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TEKNOLOGI
MARA

Cawangan Melaka



FACULTY OF ART AND DESIGN
BACHELOR OF GRAPHIC DESIGNS (HONS.)

FINANCE ENT530- PRINCIPLES OF ENTREPRENEURSHIP
BUSINESS PLAN



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1.0 EXECUTIVE SUMMARY

Five of our members came up with the idea for EZ Delivery Group on March 26 after examining the limitations of the existing apps. We then chose to establish our company at 1, Jalan Adda 8/2, Adda Heights, 81100 Johor Bahru, Johor. EZ Delivery apps offer delivery services to help bumiputra businesses increase and expand their earnings.

Since our company concentrates on bumiputra's sellers and has a mission to assist individuals who were impacted by the pandemic COVID 19 attack on our nation, which caused many people to lose their jobs, we offered our businesses the best delivery services apps. Since most people carry their cellphones around with them all the time today, including children, we recognized a tremendous potential to create apps that may make their lives easier, particularly during the times when they don't feel the need to go outside to buy food.

Many people in Malaysia were instructed to become used to using internet services rather than going out to purchase things. Since people need to eat every day and someone needs to be there to deliver the food to them, it is clear that applications for delivery services were in high demand. This is one of the most crucial factors in ensuring that our economy grows. When everyone was advised to stay at home due to a pandemic or endemic, EZ Delivery apps allow users to maintain their safety locked in.

Since the currently available apps, such as Grab Cuisine and Food Panda, were not created by Bumiputra and did not place restrictions on non-Muslim food, we are concentrating on creating the most successful Bumiputra application possible. Now, every Muslim rider can accept an order without hesitation, keep their pay in accordance with Syariah, and aid the local Bumiputra street food vendors in increasing their earnings so that it exceeds their regular expenses, enabling them to continue growing and progressing.

2.0 COMPANY PROFILE

Name of company: EzDelivery

Logo of company:



2.1 COMPANY BACKGROUND

Name of company	EzDelivery
Business Address	1, Jln Adda 8/2, Adda Heights, 81100 Johor Bahru, Johor
Website	www.ezdelivery.com
Email	ezdeliver@gmail.com
Form of Business	Partnership
Main activity	Local street food delivery
Date of commencement	1 JUNE 2022
Registration	SA7185803-A
Name of Bank	Maybank Berhad
Bank Account Number	

ENVIRONMENTAL INDUSTRY ANALYSIS

3.1 NEEDS

Nowadays, as we all know, food is our primary need. We can resist buying new clothes, but it will be hard to resist hunger. This is why the food business is one of the most profitable businesses in the world. Compared to other sectors such as retail and fashion, the food and beverage industry is rising in popularity. Restaurants and food establishments only provided take-out and delivery services at the start of the pandemic. They continued to rely on this method of producing income even after time passed and they were only permitted to operate at a certain capacity. In fact, even ramen restaurants that had previously limited their menu selections to dine-in options gradually realized the advantages of the food delivery service and its worth for their brand. Food delivery offers a number of benefits to both customers and companies. It provides a multitude of features that are simply not present on other platform types, and it is quick and convenient. Customers would have to physically visit your business to pick up the food they've ordered if you didn't offer food delivery services. Given the pandemic condition at hand, this might not be particularly secure and practical. They would have to spend money on transportation and perhaps even put their health at risk.

EzDelivery is confident in the service placement in the Malaysia market since we're offering unique products and services that are distinct from those offered by other food delivery companies. There are certain drawbacks to the app, including the difficulty in locating traditional cakes and other local street food in Malaysia. The use of grab food applications has evolved since the day it began its adventure. EzDelivery stepped up to fill the gap by providing the services that no other applications at the moment do. In the future, EzDelivery will be the one to provide services that bring local street cuisine directly to customers' homes. Our application does not provide the ability to purchase fast food from places like McDonald's, KFC, and others. These apps were only created to help nearby street food vendors increase their revenue as long as they are originally from Malaysia. Third, our service can match the needs of the customers because of our

skill in updating application features based on user demand and the finest customer care that we will give for the user, our service can satisfy the user's satisfaction.

EzDelivery may have the same service features as the other food delivery application but due to a lack of availability on the application store in Malaysia we decided to step up the game and provide the best street food delivery for our locals. Asking for the service or just choosing the store with your fingertips, adding the item to your basket, and continuing to make your purchase allow you to use the EzDeliver applications without any hassle, allowing our delivery team to deliver the goods directly to the customers.

3.2 CHARACTERISTIC

PRODUCT	DESCRIPTIONS
Features	<ul style="list-style-type: none">• Schedule an order for later• Self-Collect your street food order• Place Multiple Orders at A Time• Using Search Filters• Curated Deals and Recommendations on Your Home Page.• QR-Pay your Order
Benefits	<ul style="list-style-type: none">• Save money by reducing your transport budget.• You can combine orders from different stall.

PRODUCT	DESCRIPTIONS
	<ul style="list-style-type: none"> • There's always a discount and promo for our user from time to time. • We don't have minimum order. • You'll have a convenient and safer transaction

Table 2.0 : Characteristic

3.3 INDUSTRY AND TRENDS

EzDelivery is considered a food delivery service company because we are providing applications that offer to deliver the meals of local street food vendors. This EzDelivery will assist our users depending on their choices and we will be Malaysia's first food delivery applications that will be a common application in everyone's gadget. In order to get greater attention for our community today, EzDelivery must stand out and offer a special and distinctive service. Customers are going to be comparing our products to others in a variety of ways, therefore they want to know how our service is different from that of other companies. As a result, we must maintain or improve our quality if we want to win over customers. Therefore, for our business, our target market is for some folks who enjoy eating the local fare on the streets but are too lazy to go out and buy it and also for people who want to take the benefit of the application together. For demographic, our target customers are for youngsters and adults aged 18 years and above and elderly people including parents. There are no restrictions on the gender or family kinds of our customers because we accept all of them as long as they comply with the law and laws. Plus, our target customer is not limited to religious belief, race and educational level.

Considering the threats that may occur and recognising all of the potential, we anticipate that our business will grow in the future because new technologies and growth in our service will help people recognise the diversity of local street food in this country. Most people today are afraid and unsure of their safety when going into busy areas to acquire food for themselves. It is safe to state that we will take the chance and fulfill the customer's request perfectly using the EzDelivery programme. Additionally, our company must ensure that the delivery person's workspace is hygienic in order to protect their health. This programme is also necessary for anyone who appreciates eating local cuisine because it is the only app that provides all sorts of local street meals throughout Malaysia.

3.4 DESCRIPTION OF THE INDUSTRY

Marketing, operational, designer, and financial frameworks are among the four that the EzDelivery has. Each department has a head who oversees all matters pertaining to that division, including its own budget. Our business is small since we are just getting started. But we are constantly striving to grow into a significant business with a solid reputation among customers. The factors that matter most in determining the growth of our market are service quality, customer feedback, and consumer expectations. If customer input is excellent, it will be beneficial to our business because it will enable us to fix any bugs in our application based on user expectations and comments. Poor feedback, however, will pose issues for EzDelivery because it has an impact on the company's operations.

Furthermore, just because we had just started the business, we had a hard time meeting the expectations and what the customers wanted. This is because, Despite being a newcomer to the field, our application has a number of rivals, including Grab Food and Food Panda applications. The aforementioned businesses have been around for a while and have a lot of experience, so they ought to be aware of what clients want by this point. What are the advantages and disadvantages of food applications, etc.

As a result, in order to compete on being new, EzDelivery will frequently approach users by asking them about their experience and rating via a pop-up question in our application, email, and Google Play or App Store. By approaching users, we will be able to improve the quality of our application and make it superior to the competition, causing users to choose our application even though we are new in this field.

3.5 RESOURCES REQUIREMENTS

In order to create a great application without any bugging for our customers, we require app developers from the Kuala Lumpur-based source. To create advertisements and maintain the advertising on social media, we also require labor. Finally, in order to construct and optimize our application, we will purchase a computer in large quantities for our workplace as well as software that will be used by every department.

3.6 DIFFICULTIES AND RISK

The challenge with our service product is keeping the application functioning smoothly since we want our customers to receive the finest service possible from it. The possibility that a flawed piece of code will cause an incident that has a negative impact on infrastructure, systems, data, or business operations is the application's risk.

3.7 KEY SUCCESS FACTORS

- **EMPLOYEES**

One of the secrets to EzDelivery success is its employees. We are confident that if our skilled personnel provide excellent services, we will be able to draw in more clients. Based on their resumes and the interviews we conducted with them, we selected the best employees to work for our organization. Additionally, we have fully trained all of our employees, from office staff to instructors. To ensure that they are well prepared before providing their service to

the customers, they have received training in communication, professionalism, leadership, listening, and more. For our food riders, in order to ensure the quality of service at EzDelivery, we ensure that riders need to have a driver's license and vehicle road tax that are still available. This is because in addition to looking after the welfare of customers, we also attach great importance to the safety of our riders so that there are no unwanted problems during the delivery. Therefore, the food ordered can be delivered quickly and safely.

- **OPERATION**

The location where EzDelivery services will be provided is a two-story shop lot that we have rented in Adda Height, Johor Bahru. For the operations of our business, we have set up nice and comfy offices. It will have a comfortable workstation and chair as well as PCs, printers, computers and other equipment. We also set up a place for Muslim individuals to pray and clean restrooms.

- **MARKETING**

EzDelivery used our strategic marketing plans to attract customers. We use social media such as Instagram and Facebook to market our company and services. Social media can help our business to attract customers, get customer feedback and build customer loyalty. Thus it will increase our market reach, including international markets. Moreover, the reason why we choose to market our business on social media is to build relationships. The unique benefit of social media marketing for small businesses is that it allows us to talk directly to our customers and followers. We can build relationships over time, rather than asking for a sale upfront.

- **FINANCES**

To calculate our company's profit and find any potential errors, we constantly account for and audit our financial transactions. Additionally, we are keeping up positive connections with our financiers and suppliers like local street food vendors.

4.0 DESCRIPTION OF VENTURE

4.1 OPPORTUNITY

4.1.1 THE DETAIL OF SERVICE FROM EZDELIVER

There are certain drawbacks to the app, including the difficulty in locating traditional cakes and other local street food. The use of grab food applications has evolved since the day it began its adventure. EzDelivery stepped up to fill the gap by providing the services that no other applications at the moment do. In the future, EzDelivery will be the one to provide services that bring local street cuisine directly to customers' homes.

Using the EzDelivery apps is as easy as asking for the service or just selecting the store with your fingertips, adding the item to your basket, and continuing to make your purchase so our delivery staff can get it straight to the clients. This software does not provide the ability to purchase fast food from places like McDonald's, KFC, and others. These apps were only created to help nearby street food vendors increase their revenue. As long as they are originally from Malaysia, it is also simpler for people who want to market their business to simply submit a request and wait for clearance.

4.2 THE PROBLEM THAT EZ DELIVERY SERVICE SOLVE

Some folks enjoy eating the local fare on the streets but are too lazy to go out and buy it. There are currently no apps that could provide them with the precise services they require. Even the number of local street food vendors available on apps like Grab or Food Panda is expected to be restricted. To solve the situation and find a solution, EzDelivery service apps that offer to deliver the meals that consumers have been yearning for all along entered the picture. Since EzDelivery laws are simple and everyone is eligible to register their businesses as long as they have their Malaysian ID with them, it is also simple for any local street food vendors to register their enterprises. There are a few additional circumstances in which our business provides a solution, including:

4.2.1 OFFER 24 HOURS SERVICES

We provide exceptional services, like applications and deliveries that are available around the clock, but there is a catch: These services only function when local street food vendors are willing to stay open late and eliminate late-night hunger. This will also increase the likelihood that many neighborhood companies will start staying open later and earning even more money.

4.2.2 HELPING THOSE UNEMPLOYED/ WORK EXTRA TIME

We provide 24-hour services, therefore this will eventually present prospects for those who enjoy looking for extra cash at odd hours. Additionally, this will increase the number of employment chances for individuals who are already unemployed. There will be a shift where it will be determined who is on duty and who is not using the appropriate time management strategy that our organization offered.

4.3 THE VALUE PROPOSITION

The purpose of the application was to simplify everyone's lives. Nowadays, the majority of people are terrified and doubtful of their safety when entering crowded areas to buy food for themselves. It is safe to say that we will take the risk and provide it exactly through the customers' demand with the aid of the EzDelivery application. Additionally, our business must care for the delivery guy's health by ensuring that their workspace is clean. Since it is the only app that offers all varieties of local street foods throughout Malaysia, this program is also essential for anyone who enjoys eating local cuisine. Our company was founded to make everyone's lives easier, as evidenced by the names of our apps alone. Even children will be guaranteed to be able to effortlessly utilize the apps thanks to the prototype of our application's ease of understanding. Despite everything that has been going on, it has been difficult for some of us, especially those small businesses during the pandemic. This is the reason why this app has inherent value and can be relied upon to assist a wide range of people in getting back on track.

4.4 THE FOUNDATION FOR THE SUCCESS OF THE EZDELIVERY GROUP COMPANY

During an endemic or pandemic, our organization places a higher priority on the needs of Malaysians. The functionality of the apps that our business provides doesn't just meet the desires of people who yearn for regional street cuisine. But it's also to assist individuals who are stranded as a result of what happened following the outbreak, which led to thousands losing their jobs. Many career options are available at our organization, helping individuals get back on their feet and earn the money they need to survive. This is just one of many reasons why our business will outperform its rivals.

4.5 THE DEMONSTRABLE CUSTOMER DEMAND

There is a lot to start with if we discuss customer demand. Since we are currently dealing with an endemic or pandemic that forces people to limit their normal daily social lives, there is no doubt that the delivery service has increased demand from customers throughout Malaysia. We were also advised to adopt a new norm that involves conducting all interactions online. This has demonstrated that EzDelivery applications meet the demand because everyone is now afraid and only wants their meals delivered directly to their homes. Additionally, there may be demand from jobless people who were impacted by a pandemic and were unable to find employment; for them, this app was a terrific way to restart their lives and get back on track. Because of this group of people, there will be an increase in the demand for our applications and services.

4.6 THE EXISTING COMPETITION THAT WILL EXPAND UPON IN THE MARKETING SECTION

In Malaysia, there are a few relevant rivals for food delivery services, one of which is Grab food. It was such a reputable business that offered delivery services via the app. These apps were released long before the Pandemic began to spread, and they will become well-known once the Pandemic era begins. Since even a large corporation may be successful once a pandemic starts to happen, this is a fantastic illustration of why our services could learn from them and be as successful as them. The original application concentrated mostly on everything, including non-Muslim cuisine, and this is what made EzDeliveryY superior because we strongly refused non-halal food in our apps and solely concentrated on regional street food.

4.7 OUTLOOK/BENCHMARKS/TIMELINES:

4.7.1 MAJOR EVENTS THAT WILL TAKE PLACE IN THE SHORT AND LONG TERM FUTURE

Research on event planning for both short-term and long-term events has been conducted by the delivery marketing department. Since everyone has a phone on them at all times in this pandemic/endemic era, they will use innovative design to market the product details on social media for short-term events. Research has shown that the Tiktok platform will be the best place to market our product because it is growing impressively and becoming the top social media platform, which will make people's perceptions more favorable. We also work in partnership with well-known actors and Instagram influencers. More individuals will show up to attend. We additionally provide food discounts or free delivery upon the initial release of our products. On the other hand, we were hoping to work with a reputable company on longer-term events. This strategy will unquestionably boost consumer trust in our product.

5.0 MARKETING ANALYSIS AND COMPETITIONS

5.1 MARKETING STRATEGY

A marketing strategy is the long-term planning of the company's desired business outcomes. For these to be accomplished, it is crucial to carefully select the exact activities to boost market sales or solidify the reputation of goods and services.

Making use of opportunities is essential for locating the target market and building client loyalty so that the company's standing becomes stronger. To achieve positioning among customers and fulfill customer and organization connection loyalty, it is crucial to identify how you wish to position the product/service in the market. is a technique for generating sales opportunities, positioning a product or service, and translating operational lines to connect with a target market through the appropriate channels.

In addition to the target market's consumers, the competition, the company's resources, and its capabilities, it is essential to keep in mind the marketing objectives because strategies must be put in place to attain them. The distinction between a marketing strategy and a marketing plan must be taken into account before coming up with any plans because doing so could lead to misunderstandings regarding these two concepts, which are related but have different goals.

In our company, EzDelivery offers cheaper prices of delivery and food charges. This channel focuses more on marketing local food rather than fast food restaurants. We will promote the local seller's food with lower prices and charges for the seller than the other food delivery applications. We also launched this application in order to help advertise local food more. There are few marketing strategy that Ezdelivery are specialize in:

- **Advertising**

Advertising that EzDelivery does are promoting and advertising in social media such as Instagrams, Tiktok and Facebook. A lot of consumer reporters say that the growth of social media marketing from a standalone tool to a multifaceted source of marketing intelligence on an increasingly significant and expanding audience is being driven by marketers from a variety of industries. It's proven that social media platforms are a great and good way to promote and advertise anything. Social media could make everything go viral in only a meantime.

- **Handling the Prices**

Make the effort to keep checking to see if the costs of the services and goods we sell are still acceptable provided the economic climate. We may need to cut your prices occasionally. It can be reasonable to increase our prices at other times. Many businesses have discovered that the profitability of particular goods or

services doesn't justify the time and money spent developing them. Even though they may lose some consumers as a result of raising their pricing, the remaining clients nevertheless result in a profit on each transaction.

- **Care about user (earn trust)**

EzDelivery will be taking good care of our user, either customer or seller. We will take care of them by giving a good and fair benefit to both of them, handling and maintaining reasonable chargers for them will make us gain their comfort and trust in using our platform. Focusing on local street food mean we need to advertise and target our local's people and understand their wants and need to fulfill what they want in terms of food

TARGET MARKET

A target market is a population that has been singled out as potential consumers of a company's goods based on certain characteristics. The target market helps a business make decisions as it develops, packages, and distributes its product. Depending on their age, region, income, and manner of life, it can be split into several groups. Such demographics as their age, pastimes, interests, and professions could be evaluated along with many more. EzDelivery target audience are wise as we focus on marketing local food which are many people's favorites.

TYPES OF MARKET SEGMENTATION	GROUP CHARACTER
Geographic	<ul style="list-style-type: none">● Place: Malaysians● Located: Urban and Rural
Demographic	<ul style="list-style-type: none">● Gender: Man, Woman● Age: Adult, Teenagers

	<ul style="list-style-type: none"> • Status: Students, Workers, Housewife , Family
Psychographic	<ul style="list-style-type: none"> • Food lover • People whom are busy • Smartphone user

Table 5.1 : Market Segmentations

MARKET SIZE

Ezdelivery decided to target 3% of Johor's populations, which is a small amount for the early stage of launching with expectations of sales increasing by 8% and 10% upcoming year. The 5% of Malaysians are 53,267 people, which may be in the city area where it is easy to access our local street food delivery.

Populations in Johor	1,065,341
Target Market	5% (of populations)
Market size	53,267
Product Price per unit	RM 15
Market size in RM	53,267 x RM 15 = RM 799,005

SALE FORECAST

SALES PROJECTIONS	SALE UNIT	PRICE (RM)	SALES AMOUNT (RM)
January	3000	15	45,000
February	3010	15	45,150
March	3120	15	46,800

April	4000	15	60,000
May	3050	15	45,750
June	3200	15	48,000
July	3250	15	48,750
August	3305	15	49,575
September	3500	15	52,500
October	4000	15	60,000
November	4800	15	72,000
December	5700	15	120,000
Total Year 1	43,935	15	659025
Total Year 2 (increased 8%)	47,449		711,735
Total Year 3 (increased 10%)	52193		782895

Table 5.3 : Sale Forecast

COMPETITIONS AND COMPETITIVE EDGES

Due to certain advantages or circumstances, a company and its clients can benefit more from competitive advantages. The more durable the competitive advantage, the more challenging it is for competitors to overcome it. A company has a competitive advantage if it can produce a good or service more efficiently than its competitors, which improves profit margins. The less cost of any two good counterparts offered will be picked by rational consumers.

COMPETITORS	STRENGTHS	WEAKNESS
Grabfood	<ul style="list-style-type: none"> • Well recognized brand • Strong delivery 	<ul style="list-style-type: none"> • Delivery cost getting higher

	system <ul style="list-style-type: none"> • Experienced Rider • Various food choices • Lots of Promotions 	<ul style="list-style-type: none"> • Higher charger for both customer and seller
ShopeeFood	<ul style="list-style-type: none"> • Strong branding • Various of marketing • All day vouchers 	<ul style="list-style-type: none"> • New in food delivery • Lack of place to delivery
EzDelivery	<ul style="list-style-type: none"> • Focus on local street food • Local friendly • Benefit to both seller and buyer 	<ul style="list-style-type: none"> • New in food delivery • Lack of place to delivery

Table 5.4: Competitor Strength and Weakness

6.0 OPERATIONAL PLAN

6.1 DEVELOPMENT/PRODUCTION

The operational plan is for planning of our business production, planning of finance and also workflow of the department. Having an operational plan helps us to ensure our goal of business. As we know, nowadays many apps have been launched and some of the apps are our competitors. In order to reach our goal, we need to have a clear and strong operational plan to make sure that flow of our business is working well.

PROCESS PLANNING

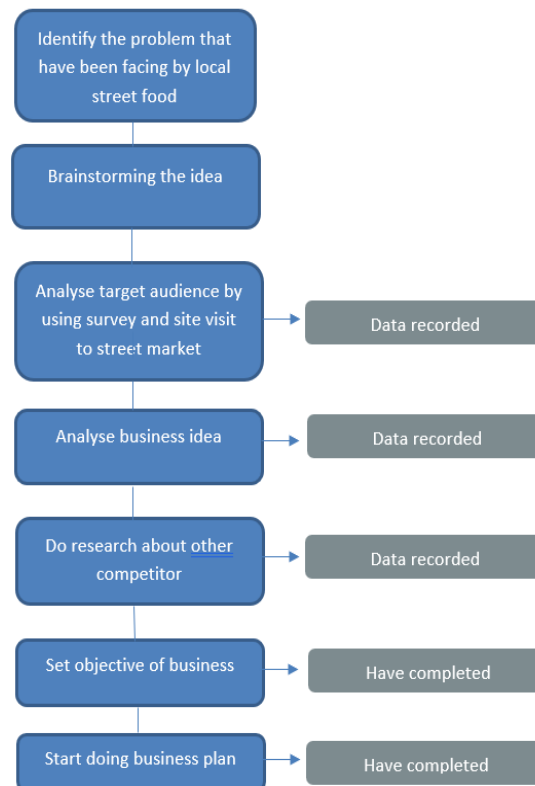


Figure 6.1: Process Planning Flow

The operation department's production process for EzDelivery apps is depicted in Figure 6.1. It starts with identifying the current problems that have been facing by all vendors of local street food. Nowadays, because of the effect of the pandemic, many people are starting businesses, especially in local street food. By building apps for specific local street food will help them to generate more income just only at their house. Once, the problems have been identified, our team brainstorming the idea to solve the problems. After the ideas are set up, our team looks out the target audience and bigger competitor of food delivery apps by using online surveys and site visits. This may help to look out which part for our team can improve and be different from another competitor based on the target audience. Following our learning of our competitors in food delivery such as GrabFood, Foodpanda and Lalamove, our team analyzed again the idea to make sure that our business apps will be successful. After the analysis we have decided the objectives for this food apps business and start making the business plan.

PRODUCTION PLANNING

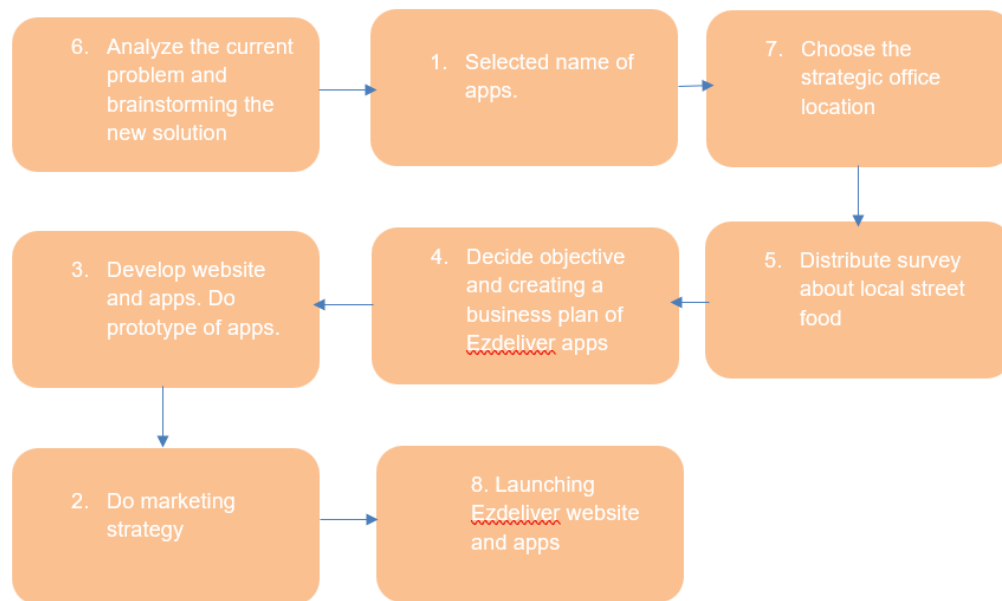


Figure 6.1.2: Production flow of EzDelivery apps

The figure 6.1.2 shows the flow production of the EzDelivery app. As we can see it begin with the identification of current problems that have been facing by local street food and demand from people to have delivery instead go to the location of local street food that they want. After we found out the solution for the problems, our team decided to choose the name of apps EzDelivery as the meaning of “easy to deliver anywhere”.

Furthermore, the choice of strategic location we choose Johor Bahru since that is our target market and also for headquarters building location. The building location selection is a bit complicated, since we need to find out the suitable place that has a strong internet connection to make sure our apps can be successfully working. Moreover, the rent of buildings in Johor are cheaper compared to rent in Kuala Lumpur and Selangor.

Additionally, the team has given the survey to 100 respondents who are familiar with local street food and food delivery apps in order to identify the target client, enhance, and provide better services than other food delivery services. The information

has been recorded and analyzed in order to create objectives for our food delivery apps business. After that we started creating a business plan for our apps business. Once the business plan has been created, we start developing apps by hiring UI/UX developers and also make a prototype for our apps before it launches. This process is taking longer since we want the best design of our application.

Once we have successfully seen the flow of our application, we start making a marketing strategy for our application promoting. The platform of our marketing will be on digital platforms and outdoor platforms such as billboard advertising.

Finally, once we do our marketing strategy, we will be launching our apps and also start our marketing. The total timeline for making this food delivery application is about 1 year and half. The process takes longer since we need to ensure that our application works very well and is a friendly user.

6.2 FACILITIES

Locations plan



Figure 6.2: Location of office building

As shown at figure 6.2, we are choosing our building at Adda Height, Johor Bahru. The building locations are strategic and easy to network since the places are not busy and crowded. Having a strong network for our office location is important since we develop websites and apps. Other than that, the rent of the office is affordable for us that are new in this business industry. Moreover, the capacity of the office is also large which can give comfortable space for our team to do their work.

6.3 Administrative Layout

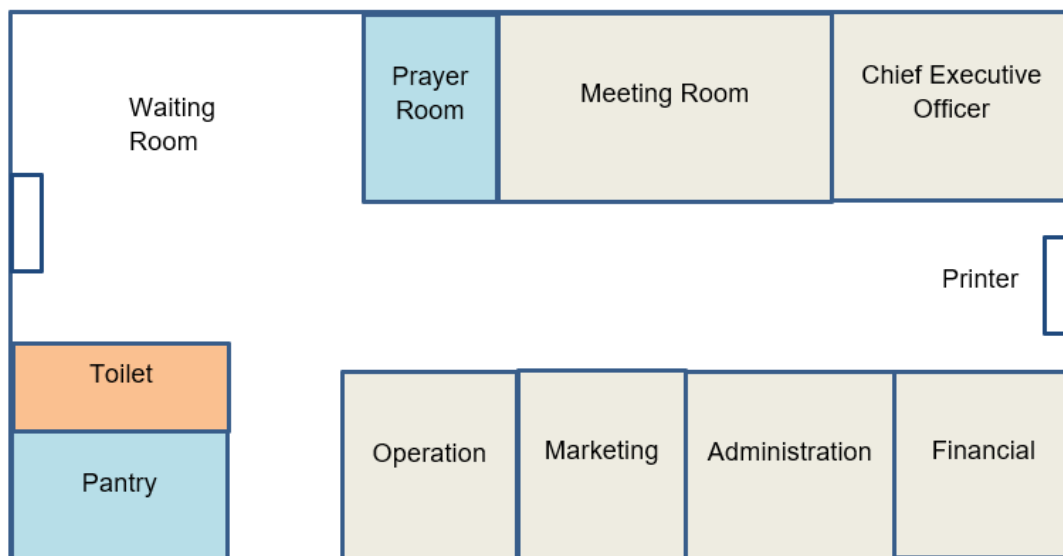


Figure 6.3.1: Ezdeliver office layout

Our office layout is based on figure 6.3.1, which starts with the main entrance that has a waiting room that provides a sofa for our guests waiting for their appointment. Beside our office door, we will have punch card machine on right and on the left side we have a toilet which is easy for our guests to use if they need to and also for our team to use. Meanwhile, beside the toilet we have built a pantry which for our staff to eat whenever they feel hungry. At the pantry, we have provided snacks, 3in1 drinks and also a refrigerator for them to keep their food from expired and mold. Additionally, we also have provide prayer room since most of our staff are muslim.

For the office room, each department will have their own room and also we have provided second-hand furniture and also computers for them. By having company computers make it easier for staff if their laptops are damaged and also have more storage for them to keep their work. Meanwhile for the Chief Executive Manager room, they will have one extra chair for them to discuss personally.

Most important in our office we have a meeting room, with a second-hand long table and 5 chairs since we only have 5 people in our company. In the meeting room, we also provide a whiteboard and projector for easy discussion and do brainstorming. Other than that, in our office we also install Wi-Fi for our staff to use. Also, we have provided company phones at the Operation Manager room as customer service. Moreover, we have installed printers for our staff to print documents. Last but not least, we also install air-conditioners at the meeting room while other departments and room facilities will just use fans in order to cut budget since we are new in business.

THE ESTIMATE COST FOR MAINTENANCE, UTILITIES, SERVICE AND OFFICE EQUIPMENT

Description	Estimate Cost (RM)
Maintenance	700
Utilities	500
Service	1000
Office supplies	383
Total	2583

Figure 6.3.2: The Estimate Cost

6.4 STAFFING

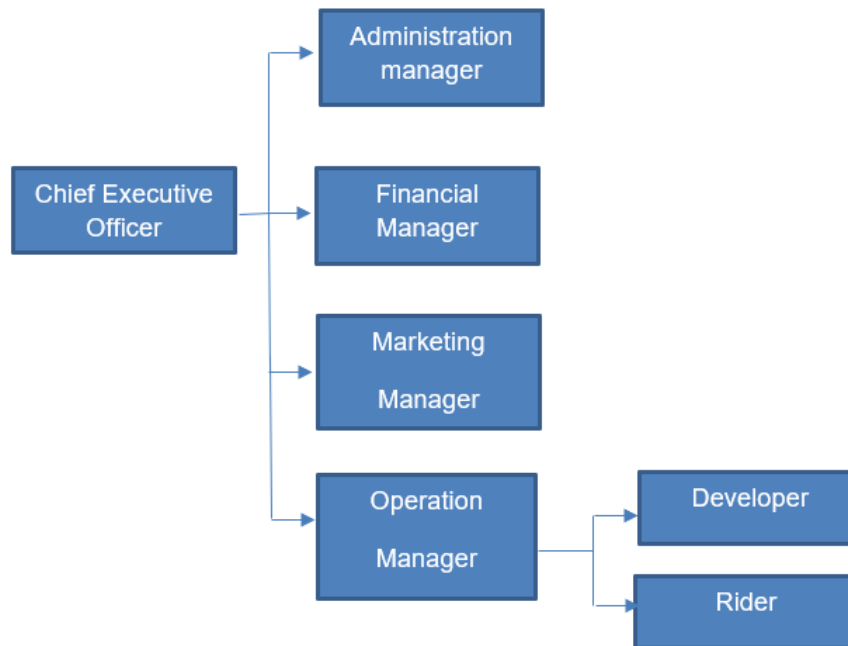


Figure 6.4: Organizational Chart for each department at EzDelivery.

Each department at EzDelivery is led by the Chief Executive Officer (CEO) and followed by Administration Manager, Financial Manager, Marketing Manager and Operation Manager. For Operation Manager, they need to make sure the flow of business are work well so they need to hire developer with estimate cost are RM10,000. By hiring developer, to ensure the flow of application are successful and friendly user. Moreover, since we do food delivery apps they need to find rider for delivery the order to customer. For rider fee, they just only need to paid RM50 for bag delivery equipment. Insurance for rider is their own. The characteristic for rider they need to have motor license and insurance for themselves. We do not provide insurance in order to cut our cost. Moreover, we estimate to get 10 riders to cover places in Johor Bahru, Kulai, Skudai, Batu Pahat and nearby places. For the profit of the rider, they will get 10% from their sale while the other 20% profit will be the company profit.

7.0 ORGANIZATION PLAN

7.1 ORGANIZATIONAL

CHA



7.2 MANAGEMENT TEAM

7.2.1 MANAGERS AND THEIR ROLES

POSITION	Num.	ROLES
CHIEF EXECUTIVE OFFICER	1	<ul style="list-style-type: none">• Develop a new idea to start a business plan with complete objective, vision and mission of the project.• Develop processes, oversee employees and establish a highly motivated work environment to improve organizational effectiveness.• Build the company image by attending functions and seal a deal with any possible organizations.
OPERATION MANAGER	1	<ul style="list-style-type: none">• Hire, train and supervise the employees within a time sensitive and demanding environment to increase the efficiency of the business.• Matching the clients need to make sure it is in balance with the objectives and goals so it will benefit both sides.• To support the CEO or executive team's vision and process ideals.
MARKETING MANAGER	1	<ul style="list-style-type: none">• Create breakthrough programs and campaign which the contents is aligned with the company's objective to attract more customers

		<ul style="list-style-type: none"> • Handling company social media to keep track with the followers and their opinion towards the product. • Analyzing the result of campaigns and making changes to outlast competitors.
FINANCE MANAGER	1	<ul style="list-style-type: none"> • Prepare the financial plan for every accounting period to determine the project revenues and expenditures. • Report financial results to the board of directors. • Raising money for the business's operations and investments by obtaining funding.
ADMINISTRATION MANAGER	1	<ul style="list-style-type: none"> • Making sure that all the office necessities are stocked. • Will organize the office workflow so it helps everyone to work more effectively and professionally • Planning and controlling any related budget so the company will not overspend the given money for each project.

Table 7.2 Managers Roles

7.2.2 SCHEDULE OF REMUNERATION FOR MANAGEMENT TEAM

POSITION	NUM .	MONTHLY SALARY (RM)	EPF (RM) 12%	SOCSSO (RM) 1.75%	TOTAL AMOUNT (RM)
CHIEF EXECUTIVE MANAGER	1	3000	360	52.5	3,412.5
FINANCIAL MANAGER	1	2500	300	43.75	2,843.75
ADMINISTRATION MANAGER	1	2500	300	43.75	2,843.75
OPERATION MANAGER	1	2500	300	43.75	2,843.75
MARKETING MANAGER	1	2500	300	43.75	2,843.75
				TOTAL	14,787.5

Table 7.3 Remuneration of Management Team

7.2.3 RESUMES

- CHIEF EXECUTIVE OFFICER



Name of Partner	Muhammad Aqil bin Ahmad
Identify Card Numbers	
Permanent Address	No 11, Jalan Raja 8, Taman Desa Temiang, 84000, Muar Johor
Correspondence Address	-
E-mail	aqil6480@gmail.com
Telephone Number	
Date of Birth	26 Januari 2000
Marital Status	Single
Academic Qualification	Bachelor Degree
Course Attended	Entrepreneurship
Skills	<ul style="list-style-type: none">• Great Leadership• Dare to take risks• Expert in handling business
Experience	4 years experience as COO at MDEC
Present Occupation	Chief Executive Officer
Previous Business Experience	Chief Executive Officer

Table 7.2.3 Chief Operation Officer (CEO)

- **ADMINISTRATIVE**



Name of Partner	Athirah binti A. Wahab
Identify Card Numbers	
Permanent Address	29, Jalan Keindahan 3, Taman Skudai Indah, 81300, Johor Bahru, Johor
Correspondence Address	-
E-mail	athirahwhb@gmail.com
Telephone Number	
Date of Birth	26 April 2000
Marital Status	Single
Academic Qualification	Bachelor Degree
Course Attended	Entrepreneurship
Skills	<ul style="list-style-type: none"> • Great Leadership • Dare to take risks • Expert in handling business
Experience	4 years experience working at Zalora
Present Occupation	Administrative manager
Previous Business Experience	Administrative officer

Table 7.2.3 Administrative

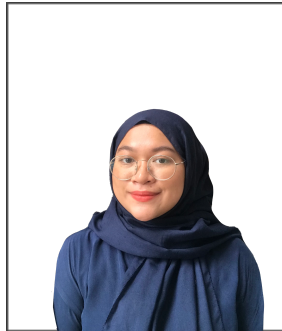
- **MARKETING**



Name of Partner	Nur Atiqah binti Zaini
Identify Card Numbers	
Permanent Address	L19/4 Kampung Parit Othman, 83500 Parit Sulong, Batu Pahat, Johor
Correspondence Address	-
E-mail	nuraatiqah1104@gmail.com
Telephone Number	
Date of Birth	11 April 2000
Marital Status	Single
Academic Qualification	Bachelor Degree
Course Attended	Entrepreneurship
Skills	<ul style="list-style-type: none"> • Expert in handling promoting • Fluent in English • Dare to take risk
Experience	3 years experience of working as Marketing at Lejen Digital
Present Occupation	Marketing
Previous Business Experience	Marketing

Table 7.2.3 Marketing

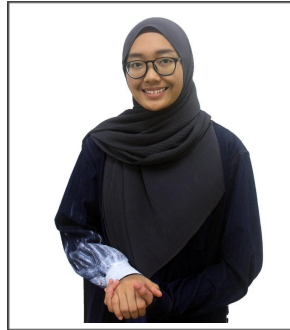
- **OPERATIONAL MANAGER**



Name of Partner	Ainul Zafirah binti Zuhairi
Identify Card Numbers	
Permanent Address	A8-1-10, Jln Prisma 1, Rumah Iskandar Malaysia, 79200, Nusajaya, Johor
Correspondence Address	-
E-mail	ainulzafirah2512@gmail.com
Telephone Number	
Date of Birth	25 Disember 2000
Marital Status	Single
Academic Qualification	Bachelor Degree
Course Attended	Entrepreneurship
Skills	<ul style="list-style-type: none"> • Fluent in English • Dare to take risk • Ability to solve problem
Experience	4 years working experience in Jannah Noe
Present Occupation	Operational
Previous Business Experience	-

Table 7.2.3 Operational Manager

- **FINANCIAL MANAGER**



Name of Partner	Fatin Nadia binti Asmadi
Identify Card Numbers	
Permanent Address	199,jalan Matahari 5, taman Matahari Heights, 70450, Seremban, Negeri Sembilan.
Correspondence Address	-
E-mail	fatinnadiaasmadi13@gmail.com
Telephone Number	
Date of Birth	13 November 2000
Marital Status	Single
Academic Qualification	Bachelor Degree
Course Attended	Entrepreneurship
Skills	<ul style="list-style-type: none"> • Dare to take risk • Ability to sort out finance structure • Ability to solve problem
Experience	2 Years working in Bank Islam
Present Occupation	Financial Structure
Previous Business Experience	-

Table 7.2.3 Financial Manager

7.3 HUMAN RESOURCES

7.3.1 EMPLOYEES UNDER HUMAN RESOURCES

TYPE OF EMPLOYEES	NUMBER OF EMPLOYEES
Human Resource Manager	1

Table 7.3.1 Employees under Human Resources

The employee under Human Resources department based on table 7.5 is a Human Resource Managers that is responsible for acquiring staff for EzDelivery, managing the employee compensation and benefit cost, training the new staff and handling and workplace issues.

7.3.2 SCHEDULE OF REMUNERATION FOR HUMAN RESOURCES

POSITION	NUM.	MONTHLY SALARY (RM)	12% EPF (RM)	SOCSSO (RM)	TOTAL AMOUNT (RM)
Human Resource Manager	1	2500	300	43.75	2,843.75
				TOTAL	2,843.75

Table 7.3.2 Remuneration of Human Resources

7.4 LIST OF FIXED ASSETS

LIST OF OFFICE FURNITURE

TYPE	QUANTITY (UNIT)	PRICE/UNIT (RM)	TOTAL (RM)
Meeting table	1	550	550
Quadratic table	4	162.5	650
Office chair	4	50	200
Chair for CEO	1	50	50
Table for CEO	1	150	150
		TOTAL	1600

Table 7.4 List of Office Furniture

LIST OF OFFICE EQUIPMENT

TYPE	QUANTITY (UNIT)	PRICE/UNIT (RM)	TOTAL (RM)
Printer	1	430	430
Office phone	2	50	100
Projector	1	160	160
Modem WIFI	1	150	150
Computer	5	700	3500
		TOTAL	4,340

Table 7.4 List of Office Equipment

LIST OF FITTING

TYPE	QUANTITY (UNIT)	PRICE/UNIT (RM)	TOTAL (RM)
------	--------------------	--------------------	---------------

Ceiling lamp	4	35	140
Air Conditioner	1	490	490
		TOTAL	630

Table 7.4 List of Fitting360.6

LIST OF OFFICE SUPPLIES

TYPE	QUANTITY (UNIT)	PRICE/UNIT (RM)	TOTAL (RM)
Pen	10	2	20
Stapler	5	2	10
A4 paper	5	35	275
Paper clip	8	2	16
Puncher	6	2	12
File	8	3	24
Dustbin	6	2	12
Scissors	3	2	6
Rubber Stamp	1	7.6	7.6
		TOTAL	382.60

Table 7.4 List of Office Supplies

7.5 ORGANIZATIONAL BUDGET

ITEM	FIXED ASSET (RM)	MONTHLY EXPENSES (RM)	OTHER EXPENSES (RM)
------	---------------------	-----------------------------	---------------------------

Fixed Asset <ul style="list-style-type: none"> • Office furniture & Fitting • Office Equipment 	2,230 4,340		
Working capital <ul style="list-style-type: none"> • Salary • Utilities • Internet, telephone, fax • Rent 		14,787.50 500 1200	
Other Expenses <ul style="list-style-type: none"> • Business registration fee & License • Road Tax • Insurance • Office supplies 			300 - 382.60
TOTAL			

Table 7.5 Organizational Budget

FINANCIAL PLAN

8.1 START-UP COSTS

START-UP COSTS		RM
Capital Expenditure : Administrative		
Land & Building		-
Office Furniture & Fittings		2,230
Office Equipment		4,340
Capital Expenditure : Marketing		
Advertising cost		-
Promoting		-
Capital Expenditure : Operations		
Rider Equipment		-
One-Time Start-up Expenditure		
Installation of fixtures/equipment		2,500
Starting inventory cost		7,000
Legal and professional fees		1000
Other Pre-Operations Expenditure		
Deposit (rent, utilities, etc)		1,350
Business Registration & Licenses		300
Insurance & Road Tax for Motor vehicle		-
Other Expenditure		-
Start-Up Costs		22,940

8.2 WORKING CAPITAL

WORKING CAPITAL (MONTHLY)		RM	FIXED	VARIABLE
Marketing				
Advertising cost		5,780		5,780
Promoting		3,000		3,000
Administrative				
Salary, EPF & SOCSO		14,787.50		14787.50
Rent		1,200	1,200	
Office supplies		382.60		382.60
Operations				
Hiring Developer		10,000		10,000
Utilities		500		500
Maintenance		700	-	700
Service		1,000	-	3,000
				500
			-	
Other Expenditure (Marketing & Operation)		1,200		1,200
Total Working Capital		38,550.10	1,200	37,350.10
Total Working Capital Required	1 months	38,550.10		
Working Capital + Contingencies	5%	40,477.61		

8.3 START-UP CAPITAL AND FINANCING

ESTIMATED START-UP CAPITAL	68,000
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FINANCING	
Equity : Share & Venture Capital	30,000
Loan	38,000
<i>Annual Interest Rate</i>	8%
<i>Loan Duration (years)</i>	10

8.4 CASH FLOW STATEMENT

EZ DELIVER SERVICES CORPORATION			
CASH FLOW PRO FORMA STATEMENT			
	YEAR 1	YEAR 2	YEAR 3
CASH INFLOW			
Capital (Cash)	30,000		
Loan	38,000		
Cash Sales	693,525	711,735	782,895
TOTAL CASH INFLOW	653,025	665,520	732,075
CASH OUTFLOW			
Administrative Expenditure			
Salary, EPF & SOCSO	177,450	177,450	177,450
Rental	14,400	14,400	14,400
Office Supplies	4,591.20	4,591.20	4,591.20
Marketing Expenditure			
Advertising cost	5780	5780	69,360
Promoting	3000	3000	3600
Operations Expenditure			
Utilities (office)	6000	6000	6000
Hiring Developer	120,000	120,000	120,000
Maintenance	8,400	8,400	8,400
Service	12,000	12,000	12,000
Other	6,000	6,000	6,000
Other Expenditure	1,200	-	-
Pre-Operations			
Deposit (rent, utilities, etc.)	500	-	-
Business Registration & Licences	300	-	-
Insurance & Road Tax for Motor Vehicle	-	-	-
Other Pre-Operations Expenditure	-	-	-
Fixed Assets			
Purchase of Fixed Assets - Land & Building	-	-	-
Purchase of Fixed Assets - Others	-	-	-
Hire-Purchase Down Payment	-	-	-
TOTAL CASH OUTFLOW	534,496	446,277	465,854
CASH SURPLUS (DEFICIT)	207,342	265,458	317,041
BEGINNING CASH BALANCE		207,342	472,800
ENDING CASH BALANCE	207,342	472,800	789,841

8.5 INCOME STATEMENT

PRODUCTION COST PRO-FORMA STATEMENT

	Year 1	Year 2	Year 3
Raw Materials			
Opening Stock	0		
Current Year Purchases	120,000		
Ending Stock			
Raw Materials Used	120,000	0	0
Carriage Inward	6,000	6,000	6,000
	126,000	6,000	6,000
Salaries, EPF & SOCSO	8,400	8,400	8,400
Factory Overhead			
Depreciation of Fixed assets (Operations)	0	0	0
Service	12,000	12,000	12,000
	0	0	0
	0	0	0
	0	0	0
Total Factory Overhead	12,000	12,000	12,000
Production Cost	146,400	26,400	26,400

PRO-FORMA INCOME STATEMENT

	Year 1	Year 2	Year 3
Sales	693,525	711,735	782,895
Less: Cost of Sales			
Opening Stock of Finished Goods	0		
Production Cost	146,400	26,400	26,400
less: Ending Stock of Finished Goods	0	0	0
	146,400	26,400	26,400
Gross Profit	547,125	685,335	756,495
Less: Expenditure			
Administrative Expenditure	196,441	196,441	196,441
Marketing Expenditure	105,360	105,360	105,360
Other Expenditure	0	0	0
Business Registration & Licences	0		
Insurance & Road Tax for Motor Vehicle	0	0	0
Other Pre-Operations Expenditure	0		
Interest on Hire-Purchase	0	0	0
Interest on Loan	2,416	1,932	1,449
Depreciation of Fixed Assets	1,314	1,314	1,314
Total Expenditure	305,531	305,048	304,565
Net Profit Before Tax	241,594	380,287	451,930
Tax	67,646	106,480	126,541
Net Profit After Tax	173,948	273,807	325,390
Accumulated Net Profit	173,948	447,755	773,145

8.6 BALANCE SHEET

PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building			
Office furniture & fitting	1,784	1,338	892
Office Equipment	3,472	2,604	1,736
	0	0	0
	0	0	0
	0	0	0
	0	0	0
	0	0	0
	0	0	0
	0	0	0
	0	0	0
	0	0	0
	0	0	0
	5,256	3,942	2,628
Current Assets			
Stock of Raw Materials			
Stock of Finished Goods			
Accounts Receivable	0	0	0
Cash Balance	207,342	472,800	789,841
	207,342	472,800	789,841
Other Assets			
Deposit	0	0	0
TOTAL ASSETS	212,598	476,742	792,469
Owners' Equity			
Capital	0	0	0
Accumulated Profit	173,948	447,755	773,145
	173,948	447,755	773,145
Long Term Liabilities			
Loan Balance	38,650	28,987	19,325
Hire-Purchase Balance	0	0	0
	38,650	28,987	19,325
Current Liabilities			
Accounts Payable	0	0	0
TOTAL EQUITY & LIABILITIES	212,598	476,742	792,469

9.0 PROJECT MILESTONES

In this part, a month-by-month calendar is provided, outlining the deadlines or significant junctures for tasks essential to EzDelivery Success.

ACTIVITIES	DEADLINES
Business licencing	26 March 2022
Incorporation of venture	26 April 2022
Developing the idea for the product through research	31 May 2022
Real Design & Development is finished.	23 June 2022
Requesting software engineers	27 June 2022
Plan for operations and production	6 July 2022
First Release	11 July 2022

10.0 CONCLUSIONS

Along with other prosperous food delivery service businesses, Ez Delivery has great aspirations of surviving in this competitive market by offering top-notch services that satisfy the needs of our clients. In addition, we hope that the majority of Malaysians would appreciate the effort we put into creating these apps because they will make their lives easier and were made with them in mind.

As a young firm, we do hope that one day we will be able to grow or improve nation economies by pushing our application globally. This has motivated us to promise to pay taxes on time in order to foster a positive economic climate. The second thing we want to stress is that we are helping Bumiputras who are unemployed due to the pandemic by hiring them as employees in our company. This may help to lessen the unemployment rate in our nation.

Last but not least, we aspire to lead this industry in the future and support our dear nation.

ENT

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