



BUSINESS PLAN

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY BUSINESS AND MANAGEMENT (FINANCE)

COMPANY NAME: KITWARE SDN BHD

GROUP: M1BA2422C

GROUP MEMBERS:

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SUBMISSION DATE: 17 JUNE 2022

LETTER OF SUBMISSION

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12 January 2022

Dear Madam,

SUBMISSION OF BUSINESS PLAN

Referring to the matter above, Kitware Sdn Bhd would like to

2. Details of the partners are as follows:

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Muhammad Iskandar bin Zulkornain	2022995589
Nor Yasmin Filzah binti Nor Azlan	2022919925
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3. Business Address:

18-K, Jalan Setia 4/7, Seksyen 7, 40111, Shah Alam, Selangor

4. Hereby, we are enraptured to submit the business plan. We wish that our business plan will meet your requirements for our Principles of Entrepreneurship (ENT530) course.

Thank you.

Sincerely,

Amirul iman

.....

General Manager of Kitware Sdn. Bhd.

ACKNOWLEDGMENT

Bismillahirrahmanirahim, in the name of Allah S.W.T, is the most benevolent and merciful. Alhamdulillah, all praise the almighty Allah S.W.T for granting us the path, strength, time, chance, guidance, and patience to succeed in this project.

First and foremost, we want to take this opportunity to express our appreciation to our beloved entrepreneurial lecturer, Madam Zainah Binti Jalil, for the kindness of her support, guidance, and help in completing this project. Thank you so much for the advice and for helping to guide us in finalizing our case study, the Business Plan.

Not to forget, we would like to express many thanks to our families and, most importantly, all of our group members for making this case study happen and their moral support. Without their prayers and words of encouragement, this project would not have been possible to achieve its purposes.

Table of Contents

1.0 COMPANY PROFILE	1
1.1 ORGANIZATION BACKGROUND	1
1.2 ORGANIZATION LOGO/MOTTO	1
2.0 ENVIRONMENTAL INDUSTRY ANALYSIS	2
2.1 Overall nature of the industry, including sales and other statistics	2
2.2 Note trends (Environmental and business trends) and demographics, as well as economic, cultural, and governmental influences	2
2.3 Key success factors	4
3.0 DESCRIPTION OF VENTURE	5
3.1 OPPORTUNITY	5
3.1.2 WHAT PROBLEM WILL KITWARE’S PRODUCT SOLVE?	6
3.1.3 VALUE PROPOSITION	6
3.1.4 WHY WILL OUR COMPANY BE SUCCESSFUL?	6
3.1.5 DEMOSTRABLE CUSTOMER DEMAND	6
3.1.6 MENTION THE EXISTING COMPETITION, WHICH YOU’LL EXPAND UPON IN THE MARKETING SECTION	7
3.2 OUTLOOK/BENCHMARK/TIMELINES	7
3.2.1 DESCRIBE THE MAJOR EVENTS THAT WILL TAKE PLACE IN THE SHORT AND LONG-TERM FUTURE	7
4.0 MARKETING ANALYSIS AND COMPETITION	8
4.1 TARGET MARKET	8
4.3 ESTIMATED MARKET SHARE AND SALES	10
4.3.1 MARKET SHARE AND SALES	11
4.4 COMPETITION AND COMPETITIVE EDGES	12
4.5 SALES FORECAST	13
4.6 MARKETING STRATEGY	14
4.6.1 PRODUCT	14
4.6.2 PRICING	15
4.6.3 SALES TACTICS	15
4.6.4 ADVERTISING AND PROMOTION	16
4.6.5 DISTRIBUTIONS	16
4.7 MARKETING BUDGET	17
5.0 OPERATION AND PRODUCTION PLAN	18
5.1 FACILITIES	18
5.5.1 Location	18
5.2 ACTIVITY FLOWCHART (PRODUCTION PROCESS)	21
5.3 RAW MATERIAL AND PACKAGING REQUIREMENTS	22

5.4 MACHINE, FURNITURE, AND EQUIPMENT	23
Chisel 16mm	23
Watco Butcher Block	23
Router Table	23
Glove	23
Apron.....	23
Goggle.....	23
5.5 SCHEDULE OF REMUNERATION.....	24
5.6 OPERATION EXPENDITURE.....	25
6.0 ORGANIZATIONAL PLAN.....	26
6.1 OWNERSHIP STRUCTURE.....	26
6.2.2 MANPOWER PLANNING.....	27
6.2.3 SCHEDULE OF TASKS AND RESPONSIBILITIES	28
6.2.4 PARTNERSHIP BACKGROUND	29
6.4 SCHEDULE OF REMUNERATION.....	30
6.5 LIST OF FURNITURE AND OFFICE EQUIPMENT	31
6.6 ORGANIZATIONAL/ ADMINISTRATIVE EXPENDITURE	32
8.0 PROJECT MILESTONES	39
9.0 CONCLUSION	40
APPENDICES.....	41
REFERENCES	49

EXECUTIVE SUMMARY

Kitware Sdn Bhd is a partnership business company that consists of four partners which are Nur Arieffah Alia, Muhammad Amirul Iman, Nor Yasmin Filzah, and Muhammad Iskandar. The four partners each have their functions and roles in the company. The name Kitware Sdn Bhd was a short form for the word kitchenware. The date of the commencement is on 15 May 2022 meanwhile the date of the registration of the company is on 16 May 2022. All of the partners each gave contributions on the capital to start this company. An amount of RM348,481 was spent to finance the business. Meanwhile, the rest was from a bank loan called CIMB Bank Berhad.

Kitware Sdn Bhd is operating at Seksyen 7, Shah Alam, Selangor. The location that we chose by the company is very strategic as it is a place with lots of food and beverages stores. We seek high-end restaurants, cafés, and housewives to choose and purchase our products. Because no other store in the region sells culinary equipment, our business may be able to generate significant profits for the local food and beverage sector. The concept of this business is to sell chopping boards that have a variety of uses to customers who need them. We use bamboo panels as the chopping board because it is much lighter and more durable. The uniqueness of our product is that Kitware provides 3 uses which are high-carbon stainless steel knife, honing stone, and waste box. All these uses will be combined to form one chopping board.

We believe that Kitware Sdn Bhd can be focused on pushing our sales although we had just started our business as we have the advantage of our location. Our location is full of our target market which we target restaurants, cafes, fast-food restaurants, and households. We also took our time to learn new things about marketing. As we grow, we found that there are a lot of competitors that are big in the industry, we believe one day we can also join the big companies and create more and more unique products.

1.0 COMPANY PROFILE

1.1 ORGANIZATION BACKGROUND

Organization name	Kitware Sdn Bhd
Business address	18-K, Jalan Setia 4/7, Seksyen 7, 40111, Shah Alam, Selangor
Website	www.kitware.com.my
Email	Kitware@gmail.com
Telephone number	011-3378908
Type of business	Partnership
Main activities	Kitchen utilities
Date of commencement	15 May 2022
Date of registration	16 May 2022
Name of bank	CIMB Bank
Bank account number	76260099

1.2 ORGANIZATION LOGO/MOTTO


Logo/Motto
 <p>Kitware logo has a simplified name which is K and W in its logo. This helps people to recognize us easily. The knife in our logo represents our company expert in kitchen utilities.</p>

Table 1: Logo/motto of KITWARE Sdn. Bhd.

Mission
To make cooking quick and easy.

Table 2: Mission of KITWARE Sdn. Bhd.

Vision
To be the number one favorite help in the kitchen.

Table 3: Vision of KITWARE Sdn. Bhd.

2.0 ENVIRONMENTAL INDUSTRY ANALYSIS

2.1 Overall nature of the industry, including sales and other statistics

Most of us spend the greater part of our lives in the kitchen, but that does not mean we should spend a lot of time in the kitchen. Some people are just too busy to spend their time in the kitchen for a long time unless it is career-related or their way of killing time. For example, parents that are busy with work but still want to make sure that their children eat healthy food will try their best to make the meal themselves as they know exactly what they put inside their meal. It would be best for them if the process of making the meal is going as smoothly as possible without any disruption. Other than home, restaurants and catering services also have to be fast in preparing food to maintain their excellent services. The market for foodservice equipment is primarily shaped by changing food industry trends and changing manufacturing and delivery methods in the foodservice industry. According to a new Future Market Insights (FMI) analysis, sales will grow at a promising CAGR of around 5.3% from 2022 to 2029 (Future Market Insights, 2022).

2.2 Note trends (Environmental and business trends) and demographics, as well as economic, cultural, and governmental influences.

The use of the political environment investigates how the political environment affects organizations. This political environment research can reveal whether or not there is political stability that is beneficial to businesses (Buye, 2021). In Malaysia, there has not been any active campaign for now but back in 2016, MAGGI held a campaign encouraging Malaysians to prepare home-cooked meals. To further emphasize MAGGI 's goal of encouraging consumers to always opt for balanced and tasty meals, MAGGI joined forces with Tesco to provide consumers with special promotions. Consumers got to enjoy a combo of 1 multiple

packs of MAGGI M2MN & Tesco eggs, for only RM 6.30 from 29th July to 31st July, making it easier to prepare tasty and balanced meals (Gal, 2016).

Changes in taxes, interest rates, inflation or recession, minimum wages, exchange rates, and other economic factors will all have an indirect impact on the cost of doing business (Buye, 2021). The coronavirus pandemic has caused the price of many raw materials to go up, including steel and lumber. Not only that, Raw material prices have risen significantly. While the price of resin has remained stable, the price of many other raw materials such as copper, aluminum, and steel has risen dramatically since November 2020, by 38%, 46%, and 76%, respectively (Hanani, 2022). So, it is understandable for our cost to be high but we will try our best to minimize the cost and maximize the quality.

Cultural factors are a set of beliefs and ideologies held by a specific community or group of people. It is an individual's culture that determines how he or she acts. To put it another way, culture is nothing more than an individual's values. As a child, everything a person learns from his parents and relatives creates his culture (Prachi J, 2022). Most of us would imagine the plastic and molded chopping board said chopping board because that is how it usually looks in almost every kitchen. It is important to address this issue because while plastic boards are non-porous and easy to clean, bacteria can grow up in ridges, posing a hygiene issue. We should also be aware that chopping on a plastic cutting board is likely to result in the transmission of microplastics into our food.

Customers' product preferences and purchase patterns are identified using demographics, which are the socio-economic aspects of a group. Companies can create a profile for their client base based on the characteristics of their target market (CFI, 2021). Given that our product is a form of kitchen equipment, our target market consists of women and men ranging in age from adolescent to adulthood who like cooking, cook regularly, and would want to try out a new creative product. Our product is simple to use regularly, making it appropriate for users who place a premium on convenience.

Sustainability is a business strategy for generating long-term value by considering how a company functions in its environmental, social, and economic contexts (Haanes, K. & Olynec, N., 2018). With this in mind, we utilize bamboo, which has inherent antibacterial properties and is one of the most ecological materials available. Bamboo chopping boards are often lighter than hardwood boards, making them easier to store and carry. Newer bamboo chopping board ranges are dishwasher safe, but they still need to be maintained regularly (Starkey, S., 2019).

2.3 Key success factors

When it comes to choosing a product, the brand image is crucial. When a customer walks into a store, he has a brand name in mind that he has developed through experience (Unknown, 2012). It is very important to have a good image of our brand. With that in mind, we plan on producing a high-quality product even though we know very well that the cost will be high as well but consumers will not have any issues as long as the product is worth the price.

It is important to maintain the quality because the image of the brand goes hand in hand with the quality of the product. Product quality, which covers eight characteristics of quality that consumers demand, such as performance, features, dependability, compliance, durability, serviceability, aesthetics, and perceived quality, is also a crucial success component (Unknown, 2012).

The corporation will lose customers if the product is not distributed effectively (retailers and builders) because whenever and wherever it is distributed to the market is so important in the home appliance sector, distribution is key to success (Unknown, 2012). Since our products are pricey and high-end products, it is wise to distribute them in the city area because they would care about the looks, quality, and durability without considering the price so much. While in the countryside, they consider the price more than the quality.

In the home appliance market, product innovation is one of the most important success elements. Different firms are releasing revolutionary products such as automated washing machines, two-door refrigerators, and fashionable and small kitchen equipment (Unknown, 2012). Thus, we try our best to create a product that can benefit and leave a good impression on our consumers. We also will improve their feedback as it is still new in the market.

3.0 DESCRIPTION OF VENTURE

3.1 OPPORTUNITY

General nature of the company

Kitware Sdn Bhd is a company that supplies quality and innovative chopping boards to customers. Our company developed this innovation to reach our customer satisfaction. Nowadays, people want their work to become easier and more efficient while saving their time. Thus, our product is their solution because we make our product to solve their problems.

Utilities	Primary use	Benefits	Unique features
Bamboo chopping board	As a place to chop ingredients.	It has a safe place to chop ingredients. It also does not leave a knife cut trace on its body.	Large and thick but lightweight.
Honing stone	To sharpen knife	Easy to use. You don't need to buy honing stones separately.	It is easier to remove some steel and re-sharpen the edge.
Removal scrap bin	To throw waste after chopping ingredients.	Saving time and keeping the kitchen clean	Easy to collect food and scrap.
High-carbon stainless steel knife	To chop ingredients	Sharp and long-lasting	Edge retention, and hardness

Table 4: Details of each product

3.1.2 WHAT PROBLEM WILL KITWARE'S PRODUCT SOLVE?

The problem that the Kitware company could solve is by helping people in the kitchen to keep their kitchen clean. This is because our product has scrap removal bins so customers can use them wisely while keeping their kitchen clean. Next, our company will help to save more time because our product has all the equipment needed when a customer wants to chop ingredients. The most important thing is our product has honing stone, the customer doesn't need to buy separately and it is easy to use and safe so our customer safety will guarantee.

3.1.3 VALUE PROPOSITION

Kitware Sdn Bhd uses bamboo as the board for our product so our chopping board doesn't rotten. Next, our chopping board comes with honing stone and removal scrap bin that's attached to itself so the shape of our product is very unique and innovative. Moreover, we have created the side part as a knife holder so our customer doesn't need to find a safe place anywhere in the kitchen to store their knife. Kitware Sdn Bhd always prioritizes our customer safety so we make our product very simple yet it's very effective to help our customers save time.

3.1.4 WHY WILL OUR COMPANY BE SUCCESSFUL?

There are many reasons why Kitware Sdn Bhd will be successful. This is because every house and restaurant will use chopping boards in their kitchen. Since every house and restaurant needs a chopping board, they must pick the best and our products are the best product on the market. This is due to our product having all the utilities needed to chop ingredients such as honing stone, bamboo board, and scrap bin. Our product ensures the safety of our customers and ensures our customer kitchen is clean. Our product will be demanded by customers around Shah Alam and all over Malaysia.

3.1.5 DEMOSTRABLE CUSTOMER DEMAND

There always comes to safety when you at the kitchen. As with the chopping board, most of the chopping boards that sell are heavy and it is unsafe for old people or people who want to start learning to cook. Thus, our products come in handy because they are lightweight so our product doesn't need to use more energy when using it. Besides that, our product has a component that can store knives safely so it will be safer. This will make many customers and restaurants accept our product as it is pleasant to use and at a reasonable price.

3.1.6 MENTION THE EXISTING COMPETITION, WHICH YOU'LL EXPAND UPON IN THE MARKETING SECTION

Kitware Sdn Bhd has many competitors such as Rekaria Kitchen, Chuangjianno.2.my, and QL Kitchen. For Rekaria they sell a standard chopping board and it's heavy and doesn't seem very safe for old people. As for chuangjianno., 2. my sells many products through an online shop. They don't have any physical store that can store their product. For QL Kitchen they only sell a lightweight chopping board. The competition has made Kitware Sdn Bhd offer a chopping board that is lightweight, has knife storage, and has a removal scrap bin. Customers must make a very important choice so that they don't regret it. Our product is brand new and innovative compared to the others.

3.2 OUTLOOK/BENCHMARK/TIMELINES

3.2.1 DESCRIBE THE MAJOR EVENTS THAT WILL TAKE PLACE IN THE SHORT AND LONG-TERM FUTURE

A major event that may take place in the short term is Kitware Sdn Bhd will launch a campaign that supports people to cook at home. As we know now, eating at restaurants or cafes is very expensive due to the increasing price of raw food and ingredients. Kitware takes this opportunity to launch this campaign so that more people will be attracted to cook at home and buy our product.

For long-term events, Kitware Sdn Bhd plans to make a campaign to keep our kitchen clean. As we always see many people when they are cooking, they will make a small mess in the kitchen. Kitware sees this as a problem and we take this as an advantage to launch this campaign. Hence, this also increases our product sales due to our product having its removal scrap bin to keep the kitchen clean after using our chopping board.

4.0 MARKETING ANALYSIS AND COMPETITION

4.1 TARGET MARKET

First and foremost, our business is located at a strategic shop lot at Seksyen 7, Shah Alam, Selangor. In the shop lot around the area, there are a lot of cafes and restaurants that will need kitchen utilities from us. For our business, we are targeting mostly the high-end restaurants and cafés that have good chefs as the chefs probably would be needing a fast kitchen tool to help them cook. We decided not to target the fast-food restaurants as the fast-food kitchen crew normally got their ingredients already cut for them to cook. But we are also selling our products to them. Since no shop has kitchen tools in the area, our store would probably be the number one target for the food and beverage industries in the area. Other than that, we are also targeting housewives to choose and purchase our products because we know and believe that cooking can be hard and tiring to read the ingredients before they cook and housewives have other chores such as doing the laundry or helping their kids with their schoolwork. So, we believe our product can help them cook faster and not make them tired by doing a lot of chores in one place.

4.2 ESTIMATED MARKET SIZE AND TRENDS

Target Market	No. of population	A potential customer (%)	No. of Potential customer
Restaurants	240,828	50%	120,414
Cafes	120,410	20%	24,082
Fast-foods restaurants	100,000	20%	20,000
Families	20,416	10%	2,042
Total	481,654		166,538

Table 5: Estimated Market Size and Trends

As for the market segments, four major types can be found. Firstly, our main and major target market is restaurants, specifically high-end restaurants such as Polperro Steak House and AlRawsha Restaurant and we are targeting 50% of potential customers. Next for small cafes such as Food Rush Café, Café Eat & Repeat Shah Alam, and Thaqwa Western & Italian Cuisine, we are targeting 20% of potential customers same goes for the fast-food restaurants such as McDonald's, Subway, KFC, and US Pizza. Lastly are families, we are targeting 10% of potential customers. Our business store can be reached through two types of mediums which are through walk-ins in our physical store and only which is through our

website and social media. Our targeted market can find our store very easily as our store is near to the food and beverages industries in the area and they can just walk or use public transport.

4.2.1 ESTIMATED MARKET SIZE FOR A MONTH

Target market	No. of Potential customer	Estimated the product buying		
		Quantity/month	RM/unit/month	Total (RM)
Restaurants	120,414	2 x 120,414 =240,828	RM115	240,828 x RM115 = RM27,695,220
Cafes	24,082	2 x 24,082 = 48,164	RM115	48,164 x RM115 = RM5,538,860
Fast-foods restaurants	20,000	2 x 20,000 = 40,000	RM115	40,000 x RM115 = RM4,600,000
Families	2,042	1 x 2,042 = 2,042	RM115	2,042 x RM115 = RM 234,830
Total market size	166,538	240,828 + 48,164 + 40,000 + 2,042 = 331,034		RM27,695,220 + RM5,538,860 + RM4,600,000 + RM234,830 = RM38,068,910

Table 6: Estimated Market Size for a Month

It is estimated that each month, a restaurant, a café, and a fast-food restaurant will buy at least 2 products. Meanwhile, each household would buy one product per month.

4.3 ESTIMATED MARKET SHARE AND SALES

Competitors	Market share and Sales					
	Before			After		
	%	Unit/month	RM/month	%	Unit/month	RM/month
ZWILLING	60	331,034 x 60/100 = 198,620	198,620 x RM115 =RM22,841,300	50	331,034 x 50/100 = 165,517	165,517 x RM115 = RM19,034,455
Kinglxs	40	331,034 x 40/100 = 132,414	132,414 x RM115 =RM15,227,610	30	331,034 x 30/100 = 99,310	99,310 x RM115 = RM11,420,650
Your company	0			20	331,034 x 20/100 = 66,207	66,207 x RM115 = RM7,613,805
Total		331,034	38,068,910		331,034	38,068,910

Table 7: Estimated market share and sales

4.3.1 MARKET SHARE AND SALES

Product Market Share and Sales			
	Year		
	2022	2023	2024
Market share (%)	20	25	30
Total sales in units	66,207 x 12 = 794,484	25/100 x 331,034 = RM 82,759 x 12 = RM 993,108	30/100 x 331,034 = 99,310 x 12 = 1,191,720
Total sales in RM	RM7,613,805 x 12 = RM91,365,660	25/100 x RM38,068,910 = RM9,517,228 x 12 = RM114,206,736	30/100 x RM38,068,910 = RM11,420,673 x 12 = RM137,048,076

Table 8: Market share and sales for the year 2022

Throughout the years, we are planning on increasing our market share by 5% every year as our company is still new in the market even though we have a strategic location that will make customers easy to find us, we still need a few years for our business grow.

4.4 COMPETITION AND COMPETITIVE EDGES

Competitors	Strengths	Weaknesses
1. ZWILLING	<ul style="list-style-type: none"> - Variety types of product line - Easily to reach the customer as they have multiple branches in Malaysia 	<ul style="list-style-type: none"> - Pricey and not affordable - Heavy to carry
2. Kinglxs	<ul style="list-style-type: none"> - Variety types of product line - Worldwide company - BPA-free chopping board 	<ul style="list-style-type: none"> -It is made from Polypropylene which is not recommended for any high-temperature processes because of its low melting point - When it melts it is harmful to humans to breathe
3. COSWAY	<ul style="list-style-type: none"> - Variety types of product line -Neoflam Antibacterial Cutting Board - Big company (over 40 years of operating) - Affordable - TPE soft edge-grip edges prevent slips off 	<ul style="list-style-type: none"> - Not durable - Can be easily scratched
4. Kitware Sdn Bhd (our company)	<ul style="list-style-type: none"> - 4 in 1 chopping board that has a knife sharpener, knife holder, chopping board, and waste place It- Easy to find a store that is near to a food and beverages store place 	<ul style="list-style-type: none"> - New in the market - Not many products lines

Table 9: List of competitors and their competitive edges

4.5 SALES FORECAST

	Sales Forecast for Kitware Sdn Bhd	
	The year 2021	
Month	Sales Collection (units)	Sales Collection (RM)
January	66,207	RM7,613,805
February	66,207	RM7,613,805
March	66,207	RM7,613,805
April	66,207	RM7,613,805
May	66,207	RM7,613,805
June	66,207	RM7,613,805
July	66,207	RM7,613,805
August	66,207	RM7,613,805
September	66,207	RM7,613,805
October	66,207	RM7,613,805
November	66,207	RM7,613,805
December	66,207	RM7,613,805
TOTAL	794,484	RM 91,365,660

Table 10: KITWARE Sdn. Bhd.'s sales forecast for the year 2022

4.6 MARKETING STRATEGY

4.6.1 PRODUCT



Figure 1: KITWARE's product

Kitware Sdn Bhd is a kitchenware tool that offers a chopping board with a 4-in-1 function. Our chopping board has plenty of functions that will make the cooking process quick and lessen the cooking chores for every chef out there. Using our chopping board, the user can chop ingredients, and put the small waste on the waste box, a knife holder, and also a knife sharpener. Starting from the board itself, we use a bamboo board as bamboo products have plenty of benefits and are safe from lots of things. Using a bamboo board has high durability. We made a research that Bamboo's tensile strength per square inch is 28,000 pounds. When compared to mild steel, which has a tensile strength of 23,000 pounds per square inch, this is a significant difference. So, the consumer can expect to use our product for a long time. We also want to create a safe environment for our consumers. Therefore, using bamboo has no harmful chemicals as when planting a bamboo tree, it doesn't need to use any chemicals or fertilizers. Not to forget it is safe for the earth. When compared to a similar-sized stand of hardwood trees, bamboo takes 35 percent more carbon dioxide and releases 35 percent more oxygen into the environment.

Next, for the knife sharpener, we are using honing stone at the edge of the chopping board. Although the honing stone can be quite heavy, we have made it easier by the consumer can just slip the stone in and out from the chopping board so that it is easier to carry around anywhere. Furthermore, for the waste box, we are using polypropylene which is one of the types of plastic that is free from BPA as of the potential health impacts on fetuses, babies, and children's brains and prostate glands, BPA exposure is a worry. Lastly, the knives that

we have provided, it is composed of high-carbon stainless steel, which has excellent edge retention, hardness, and maintenance ease, making it easier for consumers to cut the ingredients.

For the packaging, when consumers purchased our product, we firstly put our product in a box, covered with bubble wraps so that our product will not move inside the box. Other than that, we will also put a manual in English, Malay, Mandarin, and Tamil language on the manual to make it easier for our customers to read. There will also be a thank you card in the box. Next, we will put the box in another bigger box and put bubble wrap inside as the first line security to make sure that the box will not be easily damaged.

4.6.2 PRICING

	Competitors	Price (RM) / item
1.	ZWILLING	RM248
2.	Kinglxs	RM54.98
3.	COSWAY	RM37.80
4.	Kitware Sdn Bhd (our company)	RM115

Table 11: Price list of KITWARE Sdn. Bhd. and competitors' products

Kitware Sdn Bhd uses two different pricing strategies. The first pricing strategy that we use is the purchase with purchase tactic in which customers who purchase a second item will receive a discount of RM20 off the original price of RM 115. Secondly, we apply a seasonal discounting strategy. During the festival season, such as Eid sales, year-end sales, and special days, such as birthday sales on their birthday, the consumer will receive a discount.

4.6.3 SALES TACTICS

The sales tactics that we use for our company is we use our own sales force which means a face-to-face engagement between a seller and a potential customer in which the salesperson attempts to persuade the buyer to buy the product or service that he is advertising on behalf of a firm. For our business, our sales promoter will try to promote our business.

4.6.4 ADVERTISING AND PROMOTION

To bring our product to the market, we have used a few approaches to advertise and promote. Firstly, to advertise we used social media platforms such as Instagram, Twitter, and TikTok and we also have our website. On the platforms, we have posted videos and pictures following the current trends so that it will attract more customers. Other than posting videos and photos, social media is also a place where we communicate with our customers. For example, on Instagram, we posted Stories where potential customers can reply to us through Direct Messages for any questions or further information. We also use Telegram, WhatsApp, and our Website for the customer to purchase our products. For promotion, we use seasonal discounting. For example, for the special public holiday such as Hari Raya, we will make a 35% discount because we know during the celebration, people tend to cook in bulk for the whole family and there will be a lot of people be doing an open house.

4.6.5 DISTRIBUTIONS

To distribute our product, Kitware Sdn Bhd sees the manufacturer to the consumer. The manufacturer is our company. We create the product using our factory that were located in Pulau Pinang and then delivered it to our store in Shah Alam where consumers can buy our product directly by walk-in. Other than that, we also use the manufacturer-to retailer-to-consumer methods of distribution. Whereas the retailer is a shopping online application called Shopee. Using the application, we will deliver our products using our local courier service.

4.7 MARKETING BUDGET

MARKETING EXPENDITURE	
	RM
Fixed Assets/Capital Expenditures	
Motor Vehicle (Lorry)	70,800
Working Capital/Monthly Expenditure	
Promotion	500
Other Expenditures	
Insurance & Road Tax	5,660
Motor Vehicle (lorry) Maintenance	10,000
Packaging	15,000
Website fees	300
TOTAL	102,260

Table 12: Marketing budget

5.0 OPERATION AND PRODUCTION PLAN

5.1 FACILITIES

5.5.1 Location

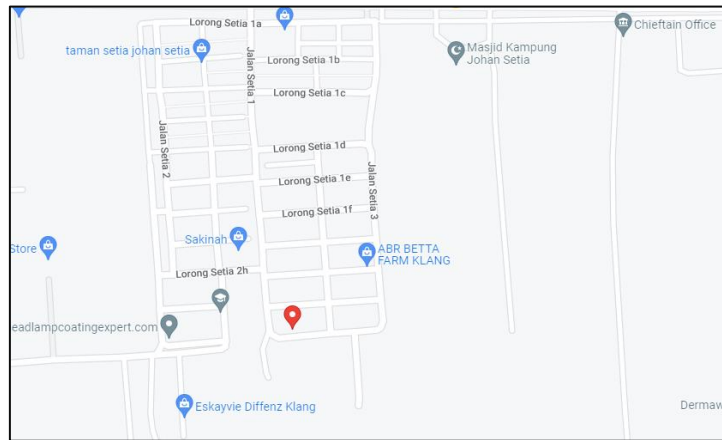


Figure 2: Store and Factory Building of Kitware Sdn Bhd

The physical location of the business premise Kitware Sdn Bhd store will be located at 18-K, Jalan Setia 4/7, Seksyen 7, 40111, Shah Alam, Selangor. There are several reasons why we have decided to choose the current location. The location itself was known as a popular hotspot where many restaurants, cafes, and fast-food restaurants can buy our product which is a Bamboo chopping board from us. The Kitware store is a single-story building and we pay rent only RM3,500 per month.

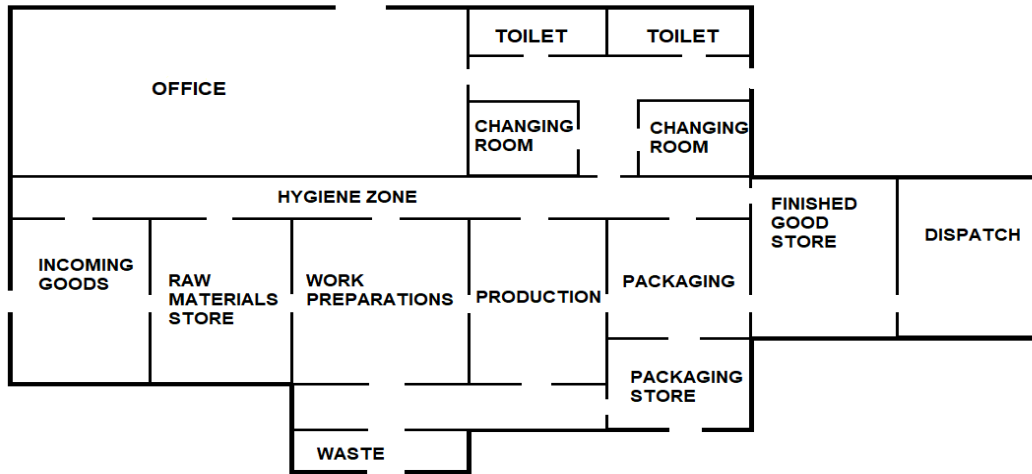


Figure 3: Operation Layout of Kitware Sdn Bhd

Based on figure 5.1, shows the arrangement for the preparations of bamboo chopping boards. In that factory, it is divided into several parts which are incoming goods, raw materials store, work preparations before starting the chopping board process, production, packaging of the goods after the process, and lastly dispatch to the Kitware Store. Other than that, there are also some parts which are the office, toilet, changing room for operation workers and the last one is the waste room.

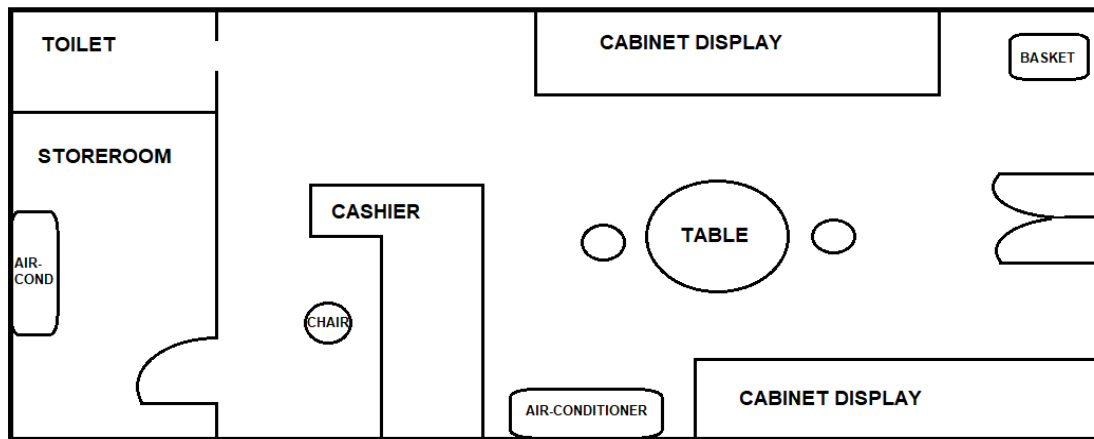


Figure 4: Layout Store for Kitware Sdn Bhd

Figure 5.2 depicts our store's arrangement, equipped with baskets, tables, and chairs. It is divided into three rooms which are a retail room, a storeroom, and a toilet. In a retail room, we will put a basket, two cabinet displays, a table and chair for customers, a cashier counter table, a cash register machine, and an air-conditioner. The customer will enter the store through the front door and there are baskets provided by the door to make it easier for customers to put items in that basket. A storeroom is a place where we put out inventory in it. Next to our storeroom, we provide toilets for the use of our staff and also for customers.

5.2 ACTIVITY FLOWCHART (PRODUCTION PROCESS)

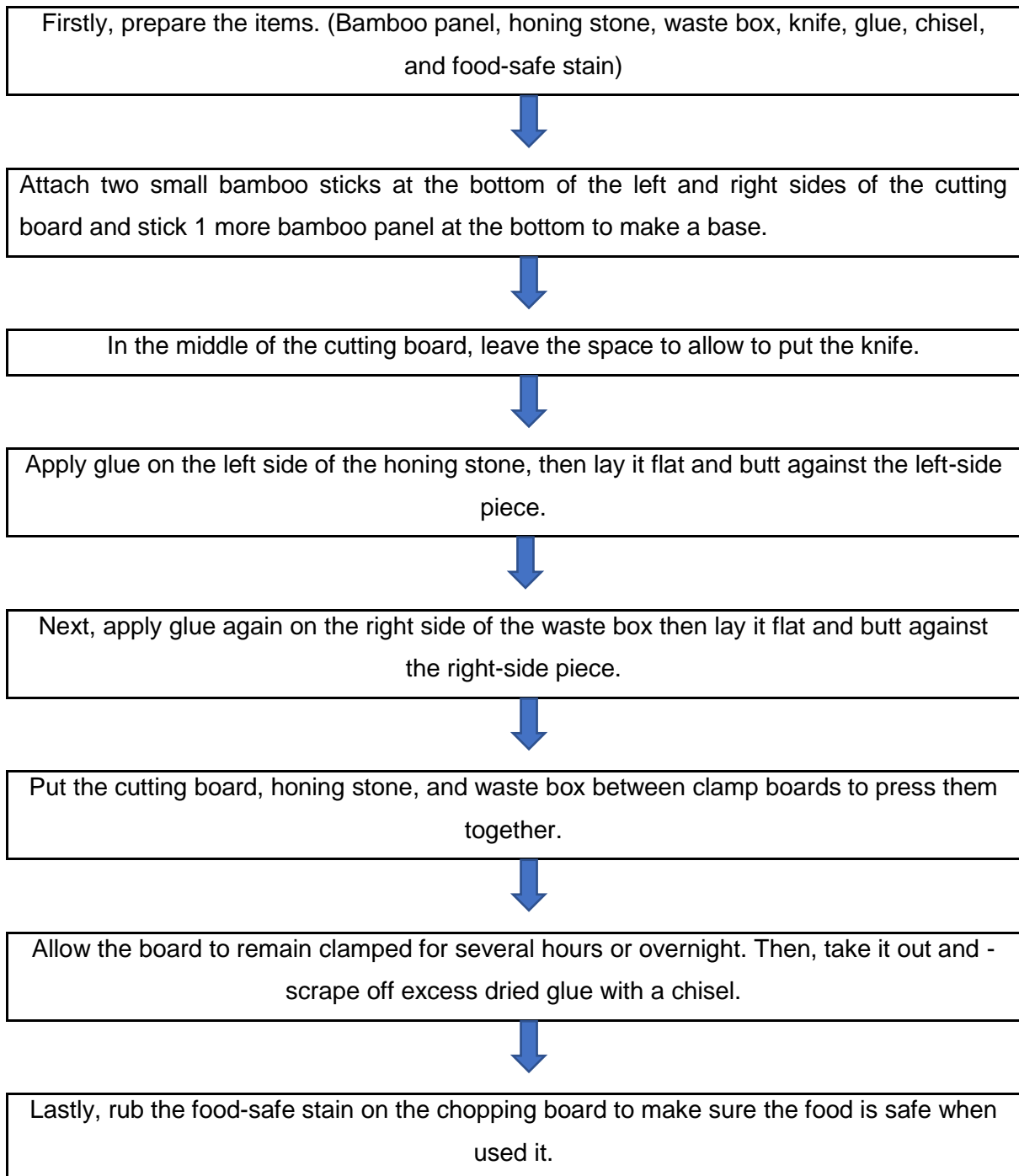


Table 13: Activity Flowchart for Kitware Sdn Bhd

Based on table 5.1, the activity flowchart for the production for Kitware Sdn Bhd represents the steps involved in producing the chopping boards.

5.3 RAW MATERIAL AND PACKAGING REQUIREMENTS

Ingredient	Quantity Required	Safety Stock	Price per/ Unit	Total Purchase
Bamboo Panel	4,414	100	15	66,210
Honing Stone	2,207	100	8.5	18,759.50
Polypropylene Waste Box	2,207	100	4	18,759.50
High-Carbon Stainless Steel Knife	2,207	100	60	18,759.50
Box Size H2	1,000	100	1.90	1,900
Box Size H6	1,000	100	2.10	2,100
Bubble Wrap 33cm x 100m	20	100	42	42
Gift Card	500	100	25	25
Total				126,555.50

Table 14: Raw Material and Packaging Requirements of Kitware Sdn. Bhd.

5.4 MACHINE, FURNITURE AND EQUIPMENT

Item	Price per/Unit	No. Required	Total Cost	Supplier
Lacquer 1 litre	15	3	45	Yee Tat Hardware Sdn Bhd Ubuy.my
Titebond Wood Glue	30	5	150	
Sandpaper	0.40	10	4	
Clamp Board	31.50	1	31.50	
Chisel 16mm	9	5	45	
Watco Butcher Block	33	2	66	
Router Table	1,292	1	1,292	
Glove	6	5	30	Monotaro.my
Apron	11	5	55	
Goggle	5	5	25	
Cashier Counter Table Desk	270	1	270	
Cash Register Machine	1,050	1	1,050	Y&F Furniture
Chair	20	7	140	
Storage Rack	138	2	276	
Air Conditioner	1,060	2	2,120	EcoTech AirCond Centre
Fluorescent Lamp	10	6	60	MR.DIY - Peringgit
Basket	6	10	60	
Total			5,719.50	

Table 15: Machine, Furniture, and Equipment of Kitware Sdn. Bhd.

5.5 SCHEDULE OF REMUNERATION

Position	No	Monthly Salary	EPF Contribution (10%) (RM)	SOCSSO (2%) (RM)	Amount (RM)
Store Worker	2	3,000	300	60	3,360
Driver Staff	1	1,300	130	26	1,456
Operation Worker	5	14,000	1,400	280	15,680
Total					20,496

Table 16: Schedule of Remuneration of Kitware Sdn. Bhd.

5.6 OPERATION EXPENDITURE

OPERATION EXPENDITURE	
	RM
Fixed Assets/ Capital Expenditures	
Machine, Furniture, and Equipment	5,719.50
Working Capital/ Monthly Expenditures	
Raw Materials and Packaging	126,555.50
Salaries	20,496
Utilities Electricity	400
Water	50
Phone	90
Rental Factory	3,500
Rental Store	1,000
Other Expenditures	
Rental Deposits	7,000
Maintenance	2,000
Total	168,811

Table 17: Operation Expenditure for Kitware Sdn. Bhd.

Table 5.5 shows the operational expenditure for Kitware Sdn Bhd which describes how the operational expenditure is being utilized. All the funds under the operational department are divided into three categories which are fixed assets, monthly expenditure, and other expenditures. As stated in the table, fixed assets for Kitware including machinery

cost the business RM5,719.50. As the monthly expenditure required monthly capital for raw materials, salaries, utilities, rental factory, and store that cost RM152,091.50. Kitware Sdn Bhd also requires other expenses for operations projects such as rental deposits that cost 9,000 and maintenance for RM 2,000. For that reason, the total the operation expenditure will be RM168,811

6.0 ORGANIZATIONAL PLAN

6.1 OWNERSHIP STRUCTURE

Kitware Sdn Bhd is a partnership firm of business because it is easier to share ideas for better management of the company. Our company has five partners, each of whom has signed a partnership agreement. Each of the partners has experience in their respective fields.

Name	Ownership Share
Muhammad Amirul Iman	20%
Nor Yasmin Filzah	20%
Nur Ariefah Alia	20%
Muhammad Iskandar	20%
Nur Farihin	20%

Table 18: List of Partners and Ownership Share

6.2 MANAGEMENT TEAM

6.2.1 ORGANIZATIONAL CHART OF KITWARE SDN BHD

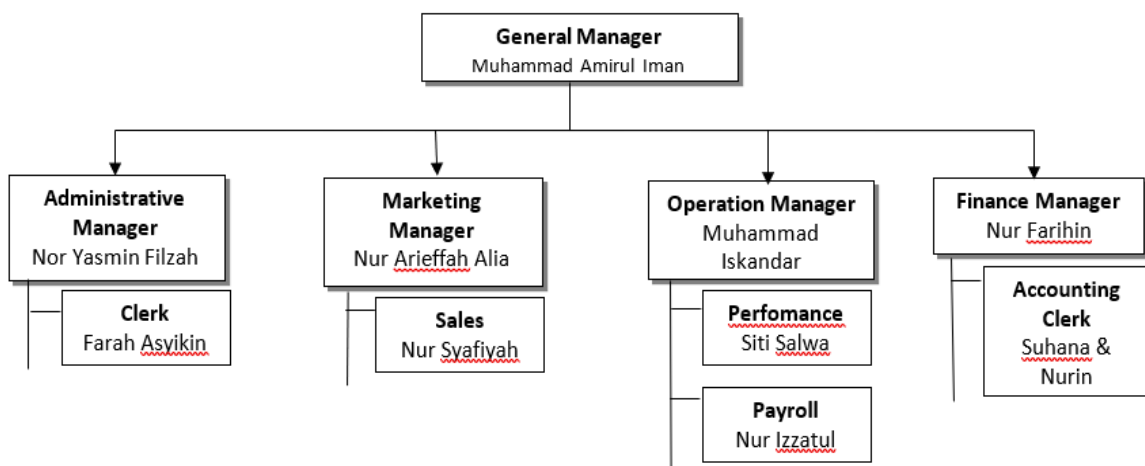


Figure 5: Organizational Chart for Kitware Sdn Bhd

Figure 6.1 Organizational Chart for Kitware Sdn Bhd shows, that there is a General Manager in the company which is Mr. Muhammad Amirul Iman. Under the position of General Manager, there are four departments of the company which are Administration, Marketing, Operation, and Financial Department. The Administration Department is led by the Administrative Manager which is Miss Nor Yasmin Filzah and has one staff member who works under it which is Miss Farah Asyikin who works as a clerk staff. The Marketing Department is led by the Marketing Manager which is Miss Nur Arieffah Alia and has one staff member who works under it which is Miss Nur Syafiyah as a sales staff. Subsequently, the Operational Department is led by the Operational Manager which is Mr. Muhammad Iskandar and has two staff who work under it which are Miss Siti Salwa as a performance staff, and Miss Nur Izzatul who works as payroll staff. Lastly, The Financial Department is led by the Financial Manager which is Miss Nur Farihin and has two staff members which are Miss Suhana and Miss Nurin work as accounting clerks.

6.2.2 MANPOWER PLANNING

Position	Number of Staff
General Manager	1
Administrative Manager	1
Marketing Manager	1
Operational Manager	1
Finance Manager	1
Accounting Clerk	2
Total	7

Table 19: List of Staff for Kitware Sdn. Bhd.

Table 6.1 shows the list of staff for Kitware Sdn Bhd. Our company has six positions which are General Manager, Administrative Manager, Marketing Manager, Operational Manager, Finance Manager, and also Accounting Clerk for the financial department.

6.2.3 SCHEDULE OF TASKS AND RESPONSIBILITIES

Position	Task and Responsibilities
General Manager	<ol style="list-style-type: none"> 1. Creates, communicates, and implements the organization's vision and mission. 2. Monitors the company's daily operations, as well as supervise the undertakings of each operational unit and organizational sector.
Administrative Manager	<ol style="list-style-type: none"> 1. Maintains administrative staff by recruiting, selecting, orienting, and training employees. 2. Assigns responsibilities to administrative staff. 3. Ensure the facilities are equipped with the supplies and services needed.
Marketing Manager	<ol style="list-style-type: none"> 1. Ensure the company is communicating the right messaging to attract prospective customers and retain existing ones. 2. Analyzing market trends and preparing forecasts.
Operational Manager	<ol style="list-style-type: none"> 1. Develop, implement, and review operational policies and procedures. 2. Ensure all legal and regulatory documents are filed and monitor compliance with laws and regulations.
Finance Manager	<ol style="list-style-type: none"> 1. Provides and interprets financial information. 2. Maintains a balance between inflow cash and outflow cash.
Accounting Clerk	<ol style="list-style-type: none"> 1. Prepare bank deposits, posts to the general ledger, and statements. 2. Type accurately, prepare and maintain accounting documents and records.

Table 20: Schedule of Task and Responsibilities of Kitware Sdn. Bhd.

Table 6.2 is about the list of tasks and responsibilities of the staff for Kitware Sdn Bhd. This job description acts as a guideline for everyday operations for staff to ensure they perform their job according to the needs of their positions to help Kitware Sdn Bhd achieve their operational goal.

6.2.4 PARTNERSHIP BACKGROUND

General Manager for Kitware Sdn Bhd is Mr. Muhammad Amirul Iman Bin Mohd Zulkifli. He graduated with a Bachelor of Business Administration Major in Finance and Diploma in Accountancy. After he graduated, he had experience working as a general manager for 3 years at the Blue Cape Pavillion Sdn.Bhd. His objective is to enhance the market utility of the products through the amendments in the professional environment by utilizing his high profile and qualified management skills, and so contributing to the company's growth. Mr. Amirul has the characteristics of a good leader and can identify areas to improve in the company, has good communication skills, and also good technical skills.

Administrative Manager of Kitware Sdn Bhd, Miss Nor Yasmin Filzah Binti Nor Azlan. Miss Yasmin is a graduate student and a holder of a Bachelor of Business Administration in Finance from local universities in Malaysia. After graduating, she's able to work at OTC Training Sdn.Bhd for about 3 years. She has a great ability to deal with risk if the company has a problem, is an expert in time management, and is also able to draft reports and records. Her career objective is to implement an administrative correspondence tracking system that helped in providing improved customer service and successfully boost effectiveness, she coached, instructed, and supervised workers in organizational policies and procedures.

The Marketing Manager is Miss Nur Arieffah Alia Binti Abdul Halim. She graduated with a Bachelor in Business Administration (Hons) Finance. After she graduated, she worked as a marketing manager at her own company which is Kitware Sdn Bhd. Her career objective is an experienced and energetic marketing manager with over 3 years of experience effectively managing marketing projects from conception to completion. Miss Arieffah has good communication skills with clients and is also able to think critically when it comes to promoting our product.

The Operational Manager of Kitware Sdn Bhd, Mr. Muhammad Iskandar Bin Zulkornain. He was a graduate of a local university and a holder of a Bachelor of Business Administration Major in Finance. He also used to work as Admin Assistance at Osstem Plant company for 3 years. He has great strategic and financial planning for our company and he also has good communication skills for staff leadership and development. His career objective is a skilled individual adept at increasing work processes and profitability through functional and technical analysis. Areas of expertise include asset allocation, investment strategy, and risk management.

Lastly, the Financial Management of Kitware Sdn Bhd is Miss Nur Farihin Binti Mohamed Azudin. Miss Farihin was a graduate of a local university and a holder of a Bachelor of Business Administration (Finance). She used to work as a finance manager at JAL Holdings for 3 years. She has great statistical and analytical skills and also can make quick decisions. Her career objective is to be an experienced leader in financial development settings, with the ability to problem-solve through communication and organization.

6.4 SCHEDULE OF REMUNERATION

Position	No	Monthly salary RM (A)	EPF (13%) RM (B)	SOCSSO (2%) RM (C)	Total amount RM (A)+(B)+(C)
General Manager	1	5,000	650	100	5,750
Administrative manager	1	4,500	585	90	5,175
Marketing Manager	1	4,200	546	84	4,830
Operational Manager	1	4,000	520	80	4,600
Finance manager	1	4,200	546	84	4,830
Accounting Clerk	2	5,000	650	100	5,750
Total					30,935

Table 21: Schedule of Remuneration

Table 6.3 depicts the pay system, including monthly wage, for all staff in our company. Employers contribute to EPF at a rate of 13 percent of the basic salary. SOCSSO, on the other hand, will be based on a 2 percent average of personnel's monthly compensation. After SOCSSO and EPF, the general manager would get RM5,750 per month. Meanwhile, the marketing manager and finance manager would each get a monthly remuneration of RM 4,830 per person. The operational manager also would get RM4,600

per month. Finally, after each month, the only accounting clerk will be paid RM 2,875 monthly per person

6.5 LIST OF FURNITURE AND OFFICE EQUIPMENT

No.	Type	Price per Unit (RM)	Quantity	Total Amount (RM)
1	Chair	80	5	400
2	Office Table	80	5	400
3	Computer	2,000	5	10,000
4	File Cabinet	600	1	600
5	Stationery	-	-	100
6	Air-Conditioner	1,060	2	2,120
7	Fluorescent Lamp	10	2	20
8	Printer	200	1	200
9	Whiteboard Stand	250	1	250
10	Dustbin	20	2	40
11	Cleaning Tool	50	1	50
12	First Aid Kit	50	1	50
13	Fire Extinguisher	90	1	90
Total				14,320

Table 22: Office Furniture and Equipment for Kitware Sdn. Bhd.

Table 6.4 shows the list of office furniture and equipment for Kitware Sdn Bhd with the quantity and price per unit of the furniture and equipment. Our office has nine pieces of equipment, with the rest being furniture for administrative workers to utilize. The amount of the office furniture and equipment for Kitware Sdn Bhd is RM 14,320.

6.6 ORGANIZATIONAL/ ADMINISTRATIVE EXPENDITURE

ADMINISTRATIVE EXPENDITURE	
	RM
Fixed Assets	
Furniture and Office Equipment	14,320
Monthly Expenditures	
Utilities	700
Salaries	30,935
Other Expenditures	
Business Registration & Licenses	275
Fire Insurance	1,500
Total	47,730

Table 23: Administration Expenditure for Kitware Sdn. Bhd.

Table 6.5 shows the administration expenditure for Kitware Sdn Bhd. The administration expenditure is classified into fixed assets which include the overall furniture and office equipment requirement for the administration department which amounted to RM 14,320. While for the monthly expenses, including the salaries of the worker, and utility bills. As for licensing, fire insurance, and anything relating to the business registration is being categorized under other expenses. The total for fixed asset expenses is RM 14,320, the total for monthly expenditures is RM 31,635, and the total for other expenditures is RM 1,775. The total administration expenditure for our company is RM 47,730.

7.0 FINANCIAL PLANNING

KITWARE Sdn. Bhd. PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE					
Project Implementation Cost			Sources of Finance		
Requirements	Cost	Loan	Hire-Purchase	Own Contribution	
				Cash	Existing F. Assets
Fixed Assets					
Land & Building		0			
Furniture and Fittings	14,320	0		10,000	4,320
		0			
		0			
		0			
Van	70,800	0			70,800
Signboard	0	0			
		0			
		0			
Machine	5,720	0		5,720	
		0			
		0			
		0			
Working Capital	1 months				
Administrative	31,635	0		31,635	
Marketing	500	0		500	
Operations	152,092	0		152,092	
Pre-Operations & Other Expenditure	41,735	0		41,735	
Contingencies	10%	31,680	0	31,680	
TOTAL	348,481	0	0	273,361	75,120

Figure 6: KITWARE Sdn. Bhd.'s project implementation cost

KITWARE Sdn. Bhd.
DEPRECIATION SCHEDULES

Fixed Asset Cost (RM) Furniture and Fittings Method 14,320 Economic Life (yrs) Straight Line 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value
0	-	-	14,320
1	2,864	2,864	11,456
2	2,864	5,728	8,592
3	2,864	8,592	5,728
4	2,864	11,456	2,864
5	2,864	14,320	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

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

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

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

Fixed Asset Cost (RM) Van Method 70,800 Economic Life (yrs) Straight Line 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value
0	-	-	70,800
1	14,160	14,160	56,640
2	14,160	28,320	42,480
3	14,160	42,480	28,320
4	14,160	56,640	14,160
5	14,160	70,800	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

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

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

Fixed Asset				Fixed Asset			
Cost (RM)				Cost (RM)			
Method Straight Line				Method Straight Line			
Economic Life (yrs) 5				Economic Life (yrs) 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value	Year	Annual Depreciation	Accumulated Depreciation	Book Value
0	-	-	5,720	0	-	-	-
1	1,144	1,144	4,576	1	-	-	-
2	1,144	2,288	3,432	2	-	-	-
3	1,144	3,432	2,288	3	-	-	-
4	1,144	4,576	1,144	4	-	-	-
5	1,144	5,720	-	5	-	-	-
6	0	0	-	6	-	-	-
7	0	0	-	7	-	-	-
8	0	0	-	8	-	-	-
9	0	0	-	9	-	-	-
10	0	0	-	10	-	-	-

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

Figure 7: KITWARE Sdn.Bhd.'s depreciation schedule

KITWARE Sdn. Bhd.																
CASH FLOW PRO FORMA STATEMENT																
MONTH	Pre-Operations	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL YR 1	YEAR 2	YEAR 3
CASH INFLOW																
Capital (Cash)	273,361	0	0	0	0	0	0	0	0	0	0	0	0	273,361	0	0
Loan	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cash Sales	0	7,613,805	7,613,805	7,613,805	7,613,805	7,613,805	7,613,805	7,613,805	7,613,805	7,613,805	7,613,805	7,613,805	7,613,805	91,365,660	114,206,736	137,048,076
Collection of Accounts Receivable	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL CASH INFLOW	273,361	7,613,805	7,613,805	7,613,805	7,613,805	7,613,805	7,613,805	7,613,805	7,613,805	7,613,805	7,613,805	7,613,805	7,613,805	91,639,021	114,206,736	137,048,076
CASH OUTFLOW																
Administrative Expenditure																
Salaries	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Utilities	30,935	30,935	30,935	30,935	30,935	30,935	30,935	30,935	30,935	30,935	30,935	30,935	30,935	371,220	426,903	512,284
Other	700	700	700	700	700	700	700	700	700	700	700	700	700	8,400	9,660	11,592
Marketing Expenditure	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Marketing Personnel - Traveling	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Promotion	500	500	500	500	500	500	500	500	500	500	500	500	500	6,000	6,900	8,280
Operations Expenditure	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cash Purchase	126,556	126,556	126,556	126,556	126,556	126,556	126,556	126,556	126,556	126,556	126,556	126,556	126,556	1,518,672	1,898,340	1,974,274
Payment of Account Payable	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Carriage Inward & Duty	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Salaries, EPF & SOCSO	20,496	20,496	20,496	20,496	20,496	20,496	20,496	20,496	20,496	20,496	20,496	20,496	20,496	245,952	282,845	339,414
Rental Store	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000	13,800	16,500
Rental Factory	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	42,000	48,300	57,960
Utilities Electricity, Water, Phone	540	540	540	540	540	540	540	540	540	540	540	540	540	6,480	7,452	8,942
Other Expenditure	2,000	0	0	0	0	0	0	0	0	0	0	0	0	2,000	2,900	2,760
Pre-Operations																
Deposit (rent, utilities, etc.)	7,000	0	0	0	0	0	0	0	0	0	0	0	0	7,000	0	0
Business Registration & Licenses	275	0	0	0	0	0	0	0	0	0	0	0	0	275	0	0
Insurance & Road Tax for Motor Vehicle	7,160	0	0	0	0	0	0	0	0	0	0	0	0	7,160	7,160	7,160
Other Pre-Operations Expenditure	25,300	0	0	0	0	0	0	0	0	0	0	0	0	25,300	0	0
Fixed Assets																
Purchase of Fixed Assets - Land & Building	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Purchase of Fixed Assets - Others	15,720	0	0	0	0	0	0	0	0	0	0	0	0	15,720	0	0
Hire-Purchase Down Payment	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Hire-Purchase Repayment:																
Principal	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Interest	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Loan Repayment:																
Principal	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Interest	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tax Payable	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL CASH OUTFLOW	55,455	186,227	184,227	184,227	184,227	184,227	184,227	184,227	184,227	184,227	184,227	184,227	184,227	2,268,178	2,703,660	2,939,225
CASH SURPLUS (DEFICIT)	217,907	7,427,578	7,429,578	7,429,578	7,429,578	7,429,578	7,429,578	7,429,578	7,429,578	7,429,578	7,429,578	7,429,578	7,429,578	89,370,843	111,503,076	134,108,851
BEGINNING CASH BALANCE	217,907	7,645,485	15,075,063	22,504,641	29,934,219	37,363,797	44,793,375	52,222,953	59,652,531	67,082,109	74,511,687	81,941,265	89,370,843	0	89,370,843	200,873,919
ENDING CASH BALANCE	217,907	7,645,485	15,075,063	22,504,641	29,934,219	37,363,797	44,793,375	52,222,953	59,652,531	67,082,109	74,511,687	81,941,265	89,370,843	89,370,843	200,873,919	334,982,776

Figure 8: KITWARE Sdn. Bhd.'s Cash flow statement

KITWARE Sdn. Bhd.			
PRODUCTION COST PRO-FORMA STATEMENT			
	Year 1	Year 2	Year 3
Raw Materials			
Opening Stock	0	490,594	613,243
Current Year Purchases	1,518,672	1,898,340	1,974,274
Ending Stock	490,594	613,243	637,772
Raw Materials Used	1,028,078	1,775,692	1,949,744
Carriage Inwards	0	0	0
	1,028,078	1,775,692	1,949,744
Salaries, EPF & SOCSO	245,952	282,845	339,414
Factory Overhead			
Depreciation of Fixed assets (Operations)	1,144	1,144	1,144
Rental Store	12,000	13,800	16,560
Rental Factory	42,000	48,300	57,960
Utilities Electricity, Water, Phone	6,480	7,452	8,942
	0	0	0
Total Factory Overhead	61,624	70,696	84,606
Production Cost	1,335,654	2,129,232	2,373,764

KITWARE Sdn. Bhd.			
PRO-FORMA INCOME STATEMENT			
	Year 1	Year 2	Year 3
Sales	91,365,660	114,206,736	137,048,076
Less: Cost of Sales			
Opening Stock of Finished Goods	0	789,650	987,059
Production Cost	1,335,654	2,129,232	2,373,764
less: Ending Stock of Finishe Goods	789,650	987,059	1,026,545
	0	0	0
	546,004	1,931,823	2,334,278
Gross Profit	90,819,656	112,274,913	134,713,798

Less: Enpenditure			
Administrative Expenditure	379,620	436,563	523,876
Marketing Expenditure	6,000	6,900	8,280
Other Expenditure	2,000	2,300	2,760
Business Registration & Licences	275		
Insurance & Road Tax for Motor Vehicle	7,160	7,160	7,160
Other Pre-Operations Expenditure	25,300		
Interest on Hire-Purchase	0	0	0
Interest on Loan	0	0	0
Depreciation of Fixed Assets	17,024	17,024	17,024
Total Expenditure	437,379	469,947	559,100
Net Profit Before Tax	90,382,277	111,804,966	134,154,698
Tax	0	0	0
Net Profit After Tax	90,382,277	111,804,966	134,154,698
Accumulated Net Profit	90,382,277	202,187,243	336,341,941

Figure 9: KITWARE Sdn. Bhd.'s income statement

KITWARE Sdn. Bhd.			
PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building			
Furniture and Fittings	11,456	8,592	5,728
	0	0	0
	0	0	0
	0	0	0
Van	56,640	42,480	28,320
Signboard	0	0	0
	0	0	0
	0	0	0
Machine	4,576	3,432	2,288
	0	0	0
	0	0	0
	0	0	0
	72,672	54,504	36,336
Current Assets			
Stock of Raw Materials	490,594	613,243	637,772
Stock of Finished Goods	789,650	987,059	1,026,545
Accounts Receivable	0	0	0
Cash Balance	89,370,843	200,873,919	334,982,770
	90,651,087	202,474,221	336,647,087
Other Assets			
Deposit	7,000	7,000	7,000
TOTAL ASSETS	90,730,759	202,535,724	336,690,423
Owners' Equity			
Capital	348,481	348,481	348,481
Accumulated Profit	90,382,277	202,187,243	336,341,941
	90,730,758	202,535,724	336,690,422
Long Term Liabilities			
Loan Balance	0	0	0
Hire-Purchase Balance	0	0	0
	0	0	0
Current Liabilities			
Accounts Payable	0	0	0
TOTAL EQUITY & LIABILITIES	90,730,758	202,535,724	336,690,422

Figure 10: KITWARE Sdn. Bhd.'s balance sheet

8.0 PROJECT MILESTONES

Activities	Start Date	End Date
Business Registration	16 th May 2022	28 th May 2022
Incorporation of the venture	30 th May 2022	1 st June 2022
Project Planning	3 rd June 2022	16 th June 2022
Design Approval	3 rd June 2022	16 th June 2022
Funding	10 th June 2022	21 st June 2022
Hiring Individual Positions	3 rd June 2022	18 th June 2022
Training	11 th June 2022	24 th June 2022
Vendor contracts	3 rd June 2022	17 th June 2022
Project requirements review	3 rd June 2022	16 th June 2022
Completing critical tasks	10 th June 2022	23 rd June 2022
Reaching KPIs	10 th June 2022	21 st June 2022
Testing stages	3 rd June 2022	14 th June 2022
Defects fixing	5 th June 2022	17 th June 2022
Final Approval	4 th June 2022	17 th June 2022
Ordering of materials in production quantities	25 th June 2022	30 th June 2022
Production of the product starts	30 th July 2022	20 th August 2022
Receipt of first orders	1 st October 2022	10 th October 2022
Delivery of first sales	11 th October 2022	16 th October 2022

Table 24: KITWARE Sdn. Bhd.'s project milestones

9.0 CONCLUSION

We are incredibly grateful for the chance to complete our Kitware Sdn. Bhd. business plan. As a result of the business strategy, we have gained several new experiences, and it has been quite beneficial for all of us to be a part of it. Despite the obstacles that exist, we hope that our business plan will proceed as anticipated in the future.

Kitware is striving to create itself as a kitchenware supplier in Shah Alam. Our business is still young and developing time to grow. To be more efficient and competitive in the current market, we must do our best to maintain the quality of our products and serve the best things we have for our consumers. Our products are something that can help our consumers in their daily life and words cannot describe how happy we will be if they utilize them.

We aim to survive in this sector so that we can satisfy the needs of our clients with high-quality products. Furthermore, we will guarantee that our products are made of only safe materials. We also hope all our initiatives will yield results, allowing us to improve our consumers' lives.

This plan is helpful to all of us since it lets us precisely design and implement the business. As an outcome of the report, we understood a lot about the process of starting a new business and obtained a huge amount of experience managing business functions while conducting research. This effort has improved our professional skills, and we plan to apply what we have learned to start a business in the future.

APPENDICES

APPENDIX 1: Resume of each partner

MUHAMMAD AMIRUL IMAN BIN MOHD ZULKIFLI

General Manager

No. 15 Jalan Setiawangsa 1a, 54200, Kuala Lumpur
01121232330 amiruliman1317@gmail.com



Career Objective

To enhance the market utility of the products through the amendments in the professional environment utilizing my high profile and qualified management skills, thus contributing towards the development of the company.

Additional Skills

- Leadership
- Identify areas for improve
- Technical skills
- Good communication skills

Work Experience

2019-2021
Blue Cape Pavillion
Sdn. Bhd.

General Manager

- Provide leadership and strategic planning to all departments in support of our service culture, maximized operations and guest satisfaction.
- Manage between profitability and guest satisfaction measures.
- Hold daily briefings and meetings with all head of departments.
- Lead all key property issues including capital projects, customer service and refurbishment.

Education

2017-2019

Bachelor of Business Administration Major in Finance

UiTM Malacca City
Campus

3.6/4 GPA

2014-2017

Diploma in Accountancy

UiTM Tapah Campus

3.42/4 GPA

Figure 12: General Manager's resume

**NOR YASMIN FILZAH BINTI
NOR AZLAN**
Administrative Manager



A-2-11 Rumah Pangsa Pantai Peringgii, 75400, Melaka
017-3040713 yyasmin1213@gmail.com

Career Objective

Implemented administrative correspondence tracking system that helped in providing improved customer service. Coached, trained and supervised staff in organizational policies and procedures to effectively increase effectiveness.

Additional Skills

- Great ability to deal a risk
- Expertise in time management
- Able to drafts reports and records

Work Experience

2019-2021
OTC Training Sdn
Bhd

Administrative Assistant

- Developed new promotional campaign by bundling products together for Cosmetic business, increasing sales revenue by 24%

Education

2017- 2019
UiTM Malacca City
Campus

**Bachelor of Business Administration
Major in Finance**
3.6/4 GPA

2014- 2017
UiTM Alor Gajah
Campus

Diploma in Business Management
3.7/4 GPA

Figure 13: Administrative Manager's resume

NUR ARIEFFAH ALIA BINTI ABDUL RAHIM

Marketing Manager

154, Jalan 45, Kampung Cheras Baru, 56100 Kuala Lumpur
013-2215605 arieffahalia@icloud.com



Career Objective

Experienced and energetic Marketing Manager with over 3 years of experience effectively managing marketing projects from conception to completion.

Additional Skills

- Digital Marketing
- Team Player
- Critical Thinking
- Communication Skills

Work Experience

2022- Present
Kitware Sdn Bhd

Marketing Manager

- Made designs and made marketing budget from planning the business to making the business happen
- Planning marketing strategies to increase the sales
- Handling and made research on social media for marketing strategies
- Develop several relationship in the industries to improve the product quality

Education

2014-2018
SMK Pandan Mewah

Sijil Pelajaran Malaysia (SPM)

2 A-, 2 B+, 2 B, 1 C, 2 D

2019- 2022
UiTM Cawangan Perak,
Kampus Tapah

Diploma In Accounting Information System

3.79/4 GPA

2022- 2025
UiTM, Cawangan Melaka,
Kampus Bandaraya Melaka

Bachelor of Business Administration (Hons) Finance

3.7/4 GPA

Certifications

2018

Sijil Pendidikan Malaysia (SPM)

SMK PANDAN MEWAH

2022

Vice Chancellor Award (ANC)

UiTM Cawangan Melaka, Kampus Bandaraya Melaka

Figure 14: Marketing Manager's resume

MUHAMMAD ISKANDAR BIN ZULKORNAIN

Operational Manager

No. 1 Jalan P11 D/12 Precinct 11 Putrajaya 62300
0184674335 iskandarzulkornain@gmail.com



Career Objective

A skilled individual adept at increasing work process and profitability through functional and technical analysis. Areas of expertise include asset allocation, investment strategy and risk management.

Additional Skills

- Strategic and financial planning expert
- Staff leadership and development
- Data trending
- Good communication skills

Work Experience

2019-2021
Osstem Implant

Finance cum Admin Assistant

- To handle full set of account including AP, AR and Invoice.
- Able to perform daily accounting functions, general administrations works and any ad-hoc duties..
- Responsible for accounting works such as account payables and receivables, monthly bank reconciliation, issue payment and entry the transactions into related accounting system.
- Prepare expenses claims and monitoring company cash flow.
- Assisting with day-to-day operations of the HR functions and duties

Education

2017-2019

Bachelor of Business Administration Major in Finance

UiTM Malacca City
Campus

3.7/4 GPA

2014-2017

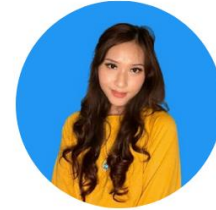
Diploma in Accountancy

UiTM Tapah Campus

3.85/4 GPA

Figure 15: Operational Manager's resume

**NUR FARIHIN BINTI
MOHAMED AZUDIN**
Finance Manager



Lot 807-2 Kg Chubadak Dalam, Sentul, 51000, Kuala Lumpur
013-2635415 farihin0215@gmail.com

Career Objective

Experienced leader in financial development settings, with the ability to problem-solve through communication and organization. Proficient with financial and economic skills, including data analysis, mathematics and budgeting.

Additional Skills

- Experience in Contracts and financial advisory
- Good statistical and analytical skills
- Ability to make quick, educated decisions

Work Experience

2019-2021
JAL Holdings

Finance Manager

- Responsible for the review and compilation of financial data from the company's 5 branches across the world, including balance sheets, profit and loss statements, budgets and treasury reports, as well as forecasts.

Education

2017- 2019
UiTM Puncak Alam
Campus

**Bachelor of Business Administration
Major in Finance**
3.8/4 GPA

2014- 2017
UiTM Alor Gajah
Campus

Diploma in Business Management
3.7/4 GPA

Figure 16: Finance Manager's resume

Appendix 2

PARTNERSHIP AGREEMENT

All of partners are agree to sign this partnership agreement on 20th May 2022 and witnessed by two lawyers, En. Mohd Karim and En. Mohd Hisyam that has been appointed for this purpose. The function of this partnership agreement is to avoid any fraudulent and deception that might happened during the operation of business and ensure business run efficiently and effectively.

Below are the partners of KITWARE Sdn. Bhd. :

NAME	I/C NUMBER
1. Muhammad Amirul Iman bin Zulkifli	001222100977
2. Muhammad Iskandar bin Zulkornain	000208141081
3. Nor Yasmin Filzah binti Nor Azlan	011213101248
4. Nur Arieffah Alia binti Abdul Rahim	010727141066
5. Nur Farihin Binti Mohamed Azudin	010219145164

We all strength in one roof of KITWARE Sdn. Bhd. Will strive to bring out product to customer and market nationally and internationally in the future.

We are all come with the mutual agreement in relation to the sharing of information, openness, trust and decision-making involvement which led to the successful of our company KITWARE Sdn. Bhd. We agreed to work together and strive until the end in gaining the target profit and achieving our mission and vision. This agreement is a symbol of our continue partnership and we will work with each other in good faith and having close relationship with one another in ensuring the successful of our company.

1. Company's Name

Four partners under Partnership Act Registered 1961 (Amendment 1974) established KITWARE Sdn. Bhd.

2. Business Form

Our business operation and administration will base on the Business Registration Act 1956 (revised 1978) and our business carry on the partnership.

3. Business Location

KITWARE Sdn. Bhd.
18-K, Jalan Setia 4/7, Seksyen 7
40111, Shah Alam, Selangor

4. The Business will start

Our business will start on 28th May 2022. This business will not be dissolved if one of Partners is dead, but it will be dissolved if all partners agreed to dissolve it.

5. Partners Position

NAME	POSITION
1. Muhammad Amirul Iman bin Zulkifli	General Manager
2. Muhammad Iskandar bin Zulkornain	Operation Manager
3. Nor Yasmin Filzah binti Nor Azlan	Administrative Manager
4. Nur Arieffah Alia binti Abdul Rahim	Marketing Manager
5. Nur Farihin Binti Mohamed Azudin	Finance Manager

Figure 17: Partnership Agreement

6) Equity contribution

1. Muhammad Amirul Iman bin Zulkifli	RM 50,000
2. Muhammad Iskandar bin Zulkornain	RM 50,000
3. Nor Yasmin Filzah binti Nor Azlan	RM 50,000
4. Nur Arieffah Alia binti Abdul Rahim	RM 50,000
5. Nur Farihin Binti Mohamed Azudin	RM 50,000

7) Profit and loss sharing is based on the capital contribution among partners.

8) Management of Salaries

NAME SALARIES

1. Muhammad Amirul Iman bin Zulkifli	RM 5800
2. Muhammad Iskandar bin Zulkornain	RM 4600
3. Nor Yasmin Filzah binti Nor Azlan	RM 5200
4. Nur Arieffah Alia binti Abdul Rahim	RM 4900
5. Nur Farihin Binti Mohamed Azudin	RM 4900

9) Death and dissolve

This partnership will continue in the future partners is dead, until all agree to dissolve it.

10) Labour right

Each partner is entitled to take 12 days leave per year.

11) All partners have to work hard, build up trust and honesty in their own self, all information should be informed to other partners and all partners should keep secret and policy of company.

12) All partners should help each other's in ensuring the successful of business in the future.

13) This agreement is valid for 5 years starting from the date of this agreement.

.....
MUHAMMAD AMIRUL IMAN BIN ZULKIFLI
(001222100977)
General Manager of KITWARE Sdn. Bhd.

Figure 18: Partnership Agreement

Appendix 3

KITWARE Sdn. Bhd.			
FINANCIAL PERFORMANCE			
	Year 1	Year 2	Year 3
<u>PROFITABILITY</u>			
Sales	91,365,660	114,206,736	137,048,076
Gross Profit	90,819,656	112,274,913	134,713,798
Profit Before Tax	90,382,277	111,804,966	134,154,698
Profit After Tax	90,382,277	111,804,966	134,154,698
Accumulated Profit	90,382,277	202,187,243	336,341,941
<u>LIQUIDITY</u>			
Total Cash Inflow	91,639,021	114,206,736	137,048,076
Total Cash Outflow	2,268,178	2,703,660	2,939,225
Surplus (Deficit)	89,370,843	111,503,076	134,108,851
Accumulated Cash	89,370,843	200,873,919	334,982,770
<u>SAFETY</u>			
Owners' Equity	90,730,758	202,535,724	336,690,422
Fixed Assets	72,672	54,504	36,336
Current Assets	90,651,087	202,474,221	336,647,087
Long Term Liabilities	0	0	0
Current Liabilities	0	0	0
<u>FINANCIAL RATIOS</u>			
<i>Profitability</i>			
Return on Sales	99%	98%	98%
Return on Equity	100%	55%	40%
Return on Investment	100%	55%	40%
<i>Liquidity</i>			
Current Ratio	#DIV/0!	#DIV/0!	#DIV/0!
Quick Ratio (Acid Test)	#DIV/0!	#DIV/0!	#DIV/0!
<i>Safety</i>			
Debt to Equity Ratio	0.0	0.0	0.0
<u>BREAK-EVEN ANALYSIS</u>			
Break-Even Point (Sales)	504,031	548,224	651,834
Break-Even Point (%)	1%	0%	0%

Figure 19: KITWARE Sdn. Bhd.'s Financial Performance Table

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