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UNIVERSITI
TEKNOLOGI
MARA

SHANA ACCESSORIES ENTERPRISE



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LIST OF TABLES

Table 1: Organization Table	7
Table 2: Market Size of SHANA Accessories	11
Table 3: Market Share before SHANA entrance	14
Table 4: Market Share after SHANA entrance	14
Table 5: Competition and Competitive Edges	15
Table 6: Sales Forecast for SHANA	16
Table 7: Design for Charging Cable Lanyard	17
Table 8: Pricing for Charging Cable Lanyard	18
Table 9: Production Day Schedule	23
Table 10: Material requirements of Charging Cable Lanyard	25
Table 11: Selling Price before and after markup	25
Table 12: Material Equipment	26
Table 13: Manpower Planning	29
Table 14: Schedule of Task & Responsibilities	30
Table 15: Supporting Professional Advisor & Services	30
Table 16: Schedule of Remuneration	31
Table 17: List of Office Equipment	32

LIST OF FIGURES

Figure 1: Distribution Flow	20
Figure 2: Location for SHANA Accessories Enterprise	24
Figure 3: Organization Chart	28

TABLE OF CONTENTS

CONTENTS	PAGE
1. Executive Summary	6
2. Company Profile	7
3. Environmental Industry Analysis	8
4. Description of Venture	9 – 10
5. Marketing Analysis and Competition	11 – 22
6. Operation / Production Plan	23 – 27
7. Organization Plan	28 – 32
8. Financial Plan	33 – 38
9. Conclusion	39

1. EXECUTIVE SUMMARY

SHANA Accessories was established in January 2022 and as our company, we innovate the “Charging Cable Lanyard” and we came up with an idea to become a social business. As a social business, we plan to serve and help out a student in UiTM Campus Bandaraya Melaka in order for them to gain money pockets by working as our workers that mainly focus on product manufacturing department from starting point until finishing point.

SHANA Accessories sets a target market based on demographic, psychographics and geographics. These target market play an important role towards business because it enhances better in marketing performance results and have an ability to provide a better and right product to the consumers. We plan to launch our first Charging Cable Lanyard around our college because it is a place where all students and lecturers at mostly during classes. During this launching day, we target about 1000 including both students and lecturers will buy our product with affordable price and gain RM3 off for 3rd purchases of our product with a single receipt.

Our business plan consists of four plans which are Marketing Plan, Production Plan, Organization Plan and Financial Plan. We used media advertising and sales promotion to promote our product in the market. The operating plan is one of the most significant aspects to consider when starting a company. We must make certain that our company is able to meet and exceed the expectations of our clients. However, it is critical to guarantee that the company can provide the product that was envisioned in the marketing plan before proceeding with the project.

2. COMPANY PROFILE

a. Organization Background

Name of Organization	SHANA Accessories Enterprise
Business Address	SHANA Accessories Enterprise, UiTM Bandaraya Melaka.
E-mail Address	SHANA_LANYARD@GMAIL.COM
Telephone Number	
Form of Business	Limited Liability Partnership
Main Activities	Manufacturing & selling Charging Cable Lanyard
Date of Commencement	15 th December 2021
Date of Registration	2 nd January 2022
Name of Bank	BANK ISLAM MALAYSIA
Bank Account Number	

Table 1: Organization Background

b. Organization Logo / Motto



- **Mission:** To create accessories products that will benefit people around the world.
- **Vision:** To be recognized worldwide as an advanced producer in the accessories field.

3. ENVIRONMENTAL INDUSTRY ANALYSIS

Based on our study, we believe that this company concept has a place in the Malaysian market. There aren't many company concepts that are identical to ours. As a result, investors should not be hesitant to take the required risks to innovate in our industry. To begin with, cables and lanyards are an important aspect of Malaysian students' and employees' lives. Furthermore, lanyard cables pique people's curiosity, and most people equate them with good things. Second, a cable with a lanyard is popular in Malaysia. This is because people need to utilize cable in their daily lives to charge their phones so that they may use them throughout the day.

Our cable lanyard is a basic accessory, but it provides its customers with full functionality and a high level of quality. People nowadays tend to design new lanyards that merely look nice but have no useful functionality. We make bespoke cable lanyards with the added benefit of being able to attach a phone charging cord without compromising the lanyard's quality. SHANA Accessories Enterprise was the first firm to launch the 'cable lanyard,' which is unique and allows students and employees to use it without having to worry about the type of phone they have since our cable lanyard contains all sorts of USB. The concept of mixing all USB sorts of phones has its development material that would have all phones and consumers can use our product.

On the connection of each lanyard is a clip that holds two distinct objects, the lanyard and the multiverse USB, and on the front of the multiverse USB is the snap clasps hook that connects the cardholder together. The multiverse USB features a Micro, Lighting, and Type-C cable. Each Multiverse USB has a single button. By pressing it, the cord enters its body and is covered by the cover. The combination keeps the cord secure while maintaining its quality and physical qualities for consumers to use.

4. DESCRIPTION OF VENTURE

SHANA ACCESSORIES offers a product named Charging Cable Lanyard. Corresponding with its name, our product is mainly used as a lanyard that typically holds a pass or ID tags. It can also hold other items such as keys, mobile phones as well as bank cards. What distinguishes our product from others is that it includes a charging cable with three distinct types of USB connectors: Lightning, Micro-USB, and Type-C. The Charging Cable Lanyard is divided into two sections which are the charger area and the ID card area. They are detachable; hence customers can simply detach them whenever they wish to use the charger and simply reconnect the parts when they are done. This innovation is portable, allowing users to take it with them wherever they go. It also makes it easy to charge any device while on the road.

The Charging Cable Lanyard eliminates the problem of forgetting to pack a USB cable or other important belongings every time someone leaves the house. SHANA ACCESSORIES has opted to join the charging cords to the lanyard, which includes sturdy hook clasps that can retain not only ID cards but also keys and bank cards. Besides, the Charging Cable Lanyard comes with a multiverse that is ideal for any sort of smartphone. As a result, our consumers do not need to bring as many wires and can save a lot of space in their baggage. We are resolute in combining both the charging cable and the lanyard since the lanyard is one of the essential accessories that most students and office workers tend to use for attending classes and working in their offices. Similarly, these folks typically keep their lanyards inside their bags, reducing the possibility of leaving their charging cable at home.

Significantly, what distinguishes SHANA ACCESSORIES from other firms is that we use high-quality materials in our goods. The Charging Cable Lanyard is made of sturdy nylon and is incredibly flexible, unlike a standard plastic cable. It is also constructed of polyester, a long-lasting material that adds to its affordability. It enables dye sublimation printing, an impressive full-color process. This product is convenient and allows you to charge any device on the go. They are excellent for home and office use, as well as business travel, tradeshow, and conferences. Furthermore, versatility is a key element in the value proposition of SHANA ACCESSORIES. The reason for this is that it is hard to discover goods that serve multiple purposes like how it advertised. It is due to the fact that many multi-purpose products tend to lack in their function or

fail to meet the consumer's needs. In comparison to our product, we assure that the Charging Cable Lanyard is of high quality and capable of meeting customers' needs and wants.

However, producing demand for the company's product involves more than simply publishing it to the market. SHANA ACCESSORIES must conduct research to identify what the customer needs and wants. The company will develop alternatives to meet the customer's wants while also positioning our brand in the customer's list of choices. The company has highlighted the demonstration activities, which will take place in both the short and long term.

Since not all Malaysians consider cable lanyards functional in their daily lives, short-term marketing actions are crucial for product establishment. That being said, the company will attempt to sell the product through social media by creating eye-catching advertisements. The marketing will include product descriptions and unique features. The corporation will also add contact information to make it easier for customers to get more details regarding the product. As for the long-term aspect, SHANA ACCESSORIES intended to focus on maintaining our high-quality product to retain loyal customers. The company will also look for more high-quality materials that will not only last a long time but will also benefit the economy and the environment. Additionally, SHANA ACCESSORIES will provide a custom service where users may design and theme their lanyards according to their preferences.

5. MARKETING ANALYSIS AND COMPETITION

5.1 Target Market

The SHANA ACCESSORIES Company determines its target market based on demographics, psychographics, and geography. These target markets are important to businesses because they improve marketing performance results and have the ability to provide a better and more appropriate product to consumers.

5.1.1 Demographics Variables

One of the most important variables used to segment consumers is age, gender, and income. Because of its function for our smartphones, our product which is Charging Cable Lanyard can be used by anyone, regardless of gender or marital status. Nowadays, a smart phone is one of the most important things we need in our daily lives. As a result, our company sells this cable at a low price so that it is affordable to a wide range of people.

5.1.2 Psychographics Variables

Psychographic segmentation divides the market into groups based on the lifestyle of the customers. The tools for measuring lifestyle are activities, interests, and opinions. It considers a variety of potential influences on purchasing behavior, such as customer attitudes, expectations, and activities. Based on our research, we determined that our target market consists of people from all socioeconomic backgrounds, including working men and women and students. We decided to make our service different from others, where we create a mobile application where customers can custom-made their cable with their own name and including delivery services. This type of differential can attract customers to buy from our company, besides the fact that our products and services are unique.

5.1.3 Geographics Variables

We have chosen Melaka as our business location for our physical store and focusing mainly for our online store based on a few aspects that has been considers which are the infrastructures, the system of transportation, distance and the environment.

5.1.4 Market size

Market size	Calculation
Market volume	<p>Number of target customers per year x Penetration rate:</p> $= 152,788 \times 20\%$ $= 30,558 \text{ customers}$
Market value	<p>Market volume x Average value</p> $= 30,558 \times \text{RM}18.00$ $= \text{RM}550,044.00$
Target sales per month for SHANA's cable charging lanyard	RM45,837.00 (2,547 lanyard)
Targets units sold per month for SHANA's cable charging lanyard	<p>Target sales per month / Price</p> $= \text{RM}45,837.00 / \text{RM}18.00$
Forecast of potential repeat-purchase volume	<p>ATAR Formula by using number of target customers per month (2,547)</p> <p>A – 1,528 customers aware of new product (2547 x 60%)</p> <p>T – 306 willing to trial the new product (1,528 x 20%)</p> <p>A – 230 customers finding the product available in a store and trailing the product (306 x 75%)</p> <p>R – 115 customers repeat or rebuy the product (230 x 50%)</p> $= 60\% \times 20\% \times 75\% \times 50\%$ $= 4.5\%$ <p>Hence, we expect to have 4.5% of the total target market becoming our ongoing customer whereby 4.5% times by 2,547 customers equivalent to 1,146 customers per month.</p>

Table 2: Market Size of SHANA Accessories

According to the market forecast above, we can determine that the number of customers will increase as we target more customers will buy our product in the future as demographic characteristics that are important to the students as well as office employees. However, despite the unfamiliar new market of SHANA ACCESSORIES, the market size will gradually increase and should invest more in business growth.

5.1.5 Market Share

Market Share and Sales April 2021 (Before SHANA ACCESSORIES entrance)			
Competitor	Native Union	Spigen DuraSync	Moshi
Market share (%)	34%	36%	30%
Total sales in units (cable charging)	1,601	1,696	1,413
Product price (cable charging)	RM19.50	RM19.00	RM21.00
Total sales in RM	RM31,219.50	RM32,224.00	RM29,673.00
Total all sales of the market	RM93,116.50		

Market Share and Sales April 2022 (After SHANA ACCESSORIES entrance)				
Competitor	Native Union	Spigen DuraSync	Moshi	SHANA ACCESSORIES
Market share (%)	26%	30%	24%	20%
Total sales in units (cable charging)	1,225	1,413	1,130	942
Product price (cable charging)	RM19.50	RM19.00	RM21.00	RM18.00
Total sales in RM	RM23,887.50	RM26,847.00	RM23,730.00	RM16,956.00
Total all sales of the market	RM91,420.50			

Table 3 & 4: Market Share Before and After SHANA entrance

The SHANA ACCESSORIES received the lowest percentage in the table above which is 20% since it is a new company that is unfamiliar with the market. Nonetheless, the total sales will change over time as we have lower price than other competitors. This is because the buyers prefer lower-priced but guaranteed high-quality products.

5.2 Competition and Competitive Edges

- Make a realistic assessment of competitors' strengths and weaknesses.

Competitors	Strengths	Weakness
Native Union	Made from a braided nylon jacket making it possible for the cable to withstand even the most rugged situations.	Unable to transfer any data
Spigen DuraSync	Fast charging rated to work with Qualcomm Quick Charge 3.0	Cable too long, measuring almost 5 feet
Moshi	Fast Charging, able to transfer up to 480Mbps, along with 10 years manufacturer warranty.	Too pricy

Table 5: Competition and Competitive Edges

5.3 SALES FORECAST

Sales Forecast for The Shana Accessories The year 2022		
Month	Unit Sold (Pcs)	Sales Collection (RM)
January	3,000	54,000
February	2,800	50,400
March	9,900	178,200
April	4,500	81,000
May	5,679	102,222
June	1,453	26,154
July	7,836	141,048
August	4,570	82,260
September	3,567	64,206
October	2,571	46,278
November	4,320	77,760
December	5,932	106,776
TOTAL	56,128	1,010,304

Table 6: Sales Forecast for SHANA Accessories for the year 2022

5.4 MARKETING STRATEGY

Marketing strategy enables the business to plan for its limited resources in line with marketing objectives. The key idea of developing a marketing strategy is to deliver customer satisfaction whereas value-added the company with a competitive advantage.

5.4.1 Product

- **Brand**

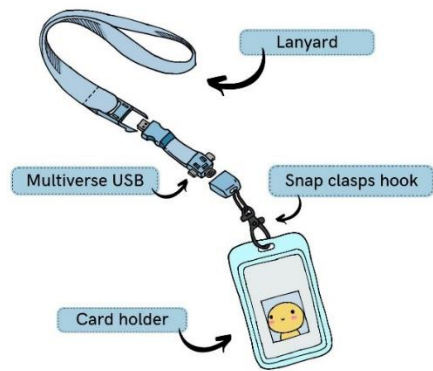
As for brand, our company named SHANA ACCESSORIES is the trade name, and Charging Cable Lanyard is our brand name.



Company Logo

- **Design**

As for design, our product which is the Charging Cable Lanyard used the best material suitable to make a lanyard. We use nylon to make our lanyard because it is smooth, comfortable, and economical material. Polyester is a durable material that is an additional product to being economical. It allows for dye sublimation printing which is a brilliant full-colour process. SHANA ACCESSORIES chose three different colours for our lanyard which are black, yellow, and pink.



The product's design



Design	Color
	Black
	Yellow
	Pink

Table 7: Design for Charging Cable Lanyard

- **Ease of Use**

Meanwhile, the Charging Cable Lanyard can use by anyone especially students can wear it and place the larger loop around their neck or they can just carry the lanyard.

- **Product Differentiation**

Charging Cable Lanyard is a lanyard with an affordable price compared to other competitors. Even though we lower the price, we also secure our product's quality. This Charging Cable Lanyard is connected with USB and has three types of charging functions. Because of that, students need to care for it properly because it is sensitive to water or any action that can make the lanyard break.

5.4.2 Pricing

Price is the value exchanged between the seller and the buyer for the buyer to use or experience it. So, price is in the form of monetary value paid by the buyer to obtain the product.

Product	Design/Colour	Price
Charging Cable Lanyard	<ul style="list-style-type: none">● Black● Yellow● Pink	1 for RM 18 3 for RM 50

Table 8: Pricing for Charging Cable Lanyard

5.4.3 Sales Tactics

As for sales tactics, we choose to sell our product directly to students. We will sell Charging Cable Lanyard at the university. We can also hire sales representatives to promote and sell the product to students. Other than that, we can also send the stock of Charging Cable Lanyard and put them at the cooperative shops at the university. We can deal with the owner of the cooperative shops to help us sell the product.

5.4.4 Service and Warranty Policy

Our products will be going through a quality check by each of us to analyse and evaluate before we sell them or post them out to our customers. However, if customers face an issue after purchasing our product, for example, the USB could not connect with their devices, we will give compensation in a form of an exchange of the product or a refund. This only applied if the customers make an exchange or refund within 7 days. Not only that, we will be checking the products ourselves before giving out a new product or making any refund.

5.4.5 Advertising and Promotion

1. Media

As we know, nowadays students are very active on the online platform doing their network socializing so ever, so we make the change by going all out on social media too. The platforms are TikTok, Instagram, YouTube Ads, and many more to advertise our products. We post our product's information on Instagram and YouTube Ads such as the colours, benefits of buying our products, and why each student should have one. As for TikTok, we create a short video to promote our product as TikTok has more linkage to the students, and share it with their friends. We also want to collaborate with student influencer such as Kasih Iris Leona, an uprising influencer who always shares about studies.

2. Sales Promotion

We also want to provide a promotion whereby every 2nd week of the month, we will be giving away a discount voucher for about 5% of our product per transaction only. Also, if students buy 3 of our products, they will gain RM4 off per transaction.

5.4.6 Distribution

SHANA ACCESSORIES used one way of distribution so we can focus on our quality check for the Charging Cable Lanyard. The charging Cable Lanyard will be produced on our own, and all the items used are from branded and high-quality accessories.

After we innovate our product, we manufacture it for each of our group members and sell it at the same price of RM18.

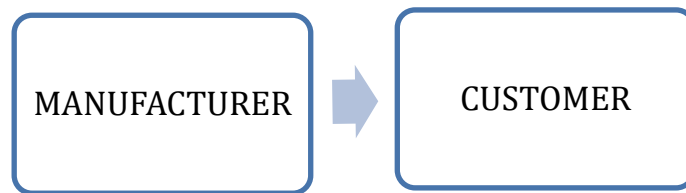


Figure 1: Distribution Flow

5.5 Marketing Budget

MARKETING BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Motor vehicle	1,000			1,000
	-			-
	-			-
	-			-
Working Capital				
		-		-
		-		-
Power and fuel		200		200
Social Media Influencer		1,500		1,500
		-		-
		-		-
		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			-	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			400	400
Other Pre-Operations Expenditure			-	-
Total	1,000	1,700	400	3,100

6.0 OPERATIONS AND PRODUCTION PLAN

6.1 Development

Operation is a step-by-step process which are starting with selection of raw material and ends with the completion of finished product. It determines how our work is going to be done. However, there are significant different between our products based and service-based practices. For manufacturing business, the process involved will be explained clearly such as the activity involved, its duration and the equipment used.

The following are the objectives of our business operation plan:

1. To ensure the quality of our products can full-fill customers' wants and needs.
2. To make sure the revenue of our products reached the optimum level.
3. To guarantee the business operation operates properly.

6.2 Production

Our shop is at UiTM Campus Bandaraya Melaka. Our shop is at strategic site because it is located at our college and within the student range so it is easier for us to promote and deliver our products to our customers. Our business hours are as below:

Operation Day of Shop	Operation Hours
Monday – Friday	8.00 AM – 10.00 PM
Saturday & Sunday	8.00 AM – 5.00 PM

Table 9 : Production Day Schedule



Figure 2: Main location of SHANA Accessories Enterprise

6.3 Facilities

Our facility activities which are in operation on a regular basis, required an ongoing maintenance and improvement. Our own production process is ensured to achieve the objectives by having a facility that is well kept and structured. As SHANA Accessories Enterprise located at our college to increase the promotion and delivery process, it is a strategic location from the surrounding area. We were able to strategize our product for sale in UiTM Campus Bandaraya Melaka because the place itself surrounded with students. This allows us to target customers who are looking for Charging Cable Lanyard, which gives variety of benefits.

6.4 Staffing

As the business is a Limited Liability Partnership, SHANA Accessories plan to requiring a few part-timers. Workers will be train by each of us and will be rewarded with cash money. Their work timetable will be on 5.00 PM until 10.00 PM only on weekday. Workers will do their work at our shop and will be working on quality checking and other works regarding their departments.

6.5 MATERIAL REQUIREMENTS

- To produce 3 000 units of Charging Cable Lanyard per month.

Ingredient	Quantity Required	Price Per/ Unit (RM)	Total Purchase (RM)
Lanyard	3 000	1.25/Unit	3 750
Multiverse USB	3 000	5.00/Unit	15 000
Card Slot	3 000	1.25/Unit	3 750
Snap Clasps Hook	3 000	0.50/Unit	1 500
Total Purchases			24 000

Table 10: Material requirements of Charging Cable Lanyard

Before Markup	After Markup
<p>Cost price per box</p> <p>= RM 1.25 + RM 5.00 + RM 1.25 + RM 0.50</p> <p>= RM 8 per lanyard</p> <p>Cost price for 3 000 units per month</p> <p>= RM 8 X 3 000</p> <p>= RM 24 000</p>	<p>Selling price per unit</p> <p>= RM18</p> <p>Markup Price</p> <p>= RM 18 – RM 8</p> <p>= RM 10</p> <p>Selling price for 3 000 units per month</p> <p>= RM 18 X 3 000</p> <p>= RM 54 000</p> <p>Markup %</p> <p>= $\frac{(RM\ 18 - RM\ 8)}{RM\ 8} \times 100$</p> <p>= 125%</p>

Table 11: Selling Price before and after markup

6.6 EQUIPMENTS

- To produce 3 000 units Charging Cable Lanyard per month.

NAME	IMAGE	COST PER UNIT (RM)	QUANTITY	TOTAL
Card Holder		1.25	3 000	3 750.00
Snap Clasps Hook		0.50	3 000	1 500.00
Multiverse USB		5.00	3 000	15 000.00
Lanyard		1.25	3 000	3 750.00
TOTAL (RM)				24 000.00

Table 12: Equipment Materials

6.7 OPERATION BUDGET

OPERATIONS BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
<i>Fixed Assets</i>				
				-
				-
				-
				-
<i>Working Capital</i>				
Raw Materials		24,000		24,000
Carriage Inward & Duty		-		-
Salaries, EPF & SOCSO		-		-
Utilities		200		200
		-		-
		-		-
		-		-
<i>Pre-Operations & Other Expenditure</i>				
Other Expenditure			-	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	-	24,200	-	24,200

7.0 ORGANIZATION PLAN

7.1 Ownership Structure

SHANA Accessories Enterprise is a legally business registered under Company Commission Malaysia (CCM) that sell accessories. Our product is Charging Cable Lanyard. Our company is a Limited Liability Partnership consist of five partners and each partners hold one important position in the business namely Chief Executive Officer (CEO), Administrative Manager, Operation Manager, Marketing Manager and Finance Manager.

7.2 Organization Chart

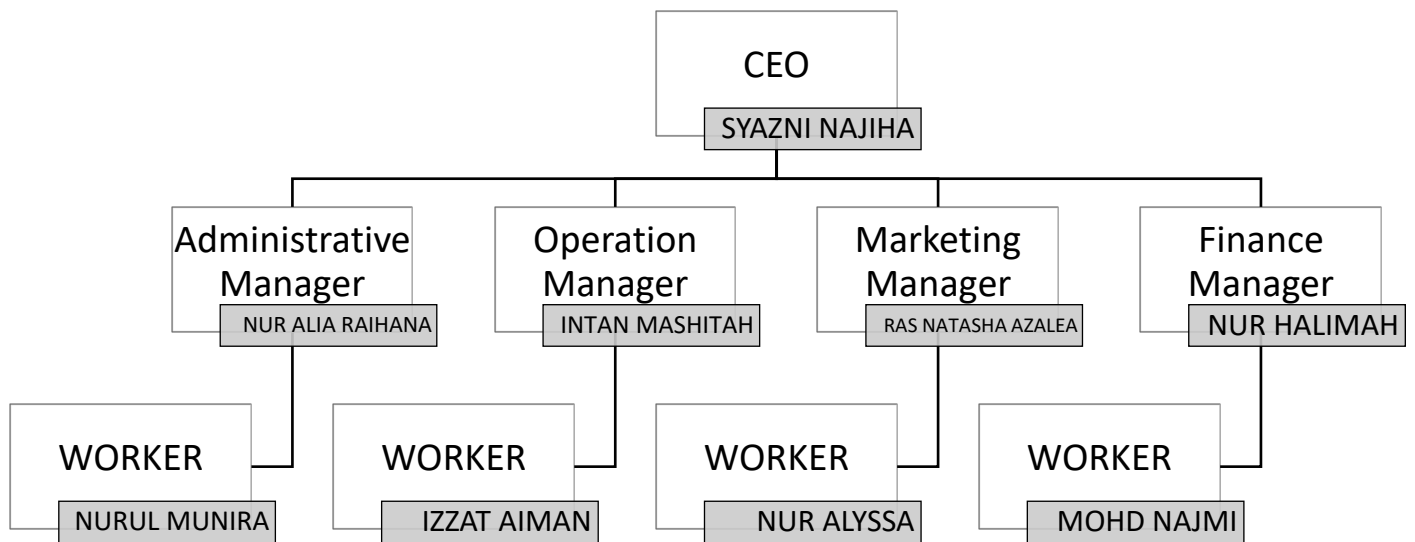


Figure 3: Organization Chart

7.3 Manpower Planning

Position	Number of Staff
Chief Executive Officer (CEO)	1
Administrative Manager	1
Operation Manager	1
Marketing Manager	1
Finance Manager	1
Workers	4
TOTAL	9

Table 13: Manpower Planning

7.4 Schedule of Tasks and Responsibilities

Position	Main Task
Chief Executive Officer (CEO)	<ul style="list-style-type: none">• Creates, communicates and implements the organization's vision and mission• Monitors the company's daily operations, supervise and discharge of duties of the company's employees in all areas.
Administrative Manager	<ul style="list-style-type: none">• Maintains administrative staff by recruiting, selecting, orienting and training employees.• Ensure the facilities are equipped with the supplies and services needed.
Operation Manager	<ul style="list-style-type: none">• Improve the operational systems, processes and policies in support of organization mission and increase the effectiveness and efficiency of support services.
Marketing Manager	<ul style="list-style-type: none">• Improves the function of existing and services in order to increase profitability.• Identifies target market and also in charge of the organizations' entire marketing activities and handles formulating, directing and coordinating marketing activities.
Finance Manager	<ul style="list-style-type: none">• Provides and interprets financial information.

	<ul style="list-style-type: none"> • Maintains a balance between in flow of cash and outflow of cash in order to see that an adequate supply of cash at proper time for the smooth running of the business.
Workers	<ul style="list-style-type: none"> • Follow instructions from managers. • Work responsibly and safely for a good environment with other workers. • Report to department manager for any issues or concerns.

Table 14: Schedule of Task & Responsibilities

7.5 Supporting Professional Advisor and Services

Companies / Institutes	Services
<p>➤ Standard and Industrial Research Institute of Malaysia (SIRIM) 1112-1, Kawasan Perindustrian Batu Berendam, Kampung Batu Hampar, 75350, Melaka</p>	<p>➤ SIRIM QAS International Sdn. Bhd. is Malaysia's leading certification, inspection and testing body. After over three decades of providing certification, inspection and testing services under SIRIM Berhad, SIRIM QAS International was established as a wholly-owned subsidiary of the SIRIM Group in March 1997.</p>
<p>➤ Bank Islam Malaysia Berhad (BIMB) Lot G1, G2 & G3, Wisma Air, Jalan Hang Tuah, 75300, Melaka</p>	<p>➤ Transactions used between consumers and suppliers to the company.</p> <p>➤ For loan purposes.</p>

Table 15: Supporting Professional Advisor & Services

7.6 Schedule of Remuneration

POSITION	NO OF WORKER	MONTHLY SALARY (A) (RM)	EPF 13% (B) (RM)	SOCSSO 2% (C) (RM)	TOTAL AMOUNT (A+B+C) (RM)
Chief Executive Officer (CEO)	1	2,250	286	80	2,566
Administrative Manager	1	1,770	230	35.40	2,035.40
Operation Manager	1	1,770	230	35.40	2,035.40
Marketing Manager	1	1,770	230	35.40	2,035.40
Finance Manager	1	1,770	230	35.40	2,035.40
Worker	4	1,300	169	26	1450
TOTAL	9	10,630	1,375	247.60	12,157.60

Table 16: Schedule of Remuneration

7.7 List of Office Equipment

TYPE	PRICE/UNIT (RM)	QUANTITY	TOTAL AMOUNT (RM)
Office Table	5	120	600
Chair	5	40	20
Personal Computer	5	1,000	5,000
Printer	1	300	300
Telephone & WiFi Moderm	1	250	250
File Drawer	9	120	1,080
Punch Card Machine	1	200	200
TOTAL	27	2,030	7,450

Table 17: List of Office Equipment

7.8 Organizational / Administrative Budget

ADMINISTRATIVE BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Land & Building	-			-
Office Equipment	7,450			7,450
	-			-
	-			-
	-			-
Working Capital				
Salaries, EPF & SOCSO		12,158		12,158
Internet		150		150
		-		-
		-		-
		-		-
		-		-
		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			-	
Deposit (rent, utilities, etc.)			100	100
Business Registration & Licences			500	500
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	7,450	12,308	600	20,358

8 FINANCIAL PLANS



8.1 Project Implementation Cost

SHANA Accessories Enterprise PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE					
Project Implementation Cost			Sources of Finance		
Requirements	Cost	Loan	Hire-Purchase	Own Contribution	
Fixed Assets				Cash	Existing F. Assets
Land & Building					
Office Equipment	7,450	4,950		2,500	
Motor vehicle	1,000				1,000
Working Capital 12 months					
Administrative	147,691	147,691			
Marketing	20,400	20,400			
Operations	290,400	290,400			
Pre-Operations & Other Expenditure	1,000	1,000			
Contingencies					
TOTAL	467,941	464,441		2,500	1,000

8.2 Table of Depreciation and Table of Loan & Hire Purchase

SHANA Accessories Enterprise DEPRECIATION SCHEDULES							
Fixed Asset Cost (RM) 7,450 Method Straight Line Economic Life (yrs) 5				Fixed Asset Cost (RM) Method Straight Line Economic Life (yrs) 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value	Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	7,450		-	-	-
1	1,490	1,490	5,960	1	-	-	-
2	1,490	2,980	4,470	2	-	-	-
3	1,490	4,470	2,980	3	-	-	-
4	1,490	5,960	1,490	4	-	-	-
5	1,490	7,450	-	5	-	-	-
6	0	0	-	6	-	-	-
7	0	0	-	7	-	-	-
8	0	0	-	8	-	-	-
9	0	0	-	9	-	-	-
10	0	0	-	10	-	-	-

SHANA Accessories Enterprise
LOAN & HIRE-PURCHASE AMMORTISATION SCHEDULES

LOAN REPAYMENT SCHEDULE				
Amount	464,441			
Interest Rate	5%			
Duration (yrs)	5			
Method	Baki Tahunan			
Year	Principal	Interest	Total Payment	Principal Balance
	-	-		464,441
1	92,888	23,222	116,110	371,553
2	92,888	18,578	111,466	278,665
3	92,888	13,933	106,821	185,776
4	92,888	9,289	102,177	92,888
5	92,888	4,644	97,533	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-

HIRE-PURCHASE REPAYMENT SCHEDULE				
Amount				
Interest Rate	5%			
Duration (yrs)	5			
Year	Principal	Interest	Total Payment	Principal Balance
	-	-		-
1	-	-	-	-
2	-	-	-	-
3	-	-	-	-
4	-	-	-	-
5	-	-	-	-
6	-	-	-	-
7	-	-	-	-
8	-	-	-	-
9	-	-	-	-
10	-	-	-	-

8.3 Cash Flow Statement

SHANA Accessories Enterprise PRO FORMA CASH FLOW STATEMENT																
MONTH	Pre-Operations	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL YR 1	YEAR 2	YEAR 3
CASH INFLOW																
Capital (Cash)	2,500													2,500		
Loan	464,441													464,441		
Cash Sales		54,000	50,400	178,200	81,000	102,222	26,154	141,048	82,260	64,206	46,278	77,760	106,776	1,010,304		
Collection of Accounts Receivable																
TOTAL CASH INFLOW	466,941	54,000	50,400	178,200	81,000	102,222	26,154	141,048	82,260	64,206	46,278	77,760	106,776	1,477,245		
CASH OUTFLOW																
Administrative Expenditure																
Salaries, EPF & SOCSO		12,158	12,158	12,158	12,158	12,158	12,158	12,158	12,158	12,158	12,158	12,158	12,158	145,891	145,891	145,891
Internet		150	150	150	150	150	150	150	150	150	150	150	150	1,800	1,800	1,800
Marketing Expenditure																
Power and fuel		200	200	200	200	200	200	200	200	200	200	200	200	2,400	2,400	2,400
Social Media Influencer		1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000	18,000	18,000
Operations Expenditure																
Cash Purchase																
Payment of Account Payable			24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	264,000	268,000	
Carriage Inward & Duty																
Salaries, EPF & SOCSO																
Utilities		200	200	200	200	200	200	200	200	200	200	200	200	2,400	2,400	2,400
Other Expenditure																
Pre-Operations																
Deposit (rent, utilities, etc.)	100													100		
Business Registration & Licences	500													500		
Insurance & Road Tax for Motor Vehicle	400													400	400	400
Other Pre-Operations Expenditure																
Fixed Assets																
Purchase of Fixed Assets - Land & Building																
Purchase of Fixed Assets - Others	7,450													7,450		
Hire-Purchase Down Payment																
Hire-Purchase Repayment:																
Principal																
Interest																
Loan Repayment:																
Principal		7,741	7,741	7,741	7,741	7,741	7,741	7,741	7,741	7,741	7,741	7,741	7,741	92,886	92,886	92,886
Interest		1,935	1,935	1,935	1,935	1,935	1,935	1,935	1,935	1,935	1,935	1,935	1,935	23,222	18,578	13,933
Tax Payable														0	0	0
TOTAL CASH OUTFLOW	8,450	23,883	47,883	47,883	47,883	47,883	47,883	47,883	47,883	47,883	47,883	47,883	47,883	569,052	570,357	277,713
CASH SURPLUS (DEFICIT)	458,491	30,117	2,517	130,317	33,117	54,339	(21,729)	93,165	34,377	16,323	(1,605)	29,877	58,893	918,194	(570,357)	(277,713)
BEGINNING CASH BALANCE		458,491	488,608	491,124	621,441	654,557	708,096	687,166	780,331	814,708	831,030	829,425	899,301		918,194	347,837
ENDING CASH BALANCE	458,491	488,608	491,124	621,441	654,557	708,096	687,166	780,331	814,708	831,030	829,425	899,301	918,194	918,194	347,837	70,124

INPUT

INCOME STATEMENT

BALANCE SHEET

FINANCIAL PERFORMANCE

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8.4 Income Statement

SHANA Accessories Enterprise PRO-FORMA INCOME STATEMENT			
	Year 1	Year 2	Year 3
Sales	1,010,304		
Less: Cost of Sales			
Opening stock			
Purchases	288,000		
Less: Ending Stock			
Carriage Inward & Duty			
Gross Profit			
Less: Expenditure			
Administrative Expenditure	152,208	152,208	152,208
Marketing Expenditure	20,400	20,400	20,400
Other Expenditure			
Business Registration & Licences	500		
Insurance & Road Tax for Motor Vehicle	400	400	400
Other Pre-Operations Expenditure			
Interest on Hire-Purchase			
Interest on Loan	23,448	18,758	14,069
Depreciation of Fixed Assets	1,690	1,690	1,690
Operations Expenditure	2,400	2,400	2,400
Total Expenditure	489,046	195,856	191,167
Net Profit Before Tax	521,258	(195,856)	(191,167)
Tax	0	0	0
Net Profit After Tax	521,258	(195,856)	(191,167)
Accumulated Net Profit	521,258	325,402	134,235

8.5 Balance Sheet

SHANA Accessories Enterprise PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Non-Current Assets (Book			
Land & Building			
Office Equipment	5,960	4,470	2,980
Motor vehicle	800	600	400
Other Assets			
Deposit	100	100	100
	6,860	5,170	3,480
Current Assets			
Stock of Raw Materials	0	0	0
Stock of Finished Goods	0	0	0
Accounts Receivable			
Cash Balance	917,065	341,107	57,838
	917,065	341,107	57,838
TOTAL ASSETS	924,025	346,377	61,418
Owners' Equity			
Capital	3,500	3,500	3,500
Accumulated Profit	521,258	325,402	134,235
	524,758	328,902	137,735
Long-Term Liabilities			
Loan Balance	375,166	281,375	187,583
Hire-Purchase Balance			
	375,166	281,375	187,583
Current Liabilities			
Accounts Payable	24,000	(264,000)	(264,000)
TOTAL EQUITY & LIABILITIES	923,925	346,277	61,318

9. CONCLUSIONS

In conclusion, SHANA Accessories Enterprise is determined to bring our product, the Charging Cable Lanyard into the market because our main objective is to make and produce accessories that will give benefit people around the world. Furthermore, we want the Charging Cable Lanyard to be recognized and used by anyone, especially among students and working people. SHANA Accessories Enterprise also wants to be one of the advanced producer companies in the accessories field.

We live in a very modern and sophisticated world surrounded by various types of advanced technologies and tools like smartphones, computers, tab, and so on. So, a Charging Cable Lanyard is an accessory that comes with innovation that people can use in their daily life. This product is made using quality material and is suitable for people. It can be worn around the neck and can be carried anywhere. The Charging Cable Lanyard is special because it has a multiverse USB that connects with the lanyard and card holder. So, we can say that the Charging Cable Lanyard will be one of the accessories that can complete people, especially students and working people.

We want people to use our product, so we sell it at an affordable price. People can buy it without worrying about the cost. And they can buy this Charging Cable Lanyard online. So, even though we are far from their place, they still can get and use our product.

Lastly, we hope that our product, the Charging Cable Lanyard gets a place in the market and becomes popular. All we want is the Charging Cable Lanyard can be a product that can help people, especially students and working people, and ease them while doing their work. We also hope that we can get trust from users of our products and get profit by selling this Charging Cable Lanyard.