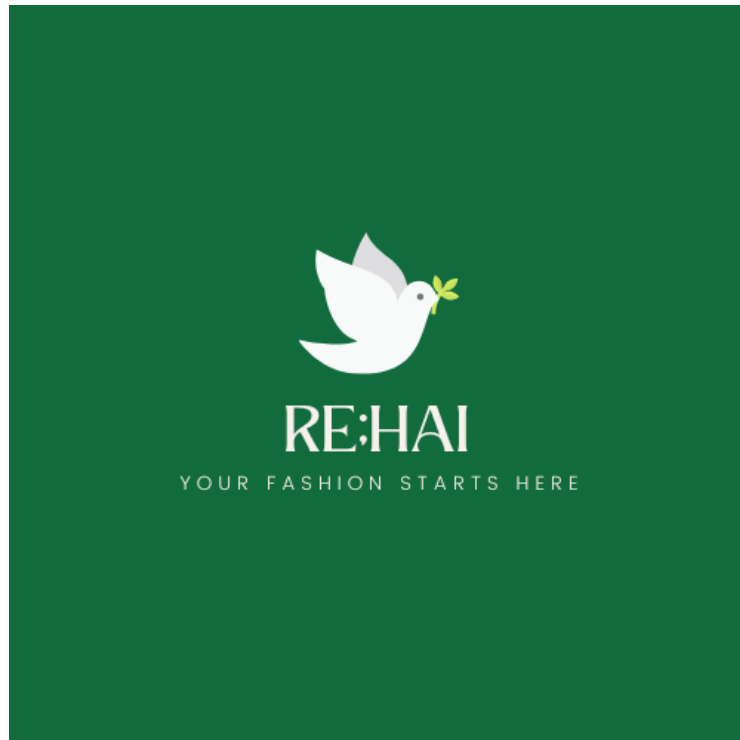


FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)
BUSINESS PLAN



Re;Hai ENTERPRISE

PREPARED FOR:

MADAM RAHAYU IZWANI BINTI BORHANUDDIN

PREPARED BY:

ANNA JASMINE BINTI HARIULNIZAM	2020882438
MUHAMMAD AIMAN BIN MAT NAWI	2020824956
NADZIRAH HUDA BINTI ARIUDDIN	2020893434
NUR ALIESYA MOHAMAD SAIFOL	2020895178
SITI RAFHANAH BINTI SUWANDI	2020868372



FACULTY OF ENGINEERING

DIPLOMA IN MECHANICAL ENGINEERING

EM110

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

Re: Hai ENTERPRISE

HIJABS

PREPARED FOR:

MADAM RAHAYU IZWANI BINTI BORHANUDDIN

PREPARED BY:

ANNA JASMINE BINTI HARIULNIZAM	2020882438
MUHAMMAD AIMAN BIN MAT NAWI	2020824956
NADZIRAH HUDA BINTI ARIUDDIN	2020893434
NUR ALIESYA MOHAMAD SAIFOL	2020895178
SITI RAFHANAH BINTI SUWANDI	2020868372

GROUP: J4EM1105E



ACKNOWLEDGEMENT

We would like to convey my heartfelt gratitude especially to our parents for their tremendous support and assistance in the completion of this business assignment. We would also like to thank our lecturer, Mrs. Rahayu Izwani Borhanuddin, for excellent guidance and providing us with this wonderful opportunity to work on a business assignment of conducting a hijab business. The completion of the project would not have been possible without their help and insights.

Apart from that, we would also like to acknowledge with much appreciation the crucial role of our classmates for sharing their thoughts, ideas, as well as opinions for us to deliver a stupendous quality of a business assignment report.

May god give us guidance and blessings in every way for everyone that involved through the process of finishing this business report.



TABLE OF CONTENTS

LETTER OF SUBMISSION	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF TABLES	vi
LIST OF FIGURES	viii
EXECUTIVE SUMMARY	ix
1 INTRODUCTION	
1.1 <i>Name of the Business</i>	1
1.2 <i>Nature of Business</i>	1
1.3 <i>Industry Profile</i>	1
1.4 <i>Location of the business</i>	1
1.5 <i>Date of business commencement</i>	2
1.6 <i>Factor in selecting the proposed business</i>	2
1.7 <i>Future prospects of the business</i>	2
2 PURPOSE	
2.1 <i>To evaluate the project viability and growth potential</i>	3
2.2 <i>To apply for loans or financing facilities from the relevant financial institutions</i>	3
2.3 <i>To act as a guideline for the management of the proposed business</i>	3
2.4 <i>To allocate business resources effectively</i>	3
3 BUSINESS BACKGROUND	
3.1 <i>Vision and Mission</i>	5
3.2 <i>Organizational Chart</i>	6
3.3 <i>Logo and Motto</i>	7
4 BACKGROUND OF PARTNERSHIPS	
4.1 <i>General Manager</i>	8
4.2 <i>Administration Manager</i>	9
4.3 <i>Marketing Manager</i>	10
4.4 <i>Operation Manager</i>	11

4.5	<i>Financial Manager</i>	12
5	LOCATION OF BUSINESS	
5.1	<i>Physical location of the business</i>	13
5.2	<i>Building</i>	14
5.3	<i>Basic amenities</i>	14
6	MARKETING PLAN	
6.1	<i>Marketing Objectives</i>	16
6.2	<i>Description of Products</i>	16
6.3	<i>Target Market</i>	18
6.4	<i>Market size</i>	19
6.5	<i>Competitors</i>	20
6.6	<i>Market Share</i>	21
6.7	<i>Sales Forecast</i>	23
6.8	<i>Market strategy</i>	25
6.9	<i>Organization Chart for Marketing Department</i>	30
6.10	<i>Manpower Planning</i>	30
6.11	<i>Schedule of Task and Responsibilities</i>	31
6.12	<i>Schedule of Remuneration</i>	31
6.13	<i>Marketing Budget</i>	31
7	OPERATIONAL PLAN	
7.1	<i>Component of Operating Systems</i>	34
7.2	<i>Process Planning for Manufacturing</i>	36
7.3	<i>Operations Layout</i>	39
7.4	<i>Production Planning</i>	40
7.5	<i>Material Planning</i>	41
7.6	<i>Machine and Equipment Planning</i>	46
7.7	<i>Manpower Planning</i>	56
7.8	<i>Overhead Equipment</i>	57
7.9	<i>Total Operations Cost</i>	64
7.10	<i>Cost per Unit</i>	64
7.11	<i>Productivity Index (PI)</i>	64
7.12	<i>Location Plan</i>	64

7.13	<i>Business and operation hours</i>	64
7.14	<i>License, permits and regulations required</i>	65
7.15	<i>Operations Budget</i>	65
7.16	<i>Implementation Schedule</i>	66
8	ADMINISTRATION PLAN	
8.1	<i>Organizational Chart for Administration and Finance Department</i>	69
8.2	<i>Manpower Planning</i>	70
8.3	<i>Schedule of Task and Responsibilities</i>	70
8.4	<i>Schedule of Remuneration</i>	71
8.5	<i>Office Furniture, Fitting and Office Supplies</i>	72
8.6	<i>Administration Budget</i>	75
9	FINANCIAL PLAN	
9.1	<i>Operating Budget</i>	77
9.2	<i>Project Implementation Cost and Sources of Finance</i>	78
9.3	<i>Fixed Asset Depreciation Schedule</i>	79
9.4	<i>Loan and Hire Purchase Depreciation Schedule</i>	80
9.5	<i>Proforma Cashflow Statement</i>	81
9.6	<i>Proforma Income Statement</i>	82
9.7	<i>Proforma Balance Sheet</i>	83
9.8	<i>Financial Ratio Analysis</i>	84
	CONCLUSION	95
	APPENDICES	96
	PARTNERSHIP AGREEMENT	98



LIST OF TABLES

<i>Table 3.0.1 Business Background</i>	4
<i>Table 4.1.1 Background of General Manager</i>	8
<i>Table 4.2.1 Background of Administration Manager</i>	9
<i>Table 4.3.1 Background of Marketing Manager</i>	10
<i>Table 4.4.1 Background of Operation Manager</i>	11
<i>Table 4.5.1 Background of Financial Manager</i>	12
<i>Table 6.2.1 Product description</i>	16
<i>Table 6.5.1 Competitive analysis</i>	20
<i>Table 6.6.1 Market share before the entry of business</i>	21
<i>Table 6.6.2 Market share after the entry of your business</i>	22
<i>Table 6.7.1 Sales Forecasting</i>	23
<i>Table 6.7.2 Units Forecasting</i>	24
<i>Table 6.10.1 List of Marketing Personnel</i>	30
<i>Table 6.11.1 Task and Responsibilities of Marketing Personnel</i>	31
<i>Table 6.12.1 Schedule of Remuneration plan of Marketing Personnel</i>	31
<i>Table 6.13.1 Marketing Budget</i>	32
<i>Table 7.2.1: Symbol of process chart</i>	36
<i>Table 7.4.1: Sales forecast per month</i>	40
<i>Table 7.4.2: Number of output per day</i>	40
<i>Table 7.4.3: Table of number of units per hour</i>	41
<i>Table 7.5.1: List of raw materials</i>	41
<i>Table 7.5.2: List of raw materials required per month</i>	42
<i>Table 7.6.1: Calculation of amount machine required</i>	46
<i>Table 7.6.2: List of machine and equipment</i>	46
<i>Table 7.6.3: List of tools</i>	48
<i>Table 7.6.4: List of furnitures and fittings</i>	51
<i>Table 7.6.5: List of machine supplier</i>	55
<i>Table 7.6.6: Machine and equipment (rental or purchase)</i>	55
<i>Table 7.7.2: No. of personnel required</i>	56
<i>Table 7.7.3: Task and responsibilities</i>	56
<i>Table 7.8.1: List of Overhead Expenses</i>	57
<i>Table 7.8.2: List of Other Expenses</i>	60
<i>Table 7.8.3: List of packaging cost</i>	63

<i>Table 7.14.1: License, permits and regulations</i>	65
<i>Table 7.15.1: Total Operations Budget</i>	65
<i>Table 7.16.1: Implementation schedule</i>	66
<i>Table 8.2 List of Personnel</i>	70
<i>Table 8.3 Task and Responsibilities</i>	70
<i>Table 8.4 Schedule of Remuneration</i>	71
<i>Table 8.5.1 List of Office Equipment</i>	72
<i>Table 8.5.2 List of Furnitures and Fittings</i>	72
<i>Table 8.5.3 List of Office Supplies</i>	73
<i>Table 8.5.4 List of Miscellaneous</i>	74
<i>Table 8.6 Administration Budget</i>	75
<i>Table 9.1: Administrative Budget</i>	77
<i>Table 9.2: Marketing Budget</i>	77
<i>Table 9.3: Operations Budget</i>	78
<i>Table 9.4: Project Implementation Cost and Source of Finance</i>	78
<i>Table 9.5: Fixed Asset Depreciation Schedules</i>	79
<i>Table 9.6: Loan Depreciation Schedules</i>	80
<i>Table 9.7: Cashflow Statement</i>	81
<i>Table 9.8: Income Statement</i>	82
<i>Table 9.9: Balance Sheet</i>	83
<i>Table 9.10: Current Ratio</i>	84
<i>Table 9.11: Quick Ratio</i>	85
<i>Table 9.12: Inventory Turnover Ratio</i>	86
<i>Table 9.13: Gross Profit Margin</i>	87
<i>Table 9.14: Net Profit Margin</i>	88
<i>Table 9.15: Return on Assets</i>	89
<i>Table 9.16: Return on Equity</i>	90
<i>Table 9.17: Debt to Equity</i>	91
<i>Table 9.18: Debt to Assets</i>	92
<i>Table 9.19: Time Interest Earned</i>	93

LIST OF FIGURES

<i>Figure 5.1.1: Map of first flagship store</i>	13
<i>Figure 5.1.2: AEON Mall Tebrau City</i>	13
<i>Figure 5.1.3: Re:Hai flagship store</i>	14
<i>Figure 6.6.1 Market Share Before Business Entrance</i>	21
<i>Figure 6.6.2 Market Share After Business Entrance</i>	22
<i>Figure 6.8.1.1: Packaging</i>	25
<i>Figure 6.8.4.1: Business Card</i>	27
<i>Figure 6.8.4.2: Instagram</i>	28
<i>Figure 6.8.4.3: WhatsApp Catalogue</i>	28
<i>Figure 6.8.4.4 Signboard</i>	29
<i>Figure 6.8.4.5 Bunting</i>	29
<i>Figure 6.9.1 Organizational Chart</i>	30
<i>Figure 7.2.1: Process planning chart for all products and packaging</i>	37
<i>Figure 7.2.2: Process planning for customer purchase</i>	38
<i>Figure 7.3.1: Operations layout</i>	39
<i>Figure 7.7.1 Organizational Chart</i>	56
<i>Figure 8.1 Organizational Chart</i>	69



EXECUTIVE SUMMARY

This business, which name is Re;Hai Enterprise, specialises in selling hijabs produced from premium materials. The items are made of premium cotton, matte satin, chiffon silk, printed jersey, and knit jersey. Every product has well-known characteristics and advantages. For instance, matte satin is wrinkle-resistant and has a distinctive matte appearance. Our business shop is located at Lot 212, Level 2, AEON Tebrau Shopping Center, No. 33A, Jln Harmonium, Taman Desa Tebrau, 81100 Johor Bahru, Johor. This location was chosen specifically because AEON Tebrau Shopping Center is one of the well-known shopping centres in Johor and draws a sizable number of visitors each day. The business will launch in April 6, 2023, and its target market will be primarily female university students and working housewives aged 20 to 40 who live in the area. The sales forecast of the first year is estimated to be RM630,420. Muhammad Aiman, the general manager, is responsible for planning and overseeing the overall operation of the Re;Hai business, which is owned under a partnership agreement. The financial manager, Siti Rafhanah, is in charge of managing the business' investment operations, creating plans for its long-term financial goals, and generating financial reports. The administrative manager, Nadzirah Huda, is in charge of scheduling duties, handling the payroll and personnel databases, and creating reports that other clerical jobs can use. Additionally, standards and procedures were established for this role to make sure that staff employees had appropriate training. The marketing manager, Nur Aliesya, is responsible for developing marketing strategies and stimulating demand for products and services. Anna Jasmine's job as an operational manager is managing the procedures involved in producing a business' goods and/or services. An operations manager, for instance, would be in charge of planning and strategizing as well as all tasks related to ordinary store floor operations.

INTRODUCTION



1.0 Introduction

1.1 *Name of the Business*

Re;Hai : It is the acronym that we get from each of the manager's initial words combined to make a fabulous and aesthetic name.

1.2 *Nature of Business*

Our brand provides an excellent quality and grade of multitype of hijabs with exclusive design for each particular model of products.

1.3 *Industry Profile*

Our brand can be categorised as fashion and design as the product mainly consists of hijabs. Hijab has many meanings depending on who wears it or how people think. Wearing the hijab is more than just following Shariah in the context of Muslims. It exemplifies modesty and morality. As a result, Islamic fashion is becoming more popular in the global market. Wilson's 2014 study estimates the Muslim fashion market to be worth 96 billion USD. This is due to the fact that approximately 800 million Muslims worldwide desire this type of fashion. And 40% of them are over the age of 25, who prefer to dress in fashionable outfits.

Prior to Covid-19, the hijab industry appeared to be doing well, but it suffered a setback during the pandemic. However, when the endemic began, it returned to normal. According to the report, Muslim fashion increased by 5.7% in 2021 to 295 billion USD. It is expected to increase by 6.1% to 313 billion USD to 375 billion USD in 2025.

1.4 *Location of the business*

Lot 212, level 2 AEON Tebrau Shopping Centre, No. 33A, Jln Harmonium, Taman Desa Tebrau, 81100 Johor Bahru, Johor. We chose this place because it is shopping mall capable of attracting many visitors from surrounding residents. With this factor, the idea of placing the shop in this area seems to have a bright output of income.



1.5 *Date of business commencement*

Our business is to be commenced on April 6th 2023. We chose this date as we must settle with the registration of our business with Suruhanjaya Syarikat Malaysia (SSM) as well as make some preparations both of which will take a few months to ensure a grand opening to our stores.

1.6 *Factor in selecting the proposed business*

Muslim women in Nusantara which consists of several countries such as Indonesia, Malaysia, Singapore, Brunei, and the Philippines who has been in love with wearing the hijab with a stylish touch of modern design while still obeying the shara' in Islam. Hence, we as a group feel the urge to take a drastic step with developing our very own business to encourage the matter as well as spreading the beauty of Islam to the non-muslim community.

1.7 *Future prospects of the business*

Re:Hai business's goal is to become a Nusantara top hijab provider. Our hijabs are available all over the world. Within the next five years, we hope to open 14 flagship stores, one for each state in Malaysia, as well as hundreds of franchises. Furthermore, factories will be built in several Muslim-majority countries, including Indonesia, Saudi Arabia, Turkey, Dubai, and others.



2.0 Purpose of preparing the business plan

2.1 *To evaluate the project viability and growth potential*

The purpose of this business plan is to evaluate the project viability and growth potential at such whether the business is worth investing in or not. For context, the project viability and growth potential can be predicted through calculations and forecasting of expected sales in first 12 months. Moreover, from the results of first year is worth enough to ensure that the business can still grow long term. Thus, the purpose of creating this business plan is to survey the potential growth of Re;Hai in the future.

2.2 *To apply for loans or financing facilities from the relevant financial institutions*

This business plan was written to predict the viability of this business to apply for a loan from relevant financial institutions such as Tabung Ekonomi Kumpulan Usaha Niaga (TEKUN). As in order for the business to expand and grow, this one particular important step needs to be taken. Our business aims to borrow RM100,000 at 4% interest rate annually from TEKUN.

2.3 *To act as a guideline for the management of the proposed business*

The purpose of this business plan is to act as a guideline for the management team of the business in the case of a potential franchising of the business. The reason why we need the guideline is to standardize the quality of our service for all customers at all branch points.

2.4 *To allocate business resources effectively*

Furthermore, to allocate business resources effectively which consists of contributions from each manager, manpower, as well as weekly workhour. With the proper planning of the most important thing to do in the business, we can allocate our utmost efforts to each of the matters listed. In addition, another important thing is to achieve the planned monthly sales so that we can synchronously coordinate the profit from our sales with initial capital.



3.1 *Vision and Mission*

3.1.1 *Vision*

To be the number one hijab business in delivering exclusive and excellent quality of hijabs to all Muslim women in the Nusantara archipelago consisted of Indonesia, Malaysia, Singapore, Brunei, and the Philippines.

3.1.2 *Mission*

We strive to give our customers the feel of luxury and quality of hijabs on the lowest possible price as well as the utmost convenience to all hijabist in Nusantara.



3.2 Organizational Chart

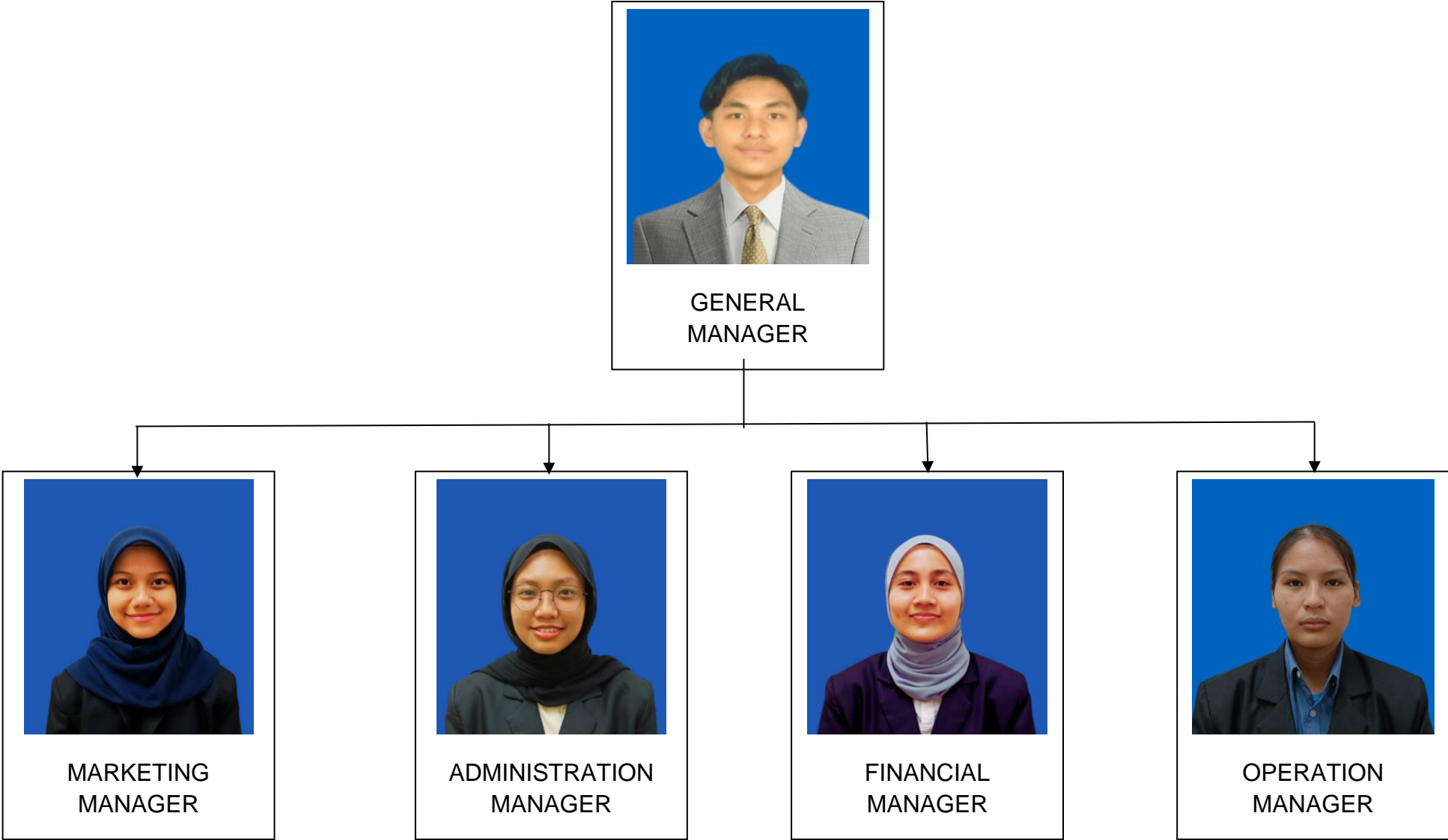




Figure 5.1.3: Re:Hai flagship store

5.2 *Building*

- Type: Shopping mall outlet
- Size: 1500 ft × 1500 ft
- Rental cost: RM 1500

5.3 *Basic amenities*

- Water is supplied by Ranhill SAJ Sdn. Bhd. (Ranhill utilities Berhad)
- Electric is supplied by TnB (Tenaga Nasional Berhad)
- Unifi is the communication lines for this business because it offer the best package compared to other companies with an affordable prize.

MARKETING PLAN

6.0 Marketing Plan

6.1 Marketing Objectives

1. To raise public awareness of our products and brands.
2. To cultivate brand loyalty and establish relationships with customers and competitors.
3. To build a platform for attracting new customers as well as maintaining and retaining existing ones.
4. To increase the business's sales and revenues by expanding into new markets and industries.
5. To entice customers to try and buy our offered products.
6. To establish a relationship and gain repeat or repeat customers.

6.2 Description of products

Re:Hai have a wide range of products materials to attract customers.

Table 6.2.1: Product description

Product Illustration	Product	Description	Price
Matte Satin	Features	<ul style="list-style-type: none"> • A smooth satin. • A neat finish. • Less shiny. • Has a unique matte appearance. 	RM 35
	Benefits	<ul style="list-style-type: none"> • Wrinkle resistant • Creates a much more natural look than glossy finishes. • Holds its shape extremely well 	



Product Illustration	Product	Description	Price
Chiffon Silk	Features	<ul style="list-style-type: none"> • An elegant, sheer fabric with a soft, beautiful drape and a crepe-like texture • Lightweight fabric 	RM 50
	Benefits	<ul style="list-style-type: none"> • Has a beautiful drape. • It is not easy to wrinkle and deform. 	
Premium Cotton	Features	<ul style="list-style-type: none"> • Softness. • Durability. • Breathability. 	RM 25
	Benefits	<ul style="list-style-type: none"> • Great option for hot weather. • Superior comfort and best for people with sensitive or allergic skin. • Cotton sticks to the head compared to chiffon or satin. • Allow fresh air in. 	
Printed	Features	<ul style="list-style-type: none"> • Various types of material. • Wrinkle-resistant. • Thin and light. 	RM 50
	Benefits	<ul style="list-style-type: none"> • Looks classy and elegant. • Ironless. • Easy to care for and style. 	

Product Illustration	Product	Description	Price
Jersey	Features	<ul style="list-style-type: none"> • Stretchable. • Minimal ironing. • Non-slip fabric. 	RM 25
	Benefits	<ul style="list-style-type: none"> • Drapes and styles easily. • Best for casual wear. 	

6.3 Target market

Target markets or customer segments are groups of people or organizations that a business aims or targets. Customer segmentation believes that each business is unique and will have different marketing efforts or strategies if target markets are specified. Businesses can plan their marketing efforts to different audiences or crowds by segmenting. Communications, product development, and other strategies are examples of such strategies.

6.3.1 Demographic

Our target demographic is predominantly female, with a focus on working housewives and university students. Our target customers range in age from 20 to 40 years old. First and foremost, we sell a variety of hijabs that will appeal to young people, particularly those who are fashion-conscious. Next, the patterns and colors available by our business are ideal for a wide range of activities and events. Furthermore, a working woman or a university student who does not have time to prepare will find that the hijab we sell can save them time because we offer ironless hijab materials.

6.3.2 Geographic

Geographic segmentation necessitates categorizing your audience based on where they live or work. This can be



accomplished in a variety of ways, including grouping clients from town to town by the country in which they reside, or smaller regional divisions, and even down to the postal code. Regional segmentation may be the simplest method for market segmentation to grasp, but there are so many applications that businesses never consider. The size of the region that you will target will depend on your needs as an organization. After all, targeting each postcode separately would be inefficient for a larger potential audience.

Our boutique is in AEON Tebrau, Johor Bahru, near residential areas, universities, and shopping centers such as Toppen and Ikea. This shopping center serves as a hub for locals, ex-pats, and foreign tourists, particularly Singaporeans. This location is ideal because it is near a shopping center or supermarket.


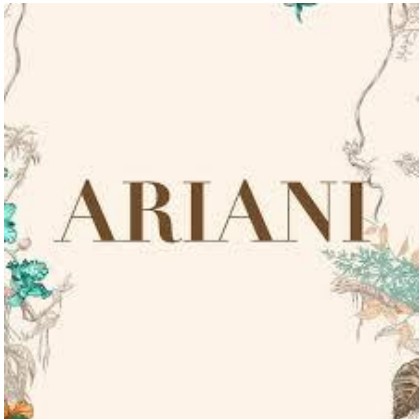
6.4 Market size


- According to website <https://all-populations.com/en/my/population-of-tebrau.html>, Population in Tebrau, Johor is 525 350 people. 10% of the population are targeted to be our customers.
- Market size for hijab = 525 350 people x 10%
- Total market size = Market size x number of hijabs each person bought in a year x average competitor price
$$= 52\,535 \times 2 \times [(80+115+85+20) / 4]$$
$$= \text{RM } 7\,880\,250$$

6.5 Competitors

6.5.1 Identifying competitors

Table 6.5.1 Competitive analysis

Competitors	Strengths	Weaknesses	Ranking
<p>Naelofar</p> 	<ul style="list-style-type: none"> • Famous ambassador. • the fabric used is comfortable and easy to style. • interesting choice of colors and patterns. 	<ul style="list-style-type: none"> • The price offered is quite high. • A lot of product counterfeiting happens. • Limited stock. 	1
<p>Ariani</p> 	<ul style="list-style-type: none"> • High-quality product • Well-known brand • As for ARIANI's workers, they have strong gratitude for their policy of allocating one employee to every customer. 	<ul style="list-style-type: none"> • The price offered is high. • Do not have many branches. • Newcomer in online service. 	2
<p>Others</p>	<ul style="list-style-type: none"> • The price offered is affordable. • Have a variety of designs and colors. • Easy to get. • 	<ul style="list-style-type: none"> • Low impression. • Some of the products are low quality. • Have defects. • 	4

Competitors	Strengths	Weaknesses	Ranking
Bawal Exclusive 	<ul style="list-style-type: none"> • High-quality product. • Collaborating with Swarovski. • Collection in a fairly exclusive position. • 	<ul style="list-style-type: none"> • The price offered is high. • The pattern is very similar to others. • Shawl is not available. 	3

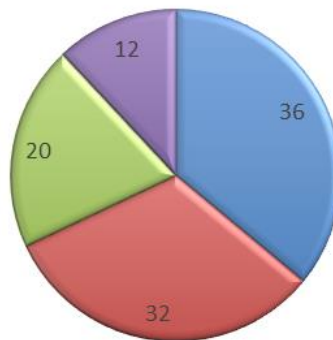
6.6 Market Share

6.6.1 Market share before the entry of *business*.

Table 6.6.1 Market share before the entry of business

Competitor	Before entrance (%)	Amount (RM)
Naelofar	36	2 836 890
Ariani	32	2 521 680
Bawal Exclusive	20	1 576 050
Others	12	945 630
TOTAL	100	7 880 250

MARKET SHARE BEFORE ENTRANCE (%)



■ Naelofar ■ Ariani ■ Bawal Exclusive ■ Others

Figure 6.6.1 Market Share Before Business Entrance

6.6.2 Adjusted market share after the entry of *your business*.**Table 6.6.2 Market share after the entry of your business**

Competitor	After entrance (%)	Amount (RM)	Percentage of loss (%)
Naelofar	32	2 521 680	4
Ariani	30	2 364 075	2
Bawal Exclusive	19	1 497 247.5	1
Others	11	866 827.5	1
Re:Hai	8	630 420	-
TOTAL	100	7 880 250	8

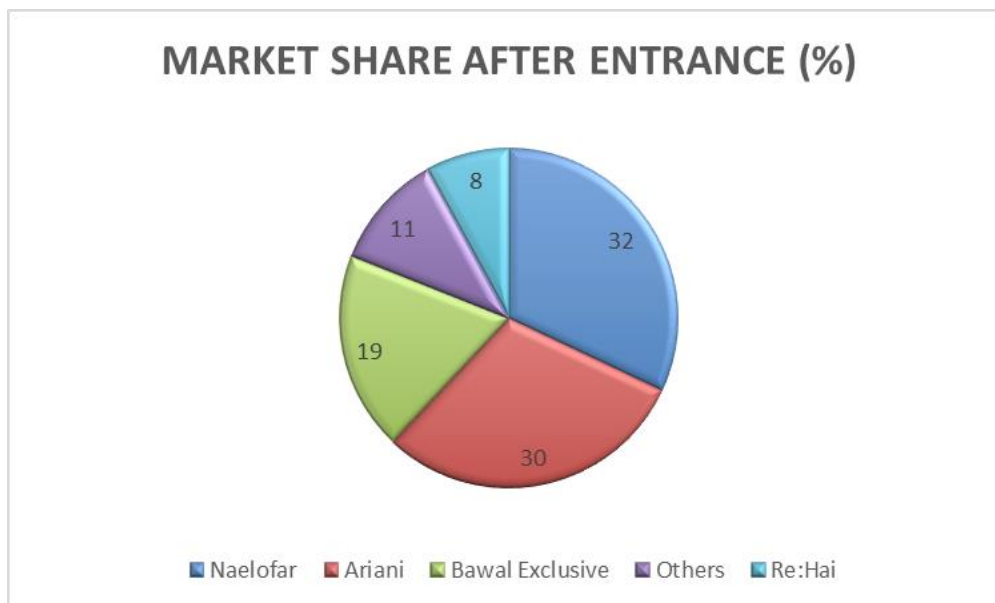


Figure 6.6.2 Market Share After Business Entrance

6.7 Sales forecast

Sales forecasting is the process of predicting a business's future sales for the coming months or years. Accurate sales forecasts enable businesses to make business decisions, plan for the future, and predict future performance. In other words, sales forecasting provides insight and information about how a business's workforce, cash flow, planning, management, and resources should be managed.

Table 6.7.1 Sales Forecasting

Month	Sales Forecast (RM)					
	Matte Satin	Chiffon Silk	Premium Cotton	Printed	Jersey	Total
1	10 535	10 500	10 500	10 500	10 500	52 535
2	10 535	10 500	10 500	10 500	10 500	52 535
3	10 535	10 500	10 500	10 500	10 500	52 535
4	10 535	10 500	10 500	10 500	10 500	52 535
5	10 535	10 500	10 500	10 500	10 500	52 535
6	10 535	10 500	10 500	10 500	10 500	52 535
7	10 535	10 500	10 500	10 500	10 500	52 535
8	10 535	10 500	10 500	10 500	10 500	52 535
9	10 535	10 500	10 500	10 500	10 500	52 535
10	10 535	10 500	10 500	10 500	10 500	52 535
11	10 535	10 500	10 500	10 500	10 500	52 535
12	10 535	10 500	10 500	10 500	10 500	52 535
Year 1	126 420	126 000	126 000	126 000	126 000	630 420
Year 2 (10%)	139 062	138 600	138 600	138 600	138 600	693 462
Year 3 (15%)	145 383	144 900	144 900	144 900	144 900	724 983

**Table 6.7.2 Units Forecasting**

Month	Units Forecast (Units)					
	Matte Satin	Chiffon Silk	Premium Cotton	Printed	Jersey	Total
1	301	210	420	210	420	1561
2	301	210	420	210	420	1561
3	301	210	420	210	420	1561
4	301	210	420	210	420	1561
5	301	210	420	210	420	1561
6	301	210	420	210	420	1561
7	301	210	420	210	420	1561
8	301	210	420	210	420	1561
9	301	210	420	210	420	1561
10	301	210	420	210	420	1561
11	301	210	420	210	420	1561
12	301	210	420	210	420	1561
Year 1	3612	2520	5040	2520	5040	18 732
Year 2 (10%)	3973.20	2772	5544	2772	5544	20605.20
Year 3 (15%)	4153.80	2898	5796	2898	5796	21541.80

6.8 Market strategy (marketing mix)

A marketing strategy is a business's overall game plan for reaching out to potential customers and converting them into customers of the products or services the business offers. A marketing strategy includes the value proposition of the business, key brand messaging, information on target customer demographics, and other high-level elements.

6.8.1 Product

A product is anything that can be given to a market for consideration, purchase, use, or use in order to fulfil a desire or need. According to the marketing mix product concept, a product is something that is sold in a market to meet human wants and needs. The commodity marketing mix does not include the name of tangible products. In general, physical objects, entities, places, organizations, and even ideas or combinations are involved in these characteristics. As for Re:Hai, we served the product with high-quality materials because the quality of products influences the customer's decision to purchase our product. Additionally, our items will be packaged in such an exclusive paper bags imprinted with the Re:Hai logo before being given to the customer.



Figure 6.8.1.1: Packaging



6.8.2 Price

Price reflects the precise sum that the end user is anticipated to pay for a product. The product's price has an impact on how it is sold. Instead of the offered product's objective costing, this is related to the customer's perception of the product's value. Distribution strategies, value chain costs, and markups, as well as how rival companies price their goods, may also have an impact on prices. Re:Hai has set prices based on competitive prices, just like any other business. Setting a price that is competitive with others is called competitive pricing. This competitive price offers three options: a smaller price, the same price as competitors, or a higher price. Re:Hai provides a price-matching service in order to compete with its competitors. To capitalize on market opportunities, we keep our product prices lower than our competitors.

6.8.3 Place

Re:Hai's method of distribution is direct distribution, in which business is conducted with customers directly and without the involvement of an intermediary. This area is a strategic location and proximity to Johor Bharu, a popular tourist, and local destination, were both considerations in choosing this particular location. In addition, there are residences nearby the business.

6.8.4 Promotion (*promotion mix*)

Great marketing is essential in order for people to know about our brands. Re:Hai uses both offline and online advertising strategies to attract customers. Some of the methods used for offline channels include business cards, flyers, and banners.



Figure 6.8.4.1: Business Card

Re:Hai offers a very straightforward and comprehensive business. An email address, business address, and phone number are listed on the back of the business card. Information provided to make it simpler for customers to get in touch with our business using a variety of channels. If customers have any inquiries, they can get in direct contact with us.

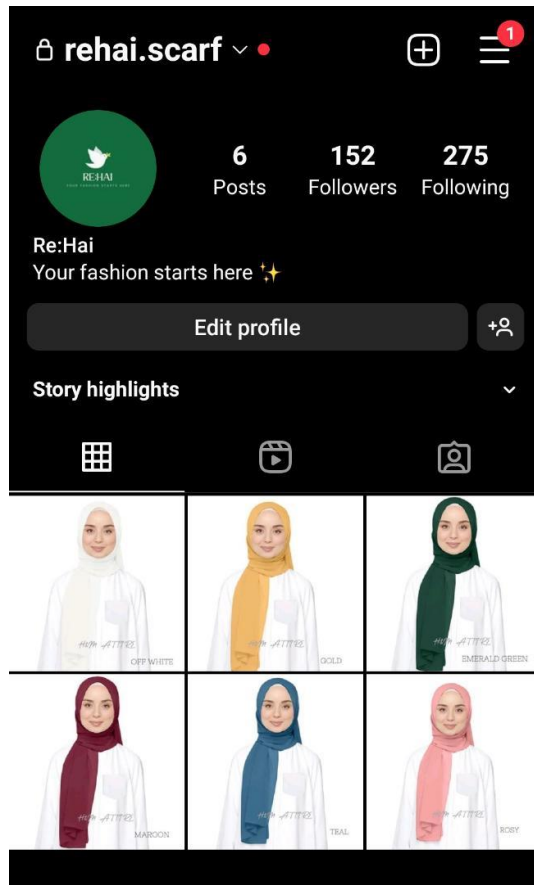


Figure 6.8.4.2: Instagram

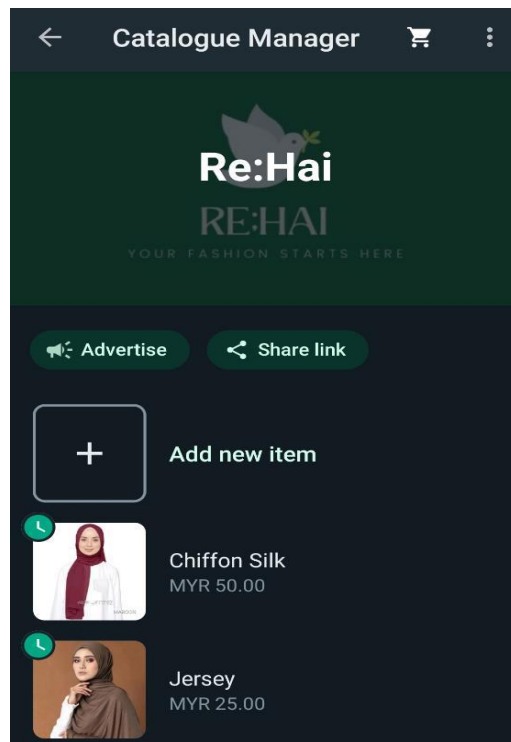


Figure 6.8.4.3: WhatsApp Catalogue



Figure 6.8.4.4 Signboard



Figure 6.8.4.5 Bunting

Our business primarily markets its products through social media platforms such as Instagram and Whatsapp,. All of these applications provide many features to help businesses grow, such as Instagram Ads, Whatsapp catalogs, and so on. These features will aid in the promotion and advertisement of our products in the community. Reviews from social influencers are another one of our marketing strategies in which fans or followers are influenced by their favorite people. Besides that, relationship marketing is a form of customer engagement that our business has implemented in order to focus on long-term customer engagement and customer loyalty instead of short-term goals such as new customers and individual sales. To foster customer trust, our business provides high-quality products and services. Customers are free to tell their family and friends about our products. Buntings are also hung in front of our

shop and hotspots to promote our products to the community. This is the route through which our products are marketed or introduced to the general public.

6.9 Organization Chart for Marketing Department



Figure 6.9.1 Organizational Chart

6.10 Manpower Planning

Table 6.10.1 List of Marketing Personnel

Position	No of Personnel
Marketing Manager	1

6.11 Schedule of Task and Responsibilities

Table 6.11.1 Task and Responsibilities of Marketing Personnel

Position	Task and Responsibilities
Marketing Manager	<ul style="list-style-type: none"> • Increase the number of customers who buy from the business. • Managing the marketing budget and monitoring the effectiveness of advertising campaigns. • Making sure that all promotional materials are consistent with brand identity. • Need to produce various type of marketing that attracts the buyer, evaluated the quarterly and annual basis budget.

6.12 Schedule of Remuneration

Table 6.12.1 Schedule of Remuneration plan of Marketing Personnel

Position	Qty	Monthly Salary (RM) (A)	EPF (RM) (13 %) (B)	SOCSSO (RM) (1.75%) (C)	EIS (RM)	Total (A)+(B)+(C)
Marketing Manager	1	2,500.00	325.00	42.85	4.90	2,872.75

6.13 Marketing Budget

Marketing budget refers to the amount of money set aside for marketing functions. Simply put, a marketing budget is a cost-effective marketing plan. A marketing budget is an estimated amount of money needed to promote a business's products or services. It includes promotional costs such as advertising and public relations, as well as other marketing expenses.

Table 6.13.1 Marketing Budget

Item	Fixed Assets	Monthly Expenses (RM)	Other Expenses (RM)
Fixed Asset			
- Signboard	1000	-	-
Working capital			
Social media Ads	-		
- Instagram		100	-
- Facebook		100	
Other Expenses			
- Buntings			75
- Pamphlet	-	-	50
- Business Card			20
TOTAL	1000	200	145
		1345	

OPERATONAL PLAN



7.0 Operational Plan

7.1 *Component of Operating Systems*

7.1.1 Business Input

The input of this business puts a heavy emphasis on where and who we receive our products from so that we are able to deliver only the highest quality of hijabs for the price our customers are paying for. In order to achieve the above, our business will go above and beyond in our research of the suppliers that will be able to meet our standards in hijab with materials made of matte satin, chiffon silk, premium cotton, etc. while also trying to maintain under budget. In addition to that, we must also consider the packaging of our products to be able to present our products in a premium manner.

7.1.2 Transformation Process

The transformation process of this business includes processes such as checking the quantity and quality of our goods before moving on to the next phase. Once the first phase is completed, the goods received from the supplier will be sorted into categories depending on its material. Using this method, we will be able to find our products easily once it is in the storage room as it will be arranged by its material. Next, will need to have our business's branding sewn on it which can be completed using a sewing machine. From then on, a handful of hijabs from all categories will be folded and arranged neatly on our display racks while the excess will be stored in the storage room until needed.

7.1.3 Output

Our customers will be able to browse and select from a variety of hijabs based on material with varying designs. Our store will display five types of hijabs based on its material such as matte satin, chiffon silk, premium cotton, printed, and lastly, jersey material. Furthermore, the business will also provide two types of packaging for the mentioned products. The first is a plastic



bag with our logo which will be used to seal the product to protect it while on its way to the customer's home. Next, is a green paper bag with our logo so that the customers will be able to bring home their purchased products comfortably in one hand.

7.1.4 Feedback

Before all of the managers of this business came together, we sought feedback from our family members or others that were in the industry or interested in it. The youth seems to be more interested in this industry as brand names especially from social media influencers such as Naelofa played a certain role in social circles. Brand names and such tend to play a role for the youth as it represents a status of that individual. Such phenomenon stems from how youths of this generation act socially, from peer pressure to external influences, this is also why our business targets 20 year olds. This feedback gives us confidence in ensuring that our business will be a success. In addition to that, our business will also create a feedback system in which customers can continue to provide helpful feedback to improve the business where our managers see fit.

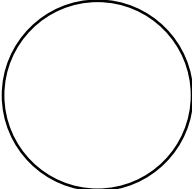
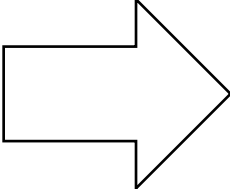
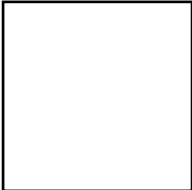
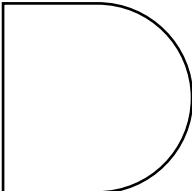
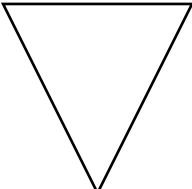
7.1.5 External Environment

The main external factor to our business is the competitors that are currently in operation at AEON Tebrau located in Tebrau City. Our location is strategic as it is a mall with a supermarket within it, which helps to appeal to a wide range of ages. However, such a strategic spot also came with competitors such as Naelofar, Bawal Exclusive, Ariani, and others. However, the key to appeal to customers is to provide high quality premium hijabs at a lower price than our number one competitor, Naelofar. The business will also appeal to customers by way of branding. As mentioned before, the colors we chose for our logo and subsequent themes play a role in providing a premium and the feeling of royalty to our store.

7.2 *Process Planning for Manufacturing*

7.2.1 Symbol of Process Chart

Table 7.2.1: Symbol of process chart

Symbol	Activity	Description
	Operation	Activity that modifies or transform or added to the value of input
	Transportation	Movement of the material or goods from one place to another place
	Inspection	Activity that measures the standard or quality
	Delay	Process is delayed due to waiting for the next process
	Storage	Finished products or goods are stored in the storage area or warehouse

7.2.2 Process flow chart

Process planning for all product and packaging

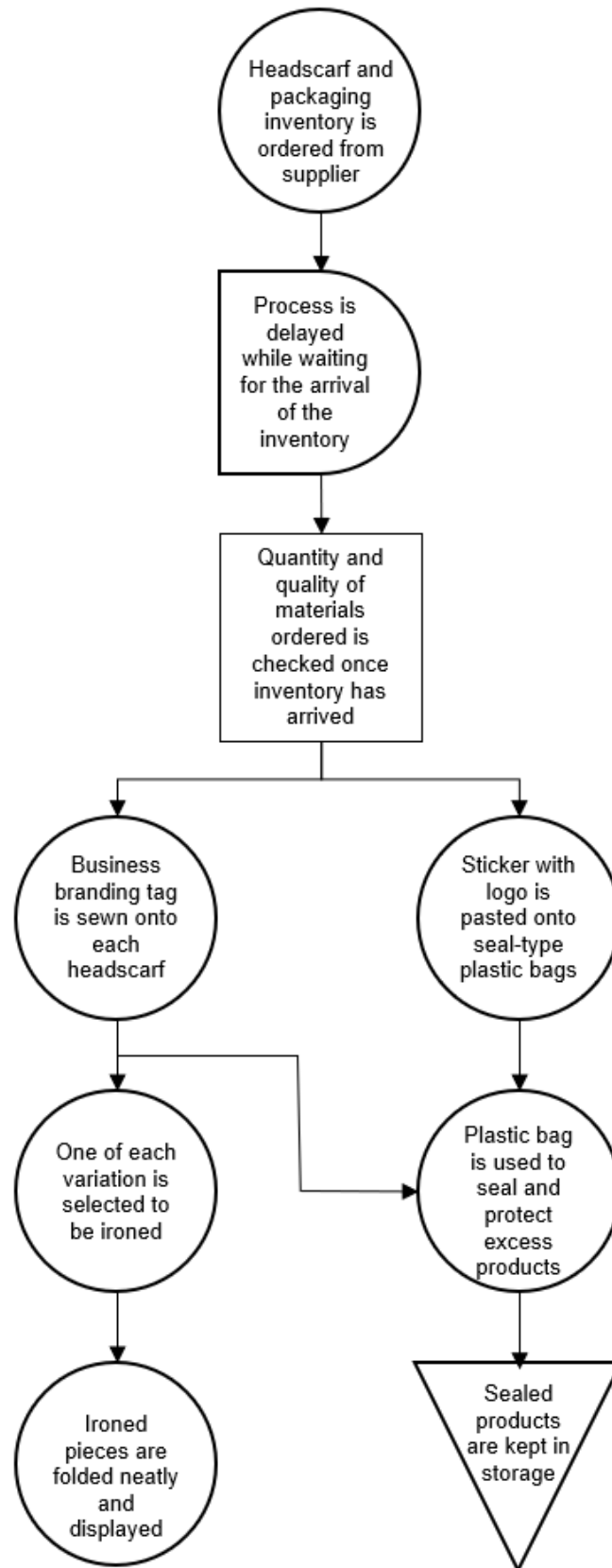


Figure 7.2.1: Process planning chart for all products and packaging

Process planning for customer purchase

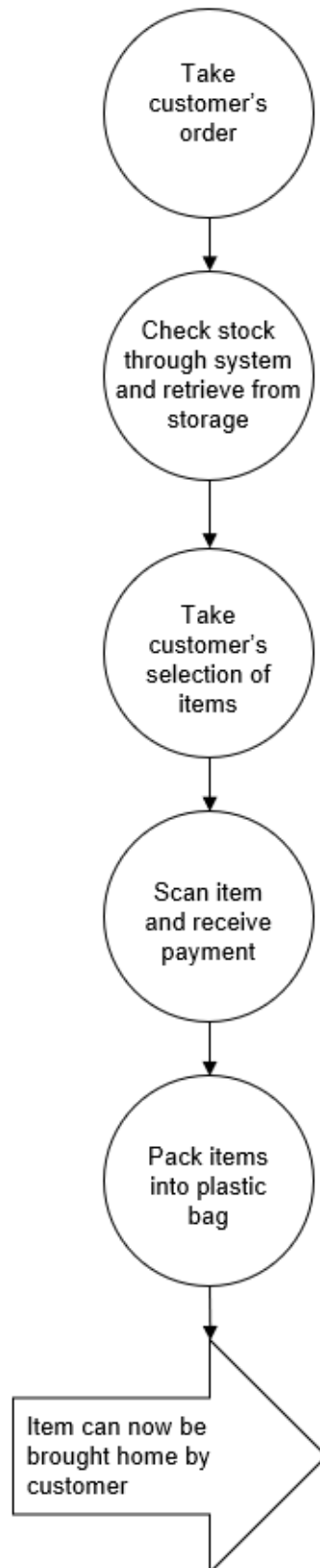


Figure 7.2.2: Process planning for customer purchase

7.3 Operations Layout

7.3.1 Layout based on the product

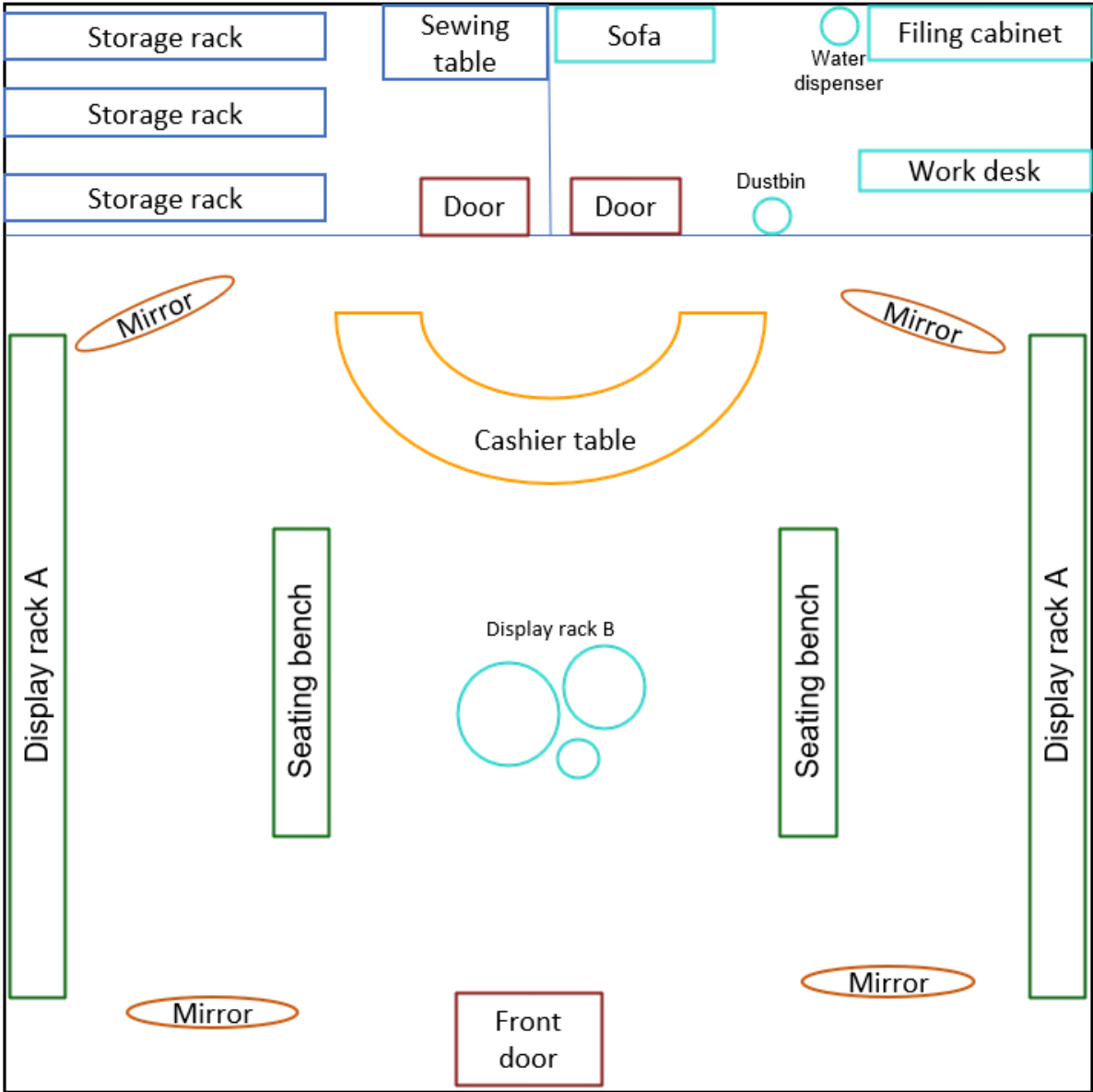


Figure 7.3.1: Operations layout



7.4 Production Planning

7.4.1 Sales forecast per month

Table 7.4.1: Sales forecast per month

Product	Average sales forecast per month (RM)	Sales price (RM)	Number of output per month (units)
Matte Satin	10 535	35	301
Chiffon Silk	10 500	50	210
Premium Cotton	10 500	25	420
Printed	10 500	50	210
Jersey	10 500	25	420
TOTAL	52 535		1561

7.4.2 Number of output per day

- *No. of working days per month = No. of working days x No. of weeks in a month*

$$= 7 \times 4$$

$$= \mathbf{28 \text{ days}}$$
- Working hours = 10.00 p.m. – 10 a.m.

$$= \mathbf{12 \text{ hours}}$$
- *No. of output per day = No. of output per month / no. of working days per month*

Table 7.4.2: Number of output per day

Product	Number of output per month (units)	Number of working days per month (days)	Number of output per day (units)
Matte Satin	301	28	10.75 @ 11
Chiffon Silk	210	28	7.5 @ 8
Premium Cotton	420	28	15
Printed	210	28	7.5 @ 8
Jersey	420	28	15
TOTAL	1561		57



7.4.3 Number of units per hour

Daily working hours = 12 hours

No. of units per hour = No. of output per day / daily working hours

Table 7.4.3: Table of number of units per hour

Product	Number of output per day (units)	Daily working hours per day (hours)	Number of units per hour (units)
Matte Satin	11	12	0.92 @ 1
Chiffon Silk	8	12	0.67 @ 1
Premium Cotton	15	12	1.25 @ 1
Printed	8	12	0.67 @ 1
Jersey	15	12	1.25 @ 1
TOTAL	57		5

7.5 *Material Planning*

7.5.1 *Material Requirement Planning*

Table 7.5.1: List of raw materials

Product	Materials	Quantity
Matte Satin	Matte satin headscarf	1 unit
	Cloth business tag	1 unit
Chiffon Silk	Chiffon silk headscarf	1 unit
	Cloth business tag	1 unit
Premium Cotton	Premium cotton headscarf	1 unit
	Cloth business tag	1 unit
Printed	Printed headscarf	1 unit
	Cloth business tag	1 unit
Jersey	Jersey headscarf	1 unit
	Cloth business tag	1 unit




7.5.2 Raw Material Required per Month

$$\text{Safety stock} = \text{Quantity} \times 5\%$$

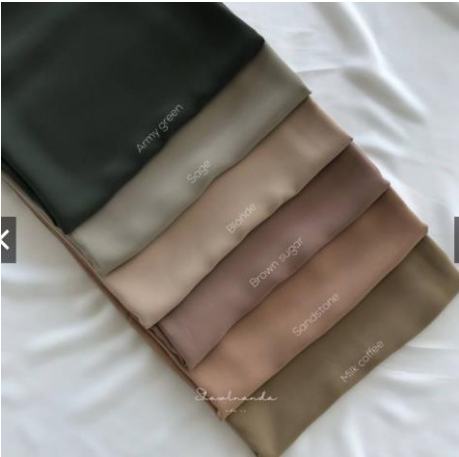

$$\text{Total material requirement} = \text{Quantity} + \text{Safety stock}$$

$$\text{Total price (RM)} = \text{Price per unit} \times \text{Quantity}$$

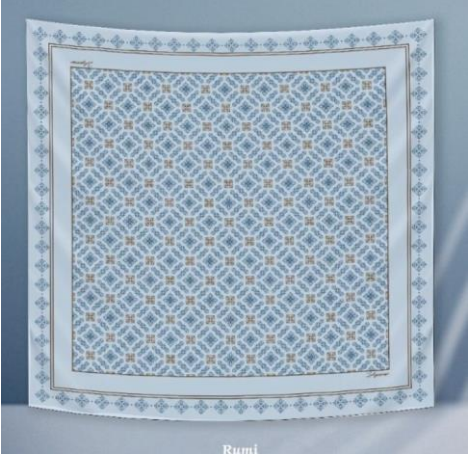

Table 7.5.2: List of raw materials required per month

No.	Material	Quantity (unit)	Safety Stock (5%)	Total Material Requirement	Price/Unit (RM)	Total Price (RM)	Supplier
1	Matte satin headscarf 	301	301 x 5% = 15.1 @ 15	301 + 15 = 316	9.78	9.78 x 316 = 3,090.48	https://shopee.com.my/product/11711633/7837626779?smtt=0.83975354-1670945180.10




No.	Material	Quantity (unit)	Safety Stock (5%)	Total Material Requirement	Price/Unit (RM)	Total Price (RM)	Supplier
2	Chiffon silk headscarf 	210	210 x 5% = 10.5 @ 11	210 + 11 = 221	20.00	20.00 x 221 = 4,420.00	https://shopee.com.my/ /%F0%9F%94%A5SHAWL- CHIFFON- SATIN-SILK%F0%9F%94%A5-FAI RY-THEME-CHIFFON-SATIN-SILK- VIRAL-CREAM-OFFWHITE-TUD UNG-ARAB-SHAWL-MADINA- i.36111732.5474070631
3	Premium cotton headscarf 	420	420 x 5% = 21	420 + 21 = 441	7.09	7.09 x 441 = 3,126.69	https://shopee.com.my/p roduct/ 16266285/8822192513 ?smtt=0.83975354- 1670945134.10



No.	Material	Quantity (unit)	Safety Stock (5%)	Total Material Requirement	Price/Unit (RM)	Total Price (RM)	Supplier
4	Printed chiffon headscarf 	210	$210 \times 5\%$ $= 10.5 @$ 11	$210 + 11$ $= 221$	28.00	28.00×221 $= 6,188.00$	https://shopee.com.my/Tudung-bawal-printed-bidang-45-bidang-50-shawl-printed-satin-matte-cotton-voile-heavy-chiffon-satin-silk-i.67947380.12192324855?sp_atk=89bb7fa2-582a-4ef6-a415-698ad7551983&xptdk=89bb7fa2-582a-4ef6-a415-698ad7551983
5	Jersey headscarf 	420	$420 \times 5\%$ $= 21$	$420 + 21$ $= 441$	7.73	7.73×441 $= 3,408.93$	https://shopee.com.my/product/314448470/3577474884?smmtt=0.83975354-1670945365.10



No.	Material	Quantity (unit)	Safety Stock (5%)	Total Material Requirement	Price/Unit (RM)	Total Price (RM)	Supplier
6	Cloth business tag 	1561	1561 x 5% = 78.1 @ 78	1561 + 78 = 1639	0.17	0.17 x 1639 = 278.63	https://shopee.com.my/product/105995854/7711796950?smt-t=0.83975354-1670772105.10
TOTAL						20,512.73	

7.6 Machine and Equipment Planning

7.6.1 Amount of machine & equipment required

Planned Rate of Production per day X Standard production time

Machine productive time per day


*Standard production time = One process cycle in minute
quantity of product per cycle*

Table 7.6.1: Calculation of amount machine required


Machine	Calculation
Sewing machine	<u>57 x (60 minutes / 5 units)</u> 720 minutes = 0.95 @ 1
Steam iron	<u>57 x (60 minutes/ 5 units)</u> 720 minutes = 0.95 @ 1

7.6.2 List of machine and equipment

Table 7.6.2: List of machine and equipment

No.	Machine	Quantity	Price (RM)
1	<p>Sewing machine</p> 	1	89.00


No.	Machine	Quantity	Price (RM)
2	<p data-bbox="660 226 820 257">Steam iron</p> 	1	79.90
3	<p data-bbox="576 696 903 728">Cash register machine</p> 	1	459.00
4	<p data-bbox="639 1149 839 1180">Card terminal</p> 	1	496.45

No.	Machine	Quantity	Price (RM)
5	Barcode scanner 	1	48.00
TOTAL			1 172.35

7.6.3 List of Tools

Total price (RM) = Price per unit x Quantity

Table 7.6.3: List of tools

No.	Tools	Quantity	Price (RM)	Total Price (RM)
1	Scissors 	1	5.80	5.80

No.	Tools	Quantity	Price (RM)	Total Price (RM)
2	Needles (1 set = 100 pieces) 	1	4.80	4.80
3	Sewing kit 	1	21.00	21.00
4	Hanger 	30	0.50	30 x 0.50 = 15.00
5	Trolley 	1	99.00	99.00




No.	Tools	Quantity	Price (RM)	Total Price (RM)
6	Price gun 	1	15.90	15.90
TOTAL				161.50

7.6.4 List of furnitures and fittings



$$\text{Fixed asset (RM)} = \text{Price per unit or set (RM)} \times \text{Quantity}$$

Table 7.6.4: List of furnitures and fittings

No	Furniture and fittings	Quantity	Price per unit or set (RM)	Fixed asset (RM)
1	<p>Seating bench (Size: 120cm x 42cm x 44cm)</p> 	2	159.00	159.00×2 = 318.00
2	<p>Mirror (Size: 147cm x 37cm)</p> 	4	63.50	63.50×4 = 254.00

No.	Furniture and fittings	Quantity	Price per unit or set (RM)	Fixed asset (RM)
3	Display rack A (Size: 30cm x 80cm) 	2	*Price is included in renovation costs	*Price is included in renovation costs
4	Display rack B (1 set = 3 pieces) 	1	125.30	125.30
5	Mannequin head 	3	8.87	8.87 x 3 = 26.61

No.	Furniture and fittings	Quantity	Price per unit or set (RM)	Fixed asset (RM)
6	<p>Storage rack (Size: 30cm x 60cm x 150cm)</p> 	3	65.00	$65.00 \times 3 = 195.00$
7	<p>Cashier table (Size: 100cm x 42cm x 100cm)</p> 	1	403.00	403.00

No.	Furniture and fittings	Quantity	Price per unit or set (RM)	Fixed asset (RM)
8	Sewing table (Size: 90cm x 45cm x 76cm) 	1	54.90	54.90
9	Chair 	1	13.00	13.00
10	Office chair (Size: 76cm x 43cm x 43cm) 	1	99.00	99.00
TOTAL				1,488.81



7.6.5 List of machine supplier

Table 7.6.5: List of machine supplier

Machine	Supplier
Sewing machine	GRAND SENHENG Jalan Ali, 84000 Muar, Johor, Malaysia
Steam iron	GRAND SENHENG Jalan Ali, 84000 Muar, Johor, Malaysia
Cash register machine	shorturl.at/rkQ23
Card terminal	https://shopee.com.my/product/236996092/20251004212?smtt=0.83975354-1671208046.10
Barcode scanner	shorturl.at/efqO5

7.6.6 Machine and equipment (rental or purchase)

Table 7.6.6: Machine and equipment (rental or purchase)

Item	Quantity	Price/unit (RM)	Own	Rent	Buy	Total Cost Monthly (RM)	Fixed asset (RM)
Sewing machine	1	89.00			/	-	89.00
Steam iron	1	79.90			/	-	79.90
Cash register machine	1	459.00			/	-	459.00
Card terminal	1	496.45			/	-	496.45
Barcode scanner	1	48.00			/	-	48.00
TOTAL							1,172.35

No	Types of Overhead	Quantity	Price per unit or set (RM)	Monthly Cost (RM)
2	Multipurpose cleaner (10L) 	1	25.50	25.50
3	Receipt paper rolls 	15	0.50	7.50
4	Disposable garbage bag (10 pieces per packet, L size) 	2	3.50	3.50×2 $= 7.00$




No	Types of Overhead	Quantity	Price per unit or set (RM)	Monthly Cost (RM)
5	Window cleaner 	1	5.99	5.99
6	Delivery costs 	1	300.00	300.00
7	Sticker roll refill 	1	8.67	8.67
TOTAL				359.66




7.8.2 List of Other Expenses

$$\text{Total price (RM)} = \text{Price per unit} \times \text{Quantity}$$

Table 7.8.2: List of Other Expenses

No.	Item	Quantity	Price per unit (RM)	Total Price (RM)
1	<p style="text-align: center;">Dustbin</p> 	1	12.50	12.50
2	<p style="text-align: center;">Broom</p> 	1	9.90	9.90

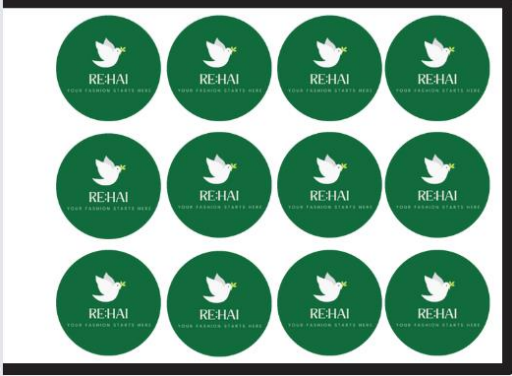
No.	Item	Quantity	Price per unit (RM)	Total Price (RM)
3	<p>Dustpan</p> 	1	2.60	2.60
4	<p>Mop</p> 	1	10.99	10.99
5	<p>Bucket</p> 	1	8.80	8.80

No.	Item	Quantity	Price per unit (RM)	Total Price (RM)
6	Rag 	2	0.48	0.48×2 = 0.96
7	Storage crates 	4	23.80	23.80×4 = 95.20
8	Feather duster 	1	2.00	2.00
TOTAL				142.95

7.8.3 List of Packaging Cost

$$\text{Total price (RM)} = \text{Price per unit} \times \text{Quantity}$$

Table 7.8.3: List of packaging cost

No.	Item	Quantity	Price per unit (RM)	Total price (RM)
1	<p>Printed plastic bag</p> 	1639	0.80	0.80×1639 = 1 311.20
2	<p>Sticker with business logo</p> 	1639	0.04	0.04×1639 = 65.56
3	<p>Seal-type plastic bag</p> 	1639	0.35	0.35×1639 = 573.65
TOTAL				1,950.41

7.9 *Total Operations Cost*

Total Operation Cost = *Direct Material Cost (total raw material) + Direct Labor Cost (total remuneration) + Overhead Cost (total operations overhead) + Packaging cost*

$$\begin{aligned} \text{Total operation cost} &= \text{RM}20,512.73 + \text{RM}2,872.75 + \text{RM}359.66 + \text{RM}1,950.41 \\ &= \mathbf{\text{RM}25,695.55} \end{aligned}$$

7.10 *Cost per unit*

$$\begin{aligned} \text{Cost per unit} &= \frac{\text{Total Operations Cost (RM)}}{\text{Total number of Output (Output per month)}} \\ &= \frac{\text{RM}25,695.55}{1561} \\ &= \mathbf{\text{RM}16.46} \end{aligned}$$

7.11 *Productivity Index (PI)*

$$\begin{aligned} \text{Productivity Index} &= \frac{\text{Total value of Output (Sales forecast per month)}}{\text{Total Value of input (Total Operation Cost)}} \\ &= \frac{\text{RM } 52,535}{\text{RM}25,695.55} \\ &= 2.04 \end{aligned}$$

7.12 *Location Plan*

Our business will be in operation at AEON Tebrau as the location has a supermarket within it. This factor will attract many types of people with a wide range of ages as supermarkets are a place where the public goes to get their needs. This also includes our target market of muslim women with ages ranging from 20 year olds to 40 year olds. Furthermore, Toppen, the shopping centre across AEON Tebrau is also a place that attracts many young adults as it is always holding events which could potentially bring in more customers for Re:Hai as they travel across the state to attend these events.

7.13 *Business and operation hours*

Business hour = 12 hours per day (10.00 a.m until 10.00 p.m)




Operating hour = 12 hours per day (10.00 a.m until 10.00 p.m)

Working days = 7 days per week (Monday - Sunday)

Our store intends to open from Monday to Sunday, seven (7) days a week from 10.00 a.m. to 10.00 p.m. Currently, this business only has 5 employees therefore all employees are required to work one shift that will last for 12 hours. Each employee will also be required to carry out their responsibilities when the operation hours begin at 10.00 a.m.

7.14 *License, permits and regulations required (Refer text book and choose relevant with your business)*

Table 7.14.1: License, permits and regulations

Type of license	Fees	Logo
Business registration	RM500	
Business permit	RM60 per year	

7.15 *Operations Budget*

Table 7.15.1: Total Operations Budget

Item	Fixed Assets (RM)	Monthly Expenses (RM)	Other Expenses (RM)
Fixed Asset		-	-
• Machine and equipment	1,172.35		
• Tools	161.50		
• Furnitures and fittings	1,488.81		
Working Capital	-		-
• Raw materials		20,512.73	
• Packaging		1,950.41	
• Total overhead		359.66	

Item	Fixed Assets (RM)	Monthly Expenses (RM)	Other Expenses (RM)
Other Expenses	-	-	
• Other expenses			142.95
TOTAL	2,822.66	22,822.80	142.95
		25,788.41	

7.16 Implementation Schedule

Table 7.16.1: Implementation schedule

Activities	Deadline	Duration
Business planning <ul style="list-style-type: none"> • Survey the target market for the business • Finding location for the store • Discussion of shares between all participating managers • Look for machine and raw material suppliers 	10 th November 2022 – 9 th January 2023	2 months
Apply for permits and license	10 th January 2023 – 11 th February 2023	1 month
Renovation of store	15 th February 2023 – 14 th March 2023	1 month
Purchase raw materials from suppliers	15 th February 2023 – 1 st March 2023	2 weeks
Create banner and flyer from suppliers	16 th February 2023 – 23 rd February 2023	1 week
Purchase and installation of machine at location of business	17 th February 2023 – 24 th February 2023	1 week
Decorate and clean store before grand opening	25 th February 2023 – 24 th March 2023	1 month

Activities	Deadline	Duration
Final preparations before grand opening <ul style="list-style-type: none"> • Ensure all products are ready to be sold • Advertise about grand opening of the store 	25 th March 2023 – 5 th April 2023	12 days
Grand opening of the first store (Date of commencement)	6 th April 2023	1 day

ADMINISTRATION PLAN



8.0 Administration Plan

8.1 Organizational Chart for Administration and Finance Department

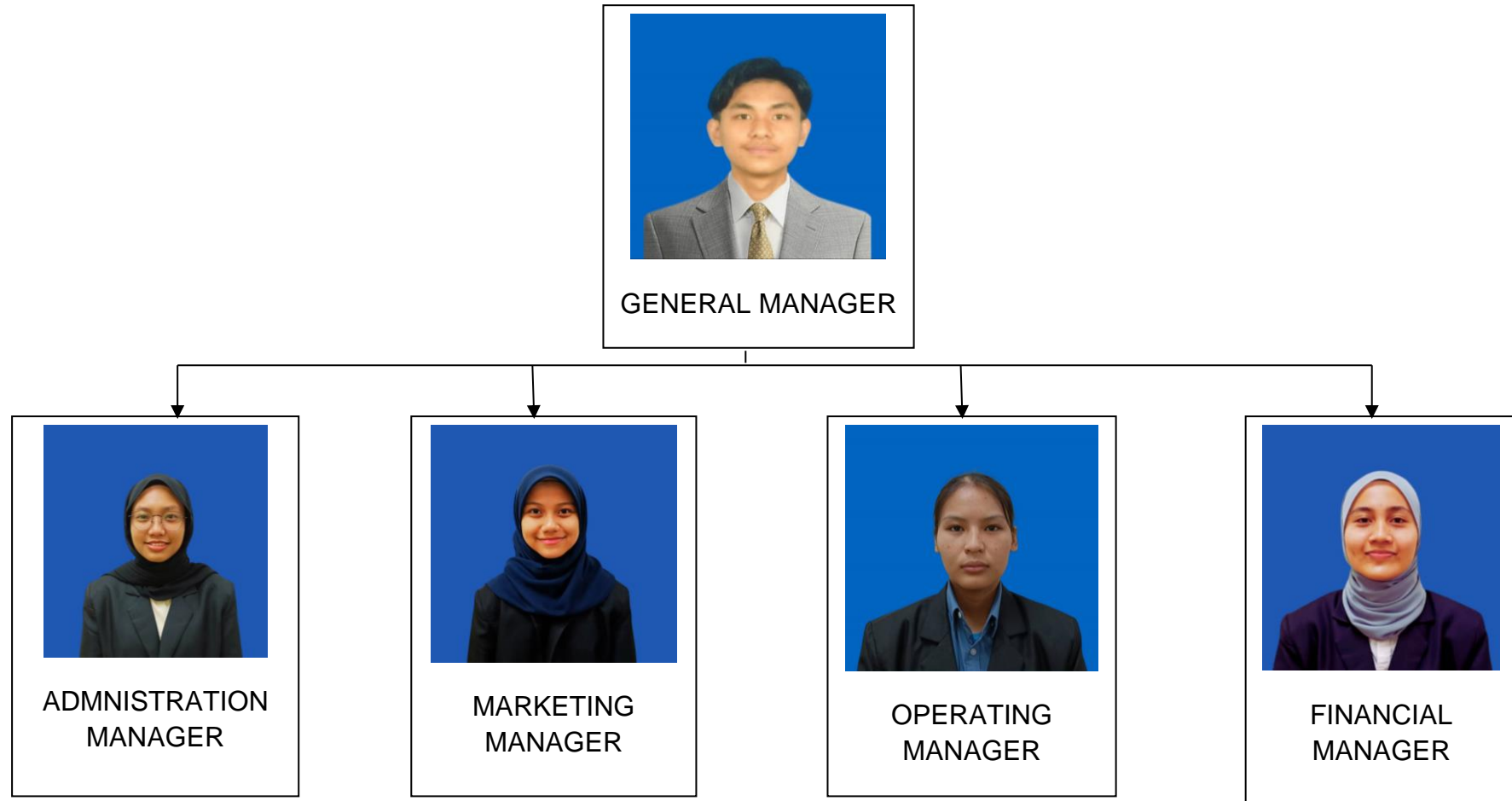


Figure 8.1 Organizational Chart

8.2 Manpower Planning

Table 8.2 List of Personnel

Position	No of Personnel
General manager	1
Admin manager	1
Marketing manager	1
Financial manager	1
Operation manager	1
TOTAL	5

8.3 Schedule of Task and Responsibilities

Table 8.3 Task and Responsibilities

TASK	RESPONSIBILITIES
GENERAL MANAGER	<ul style="list-style-type: none"> • Build up the overall operation of an organization. • Enhance the efficiency and boost profits of business such as managing the staffs, set the budgets and strategies of marketing. • Monitoring accounting and analyzing financial data.
ADMINISTRATION MANAGER	<ul style="list-style-type: none"> • Manage business' daily support operations. • Arranging the most effective administrative processes such as organizing meeting for departments, handling with human resources and ensure the information in business run smoothly. • Managing projects and monitoring firm objectives' progress.



TASK	RESPONSIBILITIES
MARKETING MANAGER	<ul style="list-style-type: none"> • Managing the marketing budget, monitoring the effectiveness of advertising campaigns. • Making sure that all promotional materials are consistent with brand identity. • Need to produce varies type of marketing that attracts the buyer, evaluated the quarterly and annual basis budget.
OPERATION MANAGER	<ul style="list-style-type: none"> • Ensure that all legal and regulatory paperwork is filed and keep an eye on whether laws and regulations are being followed. • Make strategy decisions, planning and important procedures. • Do the planning, budgeting, reporting, and auditing.
FINANCIAL MANAGER	<ul style="list-style-type: none"> • Compile financial reports, make investments, and develop plans and strategies for a firm or organization's long-term financial advantage. • Examining financial records and corporate procedures to find solutions to preserve or lower costs. • Preserving knowledge about the most recent financial system

8.4 Schedule of Remuneration

Table 8.4 Schedule of Remuneration

NO OF WORKERS	POSITION	MONTHLY SALARY (RM)	EPF (13%) (RM)	SOCSSO (1.75%) (RM)	EIS (RM)	NET SALARY (RM)
1	General Manager	2,500.00	325.00	42.85	4.90	2,872.75



NO OF WORKERS	POSITION	MONTHLY SALARY (RM)	EPF (13%) (RM)	SOCSSO (1.75%) (RM)	EIS (RM)	NET SALARY (RM)
1	Administration manager	2,500.00	325.00	42.85	4.90	2,872.75
1	Marketing Manager	2,500.00	325.00	42.85	4.90	2,872.75
1	Operation manager	2,500.00	325.00	42.85	4.90	2,872.75
1	Financial Manager	2,500.00	325.00	42.85	4.90	2,872.75
5	TOTAL					14,461.75

8.5 Office Furniture, Fitting and Office Supplies

Table 8.5.1 List of Office Equipment

Type	Quantity	Price/Unit (RM)	Total (RM)
Computer	3	1,229.00	3,687.00
Wireless Router (Wi-Fi)	1	80.00	80.00
Printer	1	500.00	500.00
TOTAL			4267.00

Table 8.5.2 List of Furniture and Fittings

Type	Quantity	Price/Unit (RM)	Total (RM)
Desk	4	100.00	400.00
Chair	4	50.00	200.00
File Rack	1	150.00	150.00



Type	Quantity	Price/Unit (RM)	Total (RM)
Coffee Table	1	39.00	39.00
Shoe Rack	1	30.00	30.00
Storage Cabinet	2	150.00	300.00
Sofa (2-seater)	2	165.00	330.00
Water Kettle	1	30.00	30.00
Water dispenser	1	161.00	161.00
TOTAL			1640.00

Table 8.5.3 List of Office Supplies

Type	Quantity	Price/Unit (RM)	Total (RM)
Stationeries	1	70.00	70.00
Files	6	4.50	27.00
Ink Printer	1	65.70	65.70
A4 paper 80gsm 500 sheets	2	13.45	26.90
6 litre mineral water x 5 cartons	2	123.50	247.00
Snacks	1	300.00	300.00
TOTAL			736.60

*Table 8.5.4 List of Miscellaneous*

Type	Quantity	Price/Unit (RM)	Total (RM)
Fire Extinguisher	1	90.00	90.00
First Aid Kit	1	100.00	100.00
Drink mug	6	3.00	18.00
1 set - 6 pcs home dining plate	1	10.00	10.00
1 set - 24 pcs cutlery set	1	37.00	37.00
TOTAL			255.00



8.6 Administration Budget

Table 8.6 Administration Budget

Item	Fixed Assets (RM)	Monthly Expenses (RM)	Other Expenses (RM)
Land and building			
Office Equipment	4,267.00		
Furniture and fittings	1,640.00		
Renovation	45,000.00		
Salary (EPF and SOCSO)		14,461.75	
Rent		5,000.00	
Utilities		1,000.00	
Office Supplies		736.60	
Insurance		200.00	
Business Registration			500.00
Business License/ Permit			60.00
Deposit			10,000.00
Course attended			200.00
Miscellaneous			255.00
TOTAL	50,907.00	21,398.35	11,015.00
	83,320.35		

FINANCIAL PLAN



9.0 Financial Plan

9.1 Operating Budget

9.1.1 Administrative Department

Table 9.1: Administrative Budget

ADMINISTRATIVE BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Land & Building	-			-
Furniture and fittings	1,640			1,640
Renovation	45,000			45,000
Office Equipment	4,267			4,267
	-			-
Working Capital				
Salary		14,462		14,462
Office supplies		737		737
Rent		5,000		5,000
Utilities		1,000		1,000
Insurance		200		200
		-		-
		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			255	
Deposit (rent, utilities, etc.)			10,000	10,000
Business Registration & Licences			760	760
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	50,907	21,398	11,015	83,065

9.1.2 Marketing Department

Table 9.2: Marketing Budget

MARKETING BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Signboard	1,000			1,000
	-			-
	-			-
	-			-
Working Capital				
Instagram ads		100		100
Facebook ads		100		100
		-		-
		-		-
		-		-
		-		-
		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			145	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	1,000	200	145	1,200



9.1.3 Operations Department

Table 9.3: Operations Budget

OPERATIONS BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Machine and equipment	1172.35			1,172
Tools	161.5			162
Furnitures and fittings	1488.81			1,489
				-
Working Capital				
Raw Materials & Packaging		20,513		20,513
Carriage Inward & Duty		-		-
Salaries, EPF & SOCSO		-		-
Overhead		360		360
Packaging		1,950		1,950
		-		-
		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			143	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	2,823	22,823	143	25,645

9.2 Project Implementation Cost and Sources of Finance

Table 9.4: Project Implementation Cost and Source of Finance

Re:Hai Enterprise					
PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE					
Project Implementation Cost			Sources of Finance		
Requirements	Cost		Loan	Hire-Purchase	Own Contribution
					Cash
					Existing F. Assets
Fixed Assets					
Land & Building					
Furniture and fittings	1,640	1,640			
Renovation	45,000	23,054			18,146
Office Equipment	4,267	4,267			
Signboard	1,000	1,000			
Machine and equipment	1,172	1,172			
Tools	162	162			
Furnitures and fittings	1,489	1,489			
Working Capital					
	2 months				
Administrative	42,797	23,797			19,000
Marketing	400	400			
Operations	45,646	30,646			15,000
Pre-Operations & Other Expenditure	11,303	7,589			3,714
Contingencies	10%	15,487	4,785		10,702
TOTAL	170,362	100,000			66,562
					3,800



9.3 Fixed Asset Depreciation Schedule

Table 9.5: Fixed Asset Depreciation Schedules

Re:Hai Enterprise DEPRECIATION SCHEDULES							
Fixed Asset Furniture and fittings				Fixed Asset Renovation			
Cost (RM) 1,640				Cost (RM) 45,000			
Method Straight Line				Method Straight Line			
Economic Life (yrs) 5				Economic Life (yrs) 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value	Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	1,640		-	-	45,000
1	328	328	1,312	1	9,000	9,000	36,000
2	328	656	984	2	9,000	18,000	27,000
3	328	984	656	3	9,000	27,000	18,000
4	328	1,312	328	4	9,000	36,000	9,000
5	328	1,640	-	5	9,000	45,000	-
6	0	0	-	6	0	0	-
7	0	0	-	7	0	0	-
8	0	0	-	8	0	0	-
9	0	0	-	9	0	0	-
10	0	0	-	10	0	0	-
Fixed Asset Office Equipment				Fixed Asset Signboard			
Cost (RM) 4,267				Cost (RM) 1,000			
Method Straight Line				Method Straight Line			
Economic Life (yrs) 5				Economic Life (yrs) 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value	Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	4,267		-	-	1,000
1	853	853	3,414	1	200	200	800
2	853	1,707	2,560	2	200	400	600
3	853	2,560	1,707	3	200	600	400
4	853	3,414	853	4	200	800	200
5	853	4,267	-	5	200	1,000	-
6	0	0	-	6	0	0	-
7	0	0	-	7	0	0	-
8	0	0	-	8	0	0	-
9	0	0	-	9	0	0	-
10	0	0	-	10	0	0	-



Fixed Asset		Machine and equipment	
Cost (RM)		1,172	
Method		Straight Line	
Economic Life (yrs)		5	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	1,172
1	234	234	938
2	234	469	703
3	234	703	469
4	234	938	234
5	234	1,172	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Tools	
Cost (RM)		162	
Method		Straight Line	
Economic Life (yrs)		5	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	162
1	32	32	129
2	32	65	97
3	32	97	65
4	32	129	32
5	32	162	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Furnitures and fittings	
Cost (RM)		1,489	
Method		Straight Line	
Economic Life (yrs)		5	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	1,489
1	298	298	1,191
2	298	596	893
3	298	893	596
4	298	1,191	298
5	298	1,489	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

9.4 Loan and Hire Purchase Depreciation Schedule

Table 9.6: Loan Depreciation Schedules

Re:Hai Enterprise LOAN & HIRE-PURCHASE AMMORTISATION SCHEDULES				
LOAN REPAYMENT SCHEDULE				
Amount	100,000			
Interest Rate	4%			
Duration (yrs)	5			
Method	Baki Tahunan			
Year	Principal	Interest	Total Payment	Principal Balance
	-	-		100,000
1	20,000	4,000	24,000	80,000
2	20,000	3,200	23,200	60,000
3	20,000	2,400	22,400	40,000
4	20,000	1,600	21,600	20,000
5	20,000	800	20,800	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-



9.5 Proforma Cashflow Statement

Table 9.7: Cashflow Statement

Re: Hai 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)	66,562													66,562		
Loan	100,000													100,000		
Cash Sales		52,535	52,535	52,535	52,535	52,535	52,535	52,535	52,535	52,535	52,535	52,535	52,535	630,420	693,462	724,983
Collection of Accounts Receivable																
TOTAL CASH INFLOW	166,562	52,535	52,535	52,535	52,535	52,535	52,535	52,535	52,535	52,535	52,535	52,535	52,535	796,982	693,462	724,983
CASH OUTFLOW																
Administrative Expenditure																
Salary		14,462	14,462	14,462	14,462	14,462	14,462	14,462	14,462	14,462	14,462	14,462	14,462	173,541	190,895	219,529
Office supplies		737	737	737	737	737	737	737	737	737	737	737	737	8,839	9,723	11,182
Rent		5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000	66,000	75,900
Utilities		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000	13,200	15,180
Insurance		200	200	200	200	200	200	200	200	200	200	200	200	2,400	2,640	3,036
Marketing Expenditure																
Instagram ads		100	100	100	100	100	100	100	100	100	100	100	100	1,200	1,320	1,518
Facebook ads		100	100	100	100	100	100	100	100	100	100	100	100	1,200	1,320	1,518
Operations Expenditure																
Cash Purchase		6,154	6,154	6,154	6,154	6,154	6,154	6,154	6,154	6,154	6,154	6,154	6,154	73,846	72,327	75,615
Payment of Account Payable			14,359	14,359	14,359	14,359	14,359	14,359	14,359	14,359	14,359	14,359	14,359	157,948	172,307	168,763
Carriage Inward & Duty																
Salaries, EPF & SOCSO																
Overhead		360	360	360	360	360	360	360	360	360	360	360	360	4,316	4,748	5,460
Packaging		1,950	1,950	1,950	1,950	1,950	1,950	1,950	1,950	1,950	1,950	1,950	1,950	23,405	25,745	29,607
Other Expenditure																
Pre-Operations																
Deposit (rent, utilities, etc.)	10,000															
Business Registration & Licences	760															
Insurance & Road Tax for Motor Vehicle																
Other Pre-Operations Expenditure																
Fixed Assets																
Purchase of Fixed Assets - Land & Building																
Purchase of Fixed Assets - Others	50,930													50,930		
Hire-Purchase Down Payment																
Hire-Purchase Repayment:																
Principal																
Interest																
Loan Repayment:																
Principal		1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	20,000	20,000	20,000
Interest		333	333	333	333	333	333	333	333	333	333	333	333	4,000	3,200	2,400
Tax Payable														0	0	0
TOTAL CASH OUTFLOW	61,690	32,605	46,421	46,421	46,421	46,421	46,421	46,421	46,421	46,421	46,421	46,421	46,421	604,928	584,023	630,395
CASH SURPLUS (DEFICIT)	104,873	19,930	6,114	6,114	6,114	6,114	6,114	6,114	6,114	6,114	6,114	6,114	6,114	192,055	109,439	94,588
BEGINNING CASH BALANCE	104,873	104,873	124,803	130,916	137,030	143,144	149,258	155,372	161,486	167,599	173,713	179,827	185,941			
ENDING CASH BALANCE	104,873	124,803	130,916	137,030	143,144	149,258	155,372	161,486	167,599	173,713	179,827	185,941	192,055	192,055	301,494	396,083

9.6 *Proforma Income Statement***Table 9.8: Income Statement**

Re:Hai Enterprise PRO-FORMA INCOME STATEMENT			
	Year 1	Year 2	Year 3
Sales	630,420	693,462	724,983
Less: Cost of Sales			
Opening stock		31,512	69,346
Purchases	246,153	241,090	252,049
less: Ending Stock	31,512	69,346	108,747
Carriage Inward & Duty			
	214,641	203,256	212,648
Gross Profit	415,779	490,206	512,335
Less: Expenditure			
Administrative Expenditure	256,780	282,458	324,827
Marketing Expenditure	2,400	2,640	3,036
Other Expenditure	543	597	687
Business Registration & Licences	760		
Insurance & Road Tax for Motor Vehicle			
Other Pre-Operations Expenditure			
Interest on Hire-Purchase			
Interest on Loan	4,000	3,200	2,400
Depreciation of Fixed Assets	10,946	10,946	10,946
Operations Expenditure	27,721	30,493	35,067
Total Expenditure	303,150	330,334	376,963
Net Profit Before Tax	112,629	159,872	135,373
Tax	0	0	0
Net Profit After Tax	112,629	159,872	135,373
Accumulated Net Profit	112,629	272,501	407,874

9.7 *Proforma Balance Sheet***Table 9.9: Balance Sheet**

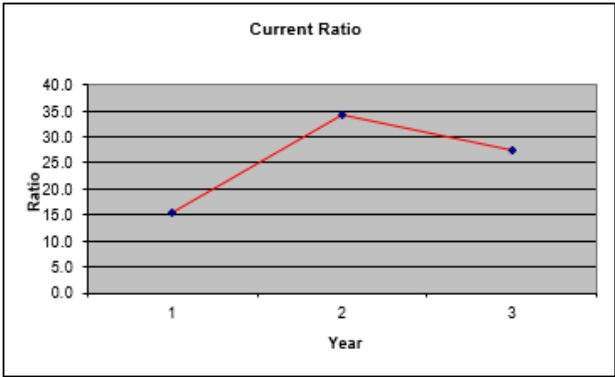
Re:Hai Enterprise PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building			
Furniture and fittings	1,312	984	656
Renovation	36,000	27,000	18,000
Office Equipment	3,414	2,560	1,707
Signboard	800	600	400
Machine and equipment	938	703	469
Tools	129	97	65
Furnitures and fittings	1,191	893	596
	43,784	32,838	21,892
Current Assets			
Stock of Raw Materials	0	0	0
Stock of Finished Goods	31,512	69,346	108,747
Accounts Receivable			
Cash Balance	192,055	301,494	396,083
	223,567	370,841	504,830
Other Assets			
Deposit	10,000	10,000	10,000
TOTAL ASSETS	277,351	413,678	536,722
Owners' Equity			
Capital	70,362	70,362	70,362
Accumulated Profit	112,629	272,501	407,874
	182,991	342,863	478,236
Long Term Liabilities			
Loan Balance	80,000	60,000	40,000
Hire-Purchase Balance			
	80,000	60,000	40,000
Current Liabilities			
Accounts Payable	14,359	10,815	18,486
TOTAL EQUITY & LIABILITIES	277,351	413,678	536,722

9.8 Financial Ratio Analysis

9.8.1 Liquidity Ratios

9.8.1.1 Current Ratio

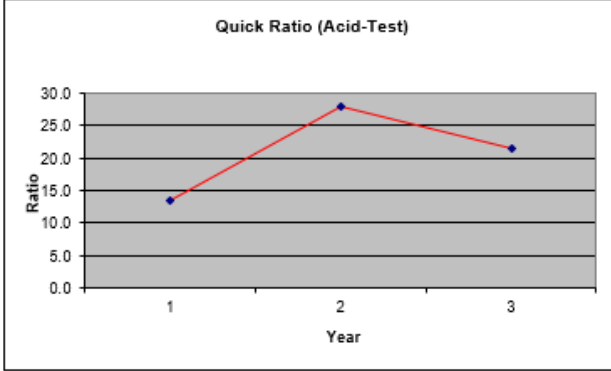
Table 9.10: Current Ratio

Calculation	Graph								
$\text{Current Ratio} = \frac{\text{Current Assets}}{\text{Current Liabilities}}$ $\text{Current Ratio} = \frac{223,567}{14,359}$ <p>Year 1 = 15.56</p> $\text{Current Ratio} = \frac{370,841}{10,815}$ <p>Year 2 = 34.28</p> $\text{Current Ratio} = \frac{504,830}{18,486}$ <p>Year 3 = 27.3</p>	 <table border="1"> <caption>Data for Current Ratio Graph</caption> <thead> <tr> <th>Year</th> <th>Current Ratio</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>15.56</td> </tr> <tr> <td>2</td> <td>34.28</td> </tr> <tr> <td>3</td> <td>27.3</td> </tr> </tbody> </table>	Year	Current Ratio	1	15.56	2	34.28	3	27.3
Year	Current Ratio								
1	15.56								
2	34.28								
3	27.3								

For every RM 1 of current liabilities, the business had RM 15.56 for the debt.

9.8.1.2 Quick Ratio

Table 9.11: Quick Ratio


Calculation	Graph								
<p>Quick Ratio</p> $= \frac{\text{Current Assets} - \text{Inventories}}{\text{Current Liabilities}}$ <p>Quick Ratio = $\frac{223,567 - 31,512}{14,359}$</p> <p>Year 1 = 13.37</p> <p>Quick Ratio = $\frac{370,841 - 69,346}{10,815}$</p> <p>Year 2 = 27.88</p> <p>Quick Ratio = $\frac{504,830 - 108,747}{18,486}$</p> <p>Year 3 = 21.43</p>	 <table border="1"> <caption>Quick Ratio (Acid-Test) Data</caption> <thead> <tr> <th>Year</th> <th>Quick Ratio</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>13.37</td> </tr> <tr> <td>2</td> <td>27.88</td> </tr> <tr> <td>3</td> <td>21.43</td> </tr> </tbody> </table>	Year	Quick Ratio	1	13.37	2	27.88	3	21.43
Year	Quick Ratio								
1	13.37								
2	27.88								
3	21.43								

The business has enough liquid assets. For every RM 1 of current liabilities, the business had RM 13.37 for the debt.

9.8.2 Efficiency Ratios

9.8.2.1 Inventory Turnover Ratios

Table 9.12: Inventory Turnover Ratio


Calculation	Graph								
$\text{ITO} = \frac{\text{Cost of Sold Goods}}{\text{Average Inventory}}$ $\text{ITO} = \frac{630,420}{(0 + 31,512) \div 2}$ <p>Year 1 = 40.0</p> $\text{ITO} = \frac{693,462}{(0 + 69,346) \div 2}$ <p>Year 2 = 20.0</p> $\text{ITO} = \frac{724,983}{(0 + 108,747) \div 2}$ <p>Year 3 = 13.3</p>	 <table border="1"> <caption>Inventory Turnover Ratios Data</caption> <thead> <tr> <th>Year</th> <th>Ratio</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>40.0</td> </tr> <tr> <td>2</td> <td>20.0</td> </tr> <tr> <td>3</td> <td>13.3</td> </tr> </tbody> </table>	Year	Ratio	1	40.0	2	20.0	3	13.3
Year	Ratio								
1	40.0								
2	20.0								
3	13.3								

The business turnover its inventory 40.0 per year.

9.8.3 Profitability Ratios

9.8.3.1 Gross Profit Margin

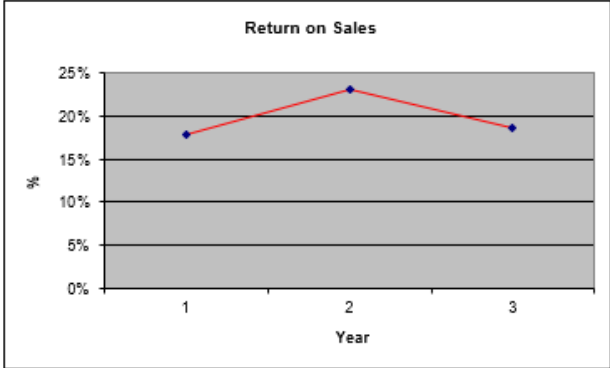
Table 9.13: Gross Profit Margin

Calculation	Graph								
$\text{GPM} = \frac{\text{Gross Profit}}{\text{Net Sales}} \times 100$ $\text{GPM} = \frac{415,779}{630,420} \times 100$ <p>Year 1 = 65.95%</p> $\text{GPM} = \frac{490,206}{693,462} \times 100$ <p>Year 2 = 70.69%</p> $\text{GPM} = \frac{512,335}{724,983} \times 100$ <p>Year 3 = 70.67%</p>	 <table border="1"> <caption>Gross Profit Margin Data</caption> <thead> <tr> <th>Year</th> <th>Gross Profit Margin (%)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>65.95%</td> </tr> <tr> <td>2</td> <td>70.69%</td> </tr> <tr> <td>3</td> <td>70.67%</td> </tr> </tbody> </table>	Year	Gross Profit Margin (%)	1	65.95%	2	70.69%	3	70.67%
Year	Gross Profit Margin (%)								
1	65.95%								
2	70.69%								
3	70.67%								

Every RM 1 generated in sales, the business has RM 0.66 left over to cover basic operating costs and profit.

9.8.3.2 Net Profit Margin

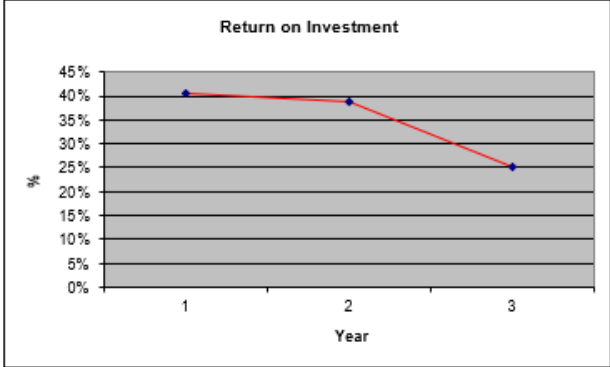
Table 9.14: Net Profit Margin

Calculation	Graph								
$\text{NPM} = \frac{\text{Profit After Tax}}{\text{Total Sales}} \times 100$ $\text{NPM} = \frac{112,629}{630,420} \times 100$ <p>Year 1 = 17.87%</p> $\text{NPM} = \frac{159,872}{693,462} \times 100$ <p>Year 2 = 23.05%</p> $\text{NPM} = \frac{135,373}{724,983} \times 100$ <p>Year 3 = 18.67%</p>	<div style="text-align: center;"> <p>Return on Sales</p>  <table border="1" style="display: none;"> <caption>Data for Return on Sales Graph</caption> <thead> <tr> <th>Year</th> <th>Net Profit Margin (%)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>17.87%</td> </tr> <tr> <td>2</td> <td>23.05%</td> </tr> <tr> <td>3</td> <td>18.67%</td> </tr> </tbody> </table> </div>	Year	Net Profit Margin (%)	1	17.87%	2	23.05%	3	18.67%
Year	Net Profit Margin (%)								
1	17.87%								
2	23.05%								
3	18.67%								

The business has RM 0.18 of net income for every RM 1 sales.

9.8.3.3 Return on Assets

Table 9.15: Return on Assets

Calculation	Graph								
$ROA = \frac{\text{Profit After Tax}}{\text{Total Asset}} \times 100$ $ROA = \frac{112,629}{277,351} \times 100$ <p>Year 1 = 40.61%</p> $ROA = \frac{159,872}{413,678} \times 100$ <p>Year 2 = 38.65%</p> $ROA = \frac{135,373}{536,722} \times 100$ <p>Year 3 = 25.22%</p>	 <table border="1"> <caption>Return on Investment Data</caption> <thead> <tr> <th>Year</th> <th>Return on Investment (%)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>40.61%</td> </tr> <tr> <td>2</td> <td>38.65%</td> </tr> <tr> <td>3</td> <td>25.22%</td> </tr> </tbody> </table>	Year	Return on Investment (%)	1	40.61%	2	38.65%	3	25.22%
Year	Return on Investment (%)								
1	40.61%								
2	38.65%								
3	25.22%								

Every RM 1 the business invested in assets will produce RM 0.41.

9.8.3.4 Return on Equity

Table 9.16: Return on Equity

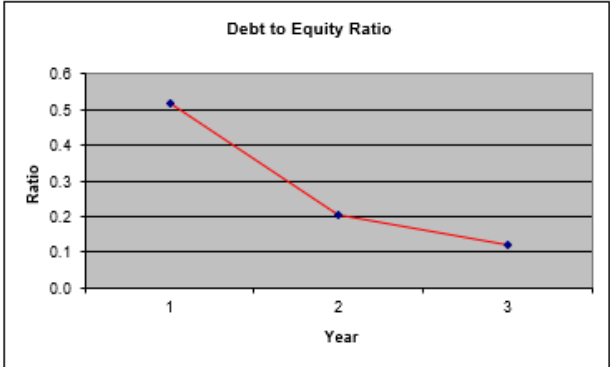
Calculation	Graph								
$\text{ROE} = \frac{\text{Profit After Tax}}{\text{Total Equity}} \times 100$ $\text{ROE} = \frac{112,629}{182,991} \times 100$ <p>Year 1 = 61.55%</p> $\text{ROE} = \frac{159,872}{342,863} \times 100$ <p>Year 2 = 46.63%</p> $\text{ROE} = \frac{135,373}{478,236} \times 100$ <p>Year 3 = 28.31%</p>	<table border="1"> <caption>Return on Equity Data</caption> <thead> <tr> <th>Year</th> <th>ROE (%)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>61.55%</td> </tr> <tr> <td>2</td> <td>46.63%</td> </tr> <tr> <td>3</td> <td>28.31%</td> </tr> </tbody> </table>	Year	ROE (%)	1	61.55%	2	46.63%	3	28.31%
Year	ROE (%)								
1	61.55%								
2	46.63%								
3	28.31%								

Every RM 1 in equity will earn RM 0.62 of net income.

9.8.4 Solvency Ratios

9.8.4.1 Debt to Equity

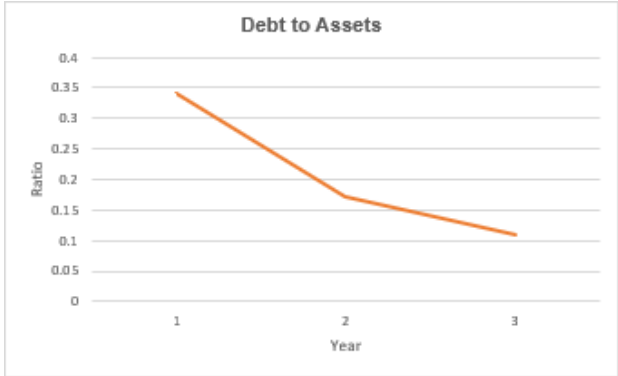
Table 9.17: Debt to Equity

Calculation	Graph
$\text{Debt to Equity} = \frac{\text{Total Liabilities}}{\text{Total Equity}}$ <p>Total Liabilities = Long Term Liabilities + Current Liabilities</p> $\text{Debt to Equity} = \frac{80,000 + 14,359}{182,991}$ $= \frac{94,359}{182,991}$ <p>Year 1 = 0.52</p> $\text{Debt to Equity} = \frac{60,000 + 10,815}{342,863}$ $= \frac{70,815}{342,863}$ <p>Year 2 = 0.21</p> $\text{Debt to Equity} = \frac{40,000 + 18,486}{478,236}$ $= \frac{58,486}{478,236}$ <p>Year 3 = 0.12</p>	<div style="text-align: center;">  </div>

A debt-to-equity ratio of 0.24 indicates that the business has RM 0.52 in debt for every RM 1 in equity.

9.8.4.2 Debt to Assets


Table 9.18: Debt to Assets

Calculation	Graph								
$\text{Debt to Assets} = \frac{\text{Total Liabilities}}{\text{Total Assets}}$ $\text{Debt to Assets} = \frac{94,359}{277,351}$ <p style="text-align: center;">Year 1 = 0.34</p> $\text{Debt to Assets} = \frac{70,815}{413,678}$ <p style="text-align: center;">Year 2 = 0.17</p> $\text{Debt to Assets} = \frac{58,486}{536,722}$ <p style="text-align: center;">Year 3 = 0.11</p>	 <table border="1"> <caption>Debt to Assets Data</caption> <thead> <tr> <th>Year</th> <th>Ratio</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>0.34</td> </tr> <tr> <td>2</td> <td>0.17</td> </tr> <tr> <td>3</td> <td>0.11</td> </tr> </tbody> </table>	Year	Ratio	1	0.34	2	0.17	3	0.11
Year	Ratio								
1	0.34								
2	0.17								
3	0.11								

For every RM 1 in the assets, the business has RM 0.34 in liabilities debt. The business owns more assets than liabilities and can meet its obligations by selling its assets if needed.

9.8.4.3 Time Interest Earned

Table 9.19: Time Interest Earned

Calculation	Graph								
<p>TIE</p> $= \frac{\text{Income Before Interest and Tax (EBIT)}}{\text{Interest Expenses}}$ <p>TIE = $\frac{112,629}{4000}$</p> <p>Year 1 = 28.16 times</p> <p>TIE = $\frac{159,872}{3200}$</p> <p>Year 2 = 49.96 times</p> <p>TIE = $\frac{135,373}{2400}$</p> <p>Year 3 = 56.41 times</p>	 <table border="1"> <caption>Times Interest Earned Data</caption> <thead> <tr> <th>Year</th> <th>Ratio</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>28.16</td> </tr> <tr> <td>2</td> <td>49.96</td> </tr> <tr> <td>3</td> <td>56.41</td> </tr> </tbody> </table>	Year	Ratio	1	28.16	2	49.96	3	56.41
Year	Ratio								
1	28.16								
2	49.96								
3	56.41								

Interest expense of the business are 29 times covered by its net income before interest and tax.



CONCLUSION

In conclusion, Re;Hai is a business that sales hijabs with various types of materials which come with their very own individual unique characteristics and quality. We strive to supply an outmost yet magnificent quality of hijabs with an affordable price to the women of Nusantara who are seeking the most comfortable, stupendous designs, and marvellous hijabs which can bring out the most of them. We are very grateful for all the challenges that we have faced during the period of doing this business plan as there are many lessons that we can acquired which can be apply in our daily life for self-improvement in many aspects. We would like to express our gratitude and appreciation to our lecturer for the help and guidance she has given.

Re;Hai is a viable business because the sale forecast for our first three years have gradually increase in profit by 10% for the second year and 15% for the following year. We hope that with the efforts and hard works that have been given from every manager will produce great results and help us in achieve our vision of becoming the number one hijab business in delivering exclusive and excellent quality of hijabs to all Muslim women in the Nusantara archipelago consisting of Indonesia, Malaysia, Singapore, Brunei, and the Philippines. From the business plan, it is crystal clear that working women and students are the one that will benefit the most as they can purchase hijab with many types of high-quality material with the lowest price in the market.



BUSINESS MODEL CANVAS

KEY PARTNERS

1. Packaging supplier.
2. Stock supplier.
3. Influencer.

KEY ACTIVITIES

1. Sales
2. Marketing (Online ads)
3. Production (Packaging)
4. Services (service from promoter)

KEY RESOURCES

1. Capital
2. Man-power (Unloading stocks)
3. Assets (Furnitures, pc, vehicles)

VALUE PROPOSITIONS

1. Our products consist of various range of prices within many segments based on grades.
2. Affordable prices within range RM 25 – RM 50 only.
3. Premium materials used.

CUSTOMER RELATIONSHIPS

1. Giving discount.
2. Regularly giving promotion to certain products.
3. Personal assistance.

CHANNELS

1. Through physical shop.
2. Flyers given to passerby.
3. Online ads.
4. Social media.

CUSTOMER SEGMENTS

1. Age gap of our customers is between 20-60 years old.
2. Targeting teenager to senior citizen
3. Our business works in partnership.

COST STRUCTURE

1. Materials cost
2. Packaging cost
3. Comission cost
4. Transportation cost
5. Utilities cost
6. Maintenance cost
7. Marketing cost
8. Salaries

REVENUE STREAMS

1. Delivery charge (cash on delivery, shipping).
2. Packaging charge.
3. Sales of product (commission received from selling products).
4. Membership fees.

Business name : Re;Hai Enterprise

RehaiHq.com.my



PARTNERSHIP AGREEMENT

This partnership agreement was created on the 5th of November 2022 in accordance to all participating partners of Re:Hai Enterprise with the presence of a lawyer from A Rahim & Co. at their office firm, No. 98-100, Jalan Setia Tropika 1/7, Taman Setia Tropika, 81200 Johor Bahru, Johor.

Listed below are the participating partners of Re:Hai Enterprise:

NAME	IC NUMBER
MUHAMMAD AIMAN BIN MAT NAWI	990719-08-0637
NADZIRAH HUDA BINTI ARIUDDIN	991111-01-0086
NUR ALIESYA MOHAMAD SAIFOL	991218-04-0252
ANNA JASMINE BINTI HARIULNIZAM	970904-10-0310
SITI RAFHANAH BINTI SUWANDI	960926-10-2384

1. Partnership and Purpose

The names stated above agree to form a business via partnership under the Re:Hai Enterprise name. This agreement was formed in accordance with the laws of the state of Johor. Within this agreement, terms and conditions are also stated below as a guide before engaging in any activities that may be required for the partners to achieve their goal.

2. Business Form

The participating partners established Re:Hai Enterprise in accordance to The Partnership Act Registered 1961 (Amendment 1974). Re:Hai Enterprise's business operation and administration shall also be based on the Business Registration Act 1956 (revised on 1978).

3. Business Location

The location of the business is set to be in Lot 212, level 2 AEON Tebrau Shopping Centre, No. 33A, Jln Harmonium, Taman Desa Tebrau, 81100 Johor Bahru, Johor.

4. Date of Commencement

Re: Hai Enterprise store is set to operate on 6th of April 2023.

5. List of Partner's Capital Contributions

NAME	CAPITAL CONTRIBUTIONS (RM)
MUHAMMAD AIMAN BIN MAT NAWI	9512 + 3800 (Computer)
NADZIRAH HUDA BINTI ARIUDDIN	13312
NUR ALIESYA MOHAMAD SAIFOL	13312
ANNA JASMINE BINTI HARIULNIZAM	13312
SITI RAFHANAH BINTI SUWANDI	13314

6. Profit and losses

The net profit and losses of the business will be divided based on the contributions given by the participating partners.

7. Partner's Salary

NAME	SALARY (RM)
MUHAMMAD AIMAN BIN MAT NAWI	2,500.00
NADZIRAH HUDA BINTI ARIUDDIN	2,500.00
NUR ALIESYA MOHAMAD SAIFOL	2,500.00
ANNA JASMINE BINTI HARIULNIZAM	2,500.00
SITI RAFHANAH BINTI SUWANDI	2,500.00

8. Partnership Term

This agreement shall be commenced on the 10th of January 2022 and will continue to be in operation even through the death of partners unless it is terminated in accordance with the terms of this agreement or until all partners come to a decision to end the partnership.

9. Labour Right

- i. Each partner is entitled to one day off per week.



- ii. All decisions made shall be resolved via voting to achieve a mutual agreement.

10. Commitment of Partners

All partners are required to contribute their time and effort to the business equally following their assigned responsibilities during the operation hours of the business.

11. This agreement is valid for five (5) years from the date of formation of this agreement unless it is renewed.

Yours sincerely,

.....
MUHAMMAD AIMAN BIN MAT NAWI
990719-08-0637
General Manager, Re:Hai

.....
NADZIRAH HUDA BINTI ARIUDDIN
991111-01-0086
Administration Manager, Re:Hai

.....
NUR ALIESYA MOHAMAD SAIFOL
991218-04-0252
Marketing Manager, Re:Hai

.....
ANNA JASMINE BINTI HARIULNIZAM
970904-10-0310
Operation Manager, Re:Hai

.....
SITI RAFHANAH BINTI SUWANDI
960926-10-2384
Financial Manager, Re:Hai