



BUSINESS PLAN



FACULTY	PRINCIPLES OF ENTREPRENEURSHIP
GROUP	MAC2204B
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GROUP NAME	GROUP 1
GROUP MEMBERS	MUHAMMAD YURID BIN HAMDAN NASIR (2020489866) NAZWATUL HAZIRAH BINTI HAMDAN (2020853778) NURUL NABILA BINTI HASNOL (2020828302) SITI NAZIRA BINTI JAAFAR (2020601778) SITI NURDIANA BINTI MOHD KHIR (2020878368)

SUBMITTED TO MADAM SITI NAZIRAH OMAR
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1.0 EXECUTIVE SUMMARY

1.1 MISSION

Perfection creates the best printing service (Printfection) company with high technology to help the education and economy achieve their motive.

1.1.1 VISION

To assist and relieve people's burdens, and to become Malaysia's most well-known and trusted provider of print and marketing solutions.

1.2 INTRODUCTION

1.2.1 SIZE

This company has small and medium-sized enterprises (SMEs) employing fewer than 250 people. Perfection Enterprise right now only has 10 people working in the company. The size of capital is estimated at

1.2.2 LOCATION

Perfection Enterprise presently operates from one large office located in Shah Alam, Selangor. All manufacturing is out-sourced to contract manufacturers.

1.2.3 MANAGEMENT

The Management of Perfection Enterprise led by owner/founder which is Muhammad Yurid.

1. Organisational Structure - Our Company is a divisional structure as we divide into several departments, such as Human Resources Management, Finance Management, Sales & Marketing management and Product Management
2. Divisions of a firm have authority over their own resources, allowing them to function almost independently within the broader organisation.
3. Management teams - Our teams lead by owner Muhammad Yurid, and the rest management is Nazwatul Hazirah Binti Hamdan as Human Resource Manager, Siti Nazira Binti Jaafar as Finance Manager, Siti Nurdiana Binti Mohd Khir as Marketing and Sales Manager and Nurul Nabila Binti Hasnol as Production Manager.

1.2.4 OWNERSHIP

Perfection was incorporated as Enterprise in the state of Shah Alam, Selangor on 1 May 2018. Muhammad Yurid is the founder and owner of Perfection Enterprise. Perfection Enterprise is not publicly traded at the time of this writing.

1.3 MAIN PRODUCT



Figure 1.3.1 Prinfection Machine

Technology use outside the machine

Our product, Prinfection, is a printer that is designed to be self-service and user friendly to everyone. These printers are also available to operate 24 hours a day to help the community solve their problems based on our observations and research. We find that sometimes people have trouble finding a printer in an emergency or face problems with their own printers where they find it difficult to print their documents. We also offer rental services to our clients.

Among the technologies that we incorporate into our machine to make our machine high-quality, first is **Scanner Technology**. This is because, to make things easier for users, they can just scan the document to be printed and follow the process further. **Complementary Metal Oxide Semiconductor (CMOS)** technology is used primarily in low-cost handheld digital cameras with low cost, low power consumption and easier component integration allowing for a smaller

and cheaper design. Documents owned by the user can be fully scanned and there are no physical defects in the final print process later.

For payments, we follow the latest trends and follow the government's initiative to conduct cashless transactions. With that, on the printer we put two methods for payment. The first is, **Payment Method Qr Code Technology Method**. As is well known, many business owners have led to superior this technique in restaurants and grocery shops as well. The average between buyers is also available using this method. This technology is a kind of matrix barcode that users can easily use on their smartphones to scan a Qr code to pay the required amount. They only need to top up in the e-wallet system and can continue to transact. For users who are not skilled in using this e-wallet, they can use the **Debit / Credit Method**. Where this method most users are skilled at using this method. This type of payment method uses chip card technology. Users simply need to tap their credit card on the device and the amount will be automatically deducted from their bank account.

If any of them have less balance in their e-wallet, debit/credit account or do not bring a phone, we also accept payment methods in cash. This is similar to the Automatic Teller Machine (ATM) method in all banks. We adopt the concept of simplifying the affairs of users so that their problems can be solved easily.

To keep our printer machine safe, we also put **Closed-Circuit Television CCTV** around this machine. Today's CCTV technology is a combination of 'Standalone Security' associated with post-incident mechanisms and 'Proactive Surveillance' associated with live-response. Video clips in CCTV surveillance cameras are encrypted using ever-changing security algorithms. Proactive surveillance cameras are capable of automatically detecting several types of confirmed incidents such as intrusion, unauthorised vehicles, crime, hovering, criminal damage, vehicle theft, etc. while it is happening. Some of the advanced CCTV surveillance technologies include a combination of HD resolution and HD analog technology that allows video recording for facial recognition.

Technology use inside the machine

There are also other technologies used in the printer to simplify the print process and make high quality results. Among them is **FLXfinish**. The advantage of using this technology is that without the need to add ink, it still allows the creation of a completely diverse finish. The print process also makes the print result have a beautiful glossy finish and a muted matte finish. In addition, **The Electrophotographic Printing Process**. Why we chose this technology is because of the excellent print quality for text, graphics and pictures. It is capable of processing in a large speed range from 4 PPM to 1,000 PPM.

Auto Registration is the technology we choose for our printer machines. Where, It is to ensure the correct post -process, such as paper cutting and book hiding, the image must realise high -precision image positioning on the paper. Therefore, automatic registration will position the image on the paper accurately. Finally, **Air Feeding**. It is capable of printing on various types and brands of paper with varying thicknesses. This system prevents double feeding and realises stable paper feed.

1.4 TARGET CUSTOMER

1. Employee - by placed our product at convenient locations such as 24 hours shop, government buildings and office
2. Student - by placing our product at school buildings, University and hostels to help students print their work 24 hours a day.
3. Company - by renting our product to Big Company so they can provide printing services to their employees.

1.5 COMPETITIVE ADVANTAGE

Usually the printing services are only available at the shop lot and the service available depends only on that shop. If that shop is closed, the services are also unavailable. So it is not flexible and can't be accessed by people at any time. Therefore, we created a machine named Printfection which provides services that are available 24 hours.

Our printing machines have not yet been produced in Malaysia. It showed that Perfection Enterprise has an opportunity to enter the international market. In addition, we recruit highly talented engineers to design our product accordingly with the latest technology. So our product serve cust with latest techno not like other typical printers produce by typical brands

1.6 FINANCIAL PROJECTION

1) Startup expenses

START-UP COSTS	RM
Capital Expenditure : Administrative	
Office table	6,400
Office renovation	10,000
Office furniture	4,850
Capital Expenditure : Operations	
Machinery	40,000
Factory renovation	20,000
Forklift	30,000
One-Time Start-up Expenditure	
Installation of fixtures/equipment	25,000
Starting inventory cost	69,408
Office Supplies	1,000
Legal and professional fees	15,000
Other Pre-Operations Expenditure	
Deposit Rent	3,000
Deposit Utilities	1,200
Business Registration & Licences	100
Start-Up Costs	225,958

2) Payroll costs

Name & Position	Monthly Salary	Yearly Salary
Muhammad Yurid bin Hamdan Nasir (CEO)	RM 2,500	RM 30,000
Nazwatul Hazirah Binti Hamdan (Human Resource Manager)	RM 2,500	RM 30,000
Siti Nazira Binti Jaafar (Finance Manager)	RM 2,500	RM 30,000
Siti Nurdiana Binti Mohd Khir (Marketing and Sales Manager)	RM 2,500	RM 30,000
Nurul Nabila Binti Hasnol (Production Manager)	RM 2,500	RM 30,000
Total	RM 12,500	RM 150,000

3) Sales forecast

Sales Forecast (2020)

Product Line	Sold	Service
Name : Prinfection		
Units	20	5
Total Sales - RM 12,500 per machine	250,000	150,000
Total COGS - RM 4,886 per machine	(97,720)	(2,500)
Total	152,280	147,500

Sales Forecast (2021)

Product Line	Sold	Service
Name : Prinfection		
Units	54	7
Total Sales	675,000	210,000
Total COGS - RM 4,886 per machine	(263,844)	(3,500)
Total	411,156	206,500

4) Operating expenses for the first 2 years of business

EXPENSES	2020	2021
Administrative Expenditure	210,740	202,490
Marketing Expenditure	10,370	15,649
Other Expenditure	3,000	3,000
Business Registration & Licence	1,060	60
Insurance & Road Tax for Motor Vehicle	12,840	12,840
Trademark Registration	10,000	-
Deposit (Rent, utilities, etc)	4,500	-
Office Renovation	10,000	-
Interest on Loan	24,000	24,000
Depreciation of Fixed Assets	97,500	97,500
Operations Expenditure	184,486	185,607
Total Expenditure	568,496	541,146

5) Cash flow statements for the first 2 years in business

	YEAR 1	YEAR 2
CASH INFLOW	(20pcs)	(54pcs)
Capital (Cash)	2,000,000	-
10% Bank Loan	700,000	-
8% Debenture	300,000	-
Cash Sales RM 12,500	90,000	180,000
TOTAL CASH INFLOW	3,090,000	180,000
CASH OUTFLOW		
Administrative Expenditure		
Salaries (RM2,500 x 5)	150,000	150,000
Rent	36,000	36,000
Utilities	740	790
Office supplies	9,600	1,300
Insurance	14,400	14,400
Marketing Expenditure		
Promotion	4,100	3,760
Salesman Commission	5,000	10,000
Transportation cost	1,270	1,889
Operation		
Raw material	59,264	60,332
Salaries (RM1,500x4) + RM 2300	99,600	99,600

Maintenance	25,604	25,675
Other Expenditure		
Medical Expense	3,000	3,000
Pre-Operations		
Deposit (Rent, utilities, etc)	4,500	-
Business Registration & Licence	1,060	60
Insurance & Road Tax for Motor Vehicles	12,840	12,840
Trademark Registration	10,000	-
Fixed Assets		
Office furniture	4,850	-
Office table	6,400	
Forklift	30,000	-
Machinery	40,000	
Interest on Debenture	24,000	24,000
Tax payable	7,692	10,192
TOTAL CASH OUTFLOW	(549,920)	(453,838)
CASH SURPLUS (DEFICIT)	2,540,080	(273,838)
BEGINNING CASH BALANCE	-	2,540,080
ENDING CASH BALANCE	2,540,080	2,266,242

6) Cost of goods sold (COGS) - per machine

Product : Prinfection	Amount (RM)
Body part:	
Plastic (RM 50/kg)	1,000
Paywave machine	670
Glass screen	150
Touchpad control	750
Slit scan glass scanner	500
Technology:	
FLXfinish	376
The electrophotographic printing	547
Auto-registration	239
Air feeding	654
TOTAL	4886

7) Amortisation and depreciation for your business.

Fixed Assets	Workings	Depreciation per year
Furniture Cost = RM 4,850 Depreciated for 5 years @ 10%	RM 4,850 x 10%	RM 485
Office Table Cost = 6,400 Depreciated for 5 years @ 10%	RM 6,400 x 10%	RM 640
Forklift Cost = 30,000 Depreciated for 7 years @ 10%	RM 30,000 x 10%	RM 3,000
Machine Cost: 40,000 Depreciation : 10% years @ 10%	RM 40,000 x 10%	RM 4,000
Total		RM 8,125

2.0 COMPANY PROFILE

2.1 COMPANY NAME AND LOGO



We chose the name 'Perfection' because it symbolises every detail of the product being made perfectly in order to give the best experience to the users when using the Printfection. It also represents that the product that we create is high quality and we use advanced technology. We chose puzzled as our logo symbol because we detect a common burden in customers' problems and piece it together like a puzzle to create a technology for them to use.

As for the colour we choose green and two shades of blue. The green colour represents the new company that is just about to develop. The blue represents the firmness of our product. It shows that any product that will be developed by our company is secure and safe to be used by the customers without any doubt and hesitation.

2.2 COMPANY BACKGROUND

Perfection Enterprise solely owned by Muhammad Yurid Bin Hamdan Nasir, has been established in 2018. The company has one chief executive officer and manager of each department consisting of human resource management, finance manager, marketing and sales manager and production manager. Our company is registered in Bangsar, Kuala Lumpur. We decided to choose a printer and made the innovation towards it as we identified the problems that arise from our customers. One of the problems is that most of the printing service in Malaysia does not offer 24 hours service as this will trouble some people as they may have an emergency in printing their document or works. Therefore we decided to open a company called Perfection Enterprise and create an innovation towards the printing machine and transform it to a 24 hours self-service printing machine and named it as Printfection.

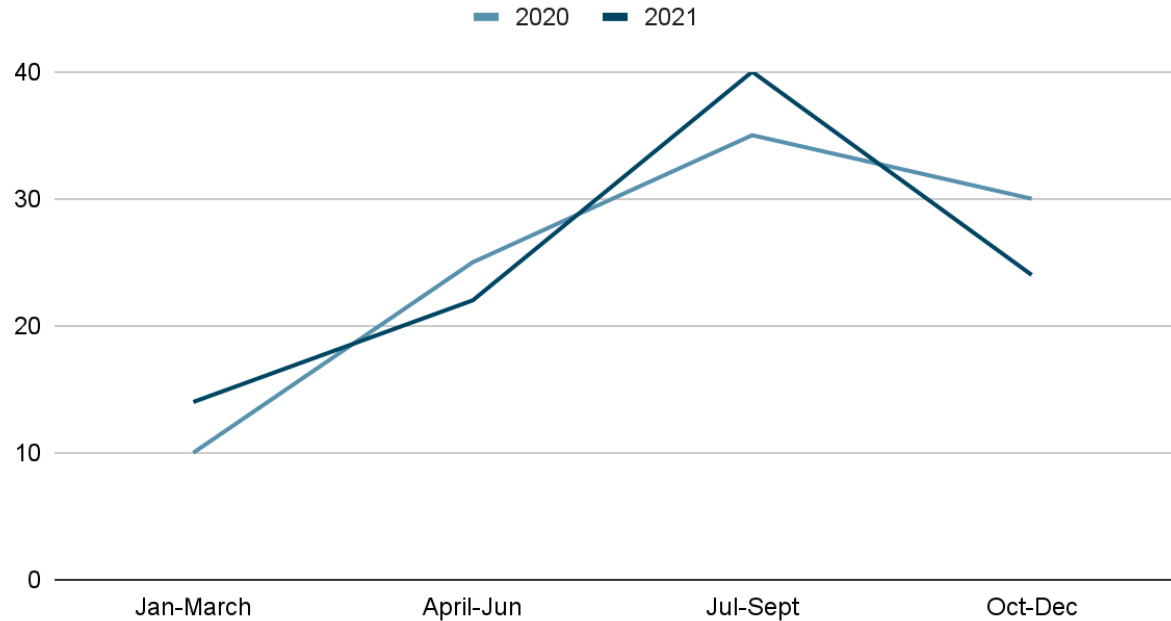
3.0 ENVIRONMENTAL INDUSTRY ANALYSIS

3.1 NATURE OF INDUSTRY

Perfection Enterprise is a partnership company that is located at Shah Alam, Selangor. Our company’s nature is to provide printing services to the customers. Our main target market is students, office staff and especially customers who always need printing services at any time . To solve the problems faced by our target, we have introduced a 24-hour accessible printing named Printfection. On the machine, we already included the steps on how to use these products.

Since the COVID-19 outbreak, people have been afraid to go outside where many people are at shops or malls. Besides, most s-hops have a time limit and cannot be accessed if that shop is closed or on a public holiday. However, this is a major weakness for that business. It is because people might have urgent business and might need to print some documents. Therefore, we already have a solution for this problem by making this service, Printfection.

Sales Statistics (Figure 3.1.1)



3.2 TRENDS

Perfection Enterprise is located in Shah Alam, Selangor. There are about 200 and more of our target places like hospital, school, university, office and ect to put our machine services which will give a great opportunity to our company as most of them can become our potential customers. Since there are only two company's competitors that are based in Shah Alam, our target customers are still within our reach.

For demographics, our target customers are basically all people who oftenly use our service, especially students,office staff, and etc. We have no boundaries for the types of gender and age. Perfection is focused more on the person who needs to use this product at any time and not worried about the time limit while wanting to use this service. To solve the problems, we have introduced a Printfection that operates 24-hours and is easy to use with the instructions given.

3.3 KEY SUCCESS FACTORS IN AN INDUSTRY

Operations

Operator is one of the key successes of Enterprise Enterprise. We have chosen the best operator to work for our company based on their skills and experience in resumes and interviews that we had held. As we want the best for our workers, we prepared a comfortable place for them, for instance a clean bathroom. Also, our company provides training to operators to sharpen their skills in operation.

Marketing

Perfection used strategic marketing plans to attract customers. We use website, and banners to market our company and service. We also use mouth-to-mouth marketing and have prepared our own business card.

Employees

One of the secrets to Perfection's success is its workforce. We are confident that by providing excellent services via the efforts of our qualified staff, we will be able to draw in more clients. Based on their resumes and the interviews we conducted, we selected the best employees to work for our organisation. 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.

Finance

To calculate our company's profit and spot any potential fraud, we constantly account for and audit our financial transactions. Additionally, we are keeping up positive connections with our financiers and suppliers.

4.0 DESCRIPTION OF VENTURE

4.1 DETAIL OF PRODUCT/SERVICE

Perfection Enterprise is producing a machine that will make other people's lives easier. The machine allows people to print or photocopy documents needed anywhere and anytime. We have introduced a high-tech printer machine that contains 2 functions: it can scan and print and copy. Our main purpose is to give customers access to our products 24 hours a day. Besides, the customers also have the option of whether to print in black and white or multi-color.

4.2 PROBLEM SOLVED

With the help of Printfection, we can solve the problem that the community is facing, which is that they cannot hit the printing shop during working hours. Some houses also do not have printers which make it hard for them to print the documents needed, especially during urgent times.

Therefore, Printfection provides a 24-hours self serving photocopying service. It is easily accessible and also very friendly to users. Other than that, printfection also will solve the problem that some users may face in payment methods. This is because our printing machine provides various types of payment such as debit card/credit card, cash and qr code.

Furthermore, Printfection also will solve the problem that may be faced by the customer about the security concerns. This because, Printfection printing machine have been installed a security cameras and alarm if inconvenient situation happen due to some people may use the machine during late night.

4.3 VALUE PROPOSITION

With the current development of technology nowadays, people need to make sure that they always keep track of things so they will never miss out. With our services, customers can easily use this machine because we put the instructions on every machine and the steps for using this machine are also easy.

Our company is mainly focused on how to make people's lives easier by giving them access to use our products for 24 hours. Therefore, the customers will think of our machine as

their lifesaver because if they want to print urgently and the shops are already closed, they still have the option to use our machine.

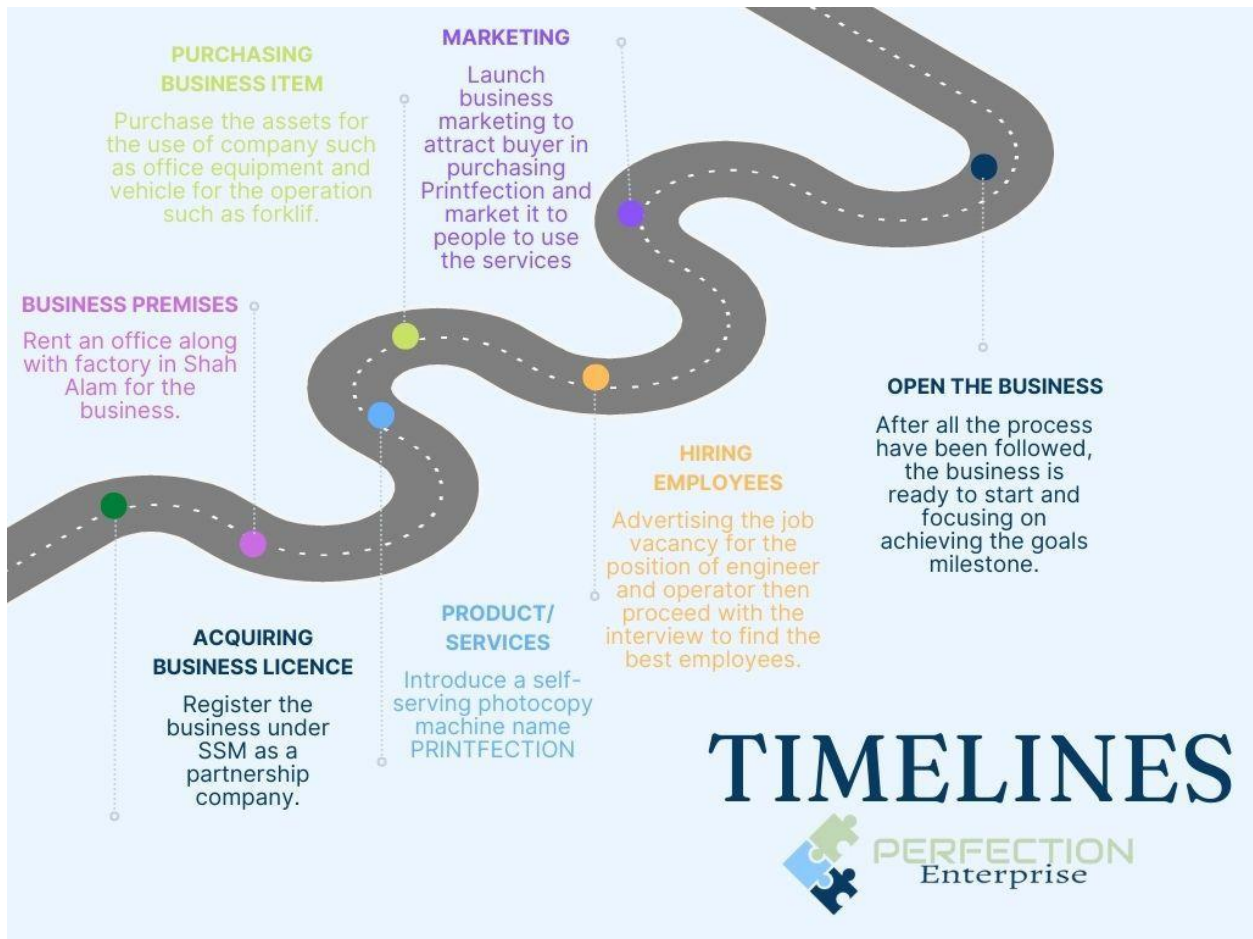
4.4 DEMONSTRABLE CUSTOMER DEMAND

In order to create the customer demand, Our company has made a survey to determine the customer needs and any problem that they have been facing related to printing service around Shah Alam. We have conducted a survey to the community of students, employees and people who age around 12 years old and above. We also identified most of the demand from the survey which is hospital, shop lot, academic institution, residential area and terminal bus.

4.5 EXISTING COMPETITION

Other than our company, which is offering a printing service to the community in Shah Alam. There are also several companies who offer the same service to the community. One of the competitors called SN Sinar Enterprise provides the same service as our company and also provides a printing metal name tag. The Second competitors called Print Expert that have an established name and also offer a cheap price to the customers.

4.6 TIMELINES



MAJOR EVENTS IN SHORT TERM AND LONG TERM FUTURE

The major events in the short term that will take place in the future are by focusing on promoting our product by approaching academic institutions, offices, and government buildings. We also will promote our product using the banner and place it around Shah Alam.

The major events that will take place in the long term future is by opening more company branches across the country and placing more printing machine service in every place that has been targeted by our company.

5.0 MARKETING ANALYSIS AND COMPETITION

5.1 TARGET MARKET

Our target market was determined by the market segmentation and the observations that have been done. Based on the observations made, we have determined several markets that we need to focus on in order to distribute our self-service printer machine called the Prinfection.

The factors that need to be considered to classify as our target market are, we found that there are problems faced by some people who do not own a printer machine at home, especially students and employees. Even though there are some printing shops, the shop cannot be open for 24 hours and not everybody can hit stores during normal working hours.

Our main target market is people who still pursue their studies (students) and people who are still working (employees). Based on our findings, these groups of people are having a hard time completing their work, and usually they will finish their work late at night when printing stores have been closed. Most of this group also do not own a printer at home due to financial disabilities.

Other than that, one of our focuses in the target market is residential areas. Residential areas give opportunity to Perfection for giving services printing to residents who do not have any printer at home. It really helps residents to print and scan their important documents. Residential people consist of many people such as old and young people. Thus, our product made a solution for resident individuals to solve their problem if they do not have any printer.

Next, we are focusing on the shop lot area where people can easily access our products. Other than students and employees, there are also people that need printing service in emergency hours. For example, personal documents for medical purposes or travelling purposes. Therefore, the placement of 24 hour prinfection will help those people who need it.

Lastly, our target market is people who receive or use the service from the government. Usually this group will need to print their documents in sudden times. Therefore, the placement of our 24 service printer machine will help those people who need it, especially elderly that need to deal with government service for certain purposes.

This shows the importance for our goods and services for those who need it.

5.2 PRODUCT NEEDS

Customers need your product or service to function the way they need in order to solve their problem or desire. Customers have unique budgets with which they can purchase a product or service. Our product and our service is different from other companies due to the 24-hours availability for our customer and also at an affordable price for the customer to print their document. It also has a 24 hours customer service provided and a complete security system for the safety of the customer and the machine safety.

5.3 MARKET SIZE

Shah alam Population for Year 2022 = 481,654 peoples

Average market price = RM 250/ 2 Competitors = RM125

Market Size = 481,654 peoples x RM125 x 1 month = RM 60,206,750

5.4 MARKET SHARE

BUSINESS PLAYER	BEFORE		AFTER	
	PERCENTAGE OF MARKET SHARE (%)	MARKET SHARE (RM)	PERCENTAGE OF MARKET SHARE (%)	MARKET SHARE (RM)
SN Sinar Enterprise	56	33,715,780	50	30,103,375
Print Expert Seksyen 2	44	26,490,970	34	20,470,295
Perfection Enterprise	0	-	16	9,633,080
MARKET SIZE	100	60,206,750	100	60,206,750

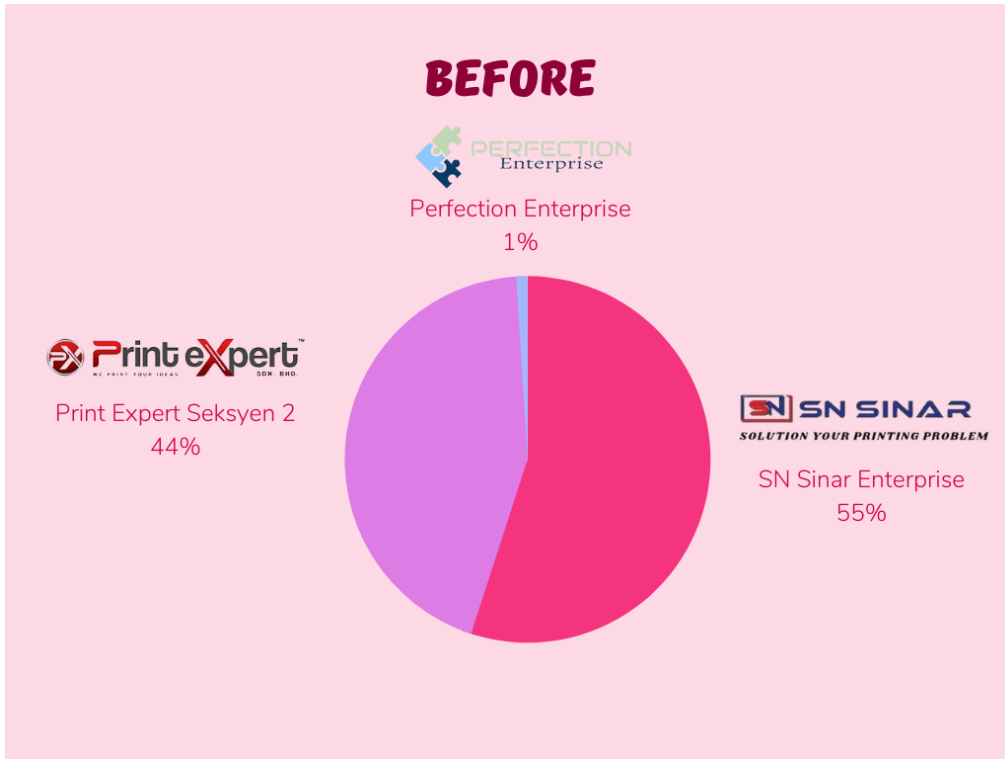


Figure 5.4.1 : Pie Chart Before Enter the Market Share

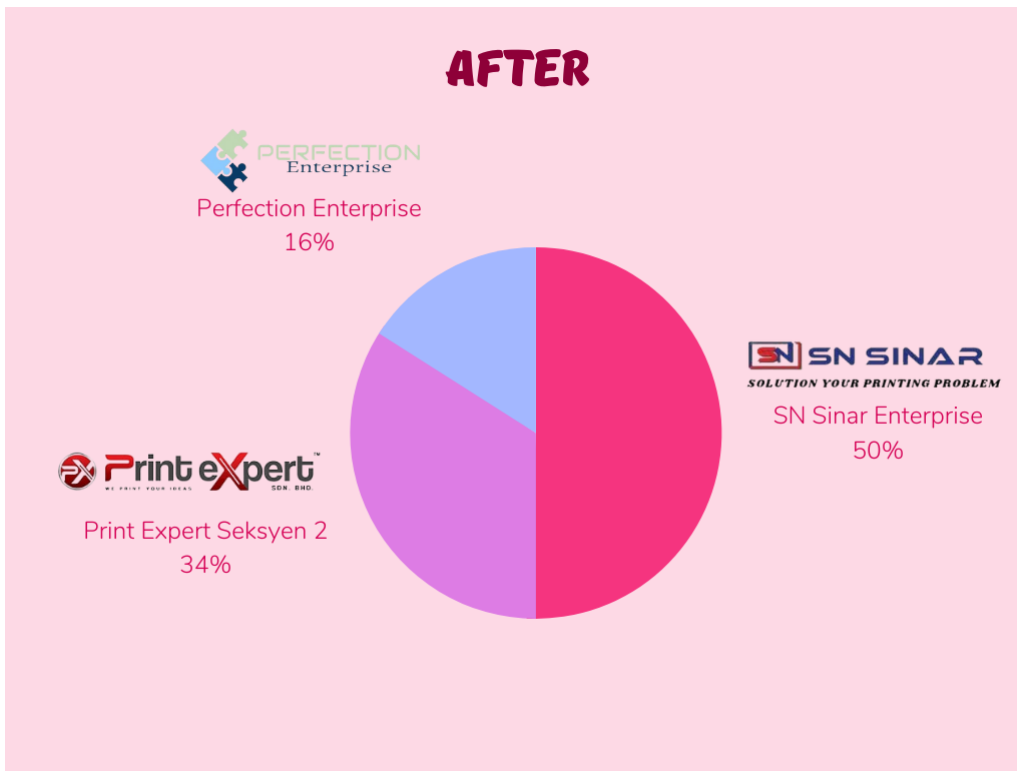




Figure 5.4.2 : Pie Chart After Enter the Market Share

Competitors	Strengths	Weaknesses
SN Sinar Enterprise 	<ul style="list-style-type: none"> - Various printing. For example, sticker printing, printing metal name tag - Face to face customer service provided - Other than printing service, there is also service such as laptop repair service. 	<ul style="list-style-type: none"> - Does not available for 24 hours - Expensive
Print Expert Seksyen 2 	<ul style="list-style-type: none"> - Various printing services on various types of paper and colour. - It is cheap and has different printing services. Not online print or photocopy documents, it also provides services such as make name tags, make paper bags, make posters, make photo books, etc. 	<ul style="list-style-type: none"> - Only available during working hours - Slow process in printing due to many customer that need different service from the shop

5.5 MARKETING STRATEGIES

5.5.1 SERVICE



Perfection Enterprise is a self-service printing company that provides a 24 hours service. Our company also sells our machine to people in academic institutions, offices and government buildings such as the city council. Our company objective also is to help people who need to print their documents in emergency situations.

There are many people that need this type of service due to the availability of this product that is available for 24 hours. This group of people usually are students and employees. This is

because most of them do not own a printer at home due to financial disabilities and they also have a hard time to print their work during working hours at the printing shop. Therefore, perfection provides a 24-hours service to help this group of people achieve their objectives. Our company also sells the 24-hours printing machine to other companies to provide for their employees or to academic institutions to provide for the students.

This product is also different from other competitors since Perfection Enterprise offers a 24 hours self service printing to other customers which can help those people who need to print in emergency situations.

5.5.2 PRICING

We provide the best price for our customers. For self-service printing, our company provides affordable prices to our customers. For the printing colour, the price for black colour is RM0.50 and colour is RM0.80. Also, customers who subscribed to our membership will enjoy a more saving price. Memberships will get a 10% discount with self-service printing.

Perfection Enterprise also sells machines especially for our target market which is the company. We try to give out the cheapest price to sell our machine at the best price which is RM12,000.

5.5.3 SALES TACTICS

Perfection Enterprise uses several Sales tactics to attract customers. One of the tactics is that we are using our sales representatives to promote our product and approach several companies, government buildings and academic institutions to install our machine at their building. The sales representative is in charge of soliciting orders from current or potential sales outlets while selling products and attending to customer demands. When a consumer makes a purchase, they make sure they are satisfied and well taken care of.

Other than that, Perfection Enterprise also approaches our selected customer through mail. By writing an email to our selected customer it can give complete information of our product and benefits of our product. It may improve sales at a low cost by reaching and connecting with your target audience with a great email marketing approach. Email marketing solutions make it easier than ever for your business to connect with clients, just as other platforms and media have changed.

5.5.4 SERVICE AND WARRANTY POLICY

Our product will provide 24-hours customer service to the customer if any inconvenience situation happens. Our customer service will provide assistance as soon as possible. For security purposes, our machines have been installed with wide security cameras and alarms.

In addition, our company provides warranty and covers warranty for periods of 2 years. This warranty is for every company who purchases our Perfection machine. It will give the opportunity to the customers to return the machine if broken in 2 years time.

5.5.5 ADVERTISING AND PROMOTION

As for the company Perfection Enterprise, there are promotion activities we use to advertise our self-service printing and selling our product machine.

Business card

Business card is the best way to advertise to the market about our machine. For instance, big companies who are interested in Perfection machines will easily contact us. Therefore, it helps our company to develop our business to the market. In the business card, we conclude our company name, street address, phone, email and website on the card.

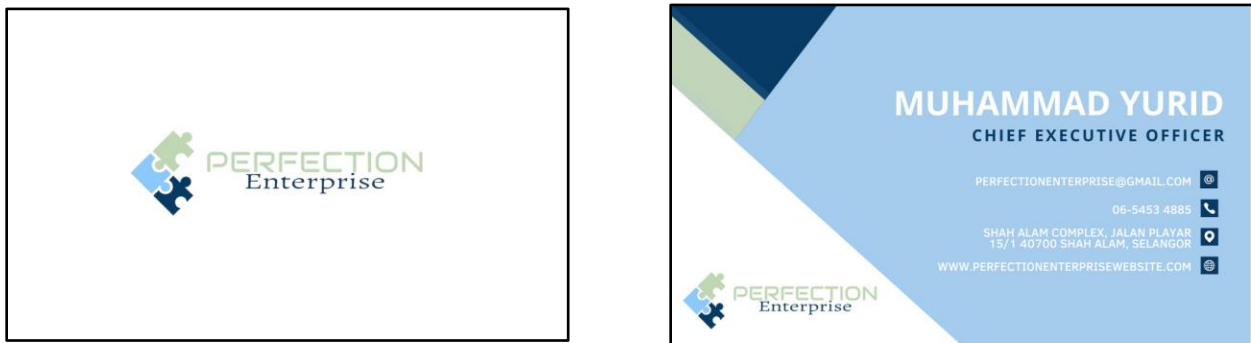


Figure 5.5.5.1 Business Card

Internet

People nowadays always spend most of their time with their phones. The Internet can be the best suggestion for our business to be involved in the market. As people love to spend time

online, it is the best opportunity for Perfection Enterprise to introduce our business to people. Thus, many people would recognize us for creating a solid brand reputation among well-known brands in the market.

Banners

Banners are being used to market our product. The existence of the banners will help our company to be known better by the customer. The banner will be displayed around the Shah Alam area.



Figure 5.5.5.2 Banners

PROMOTION

Members, Discount and Cashback

Our company uses membership to sustain and attract customers to use our product. By the existence of membership it will attract many customers due to it will give at least 10% discount to the customer and cashback. This will attract the customer to print more documents with us since they will enjoy the discount and cash back.

5.5.6 DISTRIBUTION

In deciding the distribution location for our company, the target market plays an important role. Our target market is employees, students and people who do not own a printer at home in Shah Alam. By considering our objectives to provide a 24-hours printing service to customers who need to use printers in emergency hours.

Next, our company uses direct distribution channels to offer our product directly to our customers as it will strengthen our relationship with customers.

6.0 OPERATIONS AND PRODUCTION PLAN

6.1 DEVELOPMENT

We have observed several crucial factors to identify in advance of the introduction of our product, PRINTFECTION, in order to ensure its proper operation. We observe that factors like raw materials, suppliers, location, and others are important.

6.1.1 LOCATIONS

We made the decision to pick a factory for rent in Shah Alam, Selangor, as the site. Everyone may easily enter and exit for product delivery or receiving of sub-components because there are several other factory locations nearby. In order to create Perfection Enterprise a comfortable and ideal location, we also consider the uncrowded and strategic area. There are several more reasons we choose Shah Alam, including the area's number of warehouses. When we have all stock we need, it is simple to begin manufacturing and stocking inventory. It is also highly beneficial to be able to get in touch with other factories to purchase the items if we run out of needed stock. As a result, shipping it to our site or warehouse is simple. We have also conducted study in this area, and the majority of locals think highly of this location due to its strategic location.

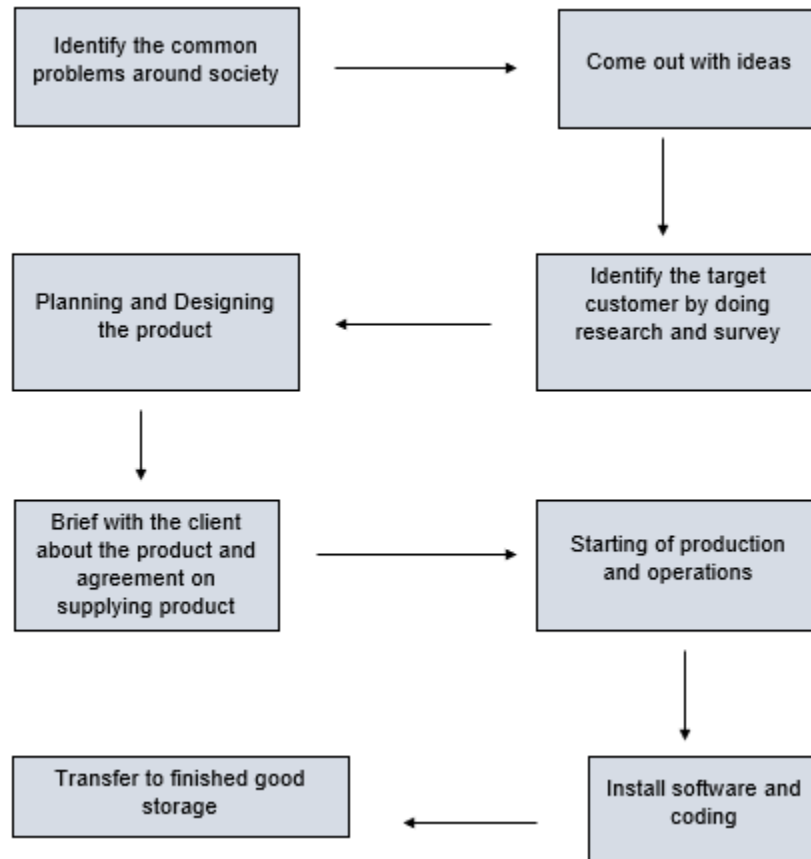
6.1.2 SOURCES OF EQUIPMENT

For the office area, we mainly buy equipment from Ikea because it is the nearest place that has everything like office desks, furniture, stationery, storage shelves, and others. In addition, the shipping cost is very cheap because the distance from Ikea to the warehouse is very close. Since our warehouse is only for storage purposes, we do not have much equipment in the warehouse. We only have one Electric Forklift that we bought from Avertec. The purpose of our purchase of this forklift is to facilitate the transfer and movement of products. In fact, products from Avertec are quality products and for long-term use. We also installed a Solar Roof Ventilator that we purchased from Solana Tec to ensure the temperature inside the warehouse was at a normal temperature and not too hot to protect the product from damage. Exposure to temperatures in excess of the prescribed limits will most likely adversely affect our products.

6.1.3 SUPPLY CHAINS

We made a long-term contract with XY company to supply the raw material in order to produce Printfection. We bought the CCTV which was attached to the machine from Jietek CCTV. Canon is our supplier for some of the components in Printfection like FLX finish and The Electrophotographic Printing.

6.1.4 PRODUCTION WORKFLOW



6.2 PRODUCTION

In order to produce one unit of Printfection, it takes about 5 days. Printfection machines will start production on 19 March 2019 after settling up the office and warehouse things, dealing and making an agreement with the supplier.

6.3 FACILITIES

6.3.1 PHYSICAL LOCATION OF THE BUSINESS

OFFICE & WAREHOUSE



Since we are a product manufacturing company, we chose Shah Alam as a strategic place to start our business. Thus, as a first step we chose to rent an empty factory in the area to reduce costs. We only have to pay a total of RM 3000 per month to carry out the production of the product. The square footage for our office and warehouse area is 6,000 square feet.

PLACEMENT OF PRINTFECTION FOR SERVICE

Hospital

People who come to the hospital must be due to an emergency or due to some bad incident. They were in a rush. Therefore, the tendency to forget to bring complete documents for registration is high. Printfection should be placed in every hospital to facilitate the processing of photocopying identification cards etc. It will save time and energy.

School or University

This printer should be strategically placed in a school or institution. This printer can also make things easier for students who need to print urgently but can't find a printer. Additionally, these students may save more money at an affordable price. As is common knowledge, prices are rising. Additionally, our service, which includes a printer that is open 24/7, benefits students. Even if most retailers are closed, it's simple if they can find a printer in the middle of the night.

Terminal bus to print ticket

Terminal bus is one of the best places for a Printfection machine. It is because some people may forget to bring their ticket so they can print immediately from our machine. Besides, some people also tend to forget to bring important personal documents. It may affect them to go back to their home. So with the invention of Printfection, they have an option to just print and don't have to go back home.

Near shop lot

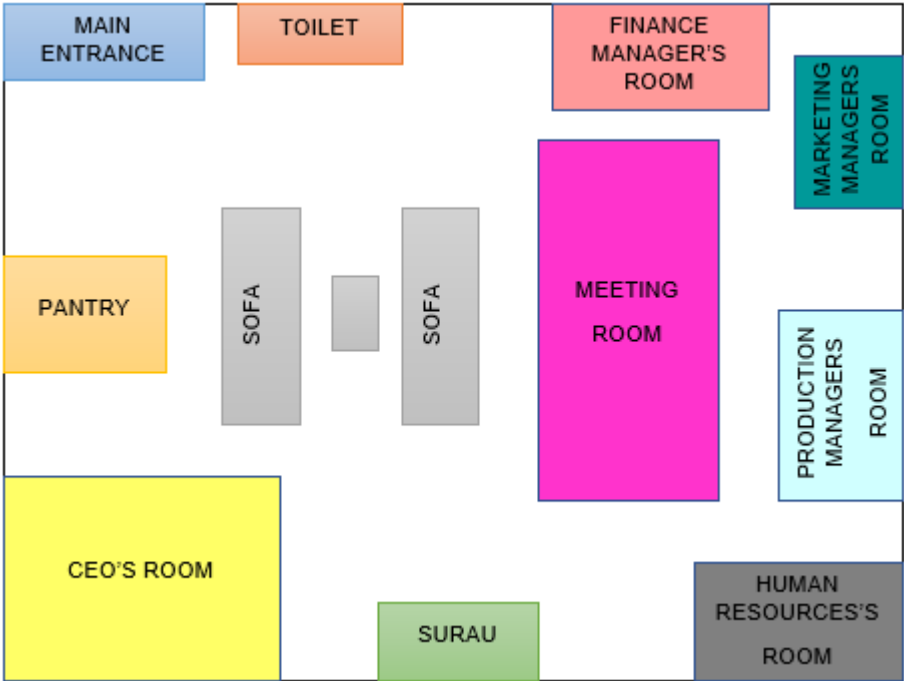
For areas that are difficult to get printer service at a nearby store, they can use the printer service service from us. This is because sometimes printer shops do not operate 24 hours and have to follow the period set by the government due to the pandemic. For residents who at that time faced emergencies such as lack of ink or damaged printers, this can solve the problems they face.

Residential area

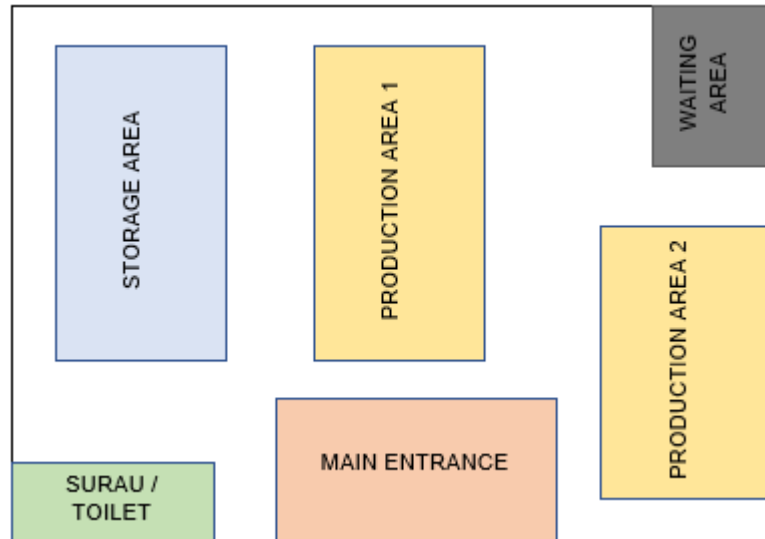
By placing printfection at the residential area, it helps the residents who do not have the facilities to print, photocopy or scan the document needed. The use of Printfection in this area is focusing on the users who do not have transport to hit the printing store or urgently need to use the document.

	Hospital	School/ University and work places	Terminal bus	Shop lot	Residential area
Zoning approvals	Hospital management	Principal/ University Top Management	Terminal bus Management	Shah Alam City Council	Shah Alam City Council
Square footage estimates	3 sqft	3 sqft	3 sqft	3 sqft	3 sqft
Mortgage or leasing costs	RM 500	RM 400	RM 500	RM 500	RM 300
Estimates of maintenance	RM 200	RM 200	RM 200	RM 200	RM 200
Utilities	RM 250	RM 250	RM 250	RM 250	RM 250

6.3.2 OFFICE AREA



6.3.3 WAREHOUSE AREA



Since Printfection Enterprise is a company making and producing products, we should have one office and a factory. There is space for administrative, marketing, operations managers, marketing and sales managers, and finance designers, as well as a small pantry, restroom, and surau in this office. A special room for the general manager to watch all the other employees, as well as a conference room for discussions, is provided. Furthermore, our workplace has a very efficient work structure. As for the factory, we have 2 places for the production of goods and must be equipped with product storage so that our products are not damaged and guaranteed quality. For truck drivers who have to wait for the process of loading the goods into the truck, we provide a room as a waiting area until the goods are loaded into the truck.

6.4 STAFFING

The Chief Executive Officer (CEO), Muhd Yurid Bin Hamdan Nasir, of our business, Printfection Enterprise, is in charge of each division, which includes the Chief Financial Officer (CFO), Siti Nazira binti Jaafar, Chief Production Officer (CPO), Nurul Nabila Binti Hasnol, Chief Marketing Officer (CMO), Siti Nurdiana Binti Mohd Khir, and Chief Human Resources Officer (CHRO), Nazwatul Hazirah Binti Hamdan. Therefore, this CFO, CPO, CMO, and CHRO are also the top managers in their respective departments, but they do not have staff in each one. Therefore, they bear full responsibility for the position they have.

The finance manager is responsible for a number of duties and is crucial in managing the company's finances. She is responsible for making yearly financial accounts and doing financial analyses. With the help of it, we are able to evaluate the company's performance and decide on the upcoming planning in view of the company's finances. Additionally, she contributes to deciding how this financing will be planned. Making a long-term loan, for example.

In general, heads of human resources assist in the hiring process by performing qualification evaluations and interviews. Additionally, they are in charge of approving the employee's rate of leave, remuneration, and overall welfare in this company.

While production managers manage and coordinate operations teams to meet company objectives and help develop or review standard operating procedures for all corporate operations, finance managers are responsible for a variety of tasks, including specialisation in particular financial components, such as financial reporting or cash management.

The marketing manager, however, is primarily in charge of overseeing the business's marketing operations. Additionally, they must arrange various marketing channels, create marketing materials to boost sales, and keep an eye on marketing campaign costs. The technical officer is ultimately in charge of a product's success. Additionally, they need to make sure that all items adhere to their standards and keep an eye out for damage so they can fix it.

Furthermore, all of the employees of Perfection Enterprise are full-time workers. We also provide training for all production employees which are supervised by our engineer.

6.5 EQUIPMENT

EQUIPMENT	QUANTITY	PRICE / UNIT (RM)	TOTAL COST (RM)	SOURCES
Forklift	1	30000	30000.00	Avertec
Machinery	1	40000	40000.00	ABB Group
Furniture	10	Coffee Table 3 units = RM 1300 Sofa(small) 2 units = RM 1150 Sofa(big) 2 units = RM 1400 Kitchen Cabinet 2 units = RM 750 Office Table = RM750	11250.00	Ikea
Total			81250.00	

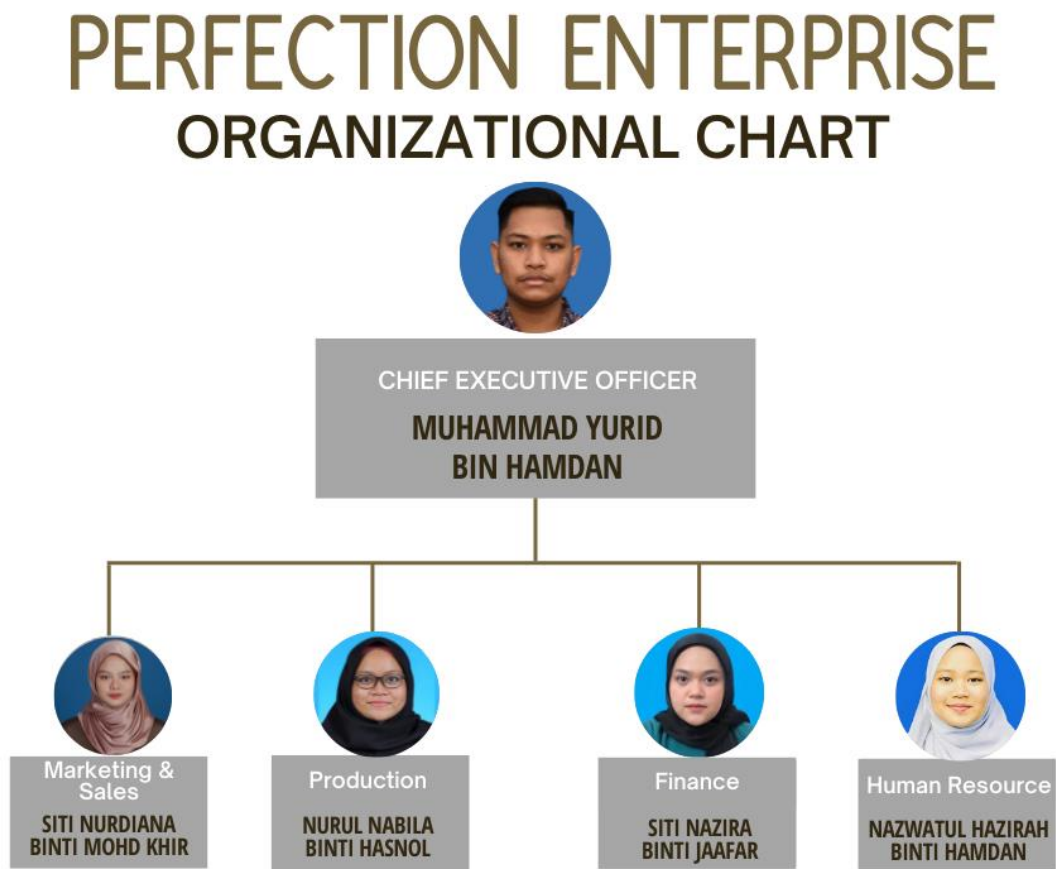
Our company called Printfection Enterprise makes printers and offers printer services to everyone. In order to maintain a comfortable and convenient work environment, we acquire furniture for the workplace. The manufacturing industry is located in factories and warehouses, where we purchase a forklift to make it easier to move and position our items as well as high-tech equipment to make sure our printers function properly.

7.0 ORGANIZATION PLAN

7.1 Ownership structure

Perfection Enterprise's legal structure is partnership.

Organisational Chart



7.2 MANAGEMENT TEAM

7.2.1 NUMBER OF PERSONNEL

Position	Number of personnel
Chief Executive Officer	1
Human Resource Manager	1
Finance Manager	1
Production Manager	1
Sales and Marketing Manager	1
Total	5

7.2.2 MANAGERS & THEIR RESPONSIBILITIES

- **Chief Executive Officer (CEO)**

The overall operations of a firm are managed by the Chief Executive Officer (CEO). Delegating and directing agendas, promoting profitability, controlling the organisational structure and direction of the company, and interacting with the board of directors are a few examples of this.

- **Human Resource Manager**

All administrative procedures pertaining to the staff of an organisation must be coordinated by a human resources manager, often known as an HR supervisor. Their responsibilities include creating recruitment tactics, putting in place procedures for handling employee benefits, payroll, and behaviour, and orienting new hires.

- **Finance Manager**

Common responsibilities of a financial manager are producing accurate financial reports and information, developing cash flow statements, projecting profit, managing credit , providing advice in making financial decisions, directing investments ,making financial forecasts, budgeting and managing risk of financial loss.

- **Production Manager**

A production manager is a specialist who supervises the production procedure and plans every action to guarantee there are enough resources available. To guarantee that the workflow meets the necessary deadlines, they can arrange the schedules of the personnel, estimate costs, and set budgets.

- **Sales and Marketing Manager**

The sales and marketing manager is in charge of managing a group of experts that work on the company's sales and marketing initiatives. They keep tabs on market trends, establish strategies, put up sales plans, and uphold client relationships.

7.2.3 KEY EMPLOYEE POSITION

	Ownership Percentage	Amount of Equity Invested
Muhammad Yurid Bin Hamdan Nasir	20%	400,000
Nazwatul Hazirah Binti Hamdan	20%	400,000
Siti Nazira Binti Jaafar	20%	400,000
Nurul Nabila Binti Hasnol	20%	400,000
Siti Nurdiana Binti Mohd Khir	20%	400,000
Total	100%	2,000,000

7.2.4 BRIEF RESUMES

Chief Executives Officer (CEO)



Name of Partner	Muhammad Yurid Bin Hamdan Nasir
Identity Card Number	900918140461
Permanent Address	8-06-19 Ppr Desa Tun Razak, Jln 9/118b Desa Tun Razak, 56000 Cheras Kuala Lumpur.
Correspondence Address	8-06-19 Ppr Desa Tun Razak, Jln 9/118b Desa Tun Razak, 56000 Cheras Kuala Lumpur
E-mail	yurid457@gmail.com
Telephone Number	
Date of Birth	18-09-1990
Marital Status	Single
Academic Qualification	- Graduated from Matriculation in Accountancy - Graduated in Bachelor Degree of Accounting from Universiti Al-Azhar - ACCA (2016-2017, Sunway University, Subang Jaya)
Course Attend	- Management Acceleration Programme, The Business School of the World - Business Conference 2018 - Navajo Tech IC
Skills	- Able to communicate in 3 language (Malay, English and Arab) - Experience in lead people
Experience	Former Store Manager at Al-Ikhsan
Present Occupation	Chief Executives Officer (CEO) at Perfection Enterprise
Previous Business Experience	None

Human Resource Manager



Name of Partner	Nazwatul Hazirah Binti Hamdan
Identity Card Number	930830130832
Permanent Address	B-5-4, No 72A, Jalan 2/48A, Pangsapuri Melur Sentul Perdana, Bandar Baru Sentul, 51000 Kuala Lumpur.
Correspondence Address	B-5-4, No 72A, Jalan 2/48A, Pangsapuri Melur Sentul Perdana, Bandar Baru Sentul, 51000 Kuala Lumpur.
E-mail	hazirahnazwatul@gmail.com
Telephone Number	
Date of Birth	30-08-1993
Marital Status	Married
Academic Qualification	- Graduated from Matriculation Perlis in Accounting - Graduated in Master Degree of Human Resource in New York University
Course Attend	- HR Leadership and Human Resource, Jonigham University -CIPD HR Course , Ics Learn
Skills	- Able to communicate in 3 language (Malay, English and Mandarin) - Good in communication skill
Experience	Former Human Resource Manager at Affin Bank
Present Occupation	Human Resource Manager at Perfection Enterprise
Previous Business Experience	None

Finance Manager



Name of Partner	Siti Nazira Binti Jaafar
Identity Card Number	900128100676
Permanent Address	No. 1673, Jalan Bayu 2, Taman Seri Bayu 2, 78000 Alor Gajah, Melaka.
Correspondence Address	No. 1673, Jalan Bayu 2, Taman Seri Bayu 2, 78000 Alor Gajah, Melaka.
E-mail	nazirajaafar28@gmail.com
Telephone Number	
Date of Birth	28-01-1990
Marital Status	Married
Academic Qualification	- Graduated from Matriculation Melaka in Accounting - Graduated in Master Degree of Finance from Harvard University
Course Attend	- Finance Programme at IMD - LSE Managerial Finance Programme
Skills	- Good in managing company's financial - Able to communication in 3 languages (Malay, English and Mandarin)
Experience	Former Finance Manager for Sime Darby Berhad
Present Occupation	Finance Manager
Previous Business Experience	None

Production Manager



Name of Partner	Nurul Nabila Binti Hasnol
Identity Card Number	900914019302
Permanent Address	No, 2667 Jalan BSS 3/7V, Bandar Saujana Selatan, 48020 Rawang.
Correspondence Address	No, 2667 Jalan BSS 3/7V, Bandar Saujana Selatan, 70800 Selangor.
E-mail	nabila19@gmail.com
Telephone Number	
Date of Birth	14-09-1990
Marital Status	Single
Academic Qualification	- Graduated from Matriculation Negeri Sembilan in Accounting - Graduated in a Master Degree of Mechanical Engineering from Stanford University.
Course Attend	- Engineering Programme, Board of Engineering Malaysia - Engineering Programme, AIMST Engineering
Skills	- Able to communicate in 3 languages (Malay, English and Mandarin) -The ability to communicate clearly and persuasively with your team, managers and clients. - Can deal with various technologies and programmes.
Experience	Former Engineer at Petronas
Present Occupation	Production Manager at Perfection Enterprise
Previous Business Experience	None

Sales & Marketing Manager



Name of Partner	Siti Nurdiana Binti Mohd Khir
Identity Card Number	941229011474
Permanent Address	536, Jalan Kenanga 5, Taman Bukit Chedang, 70300, Seremban, Negeri Sembilan
Correspondence Address	536, Jalan Kenanga 5, Taman Bukit Chedang, 70300, Seremban, Negeri Sembilan
E-mail	dianakhir01@gmail.com
Telephone Number	
Date of Birth	29-12-1994
Marital Status	Single
Academic Qualification	- Graduated from Matriculation Negeri Sembilan in Accountancy - Graduated in Master Degree of International Marketing in University of London
Course Attend	- Marketing Programme, MBA Skool
Skills	- Able to communicate in 3 language (Malay, English and Mandarin) - Excellent to develop marketing strategies
Experience	Former Marketing Manager at Beautyra
Present Occupation	Sales & Marketing Manager at Perfection Enterprise
Previous Business Experience	Selling cosmetic products on social media

7.3 EXTERNAL RESOURCES AND SERVICES

Our company external resources and service that are need to help the company operates are :

1. Consultant
2. Auditor
3. Engineer

7.4 HUMAN RESOURCES

Name & Position	Monthly Salary
Muhammad Yurid bin Hamdan Nasir (CEO)	RM 2,500
Nazwatul Hazirah Binti Hamdan (Human Resource Manager)	RM 2,500
Siti Nazira Binti Jaafar (Finance Manager)	RM 2,500
Siti Nurdiana Binti Mohd Khir (Marketing and Sales Manager)	RM 2,500
Nurul Nabila Binti Hasnol (Production Manager)	RM 2,500

8.0 FINANCIAL PLAN

8.1 START-UP COSTS

START-UP COSTS	RM
Capital Expenditure : Administrative	
Office table	6,400
Office renovation	10,000
Office furniture	4,850
Capital Expenditure : Operations	
Machinery	40,000
Factory renovation	20,000
Forklift	30,000
One-Time Start-up Expenditure	
Installation of fixtures/equipment	25,000
Starting inventory cost	69,408
Office Supplies	1,000
Legal and professional fees	15,000
Other Pre-Operations Expenditure	
Deposit Rent	3,000
Deposit Utilities	1,200
Business Registration & Licences	100
Start-Up Costs	225,958

8.2 WORKING CAPITAL

WORKING CAPITAL (MONTHLY)	RM	FIXED (RM)	VARIABLE (RM)
MARKETING			
Promotion	750	150	600
Salesman Commission	500	-	500
Transportation costs	1,100	100	1,000
ADMINISTRATIVE			
Salaries	32,346	32,346	-
Rent	3,000	3,000	-
Utilities	200	50	150
Office supplies	800	50	750
Insurance	1,200	1,200	-
OPERATIONS			
Raw materials	6,000	4,886	1,114
Maintenance	2,467	2,067	400
Salaries	8,300	8,300	-
OTHER EXPENDITURE			
Medical expenses	250	250	-
TOTAL WORKING CAPITAL	47,763	-	-
TOTAL WORKING CAPITAL REQUIRED (5%)	1 MONTH	-	-
TOTAL CAPITAL + CONTINGENCIES	2,388.15	-	-
TOTAL	50,151.15	-	-

8.3 START-UP CAPITAL AND FINANCING

ESTIMATED START-UP CAPITAL	RM 30,000
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FINANCING	
Equity : Share & Venture Capital	
10% Bank Loan (maturity date 10 years)	700,000
Capital	2,000,000
8% Debenture (maturity 10 years)	300,000
Annual Interest Rate (%)	9,400
Loan Duration (years)	10

8.4 CASH FLOW STATEMENT

PERFECTION ENTERPRISE			
CASH FLOW PRO FORMA STATEMENT			
	YEAR 1	YEAR 2	YEAR 3
CASH INFLOW	(20pcs)	(54pcs)	(87pcs)
Capital (Cash)	2,000,000	-	-
10% Bank Loan	700,000	-	-
8% Debenture	300,000	-	-
Cash Sales RM 12,500	90,000	180,000	195,000
TOTAL CASH INFLOW	3,090,000	180,000	195,000
CASH OUTFLOW			
Administrative Expenditure			
Salaries (RM2,500 x 5)	150,000	150,000	150,000
Rent	36,000	36,000	36,000
Utilities	740	790	640
Office supplies	9,600	1,300	1,600
Insurance	14,400	14,400	14,400
Marketing Expenditure			
Promotion	4,100	3,760	2,054
Salesman Commission	5,000	10,000	15,000
Transportation cost	1,270	1,889	2,200
Operation			
Raw material	59,264	60,332	62,576

Salaries (RM1,500x4) + RM 2300	99,600	99,600	99,600
Maintenance	25,604	25,675	26,052
Other Expenditure			
Medical Expense	3,000	3,000	3,000
Pre-Operations			
Deposit (Rent, utilities, etc)	4,500	-	-
Business Registration & Licence	1,060	60	60
Insurance & Road Tax for Motor Vehicles	12,840	12,840	12,840
Trademark Registration	10,000	-	-
Fixed Assets			
Office furniture	4,850	-	-
Office table	6,400		
Forklift	30,000	-	-
Machinery	40,000		
Interest on Debenture	24,000	24,000	24,000
Tax payable	7,692	10,192	11,641
TOTAL CASH OUTFLOW	(549,920)	(453,838)	(461,663)
CASH SURPLUS (DEFICIT)	2,540,080	(273,838)	(266,663)
BEGINNING CASH BALANCE	-	2,540,080	2,266,242
ENDING CASH BALANCE	2,540,080	2,266,242	1,999,579

8.5 INCOME STATEMENT

PERFECTION ENTERPRISE			
PRODUCTION COST PRO-FORMA STATEMENT			
	YEAR 1	YEAR 2	YEAR 3
Raw Materials			
Operating Stock		10,000	30,000
Current Year Purchases	59,264	60,332	62,576
Ending Stock	(10,000)	(30,000)	(15,000)
Raw Materials Used	49,264	40,332	77,576
Carriage Inward	36,000	36,360	37,087
	85,264	76,692	114,663
Factory Overhead			
Depreciation of fixed assets (operations)	97,500	97,500	97,500
Total Factory Overhead	97,500	97,500	97,500
Production Cost	182,764	174,192	212,163

PRINTFECTION ENTERPRISE			
PRO-FORMA INCOME STATEMENT			
	YEAR 1	YEAR 2	YEAR 3
Sales	250,000	675,000	1,087,500
Less : Cost of Sales			
Opening Stock	-	16,999	37,842
Production Cost	182,764	174,192	212,163
Less : Ending Stock	(16,999)	(37,842)	(19,323)
	(165,765)	(153,349)	(130,682)
Gross Profit	84,235	521,651	956,818
Others Revenue			
Interest deposit	30,000	30,000	30,000
Gain on exchange rate	2,000	5,000	8,000
	32,000	35,000	38,000
Less : Expenditure			
Administrative Expenditure	210,740	202,490	202,640
Marketing Expenditure	10,370	15,649	19,254
Other Expenditure	3,000	3,000	3,000
Business Registration & Licence	1,060	60	60
Insurance & Road Tax for Motor Vehicle	12,840	12,840	12,840
Trademark Registration	10,000	-	-
Deposit (Rent, utilities, etc)	4,500	-	-
Office Renovation	10,000	-	-

Interest on Loan	24,000	24,000	24,000
Depreciation of Fixed Assets	97,500	97,500	97,500
Operations Expenditure	184,486	185,607	188,228
Total Expenditure	(568,496)	(541,146)	(547,522)
Net Profit Before Tax	(452,261)	15,505	447,296
Tax (24%)	-	(3,721)	(107,351)
Net Profit After Tax	(452,261)	11,784	339,945
Accumulated Net Profit	(452,261)	(440,477)	(100,532)

8.6 BALANCE SHEET

PERFECTION ENTERPRISE			
PRO-FORMA BALANCE SHEET			
	YEAR 1	YEAR 2	YEAR 3
Non-current Assets			
Office Furniture	4,365	3,880	3,395
Office table	5,760	5,120	4,480
Forklift	27,000	24,000	21,000
Machinery	36,000	32,000	28,000
Current Assets			
Cash in bank	2,540,080	2,266,242	1,999,579
Inventories	16,999	37,842	19,323
Account Receivables	128,914	840,354	1,422,424
Other Assets			
Deposit	4,500	-	-
Total Assets	2,763,618	3,209,438	3,498,201
Owners' Equity			
Capital	2,000,000	2,000,000	2,000,000
Profit/(Loss)	(452,261)	11,784	339,945
Non-current Liabilities			
Loan	700,000	700,000	700,000

8% Debenture	300,000	300,000	300,000
Current Liabilities			
Account Payable	215,879	197,654	158,256
Total Equity and Liabilities	2,763,618	3,209,438	3,498,201

9.0 PROJECT MILESTONES

Activites	Deadlines	Durations
Business Registration	1 May 2018	-
Incorporation of business	31 May 2018	1 month
Application for permits and licence	17 June 2018	1 month 17 days
Searching for business premise to rent	1 August 2018	2 month 14 days
Planning	5 September 2018	1 month 4 days
Designing	26 October 2018	1 month 21 days
Completion of design	14 November 2018	19 days
Ordering materials in production quantities	2 January 2019	1 month 19 days
Starting of production and operations	19 March 2019	2 month 17 days
Coding	29 April 2019	1 month 10 days
Completion of prototypes	17 July 2019	2 month 19 days
Testing and Review	1 August 2019	15 days
Launching Day	3 January 2020	5 month 2 days

10.0 CONCLUSIONS

Product innovation is essential to the success of international marketing. Marketing firms that aspire to sell their goods on a worldwide scale cannot disregard innovation. In the upcoming decade, a country's capacity to create and effectively commercialise that invention will play a significant role in determining its level of global competitiveness.

We expect that by entering this market, we would be able to grow our company along with technical advancements. so that we may keep spreading information about information technology throughout the nation. With this advanced and user-friendly equipment, we expect that it will function properly, fulfil all client requests, provide the general public the highest satisfaction, and be able to compete on the world market.

The government needs to step in and provide us money so we can make more of these machines. Place the device in a location where plenty of people are looking. In actuality, some consider this to be a vital necessity.

Lastly, with our aim to give back to society, we will be able to increase our nation's prosperity and advance its growth by exposing the populace to information technology. The nation and its citizens will undoubtedly profit from this. We consider it our duty to not only seek assistance but also to offer it to the community.