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Course Code:

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN:



Prepared By:

No.	Students Name	Students ID
1.	MUHAMMAD DANIAL HAQIMEE BIN RASID	2020894638
2.	HAFIZ AZRI BIN LEHAD	2020479448
3.	MUHAMMAD AIDIL ALIMAN BIN MUHAMMAD ALI	2020876822
4.	MUHAMMAD AQMAL IRFAN BIN MOHD ADZLI	2020457992
5.	MUHAMMAD YUSFADLY AMIN BIN MOHD YUSOFF	2020842892

Prepared For:

MADAM NURUL FARHANA BINTI MAZLAN

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EXECUTIVE SUMMARY

Go Je Enterprise offers e-hailing services for customers, providing high satisfaction with the service and positive results of transportation. The main strategy and goal is to provide motorcycle transportation services to people of all ages starting with children, teenagers, adults and even the elderly who have transportation problems to move from their desired destination to their desired destination. Go Je Enterprise always expects the customers to be satisfied with the services. Since Go Je Enterprise is listed as a new company in the market, there will be many aspects that Go Je Enterprise needs to consider to ensure that the company can compete with other e-hailing companies. In addition, nowadays even though there are many e-hailing transport services in Malaysia, for Go Je Enterprise it will not affect the transport service because Go Je Enterprise is the only e-hailing service that uses motorcycles. Go Je Enterprise sees this as an opportunity to expand the services within Malaysia. Go Je Enterprise is managed by five main employees namely the general manager, administrative manager, marketing manager, operations manager and financial manager. The manager plays an important role in this business and Go Je Enterprise will make sure that this business will be successful. From Go Je Enterprise observation, the company will aim for a large scope of employees because Go Je Enterprise is located in a city that has a higher chance of getting employees and can attract them to work as Go Je Enterprise's riders because Go Je Enterprise also provides employment opportunities to Malaysians. Furthermore, Go Je Enterprise also knows that the unemployment rate in Malaysia is very high but with the unemployment worker's existence, Go Je Enterprise will provide job opportunities for them so that they can improve their own economy. Go Je Enterprise believes that it will be able to achieve the business goals with the statement of the financial position of Go Je Enterprise's business. With quality service, Go Je Enterprise are sure that good word about the service will spread among customers. They hope that Go Je Enterprise can become a well-known e-hailing service in this area and other areas and be able to provide better services from time to time. Go Je Enterprise also believes that the demand for transportation services will increase every year. Finally, Go Je Enterprise is happy and excited to be a benchmark for others who are interested in starting a business in transportation services especially in e-hailing.

CHAPTER 1.0 : INTRODUCTION

	<ul style="list-style-type: none">✓ Providing comfort to users such as providing helmets and raincoats (if it rains)✓ Go Je Enterprise must add interesting features in the apps which are called Go Je Lah !!! apps such as placing the game while the consumer waiting for the rider to come and choosing the rider that the user likes✓ The e-hailing service will become the most popular in Malaysia
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PURPOSE OF PREPARING BUSINESS PLAN

A business plan is a thorough document that outlines the aims and objectives of an organisation as well as the strategy that will be used to attain those goals. A well-defined and well-documented vision for the company's marketing, financial, and operational objectives is the essence of a business plan. The process of starting Go Je Enterprise and running an existing one both make use of business plans. In most cases, failing to have a business plan to guide operations is a poor decision. In fact, very few Go Je Enterprises can survive for a long period of time. Go Je Enterprise can create a good strategy for Go Je Enterprise and then following it may be beneficial in several ways. Among them is the ability to discuss projects without devoting excessive amounts of resources to Go Je Enterprise and to remove potential obstacles for Go Je Enterprise to move forward.

The development of a comprehensive strategy for the future of Go Je Enterprise is essential to ensure the success of Go Je Enterprise and cannot be neglected. This not only shows the sustainability of Go Je Enterprise but also helps prevent Go Je Enterprise from failing. This has the potential to give Go Je Enterprise an opportunity to progress towards success, achieve all Go Je Enterprise's goals and bring all its ideas and missions to reality. It forces the Go Je Enterprise to go through all the processes one by one until the Go Je Enterprise is fully and completely formed.

For both goods and services for Go Je Enterprise, Go Je Enterprise's offering may be broken down into finer points, including prospective costs, and benefits to customers. In this section, Go Je Enterprise discusses manufacturing and production processes such as Go Je Enterprise helmets and jackets, and unique technological advancements such as Go Je Enterprise providing Go Je LAh apps !!! If Go Je Enterprise wants to further improve the system, Go Je Enterprise will include information related to R&D (research and development).

Finally, a solid and good Go Je Enterprise strategy may make other organizations want to invest in Go Je Enterprise and make Go Je Enterprise grow further. It also makes the Go Je Enterprise business a model for other companies to use Go Je Enterprise's successful techniques. This will make Go Je Enterprise's business name famous among other companies either in the same industry or other industries.

REASON FOR STARTING THIS BUSINESS

Go Je Enterprise's main purpose in establishing an e-hailing service business is to provide a transport service that can satisfy customers. In particular, in terms of saving time to go to the desired destination by using a motorcycle, to create and scale up a positive socio-economic impact on the ecosystem of users, and driver-partners as well as service providers.

1. First, transportation service can be set. The transportation service can be arranged for example Go Je Company accepts orders from customers to choose whether they want a male or female motorcycle rider. More clearly, the business is ready to accept any gender selection according to the customer's wishes such as if a female user wants to use service they can choose a female rider and vice versa for a male.

2. Second, the transportation service is unique. This is due to the fact that in Malaysia, Go Je Company operates as the only local motorcycle taxi in the country. In urban locations such as Kuala Lumpur, where the average traffic speed is eight kilometers per hour, Syarikat Go Je is considered the fastest mode of transport. The introduction of the Go Je Lah app in 2022, which provides users with the ability to book riders without calling them. The popularity of Go Je Enterprise is not impossible to jump into in a very short time. Therefore, it is not surprising that the Go Je Company's transport service will take first place as an e-hailing service that uses a two-wheeled mode of transport.

3. Thirdly, the Go Je Company gives an opportunity to people, employees or students who want to hurry to their destination because they are running late. This is because Go Je Enterprise provides motorcycle service and can take advantage of it because if there is a problem with traffic jams, only motorcycles can avoid the issue. This is because motorcycles are the only vehicles that are able to get around problems such as traffic jams. This enables users or customers of Go Je Enterprise, to save time when travelling to their intended location without encountering any difficulties caused by traffic.

BUSINESS BACKGROUND

Business Main Activity	
Core Activity	<p>Go Je Enterprise provides e-hailing service especially for the people who do not have their own transport such as students, employees, and elderly.</p> <p>Go Je Enterprise also provides the application in google play store for android user and apps store for ios user which is “ Go Je Lah !!! apps for our consumer to reach us.</p> <p>Go Je Enterprise’s transportation for our customer :</p> <ol style="list-style-type: none">1. Motorcycle
Other activities :	<p>At Go Je Enterprise, there are four main business operations that must be completed in order for core activities to continue and operate well. Not only the General Manager is important in business operations but the Administrative manager, Marketing manager, Operational manager and Financial manager are important in operational activities (according to their fields).</p>
Administration	<p>This task is the responsibility of the administrative manager, who will organise the people's administrative strategy completely in Go Je Enterprise such as make an administration personnel schedule, make a organizational chart and calculate administration budget. Furthermore, they also will make a business mission, vision, and objectives for Go Je Enterprise along with the logo and description.</p>
Marketing	<p>Those in management positions in marketing are in charge of establishing marketing strategies for Go Je Enterprise which is a marketing mix with the goal of increasing profits. Furthermore, he must make a market share and competitors analysis for his references. Next,</p>

CHAPTER 2.0 : ADMINISTRATION PLAN

2.1 INTRODUCTION TO THE ORGANISATION

VISION

Go Je Enterprise's vision is to become the first e-hailing service for motorcycle transport in Malaysia.

MISSION

Go Je Enterprise mission is to be a reference for the implementation of compliance and good governance of the two-wheeled transport structure using technological advances, provide excellent service and value-added solutions to customers, open the widest possible employment opportunities for Malaysians and increase environmental and social awareness and responsibility.

MOTTO

‘Share moments with Go Je’

Go Je Enterprise’s motto shows that Go Je Enterprise applies the concept of quality travel that prioritises the safety of passengers to their destination. It will give them confidence. Go Je Enterprise provides partners who have the best driving skills. Go Je Enterprise also expects the passengers to appreciate it throughout their journey.

OBJECTIVE

- ◆ To offer transportation that allows avoiding congestion.
- ◆ To offer a short journey compared to other vehicles.
- ◆ To challenge e-hailing service companies that almost monopolise this industry.

SHORT TERM GOALS

- ◆ Can be recognized and accepted by local users in a short time to prove the effectiveness of this service.
- ◆ Be consistent in getting orders by doing introductory promotion
- ◆ Received good and quality feedback about Go Je Enterprise’s services.

LONG TERM GOALS

- ◆ Avoiding getting a bad perspective from the users then affecting the Go Je Enterprise
- ◆ To get an attraction support from investors to share their market holder .
- ◆ Making Go Je Enterprise as a service product that will be the main choice of local people

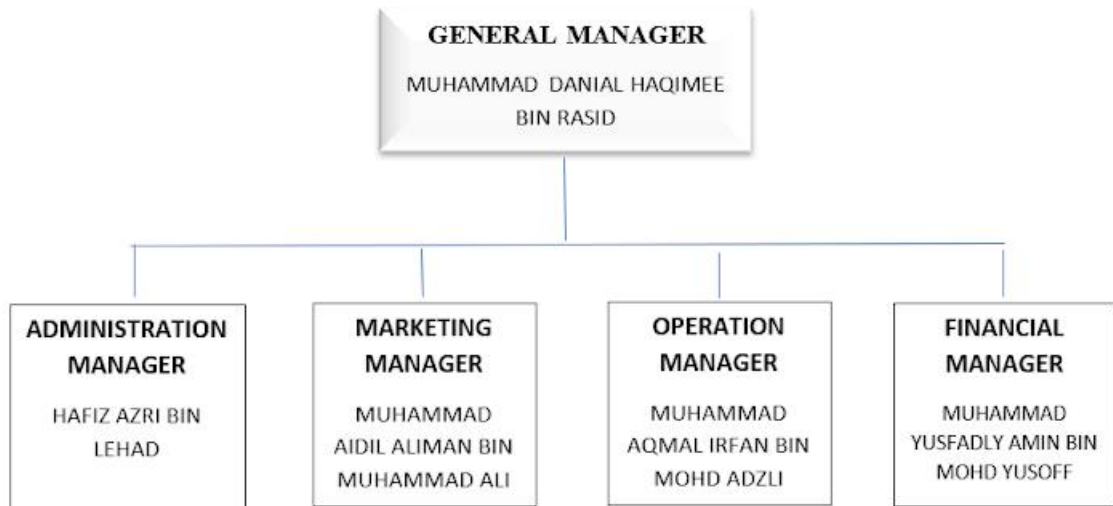
BUSINESS LOGO AND DESCRIPTION



Go Je Enterprise choose this logo because it symbolises the motive of the Go Je Enterprise. With the main use of this company being motorcycles, it is only natural that Go Je Enterprise introduce the identity for the public to know Go Je Enterprise's operational presence directly.

Go Je Enterprise choose black, yellow and green for the theme of the company . For the colour Black it shows the elegance and sophistication of the system applied in Go Je Enterprise. For the yellow it goes for happiness , it refers to Go Je Enterprise's customers when they have their ride. And lastly for the colour green , it means sustainable that applied from Go Je Enterpris which required the partner to have a 4 stroke motorcycle before applying to be a partner of Go Je Enterprise to keep a healthy environment .

2.2 ORGANIZATION CHART



2.3 ADMINISTRATION PERSONNEL

ADMINISTRATION PLANNING

Administration department is responsible to administer and manage all plans of management. Administration department has to make sure the strategies of the Go Je Enterprise are well planned in order to achieve the objective and mission of Go Je Enterprise.

NO	POSITION	NUMBER OF STAFF
1	GENERAL MANAGER	1
2	ADMINISTRATION DEPARTMENT	1
3	MARKETING DEPARTMENT	1
4	OPERATION DEPARTMENT	1
5	FINANCIAL DEPARTMENT	1
	TOTAL	5

Table 1 : List of Administrative Personnel

POSITION	TASK AND RESPONSIBILITIES
GENERAL MANAGER	<ul style="list-style-type: none"> ➤ Supervise the operation of the flow of the partners . ➤ Develop and implement strategies to advance Go Je Enterprise. ➤ Training low-level managers and staff in Go Je Enterprise
ADMINISTRATION MANAGER	<ul style="list-style-type: none"> ➤ Plan and coordinate administrative procedures and systems within Go Je Enterprise to ensure smooth operations for the company. ➤ Recruit and train personnel and allocate responsibilities and office space. ➤ Assess staff performance and provide coaching to ensure maximum skill that can be used either staff or the partner .
MARKETING MANAGER	<ul style="list-style-type: none"> ➤ Analyzing market trends of E-hailing service ➤ Increasing brand awareness and market share of Go Je Enterprise ➤ Promoting the brand of Go Je Enterprises to the major industry-related events.

<p>OPERATOR MANAGER</p>	<ul style="list-style-type: none"> ➤ Organising events to increase staff motivation and engagement. ➤ Analysing data of Go Je Enterprise to calculate the cost-benefit ratio. ➤ Locating problems in the Go Je Enterprise's supply chain through quality control checks.
<p>FINANCIAL MANAGER</p>	<ul style="list-style-type: none"> ➤ Producing accurate financial reports and information of Go Je Enterprise ➤ Developing cash flow statements. ➤ Projecting annual profit.

Table 2 : SCHEDULE OF TASKS AND RESPONSIBILITIES

POSITION	NO	MONTHLY SALARY (RM)	EPF (11%) (RM)	SOCSSO (0.5%) (RM)	TOTAL AMOUNT (RM)
GENERAL MANAGER	1	2,500	275	12.50	2,787.50
ADMINISTRATION MANAGER	1	2,500	275	12.50	2,787.50
MARKETING MANAGER	1	2,500	275	12.50	2,787.50
OPERATION MANAGER	1	2,500	275	12.50	2,787.50
FINANCIAL MANAGER	1	2,500	275	12.50	2,787.50
TOTAL					13,937.50

Table 3 : SCHEDULE OF REMUNERATION

NO	POSITION	TOTAL AMOUNT (RM)
1	GENERAL MANAGER	2500
2	ADMINISTRATION DEPARTMENT	2500
3	MARKETING DEPARTMENT	2500
4	OPERATION DEPARTMENT	2500
5	FINANCIAL DEPARTMENT	2500
	TOTAL	12500

Table 4 : List of Administrative Remuneration

2.4 OFFICE EQUIPMENT & SUPPLIES

List of Office Equipment

TYPE	PRICE (RM)	QUANTITY	TOTAL AMOUNT (RM)
Computer	2500	4	1000
Telephone	500	1	500
Printer	799	3	2397
Photocopy machine	4171	1	4171
Water Purifier	1500	1	1500
Wireless router (WiFi)	1000	1	1000
Air-condition	2300	3	6900
Television	2000	2	4000
Coffee Machine	1500	1	1500
TOTAL			22 968

List of Office Supplies

TYPE	PRICE (RM)	QUANTITY	TOTAL AMOUNT (RM)
Printer Ink	50	3	150
Coffee Bean	80	2	160
A4 Paper	60	2	120
Water Filter	30	2	60
Pen	20	1	20
Other Expenditure			100
TOTAL			610

2.5 OFFICE FURNITURE

List of Office Furniture

TYPE	PRICE (UNIT)	QUANTITY	TOTAL AMOUNT (RM)
Office Table Set	1500	4	6000
Coffee Table	500	2	1000
Sofa Set	2500	2	5000
Pantry Set	1000	1	1000
Cutlery Set	50	1	50
Curtain Set	700	1	700
Toiletry Set	50	1	50
TOTAL			13 800

2.6 ADMINISTRATIVE BUDGET

List of Administration Budget

TYPE	FIXED ASSETS (RM)	MONTHLY EXPENSES (RM)	OTHER EXPENSES (RM)
Fixed Costs Office Equipment Furniture	23 578 13 800		
Working Capital Rent Utilities Salaries , EPF , SOCSSO		1 500 1 800 13 938	
Pre-Operations Deposit Business Registration Other Expenditure			1 500 1 000 1 000
TOTAL		58 116	

CHAPTER 3.0 : MARKETING PLAN

3.1 MARKETING PLAN.

Go Je Enterprise objectives are as follows :

- To ensure that Go je Enterprise and application is well-known among 40% in the first month.
- To be the most used e-hailing service in Malaysia after 1 year opening.
- To increase sales by 30% by 2025.
- To increase profits by 5 million for the next 3 year operation.
- To reduce 40% road congestion in Malaysia.
- To increase market share by 15% by 2025.
- To penetrate the market by 70% and be the first and last choice of customers.
- To enter the global market and become one of the strongest competitors by the next 8 years of operating.

3.2 SERVICE DESCRIPTION.

Go Je Enterprise is Southeast Asia's leading on-demand, E-hailing service tech platform providing access to a wide range of services including transport and payments online. Founded in 2022 with providing solutions to Malaysia's ever-present traffic problems in mind, Go Je Enterprise started as a call centre with a fleet of only 20 motorcycle-taxi riders.

With the principle of using technology to improve the lives of users, the Go Je lah !!! app was launched in January 2023 for users in Malaysia to provide motorbike ride-sharing. A startup called "Go Je Enterprise" provides e-hailing services and has a solution to the issue of traffic congestion. All Malaysians are encouraged to use vehicles like motorbikes, bicycles, or electric scooters. Additionally, Go Je Enterprise offer helmets that adhere to regulatory requirements. Furthermore, Go Je Enterprise have thoroughly checked each of Go Je Enterprise's riders to make sure that the riders riding is both safe and suitable for carrying customers.

3.3 TARGET MARKET

Segmenting Market

The activity of grouping or segmenting a market in Go Je Enterprise of potential customers based on different criteria is known as market segmentation. Consumers that respond similarly to marketing strategies and who have traits in common, such as shared hobbies, requirements, or locations, make up the segments. Its goal is to ensure that Go Je Enterprise may segment Go Je Enterprise's clientele to more effectively promote the services.

- **Geographic segmentation** - The division of a Go Je Enterprise's market depending on geography is known as geographic segmentation.
- **Demographic segmentation** - Market segmentation based on age, race, religion, gender, family size, ethnicity, income, and education is known as demographic segmentation.
- **Psychographic segmentation** - Based on the customer's lifestyle, psychographic segmentation divides the market into different divisions.

Geographic Segmentation

The division of a Go Je Enterprise's market depending on geography is known as geographic segmentation. Cities, counties, regions, countries, and foreign territories can all be used to geographically segment markets. The three types of markets are urban, suburban, and rural. Go Je Enterprise can identify the service that the customer needs in a specific location using this segmentation.

Go Je Enterprise Center located at No. 1, Jalan Mawar Merah 2, Pasir Gudang Pusat Perdagangan 2, 81700 Pasir Gudang, Johor. Go Je Enterprise probably from a developing rural area. As the main office for Go Je Enterprise E-Hailing firm, Go Je Enterprise's location is quite strategic. This is due to the proximity of this area to homes, businesses, and even factories or locations where the majority of the people work in the manufacturing industry.

Demographic Segmentation

Market segmentation based on age, race, religion, gender, family size, ethnicity, income, and education is known as demographic segmentation. To assist a Go Je Enterprise's target its

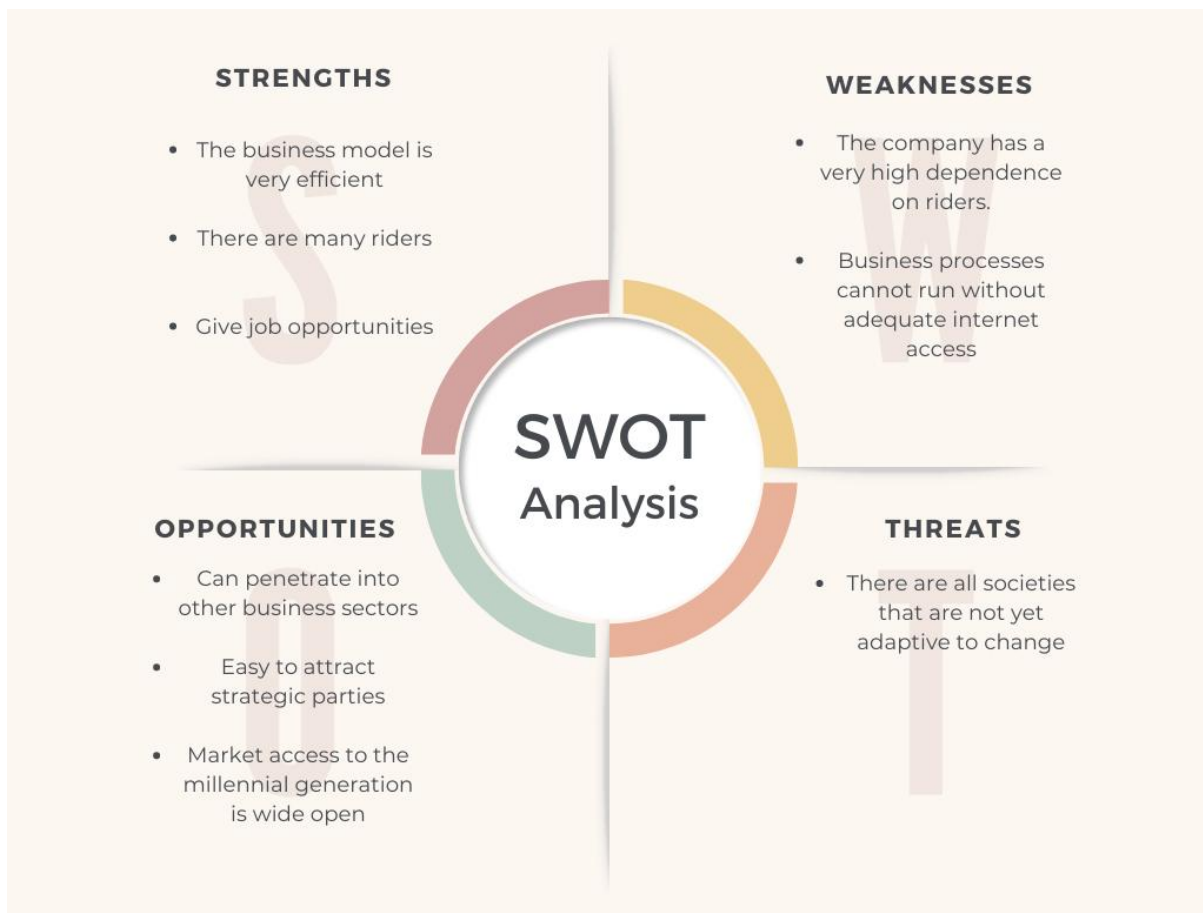
customers more precisely, demographics can be split into a number of markets. Go Je Enterprise provides E-Hailing service to people of all ages and genders. All Malaysians, regardless of gender, widowhood, religion, physical appearance, or whether they are Muslim or not, are eligible for the transportation services our company wants to provide. Go Je Enterprise will not exclude anyone from Go Je Enterprise's organisation since Go Je Enterprise thinks that a united Malaysia is best for everyone.

Psychographic Segmentation

Based on the customer's lifestyle, psychographic segmentation divides the market into different divisions. AIO surveys, which measure activities, interests, and opinions, are one kind of lifestyle measurement technique. It examines a few things that could have an effect on consumer attitudes, expectations, and behaviour. It was created in the 1970s and employs behavioural and social sciences to look at the attitudes, values, personalities, and communication preferences of customers as well as their decision-making processes.

According to Go Je Enterprise's data, the majority of Malaysians live as extravagantly or modestly as they like. There are many eateries and entertainment options in big cities like Kuala Lumpur, Johor Bahru, and Penang that will keep Malaysians occupied day and night. Particularly for teens who frequently go out at night to have fun but lack transportation, this can aid in the expansion of Go Je Enterprise. Go Je Enterprise are a great resource for teenagers just like them.

3.4 SWOT FOR GO JE ENTERPRISE



Strength

- ✓ The business model is very efficient - because the riders chosen by Go Je Enterprise have to go through a stringent screening process, and the motorbikes have been checked and maintained in accordance with the criteria established by Go Je Enterprise, both of which assure the efficiency of the Go Je Enterprise service.
- ✓ There are many riders - As a result of the high number of people who rely on motorbikes as their primary mode of transportation in Malaysia, Go Je Enterprise is able to employ a large number of locals.
- ✓ Give job opportunities - Go Je Enterprise offers job opportunities as a rider delivering customers to their desired destination.

Weakness

- ✓ The company has a very high dependence on riders - A research conducted by Go Je Enterprise found that all of the company's operational concerns are extremely reliant on riders since riders are the ones who drive the company's commercial operations.
- ✓ Business processes cannot run without adequate internet access - According to the findings of the research conducted by Go Je Enterprise, the company is required to connect to the internet in order to utilise the Go Je Lah application!!

Opportunities

- ✓ Easy to attract strategic parties - Because of the one-of-a-kind nature of the Go Je Enterprise company, it is not difficult to entice individuals from other countries who are interested in making financial investments in the Go Je Enterprise business.
- ✓ Market access to the millennial generation is wide open - According to the findings of a survey conducted by Go Je Enterprise, young people in Malaysia often face limitations in terms of the modes of transportation available to them while trying to reach their destination. The services of ride-hailing transportation are offered by Go Je Enterprise at pricing that are competitive.

Threat

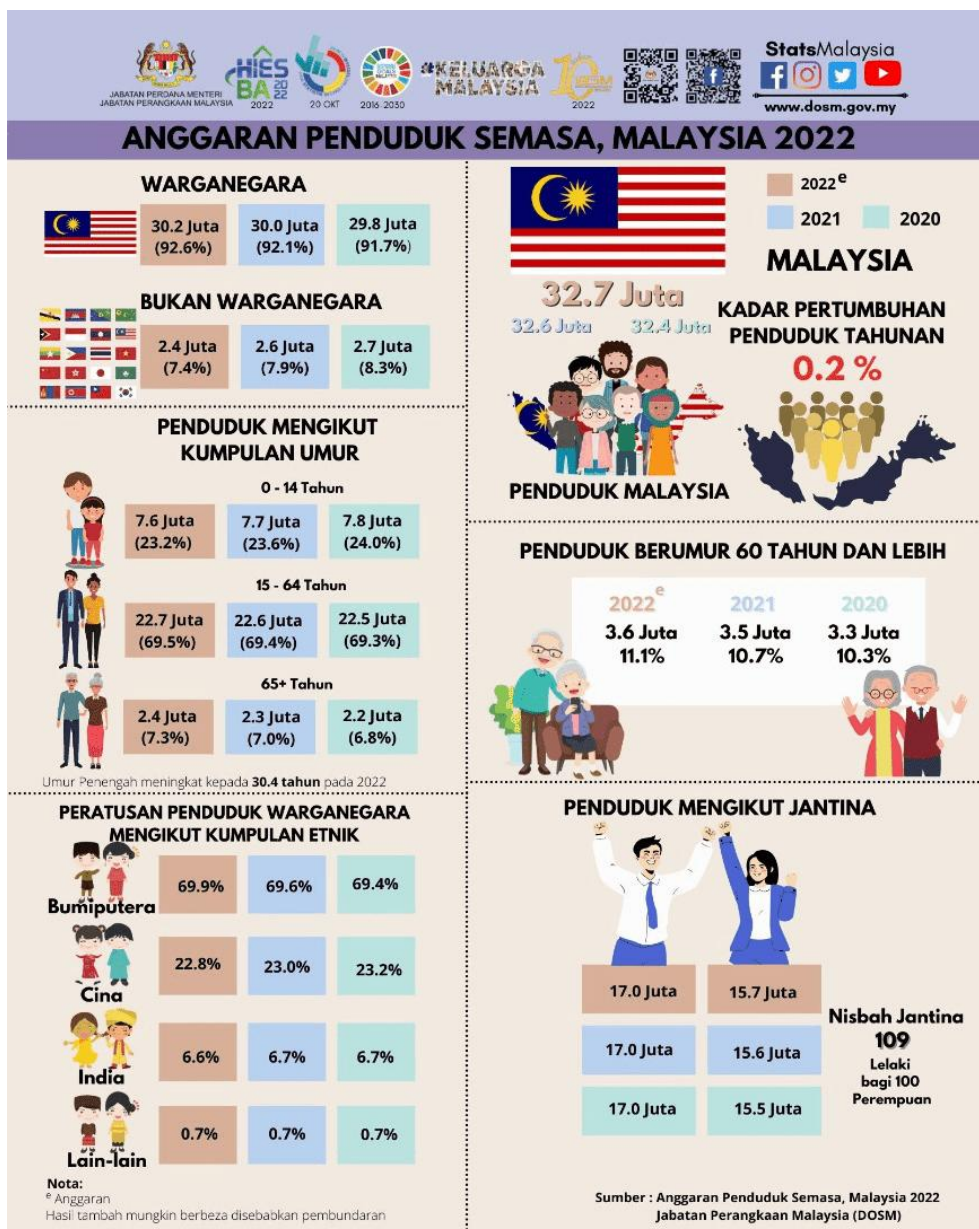
- ✓ There are all societies that are not yet adaptive to change - Go Je Enterprise also discovered that Malaysians who are unable to adjust to the changes brought about by Go Je Enterprise, such as giving motorbikes more priority in Go Je Enterprise's business, pose a danger to the company. This was another discovery made by Go Je Enterprise.

3.5 Market Trend And Market Size.

Market Trend

Go Je Enterprise discovered that traffic jams and car accidents are getting worse every day based on a recent poll. Customers who want to avoid traffic jams and get to their destination faster can do so with the assistance of Go Je Enterprise's service, which is the first E-Hailing service in Malaysia to employ motorbikes as a mode of transportation. As a result, Go Je Enterprise's service will profit from the issue of traffic congestion.

Market Size



Population of targeted customer in Malaysia

= 32.7 million people.

Males/Females

= 52%/48%

Gender	Person
Male	17.0 Million
Female	15.7 Million

Population x Average Price = Market Size

32,700,000 x 5 = RM 163,500,000 (**MARKET SIZE**)

Our sales forecast is 5% from market size.

RM 163,500,000 x 5% = RM 8,175,000 (**PER YEAR**)

From sales forecasting Go Je Enterprise would be able to generate how many consumers per year.

Go Je Enterprise's service price is **RM 5** per trip.

RM 8,175,000/5 = 1,635,000 consumers per year.

1,635,000/12 = 136,250 consumers per month. (**681,250 per month**)

136,250/30 = 4542 consumers per day. (**22,710 per day**)

No	Service	Estimates Sales Per Trip	Total Estimated Sales/Monthly (RM)	Total Estimated Sales/Yearly (RM)
1.	E-Hailing	RM 5	681,250	8,175,000

3.6 COMPETITION : STRENGTH & WEAKNESS OF COMPETITORS.

Competitor	Strength	Weakness
Grab	<ul style="list-style-type: none"> ❖ Largest in its Country ❖ Highest Quality Options ❖ Payment methods accepted by Grab 	<ul style="list-style-type: none"> ✓ Dependence on Tips by Drivers ✓ Modifications in Technology: The system does occasionally have bugs, which necessitates periodic changes in technology as new and improved technology occasionally emerges. People are getting harder to train, and updating regularly used technology is becoming more expensive. ✓ Issues with client privacy
Maxim	<ul style="list-style-type: none"> ❖ Using brand recognition to gain ground in new markets 	<ul style="list-style-type: none"> ✓ Low investment in customer-focused services at Maxim could provide rivals an advantage in the near future. Maxim has to spend more money on R&D, particularly for applications focused on customer service.
MyCar	<ul style="list-style-type: none"> ❖ Most Rapidly Expanding Entity ❖ Little Commission ❖ Strict in the Selection of Drivers ❖ Customers have a variety of 	<ul style="list-style-type: none"> ✓ Longer Driver Registration Processing Time ✓ Negative Reviews of the App ✓ Drivers receive no incentive payments ✓ A lack of insurance coverage

	vehicle options. ❖ 24 Hour Call Support ❖ Drivers' Training for Safety	
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3.7 MARKET SHARE

Market share is defined as the division of the market or sales among E-hailing engaged in similar commercial activity. The amount of competitors, experience, strengths, and weaknesses will all be taken into account. The market share breakdown before and after Go Je Enterprise entered the market is shown in the table below.

Market Shared before the entrance of Go Je Enterprise:

Competitor	Market Share (%)	Total Market Share (RM)
Grab	94	153,690,000
Maxim	2	3,270,000
MyCar	4	6,540,000
Total	100	163,500,000

Market Shared after the entrance of Go Je Enterprise:

Competitor	Market Share before Entrance (%)	Market Loss (%)	Market Share after Entrance (%)	Total Market Share (RM)
Grab	94	3	91	148,785,000
Maxim	2	1	1	1,635,000
MyCar	4	1	3	4,905,000
Go Je Enterprise	–	–	5	8,175,000
Total	100	5	100	163,500,000

3.8 SALES FORECAST

Sales Forecast for Year:

Month	Sales Forecast (RM)
January	608,450
February	680,250
March	690,250
April	684,250
May	681,300
June	684,250
July	680,250
August	720,250
September	670,250
October	690,250
November	685,250
December	700,000
Total	8,175,000

Sales Forecast by Year:

Year	Percentage Increase (%)	Sales Forecast (RM)
1	5	8,175,000
2	10	16,350,000
3	15	24,525,000

3.9 MARKETING STRATEGIES

Service Strategy

Name	Go Je Enterprise
Service Qualities	All Go Je Enterprise riders have undergone screening, so those chosen are those who drive safely and adhere to our instructions. To ensure there are no issues when Go Je Enterprise launches, they have also received additional training.
Service Package	Safety + Arrive to the destination = RM5
Service Differentiation	The well being of the passengers is of utmost importance. Every rider and passenger trip will be recorded or equipped with a tracker, allowing Go Je Enterprise to respond quickly in the event of an issue.
After Sales Service (if appropriate)	The next action that Go Je Enterprise will take is to ask the passengers for feedback in order to see whether there is anything that Go Je Enterprise can do to improve the Go Je Lah application.

Pricing Strategy

Based on the strategies of the competitors, a price strategy will be employed. In comparison to Go Je Enterprise's rivals, Go Je Enterprise will provide the best price that is neither too high nor too low.

The table below provided a price comparison between Go Je Enterprise and its rivals.

Competitors	Price (RM)
Grab	5-10
Maxim	5-10
MyCar	5-10
Go Je Enterprise	3-10

Promotion Strategy

1. Advertising

One of Go Je Enterprise marketing techniques is advertising, therefore Go Je Enterprise purchased a signboard, motorbike rider stickers, and advertising graphics. This strategy is employed to bring in more clients and consumer from other cities and make Go Je Enterprise well-known. In addition, Go Je Enterprise uses social media in Go Je Enterprise's promotion strategy. One of the easiest ways to reach the client is through this method. By leveraging cutting-edge technologies, Go Je Enterprise may successfully expand the E-hailing business. Through Tiktok and Instagram, Go Je Enterprise will advertise Go Je Enterprise E-Hailing service.

Table below shows the budget for promotions.

Items	Price (RM)
Signboard	4000
Rider Sticker	1000
Advertising Graphic	2000

3.10 MARKETING BUDGET

Item	Fixed Asset (RM)	Working Capital (RM)	Other Expenses (RM)
Fixed Asset			
Warehouse	1,800		
Furniture	2,000		
Working Capital			
Promotion		7,000	2,000
Other Expenditure			
Total (RM)	3,800	7,000	2,000

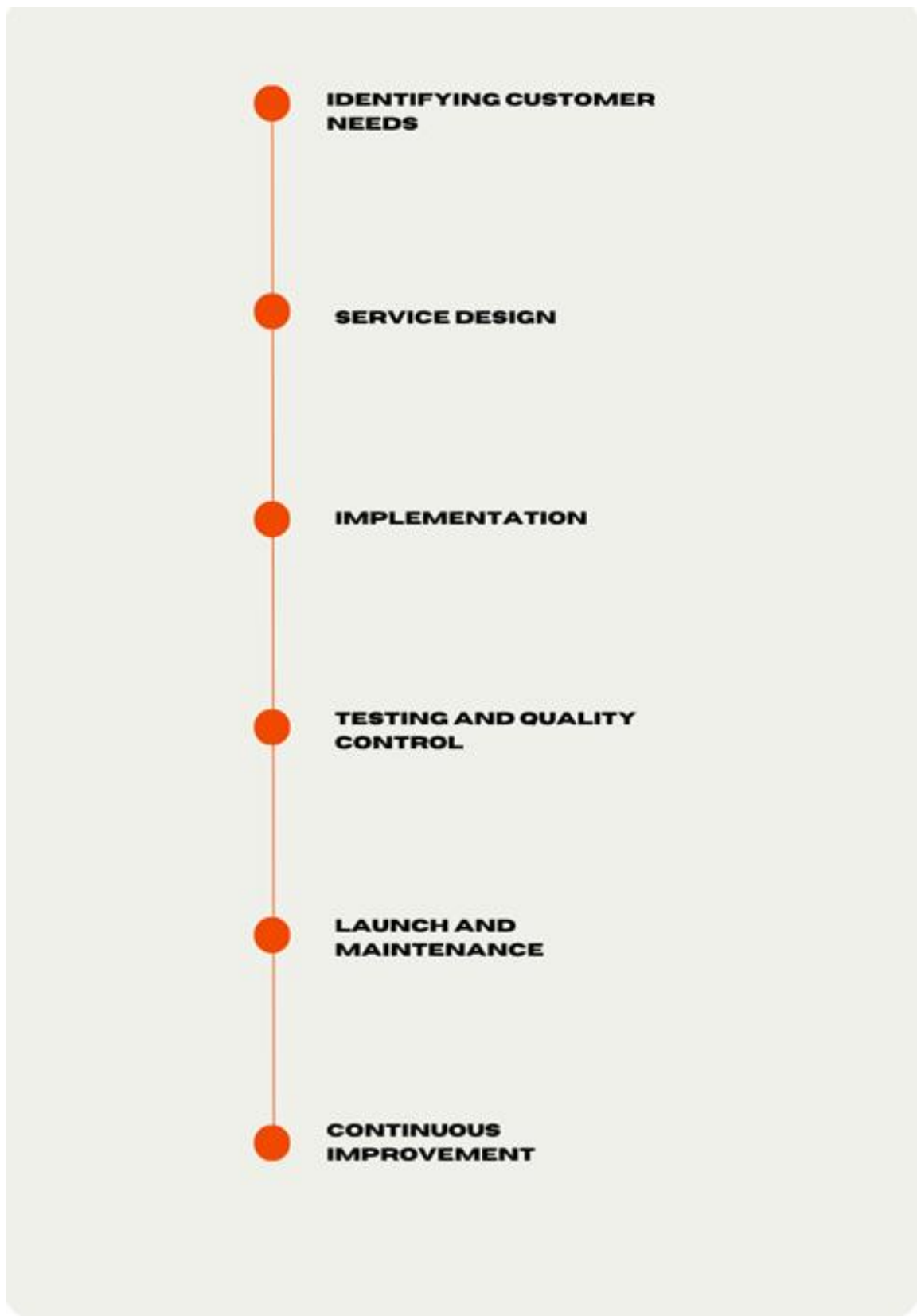
CHAPTER 4.0 : OPERATION PLAN

4.1 OPERATION OBJECTIVES

One of the most important roles of an enterprise is operation. Managing operations is essential for ensuring that Go Je Enterprise can make items or provide services according to the standards, quality, and deadlines of its customers. In addition, operations management is the act of marshaling enterprise inputs in order to turn them service output. Thus, operational objectives should be attainable and specific in order to offer clear guidance for Go Je Enterprise daily activities. It may be challenging to establish operational goals that are understood and accepted by all workers in Go Je Enterprise, given that workers in Go Je Enterprise priorities and values may vary. Therefore, it is essential to include workers in the objective process and to communicate the goals as clearly as possible. After establishing operational objectives that are acceptable for each department, business strategies may be designed to accomplish these objectives.

- Market share expansion in on-demand transportation services business. This can be achieved by providing a variety of services, delivering superior customer service, and continuously improving the user experience.
- Increasing the number and happiness of users and partners in Go Je Enterprise. This can be achieved by entering new markets, promoting the services through marketing campaigns and collaborations, and continuously improving the quality of its services. In addition, Go Je Enterprise strives to increase customer and partner satisfaction by delivering superior service, fast and effective problem resolution, and ongoing communication and support.
- Development of new services and features. Go Je Enterprise operates in an ever-evolving market, and to remain competitive, Go Je Enterprise must continue to create new services and features to attract and retain customers. This may include expanding into new areas, delivering new services such as food delivery, or introducing new technologies such as electric motorcycles or autonomous delivery drones.
- Improving the overall quality of life for the areas it serves. Go Je Enterprise services may have a direct impact on the communities it serves by providing people with employment opportunities and economic empowerment

4.2 PROCESS PLANNING










The design of the business processes at Go Je Enterprise comprises numerous important phases to guarantee that the Go Je Enterprise's services are provided in an effective and efficient manner. These steps include the following:

1. Identifying customer needs: Go Je Enterprise carries out research and solicits input from clients in order to have a better understanding of the users' specific wants and needs. This enables the Go Je Enterprise to discover possible areas for development and offer new services that are tailored to the specific requirements of individual customers.
2. Service design: Once client demands have been recognised, the team of designers and developers at Go Je Enterprise collaborate to create and build new services or features. This process is known as service design. This comprises the creation of user interfaces, the definition of procedures, and the testing of the service to verify that it is user-friendly and that it fulfils the requirements of the client.
3. Implementation: After the service's design has been finalized, the next step is to include it into the Go Je Lah !!! Application. This involves integrating the service with any existing systems, training personnel, and updating any documentation that may be necessary.
4. Testing and quality control: Before the service is made available to customers, it is put through rigorous testing to confirm that it is operating properly and that it is up to the required level of quality. This encompasses both testing for functionality and testing for user acceptability.
5. Launch and maintenance: The service is made accessible to clients when it has undergone testing and been determined to be ready for launch. After this, it is then maintained. Go Je Enterprise monitors and maintains the service in order to guarantee that it continues to satisfy the requirements of the customers and to discover any problems that may occur.
6. Continuous Improvement: The Go Je Enterprise process planning also includes ongoing service monitoring and enhancements as a component of continuous improvement. This involves soliciting comments and suggestions from clients, examining relevant data, and identifying areas in which enhancements may be made. The procedure is then repeated in order to put into effect any adjustments that have been determined to be essential.

4.3 OPERATIONS LAYOUT



Partition	Description
<p data-bbox="272 344 459 383">Waiting Area</p> 	<p data-bbox="568 405 1401 607">Sofas will be provided for customers to sit and wait patiently. Go Je Enterprise provides quite a large space for this section because Go Je Enterprise expects to deal with many people from the customers and also our employees (riders)</p>
<p data-bbox="288 770 443 808">Front Desk</p> 	<p data-bbox="568 826 1401 916">The reception desk will be the place for customers to initiate enquiries</p>
<p data-bbox="312 1111 419 1149">Office 1</p> 	<p data-bbox="568 1111 1401 1312">Office 1 is used for a centralized delivery system for ride-hailing services. This technology offers real-time monitoring of drivers and cars and helps dispatchers connect riders with available drivers quickly and efficiently.</p>
<p data-bbox="220 1487 515 1525">Office 2 And Office 3</p> 	<p data-bbox="568 1487 1401 1733">Office 2 & 3 for the customer care system of Go Je Enterprise is intended to address client enquiries and concerns in a quick and effective way. Additionally, Go Je Enterprise utilises data and analytics to continuously evaluate and enhance its operations in order to satisfy the demands of its clients.</p>

<p style="text-align: center;">Office 4</p> 	<p>Office 4 Go Je Enterprise is the use of digital channels to handle orders and requests from customers. These include mobile applications and websites that enable users to place orders, monitor order progress, and make payments. Additionally, the office contains a back-end system that enables Go Je Enterprise to handle and monitor client orders, process payments, and connect with drivers and delivery partners.</p>
<p style="text-align: center;">Kitchen</p> 	<p>The kitchen is reserved just for the personnel. There are beverages, snacks, and meals available for the staff there.</p>
<p style="text-align: center;">Toilet</p> 	<p>The bowl of the toilet is designed to accommodate both youngsters and adults</p>

4.4 CAPACITY PLANNING

Information	Calculation
Total work days	7 days a week
Number of customer in a month	$1,635,000 \div 12 = 136,250$
Daily customer	$136\ 250 \div 30 = 4542$
BOM cost per customer	RM5
No. of population in location selected (Malaysia)	32.7 million people
Sales forecast monthly	$RM\ 8,175,000 \div 12 = RM681\ 250$
Sales forecast yearly	$RM\ 163,500,000 \times 5\% = RM\ 8,175,000$
Market size	$32,700,000 \times 5 = RM\ 163,500,000$

4.5 MATERIAL PLANNING

Bill Of Material

Table below showed medical items for a month

Material	Quantity	Safety Stock	Total Material Requirement	Price per unit (RM)	Total price (RM)
Helmet	100 pcs	50pcs	50pcs	110	11000
Safety Jacket	100 pcs	50pcs	50pcs	90	9000
Glove	100 pcs	50pcs	50pcs	10	1000
Total					21 000

No	Material	Supplier
1	Helmet	Solid Gold Helmets
2	Safety Jacket	LSH Racing World Malaysia
3	Glove	LSH Racing World Malaysia

4.6 MACHINES AND EQUIPMENT PLANNING

Table below show list of machines and equipment

ITEMS	QUANTITY	PRICE PER UNIT (RM)	TOTAL COST (RM)
Software Licences	1	30 000	30 000
Application Development	1	25 000	25 000
System Integration	1	15 000	15 000
Communication software	1	15 000	15 000
GPS tracking software	1	10 000	10 000
Computer	4	5 000	20 000
Printer	1	3000	3000
A4 Paper	1 box	70	70
Binding Machine	1	1400	1400
Wifi	1	350	350
Telephone	5	50	250
Furniture Set	4	4500	18 000
Total			138 070

No	Item	Supplier
1	Software Licences	Nityo Infotech
2	Application Development	Nityo Infotech
3	System Integration	Nityo Infotech
4	Computer	Dell
5	GPS tracking software	Nityo Infotech
6	Communication software	Nityo Infotech
7	Printer	ITS Office Appliances SDN BHD
8	A4 Paper	Booktalk
9	Binding Machine	ITS Office Appliances SDN BHD
10	Wifi	Unifi
11	Telephone	Lazada

4.7 OVERHEAD REQUIREMENT

Fixed Overhead	Cost (RM)
Office Equipment	22 968
Business Registration & Licences	1 000
Insurance & Road Tax	1 500
Variable Overhead	Cost (RM)
Rent	1 500
Utilities	1 800
Salaries	13 938
Total	42 706

4.9 BUSINESS AND OPERATION HOURS

The Go Je Enterprise ride-hailing service is available 24 hours a day, seven days a week. This allows users to request a service at any hour of the day or night. Please note, however, that rider availability and wait times may vary based on location and the time of day.

Here is a basic table displaying the normal hours of operation for the ride-hailing service Go Je Enterprise:

Service	Hours Of Operation
ride-hailing	24/7

4.10 OPERATION PERSONNEL SCHEDULE

The operation personnel schedule for Go Je Enterprise ride-hailing service would probably involve a blend of full-time and part-time employees, with separate teams accountable for different tasks and responsibilities inside the Go Je Enterprise. The following is an illustration of one potential shift schedule for operation staff, along with the duties and responsibilities that go along with it .

Team	Task And Responsibilities
Dispatch Team	In charge of connecting drivers with incoming trip requests, tracking the real-time whereabouts of rider and motorcycle, and ensuring that rides are completed in a manner that is both safe and effective.
Safety Team	responsible for checking the safety of rides, reacting to accidents, and taking ways to enhance the service's overall safety.
Maintenance Team	In charge of ensuring that all of the company's vehicles get the appropriate level of care and maintenance and that any problems are promptly remedied in order to cut down on unscheduled downtime.
Customer Support Team	This team's responsibilities include responding to customer queries and resolving any problems that may occur while a ride is in progress.
Rider support team	This team is responsible for offering assistance to riders, such as answering questions regarding the app, fixing any difficulties that happen while a ride is in progress, and providing training and resources to assist riders in having a more positive experience overall.
Rider	Pick up passengers and ensure passengers are comfortable during the journey and safely reach their destination

4.11 REMUNERATION SCHEDULE

Formula	Example
Minimum Fare + Distance Fare + Time Fare + Bonus (according to rider ratings)	RM2 + RM0.50 per km + RM0.10 per minute + RM0.05 for every 5-star rating
Minimum Fare + Distance Fare + Time Fare + Bonus (depending on the number of trips completed)	RM2 + RM0.70 per km + RM0.15 per minute + RM5 for every 50 completed trips
Minimum Fare + Distance Fare + Time Fare + Bonus (trips on peak hours)	RM2 + RM0.80 per km + RM0.20 per minute + RM2 for every 5 peak hour trips
Minimum Fare + Distance Fare + Time Fare + Bonus (registering new riders.l)	RM2 + RM0.50 per km + RM0.15 per minute + RM10 voucher for every new rider

4.12 PERMITS / LICENCES REQUIREMENT

Ride-hailing businesses in Malaysia, such as Go Je Enterprise, are required to lawfully operate within the country after obtaining the necessary permits and licences. The particular criteria could be different in different places because of the different kinds of services that are provided there. The following is a list of the various permissions and licences that Go Je Enterprise is required to acquire in order to operate legally .

For enterprise :

- ✓ **Business Registration:** The company is required to be registered with the Companies Commission of Malaysia (SSM)
- ✓ **The Department of Labor:** In order to operate legally, the business must first get registered with the Department of Labor and then verify that it complies with all applicable rules and laws governing the workplace.
- ✓ **The Ministry of Transport:** The government agency requires that the business adhere to all of the rules and recommendations that it has issued.
- ✓ **Registration with the Ministry of Tourism, Arts and Culture:** If the business offers tour services, they are required to get itself registered with the Ministry of Tourism, Arts and Culture.
- ✓ **The Ministry of Communications and Multimedia:** The company is responsible for adhering to the rules and regulations that have been established by the Ministry of Communications and Multimedia.

For services :

- ✓ **Public Operation Vehicle (PSV) licence:** This licence, which is necessary for all vehicles used for public transportation, includes ride-hailing services, must be obtained by every vehicle that is put into service.
- ✓ **Public Service Vehicle (PSV) insurance:** This kind of insurance is mandated for all automobiles used for public transit, including ride-hailing services, and must be purchased by the vehicle owner
- ✓ **Permission from the Land Public Transport Agency (APAD):** The permit is necessary for businesses in Malaysia that provide ride-hailing services.

- ✓ **Commercial insurance:** Go Je Enterprise is obliged to obtain commercial insurance in the event that any riders are injured or involved in an accident while riding with the company.
- ✓ **Possession of a Valid Private Hire Vehicle Driver's Licence:** In order to drive on the Go Je Enterprise platform, all riders need to possess a valid Private Hire Vehicle Driver's License.
- ✓ **Vehicle inspection:** In order to guarantee that the safety requirements are met, G Je Enterprise requires that all motors that are going to be utilised on the platform must go through an examination.
- ✓ **Criminal background check:** All of Go Je Enterprise's riders must submit to a criminal history check.
- ✓ **Commercial Vehicle Licensing Board (CVLB) permit:** All motorcycles that will be utilised for the service must have this licence.

4.13 OPERATION BUDGET

Item	Fixed Asset (RM)	Monthly Expenses (RM)	Other Expenses (RM)
Fixed Assets			
Machine	95 000		
Operation Equipment	25 070		
Furniture and fitting	18 000		
Working capital			
Raw Materials		21 000	
Carriage inward and duty		200	150
Other expenditures			
Deposit for rent			
Deposit for utilities			
TOTAL		35,420	

CHAPTER 5.0 : FINANCIAL PLAN

5.1 FINANCIAL OBJECTIVES

Every company must have a financial plan include Go Je Enterprise. In general, a financial plan is utilized as a budget, a plan for spending and conserving future money in Go Je Enterprise. This plan distributes funds of both short term and long-term objectives for Go Je Enterprise. All financial data produced from operating budgets are included in the financial plan. Budgets for marketing, manufacturing, or operation, as well as administrative costs, are examples. Financial data from operating budgets is then translated or turned into a financial budget.

The business plan encapsulated the three major financial statements for Go Je Enterprise, namely the balance sheet, income statement, and cash flow statement, into a single financial plan. Without a financial plan, one's business's cash flow would be unclear, putting future initiatives in jeopardy because there will be no record of where the money is coming from and going to. This is to ensure that all contributors in Go Je Enterprise understand where their money is going and for what reason, to minimise profit loss. In brief, the financial report, the company's backbone, will assist in keeping track of incoming and outgoing funds for future planning initiatives such as growing the firm globally or providing additional services under rents and utilities.

A financial plan is important for the overall success of Go Je Enterprise because it helps to:

- Determine the amount of investment that is the project execution cost.
- To capitalize the maximum availability of internal sources
- Identify and propose the relevant sources of finance.
- Ensuring that initial capital is appropriate and sufficient
- Appraise the viability of the project before actual investment is committed.
- Guide the implementation of plans.

Without financial plan, cash flow for Go Je Enterprise might be unclear and can cause problem in the future as there is no trace of where the money is coming from and going to. In short, financial plan and report is very important and act as a backbone of a Go Je Enterprise as it will keep tracks of incoming and outgoing money. In short, the six main financial objectives are profitability, liquidity, efficiency, and stability

5.2 PROJECT IMPLEMENTATION COST

GO JE ENTERPRISE PROJECT IMPLEMENTATION COST		
Project Implementation Cost		
Requirements		Cost
Fixed Assets		
Land & Building		
Office furniture & fittings		13,800
Office equipment		22,968
Office supplies		610
Warehouse		1,800
Furniture		2,000
Machine		95,000
Operation Equipment		25,070
Furniture and fitting		18,000
Working Capital	1	months
Administrative		17,238
Marketing		7,000
Operations		21,200
Pre-Operations & Other Expenditure		8,500
Contingencies	10%	23,319
TOTAL		256,504

5.3 SOURCES OF FINANCE

The source of finance is where a Go Je Enterprise obtains money to support business activities such as administration, marketing, and operation. It is critical for all entrepreneurs, particularly newcomers, to have a source of financing as a support system for Go Je Enterprise. Choosing the correct source and mix of funding is a critical task for every financial manager. Source of finance has been divided for Go Je Enterprise based on time the source of generation, ownership and control and based on time period.

On the basis of a time period, it can be classified into three in the Go Je Enterprise, 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 divide 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)

For starting the Go Je Enterprise business, the estimated cost is about RM145,000 has been contributed by the Go Je Enterprise partners and the loan from a financial institution will be RM160,000:

POSITION	NAME OF PARTNER	PERCENTAGE (%)
General Manager	Muhammad Danial Haqimee Bin Rasid	25%
Administrative Manager	Hafiz Azri Bin Lehad	22%
Marketing Manager	Muhammad Aidil Aliman Bin Muhammad Ali	15%
Operation Manager	Muhammad Aqmal Irfan Bin Mohd Adzli	21%
Financial Manager	Muhammad Yusfadly Amin Bin Mohd Yusoff	17%

Table 1.1: Contribution of each capital by partners.

The contribution of each capital by partners:

NAME OF PARTNER	AMOUNT (RM)
Muhammad Danial Haqimee Bin Rasid	36,250
Hafiz Azri Bin Lehad	31,900
Muhammad Aidil Aliman Bin Muhammad Ali	21,750
Muhammad Aqmal Irfan Bin Mohd Adzli	30,450
Muhammad Yusfadly Amin Bin Mohd Yusoff	24,650

Table 1.2: Amount of Contribution.

The contribution of loan:

ITEM	PAYMENT (MONTH)	AMOUNT (RM)
Loan	60	160,000

Table 1.3: Loan Amount.

5.2.1 SOURCE OF FINANCE

GO JE ENTERPRISE SOURCES OF FINANCE			
Sources of Finance			
Loan	Hire-Purchase	Own Contribution	
		Cash	Existing F. Assets
10,550		3,250	
12,000		10,968	
610			
1,300		500	
2,000			
	50,000	45,000	
17,000		8,070	
18,000			
10,000		7,238	
3,000		4,000	
18,000		3,200	
4,500		4,000	
13,000		10,319	
109,959	50,000	96,545	

Table 1.4: Source of Finance for Go Je Enterprise

5.3 OPERATIONAL BUDGET

❖ ADMINISTRIVE BUDGET

ADMINISTRATIVE BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
<i>Fixed Assets</i>				
Land & Building	-			-
Office furniture & fittings	13,800			13,800
Office equipment	22,968			22,968
Office supplies	610			610
	-			-
<i>Working Capital</i>				
Remuneration		12,500		12,500
Premise rental		1,500		1,500
Utilities		1,800		1,800
Salaries, EPF, SOCSO		1,438		1,438
		-		-
		-		-
		-		-
<i>Pre-Operations & Other Expenditure</i>				
Other Expenditure			1,000	
Deposit (rent, utilities, etc.)			1,500	1,500
Business Registration & Licences			1,000	1,000
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	37,378	17,238	3,500	57,116

❖ MARKETING BUDGET

MARKETING BUDGET

Particulars	F.Assets	Monthly Exp.	Others	Total
<i>Fixed Assets</i>				
Warehouse	1,800			1,800
Furniture	2,000			2,000
	-			-
	-			-
<i>Working Capital</i>				
Promotion		7,000		7,000
		-		-
		-		-
		-		-
		-		-
		-		-
		-		-
		-		-
<i>Pre-Operations & Other Expenditure</i>				
Other Expenditure			2,000	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	3,800	7,000	2,000	10,800

❖ OPERATION BUDGET

OPERATIONS BUDGET

Particulars	F.Assets	Monthly Exp.	Others	Total
<i>Fixed Assets</i>				
Machine	95000			95,000
Operation Equipment	25070			25,070
Furniture and fitting	18000			18,000
				-
<i>Working Capital</i>				
Raw Materials & Packaging		21,000		21,000
Carriage Inward & Duty		200		200
Salaries, EPF & SOCSO		-		-
		-		-
		-		-
		-		-
		-		-
<i>Pre-Operations & Other Expenditure</i>				
Other Expenditure			-	
Deposit (rent, utilities, etc.)			3,000	3,000
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	138,070	21,200	3,000	162,270

5.4 DEPRECIATION SCHEDULE

GO JE ENTERPRISE			
DEPRECIATION SCHEDULES			
Fixed Asset		Office furniture & fittings	
Cost (RM)		13,800	
Method		Straight Line	
Economic Life (yrs)		3	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
	-	-	13,800
1	4,600	4,600	9,200
2	4,600	9,200	4,600
3	4,600	13,800	-
4	0	0	-
5	0	0	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

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

Fixed Asset Furniture Cost (RM) 2,000 Method Straight Line Economic Life (yrs) 3			
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
	-	-	2,000
1	667	667	1,333
2	667	1,333	667
3	667	2,000	-
4	0	0	-
5	0	0	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset			
Furniture and fitting			
Cost (RM)			
18,000			
Method			
Straight Line			
Economic Life (yrs)			
3			
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
	-	-	18,000
1	6,000	6,000	12,000
2	6,000	12,000	6,000
3	6,000	18,000	-
4	0	0	-
5	0	0	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Table 1.5: Depreciation Schedule of Fixed Assets.

5.5 LOAN AND HIRE-PURCHASE AMORTIZATION SCHEDULE

GO JE ENTERPRISE LOAN & HIRE-PURCHASE AMMORTISATION SCHEDULES

LOAN REPAYMENT SCHEDULE				
Amount	109,959			
Interest Rate	5%			
Duration (yrs)	3			
Method	Baki Tahunan			
Year	Principal	Interest	Total Payment	Principal Balance
	-	-		109,959
1	36,653	5,498	42,151	73,306
2	36,653	3,665	40,318	36,653
3	36,653	1,833	38,486	-
4	0	0	-	-
5	0	0	-	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-

HIRE-PURCHASE REPAYMENT SCHEDULE				
Amount	50,000			
Interest Rate	5%			
Duration (yrs)	3			
Year	Principal	Interest	Total Payment	Principal Balance
	-	-		50,000
1	16,667	2,500	19,167	33,333
2	16,667	2,500	19,167	16,667
3	16,667	2,500	19,167	-
4	0	0	-	-
5	0	0	-	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-

Table 1.6: Loan and Hire-Purchase Amortisation Schedules

5.6 PRO-FORMA CASH FLOW (3 years)

**GO JE ENTERPRISE
CASH FLOW PRO FORMA STATEMENT**

MONTH	Pre-Operations	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL YR 1	YEAR 2	YEAR 3
CASH INFLOW																
Capital (Cash)	96,545													96,545		
Loan	109,959	608,450	680,250	690,250	684,250	681,300	684,250	680,250	720,250	670,250	690,250	685,250	700,000	109,959	16,350,000	24,525,000
Cash Sales														8,175,000		
Collection of Accounts Receivable																
TOTAL CASH INFLOW	206,504	608,450	680,250	690,250	684,250	681,300	684,250	680,250	720,250	670,250	690,250	685,250	700,000	8,381,504	16,350,000	24,525,000
CASH OUTFLOW																
Administrative Expenditure																
Remuneration		12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	150,000	165,000	189,750
Premise rental		1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000	19,800	22,770
Utilities		1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	21,600	23,760	27,324
Salaries, EPF, SOCSO		1,438	1,438	1,438	1,438	1,438	1,438	1,438	1,438	1,438	1,438	1,438	1,438	17,250	18,975	21,821

Marketing Expenditure																
Promotion	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	84,000	92,400	106,260
Operations Expenditure																
Cash	21,000															
Purchase	0	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	252,000	252,000	252,000
Payment of Account Payable																
Carriage Inward & Duty	200	200	200	200	200	200	200	200	200	200	200	200	200	2,400	2,640	3,036
Salaries, EPF & SOCSO																
Other Expenditure																
Pre-Operations Deposit (rent, utilities, etc.)	3,000													3,000	3,300	3,795
Business Registration & Licences	4,500													4,500		
Insurance & Road Tax for Motor	1,000													1,000		

Vehicle																
Other Pre-Operations Expenditure																
Fixed Assets																
Purchase of Fixed Assets - Land & Building																
Purchase of Fixed Assets - Others	84,248													84,248		
Hire-Purchase Down Payment	45,000													45,000		
Hire-Purchase Repayment :																
Principal		1,389	1,389	1,389	1,389	1,389	1,389	1,389	1,389	1,389	1,389	1,389	1,389	16,667	16,667	16,667
Interest		208	208	208	208	208	208	208	208	208	208	208	208	2,500	2,500	2,500
Loan Repayment :																
Principal		3,054	3,054	3,054	3,054	3,054	3,054	3,054	3,054	3,054	3,054	3,054	3,054	36,653	36,653	36,653
Interest		458	458	458	458	458	458	458	458	458	458	458	458	5,498	3,665	1,833
Tax Payable													0	0	0	0
TOTAL CASH OUTFLOW	134,748	53,547	50,547	50,547	50,547	50,547	50,547	50,547	50,547	50,547	50,547	50,547	50,547	744,316	637,360	684,409
CASH SURPLUS (DEFICIT)	71,756	554,903	629,703	639,703	633,703	630,753	633,703	629,703	669,703	619,703	639,703	634,703	649,453	7,637,188	15,712,640	23,840,591
BEGINNING CASH BALANCE		71,756	626,659	1,256,361	1,896,064	2,529,767	3,160,520	3,794,222	4,423,925	5,093,628	5,713,330	6,353,033	6,987,736		7,637,188	23,349,828
ENDING CASH BALANCE	71,756	626,659	1,256,361	1,896,064	2,529,767	3,160,520	3,794,222	4,423,925	5,093,628	5,713,330	6,353,033	6,987,736	7,637,188	7,637,188	23,349,828	47,190,420

Table 1.6: Pro-Forma Cash Flow for 3 years.

5.7 PRO FORMA INCOME STATEMENT (3 YEARS)

GO JE ENTERPRISE PRO-FORMA INCOME STATEMENT			
	Year 1	Year 2	Year 3
Sales	8,175,000	16,350,000	24,525,000
Less: Cost of Sales			
Opening stock			
Purchases	252,000	252,000	252,000
less: Ending Stock			
Carriage Inward & Duty	2,400	2,640	3,036
Gross Profit			
Less: Expenditure			
Administrative Expenditure	206,850	227,535	261,665
Marketing Expenditure	84,000	92,400	106,260
Other Expenditure	3,000	3,300	3,795
Business Registration & Licences	1,000		
Insurance & Road Tax for Motor Vehicle			
Other Pre-Operations Expenditure			
Interest on Hire-Purchase	2,500	2,500	2,500
Interest on Loan	5,498	3,665	1,833
Depreciation of Fixed Assets	59,749	59,749	59,749
Operations Expenditure			
Total Expenditure	616,997	643,790	690,838
Net Profit Before Tax	7,558,003	15,706,210	23,834,162
Tax	0	0	0
Net Profit After Tax	7,558,003	15,706,210	23,834,162
Accumulated Net Profit	7,558,003	23,264,213	47,098,375

Table 1.7: Pro-Forma Income Statement for 3 years.

5.8 PRO-FORMA BALANCE SHEET (3 years)

GO JE ENTERPRISE PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building			
Office furniture & fittings	9,200	4,600	
Office equipment	15,312	7,656	
Office supplies	407	203	
Warehouse	1,200	600	
Furniture	1,333	667	
Machine	63,333	31,667	
Operation Equipment	16,713	8,357	
Furniture and fitting	12,000	6,000	
	119,499	59,749	
Current Assets			
Stock of Raw Materials	0	0	0
Stock of Finished Goods	0	0	0
Accounts Receivable			
Cash Balance	7,637,188	23,349,828	47,190,420
	7,637,188	23,349,828	47,190,420
Other Assets			
Deposit	4,500	4,500	4,500
TOTAL ASSETS	7,761,187	23,414,078	47,194,920
Owners' Equity			
Capital	96,545	96,545	96,545
Accumulated Profit	7,558,003	23,264,213	47,098,375
	7,654,548	23,360,758	47,194,920
Long Term Liabilities			
Loan Balance	73,306	36,653	
Hire-Purchase Balance	33,333	16,667	
	106,639	53,320	
Current Liabilities			
Accounts Payable			
TOTAL EQUITY & LIABILITIES	7,761,187	23,414,078	47,194,920

Table 1.8: Pro-Forma Balance Sheet for 3 years.

5.9 FINANCIAL PERFORMANCE

GO JE ENTERPRISE FINANCIAL PERFORMANCE			
	Year 1	Year 2	Year 3
<u>PROFITABILITY</u>			
Sales	8,175,000	16,350,000	24,525,000
Gross Profit			
Profit Before Tax	7,558,003	15,706,210	23,834,162
Profit After Tax	7,558,003	15,706,210	23,834,162
Accumulated Profit	7,558,003	23,264,213	47,098,375
<u>LIQUIDITY</u>			
Total Cash Inflow	8,381,504	16,350,000	24,525,000
Total Cash Outflow	744,316	637,360	684,409
Surplus (Deficit)	7,637,188	15,712,640	23,840,591
Accumulated Cash	7,637,188	23,349,828	47,190,420
<u>SAFETY</u>			
Owners' Equity	7,654,548	23,360,758	47,194,920
Fixed Assets	119,499	59,749	0
Current Assets	7,637,188	23,349,828	47,190,420
Long Term Liabilities	106,639	53,320	0
Current Liabilities	0	0	0
<u>FINANCIAL RATIOS</u>			
<i>Profitability</i>			
Return on Sales	92%	96%	97%
Return on Equity	99%	67%	51%
Return on Investment	97%	67%	51%
<i>Liquidity</i>			
Current Ratio	0	0	0
Quick Ratio (Acid Test)	0	0	0
<i>Safety</i>			
Debt to Equity Ratio	0.0	0.0	0.0
<u>BREAK-EVEN ANALYSIS</u>			
Break-Even Point (Sales)	373,511	394,571	439,560
Break-Even Point (%)	5%	2%	2%

Table 1.9: Go Je Enterprise Financial Performance

5.9.1 FINANCIAL RATIO ANALYSIS

Profitability Ratios

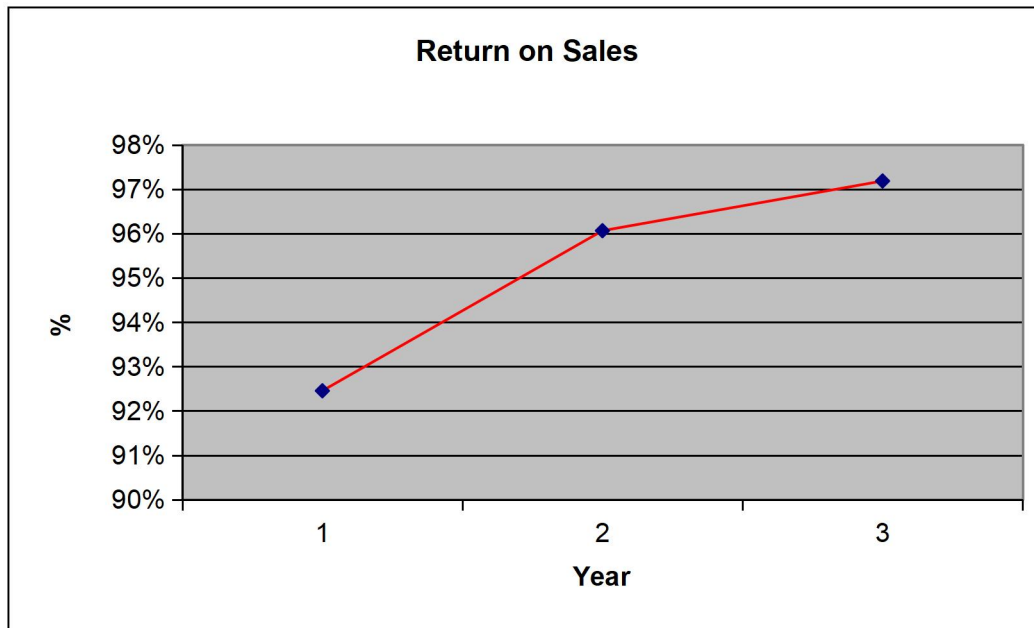


Figure 1.1: Line Graph of Return on Sales.

Return on sales measures how profitable Go Je Enterprise is after three years. As the point has already been rounded up, the percentage of return on sales for years 1, 2, and 3 is 92%, 96%, and 97%, respectively. The percentage shown in the graph is growing year after year, and even a tiny increase has a positive influence on the company's ability to increase sales. This is because a greater return on sales indicates that Go Je Enterprise is improving its sales efficiency and overall business success.

Return on Equity

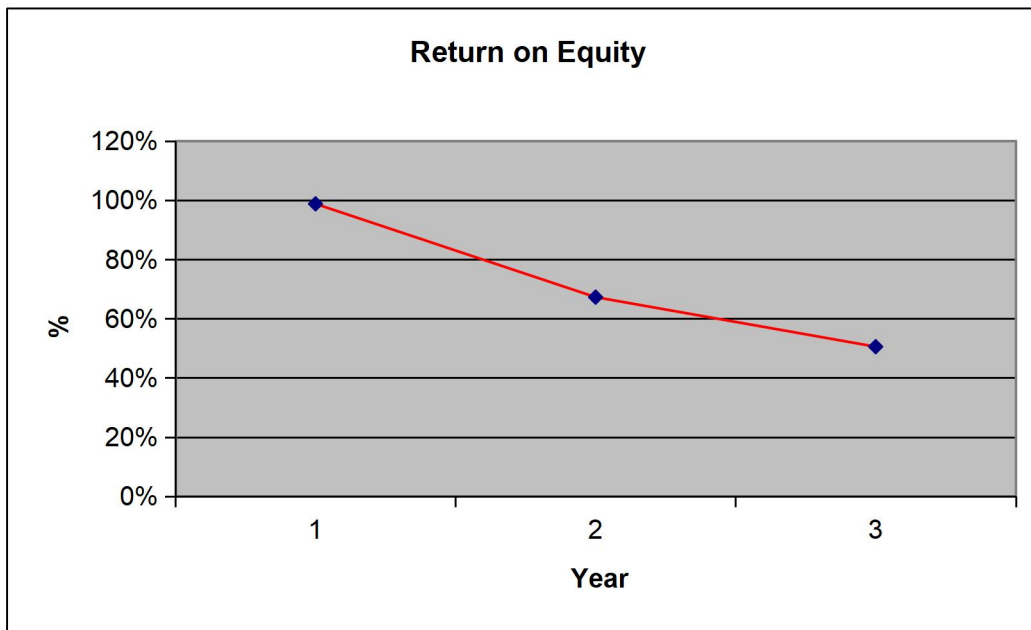


Figure 1.2: Line Graph of Return on Equity.

Return on equity refers to how well the Go Je Enterprise creates profits utilising the money of its owners. Years one, two, and three had 99%, 67%, and 51% return on equity, respectively. To be a better firm, the return on equity must be greater. As a result, according to the graph, Go Je Enterprise did not properly employ shareholder funds to generate profits.

Return on Investment

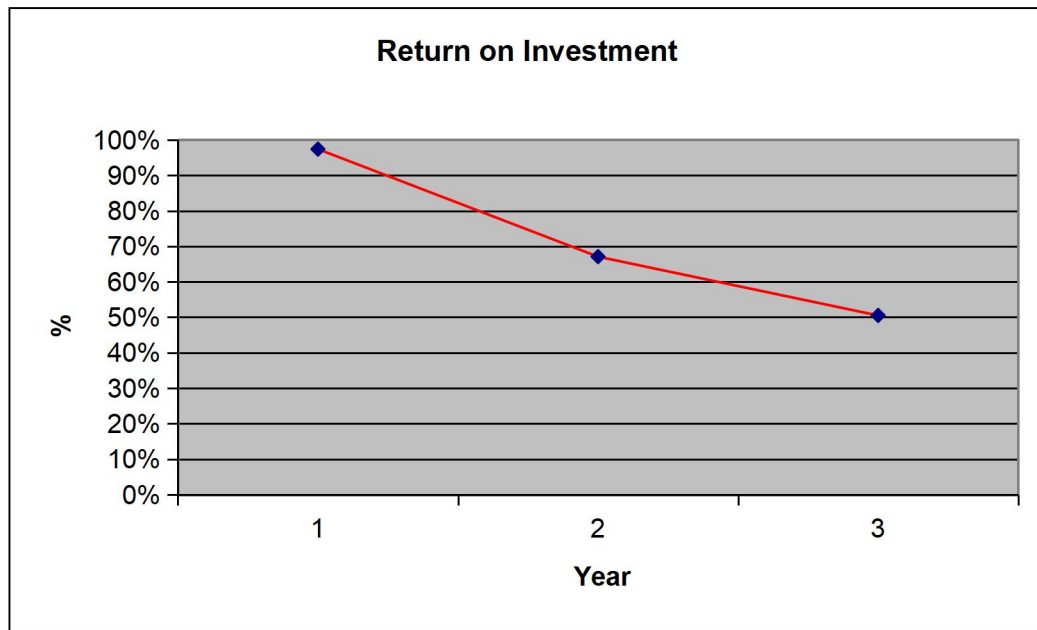
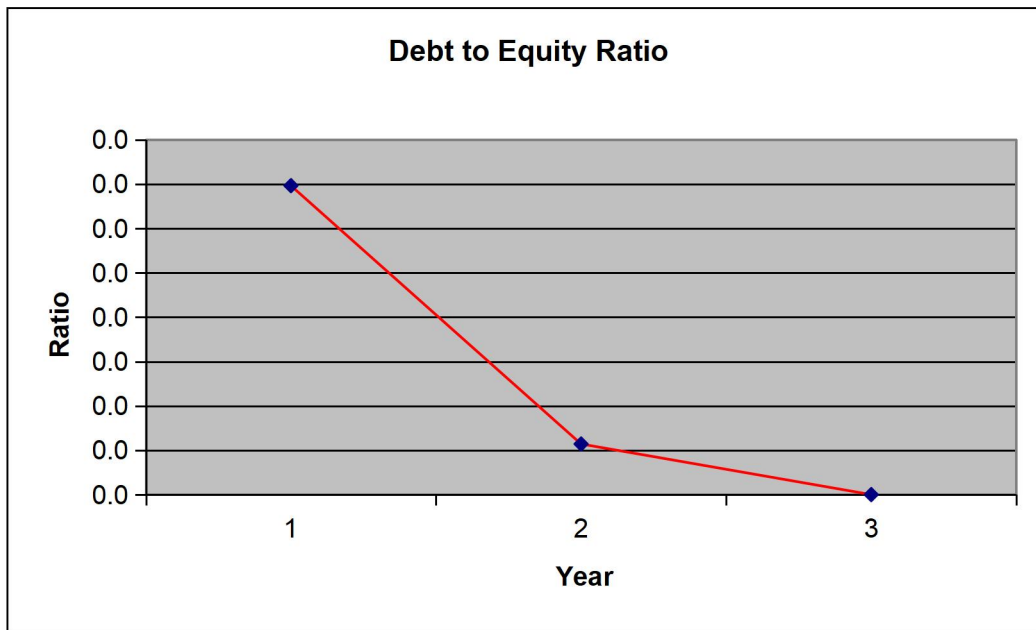


Figure 1.3: Line Graph of Return on Investment

Return on investment is the method through which Go Je Enterprise determines the profitability of an investment. The decreasing percentage from year 1 to year 3 indicates that the company's investment was not profitable. As a result, Go Je Enterprise must take a risk in order to continue operating. As a result, the company must supply solutions to make the investment worthwhile.

Debt to Equity Ratio



. Figure 1.4: Line Graph of Debt-to-Equity Ratio.

Debt to Equity ratio measures a company's capacity to service its debt. A good corporation will have a ratio that is less than one. As a result, based on the graph, the ratio indicates that Go Je Enterprise is in a good stage since it can service its debt. On the other hand, the corporation is hesitant to take a risk.

Current Ratio

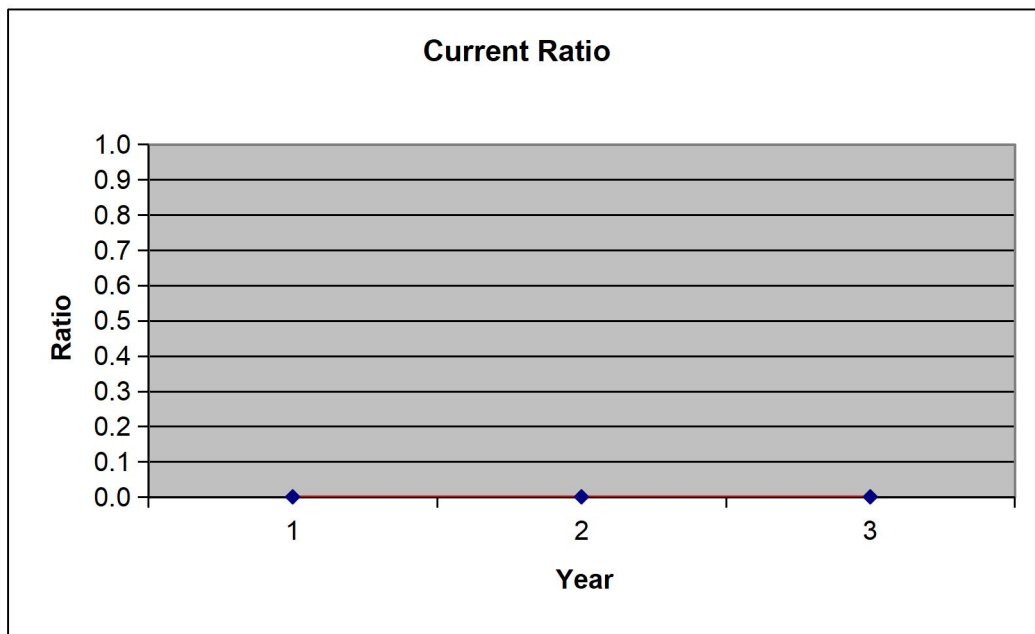


Figure 12.2.1: Line Graph of Current Ratio

Quick Ratio (Acid-Test)

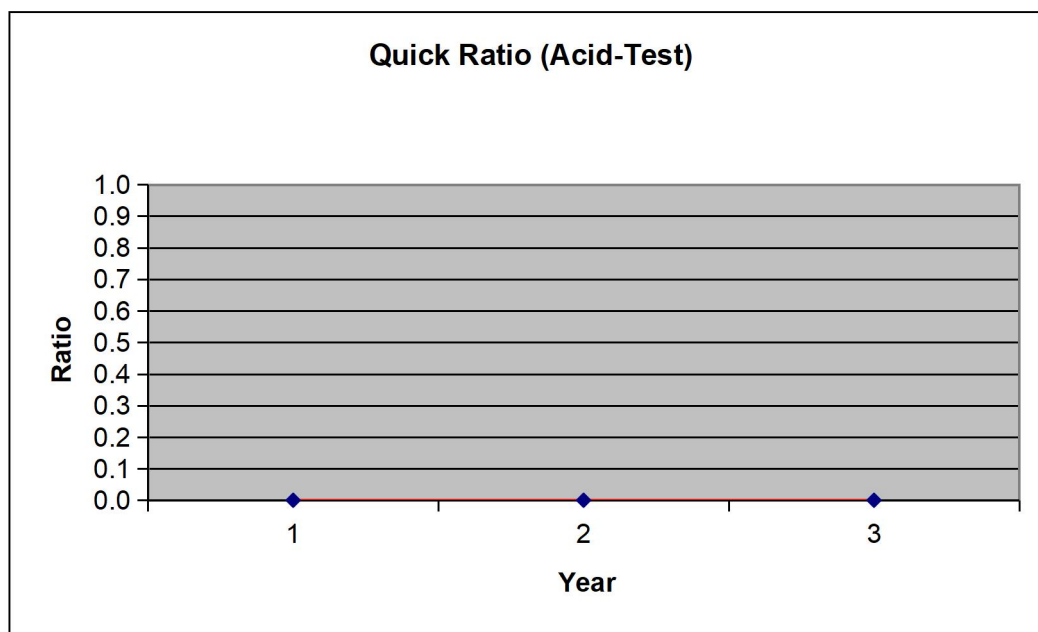


Figure 12.2.2: Line Graph of Quick Ratio

The liquidity ratio measures the company's ability to repay its loan before the due date. However, Go Je Enterprise did have accounts payable in this firm, which means that the company did not owe money to the vendors or suppliers since Go Je Enterprise employs

100% cash payments for purchases in the month of purchase. This strategy is used to prevent customers paying the vendor late even when the event has already concluded.

CHAPTER 6.0 : BUSINESS MODEL CANVAS

BUSINESS MODEL CANVAS

Key Partners

- Go Je Lah !!! driver as a partner
- Supplier Attribute driver (Jacket, Sticker and Helmet)
- Server provider

Key Activities

- Connecting between driver and passengers
- Connecting between sender and receiver
- User Data Management

Key Resources

- Go Je Lah !!! Applications
- Waze
- Google Maps

Value Propotions

- Provide public transportation with fast access, good quality and cheap.

Customer Relationship

- Service Quality
- Discount and Promotion
- More features applications

Channels

- Social Media
- Website
- Go Je Lah !!! applications

Customer Segments

- Employee
- 18 and above
- Businessman
- Single and Married
- Student
- Public Transportation User

Cost Structure

- Profit Sharing with driver partner
- Advertisement
- Maintenance and repair system

Revenue Streams

- Cash
- Touch N Go E-Wallet

CHAPTER 7.0 : CONCLUSION

CONCLUSION

In conclusion, Go Je Enterprise wishes to become a well-known e-hailing service that serves the general public and competes well with other e-hailing services. This is due to the fact that Go Je Enterprise offers a kind of transportation in Malaysia that is quite uncommon and consists of a two-wheeled vehicle. Customers who are experiencing difficulties, such as not having enough time to go to their location and not having a car available will be able to profit from Go Je Enterprise.

In addition, Go Je Enterprise wishes and works hard to guarantee that it is able to fulfil the expectations of consumers who use Go Je Enterprise's services. Customers and users may be enticed to utilise Go Je Enterprise's E-hailing service via advertisements that have been planned and generated by Go Je Enterprise for usage on social media. Go Je Enterprise will be able to compete with other e-hailing companies in Malaysia if they use this strategy.

As a result, Go Je Enterprise has high expectations that Malaysians would respond positively and acknowledge its legitimacy. Even though riding a two-wheeled vehicle on the road is very dangerous, we are going to do all in our power to attempt to prevent accidents by providing our riders with adequate training. In the future, Go Je Enterprise anticipates that its e-hailing service will be able to extend to other nations and will be able to give everyone in Malaysia benefits and advantages. Currently, Go Je Enterprise's e-hailing service is only available in Malaysia.

The following is the capital contribution to the partnership:

Name	Position	Capital Contributing (RM)	Percentage Contribution (%)
MUHAMMAD DANIAL HAQIMEE BIN RASID	GENERAL MANAGER	36,250	25%
HAFIZ AZRI BIN LEHAD	ADMINISTRATIVE MANAGER	31,900	22%
MUHAMMAD AIDIL ALIMAN BIN MUHAMMAD ALI	MARKETING MANAGER	21,750	15%
MUHAMMAD AQMAL IRFAN BIN MOHD ADZLI	OPERATIONAL MANAGER	30,450	21%
MUHAMMAD YUSFADLY AMIN BIN MOHD YUSOFF	FINANCIAL MANAGER	24,6650	17%
TOTAL		145,000	100%

4. Profit and Loss

All gains and losses in the partnership will be shared proportionally among the partners in Go Je Enterprise. For tax purposes, each partner must have their own individual bank account. Each partner's individual income account will be debited or credited as appropriate for their share of the partnership's gains or losses. A partner's losses will be deducted from their capital if their income account is zero.

5. Salaries and Withdrawals

Compensation for work performed by a partner is owed to them. At any moment, a partner may take out their share of the income account's credit.

6. Interest

The original capital contributions and any further capital contributions to the partnership must not accrue interest.

7. Management Duties and Restrictions

Each partner must dedicate his or her whole working time to the operation of the partnership in Go Je Enterprise and shall have an equal voice in its administration. Neither partner shall, without the other Partner's consent, borrow or lend money for or on behalf of the Partnership which make, deliver, or accept any commercial paper; execute any mortgage, security agreement, bond, or lease the purchase or contract to purchase, or sell or contract to sell, any property for or of the Partnership other than the type of property purchased and sold in the ordinary course of the Partnership's Go Je Enterprise.

8. Banking

All partnership money shall be deposited in the name of the partnership in such checking accounts or accounts as may be selected by the partners. It can only be accessed via checks co-signed by both parties.

9. Books

The partnership's books must be kept in the partnership's primary office, where all partners have unrestricted access at all times. The books must be balanced and closed at the conclusion of each fiscal year. A final audit will be performed as of the deal's close.

10. Voluntary Termination

The partners may dissolve the partnership at any moment by mutual consent, in which case they must act with reasonable promptness to wind down the partnership's operations.

COMPENSATION AND BENEFIT

1. Employment Act 1955

The Employment Act 1955 ("Employment Act") is the primary statute governing issues of employment law in Malaysia. The Employment Act mandates a base level of protections for qualified workers. Any provision in an employment contract that claims to provide less favourable benefits than those set out in the Employment Act must be null and invalid and the minimum benefits in the Employment Act shall apply to the relevant workers. Only the following groups of workers are eligible for protection under the Employment Act:

- People who work for Go Je Enterprise and whose monthly pay is less than RM2,500
- Workers who do physical labour, regardless of pay, workers who operate or maintain vehicles that use mechanical propulsion, regardless of pay
- Those who work aboard a vessel in any capacity, including those who manage or oversee those doing physical labour, and those who work in supervisory roles (subject to certain)

I. Rest Day

One full day of rest every week, to be established from time to time by the employer, should be provided to each employee.

II. Holidays

Each employee is entitled to 10 paid vacations per year, four of which are mandatory holidays, at their regular rate of pay :

- (a) the National Day
- (a) the Birthday of the Yang di-Pertuan Agong
- (d) the Birthday of the Ruler or the Yang di-Pertua Negeri
- (d) the Workers' Days

III. Annual Leaves

An employee is eligible to take paid vacation time during the following periods:

- a) If he has worked for the same company for less than two years, he is entitled to eight days of vacation per year
- b) Twelve days for every twelve months of continuous service with the same employer if he has been employed by that employer for two years or more but less than five years
- c) Sixteen days for every twelve months of continuous service with the same employer if he has worked for that employer for at least five years, and if he has not completed twelve

months of continuous service with the same employer during the year in which his contract of service ends, his right to paid annual leave shall be in direct proportion to the number of completed months of service

IV. Sick Leaves

After being examined at the company's cost, a worker is required to:

- (a) by a licenced physician who has been officially designated by the company
- (b) be eligible for paid sick leave if no such medical professional is designated or if, due to the nature or circumstances of the illness, the services of the medical professional so appointed are not reasonably accessible.

In cases when inpatient care is unnecessary ;

- (I) if the employee has been with the company for less than two years, a total of fourteen days each year.
- (ii) if they've worked there for two years or more but less than five, a total of eighteen days in any given calendar year
- (iii) twenty-two days in total every calendar year if the employee has been with the company for five years

In the aggregate each calendar year of sixty days if hospitalisation is required, as may be verified by such licenced medical practitioner or medical officer:

An employee is also eligible for paid sick leave under paragraphs (aa) and (bb) of subsection (1) upon examination by a dental surgeon as defined in the Dental Act 1971; provided, however, that the total number of days in a calendar year to which an employee is entitled under this section shall be sixty;

V. Overtime

For any work done outside of normal hours, the employee must be paid at least 1.5 times his hourly rate, no matter how his hourly rate is set. In this section, "overtime" refers to the number of hours worked on top of the normal number of hours per day. Provided, however, that if any work is done after the ten-hour spread-out period, the whole time from the end of the spread-out period until the end of the employee's shift will be considered overtime.

VI. Maternity Leaves

Every woman who works for the company has the right to a maternity leave of at least sixty days. A female worker won't be able to get a maternity allowance if she already has five or more children when she gives birth.

These are the additional terms and conditions:

1) Paternity Leave

The birth of any of the father's children, up to a maximum of five, entitles him to two paid days off work.

2) Marriage Leave

If it's the employee's first marriage, the company will pay for five days of leave.

3) Compassionate Leave

Caregiver Absence In the event of a death in the immediate family, employees are entitled to three days of paid leave.

4) Bonus

Based on the company's success, workers will get a bonus equal to thirty percent of their regular pay each month.

5)The Annual Increment

Employees will get yearly raises ranging from 5% to 30%, depending on their performance. Those who fall short of the mark won't get a raise the following year.

Social Security (SOCSO)

A Government Agency Responsible for Providing Social Security (SOCSO) SOCSO's primary role is to safeguard workers and their families from financial hardship by administering two social insurance programmes which is the Employment Injury Scheme and the Invalidity Scheme. Workers are covered under the Employment Injury Scheme if they sustain an injury on the job or are diagnosed with a work-related illness. Employees are covered around-the-clock by the Invalidity Scheme in the event of disability or death that occurs outside of regular business hours and is unrelated to their job. Cash benefits, in addition to medical care, physical rehabilitation, and/or job-related training, are provided by both plans in the case of an accident or illness for workers and their families. Through

occupational safety and health awareness initiatives among workers and employers, SOCSO also undertakes and executes actions aimed at preventing accidents.

EPF stands for Employee Pension Plan (EPF)

One of an employer's duties is to make EPF payments on behalf of each worker hired under an employment contract or apprenticeship agreement. Each employee and each employer of a person who is an employee within the meaning of this Act must, subject to the requirements of Section 52, be required to make monthly payments on the amount of earnings at the rate respectively set out in the Third Schedule (Section 43(1), EPF Act 1991).

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