



UNIVERSITI  
TEKNOLOGI  
MARA



**INNOCENTRIC HEALTH SDN BHD**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS PLAN**

FACULTY & PROGRAMME : FACULTY OF ACCOUNTANCY (AC220)  
SEMESTER & GROUP : MAC2204B  
PROJECT TITLE : BUSINESS PLAN REPORT  
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## EXECUTIVE SUMMARY

A face mask business called Innocentric Health Sdn. Bhd. intends to launch operations in Shah Alam, Malaysia. When Innocentric Health was founded, its mission was to produce high-quality products that are worth their price and function for the targeted market. Other than that, the company believes that helping patients from any dangerous viruses by providing security to help them keep safe should be prioritized first. Despite that, they also believe that a healthier future generation that is free from any contagious viruses could be created. Our vision is to protect the community from being affected by the virus spread in the air, especially for those who have bad respiratory conditions such as asthma, occupational lung disease, and chronic obstructive pulmonary disease (COPD). The company will be led by Nur Syafinie as Chief Executive Officer led and followed by Muhammad Faris as Administration Manager, Anis Izzati as Operation Manager, Nur Syakirah as Financial Manager, and Nur Awatif as Marketing Manager. The ownership structure of Innocentric Health is a corporation with a 5-member board of directors. The group members are willing to overcome any challenges and are always encouraging one another. Each member will bear an equal degree of responsibility in the event of a loss. To share the same losses, there must be an equal division of ownership. Each member will therefore be accountable for 20% of the overall ownership percentage. Each member additionally committed to contributing RM80,000 in equity, for a total investment in the equity of RM400,000.

We aim to market a smart face mask with many special features as our primary item. The brand name of the high-tech health item, created by our company, is Meliora The Mask. It was created with a focus on leading a healthy lifestyle so that users could live better lives without being constrained by anything while being informed of their health conditions. Meliora is a recommended face mask that has an air purifier system, can remove any microdust and germs, and can guard against viral illnesses. Due to its dual-fan mechanism, which blows air in accordance with your breathing rate, it can also improve breathing and make it simpler to breathe fresh air. This is especially appropriate for exercising and engaging in physical activities like jogging. Additionally, the design was incredibly comfortable and breathable. When speaking, Meliora, our product, has a clear speech system. This makes it possible to speak with confidence, project your voice more clearly and loudly, and make it simple for others to hear you. To allow for repeated use, it may also be recharged. The built-in, high-capacity battery

provides up to 6 hours of operation before needing to be recharged, which takes two hours. We will give clear and comfortable face mask air filter replacement components for recurrent use since it is a one-time purchase. When not in use, the special charging case for Meliora The Mask's UV light-coated interior eliminates germs and viruses. The existence of Bluetooth connectivity enables you to track your breathing directly to your smartphone as well as learn about the maintenance of your product to maximize usage. It also offers wifi. A GPS from Meliora can be connected to your smartphone immediately, and an app named "Go Mazk" can also be connected to customers' cell phones directly. Customers can use the app to instantly find a missing face mask. Customers can track their respiration rate using "Go Mazk," which will offer cautions and suggestions. Additionally, it will provide an alert regarding the quantity of dust, bacteria, and viruses, among other duties. We have already made the decision to advertise the product to those who are suffering from respiratory conditions such as asthma, chronic obstructive pulmonary disease (COPD), pulmonary fibrosis, pneumonia, and lung cancer. In order to assist those who are experiencing post-covid symptoms including breathing difficulties, coughing, and shortness of breath, we also focus on them. The majority of Meliora's customers are people who have breathing problems. Most technological health products will have devoted users, and Meliora demonstrates this. Customers will continually replace the replacement components, or if the mask breaks, they might buy a new one or buy it for their family. Our products are easy to obtain, consumers can find us directly from our website at [www.innocentricshop.com](http://www.innocentricshop.com) or easily on our social media, Facebook and Instagram as this is the most efficient approach to attract customers and offer consulting and follow-up services to ensure customer satisfaction with our product.

We are aware of how crucial it is to achieve distinctive product standards that will guarantee excellent business performance. Since our face mask is comfortable, unique, modern, and provides better protection, we believe we have delivered higher consumer happiness and given ourselves a competitive advantage. In addition, we offer a higher quality product at an affordable price. Our business will be able to compete with other brands on the market.

## **1.0 INTRODUCTION**

### **1.1 BUSINESS DESCRIPTION**

Our company, Innocentric Health Sdn. Bhd provides society with products that the general public needs very much. Nowadays, face masks are very important in daily life. This is due to the Covid-19 virus, which is becoming more contagious in the community. There are various designs and types of face masks on the market, but most of them do not meet reasonable standards for use in our society. Our main company activity is to manufacture innovative face masks in our country and around the world.

The business is founded by five members and the strength of our company is we have managers who come from various fields of study who are highly skilled and trained in their respective fields. Innocentric Health planning is used to achieve objectives like ensuring that the staff and equipment provided can assist the business run effectively by ensuring the customers' safety while utilizing the offered items for an extended period of time. By evaluating the entire budget for administrations in terms of fixed assets and other costs, they hope to save some costs.

When Innocentric Health was founded, its mission was to provide high-quality products that were both functional for the intended market and worthy of their price. In addition, the business thinks that protecting customers from harmful viruses by offering protection should be given top priority. Despite this, they also think that it is possible to produce a healthier, virus-free generation in the future. Our vision is to prevent the community from being infected by a virus that is disseminated through the air, especially for people who have severe respiratory conditions like asthma, occupational lung disease, or chronic obstructive pulmonary disease (COPD).

## 1.2 PURPOSE OF BUSINESS PLAN

The paths that help you plan your future and avoid problems and obstacles to your business's success are called business plans. The time an entrepreneur spends thoroughly and accurately preparing a business plan is an investment and effort to benefit the business and become a long-term successful business. A business plan is also a formal document that contains business goals, steps to reach those goals, and time frame strategies in which the goals need to be achieved. Business plans are critical to new ventures like our company Innocentric Health, as they provide directions and strategies that will help keep the business longer, not only in the Malaysian market, but also globally.

First business plan will help us determine our financial needs. The purpose is to analyze the profitability and economic feasibility of "Innocentric Health" business projects. A complete analysis includes a forecast of the period considered in the business plan. This includes income and expenditure forecasts, income statements, balance sheets, and cash flows. When recruiting investors and lenders, finance is very important as it confirms the financial strength of the company before applying for a loan. When looking for funding, bloated numbers and inaccurate financial statements are a danger signal for potential investors and lenders. Being practical and authentic can be of great help, and financial business plans can identify assets and liabilities within our organization. The purpose is to maintain profitability by focusing on cost control of production and operation while maintaining the profit margin of the products for which sales exceed the business cost.

Second, to mitigate the risk, entrepreneurship is a risky business, but when tested against a well-developed business plan, the risks are much easier to manage. Forecasting revenues and expenses, developing operational plans, and understanding the market and competitive environment can help reduce the risk factors of how to make an inherently volatile livelihood. Business planning allows us to capture opportunities, make better decisions, and get the clearest possible view of the company's future. It was also related to our goal of developing a sustainable business that lives on its own cash flow.

Business plans are also used to document marketing plans. A business must be organized by writing down our business plan that can help to clarify the thoughts and organize the steps that we need to take to be successful in the business. There are many instruments that all have to come together to make the business profitable. A business plan ensures the important steps are being followed and derail our efforts down the line. A company should include what is the plan to offer to the market, how to deliver it, what is the cost, what is the plan to make profit on each sale and what are the fixed costs such as rent, and utilities going to be. Business plans help CEOs identify problem areas, focus on them, and improve their business through internal or external causes. Our goal was to understand where the product is in the market in order to better determine how to improve consumer reputation and increase sales.

We believe that our business plan can overcome the weaknesses of our products. First, we can give awareness to the public about face masks that do not follow the established standards and still cause bacteria and viruses to spread widely. We can advertise our products in all types of media platforms regarding the high technology worn by our face masks. Furthermore, we can also create a video tutorial on how to use the Meliora face mask properly. Video demonstrations via platforms such as Youtube provided a brief explanation of how to use the Go Mazk app, which can be downloaded from the Play Store or App Store and connected directly to the Meliora face mask. In addition, we can make a video on how to install a replacement part of the Meliora face mask so it will make it easier for the users to do it themselves. In addition, we can do research and development on our products to increase the life of replacement parts. This project can be profitable by selling this product not only in our country but all over the world. In general, not many face masks are equipped with attractive and unique features. Meliora face masks have various functions to make your daily life easier.



### 1.3 COMPANY BACKGROUND

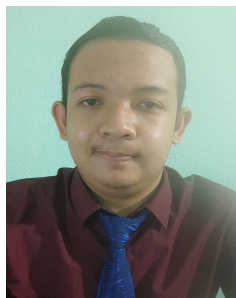


<b>Name of the Company</b>	Innocentric Health Sdn Bhd
<b>Business Address</b>	No 20, Jalan Merpati, Elite Industrial Park, Sect. 33, 40150 Shah Alam, Selangor.
<b>Correspondence Address</b>	No 20, Jalan Merpati, Elite Industrial Park, Sect. 33, 40150 Shah Alam, Selangor.
<b>Telephone Number</b>	
<b>Website</b>	<a href="http://www.innocentric_health.com.my">www.innocentric_health.com.my</a>
<b>Email</b>	<a href="mailto:innocentric_health@gmail.com.my">innocentric_health@gmail.com.my</a>
<b>Form of Business</b>	Private Limited Company
<b>Main Activity</b>	Manufacturing and Selling Mask
<b>Date of Commencement</b>	20 April 2022
<b>Date Registration</b>	18 October 2021
<b>Registration Number</b>	202203119576 (004797261-X)
<b>Name of Bank</b>	Maybank
<b>Bank Account Number</b>	

## 1.4 PARTNERSHIP DESCRIPTION



NAME	NUR SYAFINIE BINTI MOHAMAD ZAINUDDIN
IDENTITY CARD NUMBER	
DATE OF BIRTH	15/06/1994
AGE	28 YEARS OLD
MARITAL STATUS	SINGLE
PERMANENT ADDRESS	D-08, LAKE VISTA CONDOMINIUM, TAMAN SEJATI, JALAN CAHAYA 3, 47100, PUCHONG, SELANGOR
EMAIL ADDRESS	syafinie_z@gmail.com
TELEPHONE NUMBER	
ACADEMIC QUALIFICATIONS	<ul style="list-style-type: none"><li>- Diploma in Business Studies, UiTM Melaka</li><li>- Bachelor of Business Administration (Hons) Business Economics, UiTM Puncak Alam.</li></ul>
COURSES ATTENDED	<ul style="list-style-type: none"><li>- Principles of Entrepreneurship</li></ul>
SKILLS	<ul style="list-style-type: none"><li>- Microsoft Office, Microsoft Excel, Microsoft Word</li><li>- Great Leadership</li><li>- Expert in handling business</li><li>- Web Page Design, Social Media</li><li>- Good communication and writing skills</li><li>- Ability to work under pressure</li><li>- Fluent in English</li></ul>
EXPERIENCE	3.5 years working experience as General Manager at IOI Corporation Berhad, Putrajaya
PRESENT OCCUPATION	Chief Executive Officer at Innocentric Health Sdn.Bhd



NAME	MUHAMMAD FARIS SYAZWI BIN SYUKRI
IDENTITY CARD NUMBER	
DATE OF BIRTH	27/08/1996
AGE	26 YEARS OLD
MARITAL STATUS	SINGLE
PERMANENT ADDRESS	NO.12, TAMAN INDAH PRIMA, JALAN SEROJA 6, 47000, SUNGAI BULOH, SELANGOR
EMAIL ADDRESS	farissyazwi@gmail.com
TELEPHONE NUMBER	
ACADEMIC QUALIFICATIONS	<ul style="list-style-type: none"> <li>- Diploma in Business Studies, UiTM Melaka</li> <li>- Bachelor of Business Administration honors. Human Resource Management, UiTM Puncak Alam</li> </ul>
COURSES ATTENDED	<ul style="list-style-type: none"> <li>- Principles of Entrepreneurship</li> </ul>
SKILLS	<ul style="list-style-type: none"> <li>- Microsoft Office, Microsoft Excel, Microsoft Word</li> <li>- Ability to plan work flow</li> <li>- Ability to deal with the workers and client</li> <li>- Good communication and writing skills</li> <li>- Good time management</li> <li>- Fluent in English</li> </ul>
EXPERIENCE	1.5 years working experience as Human Resource Manager at SSY Suria Sdn Bhd, Taman Indah Prima, Sungai Buloh, Selangor.
PRESENT OCCUPATION	Administration Manager at Innocentric Health Sdn.Bhd



NAME	ANIS IZZATI BINTI RAMLI
IDENTITY CARD NUMBER	
DATE OF BIRTH	07/07/1995
AGE	27 YEARS OLD
MARITAL STATUS	SINGLE
PERMANENT ADDRESS	NO 69, TAMAN KERAMAT, JALAN PERMATA 6/2, 43900 SEPANG, SELANGOR
EMAIL ADDRESS	anis_izzati@gmail.com
TELEPHONE NUMBER	
ACADEMIC QUALIFICATIONS	<ul style="list-style-type: none"> <li>- Diploma in Business Studies, UiTM Melaka</li> <li>- Bachelor of Business Administration honors. Operation Management, UiTM Puncak Alam</li> </ul>
COURSES ATTENDED	<ul style="list-style-type: none"> <li>- Principles of Entrepreneurship</li> <li>- Course Operation Administrative by MARA</li> </ul>
SKILLS	<ul style="list-style-type: none"> <li>- Microsoft Office, Microsoft Excel, Microsoft Word</li> <li>- Awareness of internal and external customer needs</li> <li>- Good time management</li> <li>- Good communication and writing skills</li> <li>- Fluent in English</li> <li>- Ability to work under pressure</li> </ul>
EXPERIENCE	2 years working experience as Assistant Manager at Mcdonald's, Kota Warisan, Sepang, Selangor
PRESENT OCCUPATION	Operation Manager at Innocentric Health Sdn.Bhd



NAME	NUR SYAKIRAH BINTI RAMLI
IDENTITY CARD NUMBER	
DATE OF BIRTH	12/12/1996
AGE	26 YEARS OLD
MARITAL STATUS	SINGLE
PERMANENT ADDRESS	AA-15, ECO HIGH APARTMENT, TAMAN SEJIWA 7, JALAN CHANGKAT, 43900 SEPANG, SELANGOR
EMAIL ADDRESS	nsyakirahramli@gmail.com
TELEPHONE NUMBER	
ACADEMIC QUALIFICATIONS	<ul style="list-style-type: none"> <li>- Diploma in Business Studies, UiTM Melaka</li> <li>- Bachelor of Business Administration (Hons) Finance, UiTM Puncak Alam.</li> </ul>
COURSES ATTENDED	<ul style="list-style-type: none"> <li>- Principles of Entrepreneurship</li> </ul>
SKILLS	<ul style="list-style-type: none"> <li>- Microsoft Office, Microsoft Excel, Microsoft Word</li> <li>- Ability to sort out finance structure</li> <li>- Ability to solve problem</li> <li>- Good time management</li> <li>- Good communication and writing skills</li> <li>- Fluent in English and Mandarin</li> </ul>
EXPERIENCE	1.5 years working experience as Assistant Finance Manager at Maybank Berhad Branch at Sepang, Selangor.
PRESENT OCCUPATION	Finance Manager at Innocentric Health Sdn.Bhd



NAME	NUR AWATIF BINTI AHMAD TAMIZI
IDENTITY CARD NUMBER	
DATE OF BIRTH	08/08/1995
AGE	27 YEARS OLD
MARITAL STATUS	SINGLE
PERMANENT ADDRESS	C-01-03, AMANDA APARTMENT, TAMAN MERANTI, JALAN MUTIARA, 42920, PULAU INDAH, SELANGOR
EMAIL ADDRESS	nur_awatif@gmail.com
TELEPHONE NUMBER	
ACADEMIC QUALIFICATIONS	<ul style="list-style-type: none"> <li>- Diploma in Business Studies, UiTM Melaka</li> <li>- Bachelor of Business Administration hons. Marketing, UiTM Puncak Alam</li> </ul>
COURSES ATTENDED	<ul style="list-style-type: none"> <li>- Principles of Entrepreneurship</li> </ul>
SKILLS	<ul style="list-style-type: none"> <li>- Microsoft Office, Microsoft Excel, Microsoft Word</li> <li>- Expert in handling promoting</li> <li>- Good work in a team environment</li> <li>- Web Page Design, Social Media</li> <li>- Good communication and writing skills</li> <li>- Fluent in English and Mandarin</li> </ul>
EXPERIENCE	2 years working experience as Assistant Marketing Manager at Shopee Malaysia at Kuala Lumpur
PRESENT OCCUPATION	Marketing Manager at Innocentric Health Sdn.Bhd

## 1.5 PRODUCT DESCRIPTION

Our face mask "Meliora" is a new and innovative mask that provides better breathing and makes it easier to breathe pure air. This is seen when this face mask has a dual-fan system that blows air according to your breathing rate when the breathing sensor detects inhalation and exhalation. This is especially suitable for physical activities such as jogging and exercise. This face mask has a clear voice system when speaking. It can allow people to speak with confidence, projecting the sound of your voice louder and clearer, and making it easier for others to hear.

The main feature of this product is a face mask with high-tech functions to make it easier for users to carry out their daily activities. This mask has an ergonomic design that fits a variety of face shapes. It fits and seals on the face and is comfortable to wear every day with minimal air leaks. This mask is equipped with an air purifying system that can remove tiny dust and bacteria and protect it from viral infections. It is also provided with an app called "Go Mazk" that can be downloaded from the Play Store or App Store. Having Bluetooth connectivity as well as Wi-Fi, you can use Bluetooth connectivity to track your breathing directly on your smartphone, and find out about the maintenance of your product to optimize usage. It also has a GPS system that connects directly to your smartphone, so you can easily find this mask if you lose it or misplace it. This face mask comes with a special charging case with an internal UV light coating that kills bacteria and viruses when not in use.

The Meliora Face Mask has many benefits and is equipped with a high-tech system at an affordable price to consumers. However, there are still some weaknesses which some users find difficult to switch face mask swapping tools themselves. Therefore, they need to take it to the store and replace the replacement tool on their behalf.

# **ORGANIZATIONAL PLAN**



## **2.0 ORGANIZATIONAL PLAN**

### **2.1 INTRODUCTION TO THE ORGANIZATION**

#### **2.1.1 Vision**

Our vision is to protect the community from being affected by the virus spreaded in the air especially for those who have a bad respiratory condition such as asthma, occupational lung disease and chronic obstructive pulmonary disease (COPD).

#### **2.1.2 Mission**

Innocentric Health was built with a mission to produce high quality products that are worth its price and function for the targeted market. Other than that, the company believes that helping patients from any dangerous viruses by providing security to help them keep safe should be prioritized first. Despite that, they also believe that a healthier future generation that is free from any contagious viruses could be created.

#### **2.1.3 Objectives**

Innocentric Health planning to achieve goals such guarantee that the equipment and personnel services given could help the business run smoothly by assuring the consumers safety while using the products provided for a long period of time. Another goal that they want to achieve is to save some costs by calculating the whole budget for administrations in terms of fixed assets and other costs.

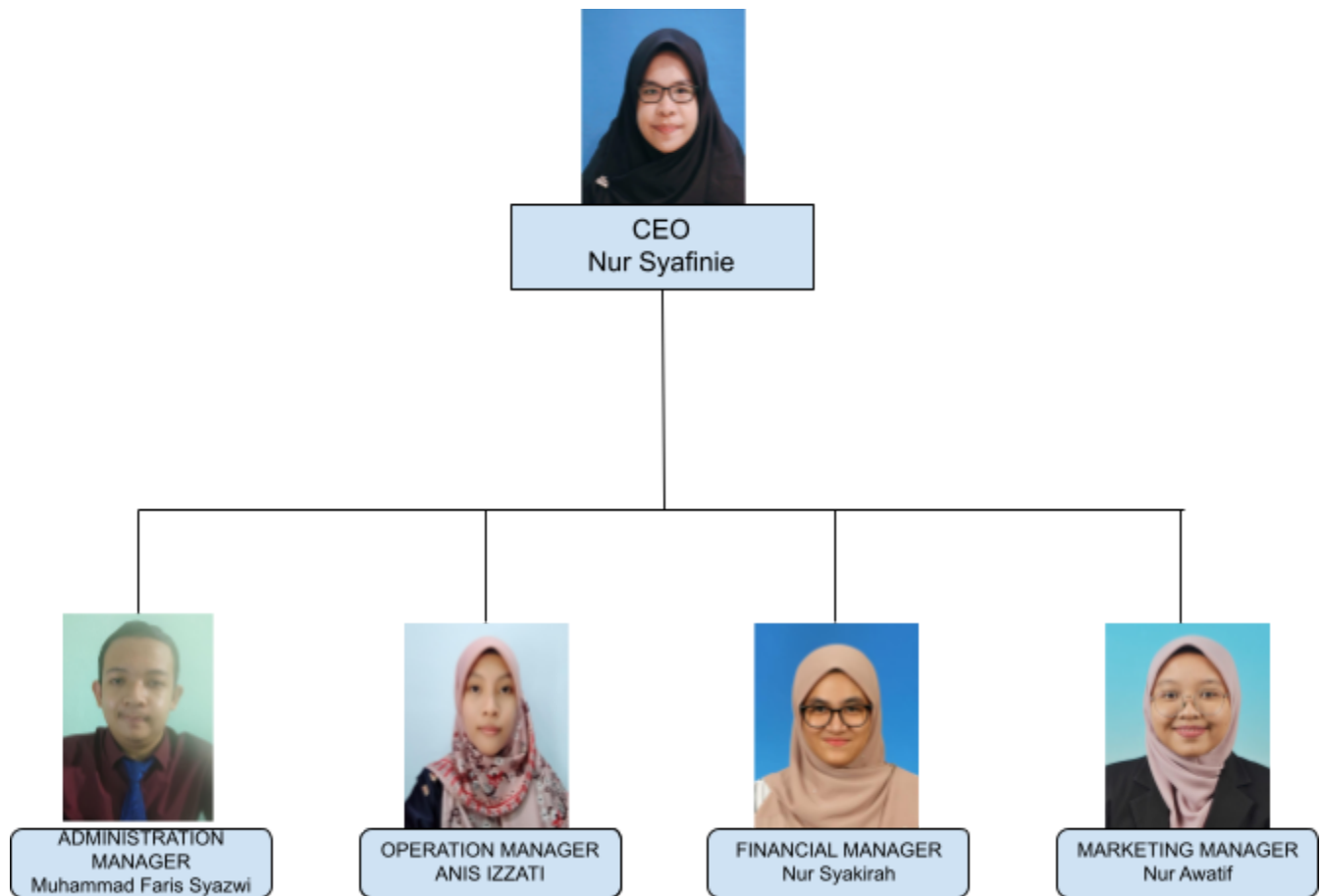
#### **2.1.4 Ownership structure**

Innocentric Health Meloria's ownership structure is a corporation with a 5-member board of directors. The members are always supportive of one another and eager to face any hardships. In the event of a loss, each member will have the same amount of responsibility.

It is necessary to have an equal portion of ownership in order to share the same losses. As a result, each member will be responsible for 20% of the total ownership percentage. All of the members also agreed to put up RM80,000 in equity apiece resulting a total amount invested in equity is RM400 000. The following are the specifics of the corporation's ownership structure:-

	<b>OWNERSHIP PERCENTAGE</b>	<b>AMOUNT OF EQUITY INVESTED</b>
NUR SYAFINIE BINTI MOHAMAD ZAINUDDIN	20%	80,000
MUHAMMAD FARIS SYAZWI BIN SYUKRI	20%	80,000
ANIS IZZATI BINTI RAMLI	20%	80,000
NUR AWATIF BINTI AHMAD TAMIZI	20%	80,000
NUR SYAKIRAH BINTI RAMLI	20%	80,000
<b>TOTAL</b>	<b>100%</b>	<b>400,000</b>

## 2.2 ORGANIZATION CHART



### 2.3 LIST OF ADMINISTRATION PERSONNEL

<b>Position</b>	<b>Number of personnel</b>
CEO	1
Marketing Manager	1
Operation Manager	1
Administration Manager	1
Financial Manager	1
<b>Total</b>	<b>5</b>

## 2.4 SCHEDULE OF TASK AND RESPONSIBILITIES

POSITION	TASK AND RESPONSIBILITIES
CEO	<ul style="list-style-type: none"><li>• Communicating with shareholders, government agencies, and the general public on behalf of the company</li><li>• Leading the company's short- and long-term strategy development</li><li>• Creating and implementing the vision, purpose, and measurable strategic goals of the company or organization.</li><li>• assessing the work of the company's other executive leaders</li><li>• Assessing the company's risks and ensuring that they are tracked and mitigated</li></ul>
Marketing Manager	<ul style="list-style-type: none"><li>• Promote a business, product, or service to attract prospective customers and retain existing ones.</li><li>• Represent the marketing department in cross-functional groups such as product management, sales, and customer service.</li><li>• Manage and coordinate marketing and creative team members to guarantee that fresh campaign concepts are generated.</li></ul>

	<ul style="list-style-type: none"> <li>● Analyze data to assess the efficacy of their marketing activities and come up with fresh ideas to boost brand awareness and marketing.</li> </ul>
Operation Manager	<ul style="list-style-type: none"> <li>● Ensure that all activities are carried out in a timely and cost-effective manner.</li> <li>● Improve operational management systems, processes and best practises</li> <li>● Make a list of strategic and operational goals.</li> <li>● Examine financial data and put it to good use to boost profits.</li> <li>● Managing the budgets and forecasts.</li> <li>● Look for ways to improve customer service quality.</li> </ul>
Administration Manager	<ul style="list-style-type: none"> <li>● Plan, coordinate and manage all administrative procedures and systems</li> <li>● To achieve optimal efficiency, provide coaching and advice.</li> <li>● Ensure that information flows freely and effectively throughout the organization.</li> </ul>

	<ul style="list-style-type: none"> <li>● Monitor costs and expenses to assist in budget preparation</li> <li>● Oversee the maintenance and service of the facilities.</li> <li>● Other office activities should be organized and supervised.</li> </ul>
Financial Manager	<ul style="list-style-type: none"> <li>● Creating and maintaining accurate financial reports and data</li> <li>● Creating cash flow statements in order to gain profit.</li> <li>● Controlling credit</li> <li>● Advising on financial decisions that will be used in forecasting and budgeting.</li> <li>● Managing the possibility of financial loss</li> </ul>

## 2.5 SCHEDULE OF REMUNERATION

The remuneration of each employee from the management team , including contribution of 12% EPF from base pay and 2.5% SOCSO based on monthly salary. It would be clearer if a remuneration plan was established as follows:

<b>POSITION</b>	<b>NO.</b>	<b>MONTHLY SALARY (RM)</b>	<b>EPF 12% (RM)</b>	<b>SOCSSO 2.5% (RM)</b>	<b>TOTAL (RM)</b>
CEO	1	10,000	1,200	250	11,450
Marketing Manager	1	3,500	420	87.50	4,007.50
Operation Manager	1	3,500	420	87.50	4,007.50
Administration Manager	1	3,500	420	87.50	4,007.50
Financial Manager	1	3,500	420	87.50	4,007.50
<b>TOTAL</b>	<b>5</b>	<b>24,000</b>	<b>2,880</b>	<b>600</b>	<b>27,480</b>



## 2.6 LIST OF OFFICE EQUIPMENT AND SUPPLIES

### List of Office Equipment & Supplies

ITEM	QUANTITY (UNIT)	PRICE PER UNIT (RM)	TOTAL COST (RM)
Office table	6	200	1,200
Office chair	6	170	1,020
Printer	3	250	750
Computer	6	2,200	13,200
File Cabinet	1	400	400
Garbage Can	6	13	78
Air Conditioner	4	1,050	4,200
Paper Shredder	1	85	85
Meeting table set	1	1,200	1,200
Projector set	1	1,000	1,000
Fire Extinguisher	4	77	308
Phone	1	158	158
Printing ink	3	50	150
<b>TOTAL</b>	<b>43</b>		<b>23,749</b>

List of Office Stationaries

ITEM	QUANTITY (UNIT)	PRICE PER UNIT (RM)	TOTAL COST (RM)
Stapler	6	6	36
Eraser	5	1.8	9
Paper Clip	20	0.8	16
Pen	20	2.3	46
A4 paper	10	12	120
Marker	9	4.5	40.5
Tape dispenser	6	6.4	38.4
Clipboard	6	2	12
Stamp pad	2	7	14
Calculator	6	14	84
Glue	6	2	12
Scissors	6	3	18
Sticky notes	6	2	12
Notebook	6	5.6	33.6
Folder	20	2	40
Whiteboard	1	200	200
Liquid paper	6	3.5	21
Ruler	6	0.5	3
Puncher	3	3	9
<b>TOTAL</b>	<b>150</b>		<b>764.50</b>

## 2.7 LIST OF ADMINISTRATION BUDGET

### List of Administration Budget

<b>PARTICULARS (RM)</b>	<b>FIXED ASSETS EXPENSES (RM)</b>	<b>MONTHLY EXPENSES (RM)</b>	<b>OTHER EXPENSES (RM)</b>	<b>TOTAL (RM)</b>
<b>Fixed Assets</b>				
Land & Building	50,000	-	-	500,000
Office Equipments & Supplies	23,749	-	-	23,749
<b>Working Capital</b>				
Remuneration	-	27,480	-	27,480
Rent	-	5,200	-	5,200
Telephone	-	1,200	-	1,200
Wifi	-	1,250	-	1,250
Water	-	2,100	-	2,100
Electricity	-	4,900	-	3,900
<b>Other Expenditure</b>				
Office stationeries	-	-	764.50	764.50
<b>Pre-operations Deposit:</b>				
Deposit rent	-	-	3,550	3,550
Business Registration & Licenses	-	-	3,360	3,360
<b>TOTAL</b>	<b>73,749</b>	<b>42,130</b>	<b>2,674.50</b>	<b>573,553.50</b>

# **MARKETING PLAN**

## **3.0 MARKETING PLAN**

### **3.1 SETTING MARKETING OBJECTIVES**

The objectives of our marketing are

- a) To be the first choice for people who emphasize health, as well as advanced technology of health products in parallel to the modernization of the technology.
- b) To raise brand awareness in order to assist our target market communities in improving their lifestyle.
- c) To fulfill sales targets and increase revenue by 5% each month and by 10% each year.

### **3.2 DETERMINING PRODUCT**

Meliora The Mask is a high-technology health product developed by our firm. It was designed with a healthy life motivation in mind so that consumers can have a better lifestyle without restriction from anything while being aware of their health condition. Meliora is a recommended face mask that can get rid of any micro dust, and bacteria and protect against viral infections as well as equipped with an air purifier system.

It also can provide better breathing and make it easier to breathe pure air as it has a dual fan system to blow air according to your breathing speed. This is especially suitable when doing physical activities such as jogging and exercising. The design was also very comfortable and breathable.

Our product, Meliora, is equipped with a clear voice system when speaking. This can allow a person to speak confidently and can project the sound of your voice more loudly and clearly and make it easy to be heard by people around. It also can be recharged for repeated use. The built-in high-capacity used battery lasts up to 6 hours and recharges within 2 hours for repeated use. Because it is a one-time purchase, we will provide clean and comfortable face mask air filter replacement parts for repeated use.

Meliora The Mask comes with a special charging case coated with UV light on the inside that kills bacteria and viruses when not in use. It also has Bluetooth connectivity as well as wifi, the availability of Bluetooth connectivity allows you to track your breathing directly to your smartphone as well as find out about the maintenance of your product to optimize usage.

Meliora has a GPS that connects directly to your smartphone and an app called 'Go Mazk' that connects with consumers' smartphones directly. With the app, consumers can detect the face mask directly when it is lost. Using 'Go Mazk', consumers can track their breathing speed and will provide warnings and advice. It will also give a warning about the rate of dust, viruses, and bacteria based on percentage and more other functions as well.

Our products are very easy to obtain. Consumers can find us directly from our website at [www.innocentricshop.com](http://www.innocentricshop.com) or easily on our social media, comprised of Facebook and Instagram. People can get a healthy device at the starting price of RM499.99. Available, a full package (full set with charger, cover, etc.) and a random package (can choose any add ons devices) with different prices.

### 3.3 IDENTIFYING TARGET MARKET

To guarantee that our marketing fits the demands and expectations of all of our users, we have undertaken several initiatives to focus our target even more. Our primary goal is to ensure that our marketing activities satisfy our consumers. Our team has divided the market using demographic, psychographic, geographic, and behavioral segmentation.

**COMPANY'S NAME: INNOCENTRIC HEALTH SDN BHD**

**PRODUCT: MELIORA: THE MASK**

Market Segmentation Strategies	Group Characteristics
<b>Demographic Segmentation</b>	<b>Age:</b> 0 - 50 years old <b>Gender:</b> Male and Female <b>Generation:</b> Young and Elderly <b>Nationality:</b> Focuses on Malaysian people
<b>Psychographic Segmentation</b>	<b>Personality Traits</b> Unique, modern, protection, efficient  <b>Interests</b> The target market is for people who are having the respiratory-related problems, such as asthma, chronic obstructive pulmonary disease (COPD), pulmonary fibrosis, pneumonia, and lung cancer. We also target the people who are having post-covid symptoms such as shortness of breath, coughing, and difficulties of breathing to help them continue their life without worries.  <b>Lifestyle</b> Healthy lifestyle
<b>Geographic Segmentation</b>	<b>Country:</b> Malaysia <b>Area:</b> City

<p><b>Behavioral Segmentation</b></p>	<p><b>Benefit sought</b></p> <p>The customers will use Meliora as protection to do their daily activities, such as working, jogging, and exercising. Meliora will let them breathe, free from such germs, bacteria, and viruses, as well as help them to keep steady breathing with no barriers to communicate with other people. Customers will feel safer and less worried about their health problems.</p> <p><b>Usage Rate</b></p> <p>Meliora will become the customers' number 1 protection mask. The customers will wear it daily without feeling uncomfortable doing their activities.</p> <p><b>Brand Loyalty</b></p> <p>Meliora's users mostly come from people who are having respiratory difficulties. Most technological health products will have loyal customers, and we see it is the same with Meliora. Customers will keep repeating in changing spare parts or maybe buy a new mask if it is broken, or maybe to buy it for their family.</p> <p><b>User Status:</b></p> <p><b>1) Non-users</b></p> <p>Non-users will see our advertisement while scrolling through social media, and they will visit our social media and website to know more about the products. They will see the feedback given by the users, the design, and the technology.</p> <p><b>2) Potential Users</b></p> <p>The potential users will be people who have just been diagnosed with respiratory problems, people with post-covid symptoms, and other people that need to communicate with the public but are afraid of viruses and bacteria. They purchase the product for family or friends. They will leave great feedback about Meliora.</p>
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### **3) First-time Users**

We will always do our best to put your strongest offering and promotion in front of first-time customers and let them experience it with their senses. We will recommend, encourage, and be assertive in giving services.

### **4) Regular users**

Regular users of Meliora will recommend others to buy. They will give the latest update about our product information, characteristics, and promotions that we will do.

### **5) Ex-users**

We estimate that 90% of our users will be pleased and satisfied after utilizing Meliora. The remaining 10% will be dissatisfied with our product.

### **Buyer Readiness:**

#### **Awareness of the product**

Our users will give the latest update about our product information, characteristics, price, and usability to other people that is interested to buy our product.

#### **Knowledge**

Non-users do not know what is the benefit, and the purpose of wearing Meliora because most people now refuse to wear face masks as a part of their daily life. However, users of Meliora know its purpose, characteristics, and uniqueness of Meliora.

#### **Purchase stage**

Users will find it unique and interesting and other people will find it like normal face masks. First-time users will be interested after reading feedback and comment from the other users. From time to time, we receive many orders from users in less than 6 months.

## **3.4 ANALYZING MARKET TREND AND MARKET SIZE**

### **3.4.1 MARKET TREND**

We expect to establish Meliora in a long run. We feel that our product has the potential to benefit more people suffering from respiratory difficulties. The respiratory system-related disease is the most frequent in Malaysia, accounting for 14.83 percent of hospitalizations in 2019 and 9.67 percent in 2020. Furthermore, the COVID-19 epidemic appears to have taken its toll on some persons who had post-covid symptoms. According to Malaysia's Ministry of Health, around 10 to 15 percent of those infected with Covid-19 exhibit extended post-infection symptoms, with some patients experiencing shortness of breath and others experiencing chronic exhaustion, necessitating a different therapy. According to observations, breathing problems while performing particular duties (52.9 percent) and coughing (18.1 percent) were among the five primary symptoms displayed by persons suffering from the post-covid syndrome. As a response, our product is designed to safeguard and assist persons with respiratory difficulties in living a safe and free lifestyle while also being conscious of their health circumstances.

### **3.4.2 MARKET SIZE**

Innocentric Health has opted to establish a retail shop, website, and social media as a business platform after researching possible markets. Consumers can choose to walk into the retail shop or order it online. We do not deny that these days, there are a lot of platforms open for the new ventures to use as a place to promote and sell their products since the online platform needs lesser costs to set up. However, there are still people who were doubtful of online products, especially health products. So they wish to see it live. Thus, we decided to open a retail shop for people to see and feel it by themselves so that they will feel satisfied.

Besides that, we also still want to use an online platform to promote our products. We want to set up our own website and social media. People nowadays enjoy using the internet and technology, so it will be a waste if we did not grab the opportunity. We target those with diseases of the respiratory system, between the age of 0 - 60 years old who require interaction with the public but is concerned with their health. Therefore, we consider that 15% of Malaysia's total population is willing to buy Meliora.

**The market size in value:**

<b>Total population of people with respiratory problem in Malaysia</b>	3,800,000 people
<b>Target market</b>	15% (estimate product buyer) x 18,000,000 people
<b>Market size</b>	570,000 people
<b>Product price per unit</b>	RM 499.99
<b>Market size in RM (Total market size of Meliora in Malaysia)</b>	570,000 people x RM 499.99 = RM 284,994,300

### 3.4.3 MARKET SHARE

Market share before enter the market:

Competitors	Market Share (%)	Total Sales (RM)
Creative Contract (M) Sdn Bhd (CCSB)	50	142,497,150
Leaf Mask	25	71,248,575
CityMedic Sdn Bhd	15	42,749,145
Others	10	28,499,430
<b>Total</b>	<b>100</b>	<b>284,994,300</b>

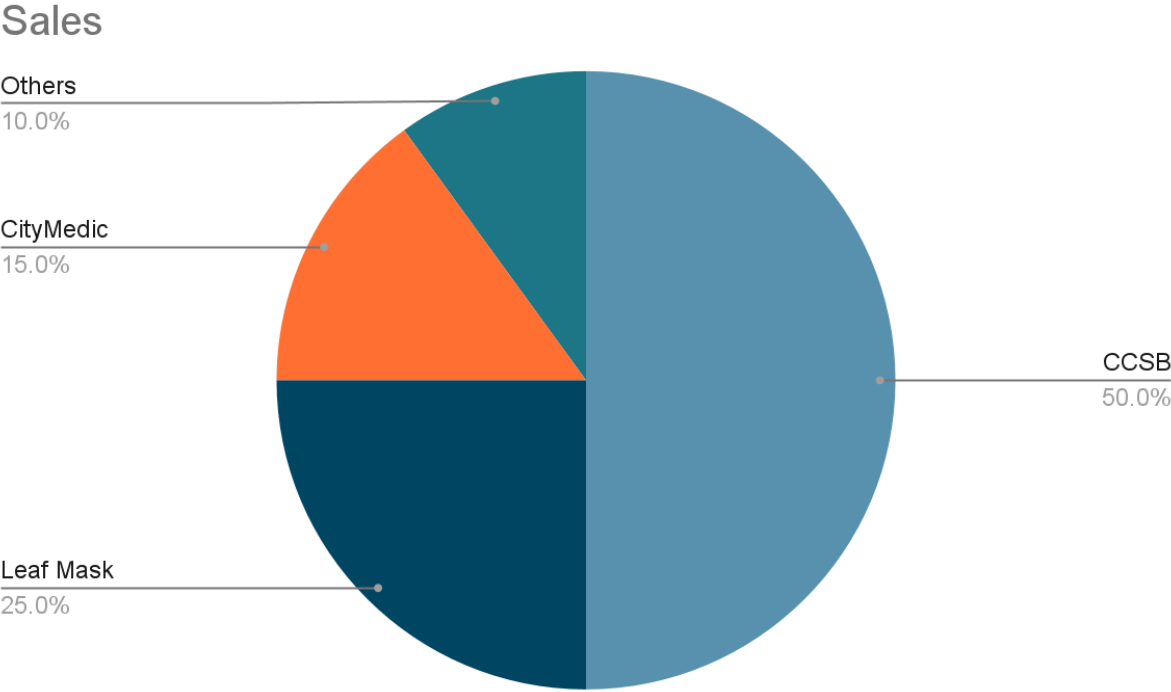
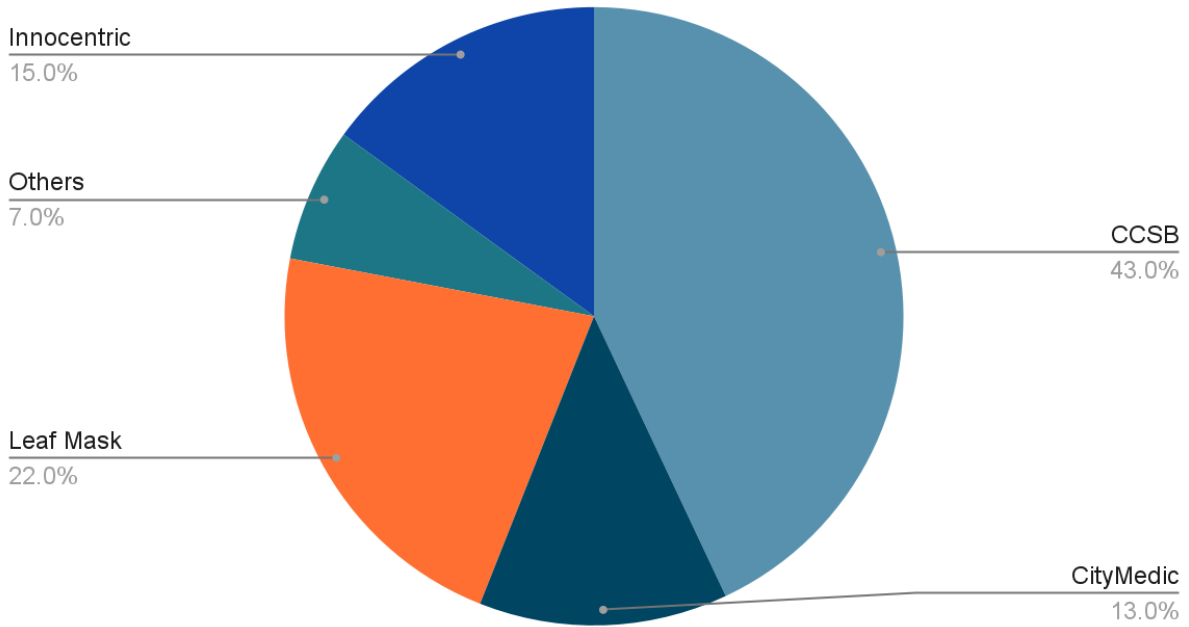


Diagram 3.4.3.1 - Market Share before

**Market share after enter the market:**

Competitors	Market Share (%)	Total Sales (RM)
Creative Contract (M) Sdn Bhd (CCSB)	43	122,547,549
Leaf Mask	22	62,698,746
CityMedic Sdn Bhd	13	37,049,259
Others	7	19,949,601
Innocentric Health Sdn Bhd	15	42,749,145
<b>Total</b>	<b>100</b>	<b>284,994,300</b>

**Sales**



**Diagram 3.4.3.2 - Market Share after**

### 3.5 ASSESSING COMPETITION

Competitors	Strengths	Weaknesses
Creative Contract (M) Sdn Bhd (CCSB)	<ul style="list-style-type: none"> <li>- High-quality product</li> <li>- Low to moderate price</li> <li>- Can be found everywhere</li> <li>- 5 layers filtration</li> <li>- Futuristic design</li> <li>- Comfortable loop</li> <li>- Local promotion</li> </ul>	<ul style="list-style-type: none"> <li>- Pricey for a disposable mask</li> <li>- Insufficient promotion</li> <li>- A bit uncomfortable</li> <li>- Unclear and muffled voice</li> <li>- Just a normal mask</li> </ul>
Leaf Mask	<ul style="list-style-type: none"> <li>- High-quality product</li> <li>- Reusable Mask</li> <li>- Clear mask where other people can see your full face</li> <li>- Sealing around the face so it will not be foggy</li> <li>- International mass promotion</li> </ul>	<ul style="list-style-type: none"> <li>- Expensive price</li> <li>- A bit uncomfortable</li> <li>- Communication barriers and need to talk loudly</li> <li>- Do not have any place to put the mask after usage</li> </ul>
CityMedic Sdn Bhd	<ul style="list-style-type: none"> <li>- Moderate quality</li> <li>- Moderate price</li> <li>- Reusable mask</li> <li>- Comfortable and easy to breath mask</li> <li>- Fabric can eliminate bacteria and virus</li> <li>- Local promotion</li> </ul>	<ul style="list-style-type: none"> <li>- Insufficient promotion</li> <li>- A bit suffocated for using it</li> <li>- No sealing around the face and it will be foggy</li> <li>- A normal face mask</li> </ul>
Others	<ul style="list-style-type: none"> <li>- Low to moderate price</li> <li>- Local promotion</li> </ul>	<ul style="list-style-type: none"> <li>- Low to moderate quality</li> <li>- Unknown branding</li> </ul>

### 3.6 FORECASTING SALES

#### Monthly Sales

Sales Projection	Sales (RM)	Events
January	28,000,000	New Year Celebration
February	19,000,000	No Event
March	19,000,000	No Event
April	24,997,150	Ramadan
May	28,000,000	Mothers' Day/Eid Mubarak
June	28,000,000	Fathers' Day
July	19,000,000	No Events
August	28,000,000	Independence Day
September	24,997,150	Hari Malaysia
October	19,000,000	No Event
November	19,000,000	No Event
December	28,000,000	Christmas/Year End Celebration
<b>Total</b>	<b>284,994,300</b>	

### Yearly Sales

Year	Total Sales (RM)	Notes
Year 1	284,994,300	
Year 2	313,493,730	Estimate 10 percent of sales increase in year 2
Year 3	360,517,790	Estimate 15 percent of sales increase in year 3



## 3.7 DEVELOPING MARKETING STRATEGIES

### 3.7.1 PRICING STRATEGY

Pricing Methods: Psychological Pricing

Cost involved to produce 1 Meliora:

Material costs	RM 124
Labor costs	RM 98
Overhead	RM 78
<b>Total Costs</b>	<b>RM 300</b>

$$\begin{aligned}\text{Selling Price} &= \text{total cost} + \text{mark-up\%} \\ &= \text{RM } 300 + 66.664\% \\ &= \text{RM } 499.99\end{aligned}$$

The selling price is RM 499.99 for each Meliora.

We also offered:

#### 1. Discounting

We made the decision to have shocking deals for special occasions such as Mother's Day, Father's Day, and any other related events. During such instances, users may purchase at a discounted price.

#### 2. Product Bundle Pricing

1 set of masks (RM 499.99) come with :

- a) Case and USB Charging cable
- b) 3 Filters

Additional accessories:

- a) Ear straps extender (RM 15)
- b) Interchangeable inner cover (RM 35)
- c) Portable pouch (RM 20)

Items	Price
<b>Healthy package</b> (2 sets of masks)	RM 949.99 (save RM 50)
<b>Lifestyle package</b> (2 sets of masks with additional accessories - ear straps extender, interchangeable inner cover, portable pouch)	RM 1009.99 (save RM 60)

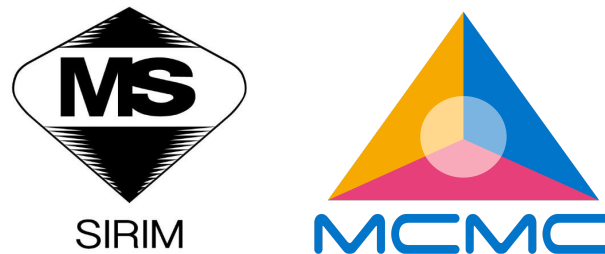
### 3.7.2 SALES TACTICS

#### Product Attributes

1. Our product, Meliora, is equipped with a clear voice system when speaking. This can allow a person to speak confidently and can project the sound of your voice more loudly and clearly and make it easy to be heard by people around.
  
2. Meliora is an app called 'Go Mazk' that connects with consumers' smartphones directly. With the app, consumers can
  - a) detect the face mask using GPS directly when it is lost. Meliora will make a beep sound if the consumer triggers the lost button in the app.
  - b) track their breathing speed and will provide warnings and advice.
  - c) give a warning if your face masks the battery is at a minimum level
  - d) give a warning about the rate of dust, viruses, and bacteria based on percentage.
  - e) send a reminder to put a face mask in the UV protection case to clean it after using it for the whole day and when the consumers should replace spare parts.
  - f) control the sound system on the face mask whether you want to slow down or increase your voice.
  - g) scientific content on body health that you can read to gain knowledge and it also has simple relaxing music that you can listen to if you want.

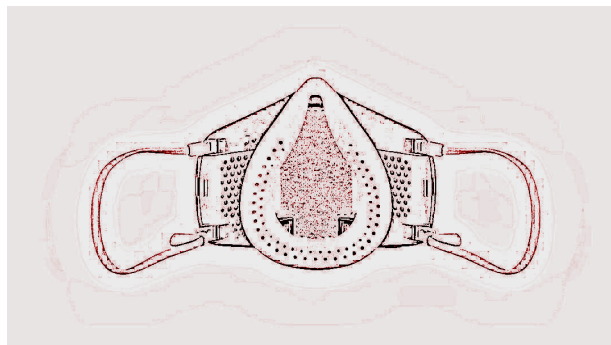
### Quality and Safety

Meliora is a highly recommended technology and health product since we only uses high-technology and high-quality materials. Meliora has been gone through the safety checks of Standard and Industrial Research Institute of Malaysia (SIRIM) and the GO MAZK app have been approved by Malaysian Communications and Multimedia Commission (MCMC) to ensure data integrity and trustworthiness.



### Design

Moreover, our product, Meliora has an ergonomic design that is suitable for a wide variety of face shapes. It has a washable silicon pad that fits and seals on your face and it is also comfortable to wear every day while minimizing air leakage during inflow around the nose and chin from happening. So, consumers with glasses do not have to worry about fogs while using Meliora. Also, Meliora is using medical-grade material that has been checked for safety as well as meets the standards that have been set. Meliora offers an elastic fabric strip for a comfortable and stable fit and the length is adjustable, so the strap doesn't break easily when worn.



### **Packaging and labelling**

We will pack Meliora inside a box with the Innocentric Health logo on the top of the box. Our packaging will include our product labelling, function and instruction pamphlet also a copy invoice with it. We will provide a cute thank you card for our customer. It is the same if they purchase from the retail shop. The box purchased physically then will be put inside a paper bag.



### **3.7.3 SERVICE AND WARRANTY POLICY**

#### **Service**

We will provide a after sale services, where users can come back to change filters for free for 3 years contract, according to terms and conditions. We will also give a notice through the GO MAZK app, for feedback and updates of Meliora so that we could improve in giving the best service and product to our customers.

#### **Warranty**

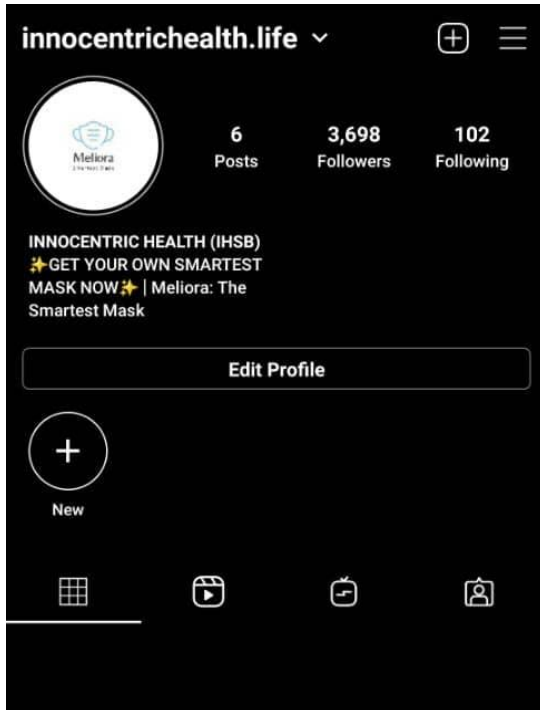
There will be a 6 months warranty following the purchase of Meliora to ensure that users will be satisfied with the product. They can come back and receive replacement of product or receive a refund if there is any problem that caused from production, and in according to terms and conditions.

### **3.7.4 ADVERTISING AND PROMOTION**

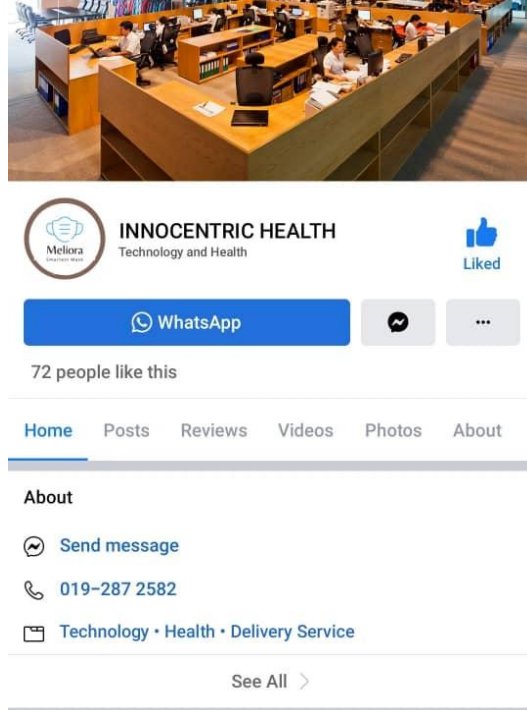
Innocentric Health Sdn Bhd will be using a variety of methods of promotion in order to achieve our marketing objectives. We will take into account on how to boost our product with price tactics and location tactics. Our company will maximizing use of our website and social media to post a posters of advertisement, business card and feedbacks. We will also give printed and digital flyers to people.

Our company will hire a few employees for sales, media advertising, and also promoting. We will do some special RM 10 off discount coupons for the first time users of Innocentric Health website. The users can use the coupons for their purchase on the website. We will also provide extended warranty to customers who are having Meliora for the first time.

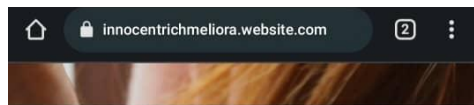
Next, we will put workers to the retail shop to demonstrate the using of Meliora. They can show them how to change the filter, how to charge, how to use GO MAZK apps and how to keep it safe so that it will be free from bacteria.



INSTAGRAM



FACEBOOK



# Meliora Your Life

Meliora: The Smartest Mask will help you to improve your lifestyle

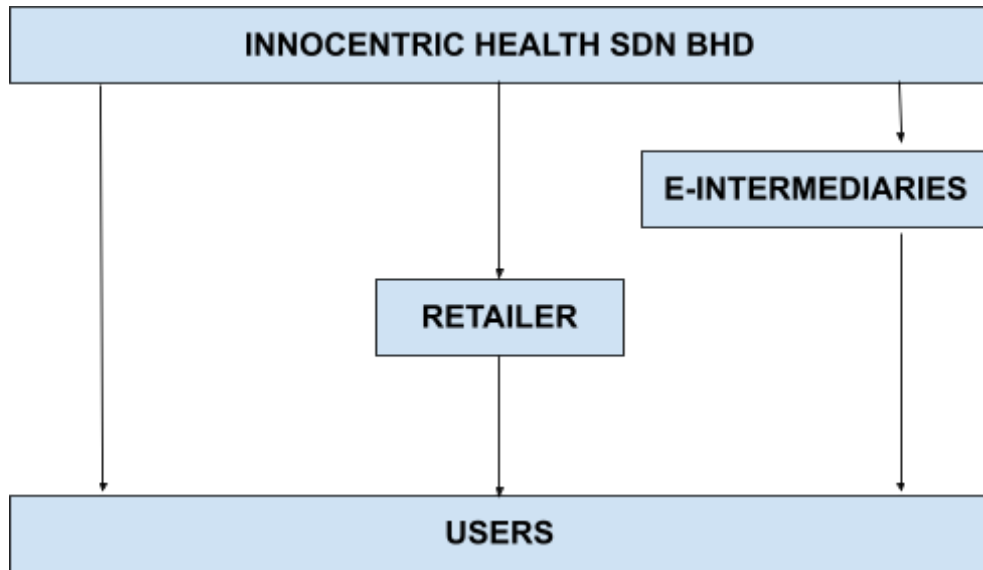
*Curious how Meliora look in real life?*



WEBSITE

### 3.7.5 DISTRIBUTION

#### Distribution Strategy



#### Direct Channel

Direct channel let our users purchase the product directly from our company. Besides that, online channel is also one of the direct channel. Our company decided to distributed based on a direct route. Online platforms such as own Website, Instagram, and Facebook, allow users to effortlessly make purchases and stay up to date on our product's information.

We will also open a retail shop for users and potential users who want to see and touch our face masks. Some users prefer to see the product live, especially health product. The stock of product will be there directly from the factory.

Direct Channel	Location	Country / State
Online	-Innocentric Health website -Instagram -Facebook	Malaysia, Singapore, Brunei and Hong Kong
Retail Store	-Jalan Sepadu B 25/B, Taman Perindustrian Axis	Shah Alam, Selangor

### 3.8 PLANNING FOR MARKETING PERSONNEL

1) List the number of marketing personnel required

POSITION	NUMBER OF PERSONNEL
Sales Personnel	1
Advertising and Media Personnel	1
Promoter	2

2) Describe job description and job specification

POSITION	JOB DESCRIPTION AND SPECIFICATION
Sales Personnel	<p><b>Job description:</b></p> <ul style="list-style-type: none"> <li>a) Receives orders and managing accounts opens new accounts for customer, planning and organizing a daily work routine that includes calls to current or potential sales outlets and other trade factors.</li> <li>b) Submits orders referring to price lists and product literature.</li> <li>c) Focuses on sales efforts.</li> </ul> <p><b>Job specification:</b></p> <ul style="list-style-type: none"> <li>a) Diploma in Marketing or Business Study.</li> <li>b) At least 2 years of working experience in the same field.</li> <li>c) Excellent communication skills and fluent</li> </ul>



	<p>in Malay and English.</p> <p>d) Exceptional organizational multitasking skills and familiarity with Microsoft Office software.</p>
<p>Advertising and Media Personnel</p>	<p><b>Job description:</b></p> <p>a) Create and design advertisement and social media content to attract the target audience.</p> <p>b) Test design and ideas and do research about its effectiveness to attract customers.</p> <p>c) Keep up with the latest news to improve advertising.</p> <p><b>Job specification:</b></p> <p>a) Diploma in Graphic Design or Diploma in Marketing</p> <p>b) Good communication skills and fluency in Malay and English.</p> <p>c) Minimum 2 years of working experience in a relevant field.</p> <p>d) Understanding of design and marketing principles and techniques.</p>

<p>Promoter</p>	<p><b>Job description:</b></p> <ul style="list-style-type: none"> <li>a) Engage and assist customers in finding their wants and needs or suitable product they are looking for.</li> <li>b) Provide advice, guidance, and all the needed information on promoted products and services to customers.</li> <li>c) Build lasting relationships with customers by contacting them to follow up on purchases, suggest purchase options, and invite them to upcoming events.</li> <li>d) Will help promote at the retail shop, set up booths or promotional stands, and stock products.</li> <li>e) Arrange merchandise to look tidy and attractive to customers and disseminate product samples, brochures, flyers, etc.</li> <li>f) Record every transaction and stock levels.</li> </ul> <p><b>Job specification:</b></p> <ul style="list-style-type: none"> <li>a) Minimum Sijil Pelajaran Malaysia (SPM)</li> <li>b) Abilities to communicate and approach customers, also paying attention in certain situations.</li> <li>c) A proven track record of successful promotions/working experience.</li> <li>d) Can use Microsoft Office.</li> </ul>
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3) Schedule of remuneration of marketing personnel

<b>POSITION</b>	<b>NO</b>	<b>MONTHLY SALARY</b>	<b>EPF 12%</b>	<b>SOCSSO 2.5%</b>	<b>TOTAL</b>
		<b>RM</b>	<b>RM</b>	<b>RM</b>	<b>RM</b>
Sales Personnel	1	1,500	180	37.50	1,717.50
Advertising and Media Personnel	1	1,500	180	37.50	1,717.50
Promoter	2	1,200	144	30	2,748.00
<b>Total</b>					<b>6,183.00</b>

### 3.9 PREPARING MARKETING BUDGET

Marketing budget table:

Items	Fixed Asset	Working Capital	Other Expenses
	RM	RM	RM
<b>Fixed Assets:</b> Signboard	1,500.00		
<b>Working Capital:</b> Salary Promotion Cost		6,183.00	
<b>Other Expenditure:</b> Grand Opening Advertising Sales Promotion			5,000.00 2,960.00 3,700.00
<b>TOTAL (RM)</b>	<b>1,500.00</b>	<b>6,183.00</b>	<b>15,060.00</b>

**Promotion Costs break down:**

<b>Promotion Activities</b>	<b>Details</b>	<b>Cost (RM)</b>
Advertising	a) Business Card	60
	b) Brochures	300
	c) Online Advertising (Instagram, Facebook)	100
	d) Website (Construct & Maintenance)	2,000
	e) Others	500
Sales Promotion	a) Coupon	1,000
	b) Extended Warranty	1,500
	c) Filter contract costs	900
	d) Free Gifts	300

# **OPERATION PLAN**

## 4.0 OPERATION PLANNING

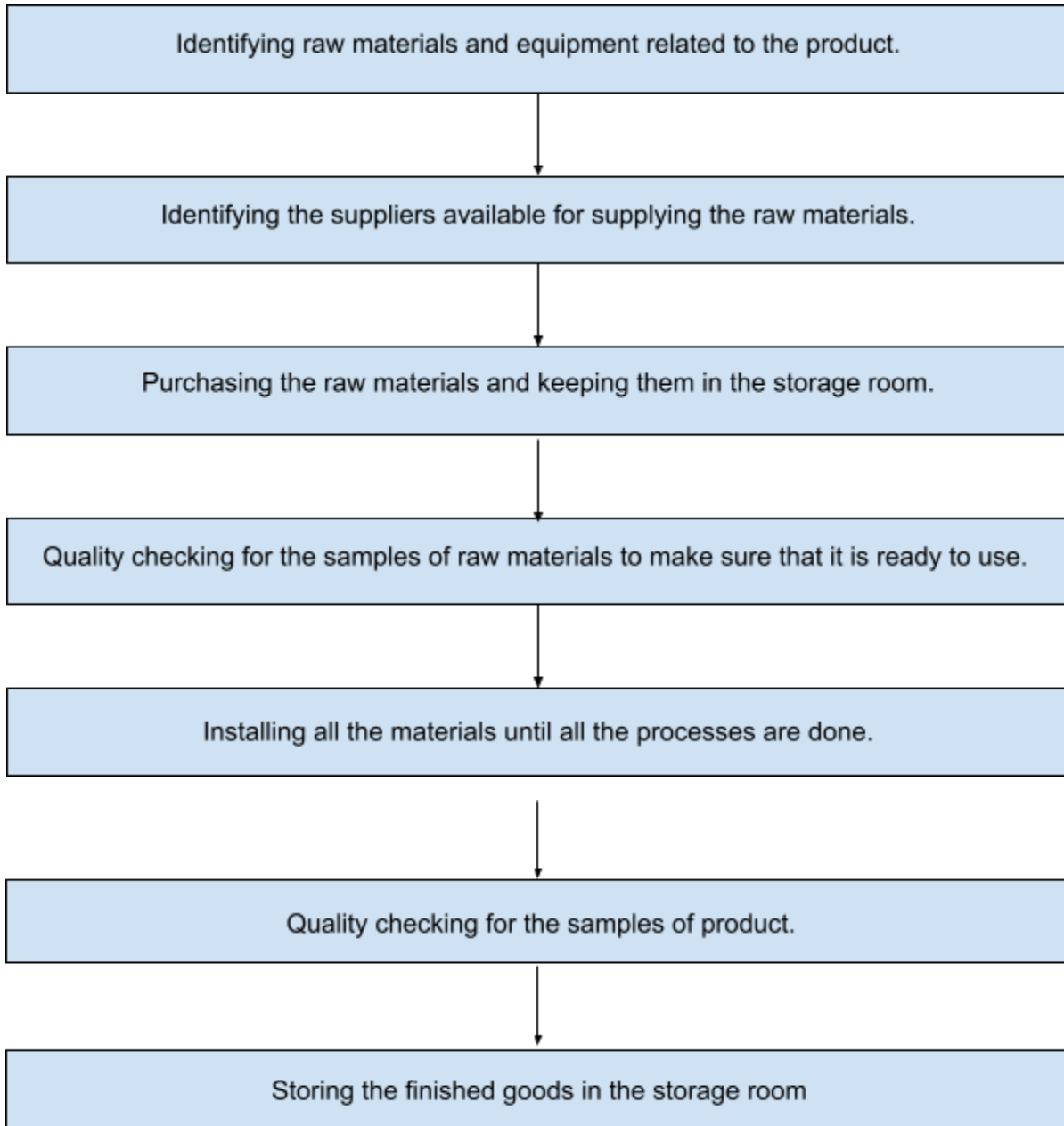
### 4.1 PROCESS PLANNING

The production process of Meliora is done carefully according to the steps set by our company. The whole process takes at least a day because it is necessary to take into account the aspects of hygiene and safety when installing this product. It also includes the process of identifying quality and taking samples for testing. The following are the steps for processing Meliora products:-

#### **Flow Chart Production for each unit of Meliora**

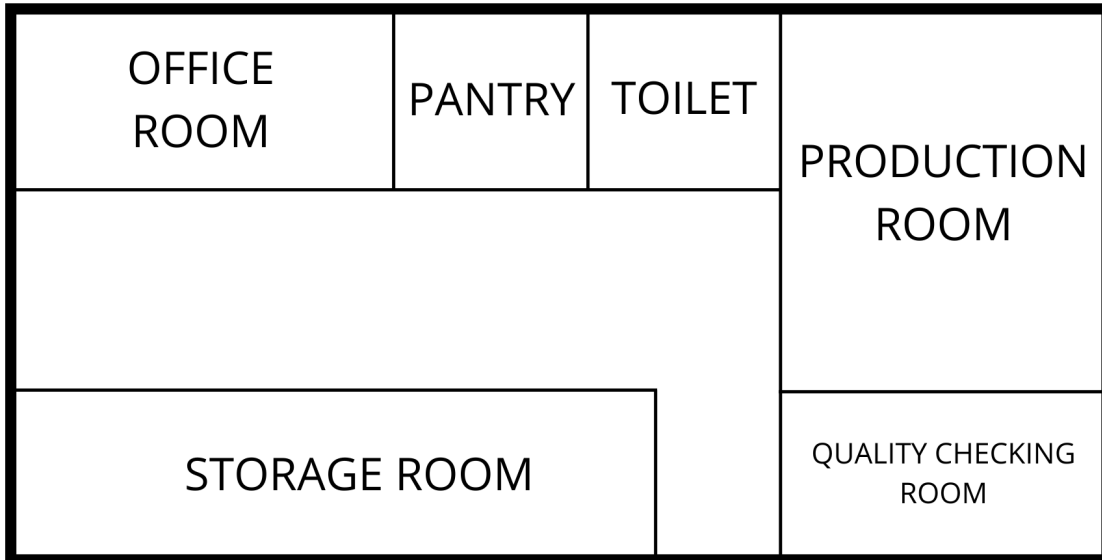
1. Installing wires to the body of our Meliora Face Mask.
2. Installing the electronic buzzer alarm, GPS tracker, microphone, sensor and speaker.
3. Installing the air filter and air purifier layer by layer to ensure users can breathe pure air while wearing our Meliora Face Mask .
4. After all the material has been put on the body of Meliora Face Mask, it will be covered with a silicone pad.
5. Attach the ear strap to the face mask body.
6. After all procedures have been done, some samples will be taken for quality checking.
7. Next, installing a rechargeable battery, UV light as well as the USB port for charging to the case.
8. Put the Meliora Face Mask in the case and test whether the mask is functioning with the charger and UV light before it is ready to be sold.

### The Process Chart





## 4.2 OPERATIONS LAYOUT



**Operation Layout**

### **Description**

The layout that we use to run our business is based on the production because this type of layout is suitable for any business that has their product focus or continuous flow production. This coincides with the flow of our business since the production of our Meliora Face Mask is performed according to prescribed steps. Our layout only consists of one floor where there will be an office, toilet and pantry, production room, quality checking room and the storage room.

First, the office room is a room where we do the meeting, thinking and presenting ideas or datas, and also a place to communicate with our customers and suppliers in order to make sure our business is going smoothly. Next to the office room we have the pantry and toilet so that our worker will feel more comfortable and energetic doing the work if they can take some drinks and meals.

Next is the production room where all the production processes are being held before sending the samples to the quality checking room to check the quality and making sure there will be no damage or not functional items. Finally, all the materials and finished products are being placed in the storage room before being shipped to the retailer.

### 4.3 PRODUCTION PLANNING

The table below shows the total output to be produced in a month based on the sales forecast. **129,372,413**

	PER MONTH
Total sales forecast	RM 42,749,145
Average sales forecast	RM 3,652,429
Price per unit	RM 499.99
Number of outputs	7,125 units
Number of operation days	25 days
Estimated percent of safety stocks	$8\% \times 7,125 = 570$
Actual number of outputs/day and safety stocks	$7,695 (7125 + 570) / 25 \text{ days} = 308 \text{ units}$

#### 4.4 MATERIAL PLANNING

The table below shows the materials used for the production of Meliora Face Mask with codes and the suppliers.

<b>Material</b>	<b>Material code</b>	<b>Supplier</b>
Air filter	101	Coastline Trading
Air purifier	102	Coastline Trading
Elastic Fabric Strip	103	Global Access Sdn Bhd
Electronic Buzzer Alarm	104	VLC Distribution Sdn Bhd
GPS Tracker Chip	105	VLC Distribution Sdn Bhd
Li-on Rechargeable Battery	106	Weber Logistics
Sensor	107	VLC Distribution Sdn Bhd
Speaker	108	VLC Distribution Sdn Bhd
Silicone Pad	109	Global Access Sdn Bhd
USB port	110	Weber Logistics
UV Lights	111	VLC Distribution Sdn Bhd

<b>Material code</b>	<b>Material</b>	<b>Quantity per unit</b>	<b>Price per unit (RM)</b>	<b>Total (RM)</b>
101	Air filter	1	4.60	4.60
102	Air purifier	1	5.40	5.40
103	Elastic Fabric Strip	2	2.85	5.70
104	Electronic Buzzer Alarm	1	2.30	2.30
105	GPS Tracker Chip	1	10	10
106	Li-on Rechargeable Battery	1	8.50	8.50
107	Sensor	1	7.80	7.80
108	Speaker	1	5.50	5.50
109	Silicone Pad	1	17	17
110	USB port	1	2.15	2.15
111	UV Lights	1	3.80	3.80
<b>Total RM per unit</b>				<b>72.75</b>

Below is the quantity of Meliora Face Mask required per month where there are 7,125 units.

<b>Material code</b>	<b>Material</b>	<b>Quantity per unit</b>	<b>Price per unit (RM)</b>	<b>Total (RM)</b>
101	Air filter	1	4.60	32,775.00
102	Air purifier	1	5.40	38,475.00
103	Elastic Fabric Strip	2	2.85	20,306.25
104	Electronic Buzzer Alarm	1	2.30	16,387.50
105	GPS Tracker Chip	1	10	71,250.00
106	Rechargeable Battery	1	8.50	60,562.50
107	Sensor	1	7.80	55,575.00
108	Speaker	1	5.50	39,187.50
109	Silicone Pad	1	17	121,125.00
110	USB port	1	2.15	15,318.75
111	UV Lights	1	3.80	27,075.00
<b>Total RM per month</b>				<b>498,038.00</b>

## 4.5 MACHINE AND EQUIPMENT PLANNING

### 4.5.1 Machines required to produces Meliora Face Mask

The number of machine required for production of Meliora Face Mask as calculated as follows:-

Number of machine required : Planned rate of production per day x Standard production

$$\begin{aligned} & \text{Machine production time per day} && \text{time per unit} \\ & : \underline{308 \text{ unit / day}} && \times 1 \text{ hour per unit} \\ & && \underline{8 \text{ hours}} \\ & = 39 \text{ machines required per day} \end{aligned}$$

The above calculation is the example of calculating the number of machines required per day for the production of Meliora Face Mask. However, since the number of 39 machines is not relevant for the business operating of our product, we decided to use 5 machines plus 1 lorries that will be used for shipping instead.

#### 4.5.2 List of machines and equipments with the suppliers

Item	Price per unit (RM)	Quantity	Total (RM)	Suppliers
RB Injection Molding Machine	30,600.00	1	30,600.00	Vision Technology Sdn Bhd
Automatic Assembly Machine	40,000.00	1	40,000.00	Tech Unity Trading
MT-100 Automatic Flat Labeling Machine	11,800.00	1	11,800.00	Tech Unity Trading
Fiber Laser Marking Machine	24,000.00	1	24,000.00	Vision Technology Sdn Bhd
USB Wire Soldering Machine	12,000.00	1	12,000.00	Tech Unity Trading
<b>TOTAL MACHINE &amp; EQUIPMENT</b>			<b>118,400.00</b>	
Lorry	33,000.00	1	33,000.00	Logistic Automobile Sdn Bhd
<b>GRAND TOTAL</b>	<b>151,400.00</b>		<b>151,40000</b>	

## 4.6 MANPOWER PLANNING

### 4.6.1 RATE OF DAILY PRODUCTION

Items	Explanation	Figure based on units of Meliora Face Mask
Rate of productions per day	Production of outputs per day	308 units
Workers productive times per day	The workers effective working hours per day - 1 hour and 30 minutes of break time	8 hours (after deducting 1 hour of break time) = total hours 9 hours
Workers standard production times per unit	Estimated hour needed to produce 1 unit of Meliora Face Mask	1 hour of production per 1 unit of Meliora Face Mask

Therefore the number of workers required are calculated as follows:-

Number of workers required :  $\frac{\text{Planned rate of production per day}}{\text{Workers production time per day}} \times \text{Standard production time per unit}$

$$\begin{aligned} &= \frac{308 \text{ units}}{8 \text{ hrs}} \times 1 \text{ hr} \\ &= 39 \text{ workers} \end{aligned}$$

The above calculation shows how many workers are required to produce 308 units of Meliora Face Mask in a day if there are 8 working hours per day.



#### 4.6.2 LIST OF OPERATIONAL PERSONNEL UNDER OPERATION DEPARTMENTS

<b>Position</b>	<b>Number of workers</b>
Packaging	10
IT Organization	5
Lab workers	4
Cleaners	3
Maintenance workers	7
Officer	4
Lorry driver	2
Shipping clerks	4
<b>TOTAL</b>	<b>39</b>

#### 4.6.3 JOB DESCRIPTION AND SPECIFICATION

Position	Job description and specification
Packaging	<p><b>Job description</b></p> <ul style="list-style-type: none"> <li>● Packaging the products</li> <li>● Make sure the products are in a good condition before packaging</li> </ul> <p><b>Job specification</b></p> <ul style="list-style-type: none"> <li>● At least 20 years old</li> <li>● Have minimum Sijil Pelajaran Malaysia</li> <li>● Able to work overtime</li> <li>● able to work meticulously</li> </ul>
IT Organization	<p><b>Job description</b></p> <ul style="list-style-type: none"> <li>● Make sure the products works fine</li> <li>● ensure the assembly of electronic materials is installed correctly</li> <li>● create and control application of the face mask</li> </ul> <p><b>Job specification</b></p> <ul style="list-style-type: none"> <li>● At least 25 years old</li> <li>● Have minimum Degree in Information Technology, Web Development, Software Development</li> <li>● Able to work overtime</li> <li>● Able to doing computer -related work</li> </ul>
Lab workers	<p><b>Job description</b></p> <ul style="list-style-type: none"> <li>● In charge for quality checking</li> <li>● performing experiments on the product</li> <li>● Performing test to the products</li> </ul> <p><b>Job specification</b></p> <ul style="list-style-type: none"> <li>● At least 25 years old</li> </ul>

	<ul style="list-style-type: none"> <li>• Have minimum Degree in Information Technology, System Administration, Computer Networking</li> <li>• Able to work overtime</li> <li>• able to work meticulously</li> <li>• Have experience in IT -related work</li> </ul>
Cleaners	<p><b>Job description</b></p> <ul style="list-style-type: none"> <li>• In charge of cleaning the surrounding area of the company</li> <li>• in charge of material storage</li> <li>• Making sure the materials are in a good condition</li> </ul> <p><b>Job specification</b></p> <ul style="list-style-type: none"> <li>• At least 18 years old</li> <li>• Have minimum Sijil Pelajaran Malaysia</li> <li>• Able to work overtime</li> <li>• able to work meticulously</li> </ul>
Maintenance workers	<p><b>Job description</b></p> <ul style="list-style-type: none"> <li>• Setting up the appliance and supplies</li> <li>• make an inspection of the machine before starting work</li> </ul> <p><b>Job specification</b></p> <ul style="list-style-type: none"> <li>• At least 22 years old</li> <li>• Have minimum Diploma Certification</li> <li>• able to work meticulously</li> <li>• experienced in machine operation</li> </ul>
Officer	<p><b>Job description</b></p> <ul style="list-style-type: none"> <li>• Receiving calls</li> <li>• Doing accounting works</li> </ul> <p><b>Job specification</b></p> <ul style="list-style-type: none"> <li>• At least 20 years old</li> </ul>

	<ul style="list-style-type: none"> <li>• Have minimum Diploma in Accounting</li> <li>• able to work meticulously</li> </ul>
Lorry driver	<p><b>Job description</b></p> <ul style="list-style-type: none"> <li>• Sending the packaging to the retailer</li> <li>• Take a good care of the vehicle</li> </ul> <p><b>Job specification</b></p> <ul style="list-style-type: none"> <li>• At least 24 years old</li> <li>• Have minimum Sijil Pelajaran Malaysia</li> <li>• Able to work overtime</li> <li>• Have lorry driving license</li> </ul>
Shipping clerks	<p><b>Job description</b></p> <ul style="list-style-type: none"> <li>• ensure the product is in a condition ready to be shipped to retailers / customers</li> <li>• Making transportation plans to make sure the storage are enough for incoming products</li> </ul> <p><b>Job specification</b></p> <ul style="list-style-type: none"> <li>• At least 25 years old</li> <li>• Have minimum Sijil Pelajaran Malaysia</li> <li>• able to work meticulously</li> </ul>

#### 4.6.4 LIST FOR REMUNERATION OF OPERATION WORKERS

POSITION	NO OF WORKER	SALARY (RM)	EPF 12%	SOCSSO 2.5%	TOTAL (RM)
Packaging	10	1,200.00	144.00	30.00	13,740.00
IT Organization	5	1,800.00	216.00	45.00	10,305.00
Lab workers	4	1,800.00	216.00	45.00	8,244.00
Cleaners	3	1,200.00	144.00	30.00	4,122.00
Maintenance workers	7	1,300.00	156.00	32.50	10,419.50
Officer	4	1,300.00	156.00	32.50	5,954.00
Lorry driver	2	1,200.00	144.00	30.00	2,748.00
Shipping clerks	4	1,200.00	144.00	30.00	5,496.00
<b>TOTAL</b>					<b>61,028.50</b>

#### 4.7 OVERHEADS REQUIREMENTS

<b>Items</b>	<b>Cost per months (RM)</b>
Electricity	4,900.00
Water	2,100.00
Telephone	1,200.00
Wifi	1,250.00
Roadtax and insurance for vehicle	3,100.00
Business insurance	2,250.00
<b>Total</b>	<b>3,800.00</b>

## 4.8 LOCATION PLAN

### Factory and Headquarters Office Address

No 20, Jalan Merpati, Elite Industrial Park, Sect. 33, 40150 Shah Alam, Selangor.



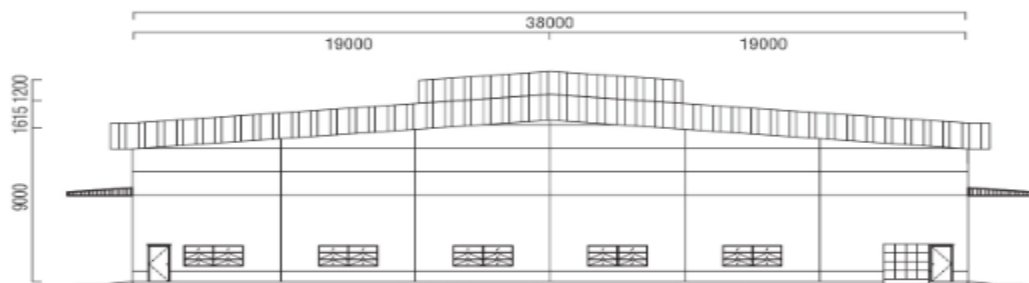
**Location map**



**Company building**



**FRONT ELEVATION**



**REAR ELEVATION**



#### **4.8.1 LOCATION**

We choose to do our business and production at Elite Industrial Park because of the characteristics of the place which are suitable for the manufacturing industry. The place is also a bit away from the residential areas so that it will not intrude any residents who live at the residential areas.

#### **4.8.2 DISTANCE FROM THE SUPPLIERS**

The place we choose is not really apart from the suppliers since we choose suppliers from nearby areas such as Coastline Trading, Global Access and VLC Distribution . Therefore, the delivery process of the raw materials will be easy and we also can cut any additional cost that may occur if we choose suppliers that are far away from our factory.

#### **4.8.3 TRANSPORTATION**

Our company is adjacent to a variety of amenities, including the KESAS highway and important roadways. Customers that drive their own car or take public transportation will find it easier to get to our company. For employees who take a car to Innocentric Sdn Bhd, it should take at least 10-20 minutes to arrive at the company depending on road conditions in case of congestion.

#### **4.8.4 INFRASTRUCTURE**

Our company building has two stories, with the upper floor being used for raw material storage. To avoid undue disruption during meetings or discussions, the main office is also positioned on the top floor. This means that the production process is concentrated entirely on the ground floor to facilitate the finished material to be delivered directly to the customer.

#### **4.8.5 LOCAL GOVERNMENT POLICY**

The Malaysian government has set policies that must be followed by any company that operates in Malaysia. Among them are companies that need to be registered through SSM with a valid name and obtain a permit to do business legally in Malaysia. In addition, companies need to ensure that business activities do not disturb public order such as air pollution and noise pollution. Companies also need to ensure that products are in a safe condition for consumers to use and will not endanger lives especially for products that require the use of electricity. Finally, all taxes levied on the company must be paid annually.

#### **4.8.6 SECURITY**

Innocentric Sdn Bhd also will provide strict security controls such as having guard cabins at the front and rear gates to identify anyone who enters and enters the area of our company building. We will also provide closed circuit cameras around the building. This can help to lower the risk of theft and other emergency conditions.

## 4.9 BUSINESS AND OPERATIONS HOURS

### 4.9.1 BUSINESS HOURS

Innocentric Sdn Bhd has decided to sell Meliora Face Mask online which means it will be available for 24 hours everyday. But if there are any customers who are likely to ask questions and submit complaints or problems through our website or social media site, they can do so according to office operating hours which is between 8:00 am to 5:00 pm on weekdays or 9:00 am until 5:00 pm on Saturday.

### 4.9.2 OPERATION HOURS

<b>Days of Operation</b>	<b>Operation Hours</b>
Monday to Friday	8:00 am - 5:00 pm
Saturday	9:00 am - 5:00 pm
Sunday	Closed
Public Holidays	Closed

## **4.10 LICENSE, PERMITS AND REGULATIONS REQUIRED**

### **4.10.1 GENERAL LICENSE**

General license is a license that our company needs to apply after deciding to establish a business in Malaysia as it is one of the requirements by the Malaysian Government. To apply with general license, we need to include the following documents:-

1. Company registration
2. Company and employees' income tax registration
3. Employees Provident Fund (EPF)
4. Social security organization (PERKESO)
5. Business premise license and signboard licenses

### **4.10.2 BUSINESS PREMISE LICENSE AND SIGNBOARD LICENSE**

In order to apply the business premise license and the signboard license at the state authorities , our company needs to provide the following documents:-

1. Certificate of incorporation
2. Photos of our business premises
3. Sample of the signboard with the design and colour we choose
4. Location of the signboard
5. Return of the particular directors, managers and secretaries

### **4.10.3 SIRIM CERTIFICATE**

The following the the steps that our company should follow in order to apply for the SIRIM product certification:-

1. Complete the Product Certification Questionnaire. We need to identify the suitable standard for our product which caters for our product requirement or complying with any regulatory requirements.
2. Return the questionnaire form to SIRIM QAS International and they will issue the quotation

3. Completing Product Certification Application (ePCS/FOR/01-2), relevant authority (ePCS/FOR/01-3), trade mark (ePCS/FOR/01-4 & 01-4.1) and Declaration by manufacturer (For Trading company with local / foreign manufacturer, sign by manufacturer (ePCS/FOR/01-5).
4. Returning forms together with our payment and the SIRIM QAS International will issue the acceptance letter.
5. Discussing the factory inspection schedule and other arrangements.
6. SIRIM QAS International will conduct the factory inspection and select the samples of our product for testing. Quotation for testing will be issued separately.
7. Recommendation for certification.
8. If the inspection and audit of our factory is successful, SIRIM QAS will issue the license or certificate.

#### 4.11 OPERATION BUDGET

<b>Particulars (RM)</b>	<b>Fixed Assets (RM)</b>	<b>Monthly Expenses (RM)</b>	<b>Others (RM)</b>	<b>Total (RM)</b>
Motor Vehicle	33,000.00			
Plant and Machinery	118,400.00			
Raw Materials		498,038.00		
Salary		61,028.50		
Electricity			4,900.00	
Water			2,100.00	
Telephone			1,200.00	
Wifi			1,250.00	
Roadtax and insurance for vehicle			3,100.00	
Business insurance			2,250.00	
<b>Total</b>	<b>151,400.00</b>	<b>559,066.50</b>	<b>15,800.00</b>	<b>714,266.50</b>

# **FINANCIAL PLAN**

## 5.0 FINANCIAL PLAN

### 5.1 START-UP COST

<b>START-UP COSTS</b>	<b>RM</b>
<b>Capital Expenditure : Administrative</b>	
Land and Building	500,000
Office equipment and supplies	23,749
<b>Capital Expenditure : Operations</b>	
Machine and Equipment	118,400
Lorry	33,000
<b>One-time Start-up Expenditure</b>	
Grand Opening	5,000
Signboard	1,500
<b>One-time Pre-Operation Expenditure</b>	
Deposit (Rent)	3,550
Business registration and licenses	3,360
<b>START-UP COSTS</b>	<b>688,559</b>



## 5.2 WORKING CAPITAL

Working Capital (Monthly)	RM	FIXED	VARIABLE
<b>MARKETING</b>			
Advertising	2,960.00		
Sales promotion	3,700.00		
<b>ADMINISTRATIVE</b>			
Top managements' salaries, EPS and SOCSO	27,480.00		
Rent	5,200.00		
Utilities	9,450.00		
<b>OPERATIONS</b>			
Employees' salaries, EPF and SOCSO	61,028.50		
Roadtax and insurance for vehicle	3,100		
Insurance for business	2,250		
<b>Other Expenditure</b>			
Grand opening	5,000.00		
Office stationery	764,50		
<b>TOTAL WORKING CAPITAL</b>	<b>120,983</b>		
<b>TOTAL WORKING CAPITAL REQUIRED</b>			
<b>WORKING CAPITAL + CONTINGENCIES</b>			

### 5.3 SALES AND PURCHASE PROJECTIONS

<b>SALES PROJECTIONS</b>	<b>(RM)</b>
January 2022	28,000,000
February 2022	19,000,000
Mac 2022	19,000,000
April 2022	24,997,150
May 2022	28,000,000
June 2022	28,000,000
July 2022	19,000,000
August 2022	28,000,000
September 2022	24,997,150
October 2022	19,000,000
November 2022	19,000,000
December 2020	28,000,000
<b>TOTAL 2022</b>	<b>284,994,300</b>
<b>TOTAL 2023</b>	<b>313,493,730</b>
<b>TOTAL 2024</b>	<b>360,517,790</b>

<b>PURCHASE PROJECTIONS</b>	<b>(RM)</b>
January 2022	498,038
February 2022	498,038
March 2022	498,038
April 2022	498,038
May 2022	498,038
June 2022	498,038
July 2022	498,038
August 2022	498,038
September 2022	498,038
October 2022	498,038
November 2022	498,038
December 2022	498,038
<b>TOTAL 2022</b>	<b>5,976,456</b>
<b>TOTAL 2023 - increase 5% from 2022 (RM522,940 X 12 months)</b>	<b>6,275,280</b>
<b>TOTAL 2024 - increase 10% from 2022(RM547,842 X 12 months)</b>	<b>6,574,104</b>

## 5.4 CASH FLOW STATEMENT

### CASHFLOW PRO FORMA STATEMENT

	2022 (RM)	2023 (RM)	2024 (RM)
<b>CASH INFLOWS:</b>			
Share capital	400,000	400,000	400,000
Cash sales	284,994,300	313,493,730	360,577,790
<b>TOTAL CASH INFLOWS</b>	<b>285,394,300</b>	<b>313,893,730</b>	<b>360,977,790</b>
<b>CASH OUTFLOWS:</b>			
<b>Administrative expenditure:</b>			
Top managements' salaries, EPS and SOCSO (27,480 x 12 mths)	329,760	329,760	329,760
Rent (5,200 x 12 mths)	62,400	62,400	62,400
Utilities (9,450 x 12 mths)	113,400	113,400	113,400
<b>Total administrative expenditure cash outflows</b>	<b>505,560</b>	<b>505,560</b>	<b>505,560</b>
<b>Marketing expenditure:</b>			
Advertising (2960 x 12 mths)	35,520	35,520	35,520
Sales promotion (3700 x 12 mths)	44,400	44,400	44,400
<b>Total marketing expenditure cash outflows</b>	<b>79,920</b>	<b>79,920</b>	<b>79,920</b>
<b>Operation expenditure:</b>			
Employees' salaries, EPF and SOCSO (61028.50 x 12 mths)	732,342	732,342	732,342

Purchase on material	<b>5,976,456</b>	<b>6,275,280</b>	<b>6,574,104</b>
Road Tax and vehicle insurance (3,100 x 12 mths)	37,200	37,200	37,200
Business insurance (2,250 x 12 mths)	27,000	27,000	27,000
<b>Total marketing expenditure cash outflows</b>	<b>6,772,998</b>	<b>7,071,822</b>	<b>7,370,646</b>
<b>Other expenditure</b>			
<b>Pre-operation expenditure:</b>			
Deposit rent	3,550	-	-
Business registration & licenses	3,360	-	-
Purchase on office equipment and supplies	23,749		
<b>Total other expenditure</b>	<b>30,659</b>	<b>-</b>	<b>-</b>
<b>Fixed Asset:</b>			
Purchase on land and building	500,000	-	-
<b>Total fixed asset cash outflow</b>	<b>500,000</b>	<b>-</b>	<b>-</b>
<b>TOTAL CASH OUTFLOWS</b>	<b>7,889,137</b>	<b>7,657,302</b>	<b>7,956,126</b>
<b>CASH SURPLUS / (DEFICIT)</b>	<b>277,505,163</b>	<b>306,236,428</b>	<b>353,021,664</b>
<b>BEGINNING CASH BALANCE</b>	<b>457,900</b>	<b>444,879</b>	<b>667,910</b>
<b>ENDING CASH BALANCE</b>	<b>288,876,976</b>	<b>340,688,975</b>	<b>398,456,986</b>

## 5.5 INCOME STATEMENT

### INNOCENTRIC HEALTH SDN BHD INCOME STATEMENT

	2022 (RM)	2023 (RM)	2024 (RM)
<b>Sales</b>	<b>284,994,300</b>	<b>313,493,730</b>	<b>360,517,790</b>
<b>Less: Cost of sales</b>			
Production cost	(22,310,044)	(25,710,580)	(30,210,670)
<b>GROSS PROFIT</b>	<b>262,684,256</b>	<b>287,783,150</b>	<b>330,307,120</b>
<b>Less: Other expenditure</b>			
Administrative expenses	(505,560)	(505,560)	(505,560)
Marketing expenses	(79,920)	(79,920)	(79,920)
Operational expenses	(6,772,998)	(7,071,822)	(7,370,646)
<b>PROFIT BEFORE TAX</b>	<b>255,325,778</b>	<b>280,125,848</b>	<b>322,350,994</b>
Less: Tax 24%	(61,278,186)	(67,230,204)	(77,365,239)
<b>NET PROFIT AFTER TAX</b>	<b>194,047,592</b>	<b>212,895,644</b>	<b>244,985,755</b>

## 5.6 BALANCE SHEET

### INNOCENTRIC HEALTH SDN BHD BALANCE SHEET

	2022 (RM)	2023 (RM)	2024 (RM)
<b>ASSET</b>			
<b>Non-current asset:</b>			
Land and building (net book value)	500,000	515,000	550,000
Machine and equipment	118,400	115,600	110,600
<b>Current asset:</b>			
Cash balance	183,927,162	202,842,614	240,164,555
Closing inventory	6,897,980	9,786,430	5,460,600
Prepaid expenses - deposit rent	3,550	-	-
<b>TOTAL ASSETS</b>	<b>191,447,092</b>	<b>213,259,644</b>	<b>245,385,755</b>
<b>Equity:</b>			
Share capital	400,000	400,000	400,000
Retained earning	191,047,092	212,859,644	244,985,755
<b>Liability:</b>	-	-	-
<b>TOTAL EQUITY AND LIABILITY</b>	<b>191,447,092</b>	<b>213,259,644</b>	<b>245,385,755</b>

## 6.0 PROJECT IMPLEMENTATION SCHEDULE

<b>ACTIVITIES</b>	<b>DEADLINES</b>	<b>DURATIONS</b>
Incorporation of business	Feb - Mei 2019	4 months
Premise and license application	Feb - Jun 2019	5 months
Searching for business premise	Mac - July 2018	5 months
Renovation of business premise	Mei 2019	1 months
Acquisition of equipment and raw materials	Mei - July 2019	3 months
Labour recruitment	July - Aug 2019	2 months
Installation of machines	July - Aug 2019	2 months



## 7.0 BUSINESS MODEL CANVAS

<p><b>KEY PARTNERS</b></p> <ul style="list-style-type: none"> <li>- Raw material supplier</li> </ul>	<p><b>KEY ACTIVITIES</b></p> <ul style="list-style-type: none"> <li>- Manufacturing our own smart face mask</li> <li>- Marketing the products on social media and website</li> <li>- Packaging the product</li> <li>- High technology health products</li> <li>- Customer services</li> </ul>	<p><b>VALUE PROPOSITION</b></p> <ul style="list-style-type: none"> <li>- High technology</li> <li>- High quality</li> <li>- After sales services</li> <li>- Affordable Price</li> <li>- Long lasting battery</li> </ul>	<p><b>CUSTOMER RELATIONSHIP</b></p> <ul style="list-style-type: none"> <li>- Social Media (Instagram &amp; Facebook)</li> <li>- Website</li> <li>- Provide after sales services to customers</li> <li>- Discounts</li> <li>- Bundle pricing</li> <li>- Warranty replcement</li> </ul>	<p><b>CUSTOMER SEGMENT</b></p> <ul style="list-style-type: none"> <li>- Senior citizen</li> <li>- People with respiratory problems</li> </ul>
<p><b>KEY RESOURCES</b></p> <ul style="list-style-type: none"> <li>- Professional employee</li> <li>- Well-trained staffs</li> <li>- High quality products</li> <li>- Building and vehicle</li> <li>- Manufacturing machine</li> <li>- Adequate capital</li> </ul>			<p><b>CHANNEL</b></p> <ul style="list-style-type: none"> <li>- Website</li> <li>- Social Media Platform (Instagram &amp; Facebook)</li> </ul>	
<p><b>COST STRUCTURE</b></p> <ul style="list-style-type: none"> <li>- Marketing</li> <li>- Raw material cost</li> <li>- Machine cost</li> <li>- Employee's salary</li> <li>- Utilities</li> <li>- Research and development</li> </ul>			<p><b>REVENUE STREAM</b></p> <ul style="list-style-type: none"> <li>- Daily Sales (online and offline)</li> <li>- Promotions</li> </ul>	

## 8.0 CONCLUSION

A business plan is a comprehensive evaluation of the viability of our business idea. By identifying the weaknesses in our idea and enabling us to rectify them before we make any significant mistakes, whether with our money or someone else's, creating the business plan early in the development process can save us a lot of time, money, and suffering. Our business plan will give a snapshot of our company at a specific period. Our company plan could not be suited for long-term operations since our organization would generate the product based on the present circumstances that develop. However, the formal plan we create will act as a guide that we may consult at any time, especially if our company is having trouble or we are unsure of its course. In circumstances like these, reviewing our plan may enable us to ascertain whether we are on the right course. The business plan will make it simple to analyze every aspect of our company and determine where modifications are required to strengthen our business model, in case something is simply not functioning.

Innocentric Health, a company that manufactures face masks to improve the lives of people by preventing the COVID-19 virus that can impair their health, is an organization that constantly strives to offer a better products. Our company can successfully compete with other companies in the same industry. This is so that those who wear our products can experience its own special uniqueness in the design. Additionally, the Innocentric Health organization put a lot of effort into the survey for business establishment and financial prediction. In connection with that, we strive to cater our service to the needs and wants of our clients. We have every reason to be optimistic that our business venture will produce and develop an annual investment return that is sufficient. To guarantee that the company is well-known to the clients, our firm will continue to focus on business tactics, particularly in terms of marketing. We anticipate being able to develop a solid, devoted customer base every year. Last but not least, we also hope that our product will be marketed to both the domestic and global markets.

## 9.0 APPENDICES



**BORANG D (KAEDAH 13)**



### **PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**INNOCENTRIC HEALTH SDN. BHD**

**NO. PENDAFTARAN:** 202203119576 (004797261-X)

telah didaftarkan dari hari ini sehingga **14 MEI 2023** di bawah Akta Pendaftaran Perniagaan 1956, beralamat di No 20, Jalan Merpati, Elite Industrial Park, Sect. 33, 40150 Shah Alam, Selangor.

**Bil. Cawangan:** SATU (01)

Bertarikh di **SISTEM EZBIZ** pada 18 OCTOBER 2021

**DATUK NOR AZIMAH ABDUL AZIZ**  
Pendaftar Perniagaan  
Semenanjung Malaysia

# LIMITED LIABILITY COMPANY OPERATING AGREEMENT OF INNOCENTRIC HEALTH, LLC

## 1. Company Details

This Limited Liability Company Operating Agreement ("Agreement"), entered into on 18 October 2021 is a: (check one)

- **Single-Member LLC**, entered into by \_\_\_\_\_, being the sole owner with a mailing address of

- **Multi-Member LLC**, entered into by and between 5 Members known as:

Member #1: NUR SYAFINIE BINTI MOHAMAD ZAINUDDIN, with ownership of 20% of the Company, and a mailing address of D-08, LAKE VISTA CONDOMINIUM, TAMAN SEJATI, JALAN CAHAYA 3, 47100, PUCHONG, SELANGOR.

Member #2: NUR AWATIF BINTI AHMAD TAMIZI, with ownership of 20% of the Company, and a mailing address of C-01-03, AMANDA APARTMENT, TAMAN MERANTI, JALAN MUTIARA, 42920, PULAU INDAH, SELANGOR.

Member #3: ANIS IZZATI BINTI RAMLI, with ownership of 20% of the Company, and a mailing address of NO 69, TAMAN KERAMAT, JALAN PERMATA 6/2, 43900 SEPANG, SELANGOR.

Member #4: NUR SYAKIRAH BINTI RAMLI with ownership of 20% of the Company, and a mailing address of AA-15, ECO HIGH APARTMENT, TAMAN SEJIWA 7, JALAN CHANGKAT, 43900 SEPANG, SELANGOR.

Member #5: MUHAMMAD FARIS SYAZWI BIN SYUKRI with ownership of 20% of the Company, and a mailing address of NO.12, TAMAN INDAH PRIMA, JALAN SEROJA 6, 47000, SUNGAI BULOH, SELANGOR.

("Member(s)")

WHEREAS the Member(s) desire to create a limited liability company under the laws of the State of Limited Liability Company (LLC) ("State of Formation") and set forth the terms herein of the Company's operation and the relationship any and all Member(s).

NOW, THEREFORE, in consideration of the mutual covenants set forth herein and other valuable consideration, the receipt and sufficiency of which hereby are acknowledged, the Member(s) and the Company agree as follows:

## 2. Name and Principal Place of Business



The name of the Company shall be Innocentric Health Sdn Bhd, LLC with a principal place of business located at No 20, Jalan Merpati, Elite Industrial Park, Sect. 33, 40150 Shah Alam, Selangor. or at any other such place of business that the Member(s) shall determine.

### **3. Formation**

The Company was formed on 18 October 2021, when the Member(s) filed the Articles of Organization with the office of the Secretary of State pursuant to the statutes governing limited liability companies in the State of Formation (the "Statutes").

### **4. Member(s) Capital Contributions**

- a.) **Single Member Capital Contributions** (Applies ONLY if Single-Member): The Member(s) may make such capital contributions (each a "Capital Contribution") in such amounts and at such times as the Member(s) shall determine. The Member(s) shall not be obligated to make any Capital Contributions. The Member(s) may take distributions of the capital from time to time in accordance with the limitations imposed by the Statutes.
- b.) **Multi-Member** (Applies ONLY if Multi-Member): The Member(s) have contributed the following capital amounts to the Company as set forth below and are not obligated to make any additional capital contributions:

Member #1: NUR SYAFINIE BINTI MOHAMAD ZAINUDDIN, with a capital contribution of: RM 80 000

Member #2: NUR AWATIF BINTI AHMAD TAMIZI with a capital contribution of: RM 80 000

Member #3: ANIS IZZATI BINTI RAMLI, with a capital contribution of: RM 80 000

Member #4: NUR SYAKIRAH BINTI RAMLI with a capital contribution of: RM 80 000

Member #5: MUHAMMAD FARIS SYAZWI BIN SYUKRI with a capital contribution of: RM 80 000

Member(s) shall have no right to withdraw or reduce their contributions to the capital of the Company until the Company has been terminated unless otherwise set forth herein. Member(s) shall have no right to demand and receive any distribution from the Company in any form other than cash, and Member(s) shall not be entitled to interest on their capital contributions to the Company.

The liability of any Member(s) for the losses, debts, liabilities, and obligations of the Company shall be limited to the amount of the capital contribution of the Member(s) plus any distributions paid to such Member(s), such Member(s)'s share of any undistributed assets of the Company; and (only to the extent as might be required by applicable law) any amounts previously distributed to such Member(s) by the Company.

### **5. Management of the Company**

or persons shall include partnerships, corporations, limited liability companies, unincorporated associations, trusts, estates, and other types of entities.

### 15. Entire Agreement

This Agreement and any amendments hereto may be executed in counterparts, all of which taken together shall constitute one agreement.

This Agreement sets forth the entire agreement of the parties hereto with respect to the subject matter hereof. It is the intention of the Member(s) that this Agreement shall be the sole agreement of the parties, and, except to the extent a provision of this Agreement provides for the incorporation of federal income tax rules or is expressly prohibited or ineffective under the Statutes, this Agreement shall govern even when inconsistent with, or different from, the provisions of any applicable law or rule. To the extent any provision of this Agreement is prohibited or otherwise ineffective under the Statutes, such provision shall be considered to be ineffective to the smallest degree possible in order to make this Agreement effective under the Statutes.

Subject to the limitations on transferability set forth above, this Agreement shall be binding upon and inure to the benefit of the parties hereto and to their respective heirs, executors, administrators, successors, and assigns.

No provision of this Agreement is intended to be for the benefit of or enforceable by any third party.

**IN WITNESS WHEREOF**, the parties hereto have executed and delivered this Agreement as of the date first above written.

**Member's Signature:**           *Syafinie*           Date:           06 JUNE 2021          

Print Name: NUR SYAFINIE BINTI MOHAMAD ZAINUDDIN

**Member's Signature:**           *Awatif*           Date:           06 JUNE 2021          

Print Name: NUR AWATIF BINTI AHMAD TAMIZI

**Member's Signature:**           *Anis*           Date:           06 JUNE 2021          

Print Name: ANIS IZZATI BINTI RAMLI

**Member's Signature:**           *Syakirah*           Date:           06 JUNE 2021          

Print Name: NUR SYAKIRAH BINTI RAMLI

**Member's Signature:**           *Faris*           Date:           06 JUNE 2021          

Print Name: MUHAMMAD FARIS SYAZWI BIN SYUKRI