



الجامعة  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka  
Kampus Bandaraya Melaka

**MYTECH LTD.**



**Faculty** : FACULTY OF BUSINESS ADMINISTRATION  
**Program** : BACHELOR OF BUSINESS ADMINISTRATION (HONS.)  
HUMAN RESOURCE MANAGEMENT (BA243)  
**Group** : BA2434A  
**Course** : PRINCIPLES OF ENTREPRENEURSHIP  
**Course Code** : ENT530  
**Semester** : 4  
**Group Name** : GROUP MYTECH LTD.  
: AMIRUL AFIQ BIN MOHD FADZIL (2020866484)  
: MOHAMAD AQEMIE BIN ISMAWI (2020856372)  
**Group Members** : MOHAMED RADZI BIN EDDY (2020471054)  
: IFFAH NASRIN BINTI MOHD RIZAL (2020471244)  
: NURUL HUSNA BINTI SALIMIN (2020834132)

**Submitted to: MADAM NOORAIN BINTI MOHD NORDIN**

**Submission Date: 13 JUNE 2022**

## **ACKNOWLEDGEMENT**

Alhamdulillah, first and foremost, we are all likely to express our gratitude to Allah S.W.T because his grace gave our group assignment strength and made it easier for us to complete the research and project successfully. Without the grace of strong thinking skills and strong spirits from Him, maybe we could not complete this assignment.

We would like to express our deep and sincere gratitude to our ENT530 Principles of Entrepreneurship lecturer, Madam Noorain Binti Mohd Nordin for giving us the opportunity to do the research for this assignment and providing valuable guidance throughout this research. Her dynamism, vision, sincerity, and motivation have deeply inspired us to make this project possible. It was a great honor and joy to work and study under her direction. We are appreciative of everything that Madam Ain offered and done for us.

Moreover, we would like to express our gratitude to our family members particularly our parents who are supporting and encouraging us to keep making this excellent piece. Not only that, their brilliant ideas and solutions are very helpful to complete our task. Thanks to our siblings for helping us and providing suggestions in finishing the assignment.

We would like to give special thanks to our teammates who work hard to accomplish the assignment that was given by our lecturer. Highest appreciation to members Mohd Aqemie, Mohamed Radzi, Amirul Afiq, Iffah Nasrin dan Nurul Husna for participating in this task, contributing energy, and giving suggestions during performing the assignment. Therefore, this assignment cannot be done with excellence without them.

We also extend our thanks to Universiti Teknologi Mara (UiTM) Bandaraya Melaka for making this project possible with the resources and information given in the courses we have enrolled here. Finally, our gratitude goes to all the people who have supported us to complete this assignment work directly or indirectly.

## TABLE OF CONTENTS

Executive Summary .....	5
1.0 Company Profile.....	6
1.1 Organization Background.....	6
1.2 Organization Logo/ Motto & Vision .....	7
2.0 Environmental Industry Analysis.....	8
3.0 Description Of Venture .....	9
Business Opportunity .....	9
4.0 Marketing Analysis And Competition .....	12
4.1 Target Market .....	12
4.2 Competition and Competitive Edges .....	15
4.4 Marketing Strategy.....	17
4.5 Marketing Budget.....	20
5.0 Operations And Production Plan .....	21
5.1 Material Requirements.....	23
5.2 Machine and Equipment .....	24
5.3 Operation Budget.....	25
6.0 Organization Plan.....	26
6.1 Ownership Structure .....	26
6.2 Organization Chart of MyTech Ltd. ....	26
6.3 Manpower Planning .....	27
6.4 Schedule of Tasks and Responsibilities .....	28
6.5 Supporting Professional Advisor and Services.....	30
6.6 Schedule of Remuneration.....	31
6.7 List of Office Equipment.....	32
6.8 Organizational/Administrative Budget .....	33

7.0	Financial Plan.....	34
7.1	Project Implementation Cost.....	34
7.2	Table of Depreciation and Table of Loan & Hire Purchase.....	35
7.3	Cash Flow Statement.....	36
7.4	Income Statement.....	37
7.5	Balance Sheet .....	38
8.0	Conclusion .....	39
9.0	References.....	40
10.0	Appendices .....	41

## **Executive Summary**

MyTech Ltd. was established on 1st May 2022 and as our company, we produce Magic Tent and we came up with an idea to become a social business. For information, Magic Tent is a Malaysian outdoor camping product based on Cyberjaya, Selangor that has more flexible iron, durable waterproof floor, small, easy to set up, and portable folding. So, Magic Tent has unique features that can ease the customer's need to go hiking. MyTech Ltd. will not succeed without our staff. As a social business, we plan to hire citizens that are unemployed for so long to produce the best outdoor camping product, Magic Tent from starting point until the finishing point.

MyTech Ltd. sets a target market based on demographic and psychographics areas. These target markets play an important role towards business because it allows the company to focus its efforts on clients that have a strong potential for sales development, interest in the product, and brand loyalty. We plan to launch our first Magic Tent in Sabah because Sabah is famous with Gunung Kinabalu. Therefore, there are many hikers who would go there and at the same time take a look at our product during the launching day. During the launching day, we target about 300 people will buy our product with an affordable price and 30% discount for 100 first customers. Not only that, to appreciate our customers during that day, we will have a lucky draw. We will give 10 sponsored flight tickets for 10 hikers from Peninsular Malaysia.


Our business plan consists of four plans which are development, facilities and production plan. Besides, to sell our product, we used media advertising and sales promotion. The development plan is one of the most vital parts to be considered when creating a company. We ensure that our company has the capability to meet the standards or the expectations of our customers. Despite that, it is important to guarantee that products are what the company visioned in the plan before proceeding with the project.

## 1.0 Company Profile

### 1.1 Organization Background

<b>Name of the Organization</b>	MyTech Ltd.
<b>Business Address</b>	Seksyen 20, Jalan Melati Indah, 63300 Cyberjaya, Selangor
<b>Website/Email Address</b>	www.mytechltd.com
<b>Telephone Number</b>	+603-773-3002
<b>Form of Business</b>	Private Limited Company
<b>Main Activities</b>	Selling and marketing camping products
<b>Date of Commencement</b>	18 April 2022
<b>Date of Registration</b>	1 May 2022
<b>Name of Bank</b>	Maybank
<b>Bank Account Number</b>	

## 1.2 Organization Logo/ Motto & Vision

Logo/Motto
 <ul style="list-style-type: none"><li>● <b>Motto:</b> The motto is “Imagine the possibilities” to express how we can create an innovation tent.</li><li>● <b>Mountain:</b> Show one of the locations of outdoor activities.</li><li>● <b>Tent:</b> Show our main product which is a tent</li></ul>

Mission
To give comfortness, feasible and safe camping tools

Vision
To be No.1 supplier of outdoor activities tools in Malaysia in 5 years' time.

## 2.0 Environmental Industry Analysis

A major component of most outdoor recreational activities is the natural environment. Despite Malaysia having more than 300 mountains and forests available for tourism use together with a growing demand for mountaineering activities, only a few mountains have become the popular spots among the hikers leaving the rest underexplored (Ahmad, 2011; Latif, 2006). When asked where their tents are made, most manufacturers vaguely answer, "In China" and that's about all you can get out of them as if which tent factory, they use was some deep secret. We want you to know more than "Made in China."

We want to show our factory and the people that make the Magic tents. The factory is MyTech Ltd., with a main office in Cyberjaya Selangor. Where this company will be the one who has made the best tent factory in the world today. The quality of their sewing of ultralight fabrics is astonishing. Their expertise, can-do attitude, attention to detail, and openness to new designs is amazing. There are a handful of absolutely top-notch factories that can build state of the art tents, but even in that elite group.

Currently, the most flourishing industry is the outdoor industry where more people become more attracted to do recreational activities. Despite the increased interest in outdoor activities, the contribution it gives to maintain the natural environments and the environmental awareness are very little (Bassetti, 2019). However, the growth it has on the consumer base and increased economy could be the starter to help educate people on the current climate crisis. According to Businesswire, millennials make up the most percentage of campers as of 2018 (Businesswire, 2019). This indicates that millennials are most likely to go camping and enjoy nature better than other generations.

Camp sites all across the world are receiving an increasing number of tourists, and some of these new fans are helping to change the perception of these destinations. Under the impact of Instagram, campsites are becoming more comfortable and relaxing (MalayMail, 2021). According to Kampgrounds of America (KOA) data, camping had been consistently gaining new fans in the United States before the plague, but it really took off in 2020, with the percentage of first-time campers jumping five-fold. In 2021, it doesn't appear to be slowing down. According to the KOA Annual North American Camping Report, families with children planned to go on more camping adventures, while millennials and Gen X campers expected to be able to do more camping as a result of the availability of vaccines (MalayMail, 2021).



### 3.0 Description of Venture

#### Business Opportunity

Briefly describe the general nature of your company. From this section the investor must be convinced of the potential success of the business.

NO	PRODUCT	PRIMARY USE	BENEFITS	UNIQUE FEATURES
1.	Magic Tent	Our tent is used primarily as a shelter when staying overnight. Customers can use it when they go hiking. Therefore, we also provide comfort to the users, so the customer will not get body aches when sleeping on the ground. Magic tent is strongly built and comes with its own uniqueness.	Has durability, easy to shape, and a variety of tent colors. The magic tent is also easy to carry and lightweight.	Our tent is created with flexible iron and is different from other tents. Besides, our tent also has a durable waterproof floor, small, easy to set up, and portable folding. So, our tent has unique features that can ease the customer's need to go hiking.

*Table 1: Description of Venture of Magic Tent*

With the creation of Magic Tent, we have successfully solved some of the problems that may arise among individuals who love to do extreme and outdoor activities. Firstly, Magic tent will solve problems like heavy weight to carry the tent alone. We offer a product that is lightweight and easy to carry anywhere. It will not be a burden to fans of this extreme activity. Secondly, the Magic tent did not require skills and knowledge to install. Our product promises that every user will not experience difficulties in the installation process of Magic Tent. It is unlike other tent products which require complicated and burdensome guidelines. Lastly, the Magic tent is a time-saver. The installation of the Magic Tent only takes a few steps and takes a very short time.

The value proposition of Magic Tent is Magic Tent provides the hikers material eco-friendly with high satisfaction focusing on easiness to use. Our company, MyTech Ltd., will be successful because there's no competitors who provide light-weight tents, easy to install and less expensive. Our company has become one of the leading manufacturers of tent products that cares about the use of materials for the comfort of consumers out there.

Other companies market their product which is a tent, at supermarkets such as Lotus, Mydin and so on while our company sells Magic Tent at a place that is easy to get which is our official store. Our official store is located at Seksyen 20, Cyberjaya, Selangor. We are preparing a place where customers can drop by and see a few models of tents that we produced.

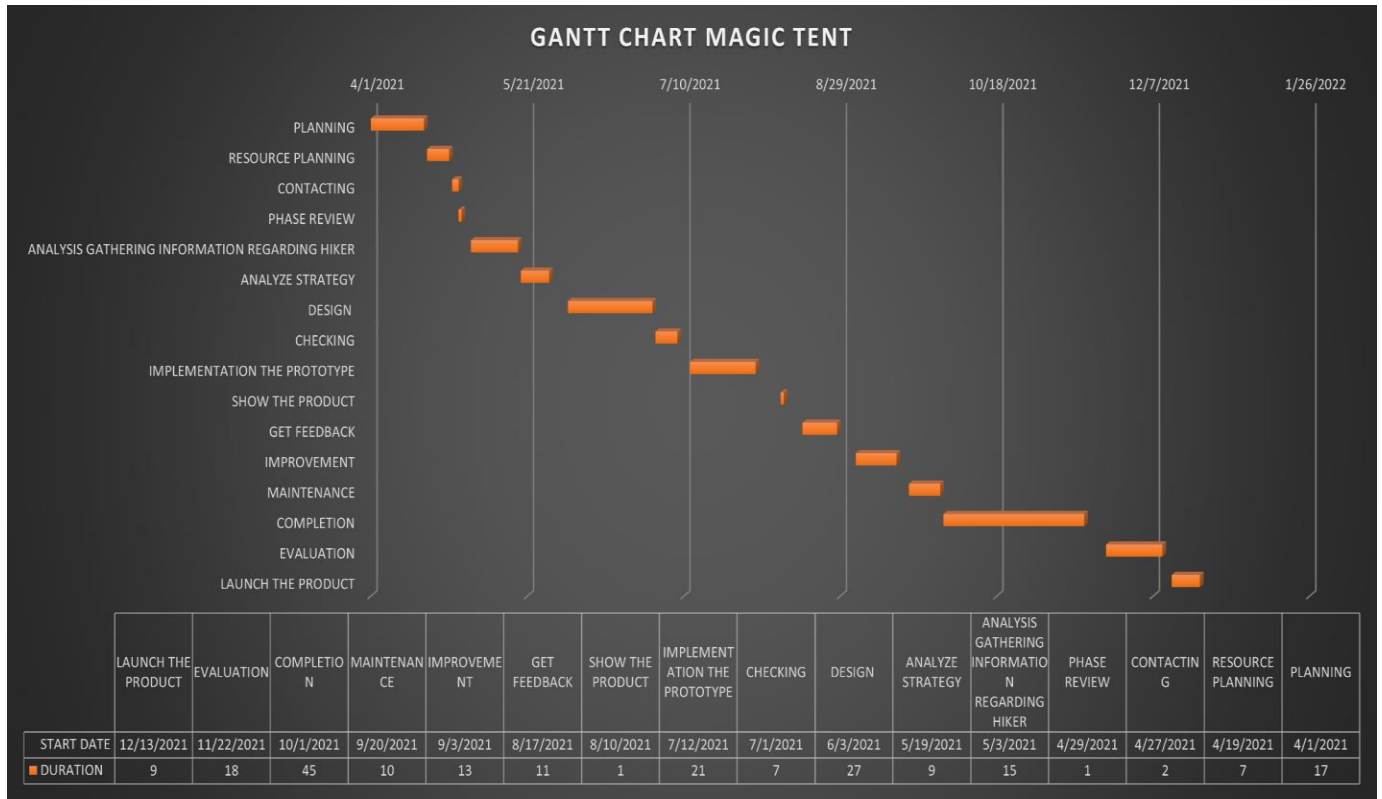


Figure 1: Gantt Chart of Magic Tent

We plan to launch our first product in Sabah because it has wonderful and beautiful scenery for hiking. Besides, there's a lot of hikers who love doing hiking activities there. During this launching day, we target about 300 people will buy our product with an affordable price and 30% discount for 100 first customers. Not only that, to appreciate our customers during that day, we will have a lucky draw. We will give 10 sponsored flight tickets for 10 hikers from Peninsular Malaysia. Lastly, we will announce the selected locations for consumers to get and buy our product in the market (booth).

There are many reasons why consumers need to buy our product. Firstly, our product serves as a protection from the rain, sun, and a place to sleep. This product is easy to carry around as it is foldable. Consumers can carry it along with their backpack. Also, the size of the tent can fit up to a person per tent. Despite the small size, it gives you much more privacy than other tents. You can comfortably sleep, change clothes, etc. For example, some campers tend to bring one tent to fit 2-3 people. When they want to change clothes, they need to take turns due to privacy reasons or when they need to sleep. Sometimes their camper mates have very bad snoring that disturb the rest of the other campers in the tent. Other than that, most importantly, it is so easy to use. Consumers only need to unfold the tent and boom. The tent is ready.

## **4.0 Marketing Analysis and Competition**

### **4.1 Target Market**

Our company, MyTech Ltd. targets market based demographic and psychographic areas. We targeted the market to boost our sales and to provide the right product to the right consumer.

#### **Demographic Segmentation**

This segmentation includes gender, age, education, marital status, religion, etc. However, we didn't specify or focus on one gender or one religion or specific education. We encourage both male and females, all religions, and all levels of education to use our product to enjoy outdoor activities with no hustle.

Based on age, our company focuses on outdoor activities which naturally involves youngsters more than the elders. This is normally due to the health conditions that affect the activities they can do. Based on the statistic mentioned in the earlier discussion, millennials make up the most percentage of campers as of 2018. Thus, our targeted market on age involves millennials and generation Z which was born between 1981 till 2012 (Brunjes, 2022)

#### **Psychographic Segmentation**

As we know, psychological factors such as personality, lifestyle, social status, hobbies, interests, opinions, and attitudes are used in the research approach for studying consumers and putting them into groups is the meaning of psychographic segmentation. We target people who are interested in doing extreme activities and outdoor activities.

As we know, products such as tents are a product that is rarely bought by consumers and bought when they want to do outdoor activities only. Not only that, but tent products are also sold at a relatively expensive price depending on the size and type. In addition, the materials used are not of satisfactory quality. Because of that, we came up with a "Magic Tent" product that is guaranteed to meet every expectation and user satisfaction. This is because this product is an innovative product that is produced to provide convenience in terms of installation and comfort in various aspects to users.

## Market Size

Market Size	Calculation
Market Volume	= Number of target customers per year x Penetration rate =50,000 x 60% =30,000 customers
Market Value	=Market volume x Average Value =500 customers x RM100 =RM50,000
Target Sales per month for Magic Tent	RM50,000 (500 customers)
Target units sold per month for Magic Tent	= Target sales per month / Price = RM50,000 / RM500 =100 Magic Tent sold per month

*Table 2: Market Size of Magic Tent*

According to the table above, we can assume an increase in the number of customers. This is based on the consumer acceptance of our product and demands for it. We targeted consumers to repeat their purchase in the long-term. This is due to our product features that are highly durable which can make it last longer than any other tent and very lightweight. Consumers will come back to buy another tent for their friends or family, or to buy another one after 5 years. Thus, our sales will slowly increase along with our market size which will contribute to the business growth.

### Market Share

Company	Percentage of market share
Jeep World	60%
Wenzel	20%
Camel	20%
<b>Total</b>	<b>100%</b>

*Table 3: Market Share before Magic Tent Entrance*

Company	Percentage of market share
Jeep World	60%
Wenzel	20%
Camel	15%
MyTech Ltd.	5%
<b>Total</b>	<b>100%</b>

*Table 4: Market Share After Magic Tent Entrance*

According to the table above, MyTech Ltd. recorded the lowest among other competitors. MyTech Ltd. owned 5% of the market share even though we are still new. However, with the most affordable and cheaper than other competitors, the percentage of market share will increase in the future as consumers tend to buy the lowest price in the market.

## 4.2 Competition and Competitive Edges

Competitors	Strength	Weaknesses
JEEP WORLD	<ul style="list-style-type: none"><li>• High market share</li><li>• Removable</li></ul>	<ul style="list-style-type: none"><li>• Take time to remove</li><li>• The tents are quite heavy.</li></ul>
WENZEL	<ul style="list-style-type: none"><li>• Very large space</li><li>• Highly sturdy in extreme weather</li></ul>	<ul style="list-style-type: none"><li>• Less freedom to move</li><li>• Heavy to carry</li></ul>
CAMEL	<ul style="list-style-type: none"><li>• Variety of color</li><li>• Very large space</li></ul>	<ul style="list-style-type: none"><li>• Heavy to carry</li><li>• Not suit with all the outdoor activities</li></ul>

*Table 5: Competition and Competitive Edge*

### 4.3 Sales Forecast

Sales Forecast for the Magic Tent Year 2022		
Month	Unit Sold (Bag)	Sales Collection (RM)
January	700	70,000
February	650	65,000
March	682	68,200
April	682	68,200
May	690	69,000
June	657	65,700
July	794	79,400
August	750	75,000
September	899	89,900
October	665	66,500
November	870	87,000
December	990	99,000
<b>TOTAL</b>	<b>8615</b>	<b>861,500</b>

Table 6: Sales Forecast for Magic Tent



#### **4.4 Marketing Strategy**

As for marketing strategy, we provide a marketing strategy as a reference to enable us to achieve the objectives or goals that have been set and each marketing that is done in line with the strategy. The main idea of this marketing strategy is to give satisfaction to customers as well as attract customers to buy goods and make the magic tent as a competitive advantage.

##### **Product**

- **Brand**

As for the brand, our company selected a brand name known as MyTech Ltd. We chose the name of MyTech Ltd. because we create a magic tent from new technology that can produce the quality of the tent and give a competitive advantage. Our product is known as a Magic Tent. Magic Tent is something easy for customers to pronounce and remember. When the customer remembers camping or hiking, they will remember the magic tent too. It also has surprising value.

- **Design**

As for design, our product uses durable oxford fabric material, 170T Polyester with Silver Coating and Solid Color. Not only that, but our product also has flexible and foldable iron that is spring steel wire as well as has steel tent pegs.

- **Packaging**

For packaging, we provide packaging that is easy to carry and can be attached to a backpack.

- **Labeling**

We put information about the brand logo, the weight of the product, a SIRIM, how to use it, precautions, and barcodes. So, with labeling the customers can know about instructions to use the tent.

- **Ease of Use**

Our magic tent is easy to set up, because the customer just opens the magic bag and twists the tent and places it on the ground.

- **Product Differentiation**

Magic tents are easy to carry compared to other competitors. So, the customers don't need to bother to bring a large tent while we provide a tent that is easy to carry. Instead, we use a simple steel wire spring to set up the tent without the hassle of assembling the long iron. Not only that, but our magic tent also provides material quality, which can be durable compared to other brands.

**Pricing**

<b>Cost Price</b>	<b>Markup</b>	<b>Selling Price</b>
RM35 / tent	186%	RM 100

- **Calculation of Markup Price and Selling Price**

<b>Markup Price</b>	<b>Selling Price</b>
$RM\ 35 \times 186\%$ = RM 65.10	$RM35 + RM65.10$ = RM100

**Sales Tactics**

As for sales tactics, we use a marketing mix concept which is 4P (Place, Product, Price, Promotion). For the place, we choose to sell our product in small and medium enterprises which sell camping necessities and in shops which sell outdoor products in shopping malls. For price, it is as stated in the table above that we sell it for RM100, and it is cheaper than other brands. Lastly, for the promotion of our product, we will give 10% promotion to customers with member clubs holders.

**Service and warranty policy**

Our manufacturing factory will check and evaluate whether the product is free from any defect and safe to use before we send it to our final distributors. However, if customers found any issue or defect after purchasing, we will give a choice to the customer, either they want a refund or exchange to a new product.

## Advertising and promotion

- Media advertising

We use social media platforms such as Instagram under account @mytechLTD, Facebook with URL [www.facebook.com/mytechLTD](http://www.facebook.com/mytechLTD) and TikTok to advertise and promote our product. We promote our product through Instagram and Facebook ads, and we also have a TikTok account to post videos about our product. Videos on TikTok are created for customers to know the function, steps to use and our product differentiation. Apart from that, we also plan to advertise our product through television ads since television is also a source that promotes high engagement besides social media.

- Sales promotion

Promotion is given to club members holders for every transaction with a discount to 10%. Besides, during the club member's birthday, we will give a RM20 voucher. The voucher is valid for a month starting from their birthday.

## Distribution



MyTech Ltd. used three channels of distribution for Magic Tent. Magic Tent will be produced at our own manufacturer factory at the first stage which is located at Cyberjaya. We also store our material at the factory since it is also part of our warehouse. The warehouse is secured with CCTV and a high security system to avoid any trespassing.

After we produce the Magic Tent, we will supply it to retailers such as small and medium enterprises and also shops in shopping malls. As for retailers, we sell the Magic Tent to them based on our selling price which is RM100. The minimum order for retailers to purchase our product is 25 tents per order.

As for consumers, they can purchase our products from the retailer based on the price set by them.

#### 4.5 Marketing Budget

MARKETING EXPENDITURE	
	RM
<b>Fixed Assets/Capital Expenditures</b>	
Lorry	15,000
	15,000
<b>Working Capital/Monthly Expenditure</b>	
Online Advertising & Promotional Items	2,000
Fuel	600
Catalog & brochures	800
	3,400
<b>Other Expenditure</b>	
Insurance and roadtax	400
Launching day	2,500
	2,900
<b>TOTAL</b>	<b>21,300</b>

Table 7: Marketing Budget for Magic Tent

## 5.0 Operations and Production Plan

### Development

The business plan is one of the most vital parts to be considered when creating a company. We ensure that our company has the capability to meet the standards or the expectations of our customers. Despite that, it is important to guarantee that products are what the company visioned in the plan before proceeding with the project.

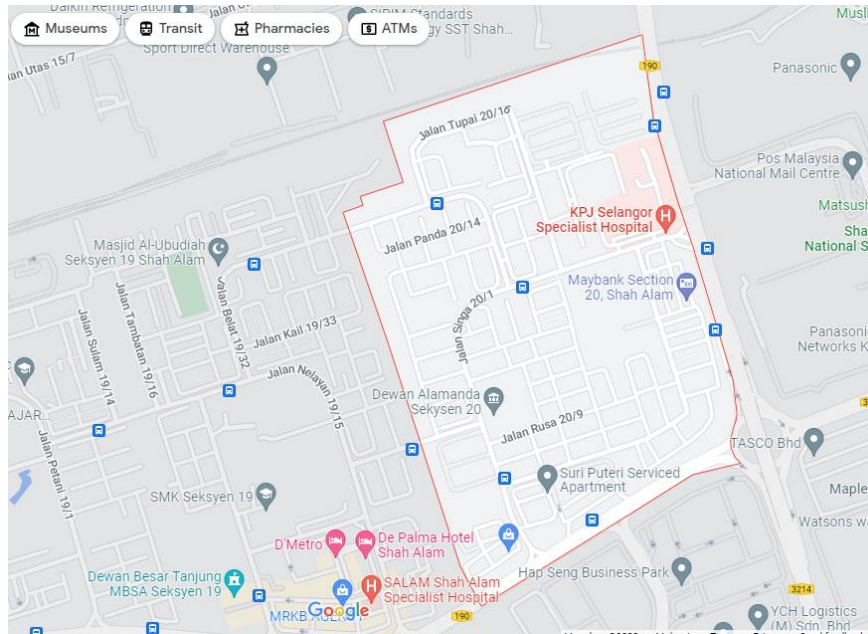
### Facilities

To run our business, we believe that it is a need to carry out daily activities of our business such as the manufacturing of our products. Due to our business running on a regular basis, there is also a need for continuous maintenance and improvement. It is to ensure the production process achieved the objectives mentioned above and to keep the facility well-structured. MyTech Ltd. factory and store are located in Cyberjaya, Selangor, Malaysia. However, we decided to launch our first product in Sabah as the location is very close to our targeted market. Our store in Cyberjaya was a strategic place to start a new business as many youngsters and targeted customers were always seen hanging around the area.

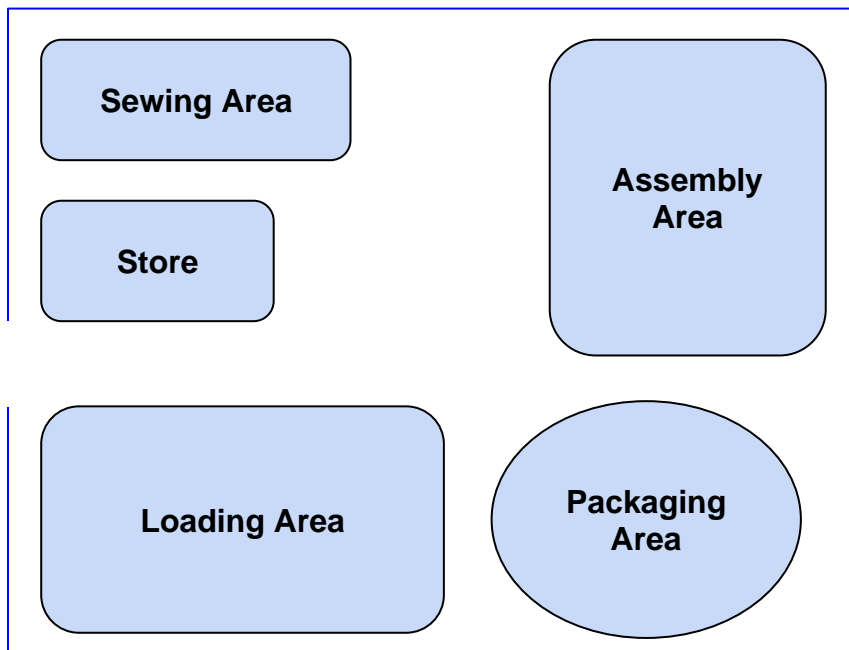
### Production

Our factory and shop site are in Cyberjaya, Selangor which is located at Seksyen 20, Jalan Melati Indah, 63300 Cyberjaya, Selangor. Our store is highly strategic because it is in the city of youngsters and technology. When we base our store there, it is more likely for our targets to be engaged with us and able to reach our product easily. Our business operation hours are as follows:

Operation day of shop	Operation Hours
Monday to Friday	9.00a.m. to 10p.m.



*Image 1: Main location of Magic Tent*



*Image 2: Layout of Magic Tent*

## 5.1 Material Requirements



- To produce 500 set of Magic tents per month

Ingredients	Quantity Required	Price Per/Unit	Total Purchase (RM)
Spring Steel Wire	500	RM 5.50/unit	RM2,750
Bag	500	RM10.00/unit	RM5,000
Canvas	500	RM10.00/unit	RM5,000
Sticker	500	RM0.50/unit	RM250
Hammer	500	RM6.00/unit	RM3,000
Alloy Tent	2500	RM3.00/unit	RM7,500
<b>Total Purchase</b>		<b>RM35</b>	<b>RM23,500</b>

Table 8: Material Requirements of Magic Tent

TOTAL COST PER UNIT
Cost price per tent (Total purchase / unit sold)
$RM5.50 + RM10 + RM10 + RM0.50 + RM6 + RM3$ $= RM35$

## 5.2 Machine and Equipment

Item	Image	Quantity	Cost per unit (RM)	Total (RM)
Industrial sewing		9	245.00	2,205.00
Labeling Machine		2	245.00	490.00
<b>TOTAL</b>				<b>2,695.00</b>

*Table 9: Machine and Equipment of Magic Tent*



### 5.3 Operation Budget

<b>OPERATIONS EXPENDITURE</b>	
	<b>RM</b>
<b>Fixed Assets/Capital Expenditures</b>	
Machine and Equipment	2,695
	2,695
<b>Working Capital/Monthly Expenditure</b>	
Raw materials & Packaging	23,500
	23,500
<b>Other Expenditures</b>	
Maintenance	6,000
	6,000
<b>TOTAL</b>	<b>32,195</b>

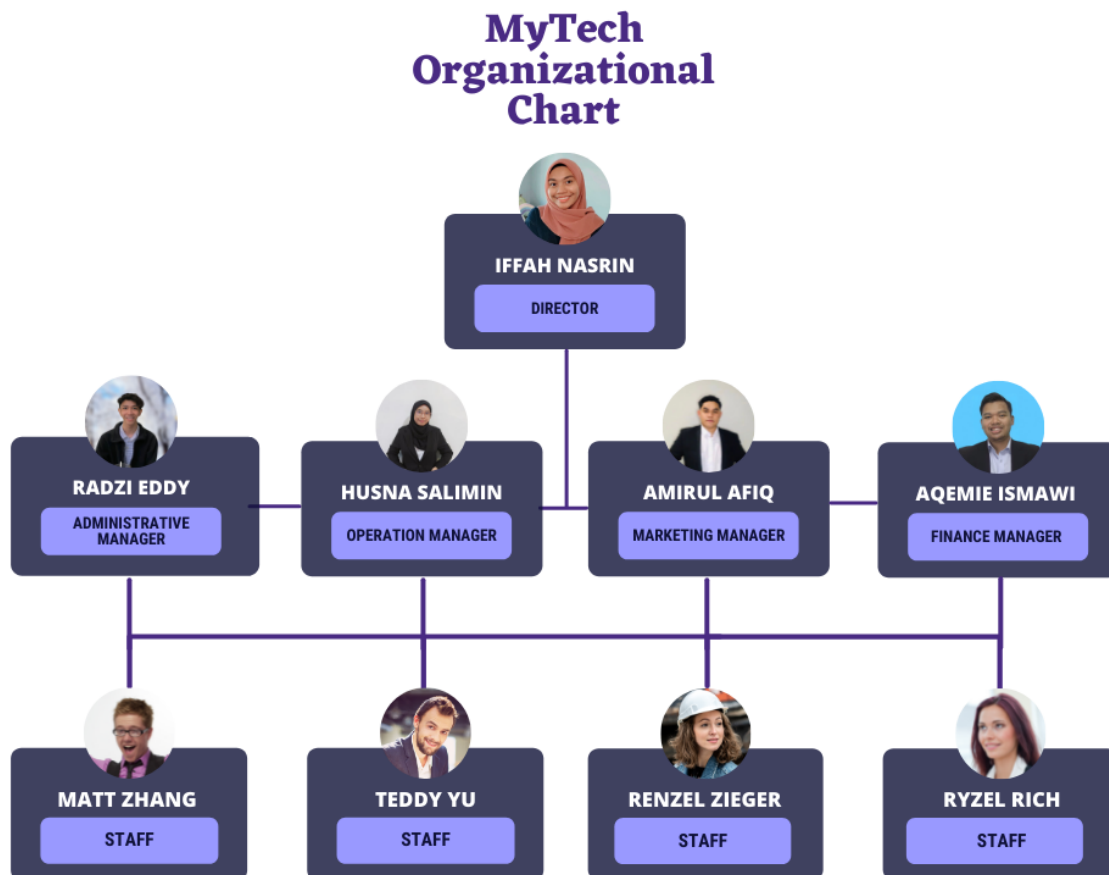
*Table 10: Operation Budget of Magic Tent*

## 6.0 Organization Plan

### 6.1 Ownership Structure

This business is registered under Company Commission Malaysia (CCM) under the name of MyTech Ltd. that sells outdoor equipment, specifically Magic Tent. MyTech Ltd. is a private limited company. MyTech company consists of 1 director and 4 other shareholders which hold different positions such as administrative manager, operation manager, marketing manager and finance manager.

### 6.2 Organization Chart of MyTech Ltd.



*Image 3: Organization Chart of MyTech Ltd.*

### 6.3 Manpower Planning

Position	Number of Staff
Director	1
Administrative Manager	1
Operation Manager	1
Marketing Manager	1
Finance Manager	1
Workers	4

*Table 11: Manpower Planning of MyTech Ltd.*

## 6.4 Schedule of Tasks and Responsibilities

Position	Main Tasks
Director	<ul style="list-style-type: none"> <li>● Develop and execute the company's business strategies in order to attain the goals of the board and shareholders.</li> <li>● Read all submitted reports by lower rank managers to reward performance, prevent issues and resolve problems.</li> <li>● Oversee the company's financial performance, investments and other business ventures</li> <li>● Act as the public speaker and public relations representative of the company in ways that strengthen its profile.</li> </ul>
Administrative Manager	<ul style="list-style-type: none"> <li>● Work with general administration and management in the company</li> <li>● Organize all the administration expenses properly and well</li> <li>● Ensure all workers get their rights such as KWSP and PERKESO</li> </ul>
Operation Manager	<ul style="list-style-type: none"> <li>● Manage in purchasing raw materials for the company.</li> <li>● Make sure the flow of stock runs smoothly and always enough.</li> <li>● Make sure the company's operation is efficient and systematic.</li> </ul>
Marketing Manager	<ul style="list-style-type: none"> <li>● Plan and make marketing strategy go</li> </ul>

	<p>smoothly to ensure the company reaches target sales.</p> <ul style="list-style-type: none"> <li>● Maintaining promotion to attract customers.</li> <li>● Research and analysis on how to make a better marketing strategy and attract more customers.</li> </ul>
Finance Manager	<ul style="list-style-type: none"> <li>● Create and maintain accurate financial reports and data like financial forecasts and cash flow statements of the company.</li> <li>● Advise the workers on how to make financial decisions.</li> <li>● Manage the company's budgeting and risk of financial loss.</li> </ul>
Workers	<ul style="list-style-type: none"> <li>● Follow instructions from the manager in managing the operation system.</li> <li>● Work responsibly and safely for a good environment with other workers.</li> <li>● Report to supervisor for any issues or safety concerns in the operation area.</li> </ul>

*Table 12: Schedule of Tasks and Responsibilities of MyTech Ltd*

## 6.5 Supporting Professional Advisor and Services

Companies/Institutes	Services
<ul style="list-style-type: none"> <li>❖ Companies Commission of Malaysia (SSM)</li> </ul> <p>Menara SSM@SENTRAL No 7, Jalan Stesen Sentral 5, Kuala Lumpur Sentral, 50623, Kuala Lumpur.</p>	<ul style="list-style-type: none"> <li>❖ Serve as an agency to incorporate companies and register businesses.</li> <li>❖ Provide company and business information to the public.</li> </ul>
<ul style="list-style-type: none"> <li>❖ Ministry of Domestic Trade and Consumer Affairs (KPDNHEP)</li> </ul> <p>No. 13, Tingkat 4 (Podium 2) Persiaran Perdana, Presint 2 Pusat Pemerintahan Kerajaan Persekutuan.</p>	<ul style="list-style-type: none"> <li>❖ Responsible for domestic trade, co-operatives, consumerism, franchise, companies, intellectual property, competition, controlled goods, price control, direct selling, consumer rights, trader.</li> </ul>
<ul style="list-style-type: none"> <li>❖ Maybank Shaftsbury, Cyberjaya</li> </ul> <p>Lot P1-36, Shaftsbury Square, 2350 Persiaran Multimedia, Cyber 6, 63000 Cyberjaya Selangor.</p>	<ul style="list-style-type: none"> <li>❖ Transactions used between consumers and suppliers to the company.</li> <li>❖ For loan purposes.</li> </ul>

*Table 13: Supporting Professional Advisor and Services of MyTech Ltd*

## 6.6 Schedule of Remuneration

Position	No.	Monthly Salary (RM)	EPF Contribution (13%) (RM)	SOCSSO (2%) (RM)	Amount (RM)
Director	1	3,600	468	72	4,140
Administrative Manager	1	3,300	429	66	3,795
Marketing Manager	1	3,300	429	66	3,795
Operation Manager	1	3,300	429	66	3,795
Finance Manager	1	3,300	429	66	3,795
Worker 1	1	1,500	195	30	1,725
Worker 2	1	1,500	195	30	1,725
Worker 3	1	1,500	195	30	1,725
Worker 4	1	1,500	195	30	1,725
<b>TOTAL</b>	<b>9</b>	<b>22,800</b>	<b>2,964</b>	<b>46</b>	<b>26,220</b>

Table 14: Schedule of Remuneration of MyTech Ltd

## 6.7 List of Office Equipment

Item	Quantity	Price/Per Unit (RM)	Total Cost (RM)
Office Table	5	140	700
Office Chair	8	90	720
Computer	5	1,800	9,000
Punch card machine	1	200	200
File Drawer	3	80	240
Fax and Telephone	1	400	400
<b>TOTAL</b>	<b>29</b>	<b>4,510</b>	<b>14,260</b>

*Table 15: List of Office Equipment of MyTech Ltd*



## 6.8 Organizational/Administrative Budget

<b>ADMINISTRATIVE EXPENDITURE</b>	
	<b>RM</b>
<b>Fixed Assets/Capital Expenditures</b>	
Office Equipment	14,260
<b>Working Capital/Monthly Expenditure</b>	
Salaries	26,220
Utilities	2,000
Rental	5,000
<b>Other Expenditures</b>	
Business registration and license	600
Deposit Utilities	4,000
Deposit Rental	15,000
Total Other Expenditures	19,600
<b>TOTAL</b>	<b>86,680</b>

*Table 16: Organizational/Administrative Budget of MyTech Ltd*

## 7.0 Financial Plan

### 7.1 Project Implementation Cost

PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE					
Project Implementation Cost			Sources of Finance		
Requirements	Cost	Loan	Hire-Purchase	Own Contribution	
				Cash	Existing F. Assets
<b>Fixed Assets</b>					
Land & Building					
Office Equipment	14,260	4,260			10,000
Lorry	15,000		15,000		
Machine and Equipment	2,695	2,695			
<b>Working Capital</b>	3 months				
Administrative	99,660	91,660		8,000	
Marketing	10,200	5,200		5,000	
Operations	70,500	70,500			
<b>Pre-Operations &amp; Other Expenditure</b>	28,500	25,685		2,815	
<b>Contingencies</b>					
<b>TOTAL</b>	<b>240,815</b>	<b>200,000</b>	<b>15,000</b>	<b>15,815</b>	<b>10,000</b>

## 7.2 Table of Depreciation and Table of Loan & Hire Purchase

### DEPRECIATION SCHEDULES

<b>Fixed Asset</b> <b>Office Equipment</b> <b>Cost (RM)</b> <b>14,260</b> <b>Method</b> <b>Straight Line</b> <b>Economic Life (yrs)</b> <b>5</b>			
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	14,260
1	2,852	2,852	11,408
2	2,852	5,704	8,556
3	2,852	8,556	5,704
4	2,852	11,408	2,852
5	2,852	14,260	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

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

### LOAN & HIRE-PURCHASE AMMORTISATION SCHEDULES

LOAN REPAYMENT SCHEDULE				
<b>Amount</b>		<b>200,000</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
	-	-	-	200,000
1	40,000	10,000	50,000	160,000
2	40,000	8,000	48,000	120,000
3	40,000	6,000	46,000	80,000
4	40,000	4,000	44,000	40,000
5	40,000	2,000	42,000	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-

HIRE-PURCHASE REPAYMENT SCHEDULE				
<b>Amount</b>		<b>15,000</b>		
<b>Interest Rate</b>		<b>5%</b>		
<b>Duration (yrs)</b>		<b>5</b>		
Year	Principal	Interest	Total Payment	Principal Balance
	-	-	-	15,000
1	3,000	750	3,750	12,000
2	3,000	750	3,750	9,000
3	3,000	750	3,750	6,000
4	3,000	750	3,750	3,000
5	3,000	750	3,750	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-

### 7.3 Cash Flow Statement

PRO FORMA CASH FLOW STATEMENT															
MONTH	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL YR 1	YEAR 2	YEAR 3
<b>CASH INFLOW</b>															
Capital (Cash)	15,815												15,815		
Loan	200,000												200,000		
Cash Sales	70,000	65,000	68,200	68,200	69,000	65,700	79,400	75,000	89,900	66,500	87,000	99,000	932,900	900,000	950,000
Collection of Accounts Receivable															
<b>TOTAL CASH INFLOW</b>	<b>215,815</b>	<b>65,000</b>	<b>68,200</b>	<b>68,200</b>	<b>69,000</b>	<b>65,700</b>	<b>79,400</b>	<b>75,000</b>	<b>89,900</b>	<b>66,500</b>	<b>87,000</b>	<b>99,000</b>	<b>1,116,715</b>	<b>900,000</b>	<b>950,000</b>
<b>CASH OUTFLOW</b>															
<b>Administrative Expenditure</b>															
Salaries	26,220	26,220	26,220	26,220	26,220	26,220	26,220	26,220	26,220	26,220	26,220	26,220	314,640	314,640	314,640
Rental	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000	60,000	60,000
Utilities	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	24,000	24,000
<b>Marketing Expenditure</b>															
Online Advertising & Promotional Items	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	24,000	24,000
Fuel	600	600	600	600	600	600	600	600	600	600	600	600	7,200	7,200	7,200
Catalog & Brochures	800	800	800	800	800	800	800	800	800	800	800	800	9,600	9,600	9,600
<b>Operations Expenditure</b>															
Cash Purchase		23,500	23,500	23,500	23,500	23,500	23,500	23,500	23,500	23,500	23,500	23,500	258,500	262,000	300,000
Payment of Account Payable															
Carriage Inward & Duty															
Salaries, EPF & SOCSO															
<b>Other Expenditure</b>															
<b>Pre-Operations</b>	28,500												28,500	28,500	28,500
Deposit (rent, utilities, etc.)															
Business Registration & Licences															
Insurance & Road Tax for Motor Vehicle															
Other Pre-Operations Expenditure															
<b>Fixed Assets</b>															
Purchase of Fixed Assets - Land & Building															
Purchase of Fixed Assets - Others															
Hire-Purchase Down Payment															
<b>Hire-Purchase Repayment:</b>															
Principal	250	250	250	250	250	250	250	250	250	250	250	250	3,000	3,000	3,000
Interest	63	63	63	63	63	63	63	63	63	63	63	63	750	750	750
<b>Loan Repayment:</b>															
Principal	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	40,000	40,000	40,000
Interest	833	833	833	833	833	833	833	833	833	833	833	833	10,000	10,000	10,000
Tax Payable															
<b>TOTAL CASH OUTFLOW</b>	<b>69,999</b>	<b>64,599</b>	<b>64,599</b>	<b>64,599</b>	<b>64,599</b>	<b>64,599</b>	<b>64,599</b>	<b>64,599</b>	<b>64,599</b>	<b>64,599</b>	<b>64,599</b>	<b>64,599</b>	<b>787,145</b>	<b>801,690</b>	<b>817,690</b>
<b>CASH SURPLUS (DEFICIT)</b>	<b>401</b>	<b>401</b>	<b>3,601</b>	<b>3,601</b>	<b>4,401</b>	<b>1,101</b>	<b>14,801</b>	<b>10,401</b>	<b>25,301</b>	<b>1,901</b>	<b>22,401</b>	<b>34,401</b>	<b>331,570</b>	<b>98,310</b>	<b>132,310</b>
<b>BEGINNING CASH BALANCE</b>	<b>208,860</b>	<b>209,662</b>	<b>213,263</b>	<b>213,263</b>	<b>216,863</b>	<b>221,264</b>	<b>222,365</b>	<b>237,166</b>	<b>247,567</b>	<b>272,868</b>	<b>274,768</b>	<b>297,169</b>	<b>331,570</b>	<b>331,570</b>	<b>429,880</b>
<b>ENDING CASH BALANCE</b>	<b>208,860</b>	<b>209,662</b>	<b>213,263</b>	<b>216,863</b>	<b>221,264</b>	<b>222,365</b>	<b>237,166</b>	<b>247,567</b>	<b>272,868</b>	<b>274,768</b>	<b>297,169</b>	<b>331,570</b>	<b>331,570</b>	<b>429,880</b>	<b>562,190</b>

## 7.4 Income Statement

<b>PRO-FORMA INCOME STATEMENT</b>			
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Sales</b>	<b>902,900</b>	<b>900,000</b>	<b>950,000</b>
<b>Less: Cost of Sales</b>			
Opening stock			
Purchases	282,000	300,000	350,000
Less: Ending Stock			
Carriage Inward & Duty			
<b>Gross Profit</b>			
<b>Less: Expenditure</b>			
Administrative Expenditure	398,640	398,640	398,640
Marketing Expenditure	40,800	40,800	40,800
Other Expenditure	28,500	28,500	28,500
Business Registration & Licences			
Insurance & Road Tax for Motor Vehicle			
Other Pre-Operations Expenditure			
Interest on Hire-Purchase	750	750	750
Interest on Loan	10,000	8,000	6,000
Depreciation of Fixed Assets	6,391	6,391	6,391
Operations Expenditure			
<b>Total Expenditure</b>	<b>767,081</b>	<b>783,081</b>	<b>831,081</b>
<b>Net Profit Before Tax</b>	<b>135,819</b>	<b>116,919</b>	<b>118,919</b>
<b>Tax</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Profit After Tax</b>	<b>135,819</b>	<b>116,919</b>	<b>118,919</b>
<b>Accumulated Net Profit</b>	<b>135,819</b>	<b>252,738</b>	<b>371,657</b>

## 7.5 Balance Sheet

PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
<b>ASSETS</b>			
<b>Non-Current Assets (Book Value)</b>			
Land & Building			
Office Equipment	11,408	8,556	5,704
Lorry	12,000	9,000	6,000
Machine and Equipment	2,156	1,617	1,078
<b>Other Assets</b>			
Deposit			
	25,564	19,173	12,782
<b>Current Assets</b>			
Stock of Raw Materials	0	0	0
Stock of Finished Goods	0	0	0
Accounts Receivable			
Cash Balance	331,570	429,880	562,190
	331,570	429,880	562,190
<b>TOTAL ASSETS</b>	<b>357,134</b>	<b>449,053</b>	<b>574,972</b>
<b>Owners' Equity</b>			
Capital	25,815	25,815	25,815
Accumulated Profit	135,819	252,738	371,657
	161,634	278,553	397,472
<b>Long-Term Liabilities</b>			
Loan Balance	160,000	120,000	80,000
Hire-Purchase Balance	12,000	9,000	6,000
	172,000	129,000	86,000
<b>Current Liabilities</b>			
Accounts Payable	23,500	41,500	91,500
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>357,134</b>	<b>449,053</b>	<b>574,972</b>

## **8.0 Conclusion**

As a conclusion, Magic Tent's aim is to make it easier for climbers to have an experience using our magic tent. Furthermore, our tent is created with flexible iron and is different from other tents. Besides, our tent also has a durable waterproof floor, small, easy to set up, and portable folding. So, customers can go hiking without need to worry about the weight they carry for the tent as our Magic Tent is lightweight.

With the tons of benefits that Magic Tent gives, we are certain that Magic Tent will reduce the issue of Malaysian citizens having back pain after hiking due to carrying heavy weight, specifically their tents. Meanwhile, MyTech Ltd. is a social business company that aims to help citizens that are unemployed for so long having a job, as long as they are motivated to work, which at the same time reduces the unemployment rate in Malaysia.

For the time being, the MyTech Ltd. factory will be in Cyberjaya, Selangor and we plan to expand it in the future. We intentionally set Cyberjaya as our place because of the strategic place to start a new business as many youngsters and targeted customers were always seen hanging around the area. By doing that, we aim to target them to take a look at our product and give a product review on their social media network so that our product can be seen and known by many people at the same time.

## 9.0 References

Bassetti, F. (2019, August 12). *The Outdoor Industry's Troubled Relationship With Nature – Foresight*. Climate Foresight. Retrieved April 19, 2022, from <https://www.climateforesight.eu/jobs-growth/the-outdoor-industrys-troubled-relationship-with-nature/>

Brunjes, K. (2022, April 7). *Age Range by Generation*. Beresford Research. Retrieved April 19, 2022, from <https://www.beresfordresearch.com/age-range-by-generation/>

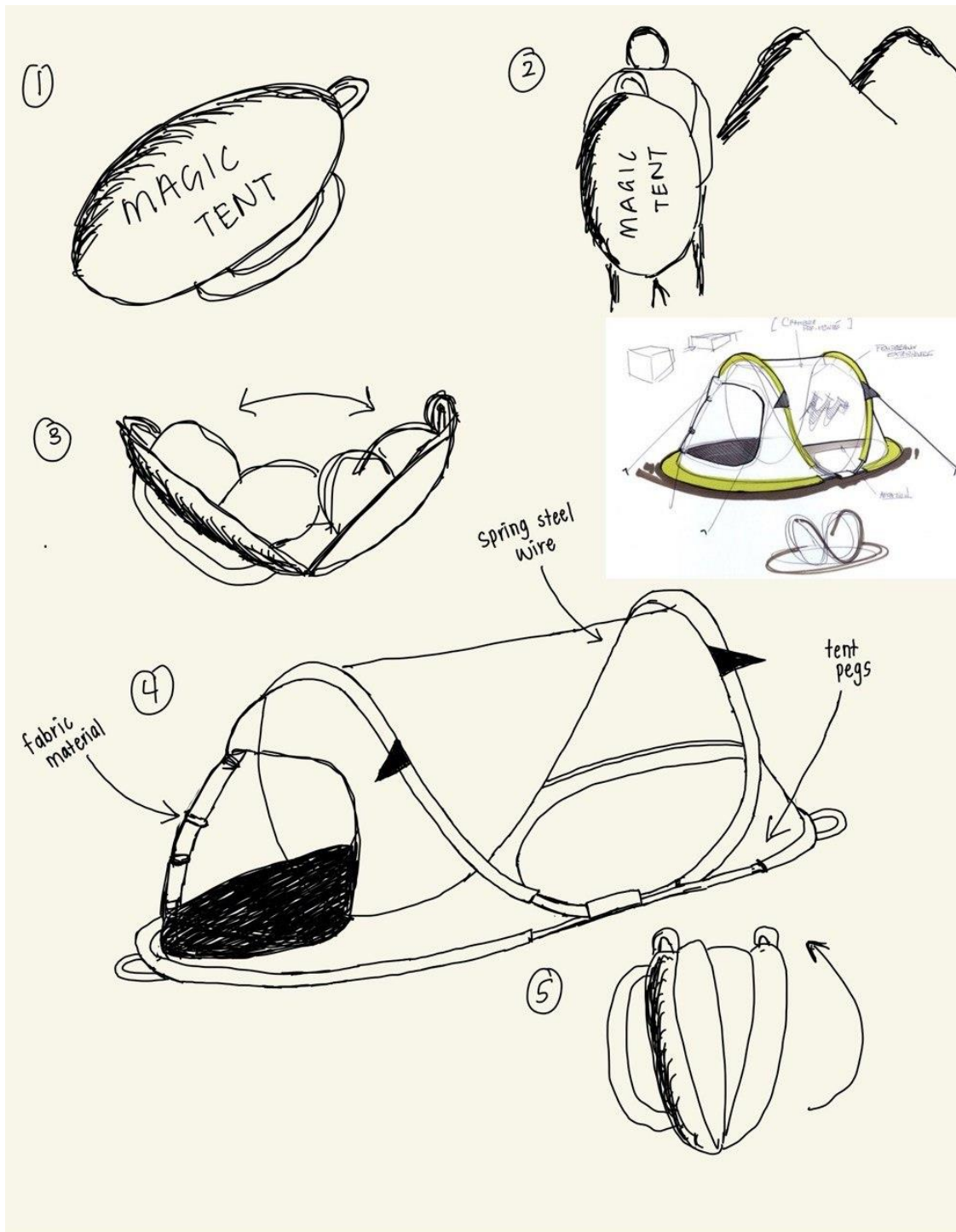
Businesswire. (2019, April 24). *Camping is on the Rise in North America with More People Heading Outdoors, and More Often*. Business Wire. Retrieved April 19, 2022, from <https://www.businesswire.com/news/home/20190424005301/en/Camping-is-on-the-Rise-in-North-America-with-More-People-Heading-Outdoors-and-More-Often>

MalayMail. (2021, August 5). *Are the lines being blurred between camping and glamping?* Malay Mail. Retrieved April 19, 2022, from <https://www.malaymail.com/news/life/2021/08/05/are-the-lines-being-blurred-between-camping-and-glamping/1995351>



## 10.0 Appendices

### Sketching of Magic Tent Prototype



Industrial Sewing Machine



Labelling Machine

