

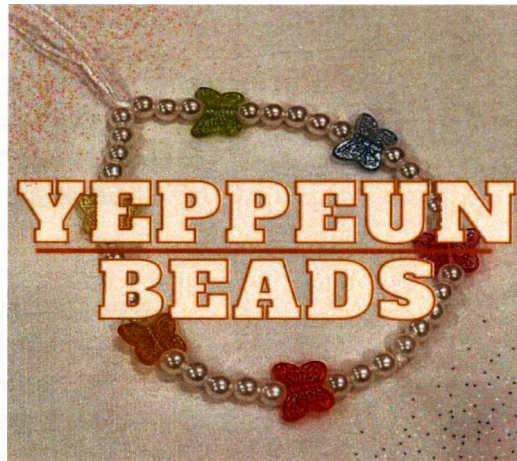


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FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN



**YEPPEUN BEADS**

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SEMESTER	MAC – AUGUST 2022
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## **EXECUTIVE SUMMARY**

Yeppeun Beads offers beads for customers, gives high satisfaction and high-quality products. Our primary strategy and aim is to provide beads and offers custom beads to people in all age range begin with children, teenagers, adult and also elderly that have interest in beads. We always looking forward to our customer satisfaction towards our products. Since our company is listed as a new company in the market, so there will be many aspects that we need to consider in order to make sure that our company can compete with other beads shops and fulfill the customer need as there are many people involved in business industry including craft industry. In addition, nowadays beads are popular as they can custom their own accessories. We see this as an opportunity to grab chances in order to gain customers as beads shop in Kuching are limited. Our business is run by five main workers which are general manager, administration manager, marketing manager, operation manager and financial manager. All of us play a vital role in this business and we will make sure that this business will be successful. From our observation, we are targeting a big scope of customers as beads shop is located at the city which there will be higher chances to gain customers and can attract them to get services from our shop. Furthermore, our business location is very strategic as our clinic is near to shop lots and residential areas. We believe that we will be able to achieve our business goal with our business financial position statement. With the quality services and well education background of all the 5 managers in our company, we are pretty sure that good words about our services will be spread among customers. Our services will provide and offered the most quality beads that has various of design and based on customer's preferences. From fully drilled, half drilled, top drilled and head drilled beads all will be provided in our shop. We will also be taking an order from customer through our social media. Not only that, but we also have service whereby customer can request for us to make their beads as an accessory such as necklace and bracelet. We hope that Yeppeun Beads can be a well-known beads shop in this area as we able to provide greater services from time to time. We also believe the demand of beads will increase every year. Last but not least, it is our pleasure to be the benchmark of other people who are interested to start business in selling beads in craft industry.

# **CHAPTER 1 : INTRODUCTION**

### 1.1 BUSINESS DESCRIPTION

Name of Business	❖ Yeppeun Beads
Business address	❖ 1 <sup>st</sup> Floor Shoplot, Metrocity New Township, 93050 Kuching, Sarawak
Business legal entity	❖ Partnership
Nature of Business	❖ Selling Business
Social media (Instagram / Facebook)	❖ Yeppeunbeads
Email address	❖ Yeppeunbeads92@gmail.com
Telephone number	❖ 014-3775896
Factors in selecting the proposed business (the opportunity)	<ul style="list-style-type: none"> <li>❖ Provide beads so everyone can design their own accessories.</li> <li>❖ After do some research and survey, the beads are popular and received so much demand.</li> <li>❖ Higher chances to gain customers from varies age range.</li> <li>❖ Has potential for growth</li> <li>❖ The place is strategic</li> </ul>
Future prospects of the business	<ul style="list-style-type: none"> <li>❖ Our beads shop will be the most visited beads shop in Kuching after 1 year of opening.</li> <li>❖ Everyone can have unlimited access on designing their accessories as our shop has every type of beads.</li> </ul>

## Purpose of Preparing Business Plan

- 1) Opportunity for entrepreneur to assess the business venture objectively, practically, and critically.
- 2) To study and evaluate the feasibility of business.
- 3) To convince venture capitalists, investors, and bankers in order to raise capital and obtain support for the venture.
- 4) Business plan is also for guideline for day-to-day management of business.
- 5) To be able to distribute business resources more effectively.

## Business Background

<b>Business Main Activity</b>	
<b>Core activity:</b>	<p>We're selling beads which is specifically for children, adult, women and elderly.</p> <p>Beads will be provided in our shops and the customer are free to choose various types of beads. Not only that, customer also can choose the beads and ask for our staff to custom it as their accessories.</p> <p>These are the lists of types of beads that we might use during the offered in our shop:</p> <ol style="list-style-type: none"><li>1) Gemstone beads</li><li>2) Metal beads</li><li>3) Round beads</li><li>4) Rice shaped beads</li><li>5) Rice shaped beads</li><li>6) Briolette and rondelle beads</li><li>7) Coin beads</li><li>8) Heishi beads</li><li>9) Tube beads</li><li>10) Varies types of beads regarding to the shapes.</li></ol>

<b>Other activities:</b>	There are 4 main business activities which are very vital in order to make sure that the core activity will proceed and go smoothly.
❖ <b>Administration</b>	The administration manager is responsible in this activity and will arrange the entire personnel administration plan. In addition, administration manager also has to make sure that all types of beads in a good quality.
❖ <b>Marketing</b>	Marketing manager is responsible to plan on marketing strategies in order to gain profit as much as possible. Such as promoting through media social, giving a membership discount and buy more to get more discounts to attract more customers.
❖ <b>Operational</b>	Operational manager will make sure that Yeppeun beads can achieve the set standard and also analyze customer's demand and feedback after they purchase the beads.
❖ <b>Financial</b>	Generally, financial manager will in charge of the cash flow and also planning of business budget.
<b>Business Commencement</b>	3rd July 2022
<b>Registration Details</b>	3rd June 2022
<b>Banking Details</b>	Yeppeun Beads BANK ISLAM: 110130272929



## 1.2 OWNER DESCRIPTION

### BUSINESS PARTNER BACKGROUND



Name	Nur Fatimah binti Othman
Identity Card Number	010308-13-0792
Date of Birth	8 Mac 2001
Marital Status	Single
Permanent Address	No 6, Kampung Pulo Ulu, 93050, Kuching, Sarawak
Correspondence Address	No 6, Kampung Pulo Ulu, 93050, Kuching, Sarawak
Email Address	fatimahnur521@gmail.com
Telephone Number	+6014-3775896
Academic Qualification	Diploma in Public Administration
Course Attended	<ul style="list-style-type: none"><li>✓ International Webinar Planning and management</li><li>✓ Business management skills</li></ul>
Skills	<ul style="list-style-type: none"><li>✓ Great in leadership</li><li>✓ Excellent in team working</li><li>✓ Problem solving</li></ul>
Experience	<ul style="list-style-type: none"><li>✓ Attend International Webinar Planning and management</li><li>✓ Part time personnel shopper</li></ul>



Name	Alnnie Kelara Binti Andy
Identity Card Number	011027-13-084
Date of Birth	27 October 2001
Marital Status	Single
Permanent Address	Lot 1561, Vista Perdana Phase 1, 98000 Miri, Sarawak.
Correspondence Address	Lot 1561, Vista Perdana Phase 1, 98000 Miri, Sarawak.
Email Address	<a href="mailto:alnnieandy@gmail.com">alnnieandy@gmail.com</a>
Telephone Number	+6012-8485382
Academic Qualification	Diploma in Public Administration
Course Attended	<ul style="list-style-type: none"> <li>✓ International Webinar Planning and management</li> <li>✓ Business management skills</li> </ul>
Skills	<ul style="list-style-type: none"> <li>✓ Excellent in team working</li> <li>✓ Problem solving</li> <li>✓ Aptitude for financial reporting</li> </ul>
Experience	<ul style="list-style-type: none"> <li>✓ Attend International Webinar Planning and management</li> <li>✓ Part time accountants</li> </ul>



Name	Amelya Shyafieqa Shyazna Binti Abdullah
Identity Card Number	010723-13-0060
Date of Birth	23 July 2001
Marital Status	Single
Permanent Address	1220, Kpg. Sinar Budi Baru, 93250, Kuching, Sarawak.
Correspondence Address	1220, Kpg. Sinar Budi Baru, 93250, Kuching, Sarawak.
Email Address	<a href="mailto:amelyashyafieqa@gmail.com">amelyashyafieqa@gmail.com</a>
Telephone Number	+6011-15810732
Academic Qualification	Diploma in Public Administration
Course Attended	<ul style="list-style-type: none"> <li>✓ International Webinar Planning and Management</li> <li>✓ Business Management Skills</li> </ul>
Skills	<ul style="list-style-type: none"> <li>✓ Excellent in team working</li> <li>✓ Great in communication skills</li> <li>✓ Analytical skills</li> </ul>
Experience	<ul style="list-style-type: none"> <li>✓ Attend International Webinar Planning and Management</li> <li>✓ Part time sales marketing</li> </ul>



Name	NURUL IZZAH BINTI AMBOK MAEK
Identity Card Number	010223-13-0820
Date of Birth	23 FEBRUARY 2001
Marital Status	Single
Permanent Address	NO,31 TAMAN TRINORA JALAN SIMPOR
Correspondence Address	NO,31 TAMAN TRINORA JALAN SIMPOR.
Email Address	amboknurulizzah@gmail.com
Telephone Number	+6012-838-7959
Academic Qualification	Diploma in Public Administration
Course Attended	<ul style="list-style-type: none"> <li>✓ International Webinar Series in Management Event</li> </ul>
Skills	<ul style="list-style-type: none"> <li>✓ Great in organizational skills</li> <li>✓ Excellent in team working</li> <li>✓ Patience in handling kids</li> </ul>
Experience	<ul style="list-style-type: none"> <li>✓ Part time in retail store: UNIQLO (1 year)</li> </ul>



Name	Sharifah Nur Syatina binti Wan Hosen
Identity Card Number	010609-13-0622
Date of Birth	09 June 2001
Marital Status	Single
Permanent Address	Lot 2565, Fasa 2, RPR Tanjung Kidurong, 97000, Bintulu, Sarawak
Correspondence Address	Lot 2565, Fasa 2, RPR Tanjung Kidurong, 97000, Bintulu, Sarawak
Email Address	shnsyatina01@gmail.com
Telephone Number	+60128558977
Academic Qualification	Diploma in Public Administration
Course Attended	<ul style="list-style-type: none"> <li>✓ International Webinar Planning and management</li> <li>✓ Business management skills</li> </ul>
Skills	<ul style="list-style-type: none"> <li>✓ Excellent in team working</li> <li>✓ Problem solving</li> <li>✓ Aptitude for financial reporting</li> </ul>
Experience	<ul style="list-style-type: none"> <li>✓ Attend International Webinar Planning and management</li> <li>✓ Part time accountants</li> <li>✓ Part time cashier in boutique and kiosk in malls</li> </ul>

## **BUSINESS LOCATION**

Having a good location is one of the advantages in business world. It can obtain us to align with our organization's objectives and needs which then also will allow us to maximize a firm opportunity with a low costs and risk. Strategic location also gives us adequate access to customers, transportation, workers and so on. Yeppeun Beads is planned to be located at 1st Floor Shoplot, Metrocity New Township, 93050 Kuching, Sarawak. We are planning to rent a shop lot building in Metrocity New Township. It will be on the 1st floor. We decided to open beads shop there because the location is very strategic. The most important reason we choose this location is because it is near to residential area. Also, there are restaurants around the corner.

It is an office building that we are going to rent. We chose to rent a 1st floor because the shop are accessible for the customer to come. The 1st floor already has good tile flooring and plaster ceiling. Hence, we do not need to spend more money on renovation. While basic amenities are available in our area because it is a developing city, a lot of facilities and amenities have been provided such as, road, water, electricity, telephone, and internet.



## **CHAPTER 2: ADMINISTRATION PLAN**

## **2.0 ADMINISTRATION PLAN**

### **2.1 BUSINESS MISSION, VISION, AND OBJECTIVES**

#### **a. VISION**

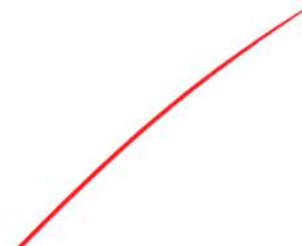
- ❖ Yeppeun Beads strives to make sure everyone that loves wearing beads accessories are always provided with upcoming trends.

#### **b. MISSION**

- ❖ Yeppeun Beads will continuously come up with unique designs and make sure everyone can own our beads accessories.

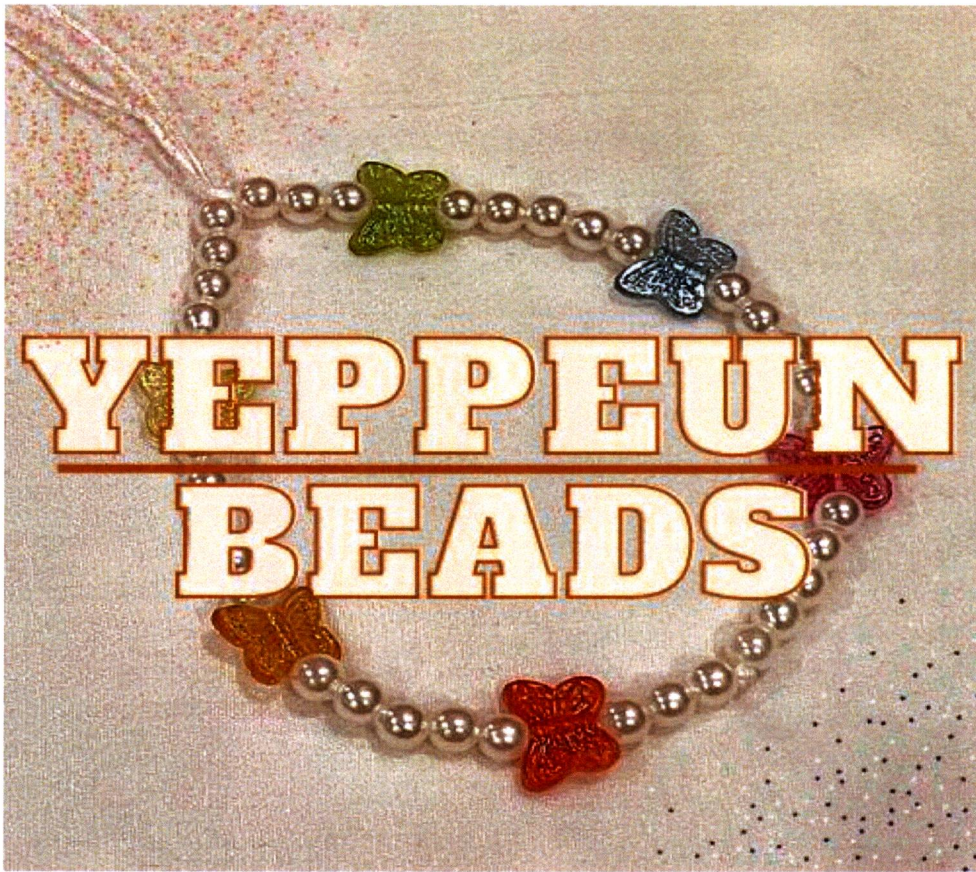
#### **c. OBJECTIVES**

- ❖ To provide cute and trendy design of beads accessories
- ❖ To produce accessories that is modern and is always keep up to trend
- ❖ To produce creative workers that can make unique designs based on their own creativity





## 2.2 BUSINESS LOGO



### 2.3 ORGANIZATIONAL CHART



## 2.4 ADMINISTRATION PERSONNEL SCHEDULE

POSITION	NO. OF PERSONNEL
GENERAL MANAGER	1
ADMINISTRATION MANAGER	1
MARKETING MANAGER	1
FINANCIAL MANAGER	1
OPERATION MANAGER	1

## SCHEDULE OF TASK AND RESPONSIBILITIES

POSITION	TASK AND RESPONSIBILITIES
GENERAL MANAGER	<ul style="list-style-type: none"><li>• Responsible in managing the company towards the vision, mission and the objectives of the company.</li><li>• To plan, organize lead and control the daily operations of a business, region, operating unit or division.</li><li>• Acts as a decision maker and cooperate gaining ideas to improve the business.</li><li>• Monitor activities to ensure that all are being accomplished.</li></ul>

<p><b>ADMINISTRATION MANAGER</b></p>	<ul style="list-style-type: none"> <li>• Responsible to arrange the entire personnel administration plan.</li> <li>• To monitor and procures needed supplies.</li> <li>• To make sure the systematically of the management system.</li> <li>• Controlling and handling the staff salary.</li> <li>• To deliberate the tasks and job description of the stall.</li> <li>• Provide service and consultant to customers.</li> </ul>
<p><b>MARKETING MANAGER</b></p>	<ul style="list-style-type: none"> <li>• Responsible to plan on marketing strategies to gain profit as much as possible.</li> <li>• Analyzing the shares, targets and size of the marketing.</li> <li>• Analyzing about product and service from other competitors.</li> <li>• Provide service and consultant to customers.</li> </ul>
<p><b>OPERATION MANAGER</b></p>	<ul style="list-style-type: none"> <li>• Responsible to make that Yeppeun Beads can achieve the set standard.</li> <li>• Control all the technical side of the business operation.</li> <li>• Analyze customer's need and feedback after the purchases.</li> <li>• Provide service and consultant to customers.</li> </ul>
<p><b>FINANCIAL MANAGER</b></p>	<ul style="list-style-type: none"> <li>• Responsible in charge of the cash flow.</li> <li>• Planning of business budget.</li> <li>• Supervising and handling report, investment portfolios and all kinds of financial analysis for an organization.</li> <li>• To control the financial statement and profit or loss of business.</li> <li>• Provide service and consultant to customers.</li> </ul>

## **CHAPTER 3: MARKETING PLAN**

### **3.0 MARKETING PLAN**

#### **3.1 MARKETING OBJECTIVES**

Yeppeun Beads objectives are as follows:

- To increase Yeppeun Beads shop in Metrocity visitors by 20% by the end of the fourth quarter of 2024 through guest posts, social promotion, and address of the building.
- To ensure that Yeppeun Beads is well-known among 25% of Kuching community in the first 3 months.
- To provide quality sales products at fair and best possible price.
- To increase the profits by RM1 million for the next 5 years of operation.
- To increase the sales by 20% by 2025.
- To reduce the production cost by 5% by 2025.
- To increase the market share by 20% by 2025.
- To provide feedback from 50% of our customers.
- To enter the global market and become one of the strongest competitors by the next 6 years of operating.

#### **3.2 PRODUCT DESCRIPTION**

Yeppeun Beads is a product that provides consumers with a creative and unique accessory. That is an accessory for their phone, bags as well as an accessory for their keys. Our customers will gain the most both value and benefits from the product provided. Apart from that, the customer may custom their own design for their beads. Whereas, with the customisation, it will strengthen our beads product to be more beautiful and it can make the relationship between us, and the customers be better. For example, girls tend to follow current fashion trends and prefer cute and trendy accessories, which we provide because we offer custom design.

Moreover, our beads not only focusing on teenagers, but we also offer the products for all ages that are interested with our beads' design. Our beads are high-quality products that offer an affordable price of a beads. As in high-quality meaning that the beads are not easy to break as well as the straps and it is perfect for all types of skin. Aside from that, the materials will include the straps, beads, as well as the equipment such as beading needles. That is easy and affordable price of the material. Nevertheless, our customers will get the benefits from our motto that is to provide a unique, high-quality.

Additionally, our beads' uniqueness as well as capacity might very well make a contribution to Yeppeun Beads become the ideal beads shop in Kuching. As the satisfaction of the customer

with our products would be our top priority. In fact, we assess every one of our products well before selling them to customers to avoid defects on the beads. Other than from that, our business location is indeed very strategic because our beads shop is close to all other shop lots, restaurants, night markets, and residential neighbourhoods, making it efficient for the customers to locate and purchase our products manufactured of beads. Besides that, we might very well offer online ordering because then our customers can purchase online and pick up at their leisure. Whereas our business hours are from 10 a.m. to 6 p.m., and our business days are from Monday to Friday. Overall, Yeppeun Beads' customers are our primary priority, and their feedback may assist in our advancement.

### **3.3 TARGET MARKET**

#### **Segmenting Market**

Market segmentation is the method of classifying or dividing a market of potential customers based on a variety of factors. Consumers who respond similarly to marketing strategies and who have traits in common, such as shared interests, needs, or locations, make up the segments. Its goal is to ensure that businesses can divide their consumers into groups in marketing and promoting their product or service more effectively.

- **Demographic segmentation**
- **Psychographic segmentation**
- **Geographic segmentation**

#### **Demographic Segmentation**

Demographic segmentation is the division of a market based on age, race, religion, gender, family size, ethnicity, income, and education. Demographics can indeed be segmented into certain markets to assist businesses target their customers more precisely. Nonetheless, our product is available to people of all ages and genders. Our beads shop sells products for people of all ages, from children to adults. In addition, our product tends to follow with current trends. For example, teenagers especially the girls tend to follow current fashion trends and prefer cute and trendy accessories. Whereby we would then offer each and every one of our customers a fine as well as preferable handmade beads accessory.

### **Psychographic Segmentation**

Psychographic segmentation divides the market into categories depending on the customer's lifestyle. Whereas it is a type of lifestyle measuring tool would be activities, interest, as well as opinion (AIO) surveys. That will have to examines several potential influences on purchasing behaviour, including consumer attitudes, expectations, and activities. In fact, it was created in the 1970s and studies customer decision-making processes, attitudes, values, personalities, lifestyles, and communication preferences using behavioural and social sciences.

Furthermore, from our research, most of the population there is a modern lifestyle. The term "modern lifestyle" describes a style of life that is current as well as recent. It has to do with the traits of modern artistic movements or progressions in the arts. Since our handmade beads are based on modern art, they are trendy and widely known among individuals, especially teenagers. Indeed, our product aims to keep up with the latest trends. For instance, the accessories design to be cute and trendy since we provide custom based design.

### **Geographic Segmentation**

Geographic segmentation is the geographic division of a company's market. That is a market could indeed be divided all into cities, counties, regions, nations, and international areas. Whereas a market could also be classified as rural, suburban, or urban. This segmentation allows us to identify the product that a customer needs in a specific location.

Wherein Metrocity New Township in Kuching, Sarawak, were chosen as our company's location for Yeppeun Beads. It is possible to consider it as a developing urban area. Our business location is very strategic because our beads shop is close to other shop lots, restaurants, a night market, and a residential neighbourhood. This would make it convenient for customers to find and purchase our beaded products. Nonetheless, our beads shop is well preferable to initiate at the specified location as there is a strategic location to sell our handmade beads. It would therefore be our big chance to establish up the handmade accessory beads.



### 3.4 MARKET SIZE, MARKET SHARE & SALES FORECAST

#### Market Size

Population of people living in Kuching: 711,500 (from the official portal of Sarawak Government)

$$711,500 \times 5\% = 35,575$$

$$\text{RM}25 \times 35,575 = 889,375$$

$$\text{Total sales per year} = 889,375 \times 12 = 10,672,500$$

#### Market Share

Market share is defined as the division of market or sales among companies in which it operates in the same industry. This should take into account the number of competitors, their experience, their strengths and weaknesses. The table below represents the market share distribution before and after our company entered the market.

BEFORE	%	Yearly Sales	AFTER	%	Yearly Sales
Naly Beads	50	5,336,250	Naly B.	40	4,269,000
CJA Beads	30	3,201,750	CJA B.	30	3,201,750
Raben Beads	20	2,134,500	Raben B.	20	2,134,500
			Yeppeun B.	10	1,067,250
<b>TOTAL</b>	<b>100</b>	<b>10,672,500</b>	<b>TOTAL</b>	<b>100</b>	<b>10,672,500</b>

#### Sales Forecast

##### Monthly Sale Forecast:

Month	Sales Forecast (RM)
January	88,937.50
February	88,937.50
March	88,937.50
April	88,937.50
May	88,937.50
June	88,937.50
July	88,937.50
August	88,937.50
September	88,937.50
October	88,937.50
November	88,937.50
December	88,937.50
<b>TOTAL</b>	<b>1,067,250</b>

*operation is different!*

### Yearly Sale Forecast:

Year	Percentage Increase (%)	Sale Forecast (RM)
2022	-	1,067,250
2023	10%	1,173,975
2024	15%	1,227,337.50

### 3.5 COMPETITION – STRENGTHS & WEAKNESSES OF COMPETITORS

Competitors	Strengths	Weaknesses
Naly Beads	Has opened the shop for a very long time and has a loyal customer.	Not following the trend to keep their originality.
CJA Beads	Located in strategic location and has a shop.	Not affordable price.
Raben Beads	Owned by a very known Malaysian Artist.	Does not do any shipping or deliveries which makes it hard for people to buy or pick up.

### 3.6 MARKETING STRATEGY (4P: PRODUCT, PRICING, PLACE & PROMOTION)

#### Product Strategy

Name	Yeppeun Beads
Product Quality & Design	All the handcraft accessory beads are made from high-quality material. The design is based on customisation from our customer.
Trade Name	Trendy Pretty
Brand Name	Yeppeun Beads
Packaging	We placed the handmade beads in a small box.
Labelling	Accessory
Warranty	1 Month
After Sales Service	To enhance the product's quality, we may very well seek additional customer feedback.

### **Pricing Strategy**

Whereas the pricing strategy relies on the strategy of the competitors in the market. In which we might offer excellent price that is neither too minimal nor too high in comparison to our opponents. Table below shows the comparisons prices between Yeppeun Beads and the other competitors.

<b>Competitors</b>	<b>Price (RM)</b>
Naly Beads	25
CJA Beads	15
Raben Beads	10
Yeppeun Beads	20

### **Place Strategy**

Nevertheless, our shop's location is currently in the famous area in Kuching, Sarawak. So, we take this opportunity to call out everyone who are in the area to come to our shop and on what we have to offer. Apart from that, our business location is very strategic because our beads shop is close to other shop lots, restaurants, a night market, and a residential neighbourhood that make it convenient for customers to find and purchase our beaded products. Therefore, our beads shop is well preferable to initiate at the specified location as there is a strategic location to sell our handcrafted beads.

### **Promotion Strategy**

#### **Advertising**

The advertising is one of our strategies that defined as a paid, non-personal sales effort through a medium to influence many consumers. In which we bought a signboard to advertise our handmade beads to the people. The cost of the signboard is RM3000. Whereas this approach is used to attract more customers from various cities and ensure that our company is well-known. Aside from that, by this approach, it will ensure a valuable advertising, which will return value to our business. Hence, with a successful advertising our business that is handmade

beads, it would keep the customer insight in mind, while communicating the business's mission and product.

### Sales Promotion (discount)

Sales promotion refer as a promotional activities or incentives carried out or offered within a set time frame to influence purchase. That is, when product is showed throughout retail establishments, it is frequently organised on display cases and shelves so that it becomes instantly visible to customers as they enter through front door. In contrast, our handmade beads company promotes its products by offering a 10 percent discount whenever a customer purchase two of our handmade beads. Furthermore, the strategy is to enhance the total number of items sold and relocate more of own stock. However, this strategy emphasizes customers to make hurried purchase decisions of specific products whereas they queue up to pay for the products they have indeed purchased from our handmade beads.

### Social Media

Digital advertising that is through social media platform gave us its opportunity to promote our products upon the number of different online platforms. That each of the provides us with access to a sizable population of potential customers. However, our company uses social media platforms like Facebook and Instagram to post and advertise our handmade beads. Alternatively, by utilising the social media platform, we will indeed be able to raise public awareness about the product which we offer in our shop. In fact, it is much easier for us to interact with customers now that social media platforms like Facebook and Instagram attract large numbers of users at the time. Other than from that, by applying this strategy, we could indeed easily communicate with a variety of potential customers on social media. In fact, each customer might very well have their very own unique perspective on our handmade beads business. This demonstrates that we gather information from social media responses and afterwards analyse information in what design they preferred the most from periodically.

### 3.7 MARKETING BUDGET

Items	Fixed Asset (RM)	Working Capital (RM)	Other Expenses (RM)
<b>Fixed Asset</b>			
Signboard	3,000		
Strap	1,000		
Beads	800		
<b>Working Capital</b>			
Salary/EPF/SOCSSO			
- Sales		1,500	
- Consultant			
- Promotion		500	
<b>Others</b>			
Grand Opening			4500
<b>Total (RM)</b>	<b>4,800</b>	<b>2,000</b>	<b>4,500</b>

**CHAPTER 4: OPERATIONS PLAN**

## **4.1 OPERATION OBJECTIVES**

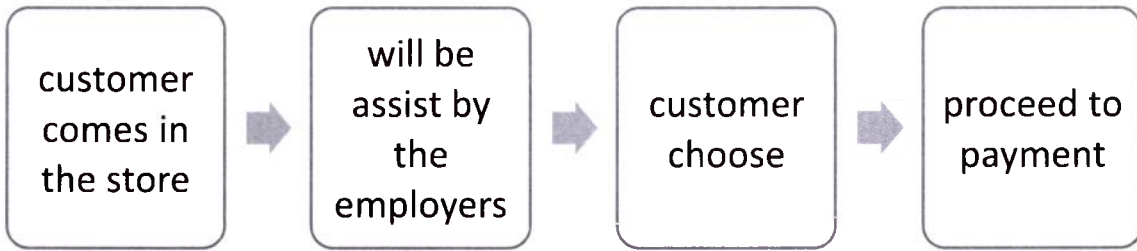
One of the most important roles in a company organisation is operation. Operational management is essential to ensure that the business can produce goods or provide services in accordance with the requirements, standards, and deadlines of the client. The process of organising company inputs into outputs in the form of products or services is another definition of operations management. Therefore, operational goals should be specific and attainable in order to give our company's daily operations clear guidance. Since various staff members may have varying interests and beliefs, it can be challenging to establish operational objectives that are recognised and understood by everyone. Therefore, it's crucial to involve employees in the goal-setting process and to make sure they understand it.

The objectives will include :

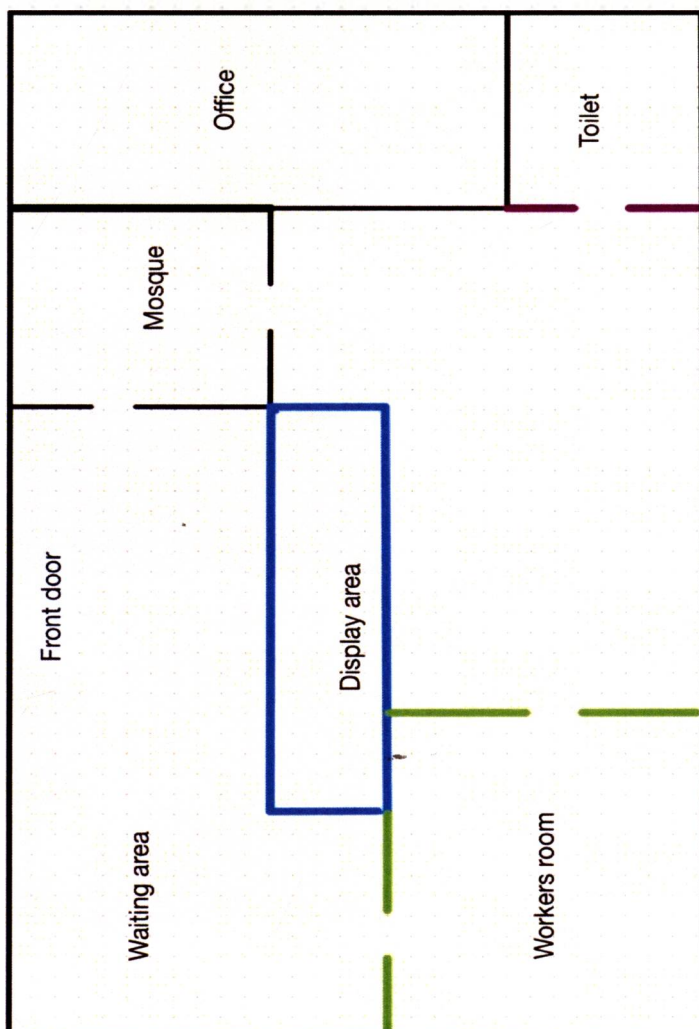
- Providing the excellent quality services to buyers
- Producing financial data efficiently in order to maximize the profits
- Ensuring the organizations processes is in according to high legal standard
- Managing business budgets and forecast effectively by maximizing the sales and minimizing the cost
- Recruiting, training and supervising the staff efficiently to achieve the highest level of performance standard

An organisation may lose crucial lead time and momentum to battle major changes when they do come if it fails to fulfil its objectives and get ready for them. Morale issues arise when a corporation lacks direction because, in their eyes, the future is unknowable, unpredictable, and out of their control. These sobering conclusions can only be seen as a threat to employment, which has a negative impact on productivity. Strategic planning is crucial in business because of this.

#### 4.2 PROSES PLANNING







#### 4.3 OPERATION LAYOUT





## DESCRIPTION OF THE LAYOUT

<u>PARTITION</u>	<u>DESCRIPTION</u>
<p style="text-align: center;"><b>WAITING AREA</b></p> 	<ul style="list-style-type: none"> <li>● This waiting area will be the area where customer can comfortably sit on the sofa provided and wait til they are to be called by the workers.</li> <li>● This area can fit up to 6 person.</li> </ul>
<p style="text-align: center;"><b>OFFICE</b></p> 	<ul style="list-style-type: none"> <li>● The office is where the workers meeting to discuss anything that has to do with work.</li> <li>● In the office,there will be a complete set of computer and other equipment needed.</li> </ul>
<p style="text-align: center;"><b>DISPLAY</b></p> 	<ul style="list-style-type: none"> <li>● This is where we display our ready stock product that customer can choose and buy follows they desire.</li> <li>● Many options of accessories will be displayed here</li> </ul>
<p style="text-align: center;"><b>PRAYERS ROOM</b></p> 	<ul style="list-style-type: none"> <li>● For the workers or customer to perform their prayers</li> <li>● For the workers to rest</li> </ul>

**4.4 CAPACITY PLANNING**

<b>INFORMATION</b>	<b>CALCULATION</b>
TOTAL WORK DAYS	24 DAYS
% OF CUSTOMERS IN A MONTH	3%
DAILY BUYER	711,500 x 3%: 21,345 BUYERS
PRICE OF THE PRODUCT	RM 20
NO OF POPULATION IN SELECTED LOCATION (KUCHING ,SARAWAK)	711,500
SALES FORECAST MONTHLY	RM 20 x 21,345: RM 426,900
SALES FORECAST YEARLY	RM 426,900 x 12 months: RM5,122,800
MARKET SIZE	(711,500 X RM20) X 3% = RM 426,900

*not same the sales*

**4.5 MATERIAL PLANNING**

**ITEM NEEDED FOR A MONTH**

<b>MATERIAL</b>	<b>QUANTITY</b>	<b>SAFETY STOCK</b>	<b>TOTAL MATERIAL REQUIREMENT</b>	<b>PRICE (RM)</b>	<b>TOTAL PRICE</b>
STRAPS	10,000 METRE	-	10,000 METRE		RM 7,781.9
BEADS	50,000 BEADS	-	50,000 BEADS		RM 14,452.1
					<b>TOTAL :</b>
					RM 22,234.00

**SUPPLIER OF THE ITEMS**

<b>NO.</b>	<b>ITEMS</b>	<b>SUPPLIER</b>
1	STRAPS	Ncc_Paine.my shop from shopee
2	BEADS	Ncc_Paine.my shop from shopee

#### **4.6 OVERHEAD REQUIREMENT**

FIXED OVERHEAD	COST (RM)
EQUIPMENT	RM 5,500.00
VARIABLE OVERHEAD	COST (RM)
SALARIES, EPF, SOCSO	RM 8,999.00
RAW MATERIALS	RM 22,234.00
TOTAL	RM36,733.00

#### **4.7 LOCATION**

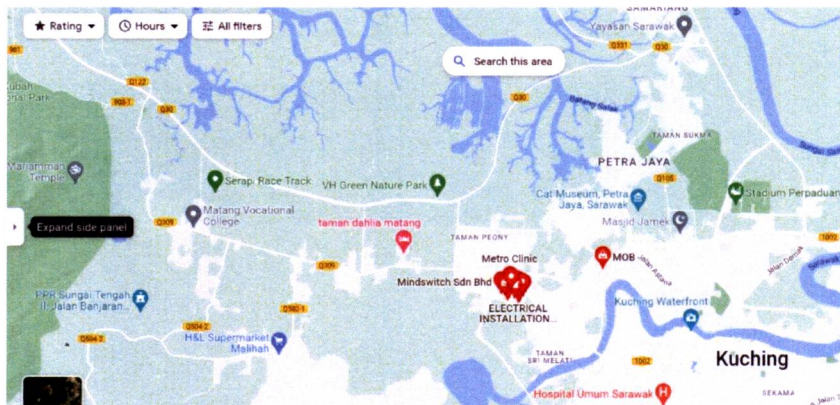
The location of YEPEUNBEADS is carefully chosen to be both central to the city and close to the neighbourhood. It is situated between two other ground-floor stores.



Location : 1<sup>st</sup> Floor Shoplot, Metrocity New Township,  
93050 Kuching, Sarawak

Property Type : Shop / Office For Rent

Property title Type : Individual



According to the google map, this location is adjacent to a residential neighborhood and has homestays close by. Due to the area's excellent and well-organized lanes, roads, and traffic signals, traffic is controlled and less congested than in other cities.

**4.8 BUSINESS AND OPERATIONS HOURS**

*yeppeundeads store*

# Opening Hours

WRITE THIS DOWN SO YOU DON'T MISS IT

**MONDAY - FRIDAY ( 10:00 AM - 03:00 PM)**

**SATURDAY-SUNDAY (SORRY!WE ARE CLOSED)**

**REST HOUR :  
12 AFTERNOON - 1 PM  
EVERDAY**

#### **4.9 LICENSE, PERMITS AND REGULATIONS REQUIRED**

##### Importance of licenses

In order to start a business in Malaysia, we must first obtain a valid business license. Licenses, registrations, permit, and approvals are all important. The Pihak Berkuasa Melesen (PBM) can issue a business license based on the location and type of business.

YEPPEUNBEADS store must comply with some form of licensing before it can lawfully begin functioning, which could be a general license, an industry/sector specific license, or an activity specific license.

##### List of General licenses required:

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

##### For Company

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

##### For Enterprise (Sole-proprietor / Partnership)

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

Activity Specific licenses

- Certificate of Fitness for Certified Machinery
- Building Plan Approval
- Sales Tax License

**4.10 OPERATION BUDGET**

ITEMS	FIXED ASSETS (RM)	MONTHLY EXPENSES (RM)	OTHER EXPENSES (RM)
<b>FIXED ASSETS</b>			
- Land and building	10,000.00		
- Equipment	5,500.00		
- Furniture and fittings	3,000.00		
- Vehicle			
	18,000.00		
<b>WORKING CAPITAL</b>			
- Rent		2,000.00	
- Utilities (Electric, Water, Internet)		1,209.00	
- Salaries, EPF & SOCSO		8,999.00	
<b>PRE-OPERATIONS</b>			
- Deposit			1,500.00
- Business Registration License			300.00

#### **4.11 IMPLEMENTATION SCHEDULE**

<b>ACTIVITIES</b>	<b>DEADLINES</b>	<b>DURATIONS</b>
Incorporation of business	Sept - Nov 2021	3 months
Application for permits and license	Sept - Nov 2021	3 months
Searching for business premise	Dec - Jan 2022	2 months
Renovation of premise	January 2022	1 month
Procurement of raw material and machines	Feb - March 2022	2 months
Recruitment of labours	February 2022	1 month
Installation of machines	March 2022	1 month



## **CHAPTER 5 : FINANCIAL PLAN**

## **5.1 FINANCIAL OBJECTIVES**

Another important business activity that absolutely needs to be considered and better planned is the financial plan. Financial can be defined as anything related to finance, money, economics, accounting, and budgeting. In other words, it is money management which also includes activities such as investing, borrowing, lending, saving, budgeting, and forecasting. A financial plan should contain all financial data from administration budgets, marketing budgets, and operation budgets. All information is then translated and converted into financial budgets. The financial plans include the selections of financing sources such as loans, grants, equity financing, venture capital, guarantee scheme, tax incentives and much more while determining the overall project costs as well as 'by preparing the financial projection in the form of pro forma statements including the cash flow, the income statement and the balance sheet. In addition, the financial plan should be supported by depreciation schedules for all fixed cost held, as well as amortization schedules for loan and hire purchase repayments.

### **The objectives of financial plan are:**

- To ensure that the maximum capacity of the internal source is generated.
- To capitalize the maximum availability of internal sources.
- To ensure that the initial capital is reasonable and sufficient.
- To analyse the profitability of the business project at 70% before proceeding with the investment itself.
- To ensure that project implementation is 100% successful.
- To ensure that debt is restructured at least to a minimal level.

Without a financial plan, business cash flow may not be clear and may continue to cause problems in the future as there is no record of where the money is coming from and where it is going. In short, the financial plan and report is very important and forms the backbone of a business as it also tracks incoming and outgoing money. Generally, the four most important financial objectives are profitability, liquidity, efficiency and stability.

## 5.2 PROJECT IMPLEMENTATION COST

### ❖ Administrative Budget

#### ADMINISTRATIVE BUDGET

Particulars	F.Assets	Monthly Exp.	Others	Total
<b>Fixed Assets</b>				
Land & Building	10,000			10,000
Equipment	5,500			5,500
Furniture & fittings	3,000			3,000
Vehicle	18,000			18,000
<b>Working Capital</b>				
Salary		2,000		2,000
<b>Pre-Operations &amp; Other Expenditure</b>				
Deposit (rent, utilities, etc.)			6,000	6,000
Insurance & Road Tax for Motor Vehicle			600	600
<b>Total</b>	<b>36,500</b>	<b>2,000</b>	<b>6,600</b>	<b>45,100</b>

**Total administrative budget : RM 45,100**

❖ Marketing Budget

**MARKETING BUDGET**

Particulars	F.Assets	Monthly Exp.	Others	Total
<b>Fixed Assets</b>				<b>RM</b>
SIGNAGE	3,000			3,000
STRAP	1,000			1,000
BEADS	800			800
<b>Working Capital</b>				
Salary		1,500		1,500
PROMOTION		500		500
<b>Pre-Operations &amp; Other Expenditure</b>				
Other Expenditure			4,500	
<b>Total</b>	<b>4,800</b>	<b>2,000</b>	<b>4,500</b>	<b>6,800</b>

**Total marketing budget : RM 6,800**

❖ Operation Budget

<b>OPERATIONS BUDGET</b>				
<b>Particulars</b>	<b>F.Assets</b>	<b>Monthly Exp.</b>	<b>Others</b>	<b>Total</b>
<b>Fixed Assets</b>				
Machine & Equipment	5500			5,500
<b>Working Capital</b>				
Raw Materials		22,234		22,234
Salaries, EPF & SOCSO		8,999		8,999
Rental		1,300		1,300
Water & Electricity		599		599
<b>Pre-Operations &amp; Other Expenditure</b>				
Deposit (rent, utilities, etc.)			5,350	5,350
Business Registration & Licences			300	300
<b>Total</b>	<b>5,500</b>	<b>33,132</b>	<b>5,650</b>	<b>44,282</b>

**Total operation budget: RM 44,282**

### 5.3 SOURCES OF FINANCE

#### ❖ Overview

Source of finance can be defined as where a business get money to fund the business activity such as in administration, marketing and also operation. It is very important and vital for all entrepreneurs, especially newbies, to have a funding source as a support system for their business. Choosing the right source and the right mix of financing is a major challenge for any finance manager.

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

Based on a time period, it can be classified into three, which are ;

- **Long term** (More than 5 years to 10, 15, 20 years)
- **Medium term** (3-5 years)
- **Short term** (less than 1 year)

While ownership and control can be divided into ;

- **Owned** (equity, preference, retained earnings, convertible debentures, venture fund)
- **Borrowed** ( financial institutions, commercial banks)

Generation of capital can be classified into ;

- Internal sources (retained profit, reduction or controlling of working capital, sale of assets)
- External sources (equity, debt from banks)

❖ Yeppeun Beads sources of finance

<b>YEPPEUN BEADS</b>					
<b>PROJECT IMPLEMENTATION COST &amp; SOURCES OF FINANCE</b>					
<b>Project Implementation Cost</b>			<b>Sources of Finance</b>		
<b>Requirements</b>	<b>Cost</b>	<b>Loan</b>	<b>Hire-Purchase</b>	<b>Own Contribution</b>	
				<b>Cash</b>	<b>Existing F. Assets</b>
<b>Fixed Assets</b>					
Land & Building	10,000	10,000			
Equipment	5,500	5,500			
Furniture & fittings	3,000	3,000			
Vehicle	18,000		18,000		
SIGNAGE	3,000			3,000	
STRAP	1,000			1,000	
BEADS	800			800	
Machine & Equipment	5,500	5,500			
<b>Working Capital</b> 6 months					
Administrative	12,000	12,000			
Marketing	12,000	12,000			
Operations	198,793	198,793			
<b>Pre-Operations &amp; Other Expenditure</b>	16,750	16,750			
<b>TOTAL</b>	<b>286,343</b>	<b>263,543</b>	<b>18,000</b>	<b>4,800</b>	

#### 5.4 LOAN AMORTIZATION REPAYMENT SCHEDULE

LOAN REPAYMENT SCHEDULE				
<b>Amount</b>		<b>: 263,543</b>		
<b>Interest Rate</b>		<b>: 5%</b>		
<b>Duration (yrs)</b>		<b>: 5</b>		
<b>Method</b>		<b>: Baki Tahunan</b>		
Year	Principal	Interest	Total Payment	Principal Balance
	-	-		263,543
1	52,709	13,177	65,886	210,834
2	52,709	10,542	63,250	158,126
3	52,709	7,906	60,615	105,417
4	52,709	5,271	57,979	52,709
5	52,709	2,635	55,344	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-



### 5.5 HIRE PURCHASE REPAYMENT SCHEDULE

#### HIRE-PURCHASE REPAYMENT SCHEDULE

**Amount** : 18,000

**Interest Rate** : 5%

**Duration (yrs)** : 5

Year	Principal	Interest	Total Payment	Principal Balance
	-	-		18,000
1	3,600	900	4,500	14,400
2	3,600	900	4,500	10,800
3	3,600	900	4,500	7,200
4	3,600	900	4,500	3,600
5	3,600	900	4,500	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-

5.6 PRO FORMA INCOME STATEMENT

*Sales Revenue*

**YEPPEUN BEADS  
PRO-FORMA INCOME STATEMENT**

	Year 1	Year 2	Year 3
<b>Sales</b>	<b>1,067,250</b>	<b>1,173,975</b>	<b>1,227,338</b>
<b>Less: Cost of Sales</b>			
Opening stock		106,725	93,918
Purchases	266,812	316,800	364,320
Less: Ending Stock	106,725	93,918	61,367
Carriage Inward & Duty			
	160,087	329,607	396,871
<b>Gross Profit</b>	<b>907,163</b>	<b>844,368</b>	<b>830,466</b>
<b>Less: Expenditure</b>			
Administrative Expenditure	24,000	26,400	30,360
Marketing Expenditure	24,000	26,400	30,360
Other Expenditure	4,500	4,950	5,693
Business Registration & Licenses	300		
Insurance & Road Tax for Motor Vehicle	600	600	600
Other Pre-Operations Expenditure			
Interest on Hire-Purchase	900	900	900
Interest on Loan	13,177	10,542	7,906
Depreciation of Fixed Assets	7,360	7,360	7,360
Operations Expenditure	130,773	143,850	165,428
<b>Total Expenditure</b>	<b>205,610</b>	<b>221,002</b>	<b>248,607</b>
<b>Net Profit Before Tax</b>	<b>701,552</b>	<b>623,366</b>	<b>581,860</b>
<b>Tax</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Profit After Tax</b>	<b>701,552</b>	<b>623,366</b>	<b>581,860</b>
<b>Accumulated Net Profit</b>	<b>701,552</b>	<b>1,324,918</b>	<b>1,906,778</b>

## 5.7 PRO FORMA INCOME BALANCE SHEET

### YEPPEUN BEADS PRO-FORMA BALANCE SHEET

	Year 1	Year 2	Year 3
<b>ASSETS</b>			
<b>Non-Current Assets (Book Value)</b>			
Land & Building	10,000	10,000	10,000
Equipment	4,400	3,300	2,200
Furniture & fittings	2,400	1,800	1,200
Vehicle	14,400	10,800	7,200
<b>SIGNAGE</b>	2,400	1,800	1,200
STRAP	800	600	400
BEADS	640	480	320
Machine & Equipment	4,400	3,300	2,200
<b>Other Assets</b>			
Deposit	11,350	11,350	11,350
	50,790	43,430	36,070
<b>Current Assets</b>			
Stock of Raw Materials	0	0	0
Stock of Finished Goods	106,725	93,918	61,367
Accounts Receivable	8,894	9,783	10,228
Cash Balance	776,295	1,387,624	1,976,402
	891,914	1,491,325	2,047,996
<b>TOTAL ASSETS</b>	<b>954,054</b>	<b>1,546,105</b>	<b>2,095,416</b>
<b>Owners' Equity</b>			
Capital	4,800	4,800	4,800
Accumulated Profit	701,552	1,324,918	1,906,778
	706,352	1,329,718	1,911,578
<b>Long-Term Liabilities</b>			
Loan Balance	210,834	158,126	105,417
Hire-Purchase Balance	14,400	10,800	7,200
	225,234	168,926	112,617
<b>Current Liabilities</b>			
Accounts Payable	11,117	36,111	59,871
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>942,704</b>	<b>1,534,755</b>	<b>2,084,066</b>

## 5.8 FINANCIAL ANALYSIS

<b>YEPPEUN BEADS</b>			
<b>FINANCIAL RATIO ANALYSIS</b>			
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b><u>LIQUIDITY</u></b>			
Current Ratio	80	41	34
Quick Ratio (Acid Test)	71	39	33
<b><u>EFFICIENCY</u></b>			
Inventory Turnover	1	3	5
<b><u>PROFITABILITY</u></b>			
Gross Profit Margin	85.00%	71.92%	67.66%
Net Profit Margin	65.73%	53.10%	47.41%
Return on Assets	73.53%	40.32%	27.77%
Return on Equity	99.32%	46.88%	30.44%
<b><u>SOLVENCY</u></b>			
Debt to Equity	33.46%	15.42%	9.02%
Debt to Assets	24.77%	13.26%	8.23%
Time Interest Earned	52	58	73

# **CHAPTER 6 : BUSINESS MODAL CANVAS**

<b>KEY PARTNERS</b> <ul style="list-style-type: none"> <li>ncc_paine.my (beads &amp; equipments)</li> </ul>	<b>KEY ACTIVITIES</b> <ul style="list-style-type: none"> <li>Create designs based on current trends</li> <li>Marketing</li> </ul>	<b>VALUE PROPOSITION</b> <ul style="list-style-type: none"> <li>Sell cute and trendy beads accessories</li> <li>Affordable and worth the price of beads accessories based on designs</li> <li>Make beads accessories based on customer's custom design</li> </ul>	<b>CUSTOMER RELATIONSHIP</b> <ul style="list-style-type: none"> <li>Offer discount to customers (buy 3, gets 20% discount)</li> <li>Offer custom design beads accessories</li> </ul>	<b>CUSTOMER SEGMENTS</b> <ul style="list-style-type: none"> <li>Female teenagers</li> <li>Female young adults</li> </ul>
<b>KEY RESOURCES</b> <ul style="list-style-type: none"> <li>Financial</li> <li>Equipment</li> <li>Raw material</li> <li>Kiosk (physical store)</li> <li>Employees</li> </ul>	<b>CHANNELS</b> <ul style="list-style-type: none"> <li>Instagram</li> <li>Facebook</li> <li>Whatsapp</li> </ul>	<b>REVENUE STREAMS</b> <ul style="list-style-type: none"> <li>Sales from kiosk</li> <li>Sales from social media promotion</li> </ul>		
<b>COST STRUCTURE</b> <ul style="list-style-type: none"> <li>Utilities: RM599.00</li> <li>Salary: RM8,998.75</li> <li>Rental: RM1,300.00</li> <li>Raw Material: RM22,234.00</li> <li>Total Monthly Expenses: RM33,131.75</li> </ul> <p><i>Total cost including admin</i></p> <p><i>marketing + operation</i></p>				

## **CHAPTER 7 : CONCLUSION**

In conclusion, after studying the business opportunity and a few scanning the environment, we all agreed that this beads shop will be the best decision for us. We are so confident that 4 Yeppeun beads will get acceptance and become well-known in our community. Plus, we really want everyone be able show their creativity through designing their own beads. Other than that, we believe that Yeppeun beads will generate a lot of profits to support all the expenses. Apart from that, we are confident that we can achieve all of our objectives like increasing sales year by year. In fact, we believe that we will not face loss in 3 years of operation.

As for Financial Analysis, Yeppeun beads can pay its short-term obligations and can use current, or liquid, assets to cover its current liabilities. It is because from the Financial Analysis, it showed that our Liquidity ratio which is both current and quick ratio above 100 except for the second year which is 80. It means that our business have adequate cash that could be utilized in other areas. As for our profitability of an investment is going very well since our return on investment dropped below 40% in the third year. In short, 4 Emerald Physio Clinic will be stable and successful in three years' operating since our debt-to-equity ratio dropped to 9.02% in the third year. Generally, a good debt-to-equity ratio is less than 1.0 while a risky debt-to-equity ratio is greater than 2.0.

To conclude, Yeppeun beads is really an essential for who interested in it. As we have the best quality of beads. We are passionate about providing the best service so that people with selling the best beads in this area with various of types. Therefore, we really need to get approval to start our operation as it will give a big impact in a community. Lastly, completing this ENT300 business plan has given the best opportunity for us on how to set up our own company. Thus, ENT300 is essential for us as it will expose and encourage us to set up our own new business to survive in future.



## Appendices

### a) Partnership Agreement

Yeppeun Beads

Diploma in Public Administration

Universiti Teknologi MARA (UiTM) Kampus Samarahan 2,  
Sarawak

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12<sup>th</sup> July 2021

Madam Dr.Siti Mardinah Abdul Hamid

Lecturer of Fundamental of Entrepreneurship (ENT300) Faculty of Business and Management  
UiTM Kampus Samarahan 2

Dear Madam,

#### **SUBMISSION OF THE BUSINESS PLAN**

With reference to the matter above, our group would like to submit our business plan for your kind evaluation and further action. With regard to the business that we wish to venture is opening a Beads shop in Metrocity Matang, Kuching, Sarawak. Our company's name is Yeppeun Beads. Our business is a partnership set up with the following business partners and address.

Partners:

- 1.ALNNIE KELARA BINTI ANDY (2020906649)
- 2.AMELYA SHYAFIEQA SHYAZNA BINTI ABDULLAH (2020133931)
- 3.NUR FATIMAH BINTI OTHMAN (2020347525)
- 4.NURUL IZZAH BINTI AMBOK MAEK (2020976421)
- 5.SHARIFAH NUR SYATINA BINTI WAN HOSEN (2020937001)

Business address:

1st Floor Shoplot, Metrocity New Township, 93050 Kuching, Sarawak

We have tried our very best to prepare this business plan in according to the subject

requirements. This working paper is our group efforts and all experience gained are valuable lessons for the entire group members.

We hope that our business plan will satisfy your requirement for this subject (ENT 300). We also hope that our business plan can provide some benefits to the other people as a reference material for the future.

Sincerely,



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NAME: NUR FATIMAH BT OTHMAN

GENERAL MANAGER



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NAME: SHARIFAH NUR SYATINA BT WAN HOSEN

ADMINISTRATION MANAGER



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NAME: NURUL IZZAH BT AMBOK MAEK

OPERATION MANAGER



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NAME: ALNNIE KELARA BT ANDY

FINANCIAL MANAGER



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NAME: AMELYA SHYAFIEQA SHYAZNA BINTI ABDULLAH

MARKETING MANAGER

## PARTNERSHIP AGREEMENT

This Partnership Agreement is made on "1 November 2021" between "NUR FATIMAH BT OTHMAN", "SHARIFAH NUR SYATINA BT WAN HOSEN", "NURUL IZZAH BT AMBOK MAEK", "ALNNIE KELARA BT ANDY" and "AMELYA SHYAFIEQA SHYAZNA BINTI ABDULLAH".

### 1. YEPPEUN BEADS

The parties hereby form a partnership under the name of "YEPPEUN BEADS" to open a beads shop. The location of the business shall be at "Metrocity, Matang Jaya 93050 Kuching, Sarawak".

### 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.

### 4. Profit and Loss

The net profit of the partnership shall be divided equally between the partners and the net losses shall be borne equally by them. A separate income account shall be

maintained for each partner. Partnership profits and losses shall be charged or credited to the separate income account of each partner. If a partner has no credit balance in their income account, losses shall be charged to their capital account.

5. Salaries and Withdrawals

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

6. Interest

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

7. Management Duties and Restrictions

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

8. Banking

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

9. Books

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

10. Voluntary Termination

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

11. Death

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

12. Arbitration


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

Executed this on 1 October of 2021 in Kota Bharu, Kelantan, each partner agreed and signed this agreement to show their commitment to this partnership.



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(GENERAL MANAGER)  
NUR FATIMAH BT OTHMAN  
010308-13-0792



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(ADMINISTRATION MANAGER)  
SHARIFAH NUR SHATINA BT WAN HOSEN  
010609-13-0622



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(OPERATION MANAGER)  
NURUL IZZAH BT AMBOK MAEK  
010223-13-0820



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(FINANCIAL MANAGER)  
ALNNIE KELARA BT ANDY  
011027-13-0184



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(MARKETING MANAGER)  
AMELYA SHYAFIEQA SHYAZNA BINTI ABDULLAH  
010723-13-0060

WITNESSED BY:

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DR.SITI MARDINAH ABDUL HAMID

## COMPENSATION AND BENEFITS

### ➤ Employment Act 1955

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

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

Employees whose monthly salary does not exceed RM2,000

Employees who are engaged in manual labour, regardless of salary

Employees engaged in the operation or maintenance of mechanically propelled vehicle

Employees who supervise or oversees other employees engaged in manual labour

Employees engaged in any capacity on a vessel (subject to certain other conditions)

#### 1). Rest day

*24 days operation*

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

#### 2). Holidays

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

- (a) the National Day;
- (b) the Birthday of the Yang di-Pertuan Agong;
- (c) the Birthday of the Ruler or the Yang di-Pertua Negeri, as the case may be, of the State in which 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

3). Annual leave

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

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

4) Sick leave

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

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



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

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

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

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

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

5). Maternity leave

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

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

6). Overtime

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

Any other terms and conditions are:-

1). Paternity Leave

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

➤ Social Security Organization (SOCSO)

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

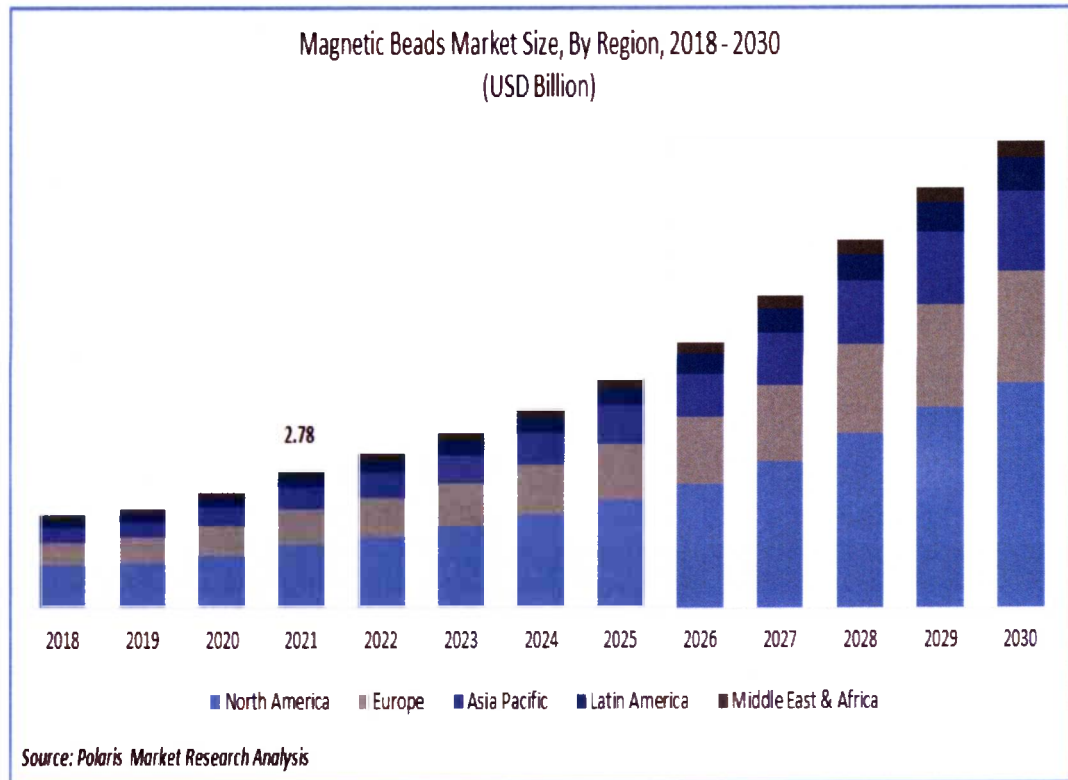
rehabilitation or vocational training. SOCSO also conducts implements accident prevention activities through occupational safety and health awareness programmes among employees and employers. The rate of contribution is 1.25% per month from the insured salary option. Monthly contribution is subject to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

➤ Employer Provident Fund (EPF)

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

## B) Market analysis

Beads market in International Market:



### c) Article

The screenshot shows a web browser window with the URL [sarawaktourism.com/story/little-known-secrets-of-the-beads-of-borneo/](http://sarawaktourism.com/story/little-known-secrets-of-the-beads-of-borneo/). The page features the Sarawak Tourism logo and a navigation menu. The article title is "Little Known Secrets of the Beads of Borneo", dated September 5, 2019. The text discusses the historical significance of beads in various cultures, from Zulu warriors to ancient Egyptians, and their use in Sarawak. A sidebar on the right lists "Latest updates" with several article thumbnails. The Windows taskbar at the bottom shows the date as 12/7/2022 and the time as 11:17 PM.

The secrets of beads and how unique it is.

The screenshot shows a web browser window with the URL [dayakdaily.com/forging-a-future-in-ceramic-beads/](http://dayakdaily.com/forging-a-future-in-ceramic-beads/). The page features the Dayak Daily logo and a navigation menu. The article title is "Forging a future in ceramic beads", dated March 23, 2022. The main image shows a person working with ceramic beads. A sidebar on the right lists "RECENT POSTS" with several article thumbnails. The Windows taskbar at the bottom shows the date as 12/7/2022 and the time as 11:18 PM.

D) Financial report (graph)

