



UNIVERSITI
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MARA

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Kampus Bandaraya Melaka

**ENT530 PRINCIPLES OF ENTREPRENEURSHIP
BUSINESS PLAN**



Cure Nation Inc

"Get Protected, Be Trendy"

FACULTY OF BUSINESS AND MANAGEMENT

BA232 3A

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EXECUTIVE SUMMARY

Cure Nation Inc. is currently based in **Merlimau, Melaka. It is located at Palm Mall, Kemayan Square, 84000 Melaka.** This business was established on 27th November, 2021. Cure Nation Inc. is one of the companies that produces and distributes face masks. Since the global spread of the Covid-19 epidemic, it has been established that wearing face masks in public areas is necessary. As a result, there are several distinct categories of residents that have challenges, including children and adults. Hence, with this in mind, we engage ourselves to the community by creating products that improve people's convenience and protection. The business is a partnership under business retails owned by Iskandar Zulkarnain bin Othman. Cure Nation Inc.'s management team consists of the Operation Manager who is Nurhidayah binti Rusjhan, Rabiatul Nadhirah binti Zainal as Finance Manager and Hazlinda binti Ishnin as Marketing Manager.

Furthermore, Cure Nation Inc. observed the problem occurred and conduct a researched to solve difficulties identified from consumers by producing the "Protect Me Up!" face mask. This kind of face mask is specialized with fragrance that made up from organic ingredients. Consumers usually experience some issues such as low-durability, unpleasant smell, and non-biodegradable while using a normal face mask. The release of "Protect Me Up!" face mask provides solutions to the existing problem.

Next, the target market of Cure Nation Inc. is among Malaysian. Our product is aimed at both youngsters and adults. Only a few face mask distributors in Malaysia sell this type of product and none of them specialized in fragrance masks that made with organic materials. As a result, Cure Nation Inc. has an advantage as the first company in Malaysia to develop this product. Our company offers fragrance face mask at a reasonable price with high-quality products.

However, we have competitive rivalry among Himaya, Neutrovis, and Jovian that keeps us inspired to improve as in the industry. Through the pricing approach, we set our product prices significantly affordable than our competitors. Hence, we specifically targeted well-known retail and health stores to distribute our product. Watson, Guardian, CARiNG Pharmacy, and Alpro Pharmacy are a few examples. In addition, we also use our own website and others online platforms such as Shopee, and Lazada to promote and distribute our products. Because Cure Nation Inc. is new to the market, our market share is only 11%. However, our sales unit and market share will arise in the future, as customer will choose to purchase an affordable price product with a high-quality material.

1.0 COMPANY PROFILE

1.1 Organizational Background

Name of the Organization	CURE NATION INCORPORATION
Business Address	10-2, Jln Sierra 10/1, Bandar 16 Sierra, 47120 Puchong, Selangor
E-mail Address	cure.nation21@gmail.com
Telephone Number	
Form of Business	Partnership.
Main Activities	<ul style="list-style-type: none">• Produce. Our company will produce the face masks directly from the factory.• Distribute. "Protect Me Up!" face mask will be distributed through the retail store and online store.• Selling. Our company also sell directly the face mask to our customers.
Date of Commencement	27 November 2021
Date of Registration	24 December 2021
Name of Bank	Public Bank Berhad
Bank Account Number	

Table 1: Cure Nation Inc.'s Organizational Background

1.2 Organizational Logo/Motto



Table 2: Cure Nation Inc.'s Logo/Motto

Logo/Motto
<ul style="list-style-type: none">• The light blue colour is associated with health, cure, tranquility, understanding, and softness.• Dark blue symbolizes awareness, power, dignity, and seriousness.• White signifies purity, safety, cleanliness, faith, and sterility.• The letter C in the logo stands for our company's name, "Cure."• The growing leaves in the logo represent the members' work team, as we work together to ensure this company grows successfully in the market.• The shape of the logo resembles a shield, implying that we want to protect users from virus spread.• Our motto is "Get Protected, Be Trendy," which means that we want our customers to look fashionable while protecting themselves from the virus by wearing our face masks.

Table 3: Cure Nation Inc.'s Mission

Mission
To produce a trendy, aromatic, and high-quality face mask that fulfills customers' needs and wants.

Table 4: Cure Nation Inc.'s Vision

Vision
Cure Nation Inc. aspires to be the most comfortable face mask brand, where customers are satisfied with the quality of our face masks at a reasonable price.

2.0 ENVIRONMENTAL ANALYSIS

Environmental analysis or commonly referred to as PEST is one of the most significant tools for understanding and making decisions in any business issues. Furthermore, we will be able to comprehend our business not just in terms of *what is happening internally* but also in terms of *what is happening externally* of the organization during the environmental study. As a result, to improve the likelihood, the organizational approaches designed will be in line with the organizational environment.

One of the external influences that influence the business environment are referred to as political environment. Government policies and decisions have an impact on a company's position and structure where tax laws, monetary and fiscal policies as well as labour and workforce reforms are all will contribute as an impact on businesses in different ways. In the conjunction with the government new policy where all the manufacturers and importers of non-medical face masks must apply for Malaysia Sirim certification and labelled with Sirim QAS International Sdn Bhd that will be effective on 4 July 2022, Cure Nation Inc is also one of the companies that has been certified and labelled by Sirim. This new policy which comes from the gazetting of the Trade Descriptions (Certification and Marking) of Non-Medical Face Mask Order 2022 under the Trade Descriptions Act was established to ensure the non-medical face masks that was produced locally or imported is suitable and compatible with the safety and health standards set where indicates that the non-medical face mask products have met the standards are high quality and safe to use. Moreover, it is belief that face mask that has been approved by Sirim is more conductive and conducive where it helps to block more bacteria and viruses.

The other environmental analysis that has impact on any businesses, especially in the long run is economic environment. Before planning and implementing a business, inflation, interest rates, economic growth and demand/supply trends must all be carefully reviewed and analysed. This is because according to experts, consumers and businesses are equally affected by economic variables. During the earlier stage of pandemic Covid-19 back then on March, 2020, the use of face masks has become an obligations and compulsory, not just in Malaysia but the entire world. The production of face masks all around the countries in the world were massive due to the high demand and supply that occurs until today. Furthermore, it has been a new norm to wear a face mask that helps to reduce and control the spreaders of any viruses either serious cases like Covid-19 or minor illness such as flu and cough. This explains why Cure Nation Inc strongly believe that we are able to stay relevant and stabilize

our demand and supply chain as the uses of face mask has been practice and normalize in the entire world.

The other environmental analysis that we will be discuss is social environment where we will look at the firm's products and services as well as the nature of the business. In addition to that, it also involves the population, domestic markets, cultural trends and demographics factors. In the present day, people are tending to catch up with trends and realistic features. When the use of face mask is appointed as one of the obligations that has to be fulfil by Malaysian, it become a trend that involve all people nevertheless their religion, races and ages. As to that, to have a unique and different identity apart from other face masks' manufacturers, Cure Nation Inc came up with new design and features that suits people's needs and wants on their daily basis.

Technologies environment is the fourth environmental analysis that have an impact in every business. Technological variables have a significant impact on a company's long-term planning. It examines technological trends and improvements in the particular industry as well as new inventions and technological breakthroughs and decreases regulatory burdens as well as capacity utilization which might lead to job losses. In the Cure Nation Inc, we strive to produce a premium quality of face mask that is safe to use by all generations. To achieve such goals, the use of technologies is a mandatory in our production department to ensure that we are capable of producing a comfortable, up to standards face mask in short period of time to fulfil customer's satisfaction. Moreover, with the use of technologies, Cure Nation Inc are capable to come up with new design of face mask, new formula of the face mask materials and new layers of face mask that is more secure and anti-viruses that are more effective to our consumers.

On the other hand, industry analysis is significant as some kind of trade evaluation process because it aids organizations in anticipating the future circumstances. It also aids in the prediction of producers and consumers, resulting in a monetary benefit for the company. It depicts the corporation's ability to compete as well as the expenses of establishing and quitting the business. Whenever new entrepreneurs were born or slowly build their empire, this is one of the crucial stages. The research represents the current key trends, where if something is still developing and indeed has hit its point of diminishing returns. Business can obtain a handle on company activities and might even identify undiscovered prospects with a rigorous industry analysis. It is indeed vital to remember that market research is discretionary and does not really good results. It is possible that such businessman will be led down a

dangerous road or lead to incorrect conclusion due to a faulty analysis of the evidence. As a result, it is critical to gather information with caution in the future.

As we refer to Porter's 5 forces model, the first components that affecting a shape of an industry is the competitors. It is critical to consider the potential influence of competitors on the business. A large number of tiny competitors, for example, may imply that the market is competitively fair. As for Cure Nation Inc, it is crucial for maintaining a stable degree of demand and supply as the number of manufacturers in face mask producer is increasing since the onset of the Covid-19. For this reason, it is important for the company to observe and analyse the trend of face mask users to enable the business thrive in a long time period.

Additionally, the other components that is important for a business to growth is the possibilities of new start-ups into the sector. This component is important because for entering a business mostly needs only a short time and minimal cost, resulting the existing companies in the same sector may experience decreasing profitability and market share. However, it is a different situation if entering a business that is necessitates big investments, extensive know-how or other complicated requirements, the industry is regarded safe. The production of face mask nowadays is huge and well-known, however, in Malaysia, it is a mandatory order for manufacturers that produce face mask to legally registered and be approved by Sirim. This enables Cure Nation Inc to be in a comfortable zone as we have already registered and approved under the Trade Descriptions Act.

Moreover, suppliers also contribute to the shape on an industry. Normally, companies in the business normally have greater cost control when suppliers have minimal power such as when there are a large number of suppliers and moving to a new provider is inexpensive. In contrast, if suppliers have a lot of power, for example, an airline firms that require specific products, it can have a negative impact in the long run. As for Cure Nation Inc suppliers, it is important for us to have more than one supplier in all aspects in the making of face mask for example the textile, organic fragrance and other components needed to ensure that we can produce a huge number of face mask in long time period.

Next, customers can also have a significant impact on an organization. Customers, for example, have a significant impact on the restaurant business since it is easy for them to migrate to a competitor. Customers have less leverage on companies in some industries such as the health care industry. On the present day, any business can produce a face mask either a health care, fashion or even clothing. This is because they tend to grab the opportunity to generate sales since the rules of wearing a face mask is mandatory almost everywhere around

the world. This explains why customer have a lot of choices that might affect an organization's sales due to the decreased demand from a customer.

Lastly, alternative products or also known as substitute products that might be employed instead of the desired product or service can also have a major impact on the industry. As for Cure Nation Inc, it is afraid that the customer might did not want to use a face mask anymore but instead they demand for a face shield. This situation will bring a huge impact towards the industry's profitability and market share, resulting the production of the face mask might get slower and had to be terminated. To overcome such things to happen, Cure Nation Inc strive to provide a high quality and comfortable face mask that fulfils the wants and needs of our customer nevertheless their races and generations.

3.0 DESCRIPTION OF VENTURE

Cure Nation Incorporation is a company that offers a fragrance face mask which based in Puchong, Selangor. We offer two types of face mask which is headloop mask that suitable for hijabis and earloop suitable for men or women that are not wearing hijab. We also produce face mask for the older ages and children. The face mask we produce will protect people due to the pandemic occur in the world but in the same time it also helps to give aromatic smell towards the user.

Our purpose of producing this disposable face mask is helping our nature since mostly face mask aren't bio-degradable and it could harm the nature if they didn't dispose their used face mask nicely. Despite now we have cloth face mask, which can be washed several times also not eco-friendly because some of them would re-use the face mask repeatedly without clean-up it first. This also could bring negative effect for the users because we could not see the bacteria through our rough eyes.

The price that we offer is very reasonable and affordable enough for all range of buyers, which our vision is to produce the most comfortable face mask brand, where customers are satisfied with our quality products at a reasonable price. We also choose the perfect distributor since they are a company that are already well-known and stable in the market. Our target is to distribute our face mask in every drugstore and pharmacies around the world.

Furthermore, Cure Nation Incorporation have made our own research and we also had faced the problems with our unpleasant smell of face mask. Due to most face mask that we bought in the market wasn't meet our expectation we decided to came out with the idea in which it could help our customer to solve their problems. Our company does have own factory to produce this face mask and make sure the stock will always have in the market and continuous. We will make sure to bring our product to the next level and keep upgrading our service in the future to give our best to our loyal customers.

4.0 MARKETING ANALYSIS AND COMPETITION

Market Analysis

One of the most important aspects of marketing is market analysis. This research meant to describe a company's market, forecast our future direction and how to increase the company's market share and capitalize on any emerging trends. Target market, market size, competition, market share, sales forecast, and marketing strategy are all part of market analysis.

Direct marketing is an effective method used by businesses to enhance client outreach. It could also assist boost total sales and income to increase in business and attention. It is essential for every company that direct marketing success to be effectively launch a new product. Direct marketing is a type of advertising in which firms engage with clients one-on-one. Cure Nation Inc. implement direct marketing to inform customers about the products and services without relying on a third party to generate or show commercials. Our companies implement a variety of direct marketing methods which is Mail Marketing and Messenger Marketing.

Cure Nation Inc. using direct mail marketing, which is refers to any physical correspondence sent to customers by mail in terms of winning their business. It is including an identifier for our company (such as a logo or business name), a call to action (CTA), and a mechanism for them to contact us. Our company create flyers, coupons, and brochure to spread the brand awareness towards the customer. In these types of strategies, the advertisements will describe the products unique characteristics and descriptions about Protect Me Up! information will be given to lead the customer to recognize more about it.

Hence, through the direct mail marketing, the customers will be able to provide comments on our product. Indirectly, our organization could do research and analysis on client preferences earlier, and we can start improving our products. Because it is personalized, our company will able to meet the needs of the customers on a regular basis. Via direct mail marketing, our company will reveal the quality of the products that Cure Nation Inc. provides and why the products are unique than others competitors.

Messenger marketing is the process of conducting business and connecting with prospects and consumers using mobile messaging apps. To reach the target market, it uses mobile messaging networks such as Facebook, Telegram, WhatsApp, or WeChat.

Messenger marketing allows businesses to contact millions of consumers from anywhere in the globe in a simple, convenient, and rapid manner.

Through website widgets, we subscribe consumers to our campaigns in a messaging app such as Facebook Messenger and Telegram. Cure Nation Inc. will send marketing communications such as photos, videos, GIFs, or connect with customers via live chat once they have subscribed.

Messenger marketing is a strategy employed by a company in order to attain a long-term goal. It's also about gaining client loyalty and maintaining a long-term engagement with them. Our firm created a chatbot for automated chats, scaled social media marketing, and provided 24/7 customer support all through Facebook Messenger in order to gain more customers. It also keeps track of and maintains client data, such as interactions and demographics, for anyone to see and share. For buyers to interact and contact us for further information, the firm will give a chatbot. Any references may be easily discovered by simply looking at the business card. A simple procedure will be followed to conduct a resale.

4.1 Target Market

According to Susan Ward, target marketing requires sectioning a market and focusing the marketing efforts on one or a few key groups made up of consumers whose demands and interests most closely align with the company offered goods and services. It could be the secret to bringing in more clients, boosting sales, and turning the company into a success. Every company supposed to consider who will be their consumer same like ours at Cure Nation, we also had planned our target market because by segmenting them into groups we can identify the possibilities of customer that will buy our product which is Protect Me Up! mask that we already upgrade it with additional touch which is aromatic fragrance layer in the inside of the mask. We already sorted out three different categories of target market and the reason which is:

- Geographic
- Demographic
- Psychographic

Geographic

Geographic segmentation involves segmenting the market based on location. It relies on the notion that groups of consumers in a particular geographic area may have specific product or service needs (Ward,2020). For geographic, we are focusing to distribute our product first in Selangor since according to Department of Statistics Malaysia Official Portal, population in Selangor could reach 5.46 million of citizen in 2010 in which this will make us easier to spot the enrolment of our products within the citizen, if they are more customer, we will start to distribute our products to other state as well to grow our business further. Cure Nation team has decided to distribute at the drugstore and pharmacies for offline, it will be more reachable to the customers since they could find it in any Watsons, Guardian or Caring.

Demographic

Demographic Segmentation is based on measurable statistics such as age, gender, income level, education and others. Knowing demographic data is important for many firms since demographic segmentation is frequently the most crucial factor in determining target audiences (Ward,2020). Although we all knew Malaysia already moving towards endemic so that the government had stated it is no longer compulsory to wear face masks outdoors and in open areas but it is still compulsory when in a building or in the public transport including e-

hailing rides. In addition, physical distancing also no longer required between individuals. However, the virus is still around us and everyone could be affected with this virus. So, our target market is all range ages since we have mask for kids and adult, we also target to male and female also since we have earloop and headloop version. For the income level, we at Cure Nation more focusing on middle and upper-income level since we could not downgrade the prices as low as others because we are trying to secure the quality of our products, in relation to that we are using the best material to provide the highest comfortability for our consumers but still the price of our Protect Me Up! mask is at an affordable phase.

Psychographic

Psychographic segmentation defines the target market divided according to socioeconomic status or lifestyle choices. At the top of the socioeconomic spectrum are the wealthy and highly educated, while at the bottom are the ignorant and unskilled (Ward,2020). Cure Nation has identified that our product will focusing more on the customer that has high awareness on environment since our product is bio-degradable so the consumer that are looking for bio-degradable products they will choose us. Meanwhile, for the added touch which is the fragrance types of masks, we more focusing on customer that are required to wear face mask in the long period of time since their job scope are related to communicate or faced with people such as retail staff for example cashier and sales assistant. In addition, our fragrance face mask also focuses on customer that are cares on the hygiene since according to new research, Dr. Sutton state some fresh masks also have stinky smells, this may be due to the chemical's masks may utilise to preserve them so they don't degrade while being stored. The masks that are currently on the market may have been lying about for a while, so their chemical odour may be worse than usual (Zaman,2020). However, it won't happen to our face mask since we already added the aromatic fragrance layer and lessen chemical use in our products.

PRODUCT / SERVICE MARKET SHARE AND SALES DECEMBER 2021			
COMPETITORS	Neutrovis	Himaya	Jovian
Market Share (%)	25%	30%	46%
Total Sales in Unit	300	300	400
Product Price (average)	25	30	35
Total Sales (RM)	RM7,500	RM9,000	RM14,000
Total all sales of the market	RM30,500		

Table 5: Cure Nation Inc.'s Market Share Before Protect Me Up! Entrance

PRODUCT / SERVICE MARKET SHARE AND SALES JANUARY 2021				
COMPETITORS	Neutrovis	Himaya	Jovian	Protect Me Up!
Market Share (%)	14%	30%	46%	11%
Total Sales in Unit	250	450	600	179
Product Price (average)	25	30	35	28
Total Sales (RM)	RM6,250	RM13,500	RM21,000	RM5,000
Total all sales of the market	RM45,750			

Table 6: Cure Nation Inc.'s Market Share After Protect Me Up! Entrance

Market share is the percentage of the overall sales in an industry or market that a specific business generates over a predetermined period of time (Hayes,2021). Based on the table above, our company Cure Nation Inc. has produced face mask which is Protect Me Up! mask and after our entrance on January 2021 we hold the lowest percentage which is 11% over the total sales in market. This is because our product is new to the market, we are still in the process to expand and introduce our product to the people and to make they trust our company.

Cure Nation Inc. are expecting more improvement in our sales, especially when we have been surrounded by competitors that well-known and exists earlier than us. The competition between Neutrovis, Himaya and Jovian has been motivated us to cares more on quality and we always try to make sure our company can growth more in the future. For example, as we can see the increasement in our sales for 3 years and we could reach the highest sales on the third year. However, we will do better to ensure the great performance for our company and we can be standing on the same level as the well-known brands.

Furthermore, we also have our backbones that are the putting their commitments more on this company. It is the best decision our company has made to retain these marketing employees that have high potential to bring our company to the next level. Their marketing skills and ideas to prepare the van which is not only for transportation vehicles but also for advertising purposes. We are wrapping the van with our company's product, name, and social media details so whenever the van is out for delivery people will see our brands. That's how we gain customer's trust by convincing them that our products are in the market and it can solve their problems.

Plus, we also consider some helpful barriers that are protecting Cure Nation Incorporation from the other competitors. The first one is ensuring our customer's data privacy. Since we have created our own website, once the customer log in their email their data will encrypted and secure by a software. Secondly, to keep our employees stay productive and ensure their health safety we provide each of them laptops and ergonomic items such as ergonomic chair.

4.2 Competition and Competitive Edges

COMPETITORS	STRENGTHS	WEAKNESSES
Neutrovis	Various types of masks	Strong chemical smells.
Himaya	Focusing on Hijabis	The cloth on the outside of the mask wasn't a high quality.
Jovian Mask	Well-known product	The strip of mask is not strength enough

Table 7: Table of Cure Nation Inc.'s Competition and Competitive Edges

The table above shows the list of competitors that our company have seen in the most drugstore or market where we distribute our products and it also frequently used products. First is we have Neutrovis mask, which is it can be found on every supermarket such as FamilyStore, Guardian. This company also have various types of masks such as they have KF94 and 3 ply masks. However, they have a strong chemical smell that makes the user feel uncomfortable despite the price is lower than the other brands. Secondly, we have Himaya which is this brand focusing on hijabis since their model on the packaging is a hijabis such as Wani Hasrita and Elfira Loy. Nevertheless, their products quality is low in which the outside layer of their mask always hairy even it is the fresh mask so this made some of the consumer that are sensitive will keep on sneezing. The last one is Jovian Mask which is the founder itself was an influencer and their product is very well-known in Malaysia's manufacturing industry. However, the viral video is out through everywhere in which their product sells are doesn't have a good quality since the strip of mask keep on separated when one of the famous singers in Malaysia want to put on the masks. We hope with the presence of our new fragrance and high-quality masks could help and solve most of the consumers that still not found the best mask yet affordable in town.

4.3 Marketing Strategy

Marketing strategy is a long-term, forward-thinking approach and overall game plan for any organization or business with the core objective of establishing a sustained competitive advantage through understanding consumer demands and desires. Product, pricing, promotion, distribution, and other marketing actions required to accomplish marketing objectives.

Product

Cure Nation Inc. has created a face mask that is quite unusual, particularly in Malaysia. In our company, we are launching Protect Me up! which is a fragrance face mask that is made from organic ingredients such as Lemon, Strawberry, and Lavender extract which are eco-friendly.

The Protect Me Up! is our recommended for your new everyday mask due to its perfect fit and breathable fabric. It is ideal in terms of quality, fabrics, design, and color variation for customers to use its. Indirectly, it will make our customer looks more stylish when wearing our products. The uniqueness of our fragrance face mask is we are using the suitable material that can absorb fluid such as sweat and saliva. This product consists variety of size, which were categorized in 2 sizes for children and adults. We created a size chart for youth, which is up to 14cm, while for regular adult is up to 16cm masks that includes measurements from the bridge of the nose to the bottom of the chin. This means the customer did not have to worry about mask extenders or an additional ear cable. These types of measurement are the perfect sizes for the customer, because we have done our research and observation about the measurement of the face mask, it also to makes Protect Me Up! met the customer satisfaction and comfortable.

Furthermore, our fragrance face mask comes in two designs: ear loop and head loop. In more casual settings, the ear loop design offers considerable advantages since the ear loops are more comfortable, more durable, and easier to apply when wearing headgear, hats, or PPE such as helmets. Head loop designs keep masks snug and reduce leakage. The essential feature of the head loop is that the mask fits and shapes closer to the face, allowing less unfiltered air to enter through any gaps or rips around the edges of the mask.

Price

Price is regarded as an important component of the marketing strategy since it determines Cure Nation Inc. survival and profit. Thus, with the list of attributes that we have supplied, the pricing point for our fragrance face mask (Protect Me Up!) are perhaps usually considered affordable. The process of selecting the proper material in order for it to be inexpensive, yet with observation and study that we have done till we arrive at the final output. We can assure that our products were one of the most affordable priced among our competitors. Our product was available in four different price ranges, but each packages contains 50 pieces. The retail price for Head Loop Mask (Adult) is RM 30 and RM23 for Kids. While the adult Ear loop mask costs RM28 per box, the child version costs RM23 per box.

CURE NATION INC. PRODUCTS (PROTECT ME UP!)	PRICE (RM)
Head loop Mask (Adult)	RM30.00
Head loop Mask (Children)	RM23.00
Ear loop Mask (Adult)	RM28.00
Ear loop Mask (Children)	RM23.00

Table 8: Table of Cure Nation Inc.'s Protect Me Up! Price

Promotion

To achieve a given marketing goal, a promotion is a combination of marketing strategies such as advertising, sales and direct marketing. Typically, the promotional mix is merely one component of a bigger marketing strategy. Cure Nation Inc are using two types of promotion which are modern advertisement and price promotion. We have already explored on numerous opportunities to promote our product. Firstly, we market our products using modern advertisement. For example, we advertising it on social media and in the Facebook Marketplace. The social media platform that we use to advertise our product is TikTok, Instagram, and Twitter. While for Facebook Marketplace, we are creating Facebook Page to promote our product. This allows us to boost our involvement and simply connect with our consumers. We may begin by raising awareness regarding the use of face masks, explaining the potential implications and how our product can assist to avoid this situation from occurring again. Second, for price promotion, we collaborate with Watson, CARiNG Pharmacy, Guardian, and Alpro Pharmacy to provide the discounts to the customers. So that the customers can get the best prices when purchasing our products.

Place

For our place strategy, we offer our product in two places: retailing stores and online stores. Our product will be available at retailing outlets such as Watson, Guardian, CARING Pharmacy, and Alpro Pharmacy. We have been running our business through a website because it is one of the most convenient methods for our consumers to contact with us. People are spending more time on the internet in this modern society. As a result, we decided to develop our own website where buyers may search for our product since we frequently update all of the information or description about our current product. Aside from that, we utilize Shopee and Lazada ecommerce platforms to advertise our products and expand our brand name.

Distribution



A distribution channel is a chain of enterprises or intermediaries through which an item or service is purchased by the end buyer. For our company, we will supply our products to the retailer such as Guardian, Watsons and Alpro Pharmacy to promote our products and selling to the customer.

4.4 Sales Forecast

SALES FORECAST FOR YEAR 2022	
Month	Sales Collection (RM)
January	RM5,300
February	RM6,100
March	RM8,000
April	RM7,500
May	RM7,500
June	RM10,000
July	RM20,000
August	RM17,000
September	RM17,500
October	RM19,000
November	RM23,000
December	RM23,500
TOTAL	RM164,400

Table 9: Cure Nation Inc.'s Sales Forecast

4.5 Marketing Budget

MARKETING EXPENDITURE	
Fixed Assets/Capital Expenditures	RM
Motor Vehicle for Advertising	RM20,000
Working Capital/Monthly Expenditure	
Promotion	RM500
Other Expenditure	
Petrol	RM300
Insurance & Road Tax for Motor Vehicle	RM700
TOTAL	RM21,500

Table 10: Cure Nation Inc.'s Marketing Expenditure

5.0 OPERATIONS AND PRODUCTION PLAN

5.1 Development

PROCESS OF GENERATING IDEA FOR NEW PRODUCT

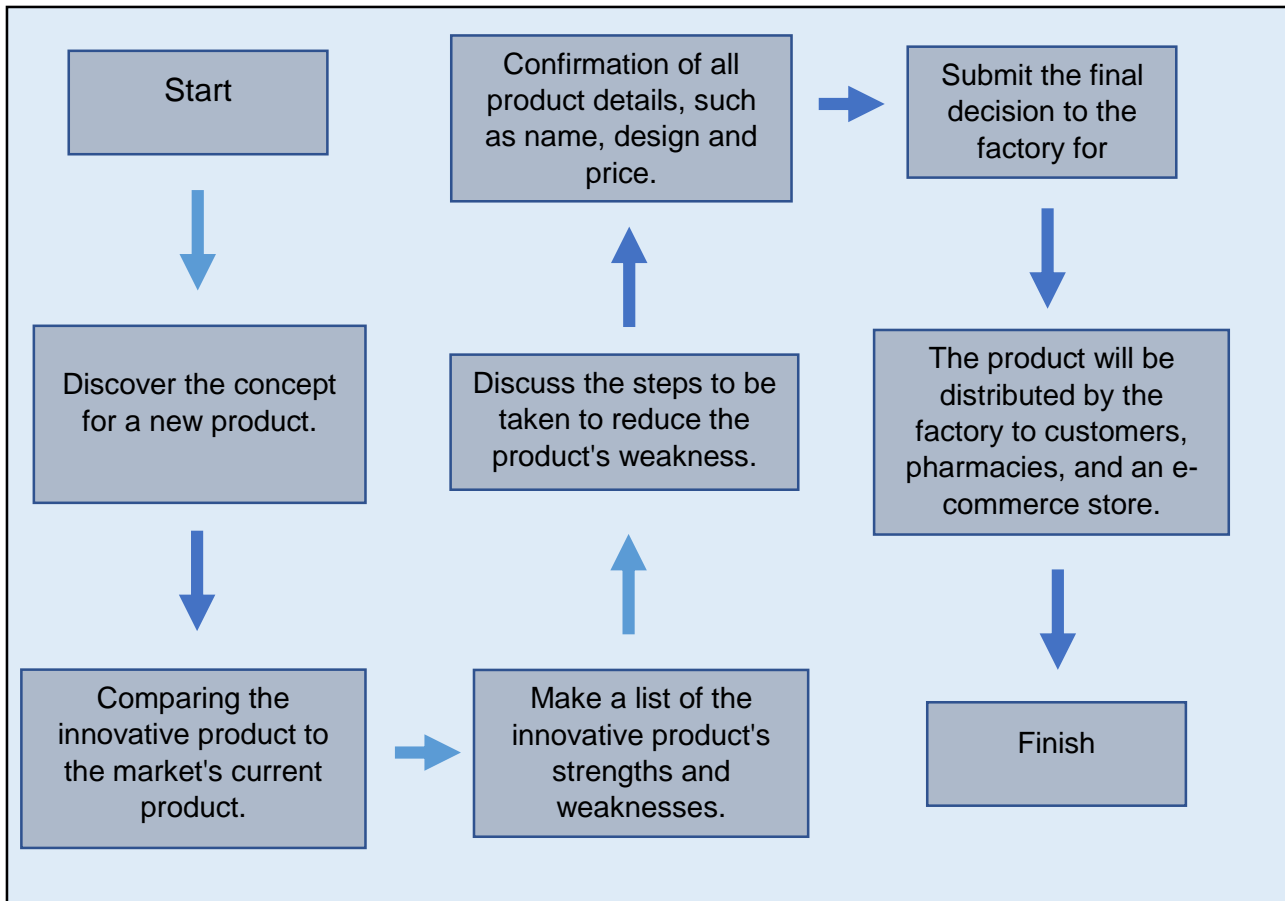


Figure 1: Cure Nation Inc.'s Process of Generating an Idea for a New Product

Cure Nation Inc. had decided to start a business at the end of the year 2021. The launch of a new product is actually the result of innovation from an existing product on the market. Since the outbreak of the Covid-19 virus in our country, Malaysians have been required to wear face masks in public. So, we were discussing making some innovations from the current face mask that is already sold in the market.

Figure 1 shows the process to generate the idea for the new product by Cure Nation Inc. We first became aware of this concept after observing that most people are uncomfortable when required to wear a mask for an extended period of time. If we wear the same mask for a longer length of time, we may notice an unpleasant smell that makes breathing difficult. So, the first step we took was to begin developing the concept for our new product, which means we are applying research and development techniques to ensure that it should be distinct from others on the market. We decided to make some face mask innovations in order to achieve our goals for this new product, which is producing fragrance face masks. After the idea has been approved by the Director of Cure Nation Inc., we must conduct research on the strengths and weaknesses of these new face masks. This step is necessary to ensure that there are no future issues that could jeopardize the company's reputation.

Following that, once we have identified the flaw in the fragrance face masks, we must develop a way to minimize the flaw so that we can provide the highest quality product to our customers. Before officially launching a product, it must be thoroughly tested to identify its weak points. It means that the company must first produce the tester fragrance face masks, and then select specific people to try them and provide feedback on the parts that need to be improved. Afterward, once all of the product's strengths and weaknesses have been identified and resolved, we will move on to the next process of discussing the product's name, design, and pricing. At this point, we had decided to name our fragrance face mask "Protect Me Up!" We also decided to create a face mask for both adults and children. There will be two designs for adults: head loops and ear loops. The same is true for the children's design.

Lastly, we can proceed with the production of the face mask with our factory once we have confirmed all of the necessary information. The factory will adhere to all instructions regarding the design and size of the face mask. When the final process, packaging the face mask, is completed, we will distribute the Protect Me Up! face mask to retail stores like Watson, Guardian, CARING Pharmacy, and Alpro Pharmacy. Essentially, this is the process for our company to produce a new product. Every stage must be completed correctly and thoroughly in order to avoid future issues such as customer complaints. We will always prioritize our

customers' feedback in order to improve our weaknesses and become a better organization capable of satisfying our customers.

PROCESS OF CUSTOMER SERVICE (AFTER SALE)

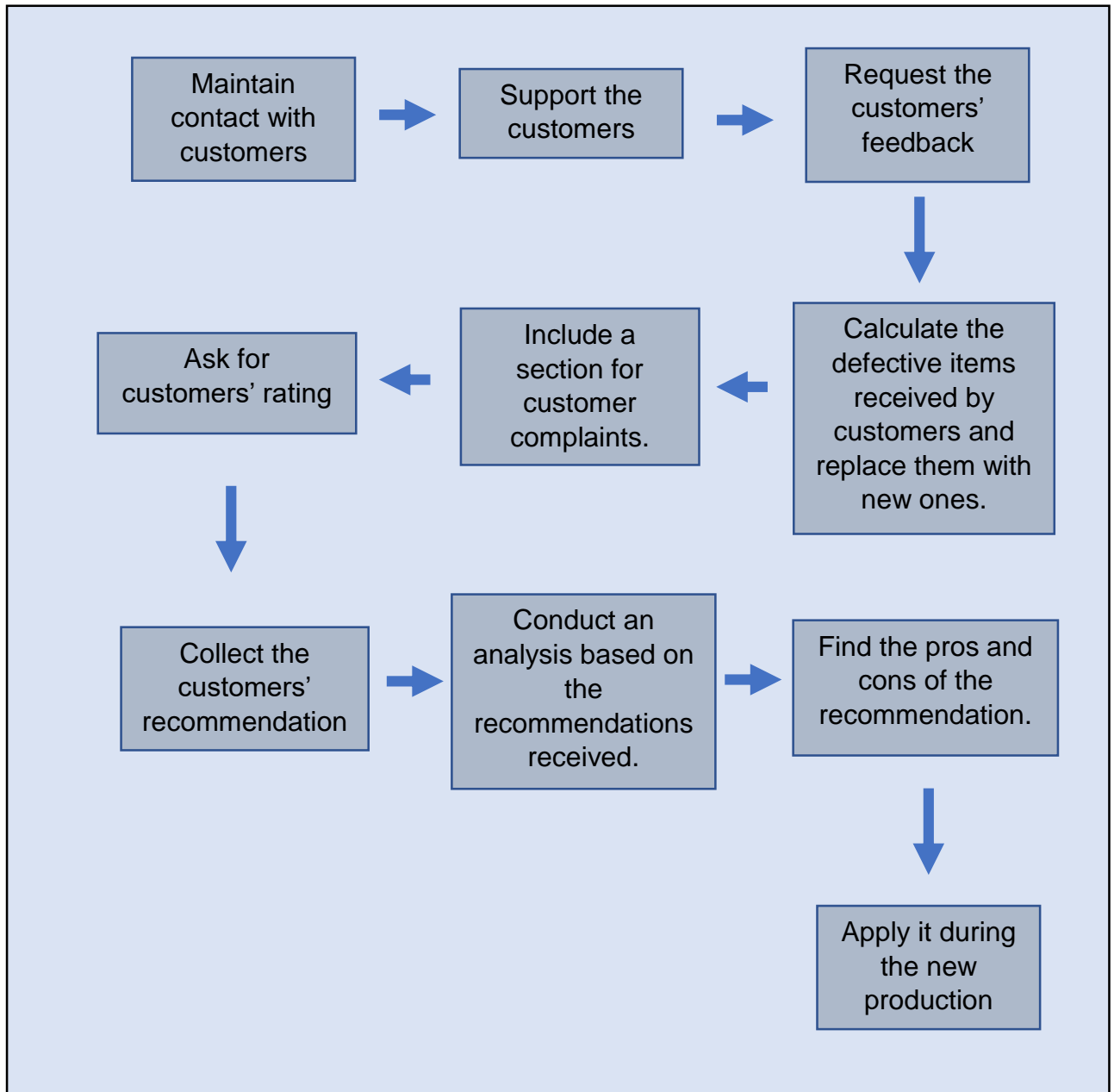


Figure 2: Cure Nation Inc.'s Process of Customer Service (After-Sale)

The flowchart shows the action that the company will do after selling the products to the customers. This process plays an important role in constant customer satisfaction and customer retention. It can lead to customers' loyalty towards our product. This is one of the ways for the company to gain the customers' belief in our brands and can keep the relationship for a longer period of time. Furthermore, a positive relationship with our customers can help them to speak good about the company to others, which can help the company's brand become more well-known among people. After-sales service is essential in securing the relationship between the organization and its customers. A satisfied and happy customer brings more people and at the same time will increase revenue for the organization.

First, the company will continue to maintain contact with customers by sending them to thank you automated messages via e-mail and SMS, as we always keep our customers' information such as names, phone numbers, and e-mail addresses. Next, we will make every effort to support our customers, particularly those who shop at Watson, Guardian, CARING Pharmacy, and Alpro Pharmacy. Each of these stores is a well-known drugstore among people, so we need to maintain a good customer relationship with these stores, such as always asking about people's responses to our face masks. At the same time, we will collect customer feedback on our face masks in terms of quality, comfort, and design. It is important to gain the customers' feedback so that we can improve our products in many ways.

After the customers give their feedback, there will always have a situation where the customers received the defective items. We are doing our best to prevent this problem from occurring by replacing that item with new ones as soon as possible. But, on a daily basis, we strive to ensure that our customers do not receive any products that are in poor condition or unsuitable for wear. Other than that, we always go through our customers' complaints using the complaints section on our website. It is one of our initiatives from us to tighten the relationship between our company and the customers. From the complaints section, we also can get the rating from them in order to evaluate our product's performance among the customers.

Lastly, we also really emphasize the customers' recommendations. It is one of our strategies to improve our product's performance to achieve customer satisfaction. After collecting their recommendations, we will shortlist some of the opinions that may influence our sale and analyze it with the other employees. After discussing the pros and cons of the recommendation given, we will inform the factory and start to apply it during the new production. This process will always be used to make sure our products achieve the company's goal and at the same time, it can satisfy our customers' needs.

5.2 Production

PROCESS OF MAKING PROTECT ME UP! FRAGRANCE FACE MASK

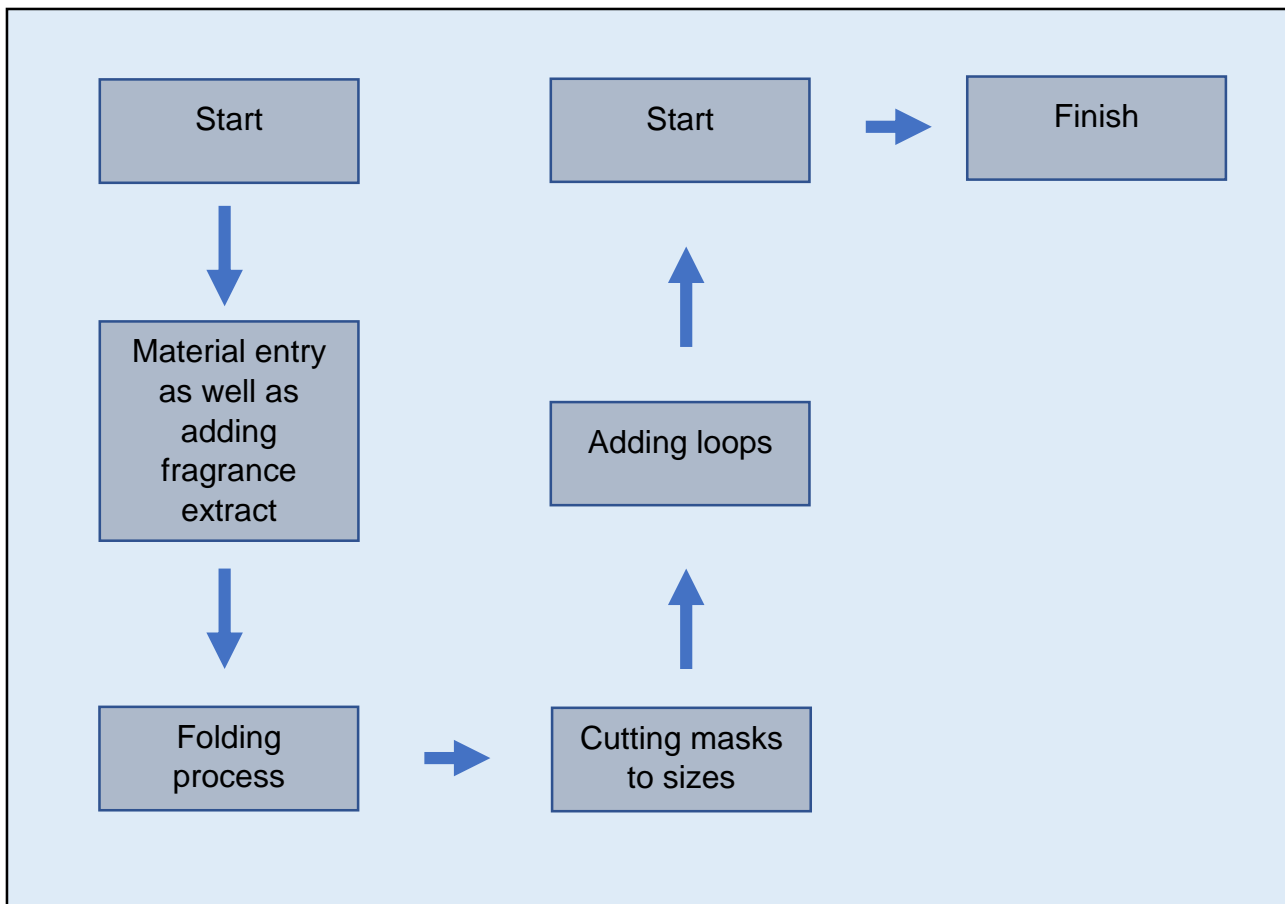


Figure 3: Cure Nation Inc.'s Process of Making Protect Me Up! Fragrance Face Mask

A face mask could prevent individuals from such a variety of inhalation viruses, such as the Covid-19 virus, the flu and other respiratory infections. Masks are such critical element of keeping every one of use safe during the Covid-19 pandemic, therefore, designing and manufacturing disposable masks is crucial. At Cure Nation Inc, polyester, Nano-fibrous and cotton cloth is used to make disposable fragrance face masks. Threads are used to create Nano-fibrous textiles, which are essentially webs of entangled fibres coiled together. The reason why Cure Nation Inc choose to utilized Nano-fibrous as the main ingredient for our fragrance face mask is because Nano-fibrous textiles allows for adequate air permeability while also filtering out hazardous microorganisms.

The entry of raw materials is the initial phase in the process of making fragrance face mask. This is where the organic extract fragrance from our chosen odour such as citrus, lavender and fresh cologne were added into the layers of Nano-fibrous. All of the extract the

we use were legally certified from the Ministry of Health Malaysia as well as been approved by the Sirim. As the components are mixed, they are unwound and brought into the production process as a single flow of material.

The next stage is to fold the raw materials once the machine has mixed them and they are on their way through the operation. The pleated appearance of the cloth is due to the way the materials are folded by the machine. We design the pleats on our mask to be more comfortable for our users, therefore, any disposable 4-ply face mask has the normal, usually hard pleats than ours. Our technology employs ultrasonic welding to create a seam on the edges of the fragrance face mask after the pleats have been folded into it. We also use mechanical vibrations to soften or disintegrate the material to create the seam in this type of welding.

The fragrance face masks then must be trimmed to the proper size following from the recent welding process. Our organization produce a fragrance face mask which is suitable for all generations where we create two sizes of face masks. One of the sizes where we create especially for adults can stretch up to 16 cm, while for the children face mask, the loop can be stretch up to 14 cm. Moreover, the material is still attached to the print head of raw material before everything is accomplished. Our fragrance face masks are trimmed towards the length of an ordinary citizen, including the adult and the children's sizes, and afterwards moved to the next phase in the process using the mask-making machine.

The next step in the fragrance face mask-making process is to attach the loops to the edges. Cure Nation Inc came out with two choices of loops which are ear loops and head loops. Our head loops face masks are more stretchable than ear loops face masks because we are focusing on hijab women to have a breathable, comfort face mask that will not make them suffocated while wearing it. The ear loops and head loops attachments are automatically fed to both sides of the mask with this component of the equipment, where they are ultrasonically welded to the mask.

The produced fragrance face masks are stacked into piles in the mask production machine's last step. The number of fragrance face masks in each stack is programmed into the machine, which stacks them to the correct amount. As to that, the fragrance face masks are then manually or mechanically packaged and ready for use when the machine stacks them.

5.3 Facilities

Floor 1 (Factory)

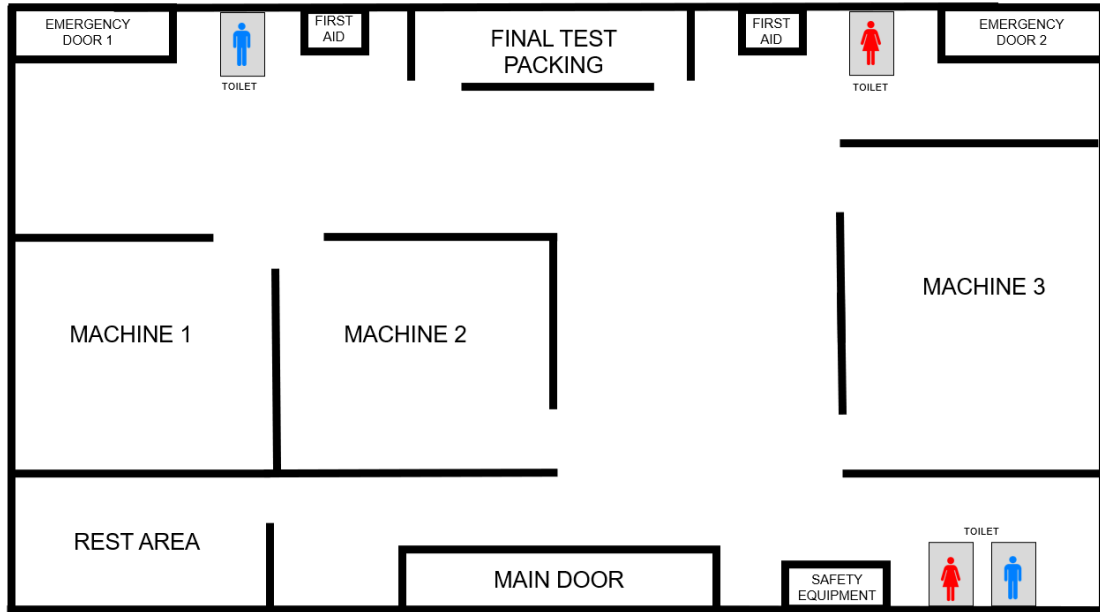


Figure 4: Cure Nation Inc.'s Factory

Floor 2 (Office)

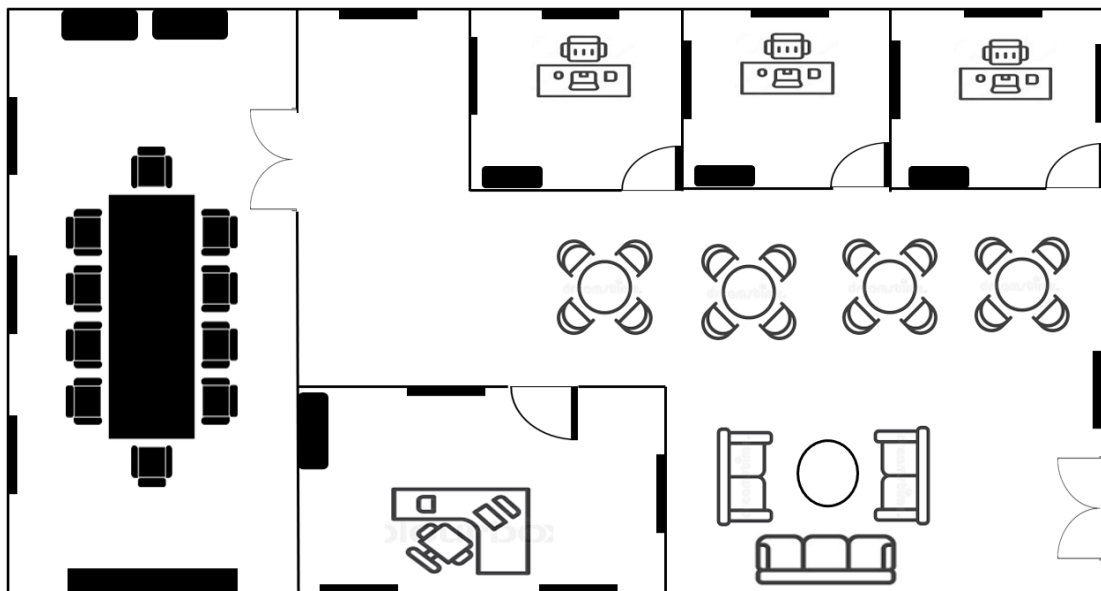


Figure 5: Cure Nation Inc.'s Office

Our factory and office were both located at 10-2, Jln Sierra 10/1, Bandar 16 Sierra, 47120 Puchong, Selangor. We decided to construct the office and factory in the same structure so that we could better manage manufacturing and office matters. Our factory is approximately 25,000 square feet in size, and our office is approximately 7,000 square feet in size. For the time being, we can ensure that both the office and the factory are large enough to produce high-quality face masks for our customers.

There are three machines in our factory that have been used to make face masks. Since each section is used for a different process, each machine requires a different person to operate it. We also have a section dedicated to final mask packaging. This area is used to ensure that the finished product is of high quality and quantity before it is distributed to our customers. This factory also has two emergency doors for use in an emergency situation, as well as first aid kits. A resting area is also provided for our employees to use during their break hours in order to provide a comfortable working environment.

There are four private offices on the office floor: one for our director, one for our operations manager, one for our finance manager, and one for our marketing manager. The remaining employees will work in an open office concept style. We chose this office concept because it will make it easier for them to communicate with one another about work-related issues. There is only one meeting room in our office, which will be used if a discussion between the director and employees is required. Finally, we have a waiting area for any clients who come to wait before meeting people with whom they have made an appointment.

5.4 Staffing

CURE NATION INC STAFFING

NO	POSITION	TASK AND RESPONSIBILITIES
1	Director	<ul style="list-style-type: none"> • Identifying overall performance targets and regulation of the organization. • Keeping track of how well the goals and regulations are being met. • The process of electing upper leadership. • Managing, directing, as well as appraising all organization's department. • Establishing a financial goal
2	Operation Department	Indicates the right manufacturing process is accomplished as well as the aims and responsibilities of other divisions within a corporation must be aligned with these production process.
3	Financial Department	Prepares and controls the firm's finances, ensuring that the organization can obtain revenue in a sustainable manner.
4	Marketing Department	In charge of finding, understanding and economically addressing client requirements and desires, as well as to maintain long-term ties for profit continues to flow into the organization.

Table 11: Cure Nation Inc.'s Staffing

In Cure Nation Inc, we also have employees with a diverse range of skills and domain expertise. Our corporation's foundation has always been Mr Iskandar Zulkarnain bin Othman, who is the director of Cure Nation Inc. Our director is the one that is in charge of the organization's overall strategies and mission all of the time. He continuously keeps track on Cure Nation Inc's success in meeting the organization's mission, desired outcomes and regulations.

Apart from that, we also have a very well organized and monitored operation department. Our person in charge in operation department is Ms Nurhidayah binti Rusjhan, who is also the operation manager in Cure Nation Inc. She is responsible for the production as well as supervised the quality of our fragrance face masks. Apart from that, she also conducting the research and development sections in the operation department where all of our fragrance face masks will be testified first before being pack and delivered to our customer.

On the other hand, every organization will have a financial department. Financial department is one of the most crucial department that monitor and recording all the financial reports and data without error as to prevent the organization for losing profits. Our financial department is handled by Ms Rabiatul Nadhirah binti Zainal. She is responsible for observing the market trends in order to identify business opportunities and gained revenues. In addition, she also in charge for formulating a strategic in a long-time period for the business plans as to stabilized the organization's performance.

Last but not least, Cure Nation Inc's marketing department has also played a significant impact towards the business. Under the management of Ms Hazlinda binti Ishnin, she optimized the marketing activities for all of our products in Cure Nation Inc. She also consistently utilized the new marketing techniques to ensure that our company is following the new trend with the current situation. Apart from that, she is responsible to design and execute marketing actions to improve our sales and increasing our profits from time to time. Furthermore, she also in charge for analysing every data to determine the effectiveness of our marketing activities, as well as strive to increasing our brand recognition and the circle of our market share.

5.5 Equipment and Supplies

Machinery and equipment

NO	ITEM	PRICE PER UNIT (RM)	QUANTITY (UNIT)	TOTAL (RM)
1	Fragrance Filling Machine	RM15,000	1	RM15,000
2	Shaping and Cutting Machine	RM30,000	1	RM30,000
3	Welding Bands Machine	RM15,000	1	RM15,000
TOTAL COST				RM60,000

Table 12: Cure Nation Inc.'s Machinery and Equipment

Supplies

NO	ITEM	PRICE PER UNIT (RM)	QUANTITY (UNIT)	TOTAL (RM)
1	Polyester	RM0.10	10,000 pcs	RM1,000
2	Nano-fibrous Fabric	RM0.10	10,000 pcs	RM1,000
3	Cotton Fabric	RM0.075	20,000 pcs	RM1,500
4	Fragrance Extract	RM200	5 bottles	RM1,000
TOTAL COST				RM4,500

Table 13: Cure Nation Inc.'s Supplies

5.6 Operation Budget

OPERATIONS EXPENDITURE	
Fixed Assets	RM
Machine	RM60,000
Safety Equipment	RM1,000
Working Capital	
Polyester (10,000 pcs)	RM1,000
Nano-fibrous Fabric (10,000 pcs)	RM1,000
Cotton Fabric (20,000 pcs)	RM1,500
Fragrance Extract (5 bottles)	RM1,000
Other Expenditure	
TOTAL	RM65,500

Table 14: Cure Nation Inc.'s Operation Expenditure

6.0 ORGANIZATION PLAN

6.1 Ownership Structure

The internal companies of a corporate entity, as well as the rights and obligations of the persons who have a legal or equitable stake in the corporation, are addressed by ownership structure. As the owner of a business entity, it is important to understand how the ownership structure of a certain business environment is arranged and what this means for the owner's rights.

Cure Nation Inc. is a partnership corporation consisting of the following founders that operate the business jointly. Cure Nation Inc. consist of the director which owns 40% of the company share, while the other three partnerships are acquire 20% of the company share each.

6.2 Organization Chart

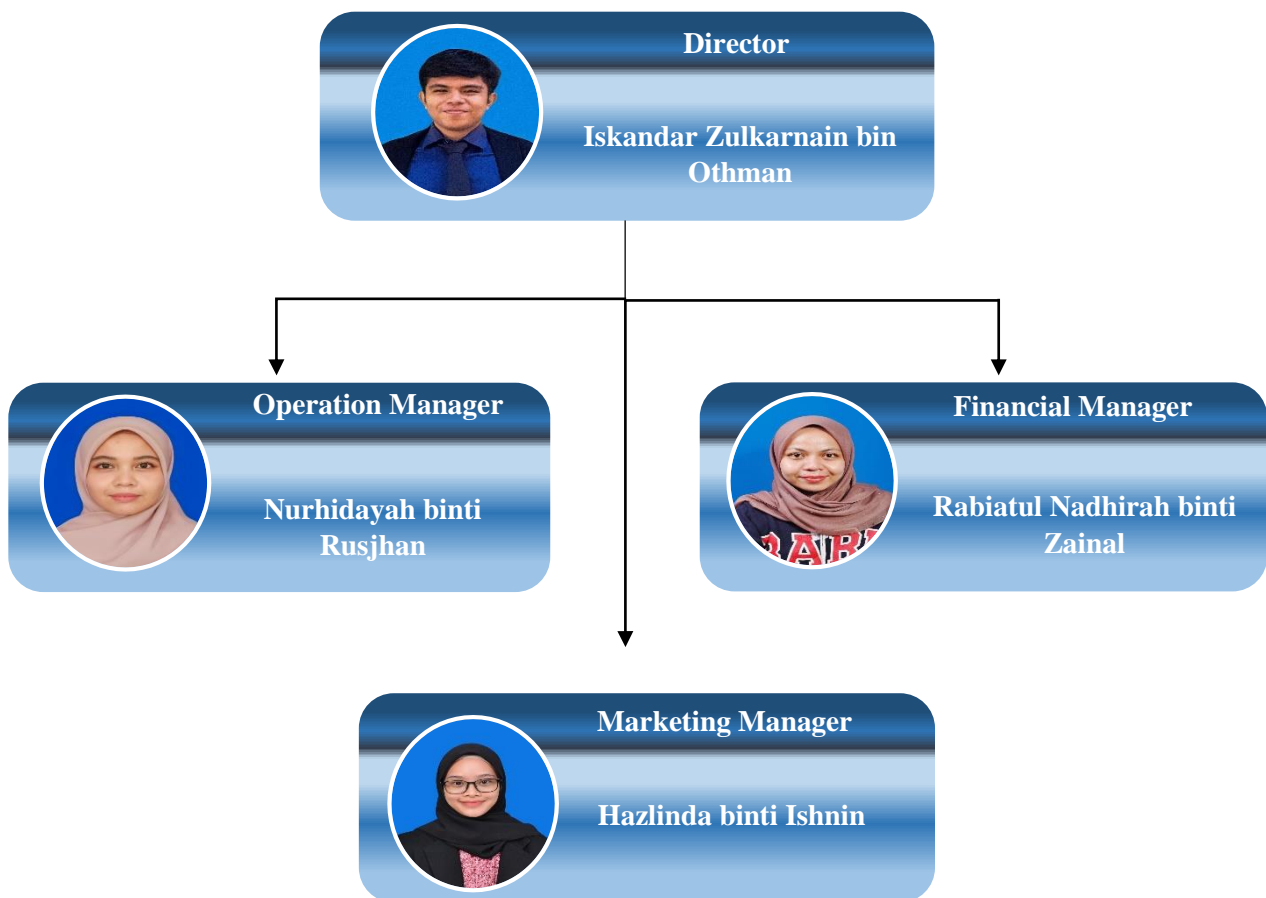


Figure 6: Cure Nation Inc's Organizational Chart

6.3 Schedule of Tasks and Responsibilities

POSITION	MAIN TASKS
Director	<ul style="list-style-type: none"> • Creating and implementing organization, vision and direction • Leading, guiding and evaluating each department in the organizations • Creating organizations that will grow flourish • Setting up targeted profit • Initiating toward the achievement of goals and policies
Operation Manager	<ul style="list-style-type: none"> • Improving operational systems, procedures, and policies to support the goals of the business • Manages the operations of the department and controlling the duties of business such as business analysis, vendor management, and risk management • Manage specific details of operating processes and operations • Build strong relationships by efficiently addressing consumer concerns and complaints • Maintains latest research of industry legislation, strategies, and technology
Financial Manager	<ul style="list-style-type: none"> • Establishing accurate financial reports and data • Managing risk of financial loss • Analyzing market trends in order to identify business opportunities and maximize profits • Preparing reports on business operations, financial accounts, and projections • Formulating strategic and long-term business plans

Marketing Manager	<ul style="list-style-type: none"> • Managing the marketing activities in Cure Nation Inc. • Consistently invent new marketing techniques to keep up with the current situations • Design and carry out marketing actions to improve sales • Analyze data to determine the effectiveness of their marketing activities • Increasing brand recognition and market share.
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Table 15: Cure Nation Inc.'s Tasks and Responsibilities

6.4 Supporting Professional Advisor and Services

COMPANIES/INSTITUTES	SERVICES
Public Bank Menara Public Bank, 146 Jalan Ampang, Peti Surat 12542, 50450 Kuala Lumpur	<ul style="list-style-type: none"> • Loan
Zaid Ibrahim & Co. Level 19 Menara Milenium, Jalan Damanlela, Damansara Town Centre, 50490, Federal Territory of Kuala Lumpur	<ul style="list-style-type: none"> • Financial consultant for the company

Table 16: Cure Nation Inc.'s Supporting Professional Advisor and Services

6.5 Organizational/Administrative Budget

ADMINISTRATIVE EXPENDITURE	
Fixed Assets	RM
Land & Building	
Office Equipment	RM 15000
Computer	RM 4000
Air Conditioning	RM 3,500
Working Capital	
Salary and wages	RM 12,000
Rental	RM 2,000
Other Expenditure	
Other Expenditure	
Pre-Operations	
Deposit (rent, utilities, etc.)	RM 6,000
Business Registration & Licenses	RM 4,000
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	
TOTAL	RM 46,500

Table 17: Cure Nation Inc.'s Administrative Expenditure

7.0 FINANCIAL PLAN

7.1 Implementation Cost

CURE NATION INC.						
PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE						
Project Implementation Cost			Sources of Finance			
Requirements		Cost	Loan	Hire-Purchase	Own Contribution	
					Cash	Existing F. Assets
Fixed Assets						
Land & Building						
Office Equipment		15,000	7,500	7,500		
Computer		4,000		4,000		
Air Conditioning		3,500	3,500			
Motor Vehicle for advertising		20,000	5,000	10,000	5,000	
Machine		60,000	10,000	50,000		
Safety Equipment		1,000		1,000		
Working Capital						
1 months						
Administrative		14,000	4,000		10,000	
Marketing		800			800	
Operations		4,500	2,000		2,500	
Pre-Operations & Other Expenditure		10,700	4,700		6,000	
Contingencies						
TOTAL		133,500	36,700	72,500	24,300	

Figure 7: Cure Nation Inc.'s Implementation Cost

7.2 Table of Depreciation and Table of Loan & Hire Purchase

CURE NATION INC.				DEPRECIATION SCHEDULES			
Fixed Asset		Office Equipment		Fixed Asset		Computer	
Cost (RM)		15,000		Cost (RM)		4,000	
Method		Straight Line		Method		Straight Line	
Economic Life (yrs)		5		Economic Life (yrs)		5	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>	<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
	-	-	15,000		-	-	4,000
1	3,000	3,000	12,000	1	800	800	3,200
2	3,000	6,000	9,000	2	800	1,600	2,400
3	3,000	9,000	6,000	3	800	2,400	1,600
4	3,000	12,000	3,000	4	800	3,200	800
5	3,000	15,000	-	5	800	4,000	-
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	-

Figure 8: Cure Nation Inc.'s Table of Depreciation and Table of Loan & Hire Purchase

Fixed Asset		Air Conditioning	
Cost (RM)		3,500	
Method		Straight Line	
Economic Life (yrs)		5	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
	-	-	3,500
1	700	700	2,800
2	700	1,400	2,100
3	700	2,100	1,400
4	700	2,800	700
5	700	3,500	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Motor Vehicle for advertising	
Cost (RM)		20,000	
Method		Straight Line	
Economic Life (yrs)		5	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
	-	-	20,000
1	4,000	4,000	16,000
2	4,000	8,000	12,000
3	4,000	12,000	8,000
4	4,000	16,000	4,000
5	4,000	20,000	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Figure 9: Cure Nation Inc.'s Table of Depreciation and Table of Loan & Hire Purchase

Fixed Asset		Machine	
Cost (RM)		60,000	
Method		Straight Line	
Economic Life (yrs)		5	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
	-	-	60,000
1	12,000	12,000	48,000
2	12,000	24,000	36,000
3	12,000	36,000	24,000
4	12,000	48,000	12,000
5	12,000	60,000	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

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

Figure 10: Cure Nation Inc.'s Table of Depreciation and Table of Loan & Hire Purchase

CURE NATION INC.
LOAN & HIRE-PURCHASE AMMORTISATION SCHEDULES

LOAN REPAYMENT SCHEDULE					HIRE-PURCHASE REPAYMENT SCHEDULE				
Amount		36,700			Amount		72,500		
Interest Rate		5%			Interest Rate		5%		
Duration (yrs)		5			Duration (yrs)		5		
Method		Baki Tahunan							
Year	Principal	Interest	Total Payment	Principal Balance	Year	Principal	Interest	Total Payment	Principal Balance
	-	-		36,700		-	-		72,500
1	7,340	1,835	9,175	29,360	1	14,500	3,625	18,125	58,000
2	7,340	1,468	8,808	22,020	2	14,500	3,625	18,125	43,500
3	7,340	1,101	8,441	14,680	3	14,500	3,625	18,125	29,000
4	7,340	734	8,074	7,340	4	14,500	3,625	18,125	14,500
5	7,340	367	7,707	-	5	14,500	3,625	18,125	-
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	-	-

Figure 11: Cure Nation Inc.'s Table of Depreciation and Table of Loan & Hire Purchase

7.3 Cash Flow Statement

CURE NATION INC. PRO FORMA CASH FLOW 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)	24,300													24,300		
Loan	36,700													36,700		
Cash Sales		5,300	6,100	8,000	7,500	7,500	10,000	20,000	17,000	17,500	19,000	23,000	23,500	164,400	180,000	200,000
Collection of Accounts Receivable																
TOTAL CASH INFLOW	61,000	5,300	6,100	8,000	7,500	7,500	10,000	20,000	17,000	17,500	19,000	23,000	23,500	225,400	180,000	200,000
CASH OUTFLOW																
Administrative Expenditure																
Salary and Wages		12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	144,000	144,000	144,000
Rental		2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	24,000	24,000
Marketing Expenditure																
Promotion		500	500	500	500	500	500	500	500	500	500	500	500	6,000	6,000	6,000
Petrol		300	300	300	300	300	300	300	300	300	300	300	300	3,600	3,600	3,600
Operations Expenditure																
Cash Purchase																
Payment of Account Payable			4,500	4,500	4,500	4,500	8,000	8,000	8,000	8,000	8,500	8,500	8,500	75,500	84,000	87,000
Carriage Inward & Duty																
Salaries, EPF & SOCSO																
Other Expenditure																
Pre-Operations																
Deposit (rent, utilities, etc.)	6,000													6,000		
Business Registration & Licences	4,000													4,000		
Insurance & Road Tax for Motor Vehicle	700													700	700	700
Other Pre-Operations Expenditure																
Fixed Assets																
Purchase of Fixed Assets - Land & Building																
Purchase of Fixed Assets - Others	26,000													26,000		
Hire-Purchase Down Payment	5,000													5,000		
Hire-Purchase Repayment:																
Principal		1,208	1,208	1,208	1,208	1,208	1,208	1,208	1,208	1,208	1,208	1,208	1,208	14,500	14,500	14,500
Interest		302	302	302	302	302	302	302	302	302	302	302	302	3,625	3,625	3,625
Loan Repayment:																
Principal		612	612	612	612	612	612	612	612	612	612	612	612	7,340	7,340	7,340
Interest		153	153	153	153	153	153	153	153	153	153	153	153	1,835	1,468	1,101
Tax Payable													0	0	0	0
TOTAL CASH OUTFLOW	41,700	17,075	21,575	21,575	21,575	21,575	25,075	25,075	25,075	25,075	25,575	25,575	25,575	322,100	289,233	291,866
CASH SURPLUS (DEFICIT)	19,300	-11,775	-15,475	-13,575	-14,075	-14,075	-15,075	-5,075	-8,075	-7,575	-6,575	-2,575	-2,075	-96,700	-109,233	-91,866
BEGINNING CASH BALANCE	19,300	19,300	7,525	-7,950	-21,525	-35,600	-49,675	-64,750	-69,825	-77,900	-85,475	-92,050	-94,625	-96,700	-96,700	-205,933
ENDING CASH BALANCE	19,300	7,525	-7,950	-21,525	-35,600	-49,675	-64,750	-69,825	-77,900	-85,475	-92,050	-94,625	-96,700	-96,700	-205,933	-297,799

Figure 12: Cure Nation Inc.'s Cash Flow Statement

7.4 Income Statement

CURE NATION INC.			
PRO-FORMA PRODUCTION COST STATEMENT			
	Year 1	Year 2	Year 3
Raw Materials			
Opening Stock	0		
Current Year Purchases	84,000	87,000	90,000
Ending Stock			
Raw Materials Used	84,000	87,000	90,000
Carriage Inward			
	84,000	87,000	90,000
Salaries, EPF & SOCSO			
Factory Overhead			
Depreciation of Fixed assets (Operations)	12,200	12,200	12,200
Total Factory Overhead	12,200	12,200	12,200
Production Cost	96,200	99,200	102,200

Figure 13: Cure Nation Inc.'s Cost Statement

**CURE NATION INC.
PRO-FORMA INCOME STATEMENT**

	Year 1	Year 2	Year 3
Sales	164,400	180,000	200,000
Less: Cost of Sales			
Opening Stock of Finished Goods			
Production Cost	96,200	99,200	102,200
Less: Ending Stock of Finished Goods	0	0	0
	96,200	99,200	102,200
Gross Profit	68,200	80,800	97,800
Less: Expenditure			
Administrative Expenditure	168,000	168,000	168,000
Marketing Expenditure	9,600	9,600	9,600
Other Expenditure			
Business Registration & Licences	4,000		
Insurance & Road Tax for Motor Vehicle	700	700	700
Other Pre-Operations Expenditure			
Interest on Hire-Purchase	3,625	3,625	3,625
Interest on Loan	1,835	1,468	1,101
Depreciation of Fixed Assets	8,500	8,500	8,500
Total Expenditure	196,260	191,893	191,526
Net Profit Before Tax	-128,060	-111,093	-93,726
Tax	0	0	0
Net Profit After Tax	-128,060	-111,093	-93,726
Accumulated Net Profit	-128,060	-239,153	-332,879

Figure 14: Cure Nation Inc.'s Income Statement

7.5 Balance Sheet

CURE NATION INC. PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Non-Current Assets (Book Value)			
Land & Building			
Office Equipment	12,000	9,000	6,000
Computer	3,200	2,400	1,600
Air Conditioning	2,800	2,100	1,400
Motor Vehicle for advertising	16,000	12,000	8,000
Machine	48,000	36,000	24,000
Safety Equipment	800	600	400
Other Assets			
Deposit	6,000	6,000	6,000
	88,800	68,100	47,400
Current Assets			
Stock of Raw Materials			
Stock of Finished Goods			
Accounts Receivable			
Cash Balance	-96,700	-205,933	-297,799
	-96,700	-205,933	-297,799
TOTAL ASSETS	-1,900	-131,833	-244,399
Owners' Equity			
Capital	24,300	24,300	24,300
Accumulated Profit	-128,060	-239,153	-332,879
	-103,760	-214,853	-308,579
Long-Term Liabilities			
Loan Balance	29,360	22,020	14,680
Hire-Purchase Balance	58,000	43,500	29,000
	87,360	65,520	43,680
Current Liabilities			
Accounts Payable	8,500	11,500	14,500
TOTAL EQUITY & LIABILITIES	-7,900	-137,833	-250,399

Figure 15: Cure Nation Inc.'s Balance Sheet

8.0 PROJECT MILESTONES

A project milestone is a management tool used to identify a point in a project's timeline. The function of an organization in creating a project milestone is to notify the beginning and end of a project, as well as the completion of a major phase of work. It can help the organization to properly schedule their work so that it can be completed within the time allocated.

Table 18: Cure Nation Inc.'s Table of Project Milestone

	ACTIVITIES	START DATES	END DATES
1	Registration of the business	24 th December 2021	29 th December 2021
2	Location selection for the company	30 th December 2021	10 th January 2021
3	Incorporation of the venture	11 th January 2022	22 nd January 2022
4	Selection of organizational structure	23 rd January 2022	25 th January 2022
5	Begin research and development	27 th January 2022	10 th February 2022
6	Selection of vendors and suppliers	11 th February 2022	31 st March 2022
7	Completion of the prototype for the new product	1 st April 2022	20 th April 2022
8	Ordering raw materials from selected vendors and suppliers	25 th April 2022	31 st May 2022
9	Starting the production of the product	1 st June 2022	30 th June 2022
10	Launching of the product	1 st July 2022	31 st December 2022

The organization begin registering its business with Suruhanjaya Syarikat Malaysia (SSM) under the name Cure Nation Incorporation on 24th December 2021. It takes five days to fully complete register with SSM as it has many requirements that need to be fulfilled first. After successfully registering the business with SSM, the company began to look for a strategic location in which to build both a factory and an office. This step is completed 10 days before the venture is incorporated. We began incorporating our venture with several pharmacies and e-commerce stores on January 11, 2022, because we had decided to sell our face masks with these types of stores as well. The selection of organizational structure was conducted on 23rd January 2022 and this process only takes two days. It is important to select a suitable person responsible for the specific position so that they can conduct their task efficiently and can contribute to the company's growth. When the tasks were given to the right position in the company, Cure Nation Incorporation begin to make research and development to produce the new product on 27th January 2022. This process ended on 10th February 2022 after conducting proper research and development of the upcoming product.

The company started to select suitable vendors and suppliers on 11th February 2022. This step takes 20 days to complete in order to select the best vendor and suppliers to avoid future problems caused by them. Before launching any new product, starting 1st April 2022, the company needs to create a good prototype so that we can analyze the product's flaws before releasing it to customers. Following that, on 25th April 2022, the company began to order raw materials from vendors and suppliers in order to proceed with the factory's production of the face mask. Starting on 1st June 2022, the factory begins to produce the production of face masks and the time taken to complete this process is around one month. Cure Nation Inc. began selling the face mask to customers on 1st July 2022, as well as distributing it through pharmacies and e-commerce stores.

9.0 CONCLUSION

To conclude, Cure Nation Inc is an organization that strive to provide only the best for our customers. All of us agree that starting up a business is challenging to everybody, which would include a specialized field. Despite the fact that Cure Nation Inc have been successful towards the previous year, we continue to advocate to improve our brand in the market, not just in Malaysia but around the world. It is belief that to have a safety and healthier environment, the use of face mask may be as one of the ways to achieve the goals. There are lots of benefits and goodness when all of the committee are all together to achieve a healthier environment, despite any pandemic that might occur in the future. Researchers also stated that the after effects of the pandemic Covid-19 might stay for a long time, which nowadays it has already been announce as the endemic where people are officially living with the viruses. Even though there are some people who are not in the favour of wearing face mask, it is not an issue for those who are keep wearing their mask and take a good precaution of themselves. Therefore, Cure Nation Inc will work hard and improve the formula quality of our brand from time to time. Our organization has put a huge amount of commitment as well as conducted multiple economic and acknowledgment studies. Furthermore, raising the workforces is becoming one of our upcoming to-do agendas. Apart from the intellectuality as well as in relation to customers, we will be recruiting for the most qualified and well-skilled employees. Therefore, as a company in this sector, we have consistently encouraged our customers to be happy with all the things we ought to provide for them. Overall, our company will remain focused on its methodologies, significantly in relation of branding, in willingness to communicate customers from all across the country. As the matter of fact, Cure Nation Inc respectfully request hope that our company will continue to transform this naivety towards something positive. Hence, taking a quote from Steve Jobs where he stated that *“You can’t just ask customers what they want and then try to give that to them. By the time you get it built, they will want something new.”* indicates that Cure Nation Inc will serves only the best for our customer before they ask for it.

10.0 APPENDICES



Figure 16: Cure Nation Inc.'s Factory



Figure 17: Cure Nation Inc.'s Office



Figure 18: Cure Nation Inc.'s Meeting Room

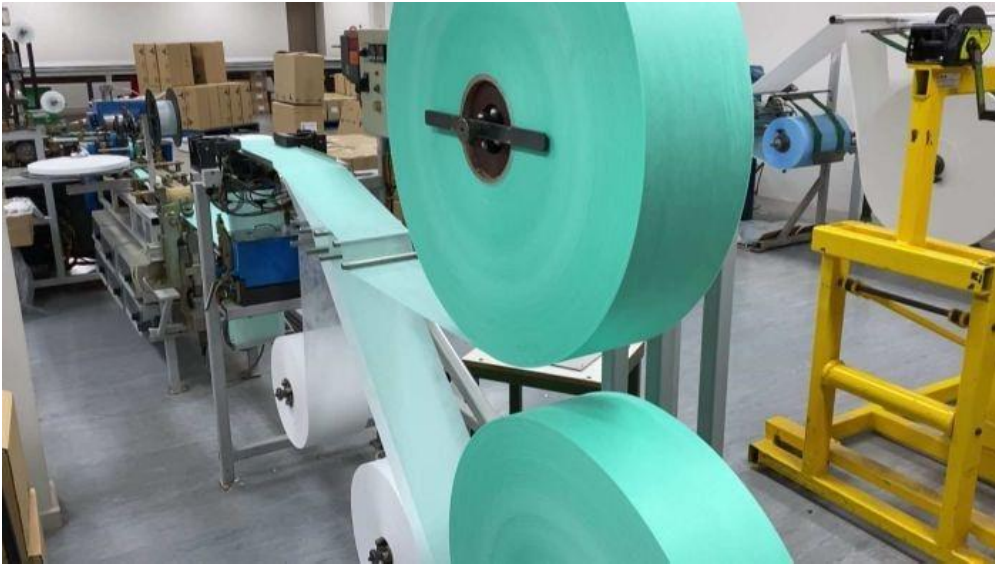


Figure 19: Cure Nation Inc.'s Machine and Equipment



Figure 20: Cure Nation Inc.'s Process of Making Protect Me Up! Face Mask



Figure 21: Cure Nation Inc.'s Protect Me Up! Face Mask



Figure 22: Cure Nation Inc.'s Customer Review



Figure 23: Cure Nation Inc.'s Customer Review

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