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GROUP ASSIGNMENT - BUSINESS PLANNING



CHICK FLICK

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EXECUTIVE SUMMARY

Chick Flick is a company that sells frozen chicken wings in Kampung Pasir Putih, Pasir Gudang, Johor. Chick Flick chose this area since it is well-known and accessible to anyone. At a reasonable price, Chick Flick sell halal frozen chicken wings in a range of flavours such as buffalo chicken wings, soy garlic chicken wings, and barbecue chicken wings.

The goal of the company is to meet the demands of our customers. To be healthy, for example, design frozen food products that are nutritious, low in sugar and fat. We chose frozen chicken wings as our business since everyone nowadays enjoys chicken wings, especially young people and children. Chicken wings are also quite popular among Malaysians since it has a particular position among Malaysians of all ages. Moreover, it has a high demand for chicken wing that make it easy to sell.

The company's headquarters are in Pasir Gudang. Chick Flick chose to open a business there since it is one of the cities with the biggest concentration of higher education students, residents, and workers. Our goods will be available for purchase every Monday through Saturday from 7 a.m. to 7 p.m.

The uniqueness of Chick Flick product is, Chick Flick use homemade recipes which is from mother of one of our members. Chick Flick also will introduce combo flavour's which is it have more than 1 flavour in one pack. Frozen chicken wings from Chick Flick also come with ready to eat sauce.

We assess and plan by category after finishing the company planning. Marketing, operational, organisational, and finance are the categories. We also perform business model canvas to have a deeper understanding of the planning. The Company Model Canvas is a strategic management tool for building new or existing business models.

CHAPTER 1: INTRODUCTION

Purpose of Preparing Business Plan

1. A chance for the entrepreneur to evaluate the company enterprise objectively, practically, and critically.
2. To investigate and assess the viability of a business.
3. To persuade venture capitalists, investors, and bankers to provide funds and support for the venture.
4. A business plan also serves as a framework for day-to-day business administration.
5. Being able to allocate corporate resources more skilfully.

Business Background

Business Main Activity	
Core activity :	<p>Chick Flick sell frozen chicken wings to all Malaysian started in Johor</p> <p>Chick Flick frozen chicken wing is different from others because it use homemade recipe and it comes with delicious sauce that suit all the flavour.</p> <p>Chick Flick also sell a various flavour of frozen chicken wings that suit with all type of age such as kids, adult and elderly</p> <p>All product from Chick Flick has go through R&D process to make sure Chick Flick only provide good quality product.</p> <p>These are the lists of frozen chicken wings flavour that Chick Flick provided :-</p> <ol style="list-style-type: none">1) Buffalo chicken wings2) Soy garlic chicken wings3) Bbq chicken wings

CHAPTER 2:
ADMINISTRATION PLAN

2.0 INTRODUCTION

Administration is a main principle when starting out a business. A productive administrator is not only an asset to the business but holds one of the most valuable positions in the business. They are the link between the organizations of various departments that ensure the smooth flow of information from one part to the other. Without an effective administrator, the business could not run professionally and productively or meet its objectives.

The business administrator's specific role relies on the company and the job description, but in general, the administrator is in charge of facilitating efficient operations. The administration task also includes plan and set the objective or goals of the business and ensure the company achieves the goals that have been set successfully. The administration task also includes managing general activities related to making products and providing services, arrange the organizational structure, provide a working schedule and setup and may also be in charge of ordering product supplies and communicating with vendors. The administration plan is very important as it consist of planning, organizing, directing and controlling for all the schemes to ensure that the business can be runs smooth and efficiently

Therefore, in Sunstone Enterprise, we notice that the administration role is important where it controls the entire necessary component to ensure the effectiveness in terms of performing organization activities within the company. The Sunstone Enterprise will focus on distribution and selling chicken wings with a variety of flavors.

2.1 MISSION, OBJECTIVES AND SMART GOALS

VISION

- To lead the market in the chicken and frozen food industries by providing a unique taste of chicken wings that using 100% natural and organic ingredients.

MISSION

- Obtain more profit by supplying more chicken wings and expanding our territory to all states in Malaysia such as Pahang, Melaka and Negeri Sembilan.
- Creating more attractive and diverse flavours that can satisfied customers' needs.

OBJECTIVE

- To start up more franchises in Malaysia and neighboring countries, such as Indonesia, Singapore, Thailand and Philippines.
- Efficient in terms of handling the operation of product making to avoid waste. Effective materials handling and storage reduce the chance of producing waste as a result of careless usage or damage.
- Using the finest technology to produce the best quality of chicken wings.

SMART GOAL

- Chick Flick Company will make an effort in creating more efficient and constructive in terms of the product processing and company organizational activities and targeting to become a multinational company in 15 years from the establishment.

2.2 BUSINESS LOGO AND DESCRIPTION

Chick Flick's frozen chicken wing is different from others because it uses a homemade recipe and it comes with a delicious sauce that suits all the flavors.



2.4 ORGANIZATIONAL CHART



2.5 LIST OF ADMINISTRATION PERSONNEL

POSITION	NO. OF PERSONNEL
General Manager	1
Admin Manager	1
Marketing Manager	1
Operation Manager	1
Financial Manager	1
Clerk	1
Total	6

2.6 SCHEDULE OF TASK AND RESPONSIBILITIES

POSITION	TASKS AND RESPONSIBILITIES
General Manager	<ul style="list-style-type: none">➤ To plan, implement, and control the overall management of the business.➤ Have ability and an idea to plan other company activities in long term.➤ Ensure the development of tactical programs to pursue the goals and objectives of the company.➤ Ability in decision making because the manager has to analyse situations and determine the best action.➤ Have good communication skill with staff and customers.➤ Leading, monitoring and coaching all the staff to ensure the smoothness of the business and keeps the competent staff.
Admin Manager	<ul style="list-style-type: none">➤ Responsibility with the management and general administration of the company.➤ Help as an adviser of the general manager.➤ Make sure all the workers get their right such as bonus scheme, insurance, KWSP and PERKESO.➤ Manage all the schedule and guidelines.➤ Help in recruiting new workers and allocate responsibilities of the workers.➤ Ensure the efficiency of the entire department in an organization.
Marketing Manager	<ul style="list-style-type: none">➤ Determine the competitors, their strength, weakness, and the market size and market share.➤ Ability to develop great marketing strategy in effort to

	<p>achieve the company objective.</p> <ul style="list-style-type: none"> ➤ Make non-stop promotion to increase the marketing exposure of the company. ➤ Maintaining and improving good relationship with customers and retailers to get good feedback from customer and create a customer satisfaction. ➤ Always find an opportunity to penetrate new market
<p>Operation Manager</p>	<ul style="list-style-type: none"> ➤ Make sure the operation of the Chick Flick is efficiently and systematic. ➤ Ensure the stock is always available and responsible to make a deal with the supplier. ➤ Make sure the machine used in always clean and safe to operate. ➤ Service the machine to make sure no problem encountered during the process of production. ➤ Managing in purchasing raw materials.
<p>Financial Manager</p>	<ul style="list-style-type: none"> ➤ Manage financial and account activities of company. ➤ Calculate company cost and profit. ➤ Determine and give a suggestion of ways to increase profit and reduce cost of company. ➤ Hold a responsibility to prepare and update company account and check the company account to avoid cheating. ➤ Preparing activity reports, financial forecast and also reviewing financial report.
<p>Clerk</p>	<ul style="list-style-type: none"> ➤ Act as secretary to the manager. ➤ Answer phone calls and greet client warmly. ➤ Set up appointments and update schedule of all the staff in the company. ➤ Maintain files and records and make sure all the files

	<p>and records remain updated and easily accessible.</p> <ul style="list-style-type: none">➤ Monitor stock of supplies such as paper, stationery, etc and report when they are shortage.
Driver	<ul style="list-style-type: none">➤ Deliver the product to the retailer.➤ Make sure safe deliveries of the product to the consumer.➤ Loading and unloading the product in the vehicle.➤ Ensure the cleanliness and safety of the vehicle used

2.6 SCHEDULE OF REMUNERATION

The remuneration includes monthly salary and all provident fund contribution as well as work related insurance

related insurance

NO.	Position	No.of employee	Monthly salary	EPF (13%)	SOCSSO (1.75%)	TOTAL (RM)
1	General Manager	1	4150	539.50		4689.50
2	Admin Manager	1	3420	444.60	59.85	3924.45
3	Financial Manager	1	3420	444.60	59.85	3924.45
4	Operation Manager	1	3420	444.60	59.85	3924.45
5	Marketing and Sales Manager	1	3420	444.60	59.85	3924.45
6	Clerk	1	1000	130.00	17.50	1147.50
	Total	6	18,830.00	2,447.90	256.90	21,534.80

2.7 LIST OF OFFICE FURNITURE, SUPPLIES AND UTILITIES

EQUIPMENT

TYPES	QUANTITY	COST (RM)	TOTAL (RM)
Computer	6	1400.00	8400.00
Telephone	5	70.00	350.00
Printer	2	150.00	300.00
Fax Machine	2	245.00	490.00

FURNITURE

TYPES	QUANTITY	COST (RM)	TOTAL (RM)
Worker table	6	150.00	900.00
Chair	14	70.00	980.00
Sofa set	1	350.00	350.00
Cupboards	2	325.00	650.00
Meeting Table	1	750.00	750.00
Whiteboard	1	120.00	120.00

FITTINGS

TYPES	QUANTITY	COST (RM)	TOTAL (RM)
Air-conditioner	6	1199.00	7,194.00
Lamp	9	17.00	153.00

EMERGENCY EQUIPMENT

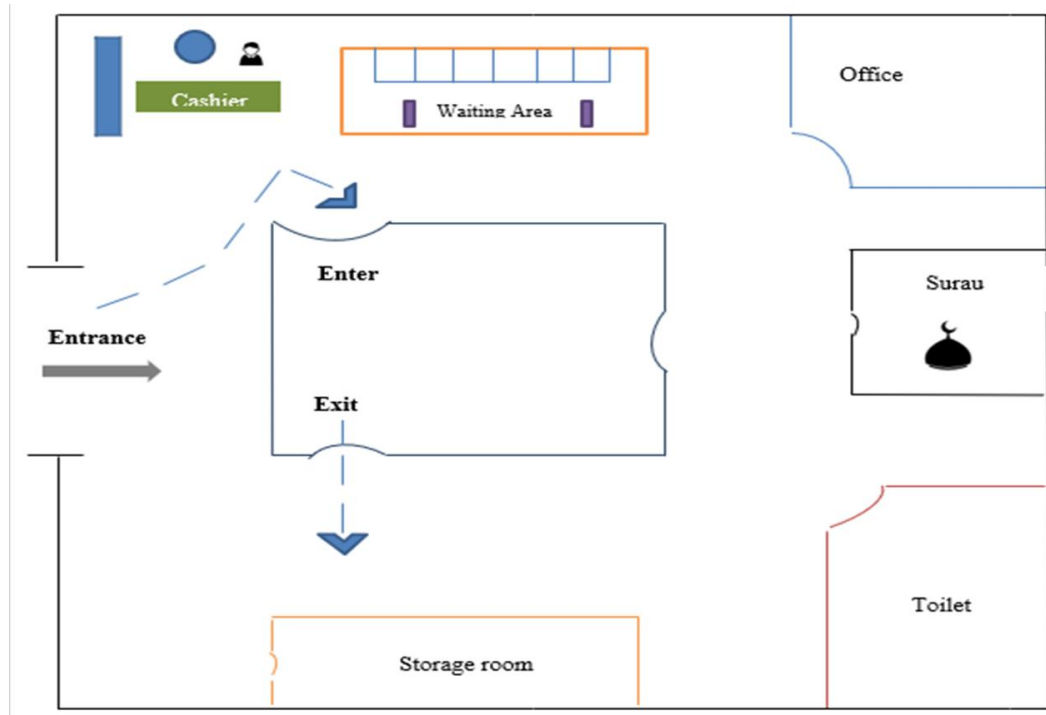
TYPES	QUANTITY	COST (RM)	TOTAL (RM)
Fire extinguisher	2	80.00	160.00
Fire alarm	1	76.00	76.00
Security alarm	1	120.00	120.00
First aid	2	100.00	200.00

UTILITIES

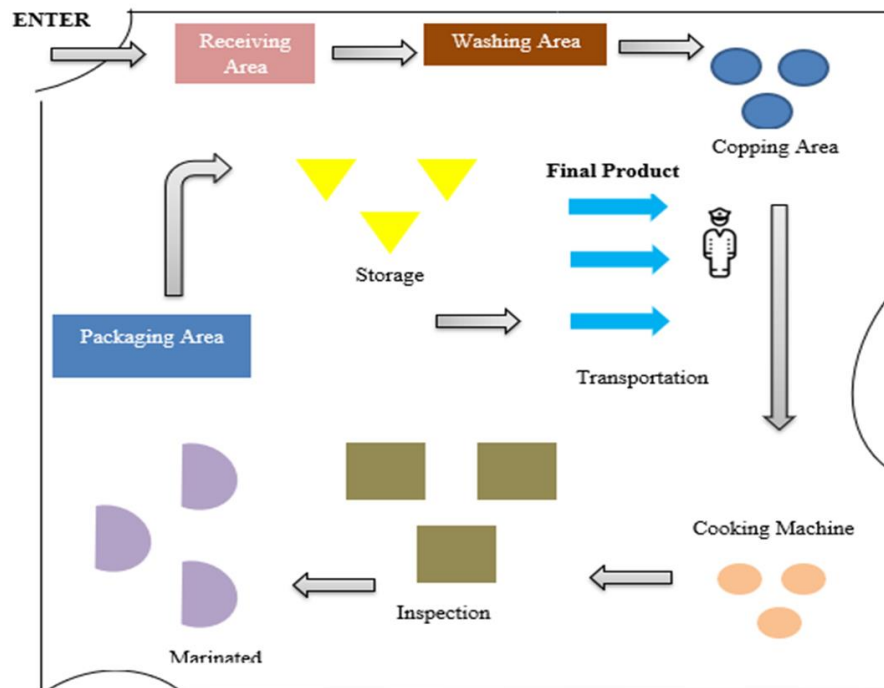
NO.	TYPES	AMOUNT PER MONTH (RM)
1	ELECTRICITY	1600.00
2	WATER	100.0
3	PHONE AND WIFI	800.00

2.8 OFFICE LAYOUT

LAYOUT BASED ON PROCESS



LAYOUT BASED ON PRODUCT



2.9 ADMINISTRATION BUDGET

Items	Fixed Asset (RM)	Monthly Expenses (RM)	Other Expenses (RM)	Total (RM)
Capital (Building)	40,000 .00	-	-	40,000.00
Land Building	60,000 .00	-	-	60,000.00
Furniture & Fitting	11,573.00	-	-	11,573.00
Office Equipment	9,540.00	-	-	9,540.00
Utilities	-	2,500	-	2,500.00
Salary	-	18,830.00	-	18,830.00
EPF	-	2,447.90	-	2,447.90
SOCSSO	-	256.90	-	256.90
Business Registration	-	-	70.00	70.00
Business License / Permit	-	-	1,590.00	1,590.00
Road Tax / Insurance	-	-	300.00	30.00
Total	121,1130.00	24,034.80	1,960.00	147,107.80

CHAPTER 3:
MARKETING PLAN

3.1 MARKETING OBJECTIVES

Chick Flick objectives as the following:-

- Marketing objectives are goals that a company sets when promoting its products or services in order to achieve the organization's overall goals. Chick Flick objectives can help Chick Flick take the first step toward running a successful business. A company's marketing objectives for Chick Flick product include:
- To introduce a new products which is local made to the markets
- To providing superior quality products at the right price
- To introduce products that is naturally made from original and organic ingredients without additional artificial flavours and colours.

3.2 SERVICE DESCRIPTION

- Natural Ingredient

The marinated sauce is made from the highest quality natural and organic ingredients, such as herbs and spices, to make Chick Flick product more appealing to the customer. Interestingly, herbs and spices have many health benefits; Chick Flick not only add a delicious flavor to Chick Flick chicken wings, but Chick Flick can also help preserve them for longer periods of time. Herbs and spices have antibacterial and antiviral properties, as well as being high in B vitamins.

- Free range chicken

Chick Flick chicken comes from a free-range chicken farm. Chick Flick only use the healthiest organic free-range chickens because Chick Flick taste better than conventional chicken and eat a higher quality diet. Not all chicken farms are created equal these days. A free-range chicken is one that comes from a producer who allows Chick Flick chickens to go outside. When compared to conventional chickens that are kept together, these chickens can roam around, get fresh air and sunshine, and interact with other chickens. One of the healthiest aspects of free-range chicken is its high protein content.

- No artificial flavors and color added

Natural ingredients such as herbs and spices are used to replace artificial flavors. All of the delectable flavors that emerge in Chick Flick product are the result of the natural ingredients that Chick Flick used. Chick Flick products will encourage people to eat healthily.

3.3 TARGET MARKET

Segmenting market

Target market entails segmenting a market and then focusing marketing efforts on one or a few key segments comprised of customers whose needs and desires most closely match Chick Flick product offerings. It could be the key to attracting new customers, increasing sales, and making Chick Flick company a success.

- ✓ **Geographical segmentation**
- ✓ **Demographical segmentation**
- ✓ **Psychographic segmentation**
- ✓ **Behavioral segmentation**

Geographical segmentation

Geographic segmentation is a marketing strategy that aims products or services at people who live or shop in a specific location. It is based on the assumption that people in that location have similar needs, desires, and cultural considerations. Brands can target more relevant marketing messages and suitable products to customers who are then aware and more likely to buy if they understand what people in that area require. Chick Flick can conclude that Chick Flick need this segmentation to determine the customer location to make Chick Flick's more easy to reach the product.

Lot 5-4-7 Kampung Pasir Putih, Pasir Gudang 81700 Johor is Chick Flick business location. Chick Flick location is quite located in rural area. Even though Chick Flick located in rural area, Chick Flick found that the supplier of spices and ingredient for the chicken wings is nearby to the business location. So, the supplying process will be easier to Chick Flick. Chicken wings also well-known in many people. So, Chick Flick can grab this advantage to expand business for local people.

Demographical Segmentation

Demographic segmentation is a precise method of identifying an audience based on data points such as age, gender, marital status, family size, income, education, race, occupation, nationality, and/or religion. It is one of the four main types of marketing segmentation and is possibly the most widely used method. Chick Flick can be consumed by any group, ages and gender. In case of Chick Flick ingredient is purely healthy it can be consumed without any worries especially for middle-aged and above. Chick Flick is ready to serve all the customers without any selection of group ages.

Psychographic Segmentation

Psychographic segmentation is a market segmentation technique in which groups are formed based on psychological characteristics that influence consumption habits derived from people's lifestyles and preferences. It is primarily based on "how" people think and "what" they want their lives to be. Based on trend research, Chick Flick already make a survey that almost all Malaysian like chicken wings and it same goes to the people that lives nearby to the business location Chick Flick. So Chick Flick in a right way to expand the business.

Behavioral Segmentation

Behavioral segmentation is a accuracy of the customer visiting the business. So any existence of customers such as website visit, Chick Flick can detect the customers' via the Facebook webpage. This is called by the behavioral segmentation.

3.4 MARKET SIZE

Chick Flick Company is a participant in the process and also produces marinated chicken wings from fresh raw chicken. Market size refers to the number of potential customers in a group of target markets, including those proportions controlled by existing competitors with the same target market. It is critical for a company to determine the size of its market before launching a new product in that area. Chick Flick estimated that 78,000 people live around 40 kilometers from Chick Flick company's location after conducting some research. Chick Flick estimate that 12% of target market will purchase chicken wings from Chick Flick company with a monthly minimum purchase of RM 51.50. Few factors have been considered, including the population.

- Total target market: 78,000 people
- Market size estimation: $16\% \times 78,000$ people
- $= 12,480$ people
- $= 12,480$ people \times RM 51.50 each
- $=$ RM 642,720.00 per month
- Total market size: RM 642,720.00 per month

- $=$ RM 7,712,640.00 per year
- Market share $= 10\%$
- $= 10\% \times$ RM 7,712,640.00
- $=$ RM 771,264.00

Chick Flick chicken wings sold for RM 771,264.00 in their first year, and Chick Flick anticipate that sales will increase year after year. With a better and more efficient marketing strategy and operation management, Chick Flick will do the best to produce high-quality chicken wings for Chick Flick customers while also increasing business success rate.

3.5 THE STRENGTH AND WEAKNESS OF COMPETITORS

Competitor	Strengths	Weakness
Awira Frozen Food Enterprise	<ul style="list-style-type: none"> -unique packaging -have regular customer 	<ul style="list-style-type: none"> -pricy price of the food -Only offers one flavors of the chicken wings
Maju Jaya Sdn. Bhd.	<ul style="list-style-type: none"> -Large scale of business -have many experiences in food processing 	<ul style="list-style-type: none"> -too expensive to ordinary people to enjoy their chicken wings
Aman Chicken Wings Process Enterprise	<ul style="list-style-type: none"> -have Halal certificate from JAKIM 	<ul style="list-style-type: none"> -Do not have expertise in R&D of chicken wing -Less commercialization

3.6 MARKET SHARE

A company's market share is the percentage of an industry's sales that it owns. Essentially, it is your company's share of total industry revenue generated by selling your products and services. Larger market share companies are industry leaders and competition for smaller companies.

Market share before the entrance of Chick Flick

Competitor	Market share (%)	Total market share (RM)
Frozen Food Enterprise	41	263515.20
Maju Jaya Sdn. Bhd.	33	212097.60
Aman Chicken Wings Process Food	26	167107.20
Total	100	642720

Market share after the entrance of Chick Flick

Competitor	Market share before entrance (%)	Market loss	Market share after entrance	Total market share (RM)
Awira Frozen Food Enterprise	41	1	40	257720
Maju jaya Sdn. Bhd.	33	1	32	205670.40
Aman Chicken Wings Process Food	26	1	25	160680
Chick Flick	-	-	3	19281.60
TOTAL	100	5	100	643351.80

3.7 SALES FORECAST

Month	Sales Forecast
January	642720
February	642720
March	642720
April	642720
May	642720
June	642720
July	642720
August	642720
September	642720
October	642720
November	642720
December	642720
TOTAL	7712640.00

3.8 MARKETING STRATEGY

PRODUCT STRATEGY

➤ **Brand**

Chick Flick is a brand that caters to people who enjoy chicken, specifically the wings. Chick Flick must provide and manufacture high-quality, tasty products so that customers will continue to buy them and Chick Flick can build a strong customer base.

➤ **Quality**

Our product will be the best and highest quality. We use only the freshest and healthiest chickens as the raw material, which is free range chicken. In terms of the marinated sauce's ingredients, only natural and high-quality herbs and spices are used, with no artificial flavorings or colorings added.

PRICING STRATEGY

Flavors	Fixed cost + variable cost + Mark up	Price (RM)
Buffalo chicken wing	$7.00+5.00+(12.00\times 49\%)$	RM17.90
BBQ wings	$7.00+4.60+(11.60\times 45\%)$	RM16.80
Soy garlic wings	$7.00+4.60+(11.60\times 45\%)$	RM16.80

The difference in mark-up and variable cost between BBQ Wings and Soy Garlic Wings and Buffalo Hot Wings is due to the cost of making Buffalo Hot Wings being much higher than the cost of making BBQ Wings and Soy Garlic Wings.

PROMOTION STRATEGY

Chick Flick's promotion strategies include a variety of marketing methods such as advertising, a website, and public relations and publicity.

INTERNET

Chick Flick Also use Facebook and Instagram to promote their product and commercial in other state include Semenanjung and Sabah Sarawak area with different charges of services.



PLACE STRATEGY

Chick Flick has their own building to process the various chicken wings product. The supplier places also nearby to the Chick Flick building that easier to Chick Flick staff to reach the chicken wings supply. Chick Flick processing also located at the center of city which is can

attract more customer and promote the Chick Flick better because the customers can get the chicken wings on their own transport.

3.9 MARKETING BUDGET

PROMOTION BUDGET

Items	Fixed asset expenses	Montly expenses	Other expenses
Signboard	3000		
Marketing personnel <ul style="list-style-type: none"> • Salary,EPF, • SOCSO 		1032.75	
Promotion <ul style="list-style-type: none"> • Banner • Bunting • Brochure • Business card 			<ul style="list-style-type: none"> • 1500 • 700 • 250 • 150
Grand opening			5000
Subtotal (RM)	3000	1032.75	7600
GRAND TOTAL(RM)		11,632.75	

CHAPTER 4:

OPERATION PLAN

4.1 INTRODUCTION

Production planning is a crucial role in businesses because it synchronises the input of raw materials with the output of the finished product. The operation is essential to ensuring that the business can provide the customer with high-quality goods and services within the time frame that the customer demands. An operational strategy describes how a certain operational area will help the organisation or departmental achieve one or more goals. Operational plans, which can last anywhere from one week to a year, are frequently shorter-term than the strategic and commercial plans they support. Operational plans give frontline managers and team leaders the ability to, among other things, assess performance and measure achievement, eliminate wasted resources, accomplish their goals, identify, and concentrate efforts on crucial issues, lessen uncertainty, and get ready for any necessary changes.

An operation plan is crucial because it describes in incredible detail how a team or department will contribute to the broader goals of the business. It outlines the day-to-day duties involved in managing a business. An operating plan, when properly created, guarantees that every manager and worker is aware of their specific responsibilities as well as how they should be carried out within a predetermined period. Planning out the daily tasks that will ensure a clear path to your business and operational goals is essential.

Chick Flick develops a production plan to find out more about the steps involved in producing each product, the materials required, the anticipated purchases, the equipment requirements, and the validity and quality of the cost plan. As a result, each product's manufacturing process will run more efficiently. Sharing the manufacturing plan will also help the company's other department teams better grasp the manufacturing process for frozen food.

4.2 COMPONENT OF OPERATING SYSTEMS

BUSINESS INPUT

In a business, a production plan is a process for controlling input to produce a product or output. The product's materials, which are raw materials for the product, capital for product production, utilities, and information about the frozen foods output, all of which go into the frozen foods to produce the result, which is the final product, are all part of the Chick Flick business input.

TRANSFORMATION PROCESS

The physical process of transforming inputs into output products is known as transformation process. Meat, such as chicken meat especially the wing part, is indeed a raw component needed to produce produce for our frozen meals. Chicken wings, as well as spices, used to make finished products, which are frozen foods. After we finish production, we use some device that is a freezer to store our finished products. Additionally, we use a electronic heating cooking mixer to combine our sauce spices, and the sauce was cooked for about 45 minutes. Then we marinate the chicken wings in our sauce and hot sauce already prepare and refrigerate the chicken overnight before package the stocks according to types of flavors in about 30 packets per minute.

OUTPUT

A more substantial operating system achievement than input can be defined as an output or end product. Chick Flick must produce the required amount of customer demand or else it will make our production cost higher. The more demand, helps the income of the company. But it will happen otherwise if the production cost is higher than the demand.

FEEDBACK

Customers must want to rate our product after purchasing and tasting it, however some customers may also want to complain about the quality of our frozen food. Aside from that, customers may rank our customer service as one of the factors to consider while rating us.

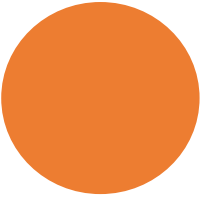


EXTERNAL ENVIRONMENT

Economic, political, and legal sectors, as well as demographic, social, competitive, global, and technology sectors, make up the external business environment. As one of the managers, it is my responsibility to understand how the environment is changing and how those changes will

affect the firm. This company's changes in environment may be jeopardised if they are not detected in a timely manner.

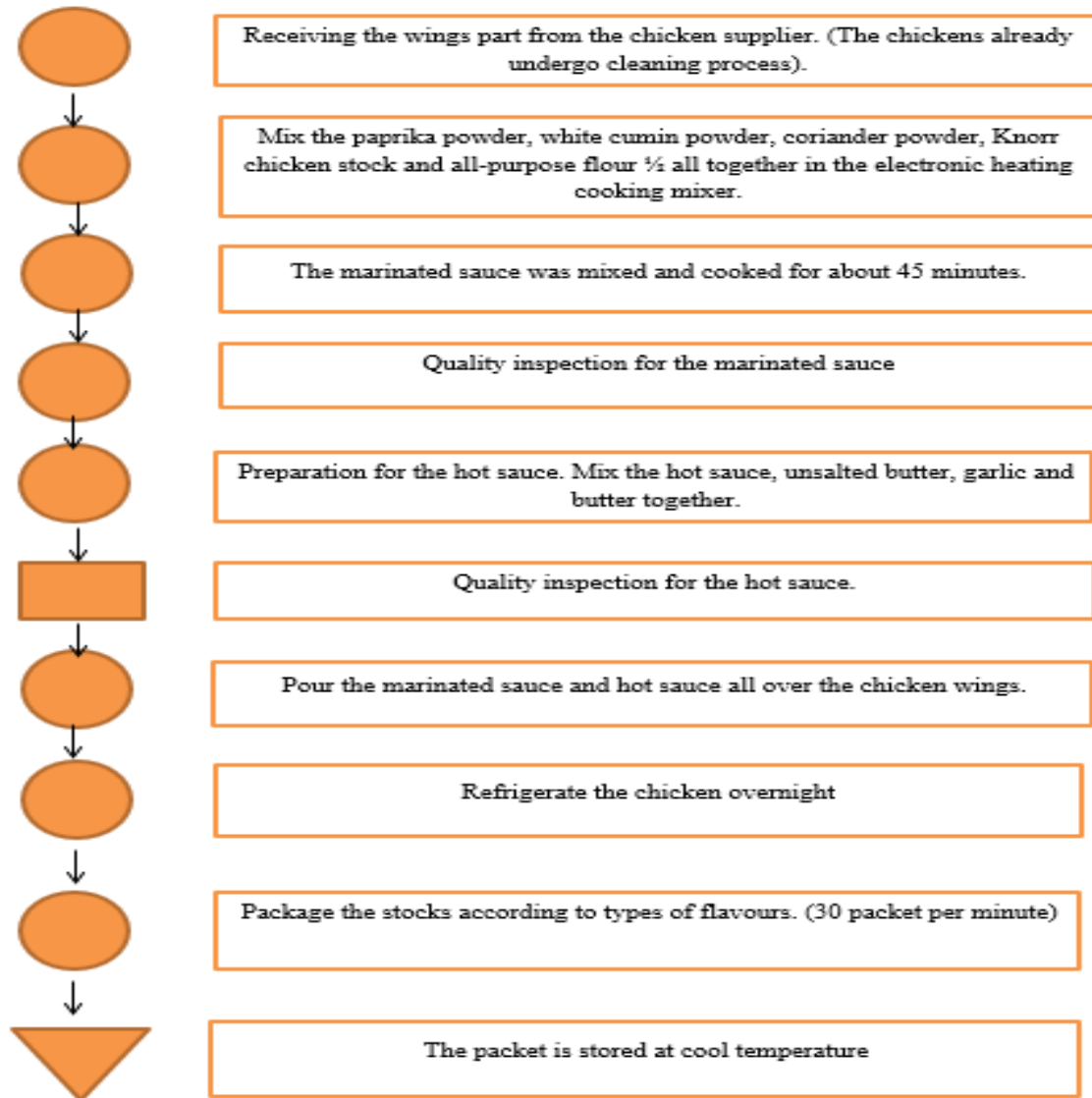
4.3 PROCESS PLANNING FOR MANUFACTURING

SYMBOLS OF PROCESS CHART

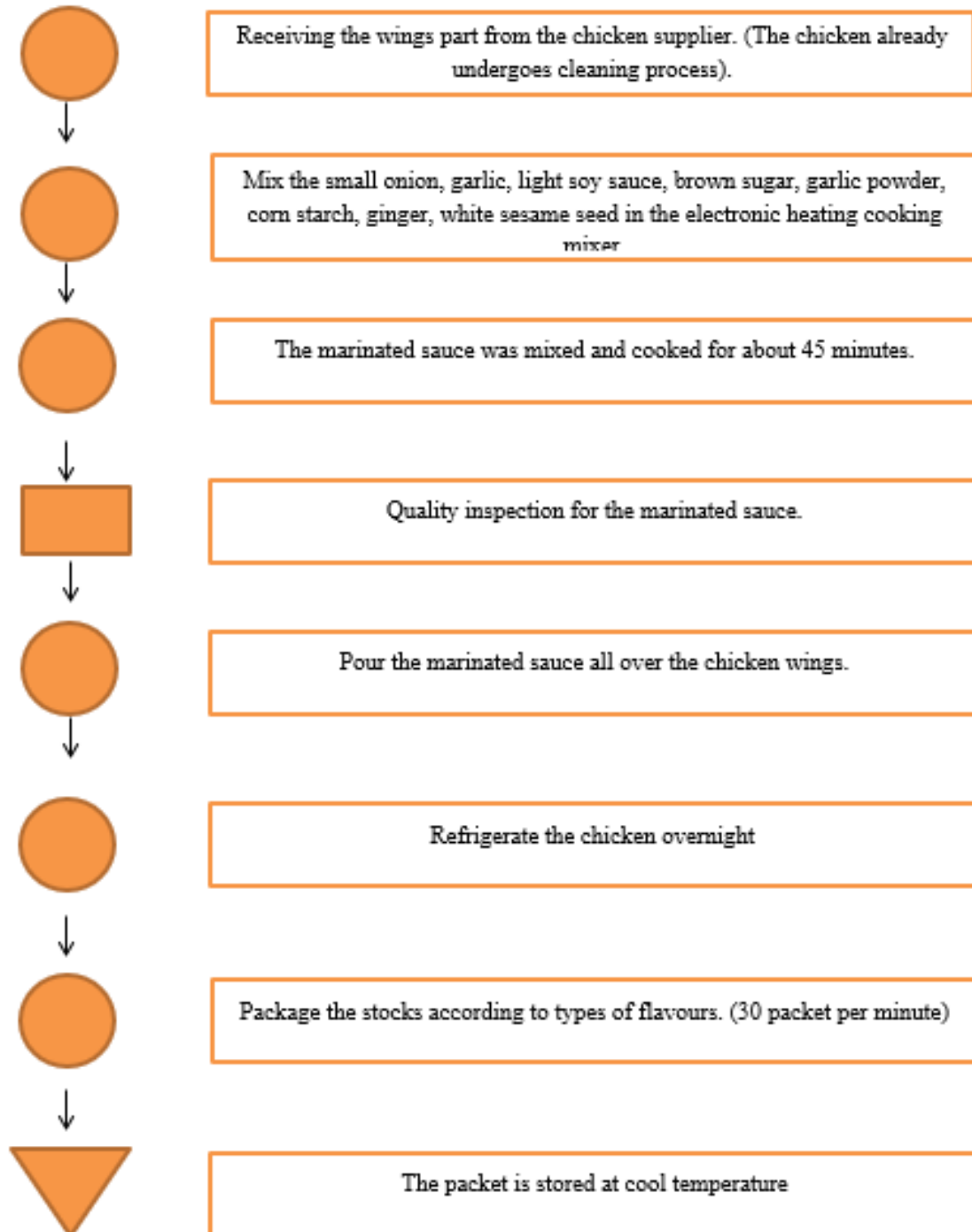
SYMBOL	ACTIVITY	DESCRIPTION
	Operation	The operation is in progress
	Inspection	Activity to access the quality of the product
	Storage	When the product is finished, the product is been keep in warehouse

4.4 PROCESS FLOW CHART

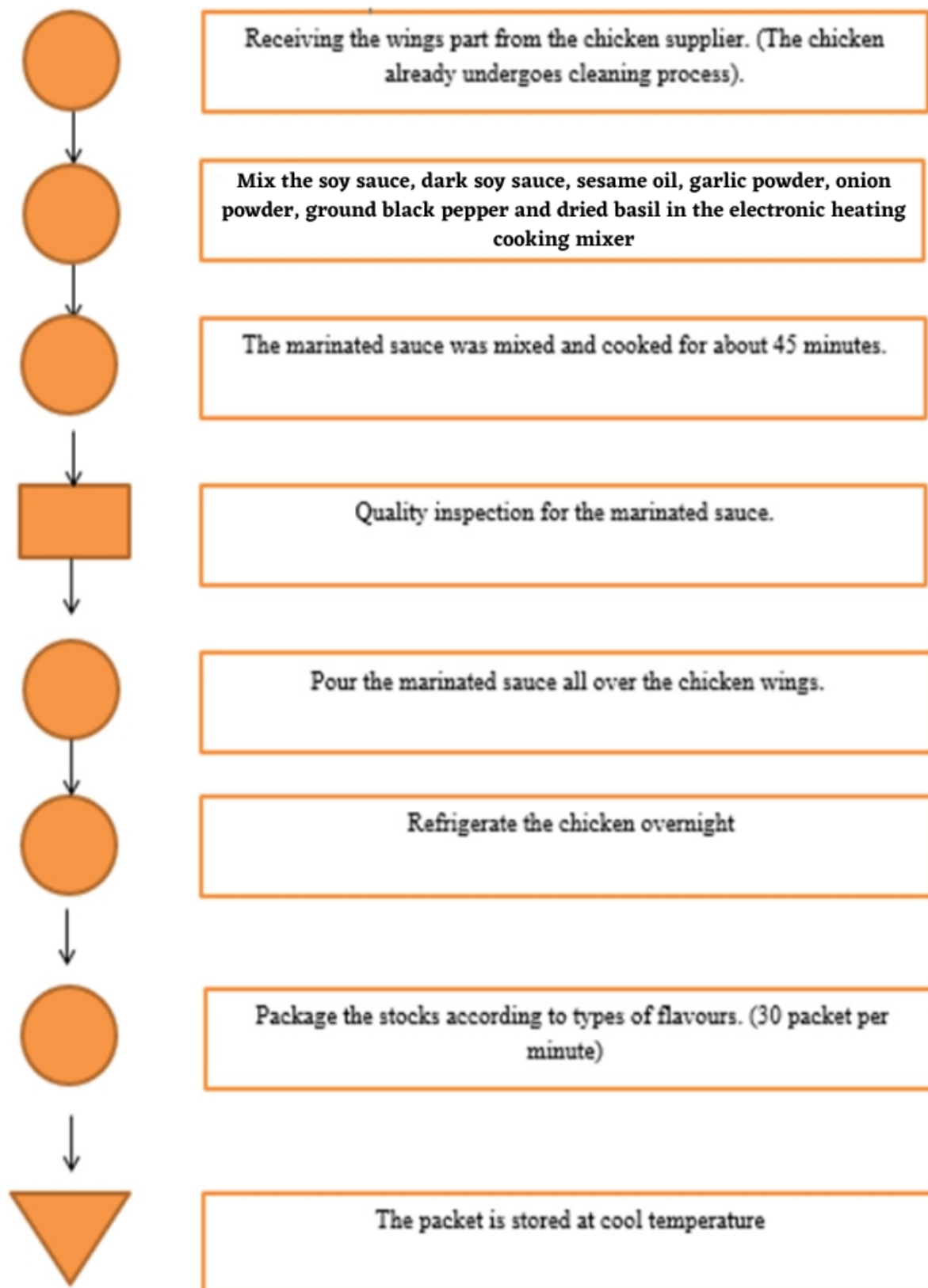
PROCESS PLANNING FOR THE PRODUCTION OF HOT BUFFALO CHICKEN WINGS



PROCESS PLANNING FOR THE PRODUCTION OF SOY GARLIC CHICKEN WINGS

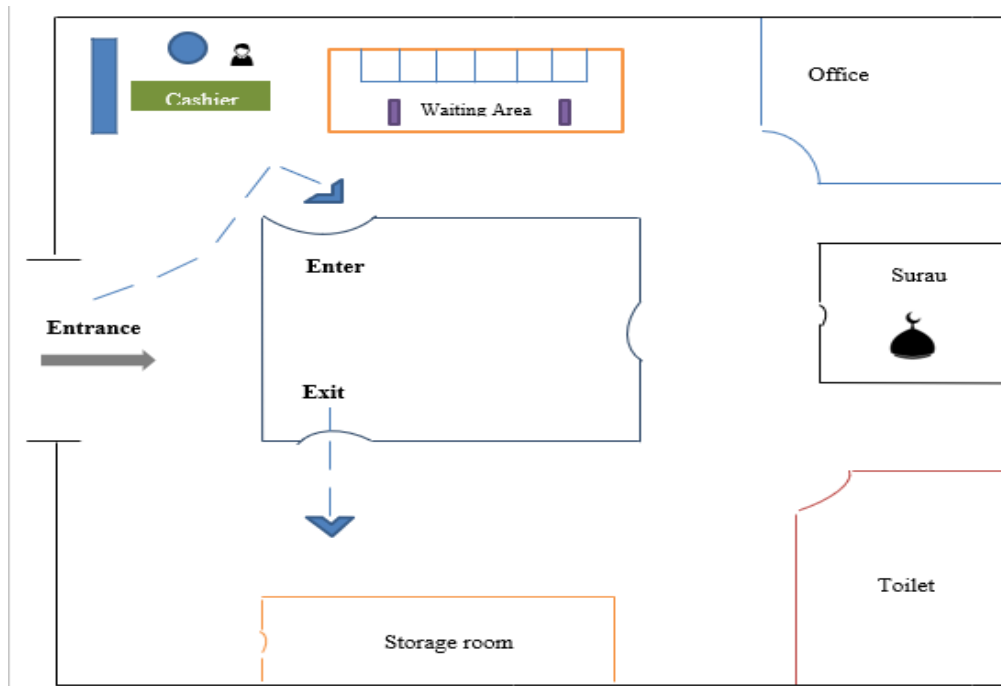


PROCESS PLANNING FOR THE PRODUCTION OF BBQ CHICKEN WINGS



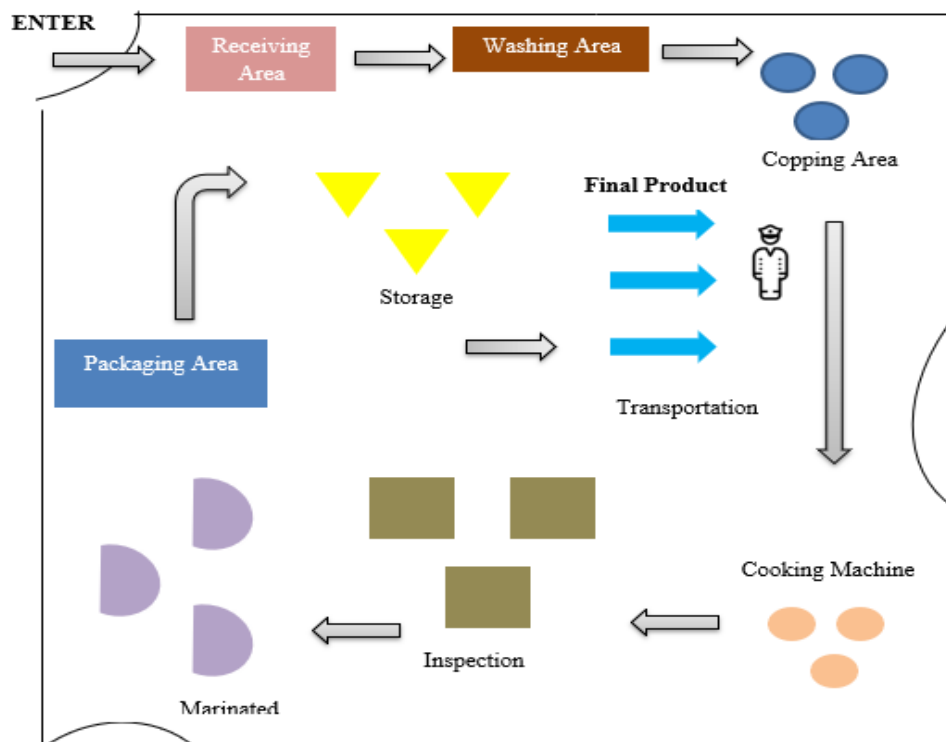
4.5 OPERATIONS LAYOUT

LAYOUT BASED ON THE PROCESS



Layout based on the process

LAYOUT BASED ON THE PRODUCT



Layout based on the product

4.6 PRODUCTION PLANNING

Manufacturing businesses use production planning to determine the number of items that can be produce during a specific period, balanced against the orders or demand for the products. The planning process includes ensuring that procure enough raw materials, labour resources and items such as packaging to achieve the required production.

SALES FORECAST PER MONTH

NUMBER OF OUTPUT PER MONTH

Average sale forecast per month = RM 787,125 / 12

= RM 65,593.75

Average price per unit / packet = RM 51.50 / 3

= RM 17.16

Number of output per month = 65,593.75 / 17.16

= 3822 unit

NUMBER OF OUTPUT PER DAY

If number of working days per month is 26 days

= The amount of output to be produced per day is

= (3822 units) / (26 days)

= 147 unit per day

4.7 MATERIAL PLANNING

The raw materials needed for production per day

BUFFALO HOT WINGS

Types	Quantity	Total Requirement	Price per unit (RM)	Total price (RM)
Chicken wings	1 kg	14 kg	5.50	77.00
Paprika powder	30 g	147 g	4.16	20.38
White cumin powder	70 g	147 g	2.30	4.83
Coriander powder	100 g	73.5 g	7.90	5.80
All-purpose flour	850 g	2240 g	1.80	4.70
Knorr chicken stock	50 g	50 g	3.15	3.15
Hot sauce	385 g	2240 g	6.40	37.23
Unsalted butter	200 g	2240 g	7.20	80.64
Garlic	200 g	40 g	1.78	0.35
Black pepper	80 g	80 g	6.03	6.03
TOTAL				RM 240.11

SOY GARLIC WINGS

Material	Quantity	Total Requirement	Price per unit (RM)	Total price (RM)
Chicken wings	1 kg	14.4 kg	5.50	79.20

Onion	500 g	1152 g	1.45	3.34
Garlic	200 g	500 g	1.78	4.45
Light soy sauce	150 ml	1152	3.18	24.42
Brown sugar	300 g	302.4 g	2.00	2.00
Garlic powder	50 g	75.6 g	4.95	7.84
Corn starch	400 g	151.2 g	1.59	0.60
Ginger	1 kg	200 g	5.99	1.19
White sesame seed	110 g	110 g	2.48	2.48
TOTAL				RM 125.52

BBQ CHICKEN WINGS

Material	Quantity	Total Requirement	Price per unit (RM)	Total price (RM)
Chicken wings	1 kg	14.4 kg	5.50	79.20
Soy sauce & dark soy sauce	5 pieces	36 pieces	5.59	40.24
Garlic powder & onion powder	200 g	120 g	1.78	1.06
Sesame oil & dried basil	50 g	302.4 g	11.62	70.27
Ground Black Pepper	80 g	80 g	6.03	6.03
TOTAL				RM 196.80

MACHINES AND EQUIPMENT PLANNING

Table below show list of machines and equipment.

No.	Items	Quantity	Price / Unit (RM)	Total Price (RM)
1.	Electromagnetic Heating Industrial Cooking Mixer	3	14,622.00 x 3	43,866.00
2.	Hot Seal Frozen Food Packaging Machine	1	10,466.50	10,466.50
TOTAL				RM 54,332.50

MANPOWER PLANNING

Table below show list of manpower.

No.	Position	No. of Staff Required	Salary Per Month (RM)	EPF (RM) 13 %	SOCSSO (RM) 1.75 %	Total (RM)
1.	Staff in operation	5	1000 x 5	130.00 x 5	17.50 x 5	5737.50
2.	Technicians	1	1100	143.00	19.25	1262.25
3.	Cashier	1	900	117.00	15.75	1032.75
4.	Delivery man	2	900 x 2	117.00 x 2	15.75 x 2	2065.50

TOTAL	RM 10,095.00
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OVERHEAD REQUIREMENT

Table below show the total of overhead requirement cost.

No.	Type Of Expenses	Amount Per Month (RM)
1.	MAINTANENCE (MACHINERY)	500
2.	UTILITIES BILLS (ELECTRICITY & WATER)	3600
3.	PHONE AND WIFI BILLS	400
TOTAL		RM 4500

4.9 BUSINESS AND OPERATION HOUR

DAY	OPERATION HOURS	BUSINESS HOURS
MONDAY	8.00 a.m. – 6.00 p.m.	9.00 a.m. – 5.30 a.m.
TUESDAY	8.00 a.m. – 6.00 p.m.	9.00 a.m. – 5.30 a.m.
WEDNESDEY	8.00 a.m. – 6.00 p.m.	9.00 a.m. – 5.30 a.m.
THURSDAY	8.00 a.m. – 6.00 p.m.	9.00 a.m. – 5.30 a.m.
FRIDAY	OFF DAY	OFF DAY
SATURDAY	8.00 a.m. – 2.00 p.m.	8.00 a.m. – 2.00 p.m.
SUNDAY	8.00 a.m. – 6.00 p.m.	9.00 a.m. – 5.30 a.m.

REST HOURS

The rest hour for our company starts at 12.30 pm until 2.00 pm. Because the firm must run continually to meet client demand and so increase profits for the company, the workers' rest period is only one hour and thirty minutes.

4. 10 LICENSE, PERMITS AND REGULATIONS

ITEM	REMARK	TYPES
License for business	Suruhanjaya Syarikat Malaysia (SSM)	License
License for signboard	Majlis Perbandaran Subang Jaya	License
License for food factory	Majlis Perbandaran Subang Jaya or Jabatan Kesihatan Malaysia	License
License for transport	Jabatan pengangkutan Jalan Raya (JPJ) and Suruhanjaya Pengangkutan Awam Darat (SPAD)	License

Halal certification	Jabatan Kemajuan Islam Malaysia (JAKIM)	Regulation
MeSTI certification	Jabatan Kesihatan Malaysia	Regulation
GMP certification	Jabatan Kesihatan Malaysia	Regulation
Thypoid injection	Jabatan Kesihatan Malaysia compulsory to all worker	Regulation
Food handling training	Akta Kementerian Kesihatan	Regulation
Machine usage approval	Jabatan Kilang dan Jentera	Regulation
Employee provided fund (EPF)	KWSP compulsory to all worker	Regulation
SOCSO	PERKESO compulsory to all worker	Regulation

License for Business

The Registration of Businesses Act of 1956 (ROBA 1956) and ROBA Rules of 1957 define "business" as any form of trade, commerce, craftsmanship, calling, profession, or other activity carried on for gain. It expressly excludes any office or employment, any charitable undertaking, and any occupation listed in the Schedule of the foregoing acts. A trade name is used to register our company. The proposed business's name is known as its Trade Name, and it requires prior clearance from Suruhanjaya Syarikat Malaysia's Registrar of Business.

Source: (www.ssm.com.my) (www.ssm.com.my)

License for Signboard

A signboard licence was necessary for this company in order to protect its interests. Unwanted disruption and irritation with administrative concerns can be avoided by possessing a valid signboard licence, which is available from the relevant State Authorities. Our business's

signboard attracts customers and distinguishes it from other properties on the street. It acts as the main conduit for communication between a company and its clients and can play a crucial role in a company's entire marketing plan.

License for Food Factory

The Majlis Perbandaran Subang Jaya is the place to apply for a food industry licence. This licence could fall under the category of licence B, which requires site visits and inspections before approval and includes actions that cannot be completed promptly. A supporting letter, confirmation letter, or licence from any appropriate Ministry is also necessary for activities in this category as a supporting document for the activity.

Source: (<https://ocps.mpsj.gov.m>)

License for Transport

In Malaysia, the Land Public Transport Commission (SPAD) is the official entity with the authority to draught policies, plan routes, and regulate all forms of land public transportation, including trucks and lorries. Our drivers only have a Permit C, which allows them to transport our own products. In West Malaysia, a lorry with a permit C is only permitted to travel across the surrounding seven states.

Source: (<https://www.spad.gov.my/>)

HALAL Certification

It is necessary to have a halal certificate in order to promote our product in Malaysia. A Halal certificate is a guarantee that a specific product has been carefully examined and confirmed to be in accordance with Islamic Shariah Laws, making it appropriate for use by Halal customers. Without this certification, it will be more difficult for us to convince people to buy our items because the majority of our clients are Muslims, but some are Chinese and Indian as well. The application for this certificate is made by Jabatan Kemajuan Islam Malaysia (JAKIM), and they will check each step of the production of our product, including preparation, slaughtering, processing, handling, storage, transportation, cleanliness, disinfection, and management practises.

Source: (www.daganghalal.com), (www.malaysiahalalfoods.com)

MeSTI Certification

A food safety programme run by the Ministry of Health is called Makanan Selamat Tanggungjawab Industri (MeSTI), or "Food Safety is the Responsibility of the Industry" (MOH). The MeSTI emblem is used in our products as a powerful branding tool to reassure customers that our products meet the necessary food safety and hygiene requirements. Additionally, it improves how noticeable and marketable our products are. The MeSTI label on our packaging will let customers know that our goods have received the MOH's seal of approval. When our items bear the MeSTI emblem, they are suitable for consumption. This document is legitimate for three years.

Source: ([http://etp.pemandu.gov.my/16 November 2012-@-MeSTI Scheme for Food Industries.aspx](http://etp.pemandu.gov.my/16_November_2012-@-MeSTI_Scheme_for_Food_Industries.aspx))

GMP certification

The Hazard Analysis Critical Control Points (HACCP) System's establishment requires the establishment of GMP as one of its prerequisite programmes (PRP). It goes without saying that having GMP accreditation would make implementing and achieving accreditation for HACCP less difficult. The advantage of having the GMP logo is that it guarantees that our fundamental standards for food safety are met and makes it easier for us to develop our business operations. GMP is a significant improvement to our food safety management system that raises our consumers' trust in our dedication to provide the market with safe, high-quality foods. In order to develop and execute other quality and food safety management systems, such as HACCP, ISO 22000, SQF, and ISO 9001, many organisations in the food sector first implemented the GMP certification scheme for food processing. The GMP certificate has a three-year expiration date starting from the day it was issued. The certificate will cost you RM 2,300.

Source: (<http://www.sirim-qas.com.my>), (www.jsm.gov.my)

Typhoid Injection

The Malaysian Food Act of 1983 and the Food Hygiene Regulation of 2009 mandate typhoid vaccination for all food and beverage handlers. It's necessary to immunise every employee of a F&B outlet. The cost of the immunisation ranges from RM 20 to RM 120.00, and it is good for 3 years after the date of injection. If the certificate is invalid or the food handler hasn't been immunised, they should be. Nearly all clinics in Malaysia offer this injection. Employers must make sure that all workers who come into contact with food, whether directly or indirectly, are

fit and do not constitute a threat to public health or food safety. All production workers are required to do this.

Source: (<http://fsq.moh.gov.my>)

Food Handling Training

Our manufacturing team members will be sent to Malaysia's Ministry of Health's approved and recognised food handling training course. To comply with Ministry of Health norms and regulations. As a result, there is a greater chance of food contamination and bad public health. Customers may become dissatisfied as a result, and there may be significant legal fees and reputation damage.

Source: (<http://www.qtrain28.com/Food%20handler%20course.htm>)

Machine Usage Approval

All of the tools, machinery, and utensils used on the premises are made of materials that are appropriate for their intended use, robust, easy to clean, and devoid of any harmful or hazardous element. They are also operated in a way that guarantees the food is handled in a safe and hygienic manner. The machine is routinely subjected to inspection.

Employees Provided Fund (EPF) and SOCSO

Employees Provident Fund Act 1991 (Act 452), which established the EPF in accordance with Malaysian law, is a social security institution that offers retirement benefits to its members by managing their assets in a trustworthy and effective way. Every business must make an EPF contribution for its employees. According to the Employees Provident Fund (EPF), employees under the age of 60 would see a reduction in the mandatory contribution rate from 11% to 8%, while those over 60 will see a reduction from 5.5% to 4%. While SOCSO is a governmental organisation, it offers medical and financial coverage for workers who are hurt at work, become disabled, or pass away for reasons unrelated to their jobs.

Source: (www.kwsp.gov.my)

4. 11 OPERATION BUDGET

Table below show the operation budget

ITEM	FIXED ASSETS (RM)	MONTHLY EXPENSE (RM)	OTHER EXPENSES (RM)	TOTAL (RM)
Fixed Assets				
Machine and Equipment	54,332.50			54,332.50
Delivery van	28,000.00			28,000.00
Monthly Expenses				
Raw Materials		14,623.18		14,623.18
Salary, EPF, SOCSO		10,095.00		10,095.00
Operational Overhead		4500		4500
Other Expenses				
TOTAL				RM 111,550.68

4. 12 IMPLEMENTATION SCHEDULE

Activities	Deadlines	Durations
Incorporation of business	Oct-Nov 2022	2 months
Application for permits and license	Oct-Dec 2022	3 months
Searching for business premise	Nov-Dec 2022	2 months
Renovation of premise	Dec 2022	1 months
Procurement of machines and raw material	Dec 2022-Jan 2023	2 months
Recruitment of labours	Jan 2023	1 months
Installation of machines	Jan 2023	1 months

CHAPTER 5:
FINANCIAL PLAN

5.1 FINANCIAL OBJECTIVE

Financial planning for a business is the task of determining how the organization will achieve its strategic goals. Financial plan describes each activities, resources, equipment, and materials that are needed to reach organization objectives. Well organized financial management allows more funds to be available for marketing, expanding operations and product development. A business should prepare a financial plan once a year and it includes developing a forecast profit and loss statement for each next 12 months.

A financial plan must have all the financial data from administrative budgets, marketing budget and operation budgets. All these information will transform into finance information budget according to the company. In the financial budget, there are many important information that must include which is total project cost, choice of sources of financing such as loan, grants, equity financing, venture capital, guarantee scheme, tax incentive and others. Moreover, financial projection which is pro forma statements including cash flow, income statement and balance sheet. Due to that, it will be supported with the depreciation schedules for all the fixed cost owned such as amortization schedules for hire purchase repayments and loan.

The objective of financial plan:

- To maintain the maximum capacity of internal source
- To increase the availability of internal sources
- To ensure the initial capital is sufficient and adequate
- To make sure the project implementation on the project
- To analyze viability of the business project before actual investment
- To make sure that the debt is at minimum level

Financial plan is important, all the cash flow in the business is not clear in the future if there is no trace of incoming and outgoing of the money from the business. Thus, financial plan function is to keep track all the cash flow in or out from the company to decrease the problems of financial matters. There are four main financial objectives are profitability, liquidity, efficiency, and stability.

5.2 PROJECT IMPLEMENTATION COST

➤ Administrative Budget

Administrative Budget

Fixed Assets	RM
Land and Building	100,000
Furniture and Fittings	11,573
Office Equipment	9,540
Working Capital	
Utilities	2,500
Salary, EPF and SOCSO	21,535
Pre-Operations	
Business Registration and Licenses	1,660
Insurance and Road Tax for Motor Vehicle	2,000
TOTAL	148,808

Total administrative budget: RM148,808

➤ Marketing Budget

Marketing Budget

Fixed Assets	RM
Furniture and Fittings	3,000
Working Capital	
Promotion	2,600
Salary, EPF & SOCSO	1,033
Other Expenditure	
Other Expenditure	5,000
TOTAL	11,633

Total marketing budget: RM11,633

➤ Operations Budget

Operations Budget

Fixed Assets	RM
Machine and Equipment	54,333
Delivery Van	28,000
Working Capital	
Raw Materials and Packaging	14,623
Carriage and Duty inward	300
Salary, EPF & SOCSO	10,095
Other Expenditure	
Other expenditure	4,500
TOTAL	111,851

Total operation budget: RM111,851

5.3 SOURCES OF FINANCE

➤ Overview

When a firm refers to its source of funding, it refers to the place from where it obtains funds for activities like administration, marketing and operating. All business owners, but especially new ones, must have a source of funding to act as a pillar of support for their enterprise. Every financial manager faces the significant task of selecting the appropriate source and mixture of finance.

The source of finance can be broken down into three categories based on time, generation, ownership, and control.

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)

➤ Chick Flick

Chick Flick						
PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE						
Project Implementation Cost			Sources of Finance			
Requirements	Cost	Loan	Hire-Purchase	Own Contribution		
Fixed Assets				Cash	Existing F. Assets	
Land & Building	9,540	9,540				
Furniture and Fittings	11,573	0		11,573		
Land & building	100,000	0				100,000
Furniture & fittings	3,000	3,000				
Machine and equipment	54,333	54,333				
Delivery van	28,000	0	28,000			
Working Capital	1	months				
Administrative	24,035	4,035		20,000		
Marketing	3,633	3,633				
Operations	25,018	15,018		10,000		
Pre-Operations & Other Expenditure	13,160	13,160				
Contingencies	10%		27,229	0	27,229	
TOTAL	299,520	102,718	28,000	68,802	100,000	

5.4 LOAN AMORTIZATION

LOAN REPAYMENT SCHEDULE				
Amount 102,718				
Interest Rate 5%				
Duration (yrs) 5				
Method Annual Rest				
<i>Year</i>	<i>Principal</i>	<i>Interest</i>	<i>Total Payment</i>	<i>Principal Balance</i>
0	-	-		102,718
1	20,544	5,136	25,680	82,175
2	20,544	4,109	24,652	61,631
3	20,544	3,082	23,625	41,087
4	20,544	2,054	22,598	20,544
5	20,544	1,027	21,571	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	0

5.5 HIRE-PURCHASE REPAYMENT SCHEDULE

HIRE-PURCHASE REPAYMENT SCHEDULE

Amount **28,000**

Interest Rate **5%**

Duration (yrs) **5**

<i>Year</i>	<i>Principal</i>	<i>Interest</i>	<i>Total Payment</i>	<i>Principal Balance</i>
0	-	-		28,000
1	5,600	1,400	7,000	22,400
2	5,600	1,400	7,000	16,800
3	5,600	1,400	7,000	11,200
4	5,600	1,400	7,000	5,600
5	5,600	1,400	7,000	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-

5.6 PRO FORMA INCOME STATEMENT

	Year 1	Year 2	Year 3
Sales	787,125	787,125	787,125
Less: Cost of Sales			
Opening Stock of Finished Goods	0	10,000	10,000
Production Cost	266,685	322,922	329,470
less: Ending Stock of Finished Goods	10,000	10,000	10,000
	0	0	0
	256,685	322,922	329,470
Gross Profit	530,440	464,204	457,655
Less: Expenditure			
Administrative Expenditure	288,418	302,838	317,980
Marketing Expenditure	43,593	45,773	48,061
Other Expenditure	9,500	9,975	10,474
Business Registration & Licences	1,660		
Insurance & Road Tax for Motor Vehicle	2,000	2,000	2,000
Other Pre-Operations Expenditure	0	0	0
Interest on Hire-Purchase	1,400	1,400	1,400
Interest on Loan	5,136	4,109	3,082
Depreciation of Fixed Assets	22,915	22,915	22,915
Total Expenditure	374,621	389,009	405,912
Net Profit Before Tax	155,819	75,194	51,743
Tax	0	0	0
Net Profit After Tax	155,819	75,194	51,743
Accumulated Net Profit	155,819	231,013	282,756

5.7 PRO FORMA BALANCE SHEET

Chick Flick PRO-FORMA BALANCE SHEET

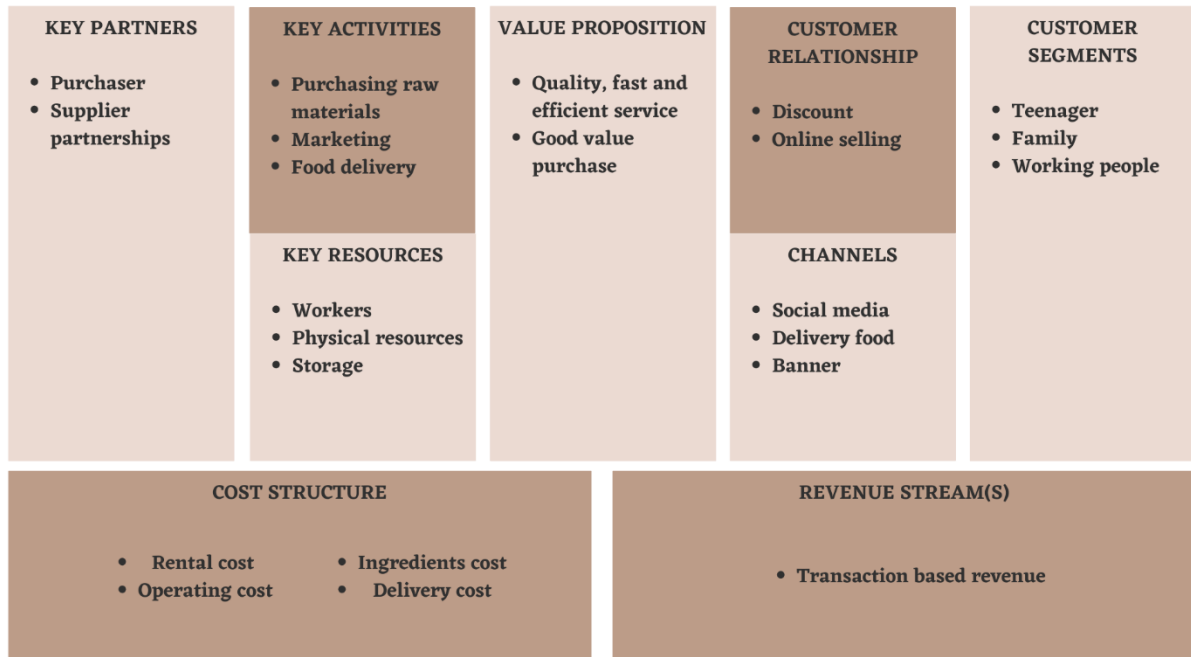
	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building	9,540	9,540	9,540
Furniture and Fittings	9,258	6,944	4,629
Land & building	80,000	60,000	40,000
0	0	0	0
0	0	0	0
Furniture & fittings	2,400	1,800	1,200
0	0	0	0
0	0	0	0
0	0	0	0
Machine and equipment	43,466	32,600	21,733
Delivery van	22,400	16,800	11,200
0	0	0	0
0	0	0	0
	167,064	127,683	88,302
Current Assets			
Stock of Raw Materials	50,000	50,000	50,000
Stock of Finished Goods	10,000	10,000	10,000
Accounts Receivable	45,916	45,916	45,916
Cash Balance	166,452	254,883	319,864
	272,368	360,799	425,780
Other Assets			
Deposit	0	0	0
TOTAL ASSETS	439,432	488,482	514,082
Owners' Equity			
Capital	168,802	168,802	168,802
Accumulated Profit	155,819	231,013	282,756
	324,621	399,815	451,558
Long Term Liabilities			
Loan Balance	82,175	61,631	41,087
Hire-Purchase Balance	22,400	16,800	11,200
	104,575	78,431	52,287
Current Liabilities			
Accounts Payable	10,236	10,236	10,236
TOTAL EQUITY & LIABILITIES	439,432	488,482	514,082

5.8 FINANCIAL ANALYSIS

Chick Flick			
FINANCIAL PERFORMANCE			
	Year 1	Year 2	Year 3
<u>PROFITABILITY</u>			
Sales	787,125	787,125	787,125
Gross Profit	530,440	464,204	457,655
Profit Before Tax	155,819	75,194	51,743
Profit After Tax	155,819	75,194	51,743
Accumulated Profit	155,819	231,013	282,756
<u>LIQUIDITY</u>			
Total Cash Inflow	912,730	787,125	787,125
Total Cash Outflow	746,278	698,694	722,145
Surplus (Deficit)	166,452	88,431	64,980
Accumulated Cash	166,452	254,883	319,864
<u>SAFETY</u>			
Owners' Equity	324,621	399,815	451,558
Fixed Assets	167,064	127,683	88,302
Current Assets	272,368	360,799	425,780
Long Term Liabilities	104,575	78,431	52,287
Current Liabilities	10,236	10,236	10,236
<u>FINANCIAL RATIOS</u>			
<i>Profitability</i>			
Return on Sales	20%	10%	7%
Return on Equity	48%	19%	11%
Return on Investment	35%	15%	10%
<i>Liquidity</i>			
Current Ratio	26.6	35.2	41.6
Quick Ratio (Acid Test)	20.7	29.4	35.7
<i>Safety</i>			
Debt to Equity Ratio	0.4	0.2	0.1
<u>BREAK-EVEN ANALYSIS</u>			
Break-Even Point (Sales)	559,421	652,789	689,607
Break-Even Point (%)	71%	83%	88%

CHAPTER 6:
BUSINESS MODEL
CANVAS

BUSINESS MODEL CANVAS



CHAPTER 7:

CONCLUSION

In conclusion, Chick Flick decided to start this chicken wings business with proper procedure after examining the business potential, competitors, financial and on how to promote Chick Flick for all Malaysian. Furthermore, Chick Flick has its own uniqueness's that will guaranteed the best opportunity to involve in this frozen food industry. It will be tough for Chick Flick but with the perfect business plan that already planned, it will make the Chick Flick business flow runs smoothly in any situation or competitors. Chick Flick is being optimistic in order to be the best frozen food producer especially for chicken wings field because Chick Flick confident that all the objectives and goals can be reach by serving the best chicken wings that suits for Malaysian style.

Based on the marketing analysis, Chick Flick is facing great competitor surround it. For the SWOT part of the competitors, they have many advantages in their product in terms of taste and regular customers. As the result, Chick Flick must make a great move to promote the uniqueness of Chick Flick chicken wings such as the natural ingredients and so on.

To summarize, Chick Flick is a potential and vital in providing the best chicken wings around Malaysia. Chick Flick always be in the objectives to make Malaysian love Chick Flick chicken wings because of the delicious and uniqueness from the chicken wings itself. This ENT300 business plan has provided the best business flow how to handle the business structure with proper detail for Chick Flick. Chick Flick hopes that the business can be well-known in Malaysia and can be a franchise in domestic or international level and it will come out another variety of chicken wings flavour after the Research and Development process.

APPENDICES

NUR AMI SYAFINAZ BINTI AZLAN	General Manager	RM 33 760	20%
NUR FARZANA BINIT MOHAMMAD REDHUAN	Administration Manager	RM 33 760	20%
NIK MUHAMMAD FAEZ IKHWAN BIN NIK RUSELI	Marketing Manager	RM 33 760	20%
WARDATUS SOFIAH BINTI SANUSI	Operation Manager	RM 33 760	20%
MUHAMMAD YUSUF HAIKAL BIN ISMAIL	Financial Manager	RM 33 760	20%
	TOTAL	RM 168 802	100%

4. Profit and Loss

Each partner will get an equal share of the partnership's net earnings, and each will also bear an equal share of the partnership's net losses. Each spouse must have their own income account, which must be kept separate. Each partner's individual income accounts will be charged or credited with any partnership earnings and losses. Losses will be 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. Management Duties and Restrictions

Each partner must spend their entire time to running the partnership business, and all partners must have equal management rights. Neither partner may borrow or lend money, make, deliver, or accept any commercial paper on behalf of the partnership, execute a mortgage, security agreement, bond, or lease, buy, sell, or enter a contract to buy or sell any property for or on behalf of the partnership other than the kinds of property that are typically bought and sold in the course of business.

COMPENSATION AND BENEFITS

➤ Employment Act 1955

In Malaysia, the Employment Act of 1955 governs employment law. For qualified employees, the Employment Act establishes a minimum set of benefits. The following employee types will be protected by the Employment Act:

- 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 is entitled to one full day of rest per week, as established from time to time by the employer.

2) Public holidays

To a minimum of 11 paid gazette public holidays annually, all employees shall be entitled to holiday compensation under the Employment Act. The Act mentions five holidays, including the following ones:

- National Day
- The Yang di-Pertuan Agong's Birthday
- The State Ruler's Birthday
- Labour Day
- Malaysia Day

3) Annual leave

All employees can be paid of an annual leave of:

- For the employees that served for less than two years, the employees will be given eight days of an annual leave.
- For the employees that served for two until five years, the employees will be

- given 12 days of annual leave per year.
- For the employees that served for more than five years, the employees will be
- given 16days leave per year.

4) Sick leave

Employees are permitted to take paid sick time off when they don't need to be hospitalised.

- For two years of the employees' services, the employees can get 14 days sick leave per year.
- For two until five years of the employees' services, the employees can get 18 days sick leave per year.
- For the employees that served for more than five years, the employees can get
- 22 days of sick leave per year.

The employee can only receive the aforementioned benefit if a licenced doctor designated by the employer certifies that they are indeed sick. The cost of the employee's examination by the physician will be covered by the company.

5) Maternity leave

Maternity leaves are available to all working women for a maximum of 60 days. Maternity allowances will be paid to employees throughout their leave of absence, with the requirements being that they have no more than five living children and have worked for their employer for 90 days.

Any other benefits that are optional for employees to give are:

1) Paternity leave

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

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 depends on the company's perform

5) Social Security Organization (SOCSO)

Through the Employment Injury Scheme and the Invalidity Scheme, SOCSO's primary responsibility is to offer social security protection to workers and their dependents. The Employment Injury Scheme protects workers from workplace injuries, including occupational diseases and commuting accidents. Employees are covered by the Invalidity Scheme for a full 24 hours against invalidity or death resulting from any reason outside of working hours and unrelated to employment. In addition to offering medical care, physical therapy, or vocational training, both programmes also offer cash benefits to employees and their dependents in the event of unanticipated events. Through programmes that educate both employers and employees about occupational safety and health, SOCSO also carries out accident prevention initiatives. The insured salary option has a monthly contribution rate of 1.25%. The maximum monthly contribution is capped at RM4,000.00 per month for covered wages.

6) EPF (The Employment Provident Fund)

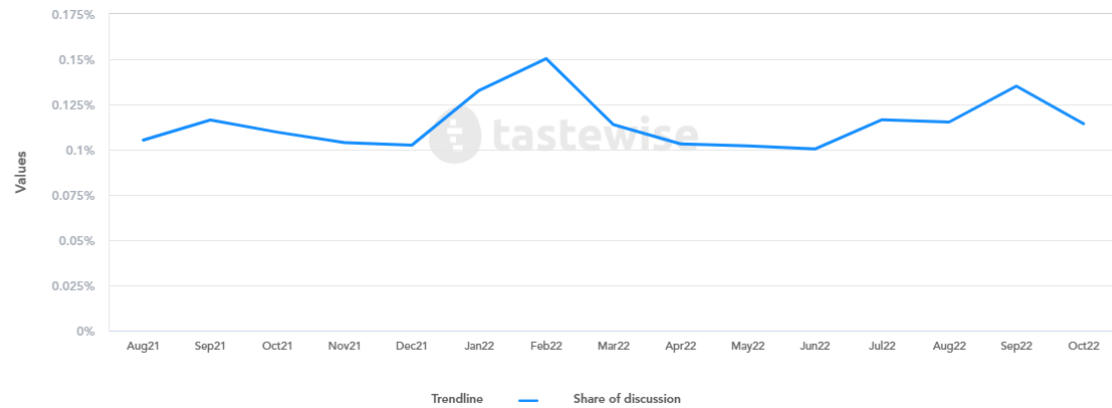
The duties of an employer include making EPF payments on behalf of every individual hired under a Contract of Service or Apprenticeship. Every employee and every employer of a person who is an employee within the meaning of this Act shall be liable to pay monthly contributions on the amount of wages at the respective rates set out in the Third Schedule (Section 43(1), EPF Act 1991). This obligation is subject to the provisions of Section 52.

B. MARKET ANALYSIS / STATISTICAL DATA

Trend performance of chicken wing

Trend analysis over time and across social, menus and recipes

Trend data **Social**

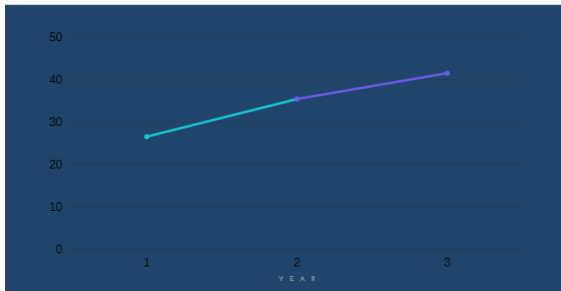


Chicken wing Trends, Data and Analytics | Tastewise

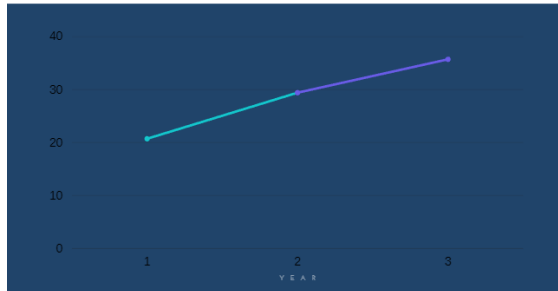
<https://tastewise.io/foodtrends/chicken%20wing>

C. FINANCIAL REPORT (GRAPH)

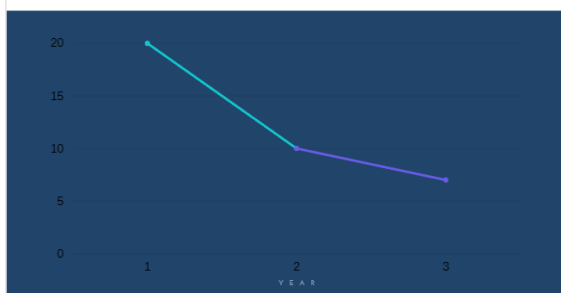
CURRENT RATIO



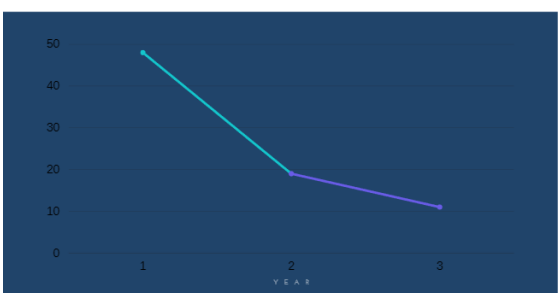
QUICK RATIO



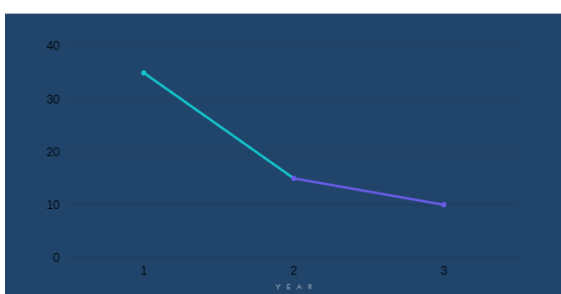
RETURN ON SALES



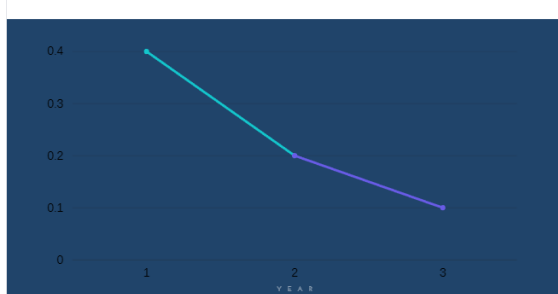
RETURN ON EQUITY



RETURN ON INVESTMENT



DEBT TO EQUITY RATIO



D. EXCEL LINK

https://isiswauitmedu-my.sharepoint.com/:x:/g/personal/2020610838_isiswa_uitm_edu_my/EajVqT-yApROpY1boX2NSzcBOY03EqTuZO314dvnXTIRgQ?e=z9bM3E

E. PITCHING VIDEO LINK

<https://drive.google.com/file/d/1ASPscb5BOVyVx41AvEp0aDjKZ-T25HPx/view?usp=drivesdk>

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