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- Accessibility
- Price of rental space

1.4.1 Near universities and residential areas

The area is quite populated with universities such as UiTM and UniKL nearby. Additionally, residential areas like Seri Mutiara are right across the building. This meant that our store would get a welcoming crowd during opening and throughout our operation duration. This is perfect as our target market are students who are often searching for affordable gifts for their friends or partners during their special days. In addition, residents in the area may organize parties or weddings and are searching for creative door gifts for their guests.

1.4.2 Well established area of business

The location is known as Fortuna Hub/Premier and is strategically positioned at the center of everything. It is a well-known area and is often bustling with students, workers, and residents nearby as there are many stores, restaurants, and cafes. Therefore, it has a constant flow of potential customers.

1.4.3 Close distance to supplier

An additional advantage is that the location is in close proximity to our supplier. The supplier, OBL Bakery Ingredients is located in Kota Masai, Pasir Gudang which is roughly 12.7km from the chosen location. Due to the close distance, it can reduce the operation cost to transport the raw materials to the store.

1.4.4 Store facing the main road

The store location is facing the main road which allows for passersby to take notice of the store at a glimpse. This allows for more people to take notice of the existence of the store and increase the probability of customers coming in out of curiosity. Furthermore, it would be easier for customers to locate the store when searching for it.

1.4.5 Accessibility

Accessibility for customers is an important factor in choosing a location as it can help in giving access to a larger pool of potential customers. There are ample parking spaces for customers as well as a ramp to make it accessible to wheelchair users. In terms of suppliers, there is a sufficient loading/unloading bay for the delivery trucks and it would not disturb the main road and parking spaces to unload the shipment. The ramp also eases the transfer of the shipment from the truck to the store.

1.4.6 Price of rental space

A 1920 sqft space on the ground floor costs RM2,600 per month. Considering the reputation and constant flow of people at Fortuna Hub/Premier, the cost would be worth it. As the location is strategically positioned in the center of residences, universities, schools, and facing the main road, there is a high chance for a constant flow of customers. Hence, the rental pricing is justified.

2.0 ADMINISTRATION PLAN

Product : EcoMallow

2.1 MISSION, VISION AND OBJECTIVES

MISSION

To become a business that can cater and meet the demand for a deliciously sweet snack and unique gifts fitted for any occasion throughout the community while maintaining the high quality of our products and services at an affordable cost.

VISION

To be known as the "sweetest" sensation in town and become the go-to place for specialized gifts and snacks for those with a little sweet tooth.

OBJECTIVE

- Maximizing our profit to the highest
- Offering best quality of sweet toward customer in term of service and product
- To become the go-to place for custom gifts and sweet treats

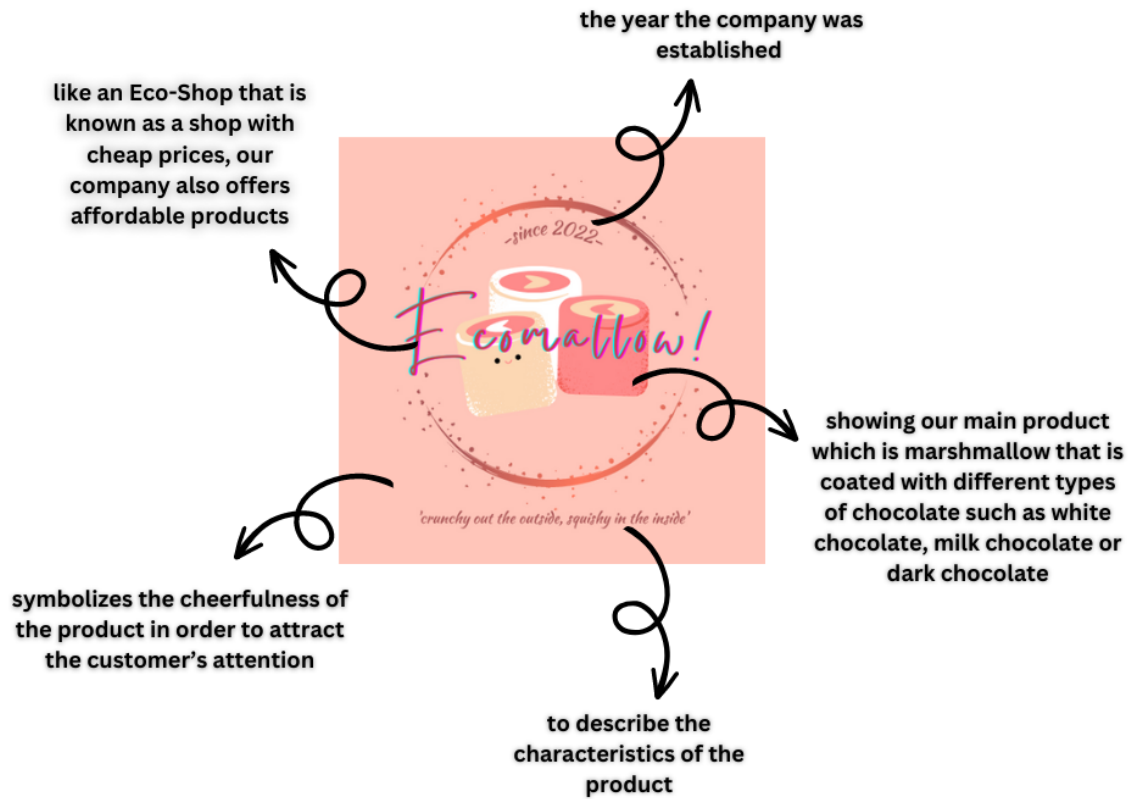
SHORT TERM GOAL

- EcoMallow to become a trusted business in the area by our customers
- Get our first customer on the opening day
- Gain profit in the first month of selling

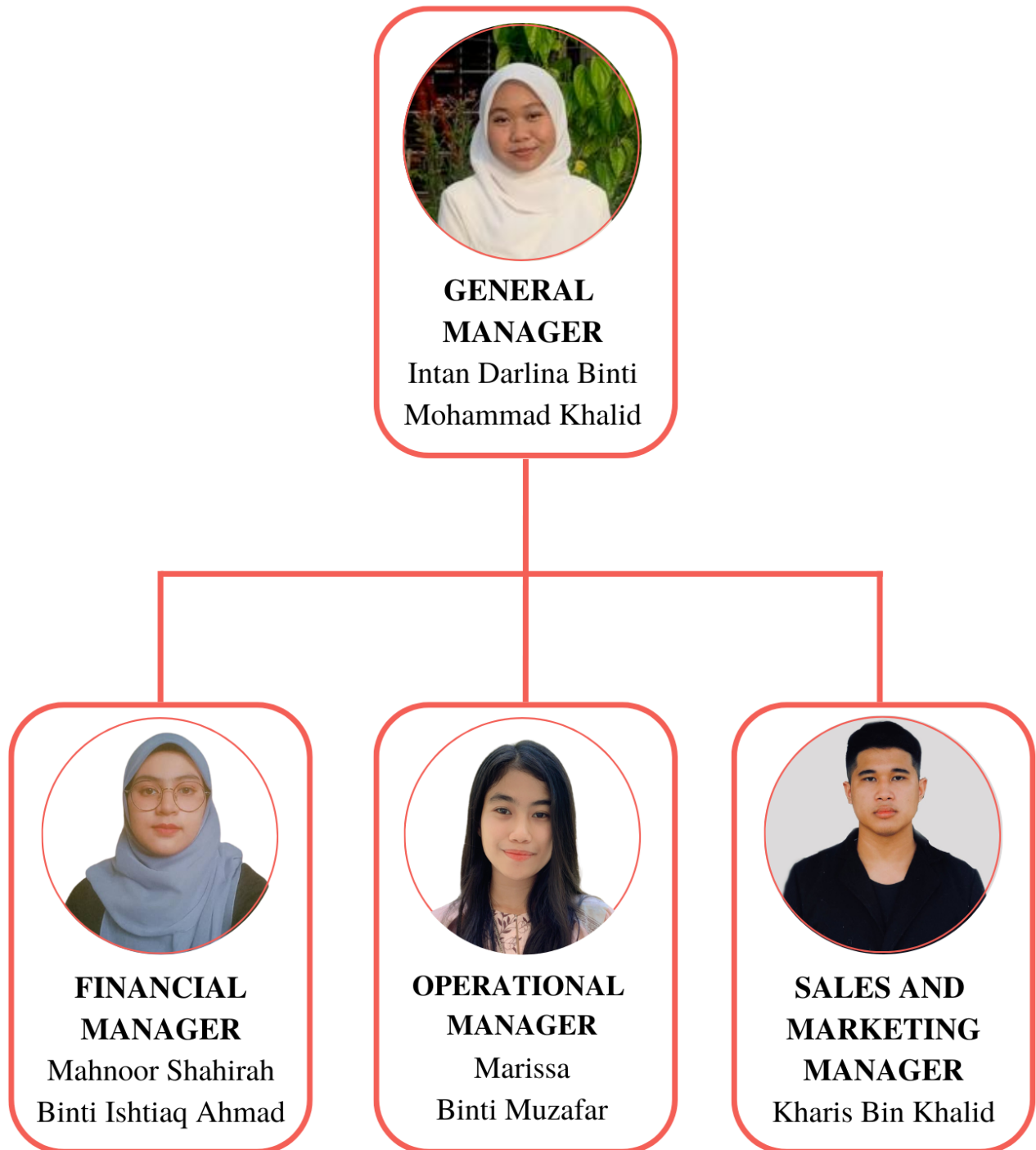
LONG TERM GOAL

- Continuous growth of demand towards our products
- Able to compete with other sweet treat shops in Malaysia
- Open approximately 2 branches in every district in Malaysia
- Become a well-known company that has a high positive rating in Malaysia

2.2 BUSINESS LOGO AND DESCRIPTION



2.3 ORGANIZATION CHART



2.4 ADMINISTRATION PERSONNEL SCHEDULE

Table 2.4.1: Administration Personnel Tasks and Responsibilities:

Position	Number of Personnel	Task and Responsibilities
General Manager	1	<ul style="list-style-type: none"> • Identifying business opportunities • Create business plans • Overseeing daily business activities • Arrange personnel administration plan • Train and supervise staff • Recruitment of staff
Sales and Marketing Manager	1	<ul style="list-style-type: none"> • Reviewing sales and create new strategies to ensure sales reach its goal • Track market developments and trends to work out new marketing plans • Set up sales plans • Maintain customer relations
Financial Manager	1	<ul style="list-style-type: none"> • Prepare accurate financial reports and information • Analyze financial data and use them to improve profitability • Handles the budgeting for the business • Providing advice in making financial decisions • Management of financial risks, profits and losses
Operational Manager	1	<ul style="list-style-type: none"> • Procuring materials from sources and plan inventory • Improve operational management systems, processes and legal practices • Perform quality controls
Total	4	

2.5 REMUNERATION SCHEDULE

Table 2.4.1: Administration Personnel Remuneration Schedule:

Position	No.	Monthly Salary (RM)	EPF (13%) (RM)	SOCSSO (RM)	TOTAL AMOUNT (RM)
General Manager	1	1800	234	39.40	2073.40
Operational Manager	1	1500	195	32.60	1727.60
Sales and Marketing Manager	1	1500	195	32.60	1727.60
Financial Manager	1	1500	195	32.60	1727.60
TOTAL	4				7256.20

2.6 OFFICE EQUIPMENT AND SUPPLIES

Items	Price/Unit (RM)	Quantity	Total Amount (RM)
Desktop	1500.00	1	1500.00
Telephone	1650.00	1	1650.00
Printer	159.00	1	159.00
Wireless router (Wi-Fi)	120.00	1	120.00
Air-conditioner	2400.00	1	2400.00
Pen	1.50	4	6.00
A4 paper	15.00	1	15.00
TOTAL			5850.00

2.6.1 List of office equipment supplier

Items	Supplier
Desktop	E Cube Trading (M) Sdn Bhd Lot A007/T013A-015-016, Kipmall Masai, Persiaran Dahlia 2, Taman Bukit Dahlia, 81700 Pasir Gudang, Johor
Telephone	Switch Malaysia Paradigm Mall, GF-82A , Ground Floor, Skudai Lbh, 81200 Johor Bahru, Johor
Printer	E Cube Trading (M) Sdn Bhd Lot A007/T013A-015-016, Kipmall Masai, Persiaran Dahlia 2, Taman Bukit Dahlia, 81700 Pasir Gudang, Johor
Wireless router (Wi-Fi)	Celcom Masai S71, Kip Mart Masai, Jalan Persiaran Dahlia 2, Taman Bukit Dahlia, 81700 Pasir Gudang, Johor
Air-conditioner	Suntec Air Conditioning & Electrical No.15, Jalan Setia 10/10, Taman Setia Indah, 81100 Johor Bahru, Johor
Pen	Talent Bookstore Masai 17, 19 & 21, Jalan Pasar, Kampung Sepakat, 81750 Masai, Johor

A4 Paper	Talent Bookstore Masai 17, 19 & 21, Jalan Pasar, Kampung Sepakat, 81750 Masai, Johor
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2.7 OFFICE FURNITURE AND FITTINGS

Items	Price/Unit (RM)	Quantity	Total Amount (RM)
Office table	96.00	1	96.00
Office chair	52.90	1	52.90
TOTAL			148.90

2.7.1 List of office furniture supplier

Items	Supplier
Office table	Ricco Home Furniture JB 3, Jln Keruing 1, Taman Rinting, 81750 Masai, Johor
Office chair	Ricco Home Furniture JB 3, Jln Keruing 1, Taman Rinting, 81750 Masai, Johor

2.8 ADMINISTRATIVE BUDGET

Items	Fix Asset Cost (RM)	Monthly (RM)	Others (RM)
<u>Offices</u>			
Equipment	5850.00		
Office renovation	10000.00		
<u>Employee Needs</u>			
Utility bills		590.00	
Salaries,EPF & SOSCO		7256.20	
Stationery		21.00	
Rental		2600.00	
<u>Others Needed</u>			
SSM			60.00
Business premise license			2000.00
Signboard license		125.00	
Halal certificate			1200.00
Deposit			100.00
Insurance			7800.00
TOTAL	15850.00	10592.20	11160.00

3.0 MARKETING PLAN

3.1 MARKETING OBJECTIVES

- To guarantee that 50% of Seri Alam's community is aware of Ecomallow within the first two months
- Increases our sale for at least 10% annually
- Could reach 1.5 Million profit for 3 years
- To increase market share for 17% in the year of 2025
- By the end of the company's first six years of operation, to reach the international market and rank among the top rivals.
- To provide feedback from 78% of our customers.

3.2 DESCRIPTION OF PRODUCTS

Ecomallow is a dessert product that stands for marshmallow and chocolate. It is a stack of marshmallows coated with different types of chocolate (Dark, Milk, and White chocolate) for a balanced flavor. Marshmallow is a type of confectionery that is typically made from sugar, water, gelatin, and air and a whipping agent . It's soft and bouncy candy. We have been looking for the greatest and halal certified chocolate and marshmallow to combine, since this will set our product apart from the competition.

For the time being, we have created two different Ecomallow products: the standard one, which consists of three marshmallows arranged on a stick, coated in chocolate, and topped with various types of toppings (freeze-dried fruits, nuts, sprinkles) which can be purchased in-store. For novelty-sake, customers are also able to experience coating their very own EcoMallow pop in-store with our chocolate fountain. Our second product is EcoMallow Bouquet which is essentially multiple EcoMallow pops carefully arranged to mimic a bouquet of flowers. This is perfect for customized gifts for any occasion. The flavors of chocolate, color, and types of toppings are customizable. The custom chocolate-covered marshmallow bouquets, will be created and prices at as per the customer's specifications.

3.3 TARGET MARKET

Market segmentation is the practice of grouping or segmenting a market of potential buyers depending on various criteria. The segments formed are made up of consumers who have comparable responses to marketing techniques and who share characteristics such as similar interests, needs, or location. Its purpose is to guarantee that businesses may split their customers into groups in order to market their product or service more effectively.

3.3.1 Geographic Segmentation

Fortuna Business Hub was chosen as our physical shop lot location which is located at 26, Jalan Lembah 19, Bandar Baru Seri Alam, 81750, Masai, Johor. Fortuna Business Hub is a well-established place of business in Bandar Baru Seri Alam as it has a strategic location which is centralized with everything. Nearby the area has a few universities and schools (UiTM, UniKL, Repton International School, etc.) as well as nearby residences such as Seri Mutiara. Our shop would be conveniently located among neighborhoods, and student communities, making it simple for customers to buy gifts for their loved ones or door gifts for events. Additionally, the shop is facing the main road which gives the advantage of passersby to get a glimpse of our signage and become curious about our store. Therefore, there wouldn't be any shortages of customers.

3.3.2 Demographic Segmentation

Our product is mainly targeted to the young adult to adult demographic as they tend to search for sweet treats and unique gifts for their friends, family, or loved ones. Due to the affordability, students will tend to search for EcoMallow products. Furthermore, older generations who are more mindful of their health may not purchase our products for themselves but for their children or grandchildren as gifts.

3.3.3 Psychographic Segmentations

Based on our research, Bandar Baru Seri Alam mainly consists of the younger population and students coming to study at the nearby universities. The younger audience tends to be more affectionate and show their appreciation through physical items. Whether that be for a friend for their birthday or for their significant other for any other special occasion. The novelty of giving a unique gift of marshmallow bouquet at an affordable price would pique the younger audiences' interest, especially those on a budget. Additionally, once there is a satisfied customer amongst

the students, they will spread the word about our products and services, hence EcoMallow will have a good reputation and gain more customers.

3.3.4 Behavioral Segmentations

While it might seem strange and unstrategic for EcoMallow to open a shop lot near one of our competitors, Mencekik JB, it will actually give an advantage. Consumers love to have multiple choices. When there are more stores of a similar business (Sweet treats) in the area, consumers will start to associate the area with that particular product or service. As a result, the area attracts more people than it would if there were fewer to none competing businesses. Furthermore, EcoMallow specially focuses on chocolate-coated marshmallows as our main product while other competitors sell various treats. This would impact the impression of the customers towards our store to be more specialized on what we produce, thus a more high quality product from our store.

3.4 MARKET SIZE

Population of students is expected to increase demand for their study in the university. Result of the rapid increase in the number of younger students, should all be more widely available. Moreover, most of the students often feel stressed due to a lot of assignments and tests. They might want to reward themselves by buying marshmallow coated chocolate from our shop. In addition to that, nearby residences or even event managers in the area will purchase our products for event situations.

Population of targeted customers in Masai Pasir Gudang Johor:

151,792 people

Males	Females
53.9 %	46.1 %

Average market price

$$\text{Average market price} = \frac{\text{competitor 1} + \text{competitor 2} + \text{competitor n}}{\text{amount of competitors}}$$

$$\text{Average market price} = \frac{\text{RM5/unit} + \text{RM5/unit} + \text{RM4/unit} + \text{RM4/unit}}{4}$$

$$\text{Average market price} = \text{RM4.50}$$

5% of consumer that consume sweets

Population x People consume sweet

percentage x Average Market Price

$$= 5\% \times 151,792 \text{ people} \times \text{RM } 4.50 \times 12$$

time/year

$$= \text{RM } 409838.4 / \text{year (Market Share)}$$

3.5 COMPETITORS (STRENGTH AND WEAKNESS)

Table 3.5.1: Competitors of EcoMallow

COMPETITOR	STRENGTH	WEAKNESS
<p>Sakura bakery & shop</p> 	<ul style="list-style-type: none"> - Have good reputation - Good customer service 	<ul style="list-style-type: none"> - Limited parking spaces
<p>Sugar Talk</p> 	<ul style="list-style-type: none"> - Strategic location - Could specify your order 	<ul style="list-style-type: none"> - Long wait times - Poor customer services and response
<p>Mencekik.Jb</p> 	<ul style="list-style-type: none"> - Strategic location - Variation in products 	<ul style="list-style-type: none"> - Expensive - Hidden location - No original products

Manis spot



- Cleanliness
- Could specify your order
- Variations in products

- Small shop space
- Limited products
- Location in a newly developed area

3.6 MARKET SHARE

Market Share before the entry of Ecomallow



COMPETITORS	PERCENTAGE (%)	AMOUNT (RM)
Sakura bakery & Cake (25, Jalan Tembikai 9, Taman Kota Masai, 81700 Pasir Gudang, Johor	30	122951.52
Sugar Talk 12, Jln Eko Tropika 2/20, Taman Kota Masai, 81700 Johor Bahru, Johor	30	122951
Mencekik.Jb 5, Jalan Lembah 17, Bandar Baru Seri Alam, 81750 Masai, Johor	20	81967.68
Manis spot, 21A, Jalan Jambu 5, Taman Kota Masai, 81700 Pasir Gudang, Johor	20	81967.68
	100	409838.4

Market Share after the entry of Ecomallow



COMPETITORS	PERCENTAGE (%)	AMOUNT (RM)
Sakura bakery & Cake (25, Jalan Tembikai 9, Taman Kota Masai, 81700 Pasir Gudang, Johor	28	114754.75
Sugar Talk 12, Jln Eko Tropika 2/20, Taman Kota Masai, 81700 Johor Bahru, Johor	28	114754.75
Mencekik.Jb 5, Jalan Lembah 17, Bandar Baru Seri Alam, 81750 Masai, Johor	18	73770.91
Manis spot, 21A, Jalan Jambu 5, Taman Kota Masai, 81700 Pasir Gudang, Johor	18	73770.91
Ecomallow	8	34,155
	100	409838.4

3.7 SALES FORECAST

Month	Sales Forecast
1	RM34,155.00
2	RM31,125.50
3	RM32,749.20
4	RM33,852.90
5	RM38,982.30
6	RM35,726.10
7	RM32,439.20
8	RM32,670.00
9	RM33,662.90
10	RM31,977.10
11	RM35,678.90
12	RM36,840.90
Year 1	RM409,860.00
Year 2	RM430,353.00
Year 3	RM451,870.65

3.8 MARKET STRATEGY

3.8.1 Product

Table 3.8.1 : Product strategy

Dimension	Strategy
Product Name	<p>ECOMALLOW Ecomallow is a dessert product that stands for marshmallow and chocolate. It is a marshmallow that is coated with chocolate.</p>
Product Quality	<p>Ecomallow is guaranteed to taste delicious and in good quality as it is freshly made and packaged every day upon receiving the order. Additionally, EcoMallow</p>
Product Design and Packaging	<p>There are two different Ecomallow products:</p> <ul style="list-style-type: none"> ● Our signature main product will be EcoMallow Pop. It consists of three marshmallows arranged on a stick and coated in chocolate which comes in 3 main flavors; Dark, Milk, and White Chocolate. At the same time, there are different toppings available which include chopped nuts, chocolate sauce, freeze-dried fruits and sprinkles. ● EcoMallow Bouquets are essentially multiple EcoMallow Pop arranged to mimic a flower bouquet using colored flower wrapping paper. The custom chocolate-covered marshmallow bouquets will be made upon order and the design of the bouquet will be created as per the customer's specifications.
Product Labeling	<p>The ingredients which are contained in the marshmallow and chocolate will be printed and paste at the back of every packaging for our ready-made products EcoMallow Pop. On the other hand, for the EcoMallow Bouquets, the customer will be notified verbally during consultations about some of the ingredients that might cause allergies to ensure that the customer is aware of their consumptions.</p>
Product Warranty	<p>As the product is freshly made everyday, it will be able to last for 5 days at room temperature while if it is kept in the refrigerator, it can last until 2 months. If it goes bad within that period of time, the customer has the rights for a refund excluding the customization commissions.</p>
After sales service	<p>After every sale, we will be doing a follow up with customers asking whether they are satisfied with the design</p>

	and the taste of the Ecomallow. At the same time, based on the feedback given, we will be making any improvements necessary.
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3.8.2 Price

For the pricing strategy, we will be offering a fair price that is not too low or too high from the prices offered by the competitors, while considering the amount of profits we need to make to ensure the business is going strong.

Competitors	Price per unit (RM)
Sakura bakery & Cake	5.00
Sugar Talk 12	5.00
Mencekik Jb 5	4.00
Manis spot	4.00
Ecomallow	4.50

3.8.3 Place

As our product will be freshly made everyday, we decided to have a physical store where customers are able to see by themselves how it's made and decorated with chocolate. The business site for Ecomallow was chosen to be located at 26, Jalan Lembah 19, Bandar Baru Seri Alam, 81750, Masai, Johor, as the area is a well-established place of business and centralized in the middle of everything. Our shop is conveniently located among neighborhoods, and student communities, making it simple for customers to buy gifts for loved ones or grabbing a snack just for themselves. There are a few dessert or sweet shops around the area and one can be pointed out as our competitor which is Mencekik JB. However, it is not an issue to open a store near our competitor as consumers love to have choices. Therefore, our store would have great potential to be opened there. This location is strategic as it is located near universities, our store is able to attract these college students to buy our product for celebratory moments like birthdays and anniversaries. Additionally, the store is facing the main road where our store's sign board display can be seen by many passersby. Based on the reasons above, our business would have a great chance to make significant profit.

3.8.4 Promotion

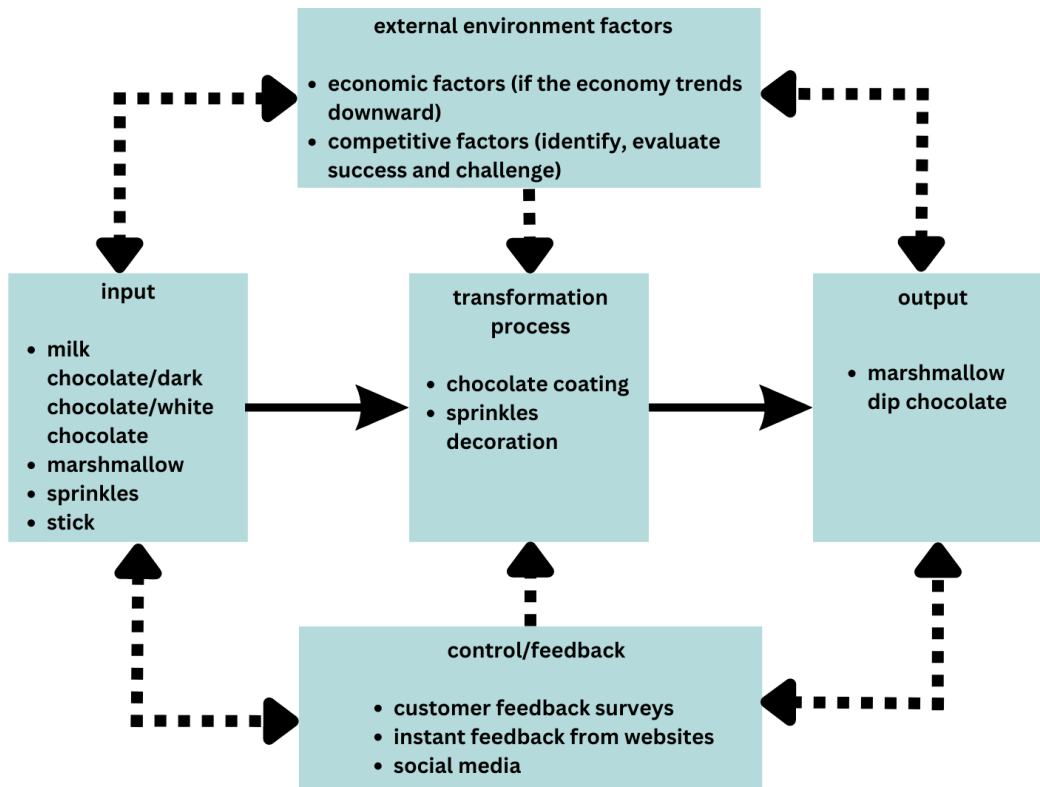
Ecomallow owns its physical store where customers can come during the visiting hours of 10 am until 6 pm to experience dipping the marshmallow into the chocolate by themselves or buy a ready-made Ecomallow Pop for a quick sweet treat on-the-go. To promote our presence further, an Instagram, Facebook and Tiktok account are created as those platforms are familiar and mostly used by the community from all ages. The account will be promoting the process of making ecomallow, the new and exciting design and flavor that might take place and review of the product by customers. Additionally, in the efforts of reaching a wider audience, promotional videos will be up to date with the trends and viral sounds or music. Other than that, to make sure the customer that is looking for our physical does not get lost, an appropriate size of store sign will be added at the front of the store and a bunting will be added at the front door of our store. Lastly, during every festive season a promotion activity will be done such as buy 4 free 1 for EcoMellow Pop while there will be moderate amount of discount on EcoMallow Bouquet.

3.9 MARKETING BUDGET

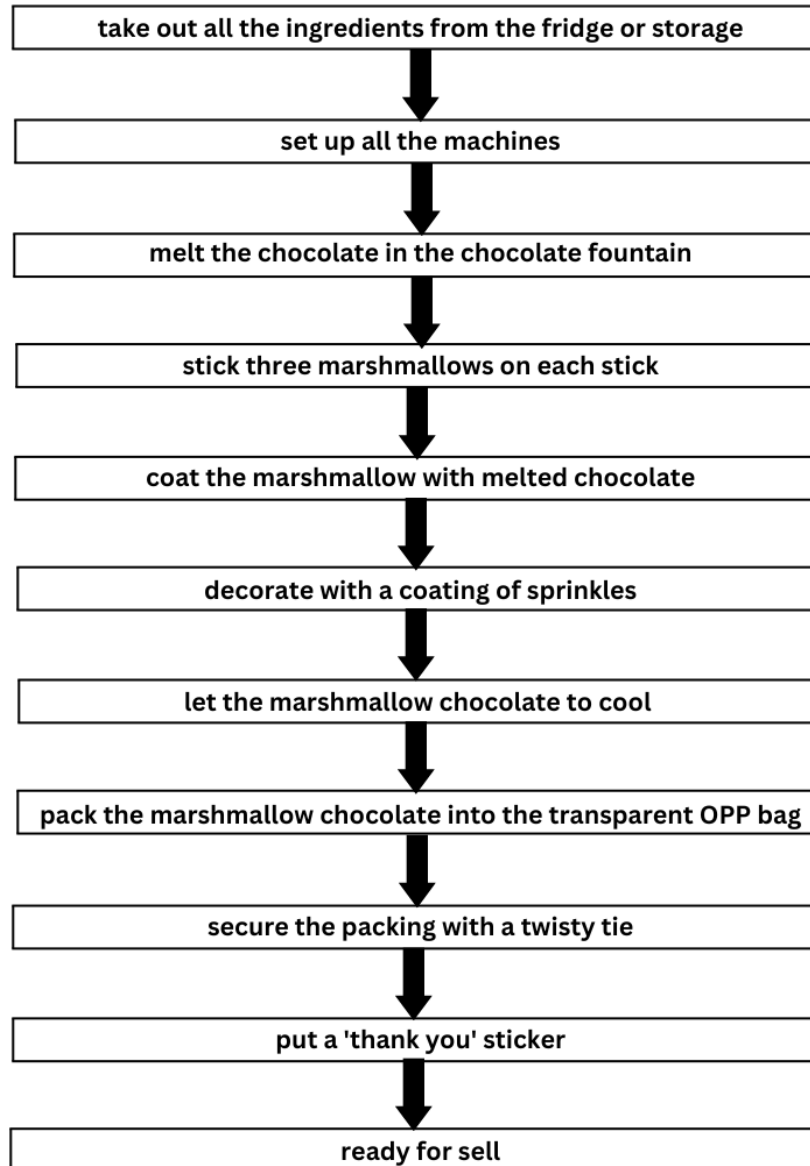
Item	Fixed Assets (RM)	Monthly Expenses (RM)	Other Expenses (RM)
Fixed Asset			
Signboard	2500.00		
Display rack	75.00		
Working Capital			
Bunting		57.00	
Other Expenses			
Business card			35.00
TOTAL	2575.00	57.00	35.00

4.0 OPERATION PLAN

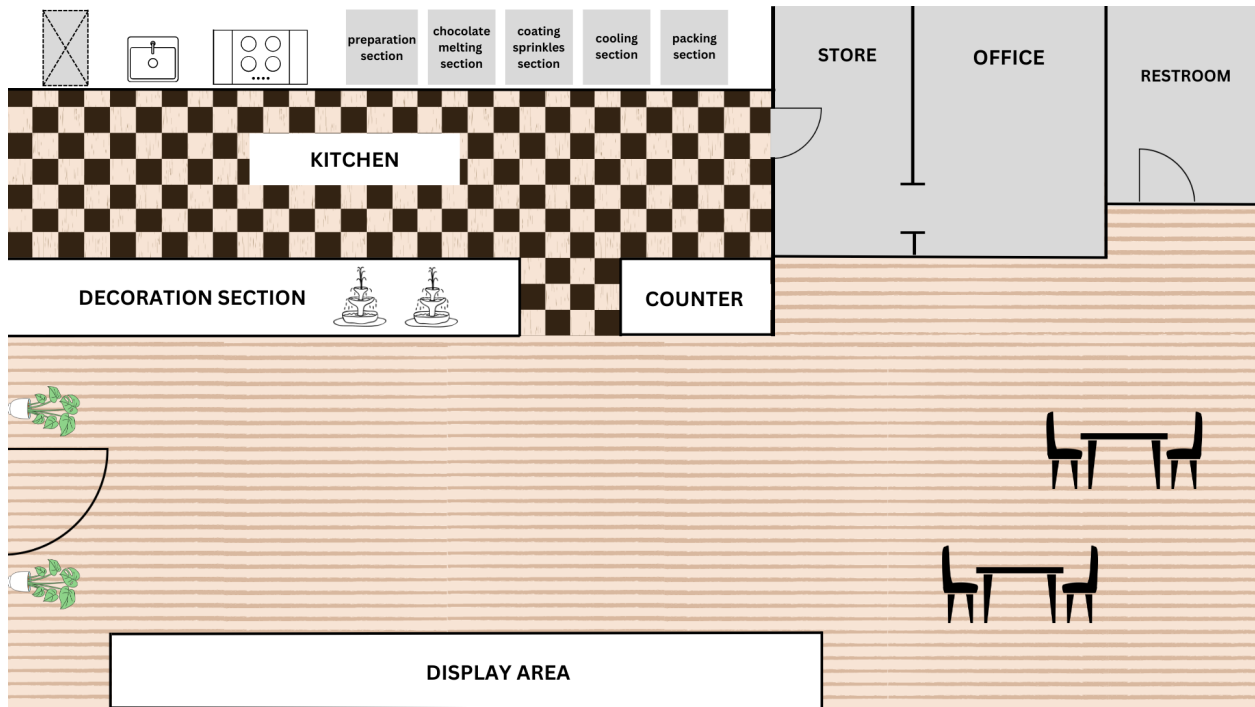
4.1 COMPONENT OF OPERATING SYSTEMS





4.2 PROCESS PLANNING



4.3 OPERATIONS LAYOUT



Partition	Description
<p>Display area</p> 	<ul style="list-style-type: none"> Walk in displays of chocolate-dipped marshmallows for customers to see different designs available for EcoMallow Pop as well as faux samples of EcoMallow Bouquet.
<p>Counter</p> 	<ul style="list-style-type: none"> Payment and inquiry area

Decoration station



- Customer can watch the preparation and decorating process of the chocolate coated marshmallow
- A place to attract customer's attention and provide transparency of our making-process
- The area where coated marshmallows are decorated using different shapes sprinkles, nuts and chocolate sauce.

Preparation section



- Area for sticking marshmallow onto the sticks before further decorating process

Chocolate melting and coating section



- An area where chocolate is melted and marshmallows will be covered in melting chocolate
- Customers are able to experience chocolate coating their very own EcoMallow when the fountain machine is not in use by staffs

Cooling section

- The area where the coated and decorated marshmallows are left to



cool and harden before packaging.

Packing section



- The area where the finished marshmallow is packed using a clear transparent bag and tied using a ribbon.

Dine-in area



- The area where customers can sit while waiting for the custom bouquet is being prepared.
- The area where consultation happens to discuss and provide customers with their specific instruction.

Office

- The area where the manager stays to



do paperwork and supervise everyone's work.

Store



- A store room to store raw materials as well as extra stock of finished products.

Restroom



- A place prepared for the staff and customers to wash and relieve themselves.

4.4 PRODUCTION PLANNING

4.4.1 Sales forecast per month

Average sales forecast per month

Product: chocolate coated marshmallow lollipop (Mellowpop)

Location: Masai, Pasir Gudang, Johor

Population: 151,792 people (estimation population of 2020 by city facts)

Potential Market: approximately 7590 people (5% of whole population)

$$\text{Average sales} = \frac{\text{competitor 1} + \text{competitor 2} + \text{competitor n}}{\text{amount of competitors}}$$

$$\text{Average sales} = \frac{RM5/\text{unit} + RM5/\text{unit} + RM4/\text{unit} + RM4/\text{unit}}{4}$$

$$\text{Average sales} = RM4.50$$

$$\text{Average sales per month} = RM4.50 \times 1 \text{ month} \times 7590 \text{ people}$$

$$\text{Average sales per month} = RM34,155/\text{month}$$

Output per month

$$\text{Average sales forecast per month} = RM34,155/\text{month}$$

$$\text{Sales price} = RM 4.50/\text{unit}$$

$$\text{Number of output per month} = \text{average sales forecast}/\text{sale price per unit}$$

$$\text{Number of output per month} = \frac{RM34,155}{RM4.50}$$

$$\text{Number of output per month} = \textbf{approximately 7,590 units per month}$$

4.4.2 Number of output per day

If number of working days per month is 26 days

$$= \text{Number of output per month} / \text{number working days per month}$$

$$= \frac{7,590 \text{ units}}{26 \text{ days}}$$

$$= \textbf{approximately 292 units per day}$$

4.4.3 Number of units per hour

Such as daily working hour = 8 hours

$$= \text{Number of output per day} / \text{daily working hours}$$

$$= \frac{292 \text{ units}}{8 \text{ hours}}$$

$$= \textbf{approximately 37 units per hour}$$

4.5 MATERIAL PLANNING

Table below shows raw material supplies for a month

Material	Quantity	Safety stock	Total Material Requirement	Price/Unit (RM)	Total Amount (RM)
Dark chocolate	32 kg	2 kg	30 kg	16.00/1 kilogram	512.00
White chocolate	32 kg	2 kg	30 kg	19.90/1 kilogram	512.00
Milk chocolate	32 kg	2 kg	30 kg	16.00/1 kilogram	512.00
Marshmallow	134 kg	7 kg	127 kg	32.00/1 kilogram	4288.00
Lollipop stick	7700	110 pieces	7590	7.80/100 pieces	600.60
Twisty ties	7700 pieces	110 pieces	7590	3.00/100 pieces	231.00
Transparent OPP plastic bag	7700 pieces	110 pieces	7590	3.80/100 pieces	292.60
Colorful paper wrap	128 sheets	-	128	6.00/32 sheets	24.00
Colorful Sprinkles	17 kg	2 kg	15	19.60/1 kg	333.20
Sticker paper label	7700 pieces	110 pieces	7590	19.20/100 pieces	2208.00
TOTAL					9513.40

Supplier of raw materials

Items	Supplier
Dark chocolate	OBL Bakery Ingredients 11, Jalan Ekoperniagaan 2, Taman Kota Masai, 81700 Pasir Gudang, Johor
White chocolate	OBL Bakery Ingredients 11, Jalan Ekoperniagaan 2, Taman Kota Masai, 81700 Pasir Gudang, Johor
Milk chocolate	OBL Bakery Ingredients 11, Jalan Ekoperniagaan 2, Taman Kota Masai, 81700 Pasir Gudang, Johor
Lollipop stick	OBL Bakery Ingredients 11, Jalan Ekoperniagaan 2, Taman Kota Masai, 81700 Pasir Gudang, Johor
Marshmallow	OBL Bakery Ingredients 11, Jalan Ekoperniagaan 2, Taman Kota Masai, 81700 Pasir Gudang, Johor
Twisty ties	OBL Bakery Ingredients 11, Jalan Ekoperniagaan 2, Taman Kota Masai, 81700 Pasir Gudang, Johor
Transparent OPP plastic bag	OBL Bakery Ingredients 11, Jalan Ekoperniagaan 2, Taman Kota Masai, 81700 Pasir Gudang, Johor
Colorful paper wrap	Talent Bookstore Masai 17, 19 & 21, Jalan Pasar, Kampung Sepakat, 81750 Masai, Johor
Colorful Sprinkles	OBL Bakery Ingredients 11, Jalan Ekoperniagaan 2, Taman Kota Masai, 81700 Pasir Gudang, Johor
Sticker paper label	Central Label Sdn Bhd No.3, Jalan Sri Plentong, Taman Perindustrian Sri Plentong, 81750 Masai, Johor

4.6 MACHINES AND EQUIPMENT PLANNING

4.6.1 Amount of machine & equipment required

$$\frac{\text{Planned rate of production per day}}{\text{machine productive time per day}} \times \text{standard production time}$$

➤ Chocolate fountain :

$$\frac{292}{480 \text{ min (8 hours x 60 min)}} \times 0.6167 \text{ min}$$

$$= 0.3752 @ 1 \text{ machine}$$

4.6.2 List of machine and equipment

Items	Price/Unit (RM)	Quantity	Total Amount (RM)
Centralised Air-conditioner	4800.00	3	14400.00
Table	193.00	2	386.00
Chair	69.90	4	279.60
Thermal printer	198.00	1	198.00
Cash register machine	599.00	1	599.00
Merchant credit card machine	998.00	1	998.00
Storage rack	75.00	2	150.00
Refrigerator	688.00	1	688.00
Chocolate fountain	39.90	2	79.80
Cooking table	1137.50	1	1137.50
Acrylic lollipop holder	7.90	1	7.90
Stainless steel mixing bowl (18 cm)	15.90	1	15.90
Stainless steel mixing bowl (14 cm)	11.90	1	11.90
Stainless steel knife	30.00	2	60.00
Chopping board	12.50	1	12.50

Hand whisk	2.50	1	2.50
Fork and spoon	4.90	1	4.90
TOTAL			19031.50

4.6.3 List of machine supplier

Items	Supplier
Centralised Air-conditioner	Suntec Air Conditioning & Electrical No.15, Jalan Setia 10/10, Taman Setia Indah, 81100 Johor Bahru, Johor
Table	Ricco Home Furniture JB 3, Jln Keruing 1, Taman Rinting, 81750 Masai, Johor
Chair	Ricco Home Furniture JB 3, Jln Keruing 1, Taman Rinting, 81750 Masai, Johor
Thermal printer	E Cube Trading (M) Sdn Bhd Lot A007/T013A-015-016, Kipmall Masai, Persiaran Dahlia 2, Taman Bukit Dahlia, 81700 Pasir Gudang, Johor
Cash register machine	LEDA Technology Enterprise 34, Jalan Dedap 17, Johor Jaya, 81100 Johor Bahru, Johor
Merchant credit card machine	LEDA Technology Enterprise 34, Jalan Dedap 17, Johor Jaya, 81100 Johor Bahru, Johor
Storage rack	Ricco Home Furniture JB 3, Jln Keruing 1, Taman Rinting, 81750 Masai, Johor
Refrigerator	Suntec Air Conditioning & Electrical No.15, Jalan Setia 10/10, Taman Setia Indah, 81100 Johor Bahru, Johor
Chocolate fountain	GL Baker Solutions Sdn Bhd 15, Jalan Impian Emas 5, Taman Impian Emas, 81300 Skudai, Johor
Cooking table	Ricco Home Furniture JB 3, Jln Keruing 1, Taman Rinting, 81750 Masai, Johor

Acrylic lollipop holder	GL Baker Solutions Sdn Bhd 15, Jalan Impian Emas 5, Taman Impian Emas, 81300 Skudai, Johor
Stainless steel mixing bowl (18 cm)	GL Baker Solutions Sdn Bhd 15, Jalan Impian Emas 5, Taman Impian Emas, 81300 Skudai, Johor
Stainless steel mixing bowl (14 cm)	GL Baker Solutions Sdn Bhd 15, Jalan Impian Emas 5, Taman Impian Emas, 81300 Skudai, Johor
Stainless steel knife	GL Baker Solutions Sdn Bhd 15, Jalan Impian Emas 5, Taman Impian Emas, 81300 Skudai, Johor
Chopping board	GL Baker Solutions Sdn Bhd 15, Jalan Impian Emas 5, Taman Impian Emas, 81300 Skudai, Johor
Hand whisk	GL Baker Solutions Sdn Bhd 15, Jalan Impian Emas 5, Taman Impian Emas, 81300 Skudai, Johor
Fork and spoon	GL Baker Solutions Sdn Bhd 15, Jalan Impian Emas 5, Taman Impian Emas, 81300 Skudai, Johor

4.7 MANPOWER PLANNING

4.7.1 Organization Chart for Operation Department



4.7.2 Amount of direct labour required (for every man power)

$$\frac{\text{planned rate of production per day}}{\text{machine productive time per day}} \times \text{standard production time}$$

a) Kitchen Staff

$$= \frac{292 \text{ units}}{480 \text{ mins}} \times 0.6167 \text{ min}$$
$$= 0.3752 @ 1 \text{ staff}$$

4.7.3 List of Operation Personnel

Position	No. of Personnel
Operational Manager	1
Kitchen Staff	1

4.7.4 Schedule of task and responsibilities

Position	Task and Responsibilities
----------	---------------------------

Operational Manager	<ul style="list-style-type: none"> • Procuring materials from sources and plan inventory • Improve operational management systems, processes and legal practices • Perform quality controls
Kitchen Staff	<ul style="list-style-type: none"> • Conduct preparations for ecomallow production • Clean and sanitize work station • Assist in unloading of deliveries and their proper storage

4.7.5 Schedule of remuneration

Position	No.	Monthly Salary (RM)	EPF (13%) (RM)	SOCSSO (RM)	TOTAL AMOUNT (RM)
Operational Manager (exclude)	1	1500	195	32.60	1727.60
Kitchen Staff	1	1200	156	25.90	1381.90
TOTAL	2				3109.50

4.8 OVERHEAD REQUIREMENT

4.8.1 Operations overhead

No.	Type of overhead	Monthly (RM)
1.	Electricity	350.00
2.	Water	120.00
3.	Rental	2600.00
4.	Deposit	7800.00
5.	Internet	120.00
6.	Machine maintenance	50.00
7.	Insurance	125.00
TOTAL		3235.00

4.9 TOTAL OPERATIONS COST

Total Operations Cost = Direct Material Cost (total raw materials) + Direct Labor Cost (total remuneration) + Overhead Cost (total operation)

$$\begin{aligned} \text{Total Operations Cost} &= \text{RM } 9753.40 + \text{RM } 3,109.50 + \text{RM } 3235 \\ &= \text{RM } 16,097.90 \end{aligned}$$

4.10 COST PER UNIT

$$\text{Cost per unit} = \frac{\text{Total Operations Cost (RM)}}{\text{Total number of Output (Output per month)}}$$

$$\text{Cost per unit} = \frac{\text{RM } 16,097.90}{7590 \text{ units}}$$

Cost per unit = 2.12 @ approximately RM2.10/unit

4.11 PRODUCTIVITY INDEX (PI)

$$\text{Productivity Index} = \frac{\text{Total value of Output (Sales forecast per month)}}{\text{Total value of input (Total Operation Cost)}}$$

$$\begin{aligned} \text{Productivity Index} &= \frac{\text{RM } 34,155}{\text{RM } 16,097.90} \\ &= 2.12 \end{aligned}$$

4.12 LOCATION PLAN

When trying to find the right business location, it's important to consider all the factors that will affect the company's operation. These include:

- Sufficient storage capacity
- Enough display spaces
- Compatibility to install kitchen space
- Sufficient Loading and Unloading bay for delivery trucks
- Accessibility

4.12.1 Efficient Storage Capacity

Storage capacity should be sufficient enough to withhold our raw materials and final product. The shop lot chosen has a good size at 1920 sqft which should be more than enough space to display ready-made products and bouquet samples at the customer-accessible area. At the same time, the storage area for raw materials, safety stock, and extra stock of finished goods is sufficient enough.

4.12.2 Enough Display Spaces

As our product is small and compact, it does not take up too much space. With the space provided, our products are able to neatly display in the customer-accessible area and still have ample space to move around comfortably.

4.12.3 Compatibility to install kitchen space

The shop lot chosen used to be a cafe and the surrounding shop lots have restaurants. This indicates that the lot is compatible to have a kitchen space. Additionally, our operation does not require heavy equipment. Therefore, the operational works done at the store would be compatible at the shop lot.

4.12.4 Sufficient Loading and Unloading Bay for Delivery Trucks

The store is located near the corner which has an alleyway where the delivery truck could temporarily be stationed to unload the raw materials without disrupting the parking spaces for customers. Additionally, a ramp is available in front of the store to assist in the transporting of the raw material bulk from the delivery truck to the store.

4.12.5 Accessibility

Accessibility for customers is an important factor in choosing a location as it can help in giving access to a larger pool of potential customers. There are ample parking spaces for customers as well as a ramp to make it accessible to wheelchair users or those with difficulty to go up the steps. The store location and lot was carefully considered in order for it to be accessible to the majority of the customer without any discrimination.

4.13 BUSINESS AND OPERATION HOURS

Business hour = 8 hours per day (10.00 a.m - 6.00 p.m)

Operating hour = 9 hours per day (9.00 a.m - 6.00 p.m)

Working days = 6 days per week (Tuesday - Sunday)

4.14 LICENSE, PERMITS, AND REGULATIONS REQUIRED

4.14.1 SSM

Business is registered at a fee of RM60. This statutory body handles all the business registrations in Malaysia, no matter the size and platform whether it is online or offline. The role of the SSM is to serve as an agency to incorporate companies, register businesses and provide company and business information to the public

4.14.2 Business premise license

Business premise license or business license is a permit issued by government agencies that allow an individual or company to run a business within the government's geographical jurisdiction. In a single word, it is a permission given by the government that people can start to operate a business legally. The business premise license costs RM2000.

4.14.3 Signboard license

Signboard license is a permit issued by government agencies that allow individuals or companies to sit in front of their premises legally. It stands as evidence that the signboard is installed with permission but not simply applied by own. The signboard license costs RM1200.

4.14.4 Halal certificate

Halal certification is most commonly used in connection with food products. A halal certificate confirms that a product is allowed for Muslims to consume. Since Ecomallow is a small business classified as food premises, the application fee is merely RM100.

4.15 OPERATIONS BUDGET

Items	Fixed assets	Monthly expenses (RM)	Other expenses (RM)
Fixed assets			
Machine and Equipment	19031.50		
Working capital			
Utility bills		590.00	
Raw materials & packaging		9513.40	
Rental		2600.00	
Machine maintenance		50.00	
Other expenditure			
Deposit			7800.00
Typhoid		125.00	
Insurance			400.00
TOTAL	19031.50	12753.40	8200.00

5.0 FINANCIAL PLANNING

5.1 FINANCIAL OBJECTIVES

- To make an available adequate funds for business operation to be use up to optimum point
- To ensure flexibility in budget planning so that adjustment in the capital structure can be face
- To ensure sources of income (loan) is structured at minimal loss
- To make sure the project implementation is 100% success

5.2 OPERATING BUDGET

5.2.1 ADMINISTRATION BUDGET

Particulars	F.Assets	Monthly Exp.	Others	Total
<i>Fixed Assets</i>				
Land & Building	-			-
Renovation	10,000			10,000
Office Equipment	5,829			5,829
Office Furniture	149			149
	-			-
<i>Working Capital</i>				
Stationary		21		21
Salaries, EPF & SOCSO		7,256		7,256
		-		-
		-		-
		-		-
		-		-
		-		-
<i>Pre-Operations & Other Expenditure</i>				
Other Expenditure			-	-
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	15,978	7,277	-	23,255

5.2.2 MARKETING BUDGET

Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Signboard	2,500			2,500
Display rack	75			75
	-			-
	-			-
Working Capital				
Bunting		57		57
		-		-
		-		-
		-		-
		-		-
		-		-
		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			35	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	2,575	57	35	2,632

5.2.3 OPERATION BUDGET

Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Machine and Equipment	19031.5			19,032
				-
				-
				-
Working Capital				
Raw Materials & Packaging		9,513		9,513
Carriage Inward & Duty		-		-
Salaries, EPF & SOCSO		1,382		1,382
Insurance		125		125
Machine Maintenance		50		50
Rent		2,600		2,600
		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			-	
Deposit (rent, utilities, etc.)			8,390	8,390
Business Registration & Licences			3,360	3,360
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			400	400
Total	19,032	13,670	12,150	44,852

5.3 PROJECT IMPLEMENTATION COST AND SOURCES OF FINANCES

EcoMallow 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					
Renovation	10,000	10,000			
Office Equipment	5,829	5,829			
Office Furniture	149	149			
Signboard	2,500	2,500			
Display rack	75	75			
Machine and Equipment	19,032	19,032			
Working Capital	1 months				
Administrative	7,277	7,277			
Marketing	57	57			
Operations	13,670	13,670			
Pre-Operations & Other Expenditure	12,185	12,185			
Contingencies	10%	7,077	7,077		
TOTAL	77,851	77,851			

5.4 LOAN AMORTIZATION SCHEDULE

LOAN REPAYMENT SCHEDULE				
Amount	77,851			
Interest Rate	5%			
Duration (yrs)	5			
Method	Baki Tahunan			
Year	Principal	Interest	Total Payment	Principal Balance
	-	-		77,851
1	15,570	3,893	19,463	62,281
2	15,570	3,114	18,684	46,711
3	15,570	2,336	17,906	31,141
4	15,570	1,557	17,127	15,570
5	15,570	779	16,349	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-

5.5 PRO FORMA CASH FLOW 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)																
Loss	77,851													77,851		
Cash Sales		34,155	31,126	32,749	33,853	38,982	35,726	32,439	32,670	33,663	31,977	35,679	36,841	403,860	450,846	435,337
Collection of Accounts Receivable																
TOTAL CASH INFLOW	77,851	34,155	31,126	32,749	33,853	38,982	35,726	32,439	32,670	33,663	31,977	35,679	36,841	497,711	450,846	435,337
CASH OUTFLOW																
Administrative Expenditure																
Stationary		21	21	21	21	21	21	21	21	21	21	21	21	252	277	315
Salaries, EPF & SOCSO		7,256	7,256	7,256	7,256	7,256	7,256	7,256	7,256	7,256	7,256	7,256	7,256	87,074	95,782	110,145
Marketing Expenditure																
Banking		57	57	57	57	57	57	57	57	57	57	57	57	684	752	865
Operations Expenditure																
Cash Purchase		3,513	3,513	3,513	3,513	3,513	3,513	3,513	3,513	3,513	3,513	3,513	3,513	114,161	119,869	125,865
Payment of Account Payable																
Carriage Inward & Duty																
Salaries, EPF & SOCSO		1,382	1,382	1,382	1,382	1,382	1,382	1,382	1,382	1,382	1,382	1,382	1,382	16,583	18,241	20,971
Insurance		125	125	125	125	125	125	125	125	125	125	125	125	1,500	1,650	1,836
Machines Maintenance		50	50	50	50	50	50	50	50	50	50	50	50	600	660	755
Rent		2,600	2,600	2,600	2,600	2,600	2,600	2,600	2,600	2,600	2,600	2,600	2,600	31,200	34,320	38,448
Other Expenditure																
Pre-Operations		35												35	39	44
Deposit (rent, utilities, etc.)	8,330													8,330		
Business Registration & Licences	3,360													3,360		
Insurance & Road Tax for Motor Vehicle																
Other Pre-Operations Expenditure	400													400		
Fixed Assets																
Purchase of Fixed Assets - Land & Building																
Purchase of Fixed Assets - Others	37,584													37,584		
Hire-Purchase Down Payment																
Hire-Purchase Repayment:																
Principal																
Interest																
Loan Repayment:																
Principal		1,230	1,230	1,230	1,230	1,230	1,230	1,230	1,230	1,230	1,230	1,230	1,230	15,170	15,570	15,570
Interest		324	324	324	324	324	324	324	324	324	324	324	324	3,833	3,914	2,336
Tax Payable														0	0	0
TOTAL CASH OUTFLOW	49,734	22,661	22,626	22,626	22,626	22,626	22,626	22,626	22,626	22,626	22,626	22,626	22,626	321,286	290,274	318,247
CASH SURPLUS (DEFICIT)	28,117	11,494	8,499	10,123	11,226	16,356	13,100	9,813	10,044	11,036	9,351	13,052	14,214	166,425	160,572	177,683
BEGINNING CASH BALANCE		28,117	33,610	48,110	58,232	69,453	85,815	98,314	108,727	118,771	129,807	133,158	152,211	166,425	166,425	326,397
ENDING CASH BALANCE	28,117	33,610	48,110	58,232	69,453	85,815	98,314	108,727	118,771	129,807	133,158	152,211	166,425	166,425	326,397	504,680

5.6 PRO FORMA INCOME STATEMENT

EcoMallow Enterprise PRO-FORMA INCOME STATEMENT			
	Year 1	Year 2	Year 3
Sales	409,860	450,846	495,931
Less: Cost of Sales			
Opening Stock of Finished Goods		500	525
Production Cost	167,350	178,521	192,718
less: Ending Stock of Finished Goods	500	525	578
	0	0	0
	166,850	178,496	192,665
Gross Profit	243,010	272,350	303,266
Less: Expenditure			
Administrative Expenditure	87,326	96,059	110,468
Marketing Expenditure	684	752	865
Other Expenditure	35	39	44
Business Registration & Licences	3,360		
Insurance & Road Tax for Motor Vehicle			
Other Pre-Operations Expenditure	400		
Interest on Hire-Purchase			
Interest on Loan	3,893	3,114	2,336
Depreciation of Fixed Assets	3,711	3,711	3,711
Total Expenditure	99,409	103,675	117,424
Net Profit Before Tax	143,602	168,675	185,842
Tax	0	0	0
Net Profit After Tax	143,602	168,675	185,842
Accumulated Net Profit	143,602	312,277	498,119

5.7 PRO FORMA BALANCE SHEET

	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building			
Renovation	8,000	6,000	4,000
Office Equipment	4,663	3,497	2,332
Office Furniture	119	89	60
Signboard	2,000	1,500	1,000
Display rack	60	45	30
Machine and Equipment	15,225	11,419	7,613
	30,068	22,551	15,034
Current Assets			
Stock of Raw Materials	500	525	578
Stock of Finished Goods	500	525	578
Accounts Receivable			
Cash Balance	166,425	326,997	504,680
	167,425	328,047	505,835
Other Assets			
Deposit	8,390	8,390	8,390
TOTAL ASSETS	205,883	358,987	529,259
Owners' Equity			
Capital			
Accumulated Profit	143,602	312,277	498,119
	143,602	312,277	498,119
Long Term Liabilities			
Loan Balance	62,281	46,711	31,141
Hire-Purchase Balance			
	62,281	46,711	31,141
Current Liabilities			
Accounts Payable			
TOTAL EQUITY & LIABILITIES	205,883	358,987	529,259

5.8 FINANCIAL ANALYSIS

	Year 1	Year 2	Year 3
<u>PROFITABILITY</u>			
Sales	409,860	450,846	495,931
Gross Profit	243,010	272,350	303,266
Profit Before Tax	143,602	168,675	185,842
Profit After Tax	143,602	168,675	185,842
Accumulated Profit	143,602	312,277	498,119
<u>LIQUIDITY</u>			
Total Cash Inflow	487,711	450,846	495,931
Total Cash Outflow	321,286	290,274	318,247
Surplus (Deficit)	166,425	160,572	177,683
Accumulated Cash	166,425	326,997	504,680
<u>SAFETY</u>			
Owners' Equity	143,602	312,277	498,119
Fixed Assets	30,068	22,551	15,034
Current Assets	167,425	328,047	505,835
Long Term Liabilities	62,281	46,711	31,141
Current Liabilities	0	0	0
<u>FINANCIAL RATIOS</u>			
<i>Profitability</i>			
Return on Sales	35%	37%	37%
Return on Equity	100%	54%	37%
Return on Investment	70%	47%	35%
<i>Liquidity</i>			
Current Ratio	#DIV/0!	#DIV/0!	#DIV/0!
Quick Ratio (Acid Test)	#DIV/0!	#DIV/0!	#DIV/0!
<i>Safety</i>			
Debt to Equity Ratio	0.4	0.1	0.1
<u>BREAK-EVEN ANALYSIS</u>			
Break-Even Point (Sales)	200,051	207,681	231,969
Break-Even Point (%)	49%	46%	47%

GRAPH

BUSINESS MODEL CANVAS

DESIGNED FOR
BUSINESS PLAN PITCHING

DESIGNED BY
ECOMALLOW

DATE
5/10/2022

VERSION
1

KEY PARTNERS



- OBL BAKERY INGREDIENTS
- TALENT BOOKSTORE MASAI
- CENTRAL LABEL SDN BHD
- BAKE WITH YEN ENTREPRISE BANDAR SERI ALAM
- GL BAKER SOLUTIONS SDN BHD

KEY ACTIVITIES



- PRODUCTION OF ECOMALLOW POP
- ARRANGEMENT OF ECOMALLOW BOUQUET
- CUSTOMER SERVICE AND CONSULTATION
- MARKETING AND SALES DEVELOPMENT
- BRANDING

KEY RESOURCES



- SOURCES OF RAW INGREDIENTS
- EMPLOYEES
- RETAIL SPACE
- PARTNERS AND NETWORK

VALUE PROPOSITIONS



- USAGE OF HALAL CERTIFIED RAW INGREDIENTS
- FRESHLY MADE BATCH OF ECOMALLOW POPS DAILY
- CUSTOM-MADE BOUQUET TO FIT ANY OCCASION
- VARIETY SELECTION OF FLAVORS AND TOPPING
- RECYCLABLE PACKAGING
- NOVELTY OF CUSTOMERS TO TRY COATING THEIR OWN ECOMALLOW POP
- AFFORDABLE PRODUCTS AND CUSTOM GIFTS
- ON-THE-GO SWEET SNACK

CUSTOMER RELATIONSHIPS



- PROMOTIONAL DISCOUNTS AND DEALS DURING FESTIVE SEASONS
- CUSTOMER FEEDBACK
- HIGH QUALITY PRODUCT
- TRANSPARENCY ABOUT COMPANY AND PRODUCT
- RESPONSIVE WITH CUSTOMER SERVICES

CHANNELS



- ONLINE ADVERTISING
- WORD OF MOUTH
- SOCIAL MEDIA

CUSTOMER SEGMENTS



- SWEET TOOTH CONSUMERS
- STUDENTS
- FAMILIES
- LOCAL RESIDENCE
- EVENT MANAGER (I.E WEDDING, BIRTHDAY, ETC.)

COST STRUCTURE



- PRODUCT INPUTS (RAW INGREDIENTS)
- STAFF SALARIES
- EQUIPMENT AND FACILITIES
- REGULATORY AND COMPLIANCES
- PACKAGING
- PROMOTIONAL ACTIVITIES
- TYPHOID INJECTIONS

REVENUE STREAMS



- DIRECT PRODUCT SALES
- CUSTOM-MADE PRODUCT COMMISSIONS
- CUSTOMER PAYMENTS THROUGH CASH, DEBIT/CREDIT CARDS, BANK TRANSFER, AND QR CODES

7.0 CONCLUSION

In summary, EcoMallow is a partnership business venture between 4 business partnership. The signature product produced by EcoMallow are EcoMallow Pop which are ready-made and able to be purchased in-store and Ecomallow Bouquet which are made upon custom request. With only two main products, EcoMallow can be labeled as a specialised store for chocolate coated marshmallow products.

EcoMallow has surveyed and located the best area to open a physical shop to further put our presence in public and attracting potential customers. The location was determined to be at Fortuna Business Hub addressed at Jalan Lembah 19, Masai, Pasir Gudang, Johor. The location was chosen based on factors such as near universities and residential areas, well established place of business, close proximity to suppliers, store is facing the main road, accessibility, and price of rental space. Due to the advantageous location, the marketing strategy is observed to be easier as the store would be facing the main road where curious customers may come by. To further our audience, EcoMallow will be on social media platforms (i.e Facebook, TikTok, Instagram). Additionally, promotional discount and deals are offered to retain the loyalty of customers.

Based on the financial plan, EcoMallow business venture was proven to be a great venture to continue with as no significant loss can be seen from the planning. As years pass, EcoMallow would be a thriving business as its name is spread and known to the public; therefore an increase in production and sales. Profits are proven to increase as years go by for at least the next two consecutive years. As years pass, EcoMallow would be a thriving business as its name is spread and known to the public; therefore an increase in production and sales.

To sum up, the finest initiative to provide the community with the best service that we have to offer is EcoMallow. As mentioned before in our vision, to be known as the "sweetest" sensation in town and become the go-to place for specialized gifts and snacks for those with a little sweet tooth. We think that having a sweets shop adjacent to a residential area can elevate the loving lifestyle status in the neighborhood. Therefore, since our activity will have a significant influence on the community, we must obtain consent before we can begin. Last but not least, finishing this ENT300 business plan has provided us with the ideal opportunity to learn how to start our own firm. Therefore, ENT300 is crucial for us since it will inform and inspire us to found our own new company so that we can survive in the future.

PARTNERSHIP AGREEMENT

This Partnership Agreement is made on “ 2022” between “INTAN DARLINA BINTI MOHAMMAD KHALID ”, “MARISSA BINTI MUZAFAR ”,“ MAHNOOR SHAHIRAH BINTI ISHTIAQ AHMAD ” and “KHARIS BIN KHALID ”.

1. EcoMallow store

The parties hereby form a partnership under the name of “EcoMallow store” to open a rehab centre. The location of the business shall be at “26, Jalan Lembah 19, Bandar Baru Seri Alam, 81750, Masai, Johor

2. Term

The partnership shall begin on “1 November 2021”, and shall continue until every partners agreed to terminate this partnership agreement

3. Capital

The capital of the partnership shall be contributed in cash by the partners as follows:

- A separate capital account shall be maintained for each partner.
- Neither partner shall withdraw any part of their capital account.
- Upon the demand of either partner, the capital accounts of the partners shall be maintained at all times in the proportions in which the partners share in the profits and losses of the partnership. The capital contribution to the partnership is stated as follows:

4. Profit and Loss

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

5. Salaries and Withdrawals

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

6. Interest

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

7. Management Duties and Restrictions

Each partner must spend their full time to running the partnership firm, and all partners must have equal management rights. No partner may manufacture, distribute, or receive any commercial document, or execute any agreement on behalf of the partnership without the approval of the other partner.

Other than the kinds of property acquired and sold in the partnership's usual course of business, no mortgage, security agreement, bond, lease,

purchase or contract to purchase, sale or contract to sell any property for or of the partnership is permitted.

8. Banking

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

9. Books

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

10. Voluntary Termination

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

11. Death

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

12. Arbitration

Any dispute or claim originating from, connected to, or resulting from a breach of this Agreement must be resolved by arbitration in accordance with the rules. The parties have signed this Agreement as evidence.

Each partner agreed to the terms of this agreement and signed it on , 2022 in Bandar Seri Alam, Johor, as a proof of their dedication to this collaboration.

COMPENSATION AND BENEFITS

Ø Employment Act 1955

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

The protection under the Employment Act only applies to these categories of employees:

Employees whose monthly salary does not exceed
RM2,000 Employees who are engaged in manual labour,
regardless of salary

Employees engaged in the operation or maintenance of mechanically
propelled vehicle

Employees who supervise or oversees other employees engaged in
manual labour Employees engaged in any capacity on a vessel (subject
to certain other conditions)

1). Holidays

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

(a) the National Day;

(b) the Birthday of the Yang di-Pertuan Agong;

(c) the Birthday of the Ruler or the Yang di-Pertua Negeri, as the case may be, of the State in which the employee wholly or mainly works under his contract of service, or the Federal Territory Day, if the employee wholly or mainly works in the Federal Territory; and

(d) the Workers' Day:

Provided that if any of the said ten gazetted public holidays falls on a rest day the working day following immediately thereafter shall be a paid holiday in substitution therefor

2). Annual leave

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

(a) eight days for every twelve months of continuous service with the same employer if he has been employed by that employer for a period of less than two years;

(b) twelve days for every twelve months of continuous service with the same employer if he has been employed by that

employer for a period of two years or more but less than five years; and

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

3). Sick leave

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

(a) by a registered medical practitioner duly appointed by the employer; or

(b) if no such medical practitioner is appointed or, if having regard to the nature or circumstances of the illness, the services of the medical practitioner so appointed are not obtainable within a reasonable time or distance, by any other registered medical practitioner or by a medical officer,

be entitled to paid sick leave, --

(aa) where no hospitalisation is necessary, --

(i) of fourteen days in the aggregate in each calendar year if the employee has been employed for less than two years;

(ii) of eighteen days in the aggregate in each calendar year if the employee has been employed for two years or more but less than five years;

(iii) of twenty-two days in the aggregate in each calendar year if the employee has been employed for five years or more; or

(bb) of sixty days in the aggregate in each calendar year if hospitalisation is necessary, as may be certified by such registered medical practitioner or medical officer:

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

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

4). Maternity leave

Every female employee shall be entitled to maternity leave for a period of not less than sixty consecutive days.

A female employee shall not be entitled to any maternity allowance if at the time of her confinement she has five or more surviving children.

5). Overtime

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

Any other terms and conditions are:-

1). Paternity Leave

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

2). Marriage Leave

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

3). Compassionate Leave

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

4). Bonus

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

5). The Annual Increment

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

Ø Social Security Organization (SOCSO)

The main function of SOCSO is to provide social security protection to employees and their dependants through the Employment Injury Scheme and the Invalidity Scheme. The Employment Injury Scheme provides protection to employees against occupational injuries including occupational diseases and commuting accidents. The Invalidity Scheme provides 24-hour protection to employees against invalidity or death due to any cause outside working hours and not related to employment. Both schemes provide cash benefits to employees and their dependants in the event of unforeseen incidents, in addition to providing medical treatment, physical

rehabilitation or vocational training. SOCSO also conducts implements accident prevention activities through occupational safety and health awareness programmes among employees and employers. The rate of contribution is 1.25% per month from the insured salary option. Monthly contribution is subject to the ceiling of the insured wage of RM4,000.00 per month.

Ø Employer Provident Fund (EPF)

As an employer, the responsibilities include paying EPF contributions in respect of any person engaged to work under a Contract of Service or Apprenticeship. Subject to the provisions of section 52, every employee and every employer of a person who is an employee within the meaning of this Act shall be liable to pay monthly contributions on the amount of wages at the rate respectively set out in the Third Schedule (Section 43(1), EPF Act 1991).