



BUSINESS PLAN DRINKWEAR.CO



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SUBMISSION DATE:
26TH JUNE 2022

LETTER OF SUBMISSION

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24 June 2022

Dear Madam,

SUBMISSION OF BUSINESS PLAN

In light of the foregoing, DrinkWear Company would like to submit our business plan for your review, evaluation, and references. The DrinkWear company also includes the partners' information as well as the business address.

2. Details of the partners as follow :

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Tasnim Binti Harizan	2021393721
3. Business address :
Shah Alam Industrial Park, Seksyen 15, 40400, Selangor

4. As a result, we are pleased to submit this business plan. We hope that our business plan will satisfy your course requirements for Principles of Entrepreneurship (ENT530).

Thank you.

Your sincerely,



PUTERI FATIMAH FARRA BINTI HASBULLAH
Chief Executive Officer DrinkWear Company

ACKNOWLEDGEMENT

First of all, we have been taken so many efforts to finish this assignment for Principles of Entrepreneurship (ENT530). There is a lot of new things that we learned in process of completing this assignment. All of that are precious knowledge for us as we will use it in the future when we start working.

We would like to express our deepest appreciation to all those who gave us their fully cooperation and help to complete this project. A special thank we give to our lecturer, Mrs Zainah Binti Jalil who contributes to provide suggestions, encouragement and helped us to complete our assignment Mrs Zainah Binti Jalil help us a lot in explaining about things that we did not understand. We feel grateful to have her as guidance and help from the beginning until the end of this assignment process.

Also, we deeply thanked our group members who give full commitment in completing this assignment and our fellow classmates who helped us to solve our difficulties in completing this assignment. We really hope that by completing this assignment, we will be able to apply the knowledges that we gain from this assignment in our future working industry.

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EXECUTIVE SUMMARY

DrinkWear.co is a partnership business operating by four partners. In which, the partners hold the key positions of Chief Executive Officer, Chief Operation Officer, Financial Executive, and Marketing Executive. The business started its operation on 1st March 2022 and was established earlier in January of the same year. The contributions by all partners were amounted to RM10,270 and other expenditures will be supported by loans.

The business conducted at Shah Alam Industrial Park, Seksyen 15, Selangor. This location was chosen because the company was manufacturing-based and is suitable to be located at industrial area. Even though, the product is outsourced, Shah Alam Industrial Park is strategic place to get contacted with outsourcing company and customers. In addition, with an accessible to public transport such as RapidKL bus. The special thing provided by DrinkWear.co is, they supply innovated products that solves problems of many people. The products called Bottleify can be used by people to drink water while eating pills easily with features of maintaining the water bottle temperature. Bottleify is a water bottle case that people can store their medications in the pills compartment on the outside of the bottle and transport the medications with them wherever they go. With this offering, DrinkWear.co also prioritize in taking care the earth by using only biodegradable packaging.

Mainly, DrinkWear.co focuses on conducting business through online platform, and the outlet at Shah Alam is used to manage the operation of outsourcing product, packing products, preparing for advertising and overall business management. DrinkWear.co takes this opportunity to grow more in the market with the competitors available and confident that any challenges in the future can be solved effectively.

1.0 COMPANY PROFILE

1.1 ORGANIZATION BACKGROUND

Name of Organization:	DrinkWear.co
Business Address:	Shah Alam Industrial Park, Seksyen 15, 40400, Selangor
Website/e-mail Address:	DrinkWearcorporation@gmail.com
Telephone Number:	03-4485 9210
Form of Business:	Partnership
Main Activities:	Water Bottle Cover Supplier
Date of Commencement:	1 st March 2022
Date of Registration:	1 st January 2022
Name of Bank:	Maybank
Bank Account Number:	-

Table 1 : Organization Background

1.2 ORGANIZATION LOGO AND MOTTO


Logo/Motto
 <p><i>Figure 1 : DrinkWear company logo</i></p> <p>The logo shows DW wording design with blue colour to represent “DrinkWear” for the company’s name. Blue colour is chosen as main colour of the logo is because it can be symbolized as serenity, inspiration, or health. Since DrinkWear Corporation provide products of water bottle cover with pills compartment, it suitable with the colour’s meaning of health. Apart from that, the inspiration we get to innovate product that can be used by all walks of life from using it for daily wear when exercising or also can be for medical treatment purposes. Meanwhile, the serenity meaning hold from the colour of logo will brings out the feeling of calmness to our customer when using our product to drink water and stay hydrated. As for our motto, it is “DrinkWear.co solutions makes life easier”.</p>

Table 2 : Organization Logo and Motto

Mission
DrinkWear.co aims to provide communities with a refreshing new line of Bottleify that give ease and useful product accessories to be used by all walks of life while maintaining teamwork and creative thinking in the organization.

Table 3 : DrinkWear.co Mission

Vision
DrinkWear.co vision is to turn problems into solutions and become valuable business partner for our customers.

Table 4 : DrinkWear.co Vision

2.0 ENVIRONMENTAL INDUSTRY ANALYSIS – OVERVIEW OF THE INDUSTRY

2.1 DESCRIBE THE OVERALL NATURE OF THE BOTTLE WATER INDUSTRY

The water bottle market is expanding as people become more aware of the importance of drinking enough water to maintain their health. The product has grown in popularity as it assists in avoiding the consumption of contaminated water, maintaining personal hygiene, and staying hydrated. Bottleify's bottle cases already provide benefits and differentiate themselves from other bottle cases by providing a pill compartment and being made of stainless steel, which allows cold and hot water to maintain its temperature. The rising demand for the product among patients, construction workers, and others is hastening consumption. In 2020, the global thermos bottle market was valued at USD 4.67 billion. The market is expected to grow at a CAGR of 4.60 percent from USD 4.75 billion in 2021 to USD 6.50 billion in 2028.

2.2 NOTE TRENDS

PESTLE is an acronym that stands for P for Political, E for Economic, S for Social, T for Technological, L for Legal, and E for Environmental. It provides a bird's eye view of the entire environment from various angles that one may want to check and keep track of while considering a specific idea/plan.

Political factors affecting business are frequently given a lot of strength. Several aspects of government policy can have an impact on business. All businesses must abide by the law. Managers must determine how upcoming legislation will impact their operations. These factors determine how much a government can influence the economy or a specific industry. A government, for example, may impose a new tax or duty, causing entire revenue-generating structures of organisations to change. Political factors include tax policies, fiscal policies, trade tariffs, and so on that a government may levy around the fiscal year and which may have a significant impact on the business environment.

Subsequently, economic factors are determinants of an economy's performance that have a direct impact on DrinkWear.co and long-term consequences. A rise in any economy's inflation rate, for example, would affect how companies price their products and services. Furthermore, it would affect consumer purchasing power and change demand/supply models for that economy.

Inflation, interest rates, and other economic factors are examples. It also takes into account FDI (foreign direct investment) depending on the industries under consideration. All of the materials used in the product Bottleify's will rise in price, including stainless steel, compartment pills, and rope, which will have a negative impact on the business because many competitors are now developing products that can compete with their competitors.

Socio-cultural factors were able to complete the market's social environment and assess determinants such as cultural trends, demographics, population analytics, and so on. In the social step for these analyses, you must carefully examine the social changes as well as the cultural changes that occur in business environment. People nowadays prefer trending and fresh goods, and based on research, people focusing on the product can provide benefit, good quality, and an affordable price.

Technological factors are technological advancements that may have a positive or negative impact on industry and market operations. This refers to automation, research and development, and a market's level of technological awareness. Bottleify's use of modern technology and innovation allows this bottle to keep water warm and cold even if the patient or illness person always eat pill can use Bottleify's because of the innovation they created, which is compartment pill provided on that bottle. Not only this bottle, but many businessmen today want to create this product because of the benefits it provides.

Furthermore, legal factors have both external and internal dimensions. Certain laws affect the business environment in a particular country, while certain policies are maintained by businesses for themselves. Legal analysis considers both of these perspectives and then develops strategies in light of these laws. Consumer laws, safety standards, labour laws, and so on. Legal factors can determine whether or not there is a business behind selling a specific product and they can also influence how a company stocks their inventory or interacts with their customers.

Finally, environmental refers to nature and the physical environment, which include all of the natural resources that meet our basic needs and provide opportunities for social and economic development. People's physical and emotional well-being require a clean, healthy environment. Bottleify's products promote a healthy environment for those who purchase them.

2.3 KEY SUCCESS FACTORS IN AN INDUSTRY

The critical elements for a company's success in its target market are known as key success factors, also known as strategic posture or competitive emphasis. To be competitive, success factors provide a framework for DrinkWear.co to know what to do, when to do it, and how to do it most effectively. Strategic focus, people, operations, marketing, and finance are the five key success factors.

The first strategic focus is on leadership, management, and responsible planning. This is done to identify the core values and the management team that will exemplify these values and the company mission. Each goal identified by the leadership team has clearly defined criteria, ways to measure success, and tools available to project participants. Annually, leadership updates the strategic business plan with employee input and support. Responsible for all products that enter the market, whether they are suitable or not, and as a leader, determining which parts to focus on when selling an unusual product such as Bottleify's case.

Subsequently, people play an important role in business because amazing products are created by people who have good ideas. DrinkWear.co business is run by four successful women who are driven by a desire to see the company succeed. This company, we have general managers, human resources managers, financial managers, and operational managers. All positions, such as general manager, manage and lead all projects, human resources manager investigates problems and attempts to solve them through workers, the financial manager manages the company's budget, and the operational manager focuses on the operation of processing the product.

Following that, operations is concerned with the processes, procedures, and work that employee perform within the organization. Determine whether the business's operations align with a positive customer experience to assist the operations team in succeeding. Consider the documentation, review process, and upkeep of organizational operational functions. Look into computerized systems to help with repeatable and consistent procedures. Furthermore, employee feedback, training, and process participation are critical to long-term business success. The operation process for Bottleify's we do it research and development before sending all the item to the customer because there are sensitive parts in the product that should focus such as the temperature item can keep the water hot and cold, whether compartment pills save or not and more.

Besides that, to ensure marketing success, consider customer relations, sales, and company responsiveness. Marketing raises brand awareness and sales, but it also has a significant impact on customer satisfaction and market sustainability. DrinkWear.co attempts to respond to customers regardless of where they are in the sales process to demonstrate that the company values them. Marketing also entails gathering, tracking, and analyzing customer data such as sales, trends, and satisfaction levels. Encourage customer feedback and open dialogues with customers to gain a better understanding of the DrinkWear.co marketplace and niche. DrinkWear.co marketing strategy includes the use of popular social media platforms such as Instagram, TikTok, and the Shopee website.

Finally, the financial success factor takes into account cash flow as well as the company's assets, facilities, and equipment. Financial considerations include reviewing pricing on a regular basis to stay competitive, tracking vital financial data, and ensuring financial controls are in place to monitor cash flow, expenses, and profit margin. Finally, a business can determine whether its facilities and equipment are adequate for the volume and quality of work performed. DrinkWear.co is very conscious of the price of the item they sell and that all material costs do not exceed the budget. All of the materials are already reasonably priced and of high quality.

3.0 DESCRIPTION OF VENTURE

3.1 OPPORTUNITY

3.1.1 GENERAL NATURE OF DRINKWEAR.CO.

DrinkWear.co is provide Bottleify's is a bottle case that is unique in comparison to other cases. This company has already made some innovations that are appropriate for the passage of time in the globalization era. All of the materials are non-harmful and are widely available. The creation of the product already facilitates research and development, which is what we want to focus on, what people truly require, and it benefits others. Bottleify's prices are already accessible to the general public, and we have created a variety of bottle case sizes.

3.1.2 THE DETAIL OF BOTTLEIFY'S


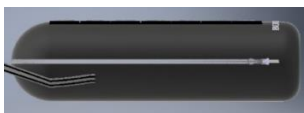

	Primary Use	Benefit	Unique Features
<p>Compartment Pills</p>  <p><i>Figure 2 : Compartment Pills</i></p>	To organize the medication doses for a set period of time	Compartment pills assist people in organizing their medications into separate compartments for different times of day and days of the week.	More compartments will help if you take a variety of medications throughout the day and night. What you choose is determined by how many pills you take and how frequently you take them.
<p>Stainless steel with Thermal Fabric</p>  <p><i>Figure 3 : Stainless steel with Thermal Fabric</i></p>	Thermal fabric on the outside layer will maintain the temperature, both cold and hot.	The inside layer which is under the thermal fabric is using stainless steel material because it can be recycled even after it is no longer usable, it is environmentally friendly not only during its useful life.	Stainless steel water bottles are chemical-free, resistant to rust, corrosion, and staining, and do not allow mold and bacteria to grow.
<p>Bottle Strap</p>  <p><i>Figure 4 : Bottle Strap</i></p>	in order to make a bottle handle	When carrying water, a water bottle carrier by DrinkWear.co allows customer to have it crossing their body and makes it more comfortable.	Adjustable length, suitable for both children and adults. Not only does it have good elasticity, but it is also difficult to break.

Table 5 : The Detail of Bottleify's

3.1.3 VALUE PROPOSITION

The value proposition for Bottleify's benefit already includes compartment pills that make it easy for people to take medicine and not forget how many pills should be taken. Not only that, but stainless steel can keep the water warm, and the bottle strap makes it easy to carry the bottle wherever you go. Bottleify's offers what people need, want, and seek today, and the bottle case innovation makes it feel affordable and worthwhile to invest in and use in the future. Nonetheless, because people want to buy things that will make their lives easier on a daily, monthly, and annual basis, this feature has the potential to become a major competitor in the future.

3.1.4 WHY WILL DRINKWEAR.CO BE SUCCESSFUL?

DrinkWear.co has already created something useful for people. The products that are available already make research and development what people require. In the future, DrinkWear.co plans to create more suitable cases for everyone, such as clothes bottle cases, strap bottle trending fashion, and more. The company will concentrate on what people truly require and want in order to make it easier to carry a bottle everywhere. The vision for this company is to be one of world's renowned providers of bottle carrier.

3.1.5 DEMONSTRABLE CUSTOMER DEMAND

Nowadays, demand is increasing on a daily, monthly, and annual basis. According to what we can see, school students, travelers, workers, and even housewives enjoy using bottles. Because people have realized that water keeps the body hydrated. To take advantage of this opportunity to increase bottle water production year after year, businesses also create bottle case. So here are the reasons for the existence of DrinkWear.co: Bottleify's with some product innovation.

3.1.6 THE EXISTING COMPETITION

Because this concept is still new and fresh in the market, there is no existing competition for Bottleify. However, DrinkWear.co has many competitors, including Bota bags, Ekman water bottles, decanters, and more. To compete with the new things they have already created, all companies will look to their competitors. To be a business, we must take one step ahead of our competitors and be innovative in order for customers to believe that our company provides good benefits.

3.1.7 OUTLOOK/ BENCHMARKS/ TIMELINES

Bottled water is desperately needed now and in the future. People continue to drink water, use bottles of water, and sometimes obsess over bottle water because their mindset is already aware of how much water is required to keep the body hydrated. DrinkWear.co has already taken advantage of this opportunity to create something long-term, and people usually purchase it. The thing that is different is that must stay current on bottle case fashion and design. Previously, DrinkWear.co only offered basic bottle cases, but now it also offers Bottleify's. It is more innovative than previous versions. This is beneficial to the company. DrinkWear.co always conducts benchmarks, which are comparisons of one company to another or industry in the same field. They are learning from that differentiation in order to come up with more creative ideas.

3.1.8 THE MAJOR EVENTS THAT WILL TAKE PLACE IN THE SHORT AND LONG-TERM FUTURE.

The major event that will occur in the near or distant future for DrinkWear.co. Essentially, DrinkWear.co intends to seize any opportunity to combine or create business in government tenders. As a result, any business with a relationship with the government can reap significant benefits, such as increased sales and customer demand. Despite the fact that all of the materials can be obtained at a lower cost while maintaining high quality,

Furthermore, DrinkWear.co wishes to conduct international transactions, which involve money flowing in and out of various countries. DrinkWear.co wants to explore and sell their products globally, rather than just in one country. Furthermore, drinkers can prepare for future speculation and expectation about inflation or interest rates. Because a war between Ukraine and Russia is extremely unusual even today.

Finally, supply and demand: DrinkWear.co will locate a reliable supplier who can provide an affordable price as well as a high-quality product. The supplier can provide the best quality for Bottleify, making this item the best product when compared to other products. In addition, DrinkWear.co considers demand. If there is an increase in demand, product production will increase, and more designs will be created in the future. DrinkWear.co focuses on the short term, following trends and attempting to open a small booth in a mall, and the long term, creating something that can benefit others.

4.0 MARKETING ANALYSIS AND COMPETITION

4.1 TARGET MARKET

DrinkWear.co is still considered a new growing business as it just started operating in 1st March 2022, indicating less than 6 months of operation. DrinkWear.co is situated in an ideal location that is in Shah Alam Industrial Park, Seksyen 15, Selangor. Thus, DrinkWear.co target markets are the nearby working adults (estimated age between 25 to 50 years old) and students such as from Management and Science University (MSU) as their university's dorm is located there. Since DrinkWear.co's main goal is to provide a refreshing new line of product that give ease for the use of all walks of life, the location of our HQ makes easily accessible for our target market. Between Subang Jaya, Shah Alam, and Ara Damansara, this industrial zone is conveniently positioned.

Several industries and warehouses, as well as corporate headquarters, are located in this industrial park. Honda Shah Alam 3S Centre, SIRIM Standards Technology and Sport Direct Warehouse are among the notable residents of this nearby location. The outstanding connectivity to the entire Klang Valley, as well as the amenities surrounding it, are what make this industrial park popular among businesspeople and entrepreneurs. Thus, DrinkWear.co targets working adults age between 25 to 50 years old that are employed in nearby warehouses and headquarters since they will bring their own water bottle to work in which they will purchase our Bottleify product since it can make their life easier with either hot or cold water kept maintained in the bottle cover along with their medicine and they can simply just refill their water at respective work places. Same goes with target market of students in the nearby neighbourhood and universities.

DrinkWear.co believes that by emphasizing on these target markets, it would be capable of sustaining itself. As a result of the lack of nearby competition, they will be able to dominate the market in and around Petaling Jaya. DrinkWear.co also runs on e-Commerce that is an online business, taking advantage of the fact that majority may prefer to be at home due to being cautious of the Covid-19 pandemic in the early months of 2022 and is often looking for options to online shopping. Locally, DrinkWear.co has fewer competitors, thus the brand is able to lead the market. Furthermore, since the weather is changing up every so often due to global warming, Malaysia experiences worse heavy rains and hotter seasons. Thus, for example, during the raining season, Bottleify are in high demand for keeping drinks warm because people are more exposed to getting sick when they consume cold water that may lead to a runny nose.

4.2 ESTIMATED MARKET SIZE AND TRENDS

Target market	No. of population	Potential customer (%)	No. of Potential customer
Working Adults	20,500	60%	12,300
Students	16,500	40%	6,600
Total			18,900

Table 6 : Estimated market size and trends

Within DrinkWear.co's ideal location, there are two key market segments. Employees that work in Honda Shah Alam 3S Centre, SIRIM Standards Technology and Sport Direct Warehouse are among the working adults that are in Petaling Jaya, Selangor, that make up the first part of our targeted market. Within the region, there are also universities such as Management and Science University's dorm, Open University Malaysia and UIPM University International which leads to the students being the second part of DrinkWear.co's target market. The working adults and students may benefit from purchasing Bottleify as their life are made easier when they can reach easily for their daily medicines or supplements that are neatly organized kept into days of the week when they grab their water bottle. There will be no need to look into the bag and struggling to search for the medicines or supplements.

Meanwhile, for the potential repeat-purchase volumes, as Bottleify is reusable and may last for years. Customers may still repeat their purchases since for example, the students would want to gift it to their friends. Same goes with working adults, they can purchase it for their children that attends school or kindergarten. Bottleify is suitable for a gift because it shows that water bottle cover is a necessity item especially ours since it comes along with pills compartments that has yet to be created by any of our competitors. Next, economic and demographic shifts may affect the market in terms of DrinkWear.co too.

Customers may readily access to DrinkWear.co headquarters where we also sell them there, so they can pick up their Bottleify from there because they are close to their respective jobs and universities. Moreover, clients can use a variety of public transportation such as to get to the location safely and get treated by our top tier customer service.

4.2.1 ESTIMATE MARKET SIZE FOR A YEAR

A working adult will buy 3 Bottleify per year.

A student in nearby universities will buy 1 Bottleify per year.

Target market	No. of Potential customer	Estimated of the product buying		
		Quantity/year	RM/unit/year	Total (RM)
Working Adults	12,300	3 x 12,300 = 36,900	RM 49.00	36,900 x RM 49.00 = 1,808,100
Students	6,600	1 x 6,600 = 6,600	RM 49.00	6,600 x RM 49.00 = 323,400
Total market size	18,900	36,900 + 6,600 = 43,500		1,808,100 + 323,400= 2,131,500

Table 7 : Estimate market size for a year

4.3 ESTIMATED MARKET SHARE AND SALES

4.3.1 MARKET SHARE AND SALES (YEAR 2022)

Competitors	Market share and Sales					
	Before			After		
	%	Unit/year	RM/year	%	Unit/year	RM/year
Bota Bags	60	26,100	1,278,900	50	21,750	1,065,750
Ekman Water Bottles	40	17,400	852,600	30	13,050	639,450
DrinkWear.co	0			20	8,700	426,300
Total		43,500	2,131,500		43,500	2,131,500

Table 8 : Market share and sales (Year 2022)

MARKET SHARE BEFORE ENTER MARKET (%)

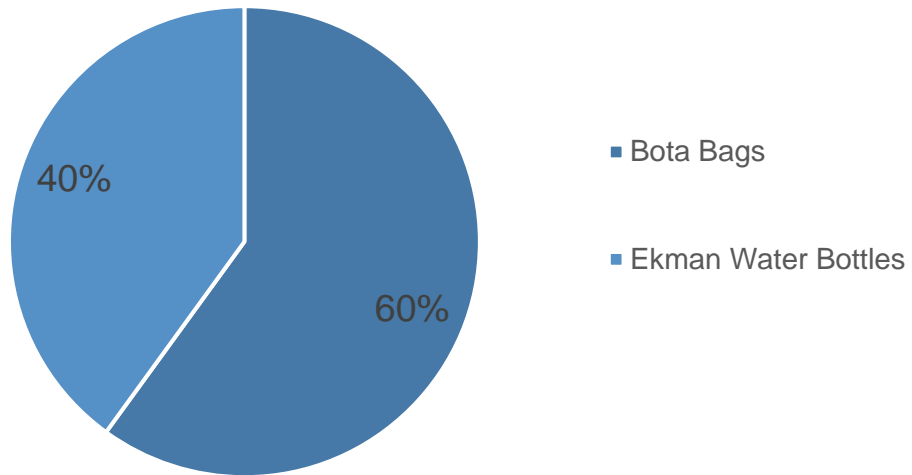


Figure 5 : Market share before enter market (%)

MARKET SHARE AFTER ENTER MARKET (%)

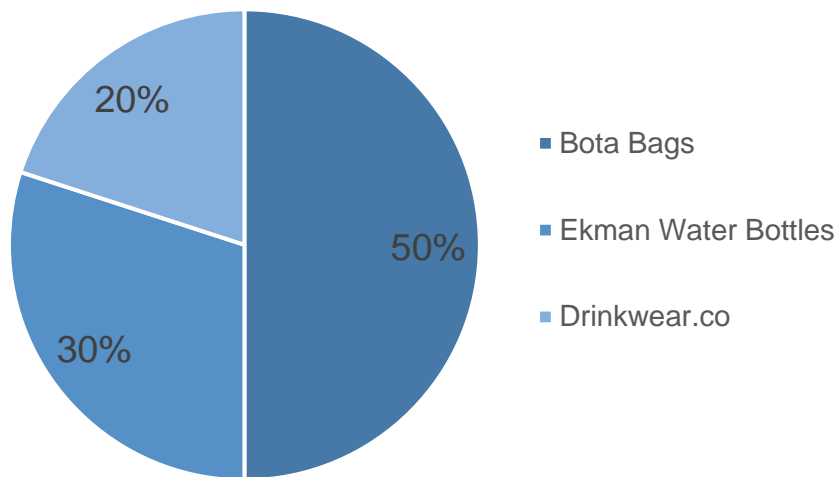


Figure 6 : Market share after enter market (%)

4.3.2 MARKET SHARE AND SALES FOR 3 YEARS (2022-2024)

Product/service			
Market Share and Sales			
	Year		
	2022	2023	2024
Market share (%)	20	25	30
Total sales in units	8,700	25/100 x 43,500 = 10,875	30/100 x 43,500 = 13,050
Total sales in RM	426,300	25/100 x 2,131,500 = 532,875	30/100 x 2,131,500 = 639,450

Table 9 : Market share and sales for 3 years (2022 - 2024)

4.4 COMPETITION AND COMPETITIVE EDGES

Competitors	Strengths	Weaknesses
1. Bota Bags	<ul style="list-style-type: none"> Numerous colorways Diverse product line 	<ul style="list-style-type: none"> Without heat insulator (doesn't maintain temperature) Inactive posts in social medias
2. Ekman Water Bottles	<ul style="list-style-type: none"> Custom engraved name on bottle cover Washing machine friendly 	<ul style="list-style-type: none"> Overseas (more than 2 weeks to arrive) Poor customer service
3. Decanters	<ul style="list-style-type: none"> Customized different colours of covers Lower prices 	<ul style="list-style-type: none"> Products use mostly plastics Not leak-proof
4. DrinkWear.co (our company)	<ul style="list-style-type: none"> Attached medicine/pill/supplements compartments Heat insulator 	<ul style="list-style-type: none"> New in market Limited colour option

Table 10 : List competition and competitive edges

4.5 SALES FORECAST

Month	Sales Forecast for DrinkWear.co	
	Year 2022	
	Sales Collection (units)	Sales Collection (RM)
January	725	35,525
February	725	35,525
March	725	35,525
April	725	35,525
May	725	35,525
June	725	35,525
July	725	35,525
August	725	35,525
September	725	35,525
October	725	35,525
November	725	35,525
December	725	35,525
TOTAL	8,700/12 = 725	426,300/12 = 35,525

Table 11 : DrinkWear.co sales forecast for the year 2022

The table above shows the sales forecast for DrinkWear.co that is 725 units per month which leads to RM35,525 worth of sales every month. This amount accumulates to a total of 8,700 units sales per year with the amount of RM426,300.

4.6 MARKETING STRATEGY

4.6.1 PRODUCT



Figure 7 : Bottleify's products

DrinkWear.co came up with the idea of Bottleify and made it into a reality which leads to them selling it as their first debut product ever. Bottleify is a one-of-a-kind bottle case that may be used on a regular basis. People who need to take pills, in particular, can conveniently bring this case and place their water bottle inside. People can store their medications in the pills compartment on the outside of the bottle, which can be divided into days as it is neatly labelled according to the days of the week. By doing so, they will be able to transport the medications with them wherever they go without having to worry about it becoming mixed up within their respective bags. Consumers can store their medication pills or even supplement pills in the attached containers and the bottle case have a typical bottle size.

Bottleify is in black colour as it suits the sleek and clean look. Moreover, it's easier to be kept when it's in dark colour, even if it ends up dirty it wouldn't be noticeable. Hence, customers don't have to be concerned on always keeping it off the floor or paranoid of dirtying it up. The best part is that it is composed of stainless steel that covered with fabric from fiberglass material which acts as a thermal insulator, allowing cold and hot water to maintain their temperature. This bottle case also includes an adjustable strap, as shown in the above figures. Customers may change the strap and carry it like a bag, and it can fit well with any height of their consumers such as working adults or students or even kids. Thus, DrinkWear.co chose to release an insulated water bottle cover attached with pills compartments as their product line since the market is usually filled with water bottles businesses, so a wise decision was made when they chose to launch and sell Bottleify.

In maintaining good product quality, DrinkWear.co provide their customer with a packaging that helps in protecting the product upon delivery. Customer that buys Bottleify also will get a proper package that completes with a wrap and a box before posting out since DrinkWear.co solely doing business online. However, if customer chooses to pick up their order, they can walk-in to the shops at Shah Alam Industrial Park by making an appointment before arriving the destination. This is because we are focusing on distributing products through platform that offers online shopping services. The fascinating thing is, DrinkWear.co cares about the earth and only uses biodegradable packaging, which is Green Wrap as an alternative to Bubble Wrap. It is compostable and recyclable wrap with two layers of hexagonal-cut design that consists of tissue and paper.

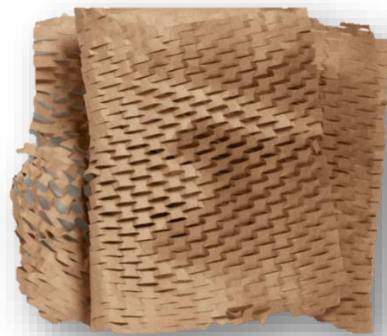


Figure 8 : Green Wrap Packaging



Figure 9 : Box packaging for parcel



Figure 10 : Box packaging for pickup customer

4.6.2 PRICING

DrinkWear.co	Bota Bags	Ekman Water Bottles	Decanters
RM 49.00	RM 40.00	RM 55.00	RM 25.90

Table 12 : Price list DrinkWear.co and competitors' products

Bottleify has a cost-based pricing strategy, which means that it is determined by the product's production, manufacturing, and distribution costs. The product's price is calculated by adding a proportion of the manufacturing expenses to the selling price to make a profit for Bottleify. This technique was chosen because it's easy to understand and calculate, and it allows to make money even when costs grow because it covers all expenditures, including production and overhead. A price increase is easily justified with this pricing strategy. Customers of DrinkWear.co will be notified if the price of a product has increased. Currently, the cost per unit of product for Bottleify is roughly RM 35, with a profit margin of 40%. As a result, each of Bottleify costs RM49.00. DrinkWear.co will execute a cost-cutting plan if the pricing based on costs appears to be excessively high. The team of DrinkWear.co did their utmost to keep the prices low for the customers at the same time maintaining high quality.

4.6.3 SALES TACTICS

DrinkWear.co own sales forces or even any available employee, whether it would be the CEO or COO, they will even take part in selling Bottleify and distribute the items as their sales tactics. Since DrinkWear.co is a new business, by choosing this option they will be able to save more money now and, in the future, may afford to increase their employees and experts. Other sales tactics that are practiced by DrinkWear.co is to believe in what they're selling. This isn't a difficult request for DrinkWear.co specifically because they are intrinsically committed to and passionate about their own companies. DrinkWear.co as a team honestly believes they have the chances to be the greatest in the future and what they offer is unsurpassed in quality. With DrinkWear.co team believing in what they're selling, they can confidently make sales by persuading their buyers to purchase Bottleify. However, in DrinkWear.co, selling online is crucial, which soft-sell and hard-sell are the main method to promote products online to get sales. DrinkWear.co pushes customer to buy Bottleify with direct approach of marketer and providing many sales with a refresh products' lines. Since the product also gives many benefits, promoting on social media with soft selling will not be a problem and getting sales and demand every month can be assured.

4.6.4 SERVICE AND WARRANTY POLICY

Firstly, DrinkWear.co employees offer detailed explanation to the buyers of Bottleify on ways to handle it, wash the items with care to ensure it will last long. DrinkWear.co does provide a service and warranty policy where genuine Bottleify items are warranted by DrinkWear.co to be free of defects in material and workmanship under normal use and service. This guarantee excludes normal wear and tear, colour fading, and any condition caused by abuse, neglect, modification, accident, or improper use or maintenance. Any product component part that fails to adhere to this warranty shall be repaired or replaced at our discretion within 30 days of its delivery by our department in charge. Moreover, upon any customers receiving their Bottleify parcel, and if they noticed any defects which made them unsatisfied, DrinkWear.co will freely provide another Bottleify to them as a way to earn their trust back. Within these policies, DrinkWear.co can make the customers' purchasing decision lean towards their product, Bottleify.

4.6.5 ADVERTISING AND PROMOTION

DrinkWear.co prioritises social media marketing where their products are sold on Shopee, Instagram, and TikTok, as most of you are aware. The company utilises the popular online shopping application platform, Shopee to market them as a live streaming feature. They consistently implement the Instagram feature offered in order to sell their items more effectively and in return gain higher profit. With that, they'll have access to limited additional features such as Instagram Insights, Instagram ads, Instagram shopping, and so on once they use an Instagram business account. Due to all of the features, customers will find it easier to come across Bottleify and more tempted to purchase it. By intelligently using hashtags, DrinkWear.co is able to increase the exposure and discoverability of their products. Furthermore, in recent years, TikTok has become the most popular social media app. As a first step, DrinkWear.co uses TikTok to utilise influencer marketing and create videos in order to attract people by following the trend and increase engagement with individuals when they appear on the "For You Page." Thus, DrinkWear.co can gather potential customers' attention in favour of their product, Bottleify with their strategies of advertisements and promotions.

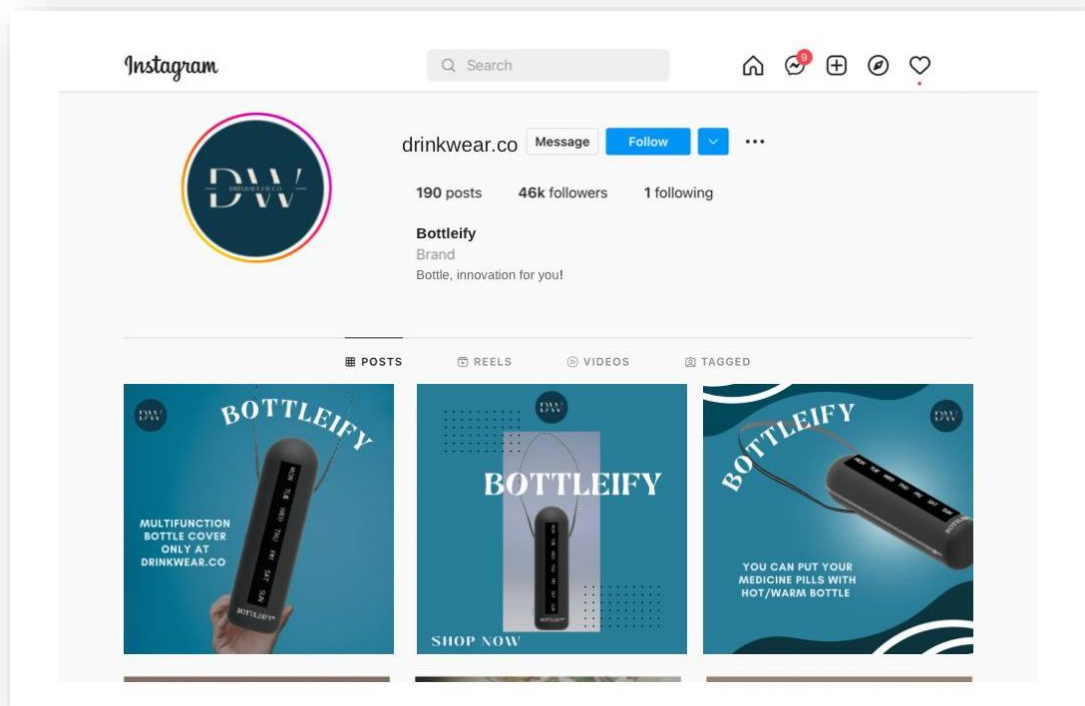


Figure 11 : DrinkWear.co Instagram

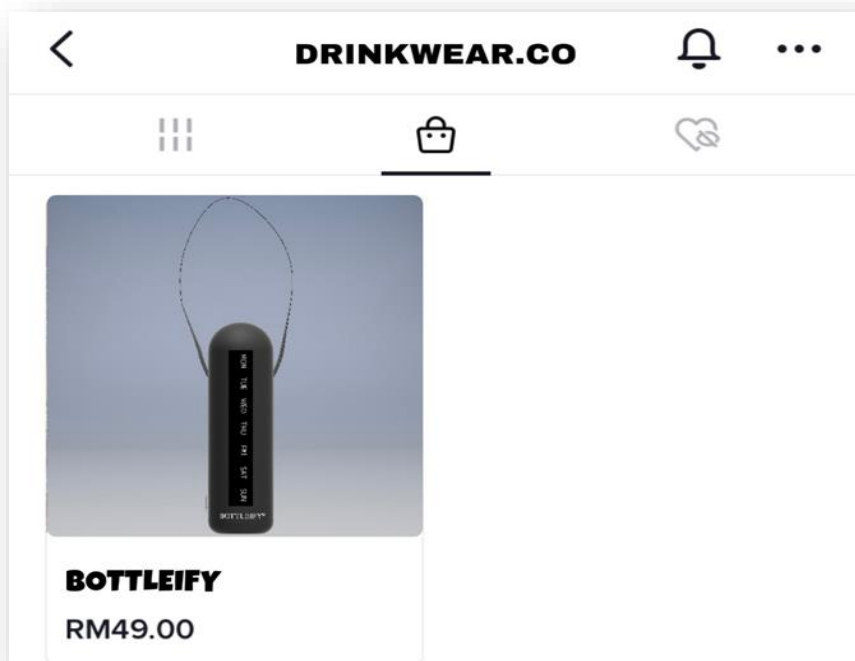


Figure 12 : DrinkWear.co TikTok account

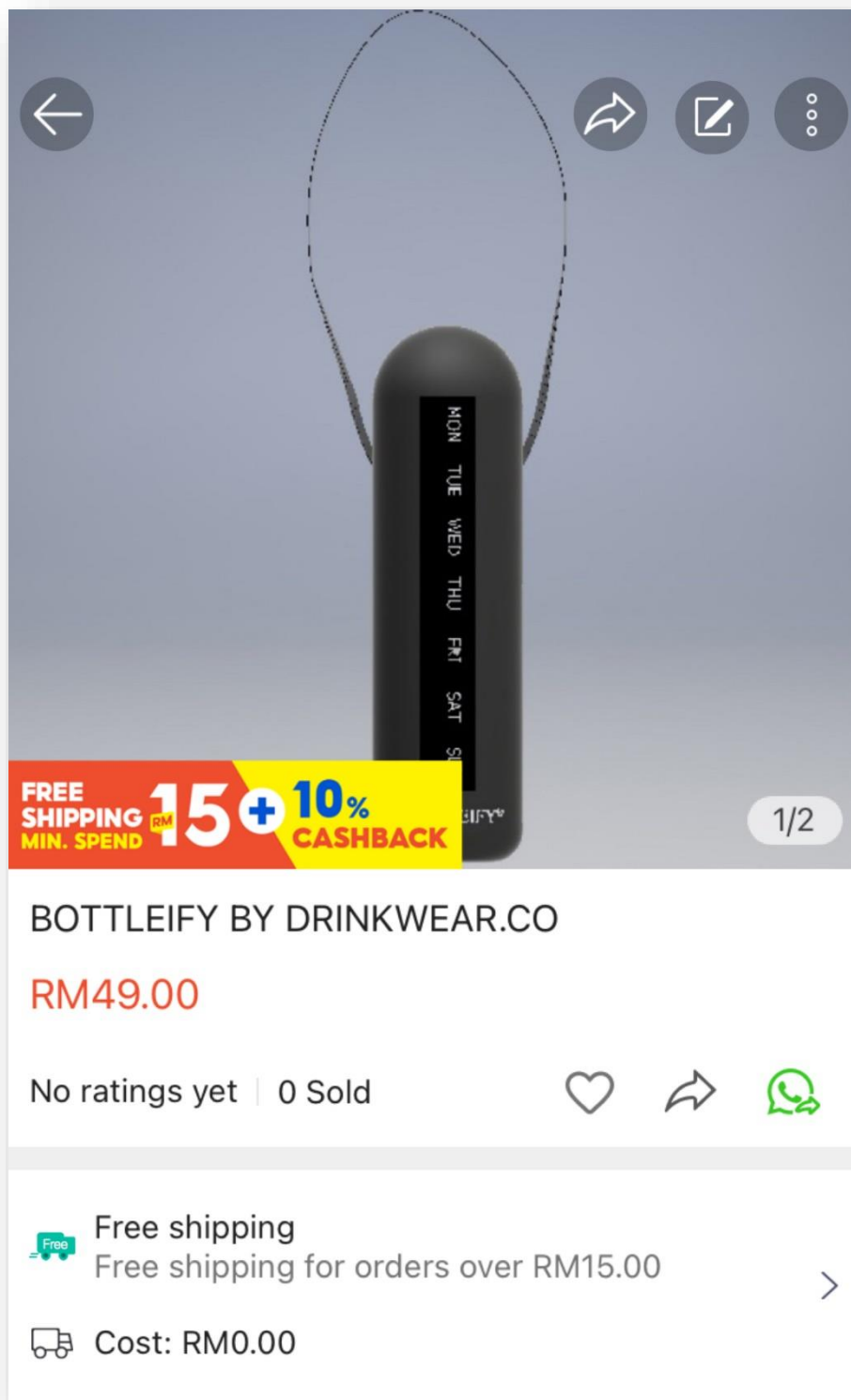


Figure 13 : Bottleify's Shopee platform

4.6.6 DISTRIBUTION

DrinkWear.co employs method of direct-sales channel because it allows them to have direct contact with their customers while also keeping all revenue under their control. This kind of distribution allows DrinkWear.co to conduct market research and select their own consumers while maintaining control over the selling price. This direct selling method works well with a marketing strategy that has been discovered, analysed, and segmented the target market. Additionally, DrinkWear.co utilizes outsourcing channels that produces Bottleify in order for DrinkWear.co to save their expenditures by lowering the costs of manufacturing or hiring new employees, such as recruiting, onboarding, healthcare and other benefits, payroll taxes, and the increased demand for workers in management.

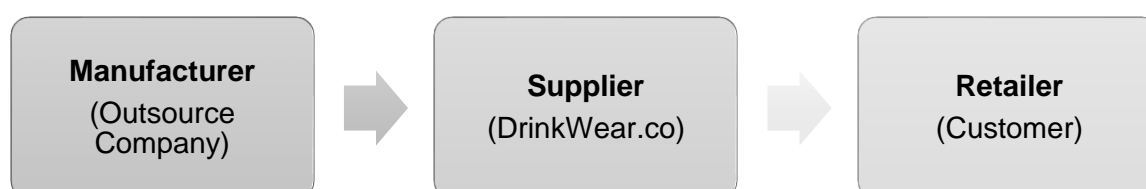


Table 13 : DrinkWear.co marketing budget

4.7 SCHEDULE OF REMUNERATION

Position	No.	Monthly Salary (RM)	EPF Contribution (13%) (RM)	SOCSSO (2%) (RM)	Amount (RM)
Marketing Executive	1	1,800	234	36	2,070
Total					2,070

Table 14 : Schedule of remuneration marketing executive

4.8 MARKETING BUDGET

MARKETING EXPENDITURE	
	RM
Fixed Assets/Capital Expenditures	
Signboard	2,000
Working Capital/Monthly Expenditure	
Salaries, EPF & SOCSO	2,070
Advertisements	485
TOTAL	4,555

Table 15 : Marketing Budget

The table shows the expenses incurred in marketing. In which, it includes fixed assets such as signboard and monthly expenditure of our Marketing Executive's salary and costs for advertisements.

5.0 OPERATIONS AND PRODUCTION PLAN

In general, the organizational plan is an essential and vital element for the establishment of a particular corporation. The operation usually is monitored and initiated by operations managers. Meanwhile, for the operation's flow and performance are the responsibility of the organizational executive. On the other hand, the operations plan for DrinkWear Corporation must be suitable and efficient, and it must include provisions for the planning, production, and quality management of the company's products.

As previously said, there are three essential parts to this process: business input; transformation; and mechanism output (or output). In order to generate a product, a company's performance includes all of the resources it needs. Method of transformation is an example that describes how inputs are transformed into output.

In addition, raw materials preparation, operational time design, floor layout preparation, and employee distribution and distribution were all part of the development or production process. As a result of this transformation, the output is the final product. The added value is achieved by converting the input into an output that exceeds the overall input value

However, in order to manufacture high-quality products and meet the needs of our customers, the organizational strategy requires undivided focus and attention. Customer satisfaction and maximum profit are the primary goals of this business, which operates at the lowest feasible cost and in a highly convenient approach. Our objective is to describe each phase that begins with a consumer placing an order before they receive the merchandise.

Last, manufacturing planning also can be explained as the process of creating a roadmap for the design and production of a certain product or service. The goal of production planning is to make the production process as smooth as possible. Production planning was originally developed to improve the efficiency of the manufacturing process, but it is now being used in a variety of ways in software development, production, and delivery as well.

5.1 FACILITIES

In fact, our store is situated in Shah Alam Industrial Park, Seksyen 15, 40400, Selangor, and serves as the primary production and distribution hub for all of the goods that we offer. Besides that, Easy Pack Machinery Sdn Bhd. Shah Alam, Malaysia is our primary source for manufacturing and delivering our products or known as main outsourcer. To put it simply, there are numerous reasons why we've decided to implement this method of doing business.

As a result of outsourced labor, our firm might save a large amount of money. Hence, outside organizations are hired by companies to perform certain duties that are not part of the company's core business. With distinct remuneration schemes in place for its personnel, outside firms are able to perform tasks for a lower cost than the outsourced company. This allows the company that outsources to save money on labor costs in the long run. Consequently, all of our raw materials are being prepared by them, as well as the majority of our production process. In this way, we also ensure the quality of their contributions and how well they meet the needs of our clients.

On the other hand, Figure 3 provides information on our office's physical resources, such as equipment, workers, other facilities, and location within a company. Production lines must function smoothly and efficiently in order to run a firm effectively, and operation layouts are critical to this. The design of this office layout is based on the sequence of tasks involved in the production of the final product.

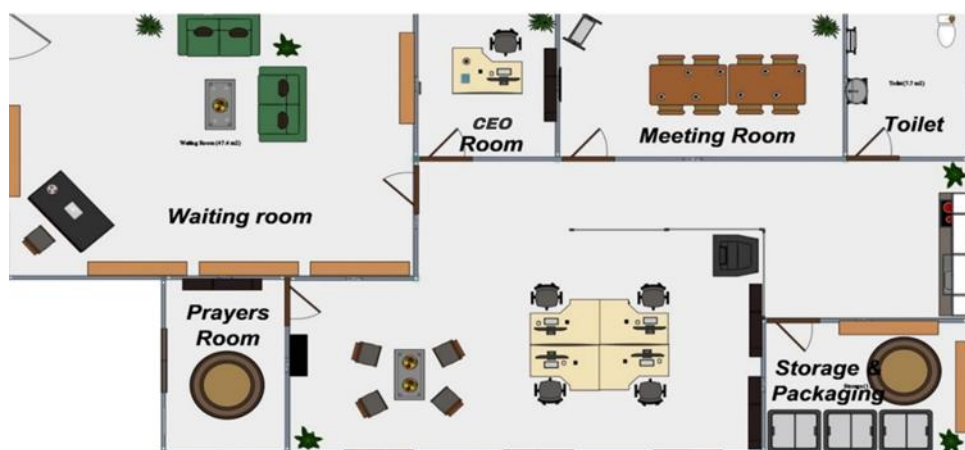


Figure 14 : Office layout

5.2 PRODUCTION PROCESS

Generally, due to our outsourcing products, the production process focuses primarily on packaging. As a result, we only double-check the product's quality and packaging before shipping it online and handing it over directly to the customer. Therefore, the storage packaging basically is a place that we put all the products, wrapping the parcel and printing customer's waybill tracking number. In details, having a good working relationship with our outsourcing partner is just as critical to a successful outsourcing arrangement. Relationship management is more important in outsourcing than service-level agreements, and it's a partnership, not just a purchasing transaction.

Besides that, a common strategy that we used such as outsourcing is to lower costs, boost productivity, and accelerate our business processes. DrinkWear.co typically rely on the knowledge of outside service providers to benefit from outsourcing. Due to the fact that the third-party provider focuses solely on that task, it is able to complete it more quickly, more efficiently, and for less money than the hiring firm could.

DrinkWear.co is an e-commerce company whose mission is to sell products directly to consumers via the internet (offline). DrinkWear.co will keep you aware of any changes to the product through online updates. These changes may include a restocking of the items or other products that are relevant to the product

In addition to that, we are going to advertise our Bottleify on social media platforms such as Instagram, TikTok, and Shopee. However, Instagram is of greater interest to us because it allows our customers to examine the goods in question without their having to physically visit our retail location. As a bonus, consumers may order online and customize their design to match what they currently envision.

Customers can come to the actual store and explore our free sample Bottleify to pick and choose their own preference. The activity flowchart below describes the product's phase.

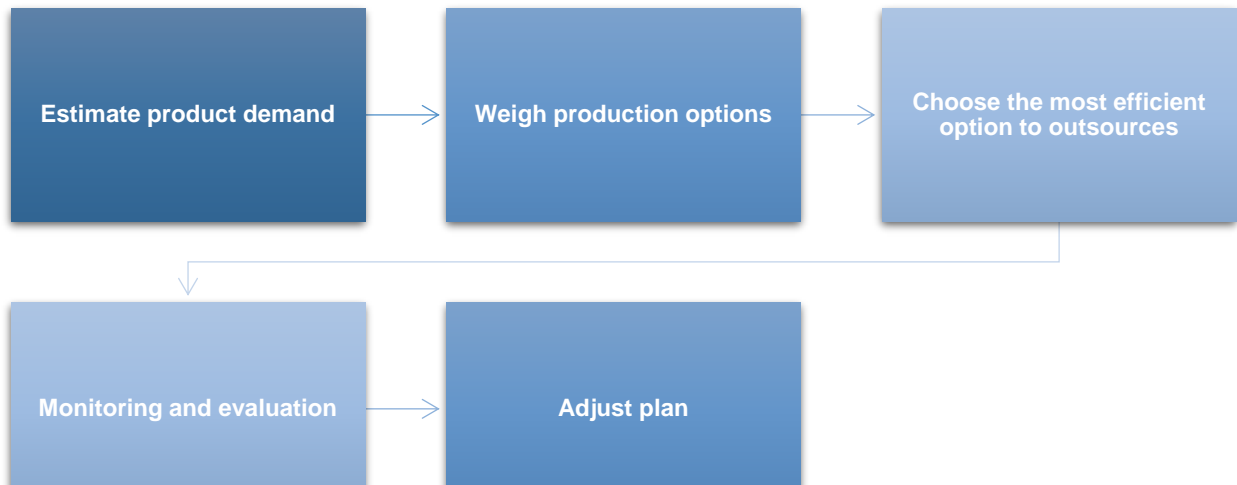


Table 16 : Flowchart production process of Bottleify

Firstly, it is significant for us to estimate the product demand since it will give us an approximate idea of how many things should be made in a certain amount of time. This estimate is based on a combination of past production trends and new potentially relevant market trends. Next, for weigh production options requires us for keeping track of the resources that are currently available and determining how to make the best use of them, taking into consideration forecasts of future demand. Moving on to choose the most efficient option is basically for the utilization of resources that need the fewest financial outlays, and the least amount of time should be selected.

After that, DrinkWear.co monitor what is actually happening in comparison to what the plan dictates should be happening and evaluate the degree to which the two events are congruent with one another as the plan is carried out. Last but not least, this step comprises making adjustments to the plan so that subsequent production plans meet customer goals in a more effective and likely to succeed in their implementation.

5.3 RAW MATERIAL AND PACKAGING REQUIREMENT

Ingredient	Quantity Required	Safety stock	Price (each)	Total Purchase (RM)
Box	1,132 units	113 units	RM 4	4,980
GreenWrap	100 m	10 m	RM 30	3,300
Total				8,280

Table 17 : Raw material and packaging requirement

In Bottleify, every product will be provided with a box and Green Wrap. The box will be used as the main packaging of Bottleify with an additional security to the product that is wrapped by Green Wrap. Green Wrap is the replacement of bubble wrap that requires 100 meters to satisfy the demand of 1,132 units of Bottleify forecasted to be sold every month. As for safety stock, it will be prepared in any case of faulty such as, box or Green Wrap is crumpled or not in good shape.

5.4 MACHINE AND EQUIPMENT

Item	Price Per Unit	No Required	Total Cost	Supplier
Machine				
Airway Bill Thermal Printer	RM 238	1	RM 238	SunMall
Equipment				
Display Shelf	RM 375	7	RM 2,625	IKEA Supply Malaysia Sdn Bhd
Steel Rack	RM 369	2	RM 738	
Cashier Machine	RM 400	1	RM 400	EOS Resources Sdn.Bhd
Loading Trolley	RM 100	2	RM 200	
Total			RM 4,201	

Table 18 : Machine and equipment

5.5 SCHEDULE OF REMUNERATION

Position	No.	Monthly Salary (RM)	EPF Contribution (13%) (RM)	SOCSSO (2%) (RM)	Amount (RM)
Chief Operation Officer	1	2,000	260	40	2,300
Total					2,300

Table 19 : Schedule of remuneration chief operation officer

5.6 OPERATION EXPENDITURE

	RM
Fixed Assets/Capital Expenditures	
Machine and Equipment	4,201
Carriage Inward & Duty	2,200
	6,401
Working Capital/Monthly Expenditure	
Raw materials & packaging	8,280
Salaries	2,300
Water Supply	100
	10,680
TOTAL	17,081

Table 20 : Operation Expenditure

The table shows the expenses incurred in managing an operation. In which, it includes the use of machinery of airway bill thermal printer, furniture of display shelf and steel rack to store products and few other equipment needed like trolley. Meanwhile, the carriage inward and duty are incurred because of the transportation cost used by the outsourcing company.

6.0 ORAGNIZATIONAL PLAN

6.1 OWNERSHIP STRUCTURE:

In Drink Wear Corporation, we use partnership structure to conduct business. We are legally agreeing to a contract of four people. The partners are together in managing and operate Bottleify business to share profits from the date of commencement. The partnership will continue operate in the future even partners is dead, until all agree to dissolve it. Each partner is entitled to take 12 days leave per year. Besides, all partners must work hard, built up trust and honesty, which all information should be informed to the other partners and all partners should keep secret and policy of company.

6.2 MANAGEMENT TEAM-

DrinkWear.co key employee is Chief Executive Officer that has the major ownership of the company and has the highest academic qualification. Thus, as for profit and loss sharing, it will be conducted as follows.

Position/Partners	Contribution	Profit-Loss Sharing
Chief Executive Officer	RM 3,594.50	35%
Chief Operating Officer	RM 2,567.50	25%
Financial Executive	RM 2,054.00	20%
Marketing Executive	RM 2,054.00	20%
	RM 10,270.00	

Table 21 : Management team DrinkWear.co

6.2.1 ORGANIZATIONAL CHART OF DRINKWEAAR.CO

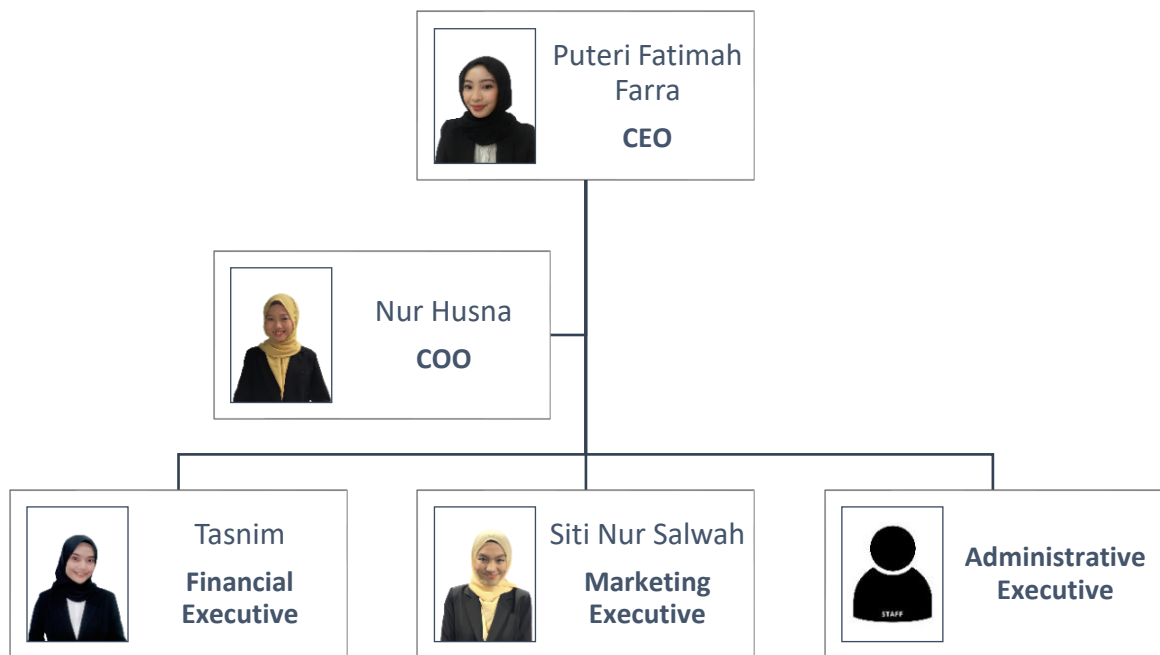


Figure 15 : DrinkWear.co Organizational Chart

The ownership of Drink Wear Corporation is belonged to four partners, which is as shown in the picture above except for administrative executive. Administrative executive will be open for vacancies and will not involve in any ownership of Drink Wear Corporation. DrinkWear.co is not hiring additional staffs since the business mostly conducting online and meanwhile for offline, customer can just walk into the store to pick up their item that has been booked. This also aims to reduce expenses incurred for administration.

6.2.2 MANPOWER PLANNING

Position	Number of Staff
Chief Executive Officer	1
Chief Operating Officer	1
Financial Executive	1
Marketing Executive	1
Administrative Executive	1

Table 22 : Manpower planning

6.2.3 SCHEDULE OF TASKS AND RESPONSIBILITIES

Position	Main Tasks
Chief Executive Officer	<ul style="list-style-type: none"> • Leading the development and application of the general organization's technique • Make plans to implement in the business to accomplish future goals
Chief Operating Officer	<ul style="list-style-type: none"> • Determines operational adequacy by evaluating issue, fulfil requirement, decide for development and proposing solutions. • Supervise daily operation of the company's operations
Financial Executive	<ul style="list-style-type: none"> • Coordinating financial planning and performing accounting policies • Reviewing and reporting on financial performance of the company
Marketing Executive	<ul style="list-style-type: none"> • To identify the marketing target, current market and determine the strategy to be used. • Make proper plan to advertise product. • Prepare marketing analysis and observe the strategic location to expand the business.
Administrative Executive	<ul style="list-style-type: none"> • Ensure the lawfulness and compliance of the business with established regulations • Giving administrative assistance to the staffs and keeping meetings on schedule. • Managing overall funds needed in the operations.

Table 23 : List of position Tasks

6.3 SCHEDULE OF REMUNERATION

Position	No.	Monthly Salary (RM)	EPF Contribution (13%) (RM)	SOCSSO (2%) (RM)	Amount (RM)
Chief Executive Officer	1	2,500	325	50	2,875
Financial Executive	1	1,800	234	36	2,070
Administrative Manager	1	1,500	195	30	1,725
Total	5	9,600	1,248	192	6,670

Table 24 : Schedule of remuneration

6.4 LIST OF FURNITURE AND OFFICE EQUIPMENT

Item	Quantity	Price/per Unit (RM)	Total Cost (RM)
Office Furniture			
Worker Table	5	150	750
Cabinet	1	1,400	1,400
Office Chair	5	80	400
Meeting Table	1	800	800
Whiteboard	1	70	70
Sofa	1	900	900
			4,320
Office Equipment			
Office Stationery	-	280	280
PC	2	2,400	4,800
Air Conditioner	3	1,000	3,000
Telephone	5	40	200
			8,280
Total			12,600

Table 26 : List of furniture and office equipment

6.5 ORGANIZATIONAL /ADMINISTRATIVE EXPENDITURE

ADMINISTRATIVE EXPENDITURE	
	RM
Fixed Assets/Capital Expenditures	
Furniture and Office Equipment	12,600
Renovation & Construction Cost	3,200
	15,800
Working Capital/Monthly Expenditure	
Salaries, EPF & SOCSO	6,670
Utilities:	
Electricity	650
Internet	120
Telephone	60
Rental	2,000
	9,500
Pre- Operations Expenditure	
Business Registration & Licenses	150
Deposit Utilities	
Deposit Rental	
	150
TOTAL	25,450

Table 27 : Administrative expenditure

7.0 FINANCIAL PLAN

7.1 INPUT

FINANCIAL PLANNING

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NAME OF BUSINESS/COMPANY	DRINKWEAR.CO
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1. Projected administrative, marketing and operations expenditure :

ADMINISTRATIVE EXPENDITURE		MARKETING EXPENDITURE		OPERATIONS EXPENDITURE	
Fixed Assets	RM	Fixed Assets	RM	Fixed Assets	RM
Land & Building		Signboard	2,000	Machines and Equipment	4,201
Office furniture & fittings	4,320				
Office equipment	8,280				
Renovation & Construction Cost	3,200				
Working Capital		Working Capital		Working Capital	
Salaries, EPF & SOCSO	6,670	Salaries, EPF & SOCSO	2,070	Raw Materials & Packaging	8,280
Rental	2,000	Advertisements	485	Carriage Inward & Duty	2,200
Electricity	650			Salaries, EPF & SOCSO	2,300
Internet	120			Water Supply	100
Telephone	60				
Other Expenditure		Other Expenditure		Other Expenditure	
Other Expenditure		Other Expenditure		Other Expenditure	
Pre-Operations Expenditure		Pre-Operations Expenditure		Pre-Operations Expenditure	
Deposit (rent, utilities, etc.)		Deposit (rent, utilities, etc.)		Deposit (rent, utilities, etc.)	
Business Registration & Licences	150	Business Registration & Licences		Business Registration & Licences	
Insurance & Road Tax for Motor Vehicle		Insurance & Road Tax for Motor Vehicle		Insurance & Road Tax for Motor Vehicle	
Other Expenditure		Other Expenditure		Other Expenditure	
TOTAL	25,450	TOTAL	4,555	TOTAL	17,081

2. Projected sales and purchases:

	SALES PROJECTION		PURCHASE PROJECTION	
Year 1	Month 1	35,525	Month 1	8,280
	Month 2	35,525	Month 2	8,280
	Month 3	35,525	Month 3	8,280
	Month 4	35,525	Month 4	8,280
	Month 5	35,525	Month 5	8,280
	Month 6	35,525	Month 6	8,280
	Month 7	35,525	Month 7	8,280
	Month 8	35,525	Month 8	8,280
	Month 9	35,525	Month 9	8,280
	Month 10	35,525	Month 10	8,280
	Month 11	35,525	Month 11	8,280
	Month 12	35,525	Month 12	8,280
	Total Year 1	426,300	Total Year 1	99,360
Year 2	ToTal Year 2	432,960	ToTal Year 2	44,880
Year 3	Total Year 3	484,915	Total Year 3	50,266

7.2 PROJECT IMPLEMENTATION COST

DRINKWEAR.CO					
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					
Office furniture & fittings	4,320	4,320			
Office equipment	8,280	4,800		3,480	
Renovation & Construction Cost	3,200	3,200			
Signboard	2,000			2,000	
Machines and Equipment	4,201	1,871		2,330	
Working Capital	2 months				
Administrative	19,000	19,000			
Marketing	5,110	5,110			
Operations	25,760	25,760			
Pre-Operations & Other Expenditure	150			150	
Contingencies	10% 7,202	4,892		2,310	
TOTAL	79,223	68,953		10,270	

7.3 TABLE OF DEPRECIATION & TABLE OF LOAN AND HIRE PURCHASE

DRINKWEAR.CO DEPRECIATION SCHEDULES

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

Fixed Asset		Office equipment	
Cost (RM)		8,280	
Method		Straight Line	
Economic Life (yrs)		5	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	8,280
1	1,656	1,656	6,624
2	1,656	3,312	4,968
3	1,656	4,968	3,312
4	1,656	6,624	1,656
5	1,656	8,280	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Renovation & Construction Cost	
Cost (RM)		3,200	
Method		Straight Line	
Economic Life (yrs)		5	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	3,200
1	640	640	2,560
2	640	1,280	1,920
3	640	1,920	1,280
4	640	2,560	640
5	640	3,200	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Signboard	
Cost (RM)		2,000	
Method		Straight Line	
Economic Life (yrs)		5	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	2,000
1	400	400	1,600
2	400	800	1,200
3	400	1,200	800
4	400	1,600	400
5	400	2,000	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Machines and Equipment	
Cost (RM)		4,201	
Method		Straight Line	
Economic Life (yrs)		5	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	4,201
1	840	840	3,361
2	840	1,680	2,521
3	840	2,521	1,680
4	840	3,361	840
5	840	4,201	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

LOAN & HIRE-PURCHASE AMMORTISATION SCHEDULES

LOAN REPAYMENT SCHEDULE				
Amount	68,953			
Interest Rate	5%			
Duration (yrs)	5			
Method	Baki Tahunan			
Year	Principal	Interest	Total Payment	Principal Balance
	-	-		68,953
1	13,791	3,448	17,238	55,162
2	13,791	2,758	16,549	41,372
3	13,791	2,069	15,859	27,581
4	13,791	1,379	15,170	13,791
5	13,791	690	14,480	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-

HIRE-PURCHASE REPAYMENT SCHEDULE				
Amount				
Interest Rate	5%			
Duration (yrs)	5			
Year	Principal	Interest	Total Payment	Principal Balance
	-	-		-
1	-	-	-	-
2	-	-	-	-
3	-	-	-	-
4	-	-	-	-
5	-	-	-	-
6	-	-	-	-
7	-	-	-	-
8	-	-	-	-
9	-	-	-	-
10	-	-	-	-

7.4 CASH FLOW STATEMENT

DRINKWEAR.CO																
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)	10,270													10,270		
Loan	68,953													68,953		
Cash Sales		28,420	28,420	28,420	28,420	28,420	28,420	28,420	28,420	28,420	28,420	28,420	28,420	341,040	346,368	387,932
Collection of Accounts Receivable			3,553	7,105	7,105	7,105	7,105	7,105	7,105	7,105	7,105	7,105	7,105	74,603	86,426	95,684
TOTAL CASH INFLOW	79,223	28,420	31,973	35,525	35,525	35,525	35,525	35,525	35,525	35,525	35,525	35,525	35,525	494,866	432,794	483,616
CASH OUTFLOW																
Administrative Expenditure																
Salaries, EPF & SOCSO		6,670	6,670	6,670	6,670	6,670	6,670	6,670	6,670	6,670	6,670	6,670	6,670	80,040	80,040	80,040
Rental		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
Electricity		650	650	650	650	650	650	650	650	650	650	650	650	7,800	7,800	7,800
Internet		120	120	120	120	120	120	120	120	120	120	120	120	1,440	1,440	1,440
Telephone		60	60	60	60	60	60	60	60	60	60	60	60	720	720	720
Marketing Expenditure																
Salaries, EPF & SOCSO		2,070	2,070	2,070	2,070	2,070	2,070	2,070	2,070	2,070	2,070	2,070	2,070	24,840	24,840	24,840
Advertisements		485	485	485	485	485	485	485	485	485	485	485	485	5,820	5,820	5,820
Operations Expenditure																
Cash Purchase		6,624	6,624	6,624	6,624	6,624	6,624	6,624	6,624	6,624	6,624	6,624	6,624	79,488	35,904	40,213
Payment of Account Payable			828	1,656	1,656	1,656	1,656	1,656	1,656	1,656	1,656	1,656	1,656	17,388	19,872	8,976
Carriage Inward & Duty		2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	26,400	26,400	26,400
Salaries, EPF & SOCSO		2,300	2,300	2,300	2,300	2,300	2,300	2,300	2,300	2,300	2,300	2,300	2,300	27,600	27,600	27,600
Water Supply		100	100	100	100	100	100	100	100	100	100	100	100	1,200	1,200	1,200
Other Expenditure																
Pre-Operations																
Deposit (rent, utilities, etc.)																
Business Registration & Licences		150												150		
Insurance & Road Tax for Motor Vehicle																
Other Pre-Operations Expenditure																
Fixed Assets																
Purchase of Fixed Assets - Land & Building																
Purchase of Fixed Assets - Others		22,001												22,001		
Hire-Purchase Down Payment																
Hire-Purchase Repayment:																
Principal																
Interest																
Loan Repayment:																
Principal		1,149	1,149	1,149	1,149	1,149	1,149	1,149	1,149	1,149	1,149	1,149	1,149	13,791	13,791	13,791
Interest		287	287	287	287	287	287	287	287	287	287	287	287	3,448	2,758	2,069
Tax Payable														9,527	14,485	18,266
TOTAL CASH OUTFLOW	22,151	24,716	25,544	26,372	26,372	26,372	26,372	26,372	26,372	26,372	26,372	26,372	26,372	35,898	345,652	283,174
CASH SURPLUS (DEFICIT)	57,072	3,704	6,429	9,153	9,153	9,153	9,153	9,153	9,153	9,153	9,153	9,153	9,153	(373)	149,214	200,442
BEGINNING CASH BALANCE		57,072	60,777	67,206	76,359	85,513	94,666	103,819	112,973	122,126	131,280	140,433	149,587		149,214	295,338
ENDING CASH BALANCE	57,072	60,777	67,206	76,359	85,513	94,666	103,819	112,973	122,126	131,280	140,433	149,587	149,214	149,214	295,338	495,780

7.5 INCOME STATEMENT

DRINKWEAR.CO			
PRODUCTION COST PRO-FORMA STATEMENT			
	Year 1	Year 2	Year 3
Raw Materials			
Opening Stock	0		
Current Year Purchases	99,360	44,880	50,266
Ending Stock			
Raw Materials Used	99,360	44,880	50,266
Carriage Inwards	26,400	26,400	26,400
	125,760	71,280	76,666
Salaries, EPF & SOCSO	27,600	27,600	27,600
Factory Overhead			
Depreciation of Fixed assets (Operations)	840	840	840
Water Supply	1,200	1,200	1,200
Total Factory Overhead	2,040	2,040	2,040
Production Cost	155,400	100,920	106,306

DRINKWEAR.CO			
PRO-FORMA INCOME STATEMENT			
	Year 1	Year 2	Year 3
Sales	426,300	432,960	484,915
Less: Cost of Sales			
Opening Stock of Finished Goods			
Production Cost	155,400	100,920	106,306
less: Ending Stock of Finished Goods	0	0	0
	155,400	100,920	106,306
Gross Profit	270,900	332,040	378,609
Less: Expenditure			
Administrative Expenditure	114,000	114,000	114,000
Marketing Expenditure	30,660	30,660	30,660
Other Expenditure			
Business Registration & Licences	150		
Insurance & Road Tax for Motor Vehicle			
Other Pre-Operations Expenditure			
Interest on Hire-Purchase			
Interest on Loan	3,448	2,758	2,069
Depreciation of Fixed Assets	3,560	3,560	3,560
Total Expenditure	151,818	150,978	150,289
Net Profit Before Tax	119,082	181,062	228,320
Tax	9,527	14,485	18,266
Net Profit After Tax	109,556	166,577	210,055
Accumulated Net Profit	109,556	276,132	486,187

7.6 BALANCE SHEET

DRINKWEAR.CO			
PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building			
Office furniture & fittings	3,456	2,592	1,728
Office equipment	6,624	4,968	3,312
Renovation & Construction Cost	2,560	1,920	1,280
Signboard	1,600	1,200	800
Machines and Equipment	3,361	2,521	1,680
	17,601	13,201	8,800
Current Assets			
Stock of Raw Materials			
Stock of Finished Goods			
Accounts Receivable	10,658	10,824	12,123
Cash Balance	149,214	295,338	495,780
	159,871	306,162	507,903
Other Assets			
Deposit			
TOTAL ASSETS	177,472	319,362	516,703
Owners' Equity			
Capital	10,270	10,270	10,270
Accumulated Profit	109,556	276,132	486,187
	119,826	286,402	496,457
Long Term Liabilities			
Loan Balance	55,162	41,372	27,581
Hire-Purchase Balance			
	55,162	41,372	27,581
Current Liabilities			
Accounts Payable	2,484	(8,412)	(7,335)
TOTAL EQUITY & LIABILITIES	177,472	319,362	516,703

8.0 PROJECT MILESTONES

ACTIVITIES	START DATES	END DATES
Business registration	1 January 2022	15 January 2022
Incorporation of the venture	16 January 2022	28 January 2022
Application for permits and license	29 January 2022	10 February 2022
Opening a corporate bank account	11 February 2022	18 February 2022
Completion of design and development	19 March 2022	5 March 2022
Completion of prototypes	3 January 2022	25 February 2022
The signing of distributors and dealers	16 January 2022	22 January 2022
Final checklists	1 April 2022	8 April 2022
Grand opening	9 April 2022	10 April 2022
Receipt of first orders	11 April 2022	22 April 2022
Delivery of first sales	23 April 2022	30 April 2022

Table 28 : Project Milestones DrinkWear.co

9.0 CONCLUSION

This report introduces the main points of operation and production of the business, beginning with the first day of registration until the business is already in operation. The goal of this scenario is to go over and highlight the company's strengths. DrinkWear.co is a business partnership formed by four strong women who share all ideas and collaborate to create the most innovative products. The company sells water bottle cases, which are inspired by people who like to keep their bodies hydrated, which means they drink a lot of water.

More specifically, DrinkWear.co, a Shah Alam-based company, decided to develop a new innovative product called Bottleify's. What distinguishes this product from others? This product already has an innovation in the form of a finished thermos that can keep water hot or cold and an additional compartment for pills for medics. The raw materials and packaging cost RM67,800.00. That is the cost of producing this item. Customers benefit from the company's assistance in remembering or skipping pills and staying hydrated. Everyone is the target customer, especially those who require medical assistance in their lives.

As a result, how can the product Bottleify entice customers to buy it because of the satisfaction or benefits it can provide. DrinkWear.co also intends to market the product through popular social media platforms like TikTok, Instagram, and Shopee. This is a good marketing idea because people nowadays prefer to buy products through social media. The product will be available on April 10, 2022, according to the company's plans. which is already in full swing, introducing the new product line The mission of the company is to provide communities with a fresh new line of products and useful product accessories that can be used on a daily basis. Sales forces can see how successful a product Bottleify has already sold based on the data presented above. According to the financial summary, the successful bank loan is RM194,223 and the cash contribution is RM10,260. DrinkWear.co, on the other hand, manages to pay off all loans within the 5-year economic life.

Finally, the company's goals are for all DrinkWear.co products to be successful in entering the global market and being recognized by everyone. Not only is DrinkWear.co popular for water bottle cases, but it can also make all products in different categories popular and successful in the future.

10.0 APPENDIX

10.1 APPENDIX 1 : PARTNERSHIP AGREEMENT

This agreement is made started from January 2022 and we all partnership agree with all this list:

Name of Business : DrinkWear Company
Main Activities : Water Bottle Cover Supplier
Location of Business : Shah Alam Industrial Park, Seksyen 15, 40400, Selangor
Business Registration : Partnership with Companies Commission of Malaysia under Business Registration Act 1957
Equity Contribution : Each partner has contributed the capital as below:

Puteri Fatimah Farra Binti Hasbullah	RM3,594.50
Nur Husna Binti Mohamed Rizal	RM2,567.50
Tasnim Binti Harizan	RM2,054.00
Siti Nur Salwah Binti Mohamed Azmal	RM2, 054.00
	<u>RM10,270.00</u>

Financial Matters : Unlimited liability:
If the business fails and the assets are insufficient to cover the debt, the creditors can seize the partner's personal property. 11th section

Profit or loss:

Profit or loss will be shared by partners in accordance with their profit-sharing ratio as stated in the Partnership Agreement, which is that each partner will receive 10% of the profit and the remainder will be invested in the company.

Management and Position : All management and positions in the organisation are determined by qualification and skill. Then, all power or decision-making in the company must be decided and approved by all partnerships.

Death and dissolution : The contract ends automatically if partner doing this:
I. By death or bankruptcy -section 35(1)
II. By charging on share- one partner is charged with payment of his persona; debt by using his share of

partnership property, the other partner may dissolve the partnership – section 35(2)

III. When the partnership business is carried on at a loss – section 37(e)

IV. The partnership for the fixed term can dissolve when the fixed time of the agreement has expired- section 34(1) and section 34(1)(b)

Labour Rights : I. You can give your opinion as partnership and position in organization.
II. You can tell other partners about dissatisfaction or argue in organization.
III. You have your rights to go end the contract if has something happen between you and your partners.

Other Matters : All partners must be full committee members with positions of responsibility in the organisation. You should also be open-minded and critical when it comes to business. Always take care of your partnership's relationship.

Us verify:



(PUTERI FATIMAH FARRA BINTI

HASBULLAH)

Chief Executive Officer



(SITI NUR SALWAH BINTI MOHAMED

AZMAL)

Marketing Executive



(NUR HUSNA BINTI MOHAMED RIZAL)

Chief Operation Officer



(TASNIM BINTI HARIZAN)

Finance Executive

Figure 16 : Partnership Agreement

10.2 APPENDIX 3 : RESUME OF EACH PARTNER



PUTERI HASBULLAH

Chief Executive Officer

Detail oriented with an eye for the big picture, eager to serve as CEO for DrinkWear.co, expanding the company's reach through community initiatives, strong relationships and integrity.

EDUCATION

2019-2021
Sunway University

- Master Degree of Business Administration (International Management)

2017-2019
Kuala Lumpur University

- Bachelor Degree of Science in International Business

SKILL

Management & Leadership  90%

Business Operations & Strategy  80%

Complex Problem Solving  80%

Interpersonal Communication Skills  80%

EXPERIENCE

2022 - present
DrinkWear.co

CEO

- Developed intensive, ambitious business strategies, short-term goals, and long-term objectives.

2019 - 2021
Queens Retail Operations

Head Manager

- Oversaw the day-to-day operations, including meeting with team leaders and auditing activity.

CONTACT

 012-6977593

 puterihassbullah@gmail.com

 Seremban, Negeri Sembilan

Figure 17 : Chief Executive Officer resume

Husna Rizal

Chief Operation Officer





I am passionate and dedicated fully with my work.
Able to plan and develop strategic operations goals.
Creating and managing the organization's fiscal operating with
affordable budgets is my expertise.



CONTACT

-  019-3128190
-  4, Jalan Seksyen 4 Tambahan,
Bandar Baru Bangi, 43000
-  husnarizal@gmail.com

SKILL

- Leadership 
- Analytical 
- Communication 
- Project Management 

EDUCATION

- Taylor's University**
(2014-2015)
1, Jalan Taylors, Subang Jaya
- University of Kuala Lumpur**
(2015-2019)
Jalan Sultan Ismail, Kuala Lumpur

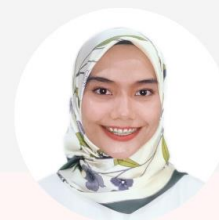
EXPERIENCE

- Nestle**
(2019-2021)
Junior Operation Manager
- Unilever**
(2021-2022)
Operator Officer

Figure 18 : Chief Operation Officer Resume

TASNIM HARIZAN

FINANCIAL EXECUTIVE



☎ 013-2462208
✉ tasnimharizan99@gmail.com
📍 Jalan Tun Mutahir, 75300 Melaka

PROFILE

I am a qualified and professional financial with five years of experience in financial software and financial audits. Strong creative and analytical skills. Team player with an eye for detail.

SKILLS

- Strong analytical skills
- Self-motivated
- Quick Learner
- Prioritization skill
- Problem-Solving
- Numerical skills
- Financial Software
- Strong Communication

EXPERIENCE

FINANCIAL EXECUTIVE

DRINKWEAR.CO
2022 - Present

- Financial reports and financial reports
- Reviewing the financial reports
- Controlling the company funds

CORPORATE FINANCIAL MANAGER

AXIATA GROUP BERHAD
2017 - 2021

- Optimize investing needs for maximizing profits.
- Investing and planning finances
- Implemented to handle funds

MANAGER OF FINANCE

MALAYAN BANKING BERHAD
2010 - 2016

- Creation of a stable capital structure.
- Creation of a stable capital structure.
- Adequate returns for the organization and the shareholders.

EDUCATION

DIPLOMA IN BUSINESS ADMINISTRATION

CGPA 3.59
JUNE 2008

BACHELOR DEGREE IN FINANCE

UNIVERSITI TEKNOLOGI MARA BANDARAYA MELAKA
2007-2009

Figure 19 : Financial Executive Resume

SALWAH AZMAL

MARKETING EXECUTIVE



ABOUT ME

A creative digital marketer who loves to make plans to introduce products or services for the right people digitally. Able to evaluate market trends, widen market share and manage teammates and schedules. Also, a marketer that able to engage audiences, and selling products or services while growing the company.

CONTACT PERSON



017-251 5242



Bandar Seremban Selatan



sssawahazmal@gmail.com

EDUCATION

2015-2016

Bachelor of Mass Communication

Multimedia University

2016-2017

BA in Digital Marketing and Social Media

Graduated with honor

WORK EXPERIENCE

2018 - 2019

Social Media Specialist

Create advertising campaigns on social media with numerous design and able to manage the campaign with positive results.

2019 - now

Marketing Executive

Developing sales strategies that match customer requirements and company's goals. Promoting products, services or ideas by oversee in marketing campaigns to maximise profits.

SKILL

Digital Marketing



Social Media Ads



Email Marketing



Google Analytic



Figure 20 : Marketing Executive Resume