



اَللّٰهُمَّ سَيِّدِيْ تَبَيَّنْ لِيْ مَا اَرَادَ
UNIVERSITI
TEKNOLOGI
MARA

SHOOKING ENTERPRISE



FACULTY : FACULTY BUSINESS AND MANAGEMENT

GROUP/CLASS : BA242 4D

COURSE : ENT530

COURSE CODE : PRINCIPLE OF ENTREPRENEURSHIP

SEMESTER : MARCH/JULY 2022

GROUP NAME : SHOOKING ENTERPRISE

GROUP MEMBERS :

NO.	STUDENT NAME	STUDENT ID
1.	NUR SYAZYANI BINTI MOHD SHAFIEE	2021101739
2.	NUR SYASYA KAMILIA BINTI KAMARUZAMAN	2021113845
3.	NURUL ASYURA BINTI MARYANI	2021102497
4.	NURUL IZZAH BINTI RAZLAN	2021119465
5.	NURUL IZZAH BINTI SABARUDIN	2021101913

SUBMITTED TO: MADAM ZAINAH BINTI JALIL

SUBMISSION DATE: 26 JUNE 2022

ACKNOWLEDGEMENT

First and foremost, praises to Allah the Most Merciful and the Most Gracious, for His showers of blessing, we finally complete our Business Plan Report for the subject of Principles of Entrepreneurship (ENT530)

We would like to express our deep and sincere gratitude to our subject lecturer, Madam Zainah Binti Jalil for her non-stop efforts to help and give guidance to help us complete the task. We are very grateful to have her as our lecturer as she never gives up lending her Plan. Her significant efforts in helping us in every way are unforgettable and we will remember it so dearly. In addition, a special thanks to our group mates, friends, and family for giving moral support and encouragement. We have to come to know about many things while completing this project. Together we show our best to complete the project and also show our teamwork

Finally, we would also like to thank all the people who contributed direct or indirectly to the elaboration of this project. We hope that this project has come to its very best. Moreover, we also hope that this project could help us in terms of contributing points in getting the best grade in this subject, Principles of Entrepreneurship. Last but not least, all of us have done our very best to complete this project. Thank you

TABLE OF CONTENTS

COVER PAGE.....	i
ACKNOWLEDGEMENT.....	ii
TABLE OF CONTENT.....	iii
LIST OF FIGURES.....	vi
LIST OF TABLES.....	vii
EXECUTIVE SUMMARY	1
1.0 COMPANY PROFILE.....	3
1.1 Organization Background	3
1.2 Organization Logo/ Motto.....	4
2.0 ENVIRONMENTAL INDUSTRY ANALYSIS – OVERVIEW OF THE INDUSTRY	7
2.1 Nature of Industry	7
2.2 Sales and Other Statistics	8
2.3 Note Trends.....	8
2.3.1 Environmental and Business Trends	8
2.3.2 Cultural Influences	8
2.4 Key Success Factors in this Industry	9
3.0 DESCRIPTION OF VENTURE.....	11
4.0 MARKETING ANALYSIS AND COMPETITION.....	14
4.1 Target Market.....	14
4.2 Estimated Market Size and Trends.....	15
4.3 Estimated Market Share and Sales	17
4.4 Competition and Competitive Edges.....	19
4.6 Sales Forecast.....	21
4.6 Marketing Strategy	21

4.6.1 Product.....	21
4.6.2 Pricing.....	25
4.6.3 Services and warranty policy.....	26
4.6.4 Advertising and promotion.....	26
4.6.5 Distribution.....	28
4.4.6 Sales tactics.....	28
4.7 Marketing Budget.....	29
5.0 OPERATIONS AND PRODUCTION PLAN	31
5.1 Facilities	31
5.1.1 Location	31
5.1.2 Lay Out.....	32
5.2 Production Flow	33
5.3 Raw Material and Packaging Requirement.....	34
5.4 Machine, Furniture and Equipment.....	35
5.5 Schedule of Remuneration	36
5.6 Operation Expenditure	37
6.0 ORGANIZATION PLAN	39
6.1 Ownership structure	39
6.2 Management Team	39
6.2.1 Organization chart of Shooking Enterprise	39
6.2.2 Manpower planning.....	40
6.2.3 Schedule of task and responsibility	41
6.2.4 Partnership background	43
6.3 Supporting Professional Advisor and Services	48
6.4 Schedule of Remuneration	48
6.5 List of Furniture and Office Equipment.....	49
6.6 Organizational /Administrative Expenditure	50

7.0 Financial Plan.....	52
7.1 Input for Administrative Expenditure, Marketing Expenditure and Operation Expenditure.....	54
7.2 Project Implementation Cost/ Start Up Cost.....	54
7.3 Table of Depreciation and Table of Loan & Hire Purchase.....	55
7.4 Cash Flow.....	58
7.5 Income Statement.....	59
7.6 Balance Sheet.....	60
8.0 PROJECT MILESTONES	62
9.0 CONCLUSION	64
10.0 APPENDICES.....	66
REFERENCES.....	81

LIST OF FIGURES

FIGURE 1. LOGO SHOOKING ENTERPRISE	3
FIGURE 2: SHOOKING ENTERPRISE LOGO.....	4
FIGURE 3: MARKET SHARE BEFORE ENTER MARKET.....	18
FIGURE 4: MARKET SHARE AFTER ENTER MARKET.....	18
FIGURE 5: TYPES OF AUTOMATIC STIRRING TUMBLER	22
FIGURE 6: SIZE OF AUTOMATIC STIRRING TUMBLER	22
FIGURE 7: PACKAGING OF AUTOMATIC STIRRING TUMBLER	23
FIGURE 8: FUNCTION OF AUTOMATIC STIRRING TUMBLER.....	25
FIGURE 9: TWITTER PAGE OF SHOOKING ENTERPRISE	27
FIGURE 10: FACEBOOK PAGE OF SHOOKING ENTERPRISE	27
FIGURE 11: SHOPEE ACCOUNT OF SHOOKING ENTERPRISE	28
FIGURE 12: LOCATION OF OFFICE	31
FIGURE 13: LAYOUT OF WAREHOUSE	32
FIGURE 14: PRODUCTION FLOW.....	33

LIST OF TABLES

TABLE 1: VISION AND MISSION SHOOKING ENTERPRISE.....	5
TABLE 2: CUSTOMER SEGMENT FOR AUTOMATIC STIRRING TUMBLER IN MALAYSIA.....	16
TABLE 3: ESTIMATION PER YEAR	16
TABLE 4: ESTIMATED MARKET SHARE AND SALES BEFORE	17
TABLE 5: ESTIMATED MARKET SHARE AND SALES AFTER	17
TABLE 6: COMPETITOR STRENGTH AND WEAKNESS	19
TABLE 7: SALES FORECAST.....	20
TABLE 8: MARKETING EXPENDITURE	29
TABLE 9: RAW MATERIAL AND PACKAGING REQUIREMENTS	34
TABLE 10: MACHINE, FURNITURE AND EQUIPMENT	35
TABLE 11: SCHEDULE OF REMUNERATION.....	36
TABLE 12: OPERATION EXPENDITURE	37
TABLE 13: MANPOWER PLANNING	40
TABLE 14: RESPONSIBILITY BASED ON POSITION	42
TABLE 15: SCHEDULE OF REMUNERATION.....	48
TABLE 16: FURNITURE AND OFFICE EQUIPMENT	49
TABLE 17: ADMINISTRATIVE EXPENDITURE	50
TABLE 18: ADMINISTRATIVE, MARKETING AND OPERATION EXPENDITURE.....	52
TABLE 19: SALES PROJECTION.....	53
TABLE 20: PURCHASE PROJECTION	53
TABLE 21: PROJECT IMPLEMENTATION COST/ START UP COST	54
TABLE 22: DEPRECIATION SCHEDULE FOR COMPUTER AND PHOTOCOPY MACHINE.....	55
TABLE 23: DEPRECIATION SCHEDULE FOR MACHINE AND FURNITURE.....	55
TABLE 24: DEPRECIATION SCHEDULE FOR EQUIPMENT AND LORRY	56
TABLE 25: DEPRECIATION SCHEDULE FOR FURNITURE AND FITTING	56
TABLE 26: LOAN AND HIRE PURCHASE AMMORTISATION SCHEDULES.....	57
TABLE 27: CASH FLOW	58
TABLE 28: PRODUCTION AND PROFORMA INCOME STATEMENT	59
TABLE 29: BALANCE SHEET FOR SHOOKING ENTERPRISE.....	60
TABLE 30: PROJECT MILESTONE.....	62

EXECUTIVE SUMMARY

Shooking Enterprise is a partnership-based business formed by five female members. Moreover, each of the members will perform different roles to smoothly manage the business operation such as general manager, operation manager, administrative manager, marketing manager as well as financial manager. Furthermore, Shooking Enterprise is a business that focus on designing a new technology of automatic stirring tumbler and suitable for the urban and busy people, coffee lover yet also students in Malaysia since the demand for hot and cold beverages are keep on increasing and the new norm of bringing water bottle anywhere such as to office or shopping mall has been practice among the Malaysians.

By this, with the mission of helping people living a simpler life, we have decided to produce a high-quality and multifunctioning product consist of stirring blade, three-layer material and also tight cover lid that called as Shooking automatic tumbler. In line with our mission, the vision is to produce a product that may help people to live a better and simpler life. On top of that, the operation of our business is done through both online and offline platform. As for online, we utilize the social media such as Instagram, Facebook and Shopee to promote our product. Meanwhile for offline method, our business is operating in Shah Alam which is a very strategic place as it is in the centre of huge residential, office and also school area.

However, there are lots of big competitors such as Starbuck, Mantigo and Tyeso in our tumbler industry since they are popular brand and offer variety of design but expensive in price. To distinguish ourselves from the competitors, Shooking Enterprise offers a special of high-quality material for heat absorber that manage to maintain both cool and hot water in a long period which are between 6 to 12 hours, easier to bring anywhere as the user just need to insert batteries to functioning the stirring blade, eco-friendly and also at an affordable price. Moreover, our product is available in one size which is suitable for 181 litres of water capacity yet serve elegant and sporty looks to the user since the tumbler's available in three colours which are black, blue and silver.

Thus, we are sure by the product specialities, Shooking Enterprise manage to increase our market share of 5% and total sales of RM9,000 in 2022 to 12% and RM21,600 total sales in 2024. This is because, people nowadays love to get an exclusive and modern product that suits with our tumbler features which are automatic stirring blade. Lastly, we are sure that Shooking Enterprise will be known worldwide in the future as the tumbler are unique, convenience for the user and also helps to improve the user quality of life.

1.0 COMPANY PROFILE

1.0 COMPANY PROFILE

1.1 Organization Background



Figure 1. Logo Shooking Enterprise

Name of business	:	Shooking Enterprise
Business address	:	10, Jalan Anggerik Vanilla M 31/M, Kota Kemuning, 40460 Shah Alam, Selangor. Warehouse: Port Klang
Website/ email address	:	www.shookingMY.com / shookingMY@gmail.com
Telephone number	:	03-5525 2257
Form of business	:	Partnership Registered under Limited Liability Partnership
Main activities	:	Selling product
Date of commencement	:	1 January 2022
Date of registration	:	1 December 2021
Name of Bank	:	Maybank Berhad
Bank account number	:	-----

1.2 Organization Logo/ Motto



Figure 2: Shooking Enterprise Logo

The logo represents our product which is the bottle at the middle is the main attraction. Other than that, the hands indicates that our product is designed for everyone which suitable for any group of age and career background. Also, the word “Shooking” represent the stir element which is one of the special features available on our product. The idea of the company’s name is from combining the idea of thermos bottle that can maintain the temperature of liquid inside the bottle and the idea of stirring element that able to shake the liquid inside the bottle. Also, by using a unique name, we can attract people towards our product. We want to create a product that can solve daily problems as well as providing a simpler solution. Shooking was founded in 2022 while officially establish in 2022 and the business is registered under Limited Liability Partnership. Our motto is “Save, simple and smile” which represent the advantages enjoyed when people buy our product. Save refers to when people use Shooking tumbler, they can save more time, cost and energy due to the multi-purpose product. Next, our product allows people to live a simpler life without the need to buy multi product only to have a drink. Lastly, we promised to put a smile on the face of people who has used our product by its quality, function and design.

Mission
<ol style="list-style-type: none"> 1. To help people live a simpler by saving more time, money and energy. 2. To fulfil the need of society especially among coffee lover 3. To produce a high-quality product to the customer 4. To provide solution for the customer that require one product for all (bottle, thermos and stir). 5. To make sure the satisfaction of our customer towards our product in term of its function, quality and design.
Vision
<p>To become a brand that create local opportunity growth and impact in every community an country around the world.</p>

Table 1: Vision and Mission Shooking Enterprise

2.0 ENVIRONMENTAL INDUSTRY ANALYSIS-OVERVIEW OF THE INDUSTRY

2.0 ENVIRONMENTAL INDUSTRY ANALYSIS – OVERVIEW OF THE INDUSTRY

2.1 Nature of Industry

In this era of modernization, the demand for technology products have been increased since it helps to easier people's life. Nevertheless, the drinkware market also come out with lots of great innovation by applying technology to the product since the global market size for this industry shows a rising of demand. Hence, Shooking Enterprise are confident that the demand for our automatic stirring tumbler will be high in the Malaysia market since the culture of drinking warm beverages such as tea and coffee has been deeply rooted among Malaysians for generations.

Besides, urbanisation and busy lifestyle in Malaysia has caused people to bring either cold or hot beverage in their tumbler to the workplace or school have become a new norm in the community. However, the tumbler users usually face several problems such as no stirrer provided, the changes in the water temperature and also fragile. Thus, the management of Shooking Enterprise has produced a great innovation of automatic multifunctioning tumbler that will help to solve those problems and convenient for the user to use it. This is because, Shooking automatic tumbler has come out with an attractive design and function such as stirring blade, start button, heat absorber and also high-quality stainless-steel material.

By utilize three layers of stainless steel, the problem of changes in water temperature can be solve immediately since the material can maintain the temperature within 6 to 12 hours. Moreover, the user also does not need to worry about making mess due to water split since the cover of the tumbler also equipped with a metal case and protected by rubber. The most special feature in our tumbler is the automatic stirring blade. As we drink coffee or tea, we often need spoon to stir our drinks but with stirring blade in Shooking tumbler, the coffee lover just needs to press the start button and the blade will automatically stir the beverage. Besides, it is also easier for the user to bring the tumbler everywhere since to functioning the stirrer, they just need to insert batteries in the battery holder under the tumbler.

In a nutshell, Shooking automatic stirring tumbler are suitable to be use by the whole people especially for the coffee and travel lover yet also busy people as the tumbler is convenient, safe and also eco-friendly product since it will not threaten the environment. Thus, we are sure that Shooking automatic stirring tumbler will received huge response and demand from the Malaysians.

2.2 Sales and Other Statistics

According to Global Market Insights, 2021, it mentioned that the global market size of drinkware product is estimated to grow by 5% between 2021 and 2027. Moreover, the market also expected to reach an estimated of \$12.4 billion by the year 2025. This is due to the demand on the hospitality and food service industry yet also increasing consumption of beverage in people's life. Moreover, Malaysia also faces an increasing demand and wide range of tumbler and drinkware products in the market as Malaysians love to drink water either it is cold or hot. Moreover, Malaysians also love to bring their water bottle and tumbler everywhere they are going since drinking water can help to get a healthier life. By this, Shooking automatic stirring tumbler has the potential to grow up and receive a sufficient amount of profit while also contributing in the country's economy and activities. Besides, Malaysia also one of the top drinkware producers in the world among the other top countries such as China, Germany and also United States.

2.3 Note Trends

2.3.1 Environmental and Business Trends

The drinkware industry shows rises value of demand in the market due to the environmental, business and also cultural trends. As for environmental and business trends, Malaysian nowadays really love to have cold or hot beverages such as coffee, tea and also boba milk tea since it acts like a treat for themselves after a tiring day or even act as freshener to stay up late for work. Moreover, nowadays, there are lots of drinkware products in the online and also offline marketplace since they are aware that the trend of drinking coffee are expected to grow in the future. However, the user is often face problems of their drinks are not last long in the wanted temperature and also the does not have stirrer such as spoon or straw. By this, research and development have done by our firms by producing an automatic stirring tumbler that equipped with stirring blade and manage to maintain the water temperature maximum for 12 hours. This is different from other existing tumbler in the market and by the R&D activities, it helps the customers to enjoy their drink anytime, varieties in product novelty and also helps to improve the quality of tumblers drinkware.

2.3.2 Cultural Influences

The culture of coffee drinking has been existed among the Malaysians generations since we can see lots of "kopitiam" shops, old-style hainanese coffee shops and also the international coffee brands such as Starbucks. Moreover, according to International Coffee Organisation,

2014, it mentioned that there is an increasing value of coffee consumptions over the last 50 years and nowadays, there are lots of local coffee cafe are popping up like mushrooms after the rain around the countries in Malaysia since the demand for coffee among the coffee lover are also high and become a trend. Besides, due to busy life, Malaysians nowadays love to purchase their coffee and put them in a tumbler so that they can drink it anytime. Hence, by the material use in the production of Shooking automatic stirring tumbler definitely will give satisfaction of drinking their beverages in the wanted temperature while reducing the usage of plastic in order to protect the environment.

2.4 Key Success Factors in This Industry

Nowadays, to success and sustain in the industry, several key factors have been involved such as performing attractive marketing skills, having a good product reputation and also strategic business location.

Firstly, Shooking Enterprise need to own a great marketing skill in order to attract the potential customer. This is because, through the marketing skills such as advertising and promotion really helps to spread the product awareness among the community. Moreover, by performing promotion or special discounts also helps the business to gain more sales since it makes the customer excited and encourage them to purchase in bulk amount. Next, our firm also need to maintain a good business reputation since a good review and comment regarding our tumbler from the existing customer play an important role in order to attract more potential clients. Besides, we also need to control and always supervise the production of product quality, services and also the price so that the customers are confident with our service and will repeat to purchase with us. Last but not least, strategic location is a very important factors for a business to sustain in the market. Thus, we choose to operate our business in both online and offline marketplace in order to attract more customer. As for online, the product been promoted through Shopee, Instagram and also Facebook while for offline, our physical store is located in Shah Alam and a strategic place since it close to lots of facilities such as universities, school, office and also residential area.

3.0 DESCRIPTION OF VENTURE

3.0 DESCRIPTION OF VENTURE

As a company who producing tumbler, our company which is Shooking Enterprise is producing one product which known as Automatic Shooking Tumbler. This product is designed by our own R&D to make sure this product can give many features and benefits to the consumer. It is because, Automatic Shooking Tumbler have a few features that other product didn't have. Moreover, Shooking Enterprise Come out with this product since they see many problems that they things they can solve it for these people. A few problems like old fashioned tumbler with no heat absorber that can make temperature of water in that tumbler did not last long. Besides that, most of the tumbler also fragile which can easily broke after it fall, hence it will make the place messy due to the water spill from it. Therefore, Automatic Shooking Tumbler is a product that can solve all these problems. This is because, Automatic Shooking Tumbler come with a few features like multifunction tumbler with an automatic stirring which will be able to facilitate the users to stir their drinks elsewhere. This automatic stirring is supported by the battery which can be use for a long time. Therefore, the user did not need to charge their tumbler every day. They only need to buy a good battery during purchases to support this automatic stirring. This automatic stirring can make the user more efficient since it can brew the coffee anywhere and anytime. The user also didn't need to find any spoon just to stir it coffee. Next, Automatic Shooking Tumbler also a tumbler which complete with heat absorber. The benefit of this absorber is to make sure the water temperature in the tumbler will stay maintained either hot or cold for about 6 to 12 hours. This is because, Automatic Shooking Tumbler come with 3 main layers which are the outer wall which it made from stainless steel walls that function to get the requires temperature with no condensation. Next, for the second layer it is vacuum seal that able to prevent the transfer of temperature from liquid inside the tumbler to outer wall so that it can store the temperature for a long time. The last layer will be the inner wall which will follow the temperature of the water stored inside the tumbler. So that, it will make sure that the user can fill in the tumbler with hot or cold water and did not need to worry if the temperature of the water will change in short time since it have a good heat absorber in the tumbler. Then, this tumbler also durable since it is not easily broke after fall since it made from standless steal and not ceramic and glass like other tumbler. It is good for student and working people since they need to rush every day. These are a few features that Automatic Shooking Tumbler used to attract their customer.

Shooking Enterprise is focusing their sales on student and working people since most of these people are going to bring their own water. Therefore, it shows that the demand for this product

will be increase day by days since nowadays people are more attracted to bring its own tumbler compare buy the water bottle in the supermarket since by using tumbler, any water can be filled in based on their preference. By buying tumbler, it is such a good investment for these people since tumbler can be used for a long time as long the user knows how to maintain it on good condition. For a coffee lover especially, it is a perfect choice since this Automatic Stirring Tumbler will facilitate their work and less energy consumption since the it can be done by itself. Nevertheless, this Automatic Stirring Tumbler can enter the market with successful sales because of the demand from its customer because of the features in the product that different from others and also this product is sold with reasonable price which all people can afford it. The price for the tumbler is only RM45, which is moderate that suitable for long last investment. The quality of the product is suitable with the price.

Besides that, Automatic Shooking Tumbler have a few competitors that they need to compete since this competitor has been on the market before Automatic Shooking Tumbler arrive. A few competitors like Starbuck and Montigo is such a big name in this tumbler industry since they have a lot of customers which already royal to stick at that brand. Therefore, it now is a challenge for our marketing team to make sure they can make an interactive advertisement in social media that can attract more customer to buy our product. They need to influence and make them try our product since Automatic Shooking Tumbler have more benefit and features compare with other competitor with a reasonable price.

Finally, Automatic Shooking Tumbler can be well known by many people if our marketing will be successful and also many supports from the users that want to give a sincerely feedback since the feedback from them can attract other people to buy. Automatic Shooking Tumbler is a product that new to this tumbler industry but have a higher potential since it has a few features that their competitor didn't have that give more advantages for it.

4.0 MARKETING ANALYSIS AND COMPETITION

4.0 MARKETING ANALYSIS AND COMPETITION

4.1 Target Market

A target market is a group of potential customers you identify to sell products or services to. Therefore, in the target market, a few segmentations can be divided, which are demographic, behavioural, geographic, and psychographic. Thus, in Shooking Enterprise, we focus on two segments which are demographic and psychographic. Demographic segmentation is more focused on the customer since it will describe based on their age, gender, income, and level of education. Hence, firstly we have concentrated on the age which our range of customer is from teenager to adult which around 12 years old until 70 years old. We focus on the teenagers starting from age 12 because these students are bringing their tumblers to the school. Not to forget, from the level of education criteria, our targeted customer is the tertiary student in university. Most of them love to bring their coffee to the university since most of them love to overnight and require coffee to start their days. Besides, most tertiary level students rush to go to university from college every day, so it will be an excellent choice for them to bring this tumbler since their coffee will be automatically made while they walk to the class. Next, for gender, our Automatic Stirring Tumbler can be used for all gender, either men or women, since they are a few varieties of colour, which are black, blue and grey. Hence this type of colour will suit them because this type of colour, predominantly black, can be entered into all kinds of occasions. Therefore, they can bring this tumbler anywhere either to classes or office.

Next, psychographic segmentation is more focused on our customers' personalities and interests. It can be seen from a few criteria such as personality traits, hobbies, life goals, values and lifestyles. Therefore, for our customers, we are focusing on the person who loves coffee since most coffee lovers have one habit, they need to drink a coffee every morning. As we can see, most working people love to buy their coffee before entering the office, either at the Starbuck or Costa Coffee. Hence, it is a great idea to use this Automatic Stirring Tumbler as their tumbler for that coffee since our tumbler can maintain the temperature for that coffee for a longer time. Besides that, for a person who loves to bring their water everywhere, the Automatic Stirring Tumbler is an excellent choice since this Automatic Stirring Tumbler has been appropriately designed with the water in the container will be not easily spilt. This tumbler is made from stainless steel, which is not easily broken when it falls from some place. It is more durable than other tumblers because most tumblers are made from plastic and ceramic, which will be easily damaged if they fall from some place.

Finally, the two market segments we are choosing, demographic and psychographic segmentation, are imperative to help the community know our products. In addition, these two segments also play an essential role in our product since these two segmentations depend on each other to get a significant impact that can help boost our development in the community.

4.2 Estimated Market Size and Trends

Market size is defined as the maximum number of sales or customers your business can see, often measured over a year. The market size will make the company able to target their customer so that the company can produce the product based on the target demand. Hence, the company can avoid overproducing products that interrupt the budget and cost. Therefore, for the market size, Shooking Enterprise focuses on two categories: a student and working people. Shooking Enterprise focuses on this because they think the higher demand comes from these categories than the older children. Besides that, for our product, Automatic Shooking Tumbler, the customer can get the product from our Shopee Account and social media. All the information, promotion and others will be updated on these two platforms. We are focusing on selling through these two platforms because Shooking Enterprise didn't have a physical store. We also did not want to sell through a convenience store because we wanted to maintain our product quality before delivering to the customer.

Next, for the trends, we assume that our online customers come from entire Malaysia. Since we conduct our sales online, all people outside Malaysia can purchase our product through Shopee and social media. Hence, we conduct our marketing more to social media, many people will recognize our product since more teenagers are using social media nowadays. Next, for offline customer, we focus on people around our office since our office is in Shah Alam. Our office is near with office and school which will be easier for them if they want to purchase through offline. They can just go to the office to purchase it. Therefore, we consider that the student who buys our product will buy our product twice a year but for working people they will buy it 3 times per year because they love to collect all the variety of colour. The reason why they only need to buy 2 or 3 times per year because our product is a quality product which can be used for a long time. If a user can take good care with their tumbler, it can be used without damage for a longer time.

Therefore, this is our estimation for buying trend of Automatic Stirring Tumbler in quantity unit:

Customer segment for Automatic Stirring Tumbler in Malaysia

Target Market	No of population	Potential Customer	No of Potential Customer
Student	537,434	2%	10,748
Worker	14,900,000	3%	447,000
Total	15,437,434	5%	457,748

Table 2: Customer segment for Automatic Stirring Tumbler in Malaysia

Estimate for a year

Student will buy 2 tumbler/ year @ RM45 = RM90

Worker will buy 3 tumbler/ year @ RM45 = RM135

Target Market	No. of Potential Customer	Estimated of the product buying		
		Quantity / Year	RM/ Unit / Year	Total (RM)
Student	10,748	2 x 10,748 = 21,496	45	967,320
Worker	447,000	3 x 447,000 = 1,341,000	45	60,345,000
Total Market Size	457,748	1,362,496	45	61,312,320

Table 3: Estimation per year

4.3 Estimated Market Share and Sales

Competitors	Market share and Sales					
	Before			After		
	%	Unit/Year	RM/Year	%	Unit/Year	RM/Year
STARBUCK	55	749,3733	33,721,785	54	735,748	33,108,660
MANTiGO	15	204,374	9,196,830	13	177,124	7,970,580
TYESO	30	408,749	18,393,705	28	381,499	17,167,455
SHOOKING	0	-	-	5	68,125	3,065,625
Total	100	1,362,496	61,312,320	100	1,362,496	61,312,320

Table 4: Estimated Market Share and Sales Before

Product/Service			
Market Share and Sales			
	Year		
	2022	2023	2024
Market share (%)	5	8	12
Total sales in units	68,125	109,000	163,500
Total sales in RM	3,065,625	4,905,000	7,357,500

Table 5: Estimated Market Share and Sales After

MARKET SHARE BEFORE ENTER MARKET

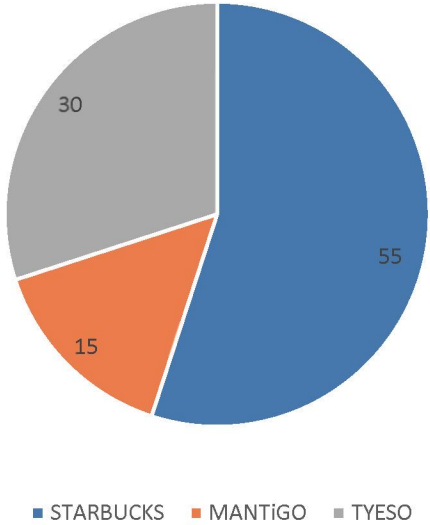


Figure 3: Market share before enter market

MARKET SHARE AFTER ENTER MARKET

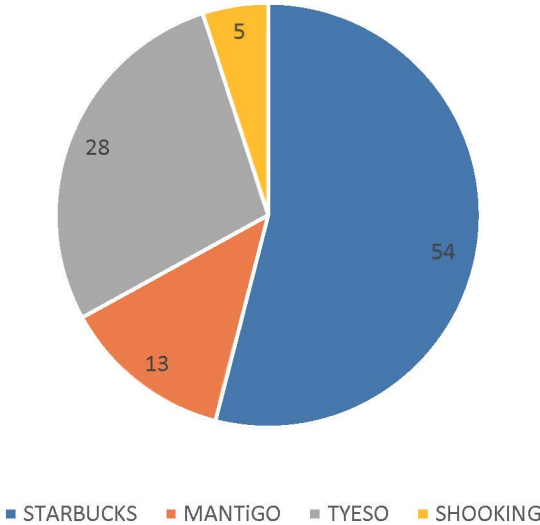


Figure 4: Market share after enter market

4.4 Competition and Competitive Edges

Competitors	Strengths	Weaknesses
1. MONTiGO	<ul style="list-style-type: none"> • Premium products • Convenience • Ergonomic design 	<ul style="list-style-type: none"> • Pricey • Not well-known • Limited Units
2. TYESO	<ul style="list-style-type: none"> • Reasonable price • Variety colours • Neat design 	<ul style="list-style-type: none"> • Outdated design • Heavy • Difficult to carry
3. STARBUCKS	<ul style="list-style-type: none"> • Premium products • Well-known brand • Variety design 	<ul style="list-style-type: none"> • Expensive • Fragile • Seasonal Design
4. SHOOKING	<ul style="list-style-type: none"> • Affordable price • Multifunction • Light 	<ul style="list-style-type: none"> • New in market • Limited design • Battery usage

Table 6: Competitor Strength and Weakness

4.5 Sales Forecast

	Sales Forecast for <i>Shooking Enterprise</i>	
	Year 2022	
Month	Sales Collection (units)	Sales Collection (RM)
January	5678	255,469
February	5678	255,469
March	5678	255,469
April	5678	255,469
May	5678	255,469
June	5678	255,469
July	5678	255,469
August	5678	255,469
September	5678	255,469
October	5678	255,469
November	5678	255,469
December	5678	255,469
TOTAL	68,125 /12 = 5678	3,065,625 /12=255,469

Table 7: Sales Forecast

4.6 Marketing Strategy

4.6.1 Product

Shooking business are came out with the innovation ideas of multifunction stirring tumbler that can reach all categories type of target market. Stirring tumbler developed and produced with the different features that enhanced a customer quality of life which the products are being friendly and convenience to use in daily routine. The elements in stirring tumbler were designs based on the functional of the tumbler itself to maintain the water temperature for both hot and cold for long hour and the automatic stirring elements which function to brew or stir water based instantly.

There are using the high quality of material in order to meet products objectives in future. The products were made from three main layer of light stainless steel which give a suitable for tumbler to maintain the heat absorber with no condensation. The special of the second layer is vacuum seal that able to prevent heat are being transfer outside the walls of tumbler. This function makes consumer store their drink in hot or cool for long hours without worrying the hot water turn to cold or ice cubes melts immediately. Besides, the third layer which is inner walls will follow the water temperature stored inside the tumbler.

Therefore, the automatic of stirring elements are conducted by battery which specificized in double AA battery because these makes tumbler function for long period, easy to carry and less electric consumption. Based on the product criteria, most of the consumer attract to stirring tumbler by career group of people since the product make their life become easier which they do need to spend too much on looking for spoons. Not only that, but traveller is also the second potential consumer which make the products are convenience and friendly towards their travel journey. Hence, even though the stir tumbler focusses on those target market but it is still suitable for all ages group because of the multi functioning product to be use.



Figure 5: Types of Automatic Stirring Tumbler



Figure 6: Size of Automatic Stirring Tumbler

i) *Brand*

The name of Shooking brand is based on the products identity and characteristics which give an imagination innovation product idea towards target audience in the market. The branding name given to distinguish the products from others in term of logo, symbol or even variety of products functions. Shooking was finalised as products branding because the term of “Shoo” is refer to consumer are having fun with the products and the inspiration of “King” are coming from a superior business product in the market. Other than that, Shooking was named because of the uniqueness of pronunciation which customer will easily remind to our products and ease to spread the uniqueness of information of the products itself. We believe that Shooking name brand may attract customers since the brand name is eased to remember among consumers. People will know about Shooking tumbler products once customers found the products are remind of creativity, innovation and cheaper from other competitors.

ii) Design

Shooking enterprise has come out with neat, elegant, and modern design look which suitable for all ages groups in market. However, Shooking also provided with a few colours of tumbler such as basic tone in black, grey and blue which fitted to products branding that represent as bold and attract more potential customers. Not only that, when it comes to seasonal within a year, Shooking has launching a surprise element design to customer according to each seasonal. Usually, a special design included in Chinese New Year, Hari Raya and Christmas. From this point of view involve of the marketing strategy to attract more buyers to get known towards business products. However, Shooking tumbler are using choose the concept of unique and convenience to carry everywhere to ensure the products looks good and being eye catcher to customer to bought it at the first sight.

iii) Packaging

In order to make it safe policy to consumer from any damages products happens, Shooking come out with the secure packaging with products design outsides. The products were packed in box which prevent from any damages issue happened. Plus, box packaging is included in the best way to products in term of transportation which can prevent moisture infiltrating product and maintain the quality of the products itself. Other than that, tumbler not only come out with box, but tumbler also will be wrapped by bubble wrapping to reduce damages units happened which can make shop loses and also unattractive customer to repeat since it considers as a poor services. However, when customer made additional request on packaging, our business is ready to offer with hard special box type. This strategy are made because it ease to customer to buy not for themselves but can make it gift for special treats.



Figure 7: Packaging of Automatic Stirring Tumbler

iv) *Labelling*

The labelling of the stirring tumbler is inspired from the product branding. The crowns on top of the branding is to show the related of stirring tumbler characteristics which desire it to look bold and superior among other branding. Other than that, our business is also provided with business card of Shooking tumbler which make the products become more exclusive among other products. Besides, the labelling instructions also will be provided to customer are a guideline to use tumbler in the ways together with boxes packaging. For examples, the labelling are shows the steps to connect the stirring blasé into tumblers, types of battery uses and how many hours water can main its heat on tumbler. From this strategy can make the consumers are ease to use since the labelling are friendly to understand before using Shooking products.

v) *Ease of use*

The special Shooking stirring tumbler is consider in many aspects in term of how convenience the products was since the products are not heavy and easy to carry anywhere consumer wants. This point of view focus on traveller because included in friendly-travel products which helps them from bring a heavy product. Other than that, the stirring tumbler are not fragile which make them avoided from easily broken even from simple falls. Not only that, the stirring tumbler also being very efficient especially to busy person since the products are having less energy consume which not desire them to finding spoon to stirring their water. However, the ease-of-use Shooking products is when customers are don't need to find the suis and charge them since the stirring functions are use in battery type. It eases for customers bring anywhere they want without thinking about it.

vi) *Product differentiation*

The product differentiation of the Shooking Enterprise from others is stirring tumbler has develop of heat absorb for both cool and hot easily did not make hot water easily being cold and ice cube melt in longer hours. Besides, the products also provided automatic stir which ease to consumer stir their water whenever they need it. The automatic function stirring come from the battery energy which make the stir function well. Other than that, Shooking tumbler are also use the high-quality material which provided 3 layers of its tumbler. The 3 layers are consisting of *outer wall*, made from stainless steel wall that function to get the required temperature without no condensation. The second layer is *vacuum seal* that is able to prevent the transfer of the temperature from the liquid inside the tumbler to the outer wall so that

tumbler can store any temperature of the water stored. Lastly is inner wall which function as follow the water stored inside the tumbler.



Figure 8: Function of Automatic Stirring Tumbler

4.6.2 Pricing

Shooking Enterprise has decided that the pricing strategy must base on market pricing which make customer afford to buy them in many times. Since stirring tumbler are still did not familiar in market, the average of product price is in between RM45. This strategy is use based on quality of the products and average price of other competitors. Other than that, our business also applies penetration pricing strategy. Penetration pricing is a pricing technique for gaining market share quickly by offering a low initial price to persuade customers to buy. This price technique is commonly utilised by new market entrants. The reason our business use a penetration pricing strategy is because this will help the business achieve a breakeven price in the business operation which it will considerate into raw material too. The consideration of RM45 per tumbler is the affordable price which everyone affords to buy, especially our target market. However, the reason our business is finalised RM45 per tumbler is that too considerate of our high-quality products because the products are considered as durability for long-term uses. Thus, since our products are offered a seasonal design, the prices are different from the original one which markup around 10% from the normal price. It is because the design provided is dependent on the seasonal theme per year which increases business expenses operation. So that, our business manages to set up a price that still affordable to everyone.

4.6.3 Services and warranty policy

Shooking tumbler has decided to give 1-year warrants to their customer in case any damage happened in future. For example, the tumblers are cracked, broken, the stirring blade did not function etc, the customer may refund their items within a warranty given. Thus, this strategy eventually gives a better relationship and engagement towards customer and organization. From this it can help products are easily spread in market which make stirring tumbler become well known among other products. Other than that, the warranty are provided in every tumblers boxes which a customer's trusty towards our business especially to new customers. The warranty policy provided to ensure that our products will be deliver a great quality of the business and products in order to attract a first impression of customers.

4.6.4 Advertising and promotion

The advertisement and promotion made by Shooking are divided into 3 categories which are advertising, influencer marketing and sale promotion. The advertising conducted is included social media ad including Facebook ads, Instagram ads and even Shopee ads. This method of the best way for every business to cut the costs operation specially to starting a up business. Even the business are using online ads platform, our Shooking business still need to pay the expenses according to rate or numbers of engagements which mean the higher of the rate the higher price and give a great result to business marketing strategy. Other than that, influencer marketing was use because it makes an effectives approach to new and existing customer to know about the products. The engagement of the influencer gives a huge effect as they have a wide range category of followers in social media. Lastly is sale promotion Sales promotion was conducted because it gives a customer encouragement to purchase a new product in market. Shooking Enterprise has provided 20% discount to first time purchaser, free shipping on rm100 spending since most of the product are conducted via online. Form this eventually give customer repeat the product and purchase in a buck order.

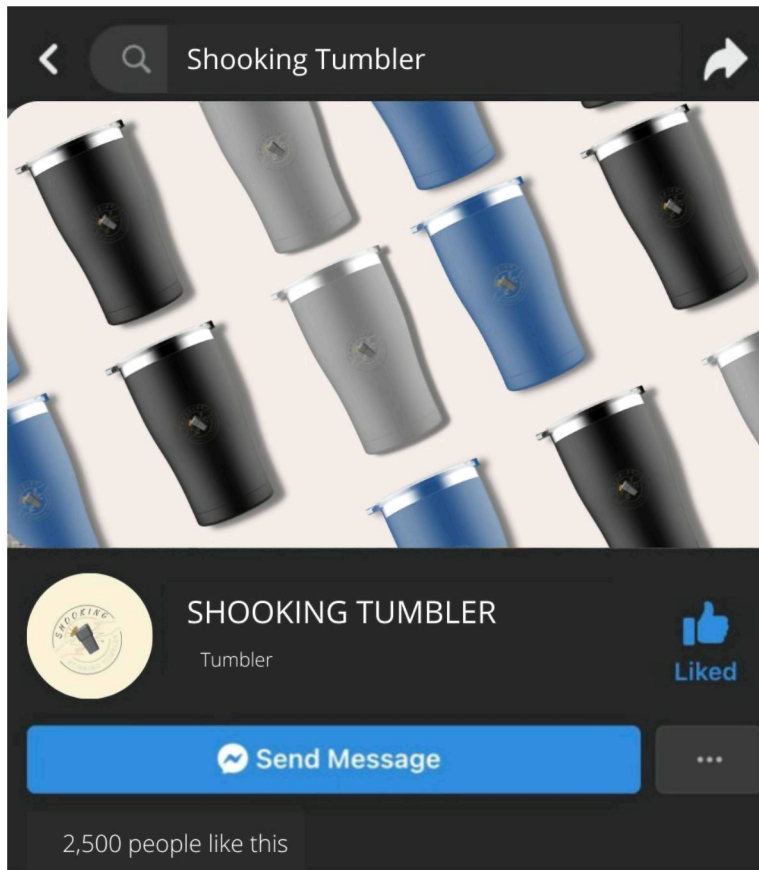


Figure 10: Facebook Page of Shooking Enterprise



Figure 9: Twitter Page of Shooking Enterprise

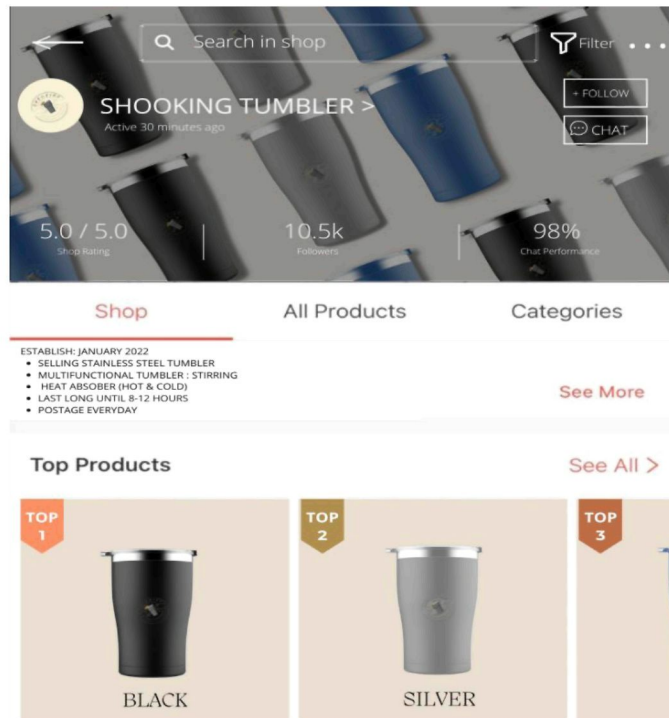


Figure 11: Shopee Account of Shooking Enterprise

4.6.5 Distribution

Shooking Enterprise are using the manufacturer–consumer method since is related to much material involvement in production. This relationship gives a better performance to Shooking products because the lower of distribution involvement the greater the products in terms of their quality and pricing adjustment. Other than that, the reason our business is not provided other party in distribution is because this will be affected to our price strategy. For example, if the business is supplied to retailer, the price per tumbler may be change since the order are in bucks. So, this will be affected to our business profit per year. However,

4.6.6 Sales tactics

Shooking Enterprise are using sale representative and distribution sales tactics in their business operations. The reason business is choosing those methods is because sales representative is responsible for maintaining existing accounts, getting new ones, and adhering to a daily work plan in order to assure customer satisfaction at all levels of purchase. While the top management is in charge of establishing plans and maintaining inventory, the Representative is in charge of getting that inventory into the hands of the correct customers. This method eventually gives the profitable for our business because of the satisfying interaction between business and customers which will increase the number of customers who will repeat our

Shooking tumblers. Not only that, since our distribution connection is between manufacturing and customers, it will give fewer damaged items and maintain price tumblers per unit. From this point of view, it can see that Shooking business are managed to reduce loses in term of unit's production or even profit of the business.

4.7 Marketing Budget

MARKETING EXPENDITURE	
	RM
Fixed Assets/Capital Expenditures	
Computer	1,800
Photocopy Machine	450
	2,250
Working Capital/Monthly Expenditure	
Promotion Cost (Influencer & Social Media Ads)	800
Tools and Technology (Software)	150
Stationery	50
	1,000
Other Expenditures	
Pre Opening Promotion	300
Free Shipping Vouchers	200
	500
TOTAL	3,750

Table 8: Marketing Expenditure

5.0 OPERATION AND PRODUCTION PLAN

5.0 OPERATIONS AND PRODUCTION PLAN

5.1 Facilities

Shooking tumbler's company produce tumbler on our own. So, we have our own factory that located in Port Klang which is the rental is quite cheaper than the other factory and its not far from our HQ.

5.1.1 Location

Shooking Enterprise is in a strategic location. The factory is close to a factoring area. This location makes it convenient for customer to notice our business place due to the popular people destination. Shooking Enterprise is a tumbler company that only specializes in selling online tumbler. The factory must have one-of-a-kind design and adhere to a few business guidelines. The factory design is one of the most appealing to attract attention customer. Shooking Tumbler created a simple aesthetic office design which followed with their appealing product line lay out on the inside. It is due to the business must maintain an appropriate design to make customer confident about the product. The factory also has a glass window that attract customer to see what inside the office.

The rent of the place is RM7,000.00 Shooking Tumbler has a legal permit from Suruhanjaya Syarikat Malaysia (SSM) to operate the business. The building and other operating costs such as leasing utilities, maintenance and overhead are included in the business operation's facilities.



Figure 12: Location of Office

5.1.2 Lay Out

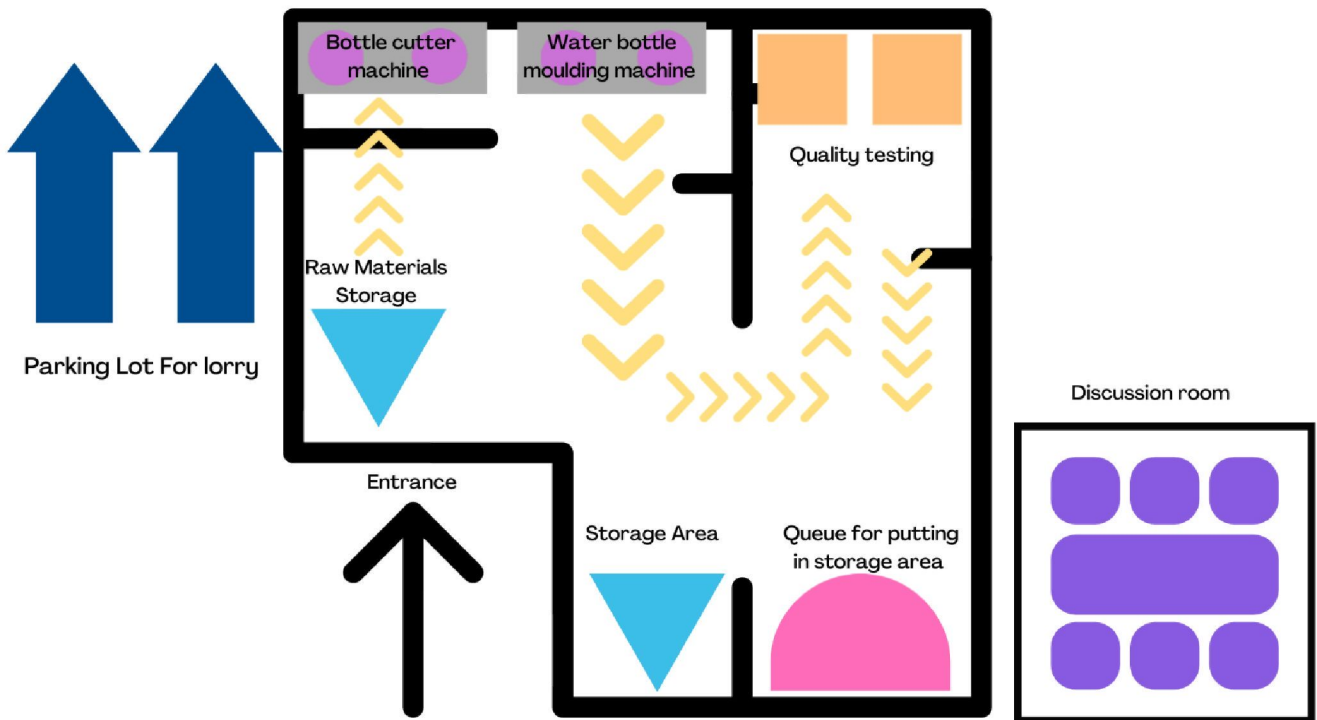


Figure 13: Layout of Warehouse

5.2 Production Flow

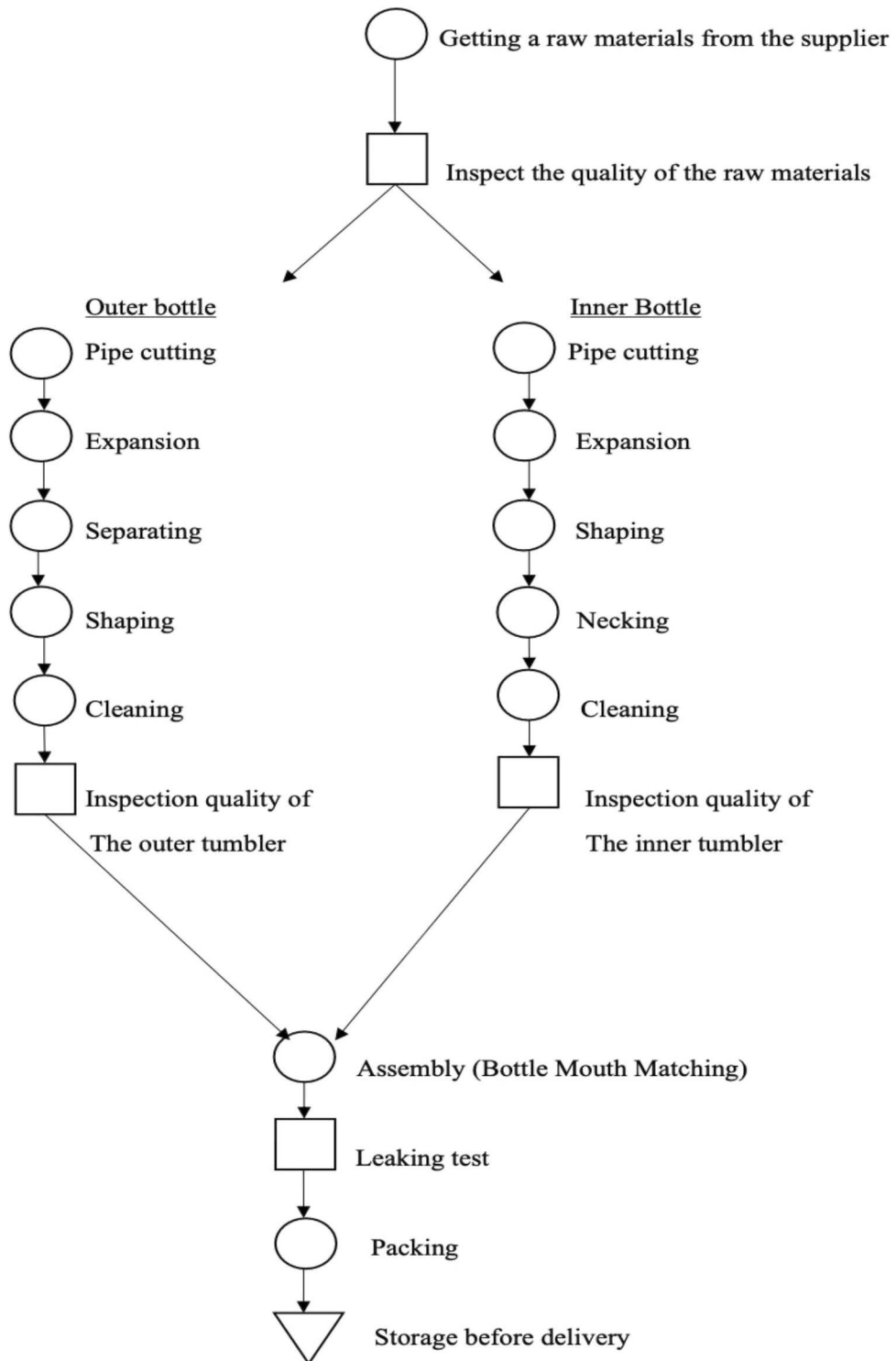


Figure 14: Production Flow

5.3 Raw Material and Packaging Requirement

Ingredient	Quantity Required	Safety stock	Price Per/Unit	Total Purchase (RM)
Copper	2,839	150	22.00	65,758
Stainless steel (1 meter)	5,678	200	17.50	102,865
Box	5,678	200	1.00	5,878
Battery	1,136	10	5.00	5,730
Total				180,231

Table 9: Raw Material and Packaging Requirements

Shooking Enterprise's raw materials and packaging for our stir tumbler are listed in table 9. Due to the supplier is closest to our strategic location it's, easy for us to receive all materials with good quality. Furthermore, our supplier is able to deliver high-quality materials at a reasonable price which is ideal for our products.

5.4 Machine, Furniture and Equipment

Machine				Alibaba.com
Bottle cutter machine	RM 92,384	1	92,384	
Water bottle moulding machine				
	RM 24,584	1	24,584	Alibaba.com
Furniture				
Table				
Chair	RM 129	3	387	Shopee
Equipment	RM 99	3	297	Shopee
Computer				
Air conditioner	RM1,800	6	10,800	Asus
	RM 1,200	4	4,800	Panasonic
Total			133,252	

Table 10: Machine, Furniture and Equipment

Table 10 shows of machine, furniture, and equipment of production Shooking Enterprise. Overall, the total amount for the entire cost of the machine, furniture and equipment are RM133,252.

5.5 Schedule of Remuneration

Position	No.	Monthly Salary RM	EPF Contribution (10%) RM	SOCSSO (2%) (RM)	Amount (RM)
Supervisor	1	RM 3,500	RM 350	RM 70	RM 3,920
Lorry driver	2	RM 2,100	RM 210	RM 42	RM 4,704
Factory worker	6	RM 1,500	RM150	RM 30	RM 10,080
Total					RM 18,704

Table 11: Schedule of Remuneration

Table 11 shows schedule of remuneration for Shooking Enterprise. The monthly wage for each position varies according to hierarchy. Employee contribution rates to the Employees Provident Fund (EPF) is 10% from their salaries. Meanwhile, the Employee's Social Security Act of 1969 Act determines the rate of contribution for SOCSSO. Employee contribution of SOCSSO is 2%.

5.6 Operation Expenditure

OPERATION EXPENDITURE	
	RM
Fixed Assets/Capital Expenditures	
Machine	133,252
Furniture	684
Equipment	15,600
Lorry	84,000
Working Capital/Monthly Expenditure	
Raw materials & packaging	180,231
Salaries	18,704
Utilities Electricity	1500
Water	589
Telephone	129
Other Expenditures	
Road tax and insurance	463
Utilities Deposit (Electricity, water and telephone)	1,200
TOTAL	436,352

Table 12: Operation Expenditure

According to Table 12, the overall operation expenditure budget for Shooking Enterprise is RM436,352 included fixed asset, monthly spending and other expenditure. Shooking Enterprise must always estimate the budget for operational activities.

6.0 ORGANIZATION PLAN

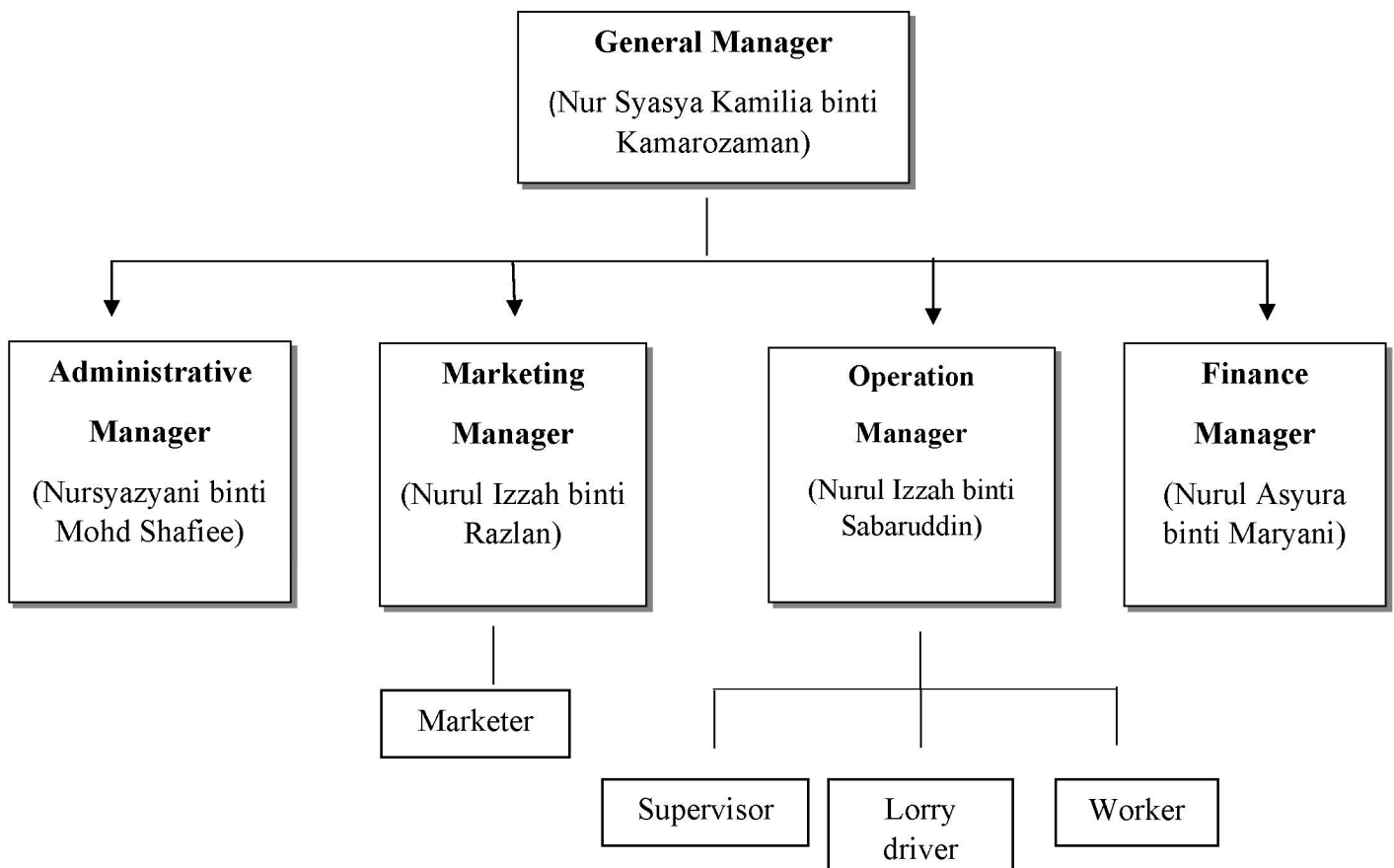
6.0 ORGANIZATION PLAN

6.1 Ownership structure

Shooking Enterprise is registered under Limited Liability Partnership (LLP) that regulated under the Limited Liability Partnership Act 2012 which under this act combines the characteristics of partnership and a company. The company of Shooking Enterprise. is founded by five main partners which has agreed to contribute to the management of the company as well as to contributes the capital to start the business. Amount of contribution, cost of starting the business and profit sharing is according to the partnership agreement of the business. Since Shooking Enterprise is still new to the market, all partners have agreed to give up some percentage of ownership which 25% of the total revenues will be remained as retained earnings that act as backup to any uncertainty event of the company while another 75% of the ownership will be divided to each five partners according to the agreed percentage.

6.2 Management team

6.2.1 Organization chart of Shooking Enterprise.



Shooking Enterprise is managed by team management that took position as the general manager, the administrative manager, marketing manager, operation manager and finance manager. Each manager is responsible for monitoring and management of each department in the company. The organization is led by the general manager, Nur Syasya Kamilia binti Kamarozaman who has full responsibility towards the entire organization and business management. This followed by another leader managers that has important roles to make sure another department system is well-managed. Operation manager involves in the process of producing the product which including the production process, packaging process and delivery product to the customers. As for marketing department, Nurul Izzah binti Razlan is responsible to handle the overall process including figuring the best marketing tools and strategies to expose our product to the society. In fact, marketer is hired to help the process of marketing activity is effective and able to reach our target market. Marketing activity involving physical marketing activities such as flyers and booth promoting and digital marketing which is through online platform such as social media, websites and paid ads.

6.2.2 Manpower planning

Position	Number of Staff
General Manager	1
Administrative Manager	1
Marketing Manager	1
Operation Manager	1
Finance Manager	1
Marketers	1
Operation supervisor	3
Lorry driver	1
Worker	1

Table 13: Manpower Planning

6.2.3 Schedule of task and responsibility


Position	Main Tasks
General Manager (Nur Syasya Kamilia binti Kamarozaman)	<ul style="list-style-type: none"> • To develop a strategic plan by understanding the technological and financial opportunities for the business, ability to present assumptions and prediction towards any decision made for the business and recommend the objectives of the business. • To maintain the quality of service offered by establishing and implementing organizations standard. • Create a good image of a company by collaborating and maintaining good relationship with customers, investors, government and community • To plan, implement and control the overall management of the business • To plan and monitor the strategic progress of the business
Administrative Manager (Nursyazani binti Mohd Shafiee)	<ul style="list-style-type: none"> • Responsible to plan and coordinate administrative policy and systems. Revise plan or technique for well organized process. • Recruit personnel and provide training and coaching session to ensure the maximum level of efficiency achieve. • To ensure the flow of information is adequate and smooth within the organization to ease other business operation. • Organize and manage the schedule of production and other activities as well as the deadlines. • Organize and supervise other activities within the company including renovation and event planning.
Marketing Manager (Nurul Izzah binti Razlan)	<ul style="list-style-type: none"> • To create and manage marketing campaigns from the marketing strategy and the monitor the effectiveness of the marketing campaign to encourage the engagement with the audiences. • Develops tools and best alternative to manage the implementation of marketing programs or project.

	<ul style="list-style-type: none"> • Develop marketing tools and marketing business plans including the budget for marketing tools and effectiveness of the strategies.
<p>Operation Manager (Nurul Izzah binti Sabaruddin)</p>	<ul style="list-style-type: none"> • To make sure the operating system of various process went smoothly as well as contribute to the services system of the business. • To ensure that the operating system able to meet the objectives of the organization. • To make an effective and efficient decisions relating to the planning and designing the operation system. • To control the value chain and improve the performance of operation process to achieve and maintain high level of performance. • Coordinates the activities that affect the operational decisions.
<p>Finance Manager (Nurul Asyura binti Maryani)</p>	<ul style="list-style-type: none"> • Prepare the financial statements of the company, report regarding business activity and forecast the performance of the business. • Monitor the details of financial transaction to ensure the legal requirements are met. • Review on company financial reports and find alternatives to reduce the cost to the business. • Analyze market trend to seek opportunities for business expansion. • Guide and help management in term of financial decision.
<p>Operation staff</p>	<ul style="list-style-type: none"> • Responsible for the production of product from the initial stage until final product being delivered to the customers.

Table 14: Responsibility Based on Position

6.2.4 Partnership background

General manager

	
Name of Partner	Nur Syasya Kamilia Binti Kamarozaman
Email Address	syasyakamilia1@gmail.com
Phone Number	
Academic Qualification	<ul style="list-style-type: none">• Diploma in Banking Studies, UiTM Rembau• Bachelor of Business Administration (Hons) Finance, UiTM Bandaraya Melaka
Course Attended	Entrepreneur and MASMED Business Talk Series by UiTM
Skills	<ul style="list-style-type: none">• Excellent in leadership and problem-solving skills• Fluent in Bahasa Melayu, English and also Mandarin• Great interpersonal planning skills to develop new product for the business future
Experiences	<ul style="list-style-type: none">• Handle a small own online business• Credit Administrative Manager at Maybank Berhad

Administrative manager




Name of Partner	Nursyazyani binti Mohd Shafiee
Email Address	nurrsyazyani@gmail.com
Phone Number	
Academic Qualification	<ul style="list-style-type: none">• Diploma in Banking Studies, UiTM Rembau• Bachelor of Business Administration (Hons.) Finance, UiTM Bandaraya Melaka
Course Attended	Entrepreneur and MASMED Business Talk Series by UiTM
Skills	<ul style="list-style-type: none">• Fast learner and able to work under pressure• Able to speak fluently in Bahasa Melayu and english• Love to work in team and have a good communication skill.• Have a good passion in working and always want to learn something new.
Experiences	<ul style="list-style-type: none">• Owning a small business• Supervisor at Telekom Malaysia.• Freelancer

Operation manager



Name of Partner	NURUL IZZAH BT SABARUDIN
Email Address	Izzahsabarudin00@gmail.com
Phone Number	(
Academic Qualification	Diploma in investment analysis
Course Attended	Operational manager training
Skills	<ul style="list-style-type: none">• Fluent in English and mandarin• Good in communication• Excellent in Microsoft words and excel• Can handle stress
Experiences	<ul style="list-style-type: none">• Branch manager at Zara• Branch manager at Oldtown White Coffee

Marketing manager

	
Name of Partner	NURUL IZZAH BINTI RAZLAN
Email Address	nurulleizza@gmail.com
Phone Number	
Academic Qualification	<ul style="list-style-type: none">• Diploma in Investment Analysis, UiTM Dungun Terengganu• Bachelor of Business Administration (Hons.) Finance, UiTM Bandaraya Melaka
Course Attended	Marketing Manager
Skills	<ul style="list-style-type: none">• Ability to speak and written dual language : english & bahasa melayu• Expert in computer and software skills• Multitasking
Experiences	<ul style="list-style-type: none">• Digital Marketing Manager at Shopee Malaysia• Social Media Marketing at Uniqlo Malaysia• Content Marketing at Starbucks Malaysia

Finance manager



Name of Partner	NURUL ASYURA BINTI MARYANI
Email Address	Asyuramaryani13@gmail.com
Phone Number	
Academic Qualification	<ul style="list-style-type: none">• Diploma in Business Studies, Uitm Segamat Johor• Bachelor of Economics and Administration (Hons), University Malaya
Course Attended	<ul style="list-style-type: none">• Strategic Financial Skills and Management by GLOMACS
Skills	<ul style="list-style-type: none">• Excellent communication skills• Well equipped with analytical skills• Strategic and financial planning expert
Experiences	<ul style="list-style-type: none">• Assistant Finance Manager at Gamuda Berhad• Finance Manager at The Petra Group

6.3 Supporting Professional Advisor and Services

- i. **Web development and design (EtchTech, Kuala Lumpur)** – Develop the company website to provide an interesting online experiences. Websites developers helps in term of coding and back-end structure to ensure the website is well functioning. Meanwhile, the designer will focus to ensure the website appearance and visual appeals of the website.
- ii. **Financial planning and advising (Maybank personal financial advisor)** – provide options and pathways to the owner of company to make decision in term of financing decisions in order for the company to meet its financial goals. In fact, they helps company to make financial decisions whether to invest in short-term and long-term financial plan.

6.4 Schedule of Remuneration

Position	No.	Monthly Salary (RM)	EPF Contribution (13%) (RM)	SOCSSO (2%) (RM)	Amount (RM)
General Manager	1	2,400	312	48	2,760
Administrative Manager	1	1,600	208	32	1,840
Marketing Manager	1	1,600	208	32	1,840
Operation Manager	1	1,600	208	32	1,840
Finance Manager	1	1,600	208	32	1,840
Operation staff	3	1,200	156	24	1,380
Marketer	1	1,400	182	28	1,610
Total					13,110

Table 15: Schedule of Remuneration

6.5 List of Furniture and Office Equipment

Item	Quantity	Price/per Unit (RM)	Total Cost (RM)
Office Furniture			
Meeting table and chairs	1 set	2,000	2,000
Office table	5	250	1,250
Office chair	5	100	500
Chair for general manager	1	130	130
Cabinet	4	400	1,600
Office Equipment			
Computer	3 sets	2000	6,000
Total			11,480

Table 16: Furniture and Office Equipment

6.6 Organizational /Administrative Expenditure

ADMINISTRATIVE EXPENDITURE	
	RM
Fixed Assets/Capital Expenditures	
Furniture and Fittings	9,000
Working Capital/Monthly Expenditure	
Salaries	13,110
Utilities	2,500
Rental (main small office and factory)	7,000
Other Expenditures	
Business Registration & Licenses	60
Deposit Rental (2 months)	14,000
TOTAL	45,670

Table 17: Administrative Expenditure

7.0 FINANCIAL PLAN

7.0 Financial Plan

7.1 Input for Administrative Expenditure, Marketing Expenditure and Operation Expenditure

ADMINISTRATIVE EXPENDITURE		MARKETING EXPENDITURE		OPERATIONS EXPENDITURE	
Fixed Assets	RM	Fixed Assets	RM	Fixed Assets	RM
Land & Building	-	Computer	1,800	Machine	133,252
Furniture and Fittings	9,000	Photocopy Machine	450	Furniture	684
				Equipment	15,600
				Lorry	84,000
Working Capital		Working Capital		Working Capital	
Rental (Main small office and factory)	7,000	Tools and Technology(Software)	150	Raw Materials & Packaging	180,231
Salaries	13,110	Promotion	800	Carriage Inward & Duty	-
Utilities	2,500	Stationery	50	Salaries, EPF & SOCSO	18,704
				Rental	-
				Utilities (Electricity, Water, Telephone)	2,218
Other Expenditure		Other Expenditure		Other Expenditure	
Other Expenditure		Other Expenditure		Other Expenditure	
Pra-Operasi		Pra-Operasi		Pra-Operasi	
Deposit (rent, utilities, etc.)	14,000	Deposit (rent, utilities, etc.)		Deposit (rent, utilities, etc.)	1,200
Business Registration & Licences	60	Business Registration & Licences		Business Registration & Licences	-
Insurance & Road Tax for Motor Vehicle		Insurance & Road Tax for Motor Vehicle		Insurance & Road Tax for Motor Vehicle	463
Other Expenditure		Other Expenditure	500	Other Expenditure	-
TOTAL	45,670	TOTAL	3,750	TOTAL	436,352

Table 18: Administrative, Marketing and Operation Expenditure

Projected Sales and Purchases

SALES PROJECTION	
Month 1	255,469
Month 2	255,469
Month 3	255,469
Month 4	255,469
Month 5	255,469
Month 6	255,469
Month 7	255,469
Month 8	255,469
Month 9	255,469
Month 10	255,469
Month 11	255,469
Month 12	255,469
Total Year 1	3,065,628
Total Year 2	4,905,000
Total Year 3	7,357,500

Table 19: Sales Projection

PURCHASE PROJECTION	
Month 1	180,231
Month 2	180,231
Month 3	180,231
Month 4	180,231
Month 5	180,231
Month 6	180,231
Month 7	180,231
Month 8	180,231
Month 9	180,231
Month 10	180,231
Month 11	180,231
Month 12	180,231
Total Year 1	2,162,772
Total Year 2	2,162,772
Total Year 3	2,162,772

Table 20: Purchase Projection

7.2 Project Implementation Cost/ Start Up Cost

SHOOKING ENTERPRISE PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE						
Project Implementation Cost			Sources of Finance			
Requirements		Cost	Loan	Hire-Purchase	Own Contribution	
					Cash	Existing F. Assets
Fixed Assets						
Land & Building						
Furniture and Fittings		9,000	6,000		3,000	
Computer		1,800			1,800	
Photocopy Machine		450				450
Machine		133,252	125,252		8,000	
Furniture		684			684	
Equipment		15,600	15,600			
Lorry		84,000		72,000	12,000	
Working Capital 1 months						
Administrative		22,610	22,610			
Marketing		1,000	1,000			
Operations		201,153	201,153			
Pre-Operations & Other Expenditure		16,223	14,223		2,000	
Contingencies 10%		48,577	46,577		2,000	
TOTAL		534,349	432,415	72,000	29,484	450

Table 21: Project Implementation Cost/ Start Up Cost

7.3 Table of Depreciation and Table of Loan & Hire Purchase

SHOOKING ENTERPRISE DEPRECIATION SCHEDULES

Fixed Asset		Computer		Fixed Asset		Photocopy Machine	
Cost (RM)		1,800		Cost (RM)		450	
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
	-	-	1,800		-	-	450
1	360	360	1,440	1	90	90	360
2	360	720	1,080	2	90	180	270
3	360	1,080	720	3	90	270	180
4	360	1,440	360	4	90	360	90
5	360	1,800	-	5	90	450	-
6	0	0	-	6	0	0	-
7	0	0	-	7	0	0	-
8	0	0	-	8	0	0	-
9	0	0	-	9	0	0	-
10	0	0	-	10	0	0	-

Table 22: Depreciation Schedule for Computer and Photocopy Machine

Fixed Asset		Machine		Fixed Asset		Furniture	
Cost (RM)		133,252		Cost (RM)		684	
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
	-	-	133,252		-	-	684
1	26,650	26,650	106,602	1	137	137	547
2	26,650	53,301	79,951	2	137	274	410
3	26,650	79,951	53,301	3	137	410	274
4	26,650	106,602	26,650	4	137	547	137
5	26,650	133,252	-	5	137	684	-
6	0	0	-	6	0	0	-
7	0	0	-	7	0	0	-
8	0	0	-	8	0	0	-
9	0	0	-	9	0	0	-
10	0	0	-	10	0	0	-

Table 23: Depreciation Schedule for Machine and Furniture

Fixed Asset Equipment Cost (RM) 15,600 Method Straight Line Economic Life (yrs) 5				Fixed Asset Lorry Cost (RM) 84,000 Method Straight Line Economic Life (yrs) 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value	Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	15,600		-	-	84,000
1	3,120	3,120	12,480	1	16,800	16,800	67,200
2	3,120	6,240	9,360	2	16,800	33,600	50,400
3	3,120	9,360	6,240	3	16,800	50,400	33,600
4	3,120	12,480	3,120	4	16,800	67,200	16,800
5	3,120	15,600	-	5	16,800	84,000	-
6	0	0	-	6	0	0	-
7	0	0	-	7	0	0	-
8	0	0	-	8	0	0	-
9	0	0	-	9	0	0	-
10	0	0	-	10	0	0	-

Table 24: Depreciation Schedule for Equipment and Lorry

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

Table 25: Depreciation Schedule for Furniture and Fitting

SHOOKING ENTERPRISE
LOAN & HIRE-PURCHASE AMMORTISATION SCHEDULES

LOAN REPAYMENT SCHEDULE					HIRE-PURCHASE REPAYMENT SCHEDULE				
Amount		432,415			Amount		72,000		
Interest Rate		5%			Interest Rate		1%		
Duration (yrs)		5			Duration (yrs)		1		
Method		Baki Tahunan							
Year	Principal	Interest	Total Payment	Principal Balance	Year	Principal	Interest	Total Payment	Principal Balance
	-	-		432,415		-	-		72,000
1	86,483	21,621	108,104	345,932	1	72,000	720	72,720	-
2	86,483	17,297	103,780	259,449	2	72,000	720	72,720	(72,000)
3	86,483	12,972	99,455	172,966	3	0	0	-	(72,000)
4	86,483	8,648	95,131	86,483	4	0	0	-	(72,000)
5	86,483	4,324	90,807	-	5	0	0	-	(72,000)
6	0	0	-	-	6	0	0	-	(72,000)
7	0	0	-	-	7	0	0	-	(72,000)
8	0	0	-	-	8	0	0	-	(72,000)
9	0	0	-	-	9	0	0	-	(72,000)
10	0	0	-	-	10	0	0	-	(72,000)

Table 26: Loan and Hire Purchase Ammortisation Schedules

7.4 Cash Flow

SHOOKING ENTERPRISE 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)	29,484													29,484		
Loan	432,415													432,415		
Cash Sales		255,469	255,469	255,469	255,469	255,469	255,469	255,469	255,469	255,469	255,469	255,469	255,469	3,065,828	4,905,000	7,357,500
Collection of Accounts Receivable																
TOTAL CASH INFLOW	461,899	255,469	255,469	255,469	255,469	255,469	255,469	255,469	255,469	255,469	255,469	255,469	255,469	3,527,527	4,905,000	7,357,500
CASH OUTFLOW																
Administrative Expenditure																
Rental (Main small office and factory)		7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	84,000	96,800	115,920
Salaries		13,110	13,110	13,110	13,110	13,110	13,110	13,110	13,110	13,110	13,110	13,110	13,110	157,320	180,918	217,102
Utilities		2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	30,000	34,500	41,400
Marketing Expenditure																
Tools and Technology(Software)		150	150	150	150	150	150	150	150	150	150	150	150	1,800	2,070	2,484
Promotion		800	800	800	800	800	800	800	800	800	800	800	800	9,600	11,040	13,248
Stationery		50	50	50	50	50	50	50	50	50	50	50	50	600	690	828
Operations Expenditure																
Cash Purchase		180,231	180,231	180,231	180,231	180,231	180,231	180,231	180,231	180,231	180,231	180,231	180,231	2,162,772	2,162,772	2,162,772
Payment of Account Payable																
Carriage Inward & Duty																
Salaries, EPF & SOCSO		18,704	18,704	18,704	18,704	18,704	18,704	18,704	18,704	18,704	18,704	18,704	18,704	224,448	258,115	309,738
Rental																
Utilities (Electricity, Water, Telephone)		2,218	2,218	2,218	2,218	2,218	2,218	2,218	2,218	2,218	2,218	2,218	2,218	26,616	30,808	36,730
Other Expenditure																
Pre-Operations																
Deposit (rent, utilities, etc.)	15,200													15,200		
Business Registration & Licences	60													60		
Insurance & Road Tax for Motor Vehicle	463													463	463	463
Other Pre-Operations Expenditure	500													500		
Fixed Assets																
Purchase of Fixed Assets - Land & Building																
Purchase of Fixed Assets - Others	160,336													160,336		
Hire-Purchase Down Payment	12,000													12,000		
Hire-Purchase Repayment:																
Principal		6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	72,000	72,000	72,000
Interest		60	60	60	60	60	60	60	60	60	60	60	60	720	720	720
Loan Repayment:																
Principal		7,207	7,207	7,207	7,207	7,207	7,207	7,207	7,207	7,207	7,207	7,207	7,207	86,483	86,483	86,483
Interest		1,802	1,802	1,802	1,802	1,802	1,802	1,802	1,802	1,802	1,802	1,802	1,802	21,621	17,297	12,972
Tax Payable														0	0	0
TOTAL CASH OUTFLOW	188,559	239,832	239,832	239,832	239,832	239,832	239,832	239,832	239,832	239,832	239,832	239,832	239,832	3,065,539	2,954,276	3,072,860
CASH SURPLUS (DEFICIT)	273,340	15,637	15,637	15,637	15,637	15,637	15,637	15,637	15,637	15,637	15,637	15,637	15,637	460,988	1,950,724	4,284,640
BEGINNING CASH BALANCE		273,340	288,978	304,615	320,252	335,890	351,527	367,164	382,802	398,439	414,076	429,714	445,351		460,988	2,411,712
ENDING CASH BALANCE	273,340	288,978	304,615	320,252	335,890	351,527	367,164	382,802	398,439	414,076	429,714	445,351	460,988	460,988	2,411,712	6,696,352

Table 27: Cash Flow

7.5 Income Statement

SHOOKING ENTERPRISE PRODUCTION COST PRO-FORMA STATEMENT			
	Year 1	Year 2	Year 3
Raw Materials			
Opening Stock	0		
Current Year Purchases	2,162,772	2,162,772	2,162,772
Ending Stock			
Raw Materials Used	2,162,772	2,162,772	2,162,772
Carriage Inwards			
	2,162,772	2,162,772	2,162,772
Salaries, EPF & SOCSO	224,448	258,115	309,738
Factory Overhead			
Depreciation of Fixed assets (Operations)	46,707	46,707	46,707
Rental			
Utilities (Electricity, Water, Telephone)	26,616	30,608	36,730
Total Factory Overhead	73,323	77,316	83,437
Production Cost	2,460,543	2,498,203	2,555,948

SHOOKING ENTERPRISE PRO-FORMA INCOME STATEMENT			
	Year 1	Year 2	Year 3
Sales	3,065,628	4,905,000	7,357,500
Less: Cost of Sales			
Opening Stock of Finished Goods			
Production Cost	2,460,543	2,498,203	2,555,948
less: Ending Stock of Finishe Goods	0	0	0
	2,460,543	2,498,203	2,555,948
Gross Profit	605,085	2,406,797	4,801,552
Less: Expenditure			
Administrative Expenditure	271,320	312,018	374,422
Marketing Expenditure	12,000	13,800	16,560
Other Expenditure			
Business Registration & Licences	60		
Insurance & Road Tax for Motor Vehicle	463	463	463
Other Pre-Operations Expenditure	500		
Interest on Hire-Purchase	720	720	720
Interest on Loan	21,621	17,297	12,972
Depreciation of Fixed Assets	2,250	2,250	2,250
Total Expenditure	308,934	346,548	407,387
Net Profit Before Tax	296,151	2,060,250	4,394,165
Tax	0	0	0
Net Profit After Tax	296,151	2,060,250	4,394,165
Accumulated Net Profit	296,151	2,356,401	6,750,566

Table 28: Production and Proforma Income Statement

7.6 Balance Sheet

SHOOKING ENTERPRISE PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building			
Furniture and Fittings	7,200	5,400	3,600
Computer	1,440	1,080	720
Photocopy Machine	360	270	180
Machine	106,602	79,951	53,301
Furniture	547	410	274
Equipment	12,480	9,360	6,240
Lorry	67,200	50,400	33,600
	195,829	146,872	97,914
Current Assets			
Stock of Raw Materials			
Stock of Finished Goods			
Accounts Receivable			
Cash Balance	460,988	2,411,712	6,696,352
	460,988	2,411,712	6,696,352
Other Assets			
Deposit	15,200	15,200	15,200
TOTAL ASSETS	672,017	2,573,784	6,809,466
Owners' Equity			
Capital	29,934	29,934	29,934
Accumulated Profit	296,151	2,356,401	6,750,566
	326,085	2,386,335	6,780,500
Long Term Liabilities			
Loan Balance	345,932	259,449	172,966
Hire-Purchase Balance		-72,000	-144,000
	345,932	187,449	28,966
Current Liabilities			
Accounts Payable			

Table 29: Balance Sheet for Shooking Enterprise

8.0 PROJECT MILESTONES

8.0 PROJECT MILESTONES

Milestone	Start Date	End Date
Incorporation of Venture	11/04/2022	-
Online Product Research	12/04/2022	17/04/2022
Open Business Bank Account	18/04/2022	19/04/2022
Distributors and Dealers Sign up	20/04/2022	22/04/2022
Obtaining Sales Representatives	25/04/2022	29/04/2022
Find a Business and Houseware Location	02/05/2022	05/05/2022
Purchase of Office Equipment and Machines	06/05/2022	10/05/2022
Design and Development	11/05/2022	17/05/2022
Completion of Product Prototypes	18/5/2022	22/5/2022
Ordering of Production Materials	23/11/2015	26/05/2022
Starting of Production and Operations	27/05/2022	02/06/2022
Grand Opening and Advertising Campaign	03/06/2022	10/06/2022
First Order Receipts	12/06/2022	13/06/2022
First Order Deliveries	14/06/2016	15/06/2022
Survey of Customer Satisfaction	16/06/2022	17/06/2022

Table 30: Project Milestone

9.0 CONCLUSION

CONCLUSION


We appreciate having the chance to finish our business plan. We had many new experiences and being a part of the company has been extremely beneficial to all of us. We have high hopes for our company's future growth. Despite the facts that there are multiple competitors, our goal is to generate a big profit in our business.

We also believe that our hard work and dedication will pay off by allowing us to achieve our goal of becoming one of the best firms in the world for making convenient and multifunction tumbler as well as the good quality of the tumbler. To achieve so, we must exhibit our efficiency and commitment in carrying out our responsibilities and providing the best service around Malaysia. Furthermore, we recognise that this market is difficult to manage because of the challenges of sustaining the big brand of tumbler. We were able to overcome it through our patience and dedication.

Final finally, this business plan has shown to be extremely advantageous to all of us. We were able to create and execute the business in great detail despite the fact that we were just starting out. From the study, we learned about how to start a business. We also learned a lot about how to run a business as well as how to operate it and what the company needs to accomplish while working on this report.

10.0 APPENDICES

- Resume of top management team members



NUR SYASYA KAMILIA BINTI KAMARUZAMAN

| syasyakamilia1@gmail.com

A fresh graduate in Business Management focus on Financing who extremely motivated to constantly develop my skills and grow professionally. I am also highly competent and experience in business development and procurement searching for a high growth company that can provide an environment for me to grow together with the company. Seeking a new experience in your firm and to build a fulfilling and rewarding career.

Work Experiences

Malayan Banking Berhad (Maybank) - Negeri Sembilan, Malaysia Aug 2018 - Present
Credit Administrative Manager

- Responsible for conducting background checks on potential customers to determine their ability to pay back the principal and interest.
- Approving or rejecting loan requests, based on credibility and potential revenues and losses
- Follow up with clients to manage debt settlements and loan renewals

SyuKamelia Enterprise - Negeri Sembilan, Malaysia Feb 2019 - Present
Business Owner

A small local business that sell variety of local cosmetics and skincare product such as hair care, sunscreen, face wash and else.

- Manage the product process from the order until the delivery process.
- Create marketing advertisement for product.
- Effectively manage my daily financial income.

Education Level

Universti Teknologi MARA (UiTM) - Rembau, Negeri Sembilan Feb 2015 - Dec 2017
Diploma in Banking Studies, 3.73/4.00

- Recipient of AEON 1% Scholarship by AEON 1% Club Foundation

Universti Teknologi MARA (UiTM) - Bandaraya Melaka, Melaka Feb 2018 - Dec 2020
Bachelor Degree in Business Administration (Hons.) Finance

- Recipient of CIMB Youth Scholarship by CIMB Bank Foundation Club

Organisational Experience

National Case Competition - Malaysia Jan 2013 - Nov 2013
2nd Place Team Leader

- Managed the development of a tool for university campus F&B retailers to automatically recommend new products and promotions to students through mobile app
- Conducted user interviews and created development schedules

D'Bankers Club - Rembau, Negeri Sembilan Jan 2016 - Dec 2017
Secretary

- Led over 80 members in planning and executing club events and meetings
- Generated more than 2000 followers on Instagram, 150+ external events attendees, and secured 5 partnerships over the course of 1 year

Skills, Achievements & Other Experience

- Skills:** SDLC, Python, JavaScript, Agile Development, Google Analytics, A/B testing and experimentation, Microsoft Office, SQL, Tableau
- Achievements:** Dean's Lists (2015-2017)
- Achievements (2019):** Vice Chancellor Award
- Webinars Attended:** Entrepreneur and MASMED Business Talk Series by UiTM



NUR SYAZANI

| nrsyazanishafiee@gmail.com

I am a fresh graduate of Universiti Teknologi Mara (UiTM) in Degree of Finance. Able to work in group and give good cooperation to improve different skills level. I am very particular, patient and observant with a hands-on manner. A vice chancellor award holder for my diploma program in Banking studies. I have a very good communication and leadership skills.

Work Experiences

Telekom Malaysia - Seremban, Negeri Sembilan Aug 2019 - Jan 2020
Freelancer

- Fulfill task as freelancer including development editors, copy editors and proofreaders.
- Improve social communication and problem solving skills
- Assisted in the development, design and preparations of sales materials.
- Provide general and management support to customers.

Avon - Kuala Pilah, Negeri Sembilan. Apr 2018 - Jun 2019
Sales operator

- Developing marketing programs for several new products. To increase profit and revenues of business.
- Collaborating with marketing partners and stakeholders to deliver integrated plans.
- Gathering market research and analytics to recommend product activities.

Education Level

Universiti Teknologi Mara (UiTM), Cawangan Negeri Sembilan, Kampus Rembau - Aug 2015 - Jan 2018
Rembau, Negeri Sembilan
Diploma in Banking Studies

- Acquire dean list award every semester
- Basic accounting and banking system management
- Sport Club participants
- Active in extracurricular activities and organizations

Universiti Teknologi Mara (UiTM), Cawangan Melaka, Kampus Bandaraya - Mar 2018 - Feb 2021
Melaka, Malaysia
Bachelor Degree in Finance

- Club members participants
- Award in product innovation competition
- Complete 2 years and half online coursework with 3.7 CGPA
- Knowledge in finance administration and technical analysis.

Organisational Experience

home bakery - Kuala Pilah, Negeri Sembilan Nov 2021 - Present
Owner

- Able to learn more about handling business on my own and solving problem in relating business management
- Being exposed how manage financial and find better solution for business opportunity.

Skills, Achievements & Other Experience

- **Interest** (2022): Has joined several career development in business programs and baking class to improve my knowledge and skills in running my small business. Manage to make profit from the business.
- **Webinars Attended** (2021): Webinars of financial planning that explain more on how to manage your financial at young age and introduce investment opportunities that are available.
- **Soft Skills:** Improve in communication skills and stress management to produce a better quality outcome of task. Able to have a better time management to complete task within time given.



NURUL IZZAH BT SABARUDIN

| izzahsabarudin00@gmail.com

Seeking for a operational manager where i can seek more experience on it

Work Experiences

- | | |
|------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| Butik Nur Kaseh - Wangsa Melawati, Kuala Lumpur
<i>Part time</i> | Apr 2016 - Jun 2016 |
| <ul style="list-style-type: none">• Assist customers in completing their purchases• Helps the sales manager | |
| Caramel Scarf - Setapak, Kuala Lumpur
<i>Small business owner</i> | Jul 2020 - Dec 2020 |
| <ul style="list-style-type: none">• Conduct small business• Post parcel to customer | |

Education Level

- | | |
|----------------------------------------------------------------------------------------------------------------------------------|---------------------|
| Universiti Teknologi Mara - Terengganu, Malaysia
<i>Diploma in Investment Analysis, 3.66/3.86</i> | Jul 2018 - Dec 2020 |
| <ul style="list-style-type: none">• Awarded with Dean's List for four semester | |
| SMK Taman Melati - Setapak, Kuala Lumpur
<i>Certificate in Sijil Pelajaran Malaysia</i> | Jan 2013 - Dec 2017 |
| <ul style="list-style-type: none">• Major in Technology Science• Received 3A for Sijil Pelajaran Malaysia | |

Organisational Experience

- | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| High School Prefects - Kuala Lumpur, Malaysia
<i>Head of Bureau Canteen</i> | Jan 2016 - Dec 2017 |
| <ul style="list-style-type: none">• Identify issues and problems to be discussed with the school management.• Ensuring students to adhere rules and regulations as well as preserve the discipline and harmony of the school.• Involve in managing and supervising school event that were conducted inside or outside school compound. | |

Skills, Achievements & Other Experience

- **Interest:** Always bake a cake and cookies at home
- **Hard Skills:** Microsoft Excel (Advanced)
- **Experience:** Freelancer as a model
- **Hard Skills:** Adobe Photoshop (Intermediate)
- **Hard Skills:** Wondershare Filmora (Intermediate)
- **Hard Skills:** Microsoft Word (Advanced)
- **Soft Skills:** Proficient using Bahasa Melayu and English
- **Hard Skills:** Microsoft Powerpoint (Advanced)



NURUL ASYURA BINTI MARYANI

| asyuramaryani13@gmail.com | linkedin.com/asyuramaryani13

A finance manager from a few companies which dedicated to work with variety of professional people. Able to solve problem in short time. A bilingual person who fluently speak in English.

Work Experiences

GAMUDA BERHAD - SELANGOR
ASSISTANT FINANCE MANAGER

Feb 2017 - May 2018

- Mentoring 5 internship student in Finance department

THE PETRA GROUP - KUALA LUMPUR
FINANCE MANAGER

May 2018 - Feb 2020

- Able to finish reporting 10 cases from this company

Education Level

UITM SEGAMAT - JOHOR
Diploma in Business Studies

UNIVERSITI MALAYA - KUALA LUMPUR
Bachelor Degree in Economics And Administration (Hons)

Organisational Experience

Strategic Financial Skills and Management - GLOMACS Kuala Lumpur

Skills, Achievements & Other Experience

- **Soft Skills** (2018): Tableau Data Analysis
- **Soft Skills** (2018): Photoshop and Microsoft Office



NURUL IZZAH BINTI RAZLAN

| nurulleizza@gmail.com | www.lindenkin.com/nurulleizza

A fresh graduate in Marketing Management, who is willing to expand to gain knowledge and experience especially in Marketing Field. A well rounded person to expose more details about working environment to build personal brand and growth in career

Work Experiences

- STARBUCKS MALAYSIA** - Malaysia May 2016 - Aug 2017
Social media content creator
- Develop new idea marketing strategy
- Design an attractive content on social media
- Increase an engagement with followers
- SHOPEE MALAYSIA** - Malaysia Mar 2018 - Sep 2021
Marketing Manager
- Create attractive content to products
- Collaborate with clients to increase products and services reputation
- Develop new idea online marketing strategy
- AEON** - Malaysia Jan 2015 - Mar 2017
Customer Services
- Ability manage a customers problems
- Manage with all data and information
- Assist customers in any situation

Education Level

- Univerisity Teknologi MARA (UiTM)** - Malaysia Mar 2014 - Jul 2016
Bachelor Degree in Degree in Marketing Management, 3.90/3.80
• Scholarship of Yayasan Tenaga Nasional
• Fresh Career build award Bank Islam
• Receive Dean's List Awards every sem
- University Teknologi MARA (UiTM)** - Malaysia Jul 2013 - Feb 2016
Diploma in Diploma in Business Studies, 3.80/3.60
• Youth career awards Bank Rakyat
• Receive Dean's List Awards every sem

Organisational Experience

- L'Investisseur Club** - Malaysia Mar 2016 - Sep 2017
Human Resource
• Active member in Faculty Club
• Human Resource AJK in Business Club
• Collaborate with all Dungun institution in Colour Run event
• Project leader in Club Open Day with 1,000 participant
• Manage every report and document in every events conducted

Skills, Achievements & Other Experience

- **Soft Skills** (2018): Ability to be leadership in every group project with a better communication skills that can give an improvement understanding towards task have to be done perfectly
- **Hard Skills** (2017): Ability to manage a time management towards tasks especially work it under pressure and manage to be cooperative person by the time works has to be submitted early than expected

- Photos of product prototype



BLACK

BLUE

SILVER



AVAILABLE IN

1

SIZES



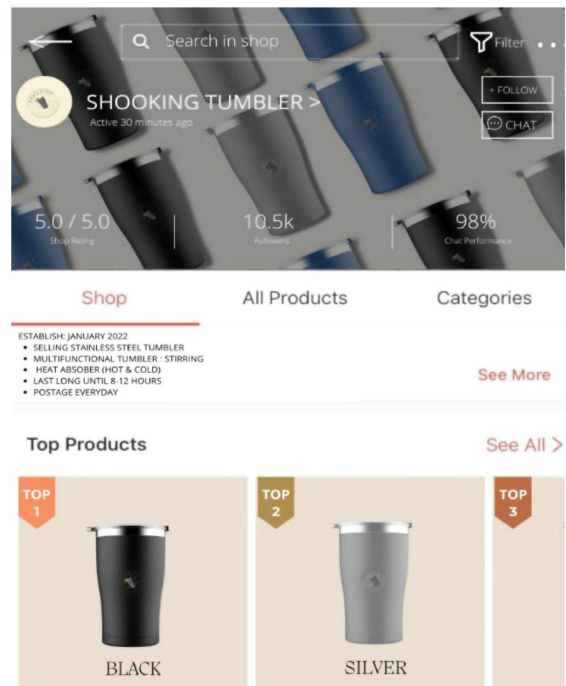
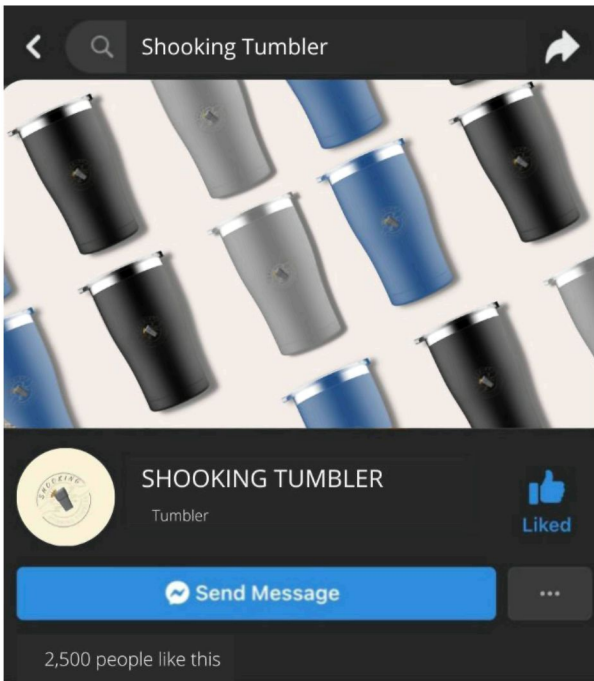
Strong Close Lid

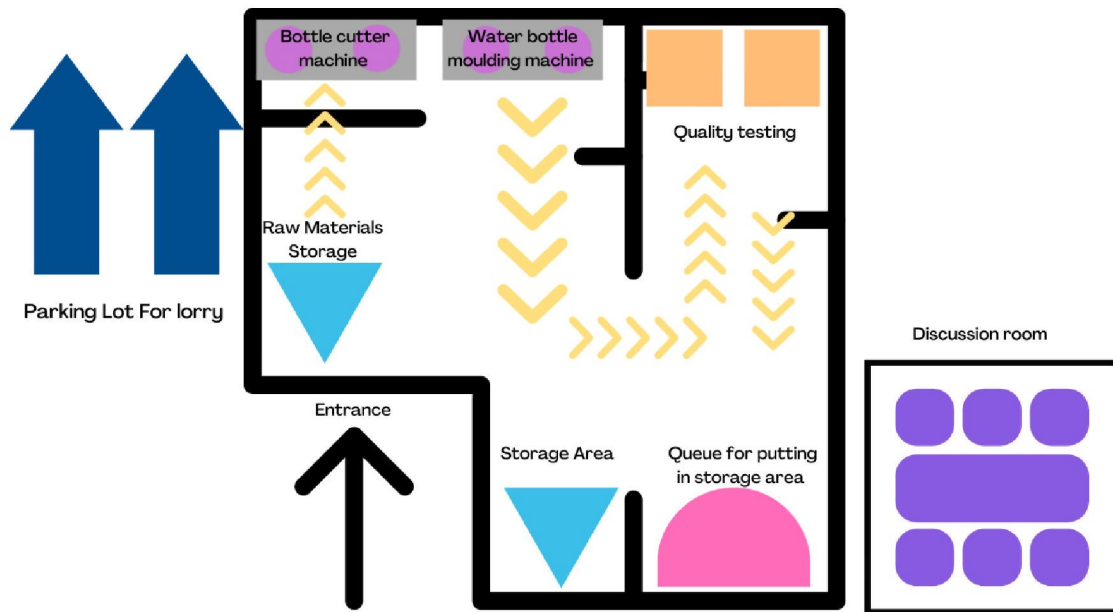
Stirring Blade

Battery Holder



- Visuals



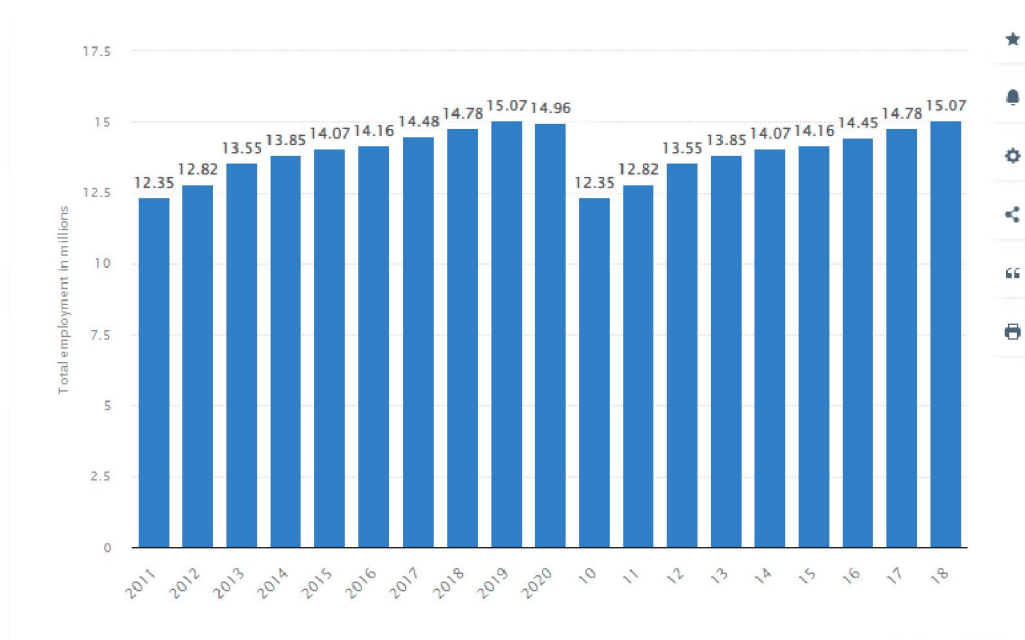


- Market research projection

Economy & Politics > Economy

Total employment in Malaysia from 2011 to 2020

(in millions)



Education Statistics

Home » Statistics » Online Services » Interactive Visualisation » MyLocal Stats » Education Statistics

**This might take some time. Please allow apps to load data.

<
Introduction
Education
Education (cont'd)
Education (cont'd)
Education (cont'd)
Education (cont'd)
Ed >

© Mapbox © OSM

Clik district for display statistics

State: Johor | Year: 2020

Number of Schools, Teachers and pupils at Government & Government-aided

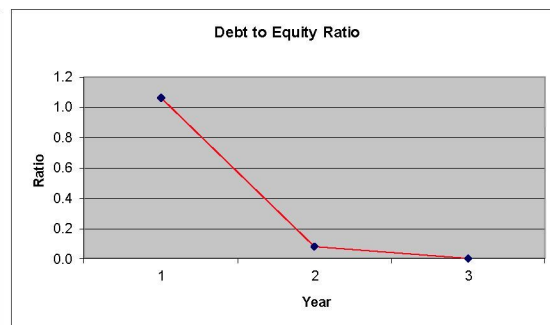
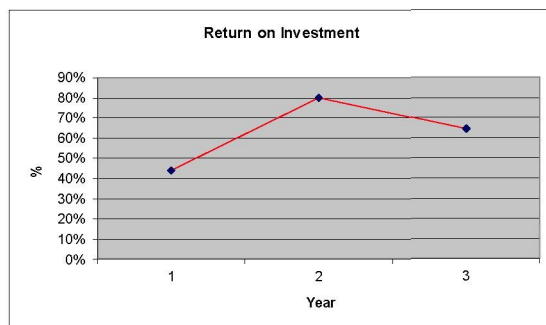
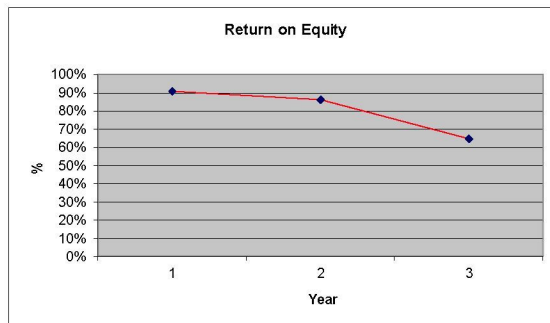
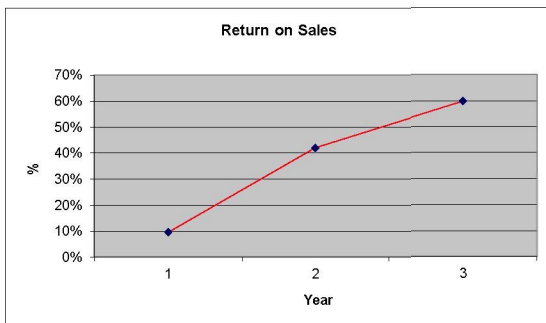
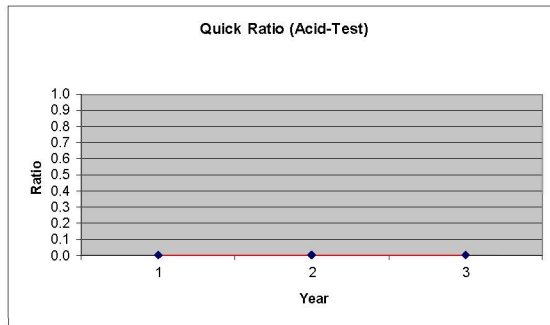
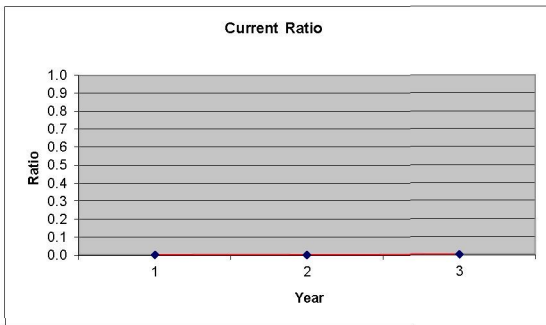
	Menengah	Rendah
School	283	906
Male teacher	5,869	7,924
Female teacher	15,353	19,871
Male pupil	122,172	170,166
Female pupil	121,694	161,024

Source : Ministry of Education Malaysia

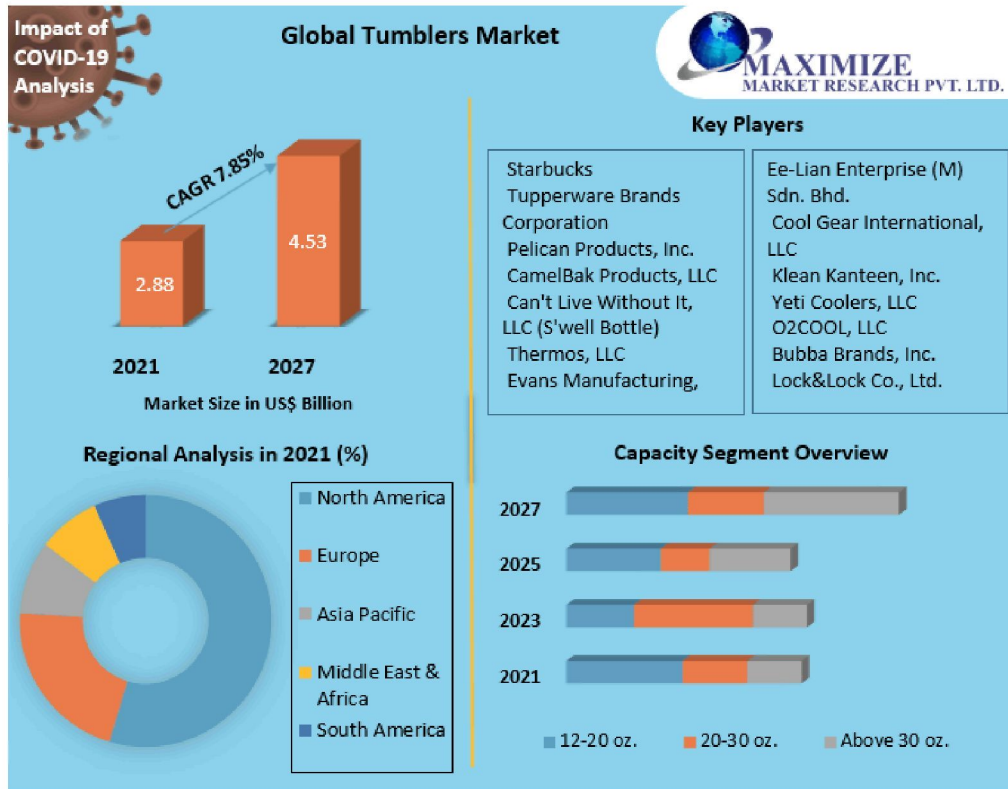
- Financial performance

SHOOKING ENTERPRISE FINANCIAL PERFORMANCE			
	Year 1	Year 2	Year 3
<u>PROFITABILITY</u>			
Sales	3,065,628	4,905,000	7,357,500
Gross Profit	605,085	2,406,797	4,801,552
Profit Before Tax	296,151	2,060,250	4,394,165
Profit After Tax	296,151	2,060,250	4,394,165
Accumulated Profit	296,151	2,356,401	6,750,566
<u>LIQUIDITY</u>			
Total Cash Inflow	3,527,527	4,905,000	7,357,500
Total Cash Outflow	3,066,539	2,954,276	3,072,860
Surplus (Deficit)	460,988	1,950,724	4,284,640
Accumulated Cash	460,988	2,411,712	6,696,352
<u>SAFETY</u>			
Owners' Equity	326,085	2,386,335	6,780,500
Fixed Assets	195,829	146,872	97,914
Current Assets	460,988	2,411,712	6,696,352
Long Term Liabilities	345,932	187,449	28,966
Current Liabilities	0	0	0
<u>FINANCIAL RATIOS</u>			
<i>Profitability</i>			
Return on Sales	10%	42%	60%
Return on Equity	91%	86%	65%
Return on Investment	44%	80%	65%
<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	1.1	0.1	0.0
<u>BREAK-EVEN ANALYSIS</u>			
Break-Even Point (Sales)	1,727,364	836,938	739,252
Break-Even Point (%)	56%	17%	10%

- Financial performance graph

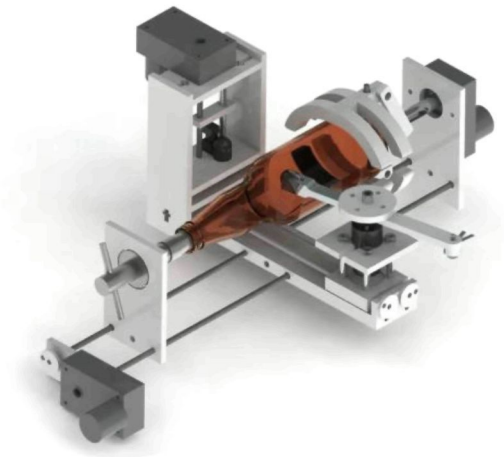


- Sources of market data



- Capital equipment

 www.focusonpack.com



- Facility requirements



Utilities



EDITABLE STROKE

REFERENCES

Doethion. (2020). *Dewar or Vacuum Flask Fully Labelled Diagram with Editable Layer*. Retrieved from Types of Vacuum or Dewar Flask: https://www.123rf.com/photo_32555670_dewar-or-vacuum-flask-fully-labelled-diagram-with-editable-layers.html

KINGSTAR. (2021). *How Do Insulated Cups Work? Overview of Vacuum Insulating Cups* . Retrieved from Research and Development : <https://www.waterbottle.tech/how-do-insulated-cups-work/>

McClean, R. (n.d.). *Exactly How Long Does Tumblers or Bottles Keep Drinks Cold*. Retrieved from Hunting Waterfalls.

Mikula, F. L. (2015). *Mixing Process* . Retrieved from System an Applications: <https://www.sciencedirect.com/science/article/pii/B9781782421184000198>

Rogers, B. (2021). *External and Internal Parts of a Vacuum Flask and Their Function*. Retrieved from Vest Vacuum Flask: <https://bestvacuumflask.com/parts-vacuum-flask/>

Well Told. (n.d.). *The Benefits of Using an Insulated Tumbler or Bottle* . Retrieved from Insulated Drinkware: 2019