product that meets their needs. ● Maintain store’s clean and organized appearance. ● Setting up product displays. ● Restocking items.
Cashier	<ul style="list-style-type: none"> ● Processing purchases and transactions. ● Welcoming customers once they walk into the door. ● Assisting with returns and exchanges. ● Answering the phone. ● Promoting any add-ons such as sales products right before the customer checks out.
Customer service representatives	<ul style="list-style-type: none"> ● Answering all customer inquiries such as purchase concerns, product questions, or even negative reviews. ● To resolve customers’ complaints, improve customer experience, and build customer loyalty.
Visual merchandisers	<ul style="list-style-type: none"> ● To highlight and display Floqita products in strategic ways. ● Help with new product launches, promotions, and other marketing campaigns. ● Help to build relationships with suppliers.
Store managers	<ul style="list-style-type: none"> ● Maintaining day-to-day tasks ● Managing employee schedules ● In charge of budgeting, payroll, store requirements such as safety and other operational needs, implementing Floqita company policies and



	procedures, providing customer assistance, etc.
Assistant store managers	<ul style="list-style-type: none"> ● Provide support for day-to-day tasks and take over most of the employee-related responsibilities like management and scheduling. ● The first to handle any elevated customer concerns or questions before handing them over to store manager.
Inventory control specialists	<ul style="list-style-type: none"> ● Preventing loss, tracking, and maintaining inventory ● Implementing procedures to control costs. ● Controlling the flow of inventory ● Creating reports as it relates to defects, demand, and quantity. ● Ensuring received products are accurate and up to Floqita standards.

Table 5.7.1 Schedule of Task and Responsibilities of Operational Personnel



4.8 SCHEDULE OF REMUNERATION

POSITION	NO. OF PERSONNEL	MONTHLY SALARY (RM)	EPF (12%) (RM)	SOCSSO (2%) (RM)	TOTAL (RM)
Sales Associates	2	(1, 500 x 2) = 3, 000	(180 x 2) = 360	(30 x 2) = 60	3, 420
Cashier	1	1, 500	180	30	1, 710
Customer Service Representatives	2	(1, 500 x 2) = 3, 000	(180 x 2) = 360	(30 x 2) = 60	3, 420
Visual Merchandisers	1	1, 500	180	30	1, 710
Store Managers	1	2, 000	240	40	2, 280
Assistant Store Managers	1	1, 700	204	34	1, 938
Inventory Control Specialists	1	2, 078	249.36	41.56	2, 368.92
Total	9	14, 778	1, 773.36	295.56	16, 846.92

Table 5.8.1 Schedule of Remuneration

4.9 OVERHEADS REQUIREMENT

NO	ITEM	COST (RM)/month
1	Rent	2, 300
2	Utilities	200

Table 5.9.1 Overheads Requirement



4.11 BUSINESS AND OPERATIONS HOURS

4.11.1 Business Hours

Day	Time
Monday - Friday	10 A.M. - 10 P.M.
Saturday - Sunday	10 A.M. - 11 P.M.

Table 5.11.1 Day and Time in Business Hours

4.11.2 Operations Hours

Day	Rest Hour
Monday to Sunday (except Friday)	1 P.M - 3 P.M
Friday	12 P.M. - 2 P.M.

Table 5.11.2 Day and Time in Operations Hours



4.12 PERMITS/LICENSES REQUIREMENT

Floqita business must obtain business licenses and permits from the government in order to operate within its legal boundaries. Besides, Floqita received a business permit from the Lembaga Hasil Dalam Negeri (LHDN) and Majlis Bandaraya Johor Bahru (MBJB) after registering our business and license to ensure that Floqita business is running the business legally and properly. A business license is required since it proves Floqita credibility as a retailer whether online or offline. Thanks to this valid license, Floqita are able to operate our business with confidence.

Furthermore, the Malaysian Companies Commission has granted our company an import and export license. The Malaysian Fire and Rescue Department also awarded our company a Fire Safety Certificate. As a result, the certificate must meet BOMBA criteria as well as Malaysian Standards. It is also required to demonstrate that our property is secure enough to be occupied and to attest to insurance coverage in case of an emergency.

Additionally, Floqita also received Local Council or PBT after register Floqita business because it also required even a simple license that will need to get it from the concerned Local Authority in Johor whereby Floqita store's physical shop and the office will be situated. Because of the importance and it is categorized as a mandatory license for all business or companies and that includes Floqita store business as well.

List of General licenses required:

- Company Registration
- Company and Employees Income Tax Registration
- Employees Provident Fund
- Social Security Organization
- Human Resources Development Fund
- Business Premise Licenses and Signboard Licenses



For Company:

- (i) Certificate of Incorporation (Form 9/ Notice Section 17) – 1 copy.
- (ii) Return of Particulars of Directors, Managers and Secretaries (Form 49 / Notice Section 58)– 1 copy.
- (iii) Photos of our business premise (front and interior of premise).
- (iv) Any one Director's NRIC / Passport as stated in Form 49 / Notice Section 58 – 1 copy.
- (v) Sample of signboard indicating design and colour (if applicable).
- (vi) Photos showing location of signboard (if applicable).

For Enterprise (Sole proprietor / Partnership):

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

Activity Specific licenses:

- Building Plan Approval
- Sales Tax License



4.13 OPERATIONS BUDGET

The table below shows the operations budget of Floqita Boutique Store

Items	Fixed Asset (RM)	Monthly Expenses (RM)	Other Expenses (RM)	TOTAL
Capital Expenditures/Fixed Asset: <ul style="list-style-type: none"> Machine & Equipment 	7,515			7,515
Working Capital/ Monthly Expenses: <ul style="list-style-type: none"> Raw Material Salary + EPF + SOCSO Rental (Operation) Utilities (Water + Electric + Telephone) 		13,320 16,846.92 2,300 200		32,666.92
Other Expenses: <ul style="list-style-type: none"> Deposit for rent (2 months) Deposit for utilities (2 months) 			2,000 400	2,400
TOTAL OPERATION BUDGET				42,581.92



5.0 FINANCIAL PLAN



5.1 FINANCIAL OBJECTIVES

A financial plan is a document that contains information on a person's present financial situation, long-term financial goals, and tactics for achieving those goals. The importance of financial planning in business planning cannot be overstated. It assists business owners in staying focused and on track as their company grows. People may establish their business goals, have a sensible cash flow management and wise budget allocation, recognize the essential cost reductions, and build a solid crisis management by using financial planning. People struggle to manage and handle their business budget without a financial strategy.

The objectives of financial plan are:

- To ensure the maximum capacity of internal source is generated.
- To capitalize the maximum available of internal sources
- To make sure that initial capital is adequate and sufficient
- To analyse 70% viability of business project before the actual investment is committed
- To ensure the project implementation is 100% success
- To ensure that the debt is restructured at least at minimal level

Without a financial plan, a company's cash flow may be confusing and problematic down the road since it is impossible to track where the money is coming from and going. In summary, a financial strategy and report is crucial and serves as the foundation of a corporation by keeping track of both incoming and exiting funds. Profitability, liquidity, efficiency, and stability are the four primary financial goals.



5.2 PROJECT IMPLEMENTATION COST

➤ Administrative Budget

Administrative Budget	
Fixed Asset	RM
Land & Building	7,500
Furniture & Fitting	5,300
Machine & Equipment	29,440
Working Capital	
Salary + EPF + SOCSO	6,247
Utilities	935
Office & Shop Supplies	1,755
Rental (Admin)	3,000
Pre- Operation	
Business Registration	87
Deposit Utilities & Rental	3,000
Other Expenditure	1,000
TOTAL	58,264

Total Administrative Budget: RM 58,264



➤ Marketing Budget

Marketing Budget	
Fixed Asset	RM
Van	5,000
Lorry	10,000
Furniture & Finishing	12,000
Working Capital	
Model	1,500
Photographer	2,000
Petrol & Vehicle Maintenance	1,000
Promotion	2,600
Other Expenditure	
Other Expenditure	200
Pre- Operation	
Insurance & Road Tax for Motor Vehicle	2,500
Other Pre- Operations Expenditure	1,000
TOTAL	37,800

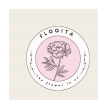
Total Marketing Budget: RM 37,800



➤ Operation Budget

Operation Budget	
Fixed Asset	RM
Machine & Equipment	7,515
Working Capital	
Salary + EPF + SOCSO	16,847
Raw Material	13,320
Utilities (Water + Electric + Telephone)	200
Rental (Operation)	2,300
Other Expenses	
Deposit for Rent (2 months)	2,000
Deposit for Utilities (2 months)	400
TOTAL	42,582

Total Operation Budget: RM42,582



5.3 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 source of finance as a support system towards their business. Choosing the right source and the right mix of finance is a key challenge for every finance manager.

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

Based on 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)



➤ Floqita sources of finance

Project Implementation Cost		Sources of Finance		
Requirements	Cost	Loan	Hire Purchase	Own Contributions (Cash)
Fixed Assets				
Land & Building	7,500	3,500		4,000
Machine & Equipment	29,440	14,440		15,000
Furniture & Fittings	5,300	5,300		
Machine & Equipment	7,515	5,000		2,515
Van	5,000	5,000		
Lorry	10,000	5,000		5,000
Furniture & Finishing	12,000	2,000		10,000
Working Capital 1 months				
Administrative	11,937	6,000		5,937
Marketing	7,100	3,000		4,100
Operational	32,667	23,484		9,183
Pre-Operations & Other Expenditure	10,187	5,000		5,187
Contingencies 10%	13,865	7,000		6,865
TOTAL	152,510	84,723		67,787



5.4 LOAN AMMORTIZATION SCHEDULES

LOAN REPAYMENT SCHEDULE				
Amount	84,723			
Interest Rate	5%			
Duration (yrs)	5			
Method	Annual Balance			
Year	Principal	Interest	Total Payment	Principal Balance
	-	-		84,723
1	16,945	4,236	21,181	67,779
2	16,945	3,389	20,334	50,834
3	16,945	2,542	19,486	33,889
4	16,945	1,694	18,639	16,945
5	16,945	847	17,729	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-



5.5 PRO FORMA INCOME STATEMENT

	Year 1	Year 2	Year 3
Sales	763,682	840,050	966,058
Less: Cost of Sales			
Opening Stock of Finished Goods			
Production Cost	393,506	409,490	425,474
Less: Ending Stock of Finished Goods	0	0	0
	393,506	409,490	425,474
Gross Profit	370,176	430,560	540,584
Less: Expenditure			
Administrative Expenditure	143,240	143,240	143,240
Marketing Expenditure	85,200	85,200	85,200
Other Expenditure	200	200	200
Business Registration & Licences	87		
Insurance & Road Tax for Motor Vehicle	2,500	2,500	2,500
Other Pre- Operations Expenditure	2,000		
Interest on Hire- Purchase			
Interest on Loan	4,236	3,389	2,542
Depreciation of Fixed Assets	12,348	12,348	12,348
Total Expenditure	249,811	246,877	246,029
Net Profit Before Tax	120,365	183,683	294,554
Tax	33,702	51,431	82,475
Net Profit After Tax	86,663	132,252	212,079
Accumulated Net Profit	86,663	218,915	430,994



5.6 PRO FORMA BALANCE SHEET

	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building	7,500	7,500	7,500
Furniture & Fitting	4,240	3,180	2,120
Machine & Equipment	23,552	17,664	11,776
Van	4,000	3,000	2,000
Lorry	8,000	6,000	4,000
Furniture & Fitting	9,600	7,200	4,800
Machine & Equipment	6,012	4,509	3,006
	62,904	49,053	35,202
Current Assets			
Stock of Raw Materials			
Stock of Finished Goods			
Accounts Receivable	161,250	296,003	510,583
Cash Balance	161,250	296,003	510,583
Other Assets	5,400	5,400	5,400
Deposit			
TOTAL ASSETS	229,554	350,456	551,185



Owner's Equity			
Capital	67,787	67,787	67,787
Accumulated Profit	86,663	218,915	430,994
	154,450	286,702	498,781
Long Term Liabilities			
Loan Balance	67,779	50,834	33,889
Hire-Purchase Balance			
	67,779	50,834	33,889
Current Liabilities			
Accounts Payable	7,326	12,920	18,515
TOTAL EQUITY & LIABILITIES	229,554	350,456	551,185



5.7 FINANCIAL ANALYSIS

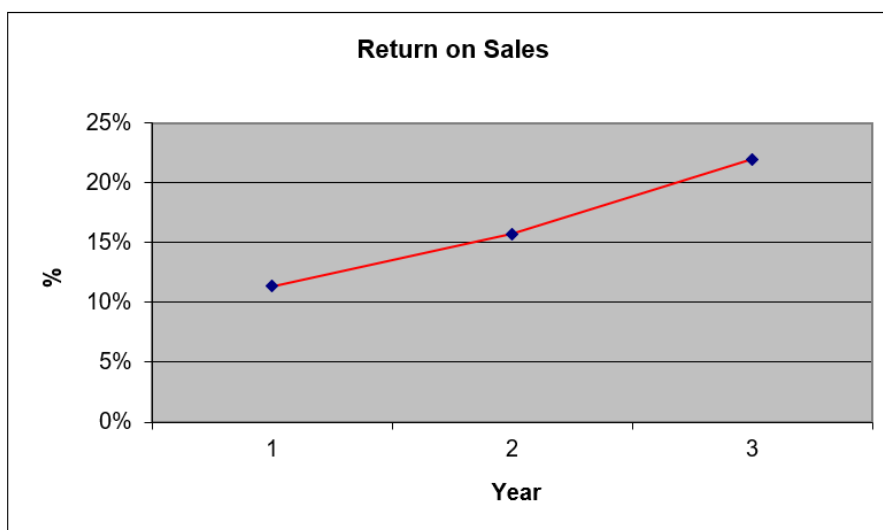
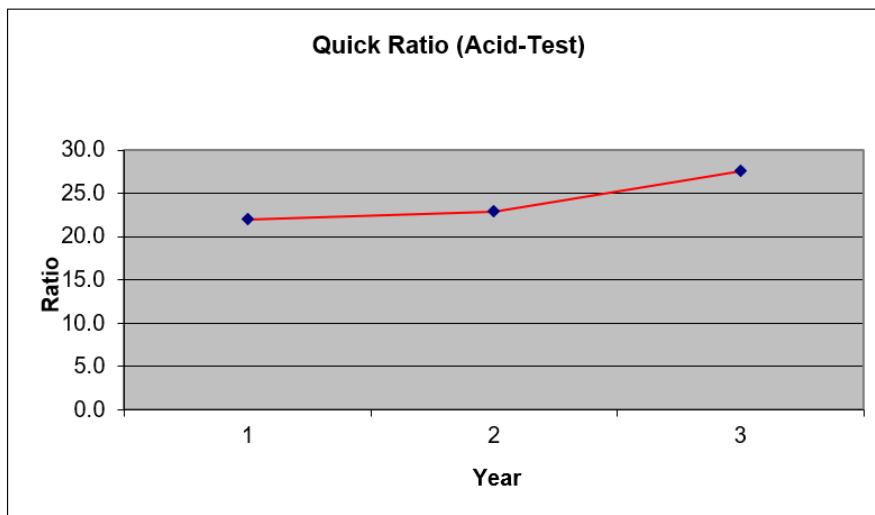
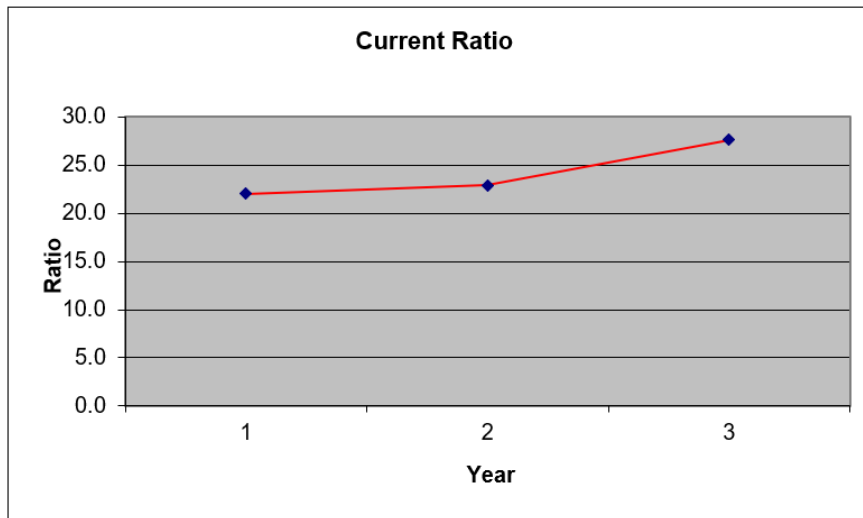
	Year 1	Year 2	Year 3
<u>PROFITABILITY</u>			
Sales	763,682	840,050	966,058
Gross Profit	370,176	430,560	540,584
Profit Before Tax	120,365	183,683	294,554
Profit After Tax	86,663	132,252	212,079
Accumulated Profit	86,663	218,915	430,994
<u>LIQUADITY</u>			
Total Cash Inflow	916,192	840,050	966,058
Total Cash Outflow	754,942	705,297	751,478
Surplus (Deficit)	161,250	134,753	214,580
Accumulated Cash	161,250	296,003	510,583
<u>SAFETY</u>			
Owner's Equity	154,450	286,702	498,781
Fixed Assets	62,904	49,053	35,202
Current Assets	161,250	296,003	510,583
Long Term Liabilities	67,779	50,834	33,889
Current Liabilities	7,326	12,920	18,515
<u>FINANCIAL RATIOS</u>			
<u>Profitability</u>			
Return on Sales	11%	16%	22%
Return on Equity	56%	46%	43%
Return on Investment	38%	38%	38%
<u>Liquidity</u>			
Current Ratio	22.0	22.9	27.6
Quick Ratio (Acid Test)	22.0	22.9	27.6
<u>Safety</u>			
Debt to Equity Ratio	0.5	0.2	0.1

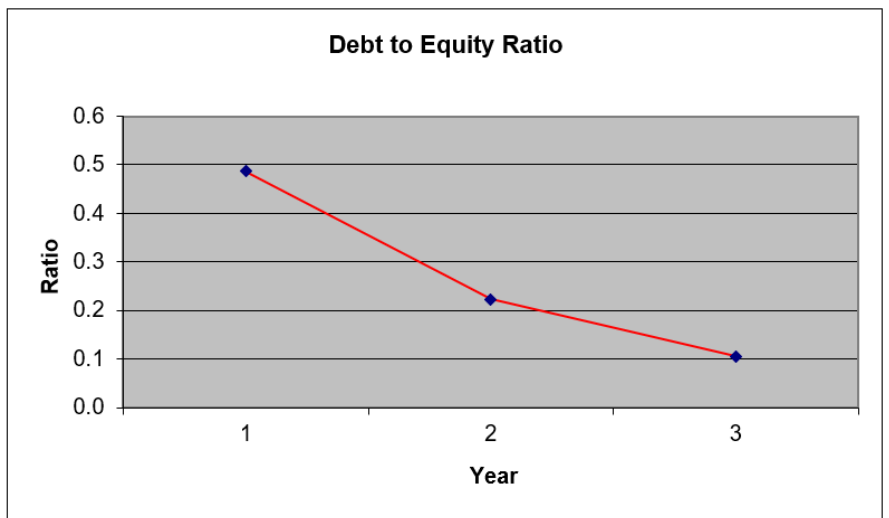
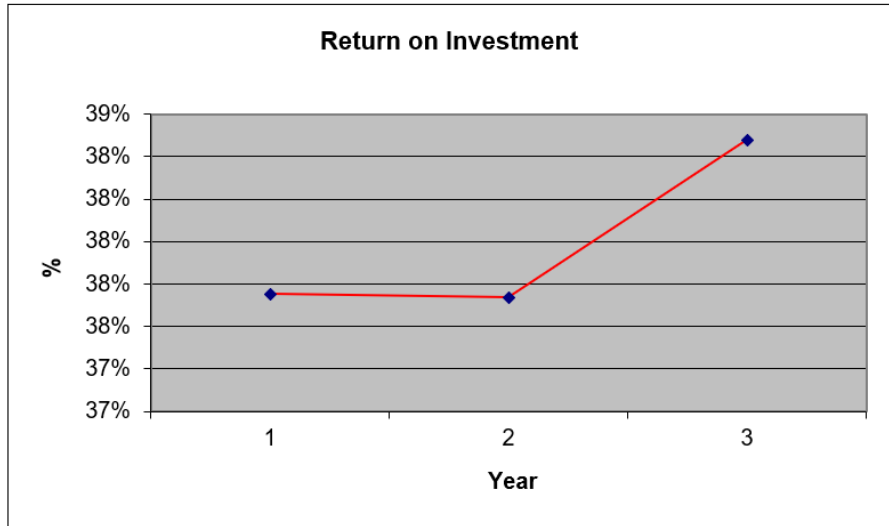
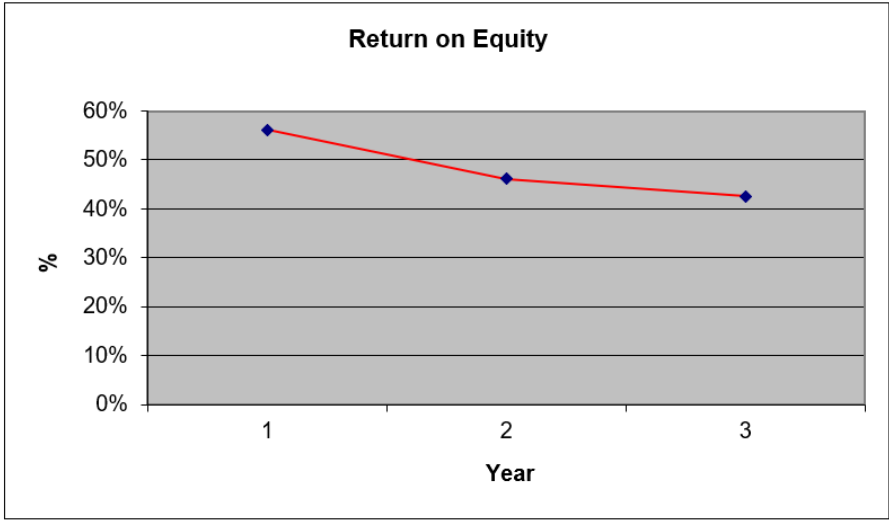


<u>BREAK-EVEN ANALYSIS</u>			
Break-Even Point (Sales)	534,461	505,742	468,319
Break-Even Point (%)	70%	60%	48%



5.8 GRAPH FINANCIAL PERFORMANCE





6.0 BUSINESS MODEL CANVAS (BMC)



Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> - Suppliers - Retailers 	<ul style="list-style-type: none"> - Selling & Marketing - Designing - Purchasing material from factory 	<ul style="list-style-type: none"> - A unique products that is ironless, odorless, and breathable. - Creates clothing that is loose, not too tight, or thin compliance with Shariah. 	<ul style="list-style-type: none"> - Sell directly to customer at the shop. - Sell through online platform. 	<ul style="list-style-type: none"> - Women - People in close area - Working People
	<p>Key Resources</p> <ul style="list-style-type: none"> - Workers - Human Resources - Van and Lorry 		<p>Channels</p> <ul style="list-style-type: none"> - Shop or boutique - Social media like Instagram, Facebook and TikTok 	
Cost Structures		Revenue Streams		
<ul style="list-style-type: none"> - Rental Cost - Operating Cost - Salaries 		<ul style="list-style-type: none"> - Fabric cost - Delivery cost <ul style="list-style-type: none"> - The sale from the products. - Delivery fee for online selling. 		



7.0 CONCLUSION



CONCLUSION

Alhamdulillah, all praise be to Allah SWT for bestowing life upon each of us. We were finally able to finish our business pitching plan project for the Fundamentals of Entrepreneurship (ENT300) course in one group with all of our energy and excitement. Our group choose the fashion industry business for this group assignment, which is the Floqita Boutique, which is situated at Jalan Austin Height 7, Austin Height Nanyang Street, Mount Austin, 81100 Johor Bahru, Johor.

After finishing this business pitching plan, we gained knowledge on how to start a business and are now prepared to write a genuine business plan in the future. We opened this first location in response to demand from those who enjoy wearing and styling themselves with beautiful and comfortable Muslimah garments. As a result, we suddenly thought that this is a fantastic chance to launch this business. We can observe from the current situation that there are still a lot of people who are unaware of the cosy, comfortable, odourless, and ironless clothes for suitable Malaysians people to wear the clothes that is suitable with the Malaysian weather. Therefore, the inauguration of our first branch will provide the local population with yet another new exposure to the variety of clothes that will bring out the uniqueness and comfort wear in daily life.

Furthermore, each consumer receives a very fair and economical pricing from us. As a result, we are committed to offering service, and the clothes that we produce is of the highest quality. This is because we are aware that doing so will help the community gain positive exposure especially on Muslim women attire.

Additionally, this company's location is incredibly strategic and serves as a hub for people to buy clothes and other necessities for their everyday lives. Also, it is not distant from residential areas. Therefore, we believe it will be one of the must-stop locations for people looking for clothes, food, essentials, etc. By creating a business plan like this, we hope that it will serve as inspiration and motivation for all of us and other people who are interested in starting their own businesses, particularly in the fashion industry, which is on the trend that is growing rapidly on the community with the variety of clothing and garments.



NOOR HANIAH BINTI MOHD KHARUL	ADMINISTRATION MANAGER	16,946.75	25%
IZZATUL WAJEEHA BINTI MOHD ILHAM	MARKETING MANAGER	16,946.75	25%
NABIHAH BINTI GHAZALI	OPERATIONAL MANAGER	16,946.75	25%
TOTAL		RM 67,787.00	100%

4. Profit and Loss

The net profit of the partnership shall be divided equally between the partners and the net losses shall be borne equally by them. A separate income account shall be maintained for each partner. Partnership profits and losses shall be charged or credited to the separate income account of each partner. If a partner has no credit balance in their income account, losses shall be charged to their capital account.

5. Salaries and Withdrawals

Partners shall receive any salary for services rendered to the partnership. Each partner may, from time to time, withdraw the credit balance in their income account.

6. Interest

No interest shall be paid on the initial contributions to the capital or the partnership or on any subsequent contribution of capital.

7. Management Duties and Restrictions

The partners shall have equal rights in the management of the partnership business, and each partner shall devote their entire time to the conduct of the business. Without the consent of the other partner neither partner shall on behalf of the partnership borrow or lend money, or make, deliver, or accept any commercial paper, or execute any mortgage, security agreement, bond, or lease, or purchase or contract to purchase, or



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

8. Banking

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

9. Books

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

10. Voluntary Termination

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

11. Death

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

12. Arbitration

Any controversy or claim arising out of or relating to this Agreement, or the breach Here of, shall be settled by arbitration in accordance with the rules. In witness whereof the parties have signed this Agreement.

Executed this on 12th December 2022 in Johor Bahru, each partner agreed and signed this agreement to show their commitment to this partnership.



COMPENSATION AND BENEFITS

➤ Employment Act 1955

Employment law in Malaysia is generally governed by the Employment Act 1955 (“Employment Act”). The Employment Act sets out certain minimum benefits that are afforded to applicable employees. For applicable employees – any clause in an employment contract that purports to offer less favourable benefits than those set out in the Employment Act, shall be void and replaced with the minimum benefits in the Employment Act. The protection under the Employment Act only applies to these categories of employees:

- Employees whose monthly salary does not exceed RM2,000
- Employees who are engaged in manual labour, regardless of salary
- Employees engaged in the operation or maintenance of mechanically propelled vehicle
- Employees who supervise or oversees other employees engaged in manual labour
- Employees engaged in any capacity on a vessel (subject to certain other conditions)

1) REST DAY

Every employee shall be allowed in each week a rest day of one whole day as may. be determined from time to time by the employer.

2) HOLIDAYS

Every employee shall be entitled to a paid holiday at his ordinary rate of pay on ten gazetted public holidays in any one calendar year, four of which shall be,

- a) The National Day
- b) The Birthday of the Yang di-Pertuan Agong
- c) The Birthday of the Ruler or the Yang di-Pertua Negeri, as the case may be, of the State in which employee wholly or mainly works under his contract of service, or the Federal Territory Day, if the employee wholly or mainly works in the Federal Territory; and
- d) The Workers Day

Provided that if any of the said ten gazetted public holidays falls on a rest day



the working day following immediately thereafter shall be a paid holiday in substitution therefor.

3) Annual Leave

An employee shall be entitled to paid annual leave of--

- (a) eight days for every twelve months of continuous service with the same employer if he has been employed by that employer for a period of less than two years.
- (b) twelve days for every twelve months of continuous service with the same employer if he has been employed by that employer for a period of two years or more but less than five years; and
- (c) sixteen days for every twelve months of continuous service with the same employer if he has been employed by that employer for a period of five years or more, and if he has not completed twelve months of continuous service with the same employer during the year in which his contract of service terminates, his entitlement to paid annual leave shall be in direct proportion to the number of completed months of service:

4) Sick Leave

An employee shall, after examination at the expense of the employer --

- (a) by a registered medical practitioner duly appointed by the employer; or
- (b) if no such medical practitioner is appointed or, if having regard to the nature or circumstances of the illness, the services of the medical practitioner so appointed are not obtainable within a reasonable time or distance, by any other registered medical practitioner or by a medical officer, be entitled to paid sick leave, --
 - (aa) where no hospitalisation is necessary, --
 - (i) of fourteen days in the aggregate in each calendar year if the employee has been employed for less than two years.
 - (ii) of eighteen days in the aggregate in each calendar year if the employee has been employed for two years or more but less than five years.
 - (iii) of twenty-two days in the aggregate in each calendar year if the employee has been employed for five years or more; or
 - (bb) of sixty days in the aggregate in each calendar year if hospitalisation is



necessary, as may be certified by such registered medical practitioner or medical officer:

Provided that the total number of days of paid sick leave in a calendar year which an employee is entitled to under this section shall be sixty days in the aggregate.

An employee shall also be entitled to paid sick leave under paragraphs (aa) and (bb) of subsection (1) after examination by a dental surgeon as defined in the Dental Act 1971:

5) Maternity Leave

Every female employee shall be entitled to maternity leave for a period of not less than sixty consecutive days. A female employee shall not be entitled to any maternity allowance if at the time of her confinement she has five or more surviving children.

6) Overtime

For any overtime work carried out in excess of the normal hours of work, the employee shall be paid at a rate not less than one and half times his hourly rate of pay irrespective of the basis on which his rate of pay is fixed. In this section "overtime" means the number of hours of work carried out in excess of the normal hours of work per day. Provided that if any work is carried out after the spread over period of ten hours, the whole period beginning from the time that the said spread over period ends up to the time that the employee ceases work for the day shall be deemed to be overtime.

Any other terms and conditions are:

1). Paternity Leave

Male employees are eligible to 2 working days leave for the birth of their own child up to 5 surviving children.



2). Marriage Leave

Employees are entitled for 5 days leave for first legal marriage per employment.

3). Compassionate Leave

Every employee is entitled for 3 consecutive working days on the death of their immediate family member.

4). Bonus

The bonus will be granted to employees at a rate of 30 % of the monthly salaries depend on the company's performance.

5). The Annual Increment

Employees will be paid with an annual increment based on the individual performance at a rate of 5% to 30% per annum. Those who fail to achieve the performance standard will not be granted with an annual increment.

➤ Social Security Organization (SOCSO)

The main function of SOCSO is to provide social security protection to employees and their dependants through the Employment Injury Scheme and the Invalidity Scheme. The Employment Injury Scheme provides protection to employees against occupational injuries including occupational diseases and commuting accidents. The Invalidity Scheme provides 24-hour protection to employees against invalidity or death due to any cause outside working hours and not related to employment. Both



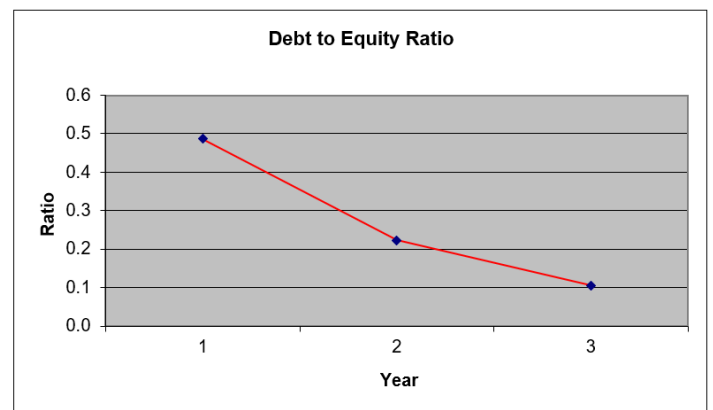
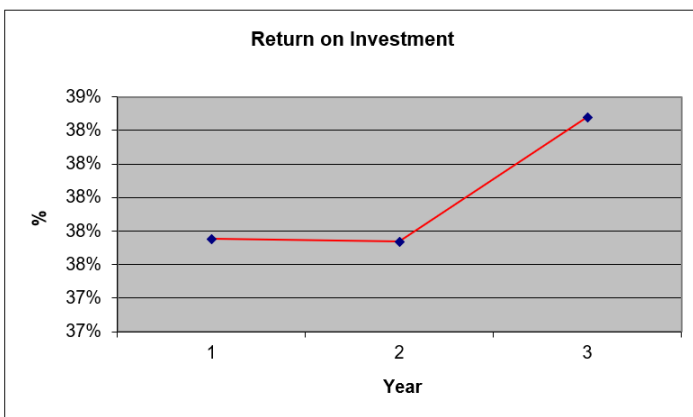
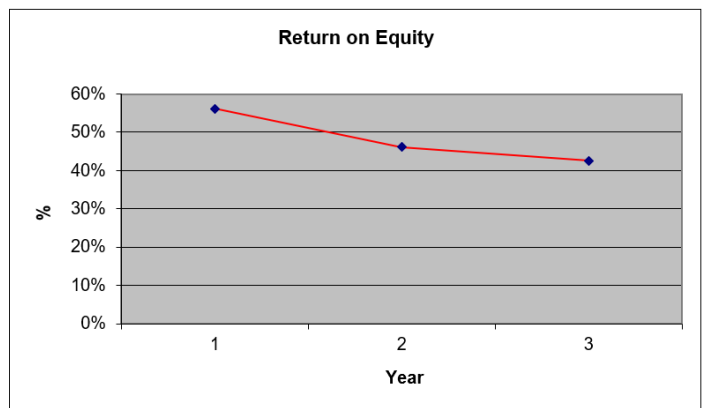
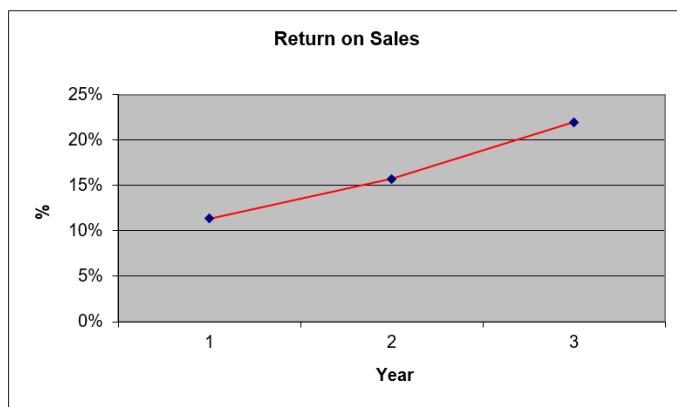
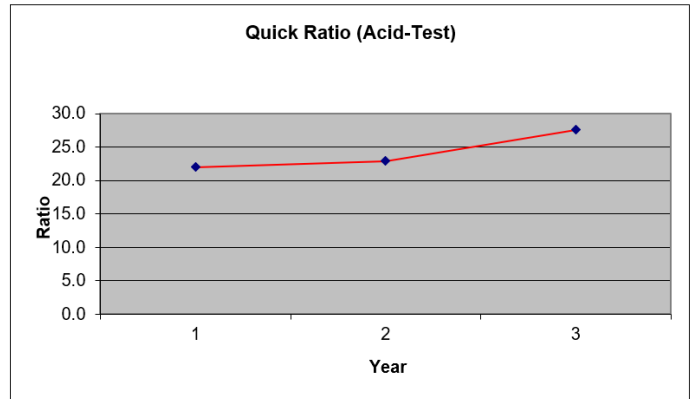
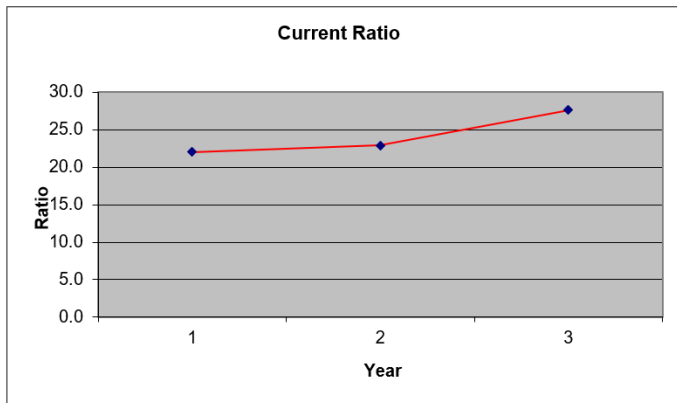
schemes provide cash benefits to employees and their dependants in the event of unforeseen incidents, in addition to providing medical treatment, physical rehabilitation or vocational training. SOCSO also conducts implements accident prevention activities through occupational safety and health awareness programmes among employees and employers. The rate of contribution is 1.25% per month from the insured salary option. Monthly contribution is subject to the ceiling of the insured wage of RM4,000.00 per month.

➤ Employer Provident Fund (EPF)

As an employer, the responsibilities include paying EPF contributions in respect of any person engaged to work under a Contract of Service or Apprenticeship. Subject to the provisions of section 52, every employee and every employer of a person who is an employee within the meaning of this Act shall be liable to pay monthly contributions on the number of wages at the rate respectively set out in the Third Schedule (Section 43(1), EPF Act



b) Financial Report (Graph)



c) Excel Link

https://isiswauitmedu.my.sharepoint.com/:x:/g/personal/2020478726_isiswa_uitm_edu_my/EQnyAwPCvtZI9kcFJnUnNYBXIIAtQDTmwB1M0k6qtmSMA?e=8TjyxT

d) Pitching Video Link

https://drive.google.com/file/d/1AGIMJy-Tpy3_RMG1oZdIv0y8gvr9AhhZ/view?usp=drivesdk



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