

UNIVERSITI TEKNOLOGI MARA
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2012

ENT300

Fundamentals Of Entrepreneurship



SIMPLY SATAY ENTERPRISE

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Asslamualikum W.B.T

First and foremost we would like to express our deepest gratitude and praise upon Allah for blessing us with the will to finally finish this project. This project is a compulsory project for students that undergo ENT300 Fundamentals of Entrepreneurship. There were lots of challenges we got through in completing this assignment, but most importantly, we learned a lot about the world of entrepreneurship.

We would also like to take this opportunity to thank our parents that supported us non stop, giving us information about doing business in the real world, also not forgetting, financing us to complete this assignment. Without them, we could never reach this far in completing this assignment.

Also not forgetting our beloved lecturer Madam NorHayati binti Hassan for being so patient with us in completing this assignment. Thank you for teaching us everything that we need to know about Entrepreneurship. Thank you for guiding us throughout this project, help us generate the right points, helping us especially with the calculations and idea solving. We could never finish this assignment if it wasn't for you. Again We thank you Madam NorHayati binti Hassan

Furthermore, we would like to thank our classmates, who were very supporting in helping us to finish our project. Even though they also have their own project, they still helped us a lot. Sharing ideas, brainstorming, decision makings and many more. Thank you so much to our beloved classmates.

Last but not least, a big thank you to our beloved Chef Syafiq for encouraging us in completing this assignment. He is one of the reason we never stopped working so hard in completing this assignment. Your guidance is valuable in completing this assignment.

LETTER OF SUBMISSION

Diploma in Hotel Management,
University of Technology MARA,
Penang Branch,
13500 Permatang Pauh,

Pulau Pinang

17 SEPTEMBER 2012

Mrs. NorHayati binti Hassan,
ENT 300 Lecturer,
University of Technology MARA,
Penang Branch,
13500 Permatang Pauh,
Pulau Pinang.

Dear Madam,

OBJECTIVE OF SUBMISSION BUSINESS PLAN

According to above matter, I represent my group would like to pass our business plan about Simply Satay Enterprise for the completion of our ENT 300 assignment as understood earlier semester. We have complete the entire task and requirement that you needed and all our group members taking part evenly and equally to each other in completing this business plan.

2. By this report, we as a student can improve our knowledge to run a business and for this reason we can acquire the skills that needed in entrepreneur. We are hoping that you will give advised with our business plan and willingly to accept any comment from you.

3. Furthermore, this project has opened our eyes with a lot of opportunities with business that have in Malaysia.

4. Finally, we would like to thank for your guidance and appreciate all the information that you willing to share for us in completing this business plan.

Thank You,

Your Sincerely,

.....

(MUHAMMAD SHAHRULNIZAM BIN ZAILAN)

General Manager of Simply Satay Enterprise.

FINANCIAL LOAN

Simply Satay Enterprise,

14000, Bukit Mertajam,

Pulau Pinang.

Malaysia.

Director,

MAYBANK SDN. BHD.

13200 Seberang Perai,

Pulau Pinang.

24 JUNE 2012

Sir,

APPLICATION OF BUSINESS LOAN FINANCING

According to the subject above, we would like to apply business loan from your institution to start our business operation, which is scheduled to be operated start on 17 SEPTEMBER 2012. The main purpose of this financial loan is to support our business capital in order to generate our business project.

2. For that reason, to run our business successfully, we have apply RM250,00 0 business loan financing from your institution. This financing will be used as a backup for our capital assets.

3. We hope our application will acquire the best consideration from your side. We are geared up to provide any information that necessity for next deed with reference to this application.

4. Above and beyond that we also append our business plan for your consideration. Your consideration are most to be appreciated and thanked by our company.

Thank you,

Your Faithfully,

.....

(MUHAMMAD SHAHRULNIZAM BIN ZAILAN)

General Manager of Simply Satay Enterprise.

EXECUTIVE SUMMARY

Bismillahirrahmanirrahim..

Simply Satay Enterprise is a company that produces convenient food for the enjoyment or leisure of entertainment. Our product is created based on a traditional Malay food, and we conveniently processed it to become a product that is easy to cook and easy to handle for our customers. Upgrading of this product will be made in due time.

Profit is a must in doing business, but we offer more than that. We want to show that our local cuisine can also be shared by everyone. As we all know, Malaysian enjoy watching movies correct? And we also know that movies from all over the world never stopped entering our cinemas every month. Thus, movie lovers will attend these cinemas to watch them. Also a fact, movie lovers tend to eat while they watch. Eventually they will buy normal movie snacks such as Popcorns and Hotdogs as their food to dine in that particular cinema. Here is where our product comes to action. Instead of eating the same thing, they (movie lovers) might want to try other kinds of food to enjoy in the cinemas, thus we created SatayLicious to facilitate that need among these movie-lovers.

We decided to start our business in a small area first, but packed with shopping malls that provides cinema's for customers. We choose No. 5 Jalan Bukit Minyak 3, 14000 Bukit Mertajam Pulau Pinang as our starting point of this business. The reason we choose this area is because it is full of potential buyers and it is packed with students. In the island area, there are also lots of potential customers due to its population and its town area, and normally these potential buyers will go out to shopping complexes to get entertainment. This state is suitable for us to start our business.

In order to commerce this business, we have prepared a business plan to guide us. We hope that our business will one day become a reality.

1.0 INTRODUCTION

1.0 INTRODUCTION

Our company name is Simply Satay Enterprise. The name of our company reflect to the product that we produce. Our product based on local Malaysian snack popular among locals and tourists. We offer a unique product that is convinient for the consumer in term of consuming and storaging.

We choose partnership due to our lack of capital and we still new to this business. Partnership business also benefits us in term of financial support and idea management. Any business risks that the company will face during running the business can be reduced and distributed among the partners. If there is any financial problem that the company face and share the burden together. Partnership also have disadvantages like other type of business, one of it is they need to use they own property if there is anything happens to the business. The members of this business are Muhamad Syamim bin Mohd Shawal, Muhammad Syakirin bin Tahir, Syamim bin Abu Bakar, Muhammad Umar Thaqif bin Shahril and Muhammad ShahrulNizam bin Zailan.

The business that we want to start will be place at Bukit Mertajam, Penang. The reason why we choose this place is because of its potential that we can actually build in this place. We want to have a different type of business so that people will actually feel that this is something new for them and want to try it.

1.1 PURPOSE OF BUSINESS PLAN

A business plan is a formal statement of a set of business goals, the reasons why they are believed attainable, and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals. This business plan is written because as a preparation of business started. There are many benefits that have included in this planing. To manage a business sucesfully, good planning is requirement to be list out. Therefore, all related information must counted together in order to find the weakness and potential for business to strat.

The purpose of this Business Plan are:

1. Being a guideline in perform a good management for a business.
2. To make our business sucesfully, by doing a lot of research and development.
3. To ensure the ability of this business is move forward.
4. To make the business run in the systematic operation.
5. To distribute business resources effectively to avoid losses and wastage.
6. Distribution of resources plan to minimize cost and maximize profit.
7. To study the business management procedures.
8. Arrange the strategy as to be facing competitors and develop the business in the future.
9. Brief explanation about the business background for other people to know. To help convince suppliers of the viability of the venture ant that business credit given today can be transform into a long term business arrangement benefiting both supplier an the business.

1.2 COMPANY BACKGROUND

Name of business : Simply Satay Enterprise

Form of business : Partnership

Business Address : No. , Jalan Bukit Minyak 3
14000, Bukit Mertajam , P. Pinang

Email Address : simp_satav@yahoo.com

Telephone Number : 04 – 567 891

Fax number : 04 – 567 891

Main activity : 1. Production
2. Marketing
3. Supplying.

Type of product produce : Convinient food

Business Commencement Date : 16th March 2012

Bank account number :

Name	Equity(RM)	Percent (%)
Muhammad ShahrulNizam bin Zailan	55 000	30%
Muhammad Syakirin bin Tahir	45 000	20%
Syamim bin Abu Bakar	45 000	20%
Muhammad Umar Thaqif bin Shahril	30 000	15%
Muhamad Syamim bin Mohd Shawal	30 000	15%
TOTAL	205 000	100%

1.4 BUSINESS LOCATION AND DESCRIPTION

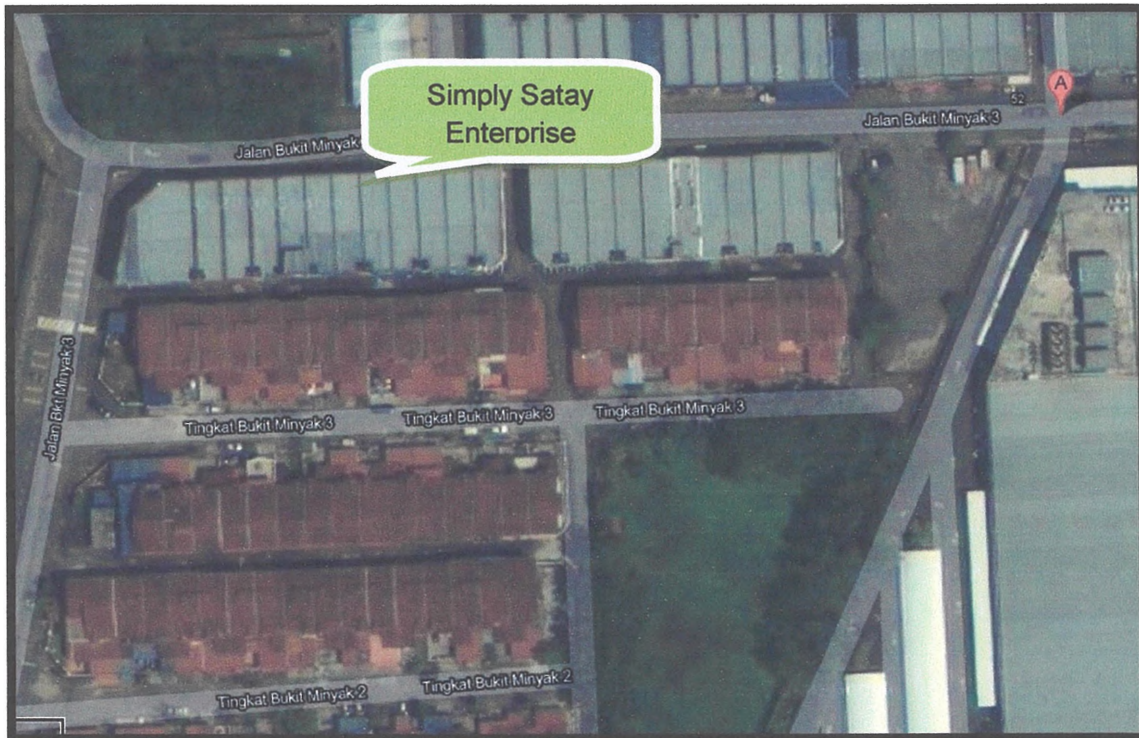


Figure 1.4.1: The location at Penang.

14000 Bukit Mertajam,

This location is very suitable for our business to start here. The character of this place give our company more advantages. Furthermore, from this place our company can sell the product in kedah and also Penang because of Kulim Kedah is the nearest place both Kedah and Penang. This place can be our teasing area of the product.

2.0

ADMINISTRATIVE

PLAN

2.0 ADMINISTRATIVE PLAN

2.1 INTRODUCTION OF ADMINISTRATIVE.

The achievement of an organization is depends on the structure of plan that has been made precisely. It will give the guidelines and the main direction for the organization to moving towards the business field through continuously planning for the business operation, marketing strategies and financing strategies. Hence, the organization must plan the framework for managing the business especially in designing the organizational objectives wisely.

The results in preparing the administration plan with its objectives and own vision will be achievement of the business. The vision and the objectives can be reached with the efforts in administrative, marketing, operation, and finance. Without the corporation from the all department would make the main objective could be reach. Hence, administration is the main part in moving the other departments.

Administration department is one of the most important department in every company. It could be said the back of the bone of an organization. The duties in the organization operations can run smoothly, effectively, and efficiently. For our company, Simply Satay administration department guide the business activities and ensure they all organized.

As conclusion, a well-organized plan will produce a successful benefit for the business to run. Well operated and well-arranged organization will determine either the business would reach a peak of success.

Main functions:

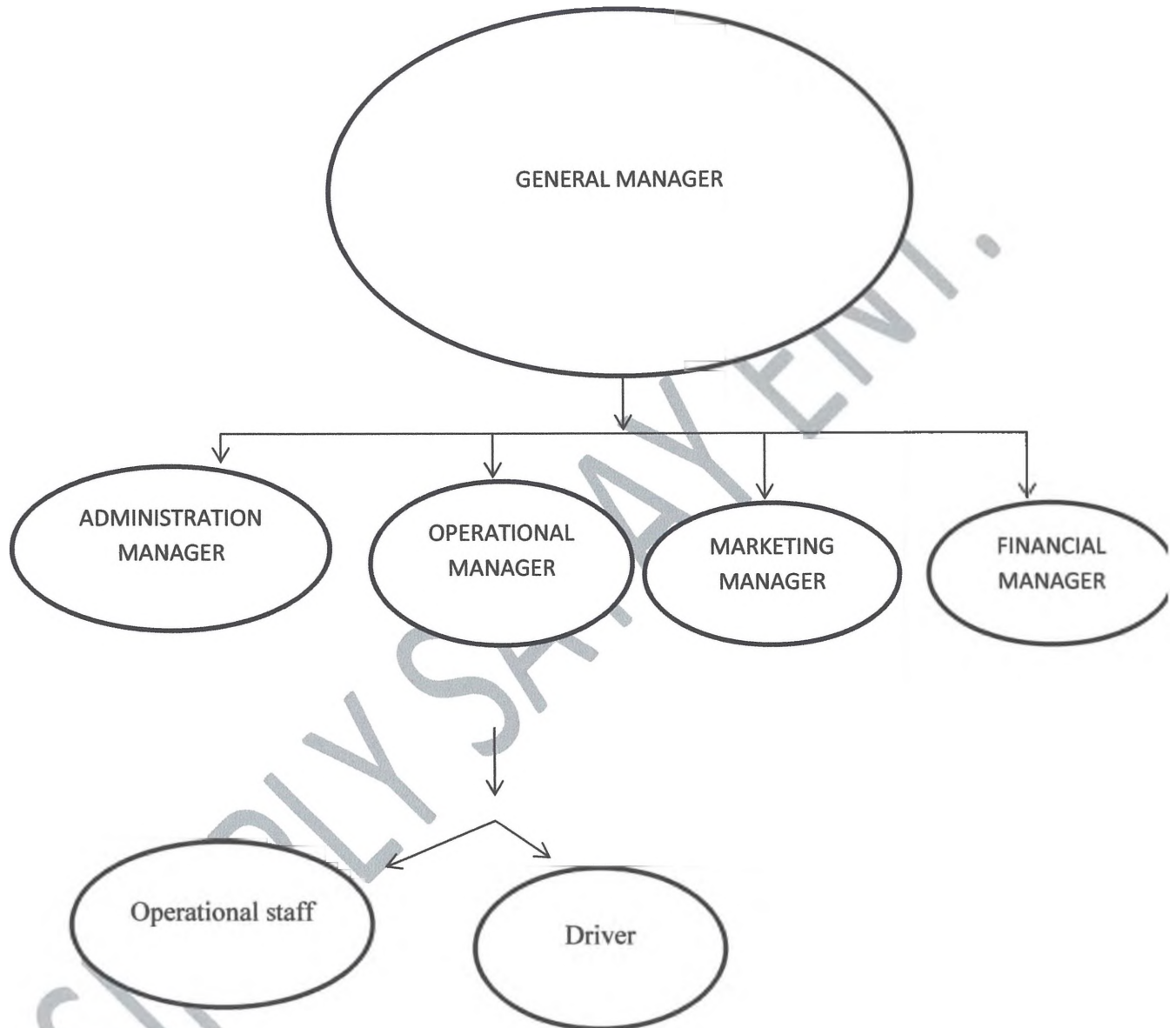
- **Planning:** is deciding in advance what to do, how to do it, when to do it and who should do it. It maps the path from where the organization is to where it wants to be. The planning function involves establishing goals and arranging them in a logical order. Administrators engage in both short-range and long-range planning.
- **Organizing:** involves identifying responsibilities to be performed, grouping responsibilities into departments or divisions and specifying organizational relationships. The purpose is to achieve coordination among all the elements in the organization. Organizing must take into account delegation of authority and responsibility and span of control within supervisory units.
- **Staffing:** means filling job positions with the right people at the right time. It involves determining staffing needs, writing job descriptions, recruiting, and screening people to fill the positions.
- **Directing:** is leading people in a manner that achieves the goals of the organization. This involves proper allocation of resources and providing an effective support system. Directing requires exceptional interpersonal skills and the ability to motivate people. One of the crucial issues in directing is to find the correct balance between emphasis on staff needs and emphasis on economic production.
- **Controlling:** is a function that evaluates quality areas and detects potential or actual deviations from the organization plan. This ensures high quality performance and satisfactory results while maintaining an orderly and problem-free environment. Controlling includes information management, measurement of performance and institutions of corrective action.
- **Budgeting:** is exempted from the list above, incorporated most of the administrative functions, beginning with the implementation of a budget plan through the application of budget controls.

2.2 OBJECTIVE OF ADMINISTRATION

1. To organize the company board
2. Make a good decision in planning the board decision
3. Contribute the major part in company background
4. Give a harmony situation between workers and third party

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2.3 ORGANIZATION CHART



2.4 SCHEDULE OF TASK

POSITION	TASK AND RESPONSIBILITIES
General Manager	<ul style="list-style-type: none">• Select the mission and vision and objective of the organization.• Monitor all departments.• Control the business activities.• Decision and solve problems.
Administration Manager	<ul style="list-style-type: none">• Manage the entire management plan effectively.• Control and organize letter and documents.• Prepare the payment slip for the workers and ensure they are registered with EPF and SOCSO.• Check the monthly report from each department.• Help general manager.• Select job applicants.
Operational Manager	<ul style="list-style-type: none">• Make sure operation go smoothly.• Instruct the staff for smooth operation.• Make an innovative and create new ideas.• Responsible for quality product.• Organize the schedule workers.
Marketing Manager	<ul style="list-style-type: none">• Plans and develop and implements sales strategies.• Leads, manages and trains sales and marketing staff to achieve revenues, target and sales• Determine and started price of the product.

Financial Manager	<ul style="list-style-type: none"> • Manage all the financial, income and investment. • Make sure cost of product and goods is applicable to avoid wasteful. • Do analysis and make reports about financial position of business • Control money flow.
Operational staff	<ul style="list-style-type: none"> • Do the packaging, wrapping all the product. • Make sure all the product in good condition. • Do all the condiment for the product.
Driver	<ul style="list-style-type: none"> • Deliver all the product to the place that has been decide by the marketing manager

SIMPLY SALES

2.5 MANPOWER PLANNING

2.5.1 LIST OF ADMINISTRATION PERSONAL

POSITION	NUMBER OF STAFF
General Manager	1
Administration Manager	1
Marketing Manager	1
Operating Manager	1
Financial Manager	1
Operational staff	10
Driver	5

2.5.2 DIRECT LABOUR PLANNING SCHEDULE

NO	POSITION	NO OF STAFF REQUIRE	SALARY/ MONTH (RM)	TOTAL SALARY STAFF	EPF (RM)12%	SOCSSO (RM) 2.5%	TOTAL (RM)
1	General Manager	1	5,000.00	5,000.00	600.00	125.00	5,725.00
2	Administration Manager	1	2,000.00	2,000.00	240.00	50.00	2,290.00
3	Operation Manager	1	2,000.00	2,000.00	240.00	50.00	2,290.00
4	Marketing Manager	1	2,000.00	2,000.00	240.00	50.00	2,290.00
5	Financial Manager	1	2,000.00	2,000.00	240.00	50.00	2,290.00
6	Operational Staff	10	900.00	9000.00	1080.00	225.00	10,305.00
7	Driver	5	1000	5,000.00	600.00	125.00	5,725.00
		Total worker = 20workers		Total EPF+socso 3240.00+675= 3915.00			30,915.00

WORKERS LIABILITY



Pejabat Pertubuhan Keselamatan Sosial

Pengarah,

Pejabat PERKESO Negeri Pulau Pinang,

Wisma PERKESO,

No. 3012, lebuh Tenggiri 2,

13700 Seberang Jaya,

Pulau Pinang.

PPN: 04-3887555

Talianam: 04- 3887666

Faksimili: 04- 3887677/688



Kumpulan wangsimpananpekerja (EPF)

Bangunan KWSP, no 3009,

Off lebuh Tenggiri2,

Bandar seberangjaya,

13700 seberangjaya,

Pulaupinang

Tallanam: 03- 89226080

2.5.3 UTILITIES

NO	UTILITIES	QUANTITY	PRICE/UNIT	TOTAL (RM)
1	Utilities includes <ul style="list-style-type: none">ElectricityTelephoneOther expenses.	N/A	L/S	2,000.00
			TOTAL	2,000.00

2.5.4 FURNITURE

Furniture is the aspect where needed in office area. These expenses just are spending once. To have a meeting and discussion furniture also be listed here. So overall furniture will be consider as fixed asset.

NO	EQUIPMENT	QUANTITY (UNIT)	PRICE/PER UNIT(RM)	TOTAL PRICE (RM)
1	File cabinet	2	250.00	500.00
2	Front counter	1	200.00	200.00
3	Chair	2	80.00	160.00
4	Round table	1	500.00	500.00
5	Operation table	1	250.00	250.00
			TOTAL	1,610.00

2.5.5 UNIFORM

These expenses will be the workers importance while they make the product. All the uniform expenses will be listed here.

NO	ITEMS	QUANTITY (unit)	PRICE/ per unit (RM)	TOTAL PRICE (RM)
1	T shirt	15	40.00	600
2	Apron and Hat	10	10.00+ 5.00	150
			TOTAL	750

2.5.6 OTHER EXPENSES

NO	CONTENTS	PRICE
1	Lorry Hino wu302R (300 series)x3	RM82,418.50x3
2	Road tax and insurance per year	RM3000x3
3	Business registration and license (per year)	RM150
4	Building rent per month	RM 1500
	Total	RM257,905.50

2.5.7 DEPOSITS

NO	DEPOSITS	QUANTITY	PRICE/UNIT	TOTAL(RM)
1	FACTORY	1	800.00	800.00
2	UTILITIES	1	500.00	500.00
			TOTAL	1,300.00

3.0

MARKETING PLAN

3.1 MARKETING INTRODUCTION

Marketing is the most important criteria in a business. The major marketing mix tools are classified into four broad groups, called the four P's of marketing: product, price, place, and promotion. To deliver on its value proposition, we create a need-satisfying market offering (product). We had decided on how much the product will charge for the offer (price) and we will make the offer available to target consumers (place). Finally, we will make our product communicate with target customers about the offer and persuade them of its merits (promotion).

It is important for us to make a marketing plan to fulfill what the customer needs and wants throughout the product and services, and also to gain profit and income to expanding the business. Moreover, marketing also become the backbone for our new business and it is important in order to ensure that our organization achieve the objective. Without marketing planning, task cannot be done effectively and completely.

Thus, our company Simply Satay Enterprise has planned and made an outline marketing strategies which are methodically and in details in order to achieve our company's objectives besides creating profit for the business. Other than that, to ensure that our company management runs smoothly and able to compete with the outside competitors, it is very important for us to give a deep attention to the product, quality, suitable price, strategic target place and attractive promotion activities.

There are several aspects that we already evaluate and choose before we proceed to the final product or services that we offered:

- Size of the market potential selling, which is our expected customer.
- Identifying our customers or target market.
- Identifying who our competitors.
- Determines what is the potential sales of our business.
- Determines what is the potential sales of our business.
- Determine what is the potential purchases of our customers.
- Identifying expectation purchases from our customer.

- Develop our market strategies.
- Calculate our marketing budget.

SIMPLY SATAY ENT.

3.2 PRODUCT DESCRIPTION

Our main product for the company is Sataylicious. It consists of mainly, half a dozen (6 sticks) Chicken Satay and Traditional Peanut sauce. It is packed in a convenient cup, that can withstand the heat of a normal microwave oven, sealed with an aluminium foil on the top. Our product is basically a class of frozen food, so it must be stored in cold temperature. Our product's cooking process is also very easy, first of all is to tear the aluminium seal, pour the peanut gravy (packed inside) in the cup and heat it in the microwave oven for 2 minutes, and it's ready to be served. Our company will be supplying this product to companies that sell snacks such as, Cinema's, Convenient stores, and gas stations and etc throughout Malaysia. By producing this product we will make sure that we can achieve our objective by the end of next year to be ensuring that our business has potential to expand.

We will make sure that our product will be acceptance by our market target. We already consider many types of possibility before we decide to produce this product. We believe that when we provide a product by customers needs and demands, they will be satisfied and will stick to our product. When they stick to our product we can make sure that these customers will always be supporting and trust our ability in this business. This customer will give our business more profit and achieve our market share.

3.3 TARGET MARKET

The target market is define as the group of customers with needs and want needs and wants that can be satisfied by the business through the supply of goods and services. There are several reason why a business decides on a specific target market.

We have our reason that we identify the specific target market because first, it helps our business to determine and satisfy customer desire and wants within this community. Second reason we identify the specific target market is to use limited resources and to safe our time and money.

Our main target market consists of a group of movie lovers that goes to cinema's. Mainly consists of people aged between 13 to 50 years old and mostly students. Movie Lovers often spend their time in the cinemas, and a certain percentage of them will also consume snacks while enjoying their movie.

3.4 MARKET SEGMENTATION

3.4.1 Common Bases for Segmentation

➤ **Behavioral Segmentation**

The Sataylicious product will be commercialized to the public because it has its own benefits. One of the benefits is this product can be easily cooked in the microwave oven for only 2 minutes and its ready to be served. This product is designed to be consumed by consumers that are in a hurry or have limited time for eating.

➤ **Trend in the Market**

Like what we have stated before, there are many types of Satay and its get high demand from people. We decide to introduce one more type of satay which is more convenient and easy to cook. Despite the convenience, it is also delicious, and that's a guarantee. We believe that the consumers will buy this product because of the taste and convenience this product has to offer.

➤ **Market Potential**

Based on our research this Sataylicious has high potential in the market based on its taste, benefits and consume rate, because satay is a very popular Malay Cuisine. Furthermore, it is a new product which has never entered the market before. With the existence of our product, consumers can try something new than before that they eat everyday.

3.5 MARKET SIZE

- Total population in Penang : **1,561,000** million (estimation)

- Retrieve from Jabatan Perangkaan Malaysia

(Source from : <http://www.statistics.gov.my/portal/> update on 8 January 2012)

Population		State		Total mass customer
1,561,000	X	1	=	1,561,000

Total mass customer		Estimate percentage Satay Consumed		Total estimate
1,561,000	X	10%	=	156,100

Total estimate per month		Average purchase per person (RM)		Total estimate revenue in a month (RM)
156,100	x	4.33	=	675,913

Total estimate revenue in a month		Month		Total estimate revenue in a year (RM)
675,913	x	12	=	8,110,956

- Total size per year would be **RM 8,110,956**

3.6 COMPETITORS

Competitors refer to other business that offers the similar products, substitute or alternative product to the same target market.

Product	Price	Promotion	SWOT Analysis	Customers
Popcorn	RM6.00 (m)	<ul style="list-style-type: none"> On Site Advertiserment (Signs, Menu) 	<u>Strength</u> Popular Item In Cinemas	All visitors of the cinema's
Hot Dog	RM 4.50	<ul style="list-style-type: none"> On Site Advertiserment (Signs, Menu) 	<u>Strength</u> Popular Snack in Cinemas	Mainly couples, teenagers, students and kids
Nuggets	RM 3.00	<ul style="list-style-type: none"> On Site Advertiserment (Signs, Menu) 	<u>Strength</u> Delicious and easy to handle <u>Weakness</u> Little in quantity	Children

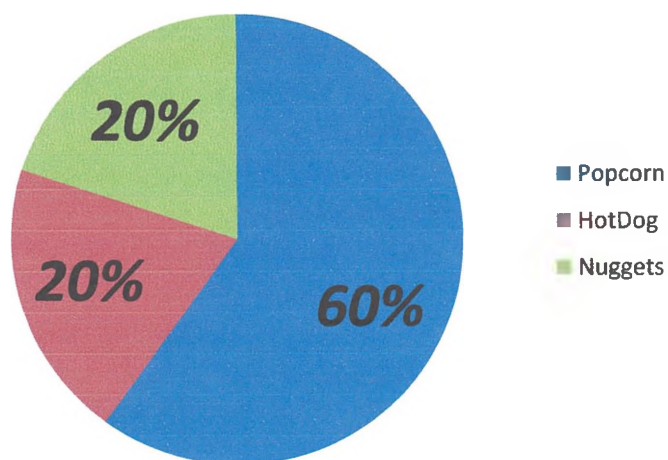
Sataylicious is a new product that had just entered the market and because of that, it may not have any potential competitors. In this segment, we would like to state the competitors that we have in the menu of popular cinemas in Penang.

3.7 MARKET SHARE

Market share refers to the portion of the market that the business can control after taking into consideration of the market size and the competitors position in the same market. Market share is often quote in terms of percentage of the total market size.

COMPETITORS	Total estimate revenue in a month		Market Share (%)		Total market share (RM)
Popcorn	89,100,000	x	60%	=	53,460,000
HotDog	89,100,000	x	20%	=	17,820,000
Nugget	89,100,000	x	20%	=	17,820,000
TOTAL			100%		RM89,100,00

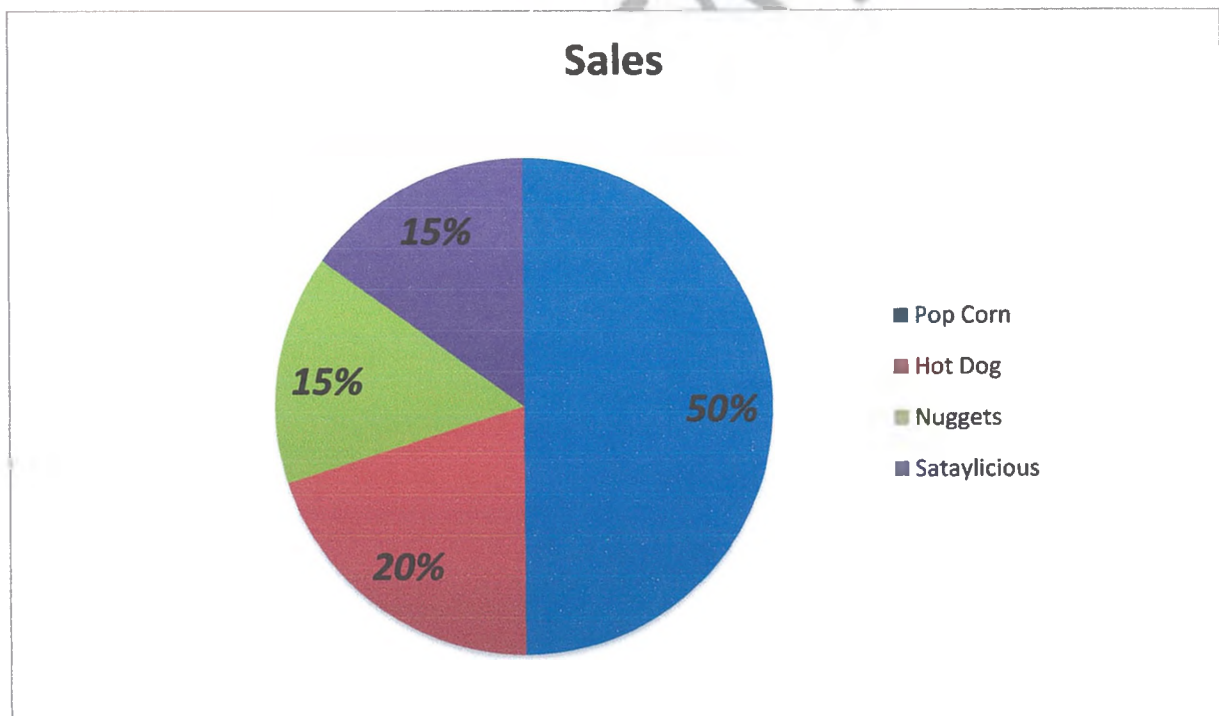
MARKET SHARE BEFORE ENTERING MARKET



AFTER

After share between competitors after SatayLicious enter the market.

COMPETITORS	Total estimate revenue in a month		Market Share (%)		Total market share (RM)
Pop Corn	89,100,000	x	50%	=	44,550,000
Hot Dog	89,100,000	x	20%	=	17,820,000
Nuggets	89,100,000	x	15%	=	13,365,000
Sataylicious	89,100,000	x	15%	=	13,365,000
TOTAL			100 %		RM89,100,000



3.8 SALES FORECASTING

Sales forecast means expected purchases from the identified target market. We have taken into consideration several factor influencing the sales forecast which are seasonal factor and the customer awareness about the existence of our business.

MONTH 2012	PERCENT (%)	TOTAL SALES PER MONTH (RM)
JANUARY	5%	405,547.80
FEBRUARY	5%	405,547.80
MARCH	8%	648,876.50
APRIL	7%	567,766.90
MAY	6%	486,657.40
JUNE	10%	811,095.60
JULY	5%	405,547.80
AUGUST	9%	729,986.00
SEPTEMBER	8%	648,876.50
OCTOBER	11%	892,205.20
NOVEMBER	12%	973,314.70
DECEMBER	14%	1,135,533.80
TOTAL	100%	8,110,956.00

TOTAL SALES PER MONTH FOR 2012

3.9 MARKETING STRATEGIES

Developing Marketing Strategies

Developing marketing strategy is one of the important key to success in the business field. The strategy is the important key to success because it can attract customer to buy our product and make the challenge to the competitor.

The marketing strategy is also to enable business to plan for its limited resources in order to achieve stated marketing objective.

The main idea of the marketing strategy is to deliver customer satisfaction and make the customer to loyal with our product yet provide business with a competitive advantage.

Marketing Strategies

The Marketing Strategies consists of four main ideas also known as 4 P's of marketing.

These four main ideas are:

1. Product and service strategy.
2. Pricing strategy.
3. Place or distribution strategy.
4. Promotion strategy.

3.9.1 PRODUCT AND SERVICES STRATEGIES

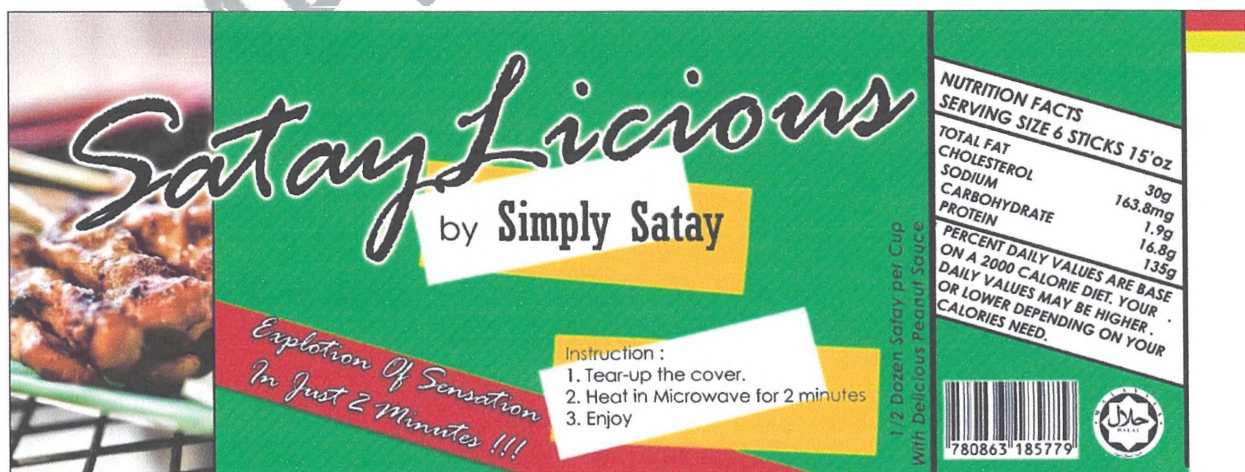
Simply Satay Enterprise is a company that produces physical item that can be seen, touch, taste and smell. We also sell a product that can be used and consume by the customer. We have planed certain strategies for our product so it can reach to our customer effectively.

Our product maintained its good quality because every product that has been produce will be tasted by the employee in our company to make sure that our product's good quality is maintained. This strategy is to maintain our level of quality for our product.

Up until now, we are selling the *Sataylicious* in single convinient cups. Total weight for each packet has half a dozen (6 sticks) of Satay's which measures 150 gram. This strategy is to test the market for our product. We also planned to differentiate the packaging in different weight.

Each cup is labeled with our products name, nutrition fact, ingredient, company name, HALAL symbol and other important fact that customer need to know. We choose Chicken as our main ingredient for our product because most of the population in Malaysia consumes chicken.

Packaging



3.9.2 PRICING STRATEGY

Price is in term form of monetary value paid by the buyer to obtain the product or service from the provider. As the new company to set the price for our product we use the pricing strategy on the basis of competitor or competitor based price setting.

In general we sell Sataylicious mini Satay differently from the other competitors price. Although we set the price in term of competitor basis but we also offer better products with quality. We also consider about the demand and supply during setting the pricing strategy.

$$\text{Selling Price} = \frac{\text{Total Cost per Unit}}{\text{Fixed Cost Percentage}}$$

The cost per unit every each cup of Sataylicious that has weight 65grams is RM 1.30 and the mark-up is 30% from the price of cost per unit of the product is calculated as below:

$$\begin{aligned}\text{Selling Price} &= \frac{\text{Cost per unit}}{\text{Fixed Cost Percentage}} \\ &= \text{RM } 1.30 / 30\% \\ &= \text{RM } 4.33\end{aligned}$$

3.9.3 PLACE AND DISTRIBUTION STRATEGY

Distribution strategy is aimed establishing a structured and controllable distribution system to ensure that our product reaches to our potential customer. We also using the distribution strategy such as channel of distribution that a network develops to ensure product or service reach to the target market.

They are several factors that our companies to consider when determine the distribution strategy. The factors are type of the product that we want to sell, target market for our product and product standardization.

We distribute our product by using two channels, Channel One and Channel Two. Channel One we sell our product direct to the potential customer. For Channel Two we distribute our product through the intermediary which is wholesaler, retailer, sole trader and E-Intermediaries.

Channel One

SIMPLY SATAY ENTERPRISE → **CUSTOMER**

Channel Two

SIMPLY SATAY ENTERPRISE → **CINEMAS** → **CUSTOMER**

SIMPLY SATAY ENTERPRISE → **WHOLESALER** → **CONVINIENT STORE**
→ **CUSTOMER**

3.9.4 PROMOTION STRATEGY

In order to market our product, Simply Satay Enterprise must be visible among potential customers and our target markets. Advertising plays a very important role in marketing our SatayLicious product. We have chosen some advertising strategies to increase the awareness among our target markets and potential customers.

These are the method we have used to promote our company's product:

➤ Signboard

The Signboard is one of the essential methods of advertising our SatayLicious Product. The reason we choose signboard is:

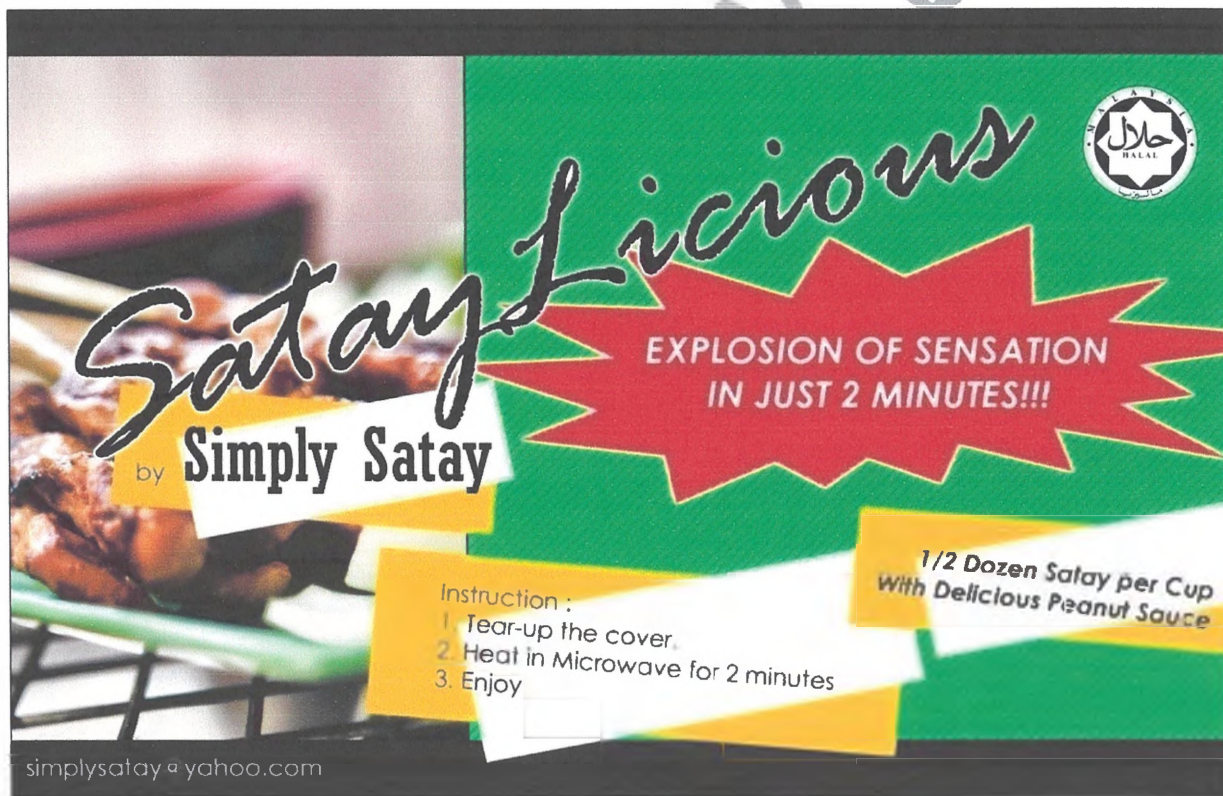
- The signboard will be place at our factory and selected main road.
- Signboard will includes company name, logo, phone number and our website for customer to contact us easily.
- Easy to be seen by the customer because the signboard is attractive.
- The cost to make the signboard is RM 1800



➤ Flyers

Flyers are distributed among potential customers in the first three months of the existence of this product. Distribution of these flyers are done in cinemas where there are potential customers scattered. These flyers are also distributed among suppliers and retailers.

- Our flyers will have the bright color to attract potential attention.
- The flyers full with the information about our product.
- The cost to make flyers is RM 200.00.



➤ **Multimedia**

- We also planned to advertise our product through the television and radio. This type of advertising is easier to achieve the target markets.
- The cost to make electronic and digital advertising RM 3 000.00.

➤ **Business Card**

- All managers in our company have their own business card. The business card is essential to promote our company production. We can also exchange it with our potential customers, suppliers, relatives, friends and family. The cost to make business card is about RM 300.00.



MARKETING MANAGER BUSINESS CARD

➤ **Personal Selling**

- We placed one of our trained employees at the selected mall and shop to give a demonstration and explanation about our product.
- The cost to make personal selling RM 200.00.

➤ **Internet Advertising (Company's Website)**

- Provide product information for potential customers, wholesalers and retailers.
- Simply Satay Website address : <http://www.simplysatayent.com.my/>

SIMPLY SATAY ENT.

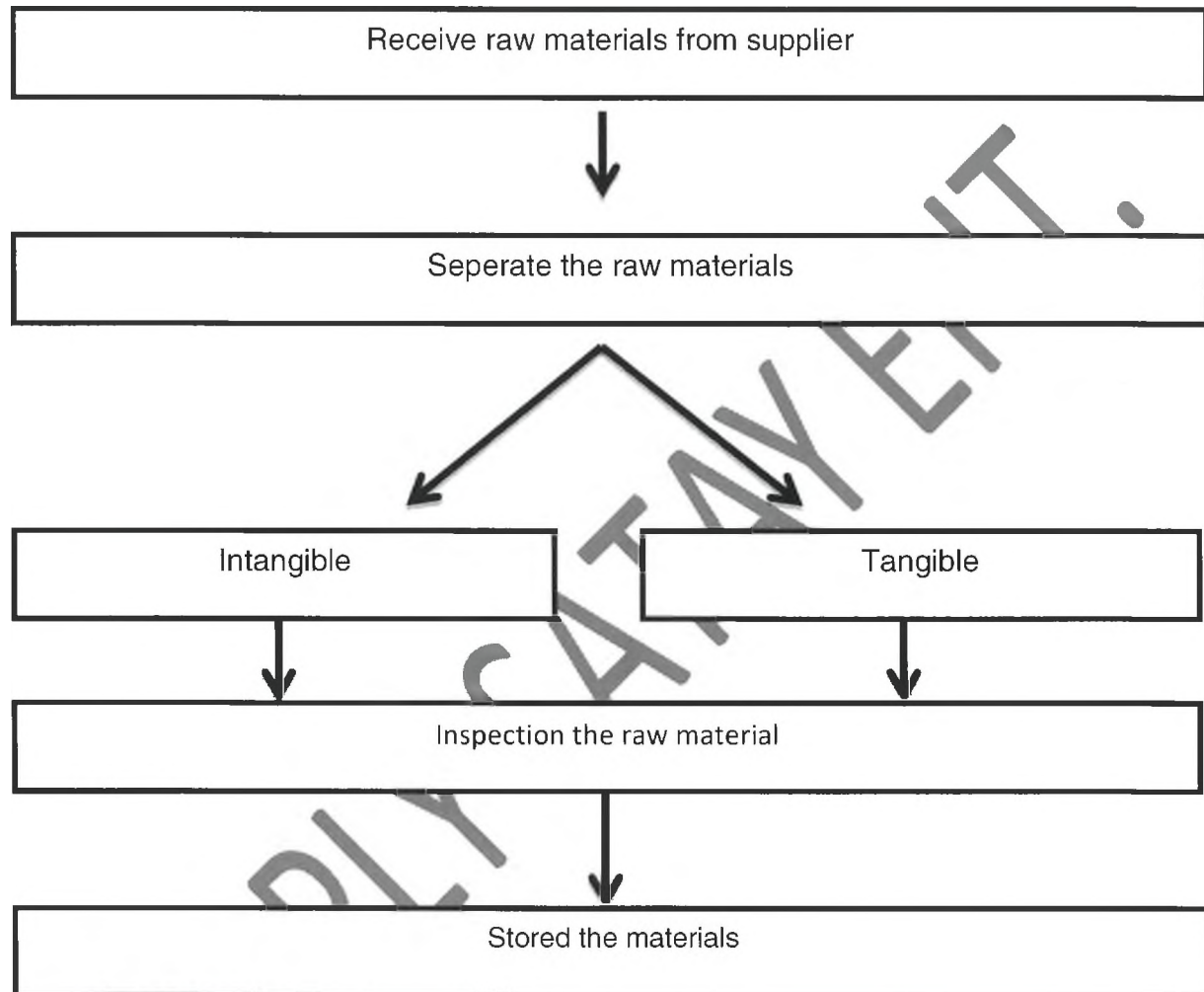
3.10 MARKETING BUDGET

ITEMS	FIXED ASSETS EXPENSES (RM)	WORKING CAPITAL (RM)	OTHER EXPENSES (RM)
Signboard	1800		
Flyers			200
Business Card		300	
Opening Ceremony and Sample		4,000	
Printed Advertising		1,000	
Multimedia		3,000	
Personal Selling			200
TOTAL	1800	8300	400

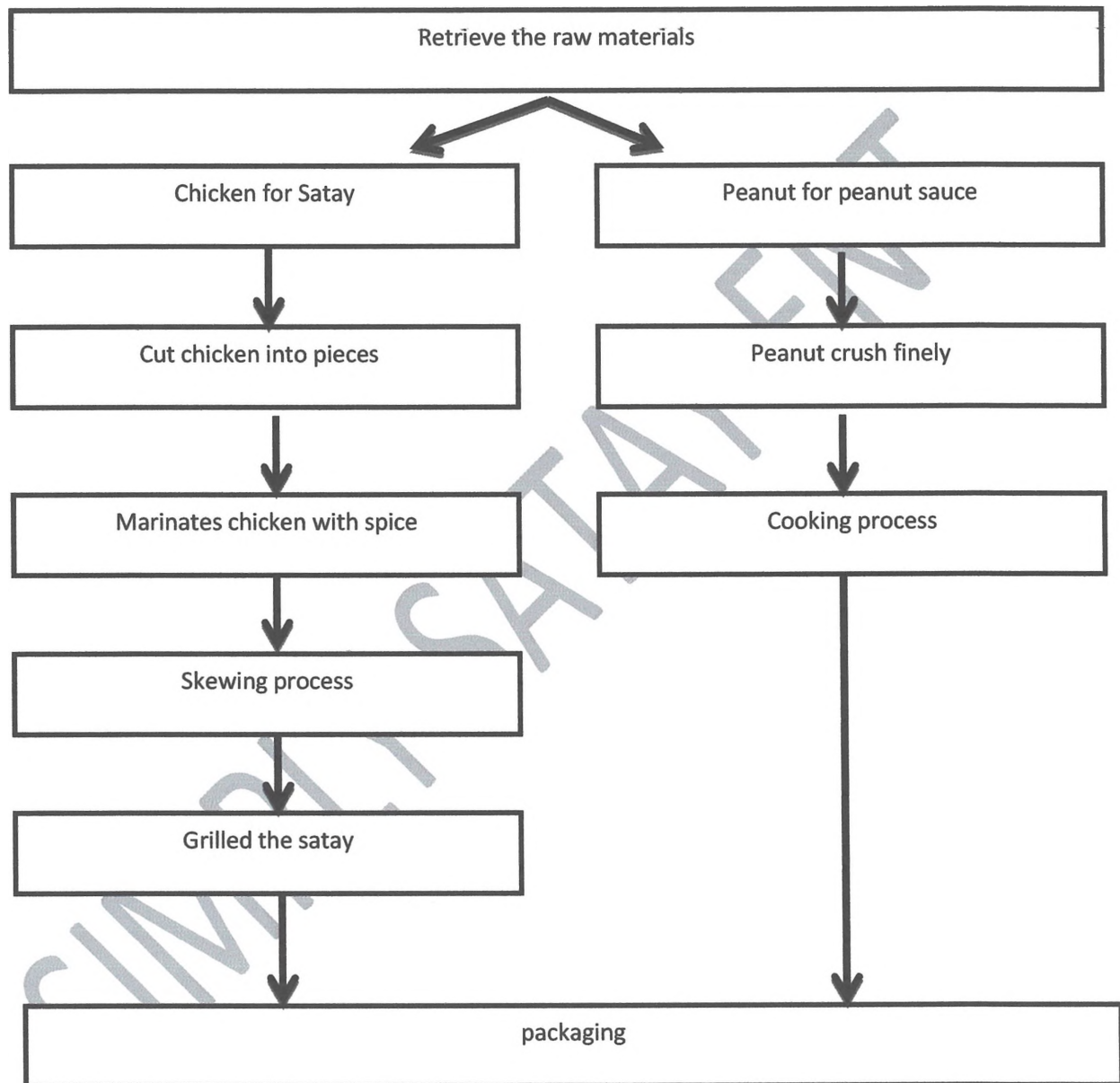
4.0 OPERATIONAL PLAN

4.1 PROCESS PLANNING

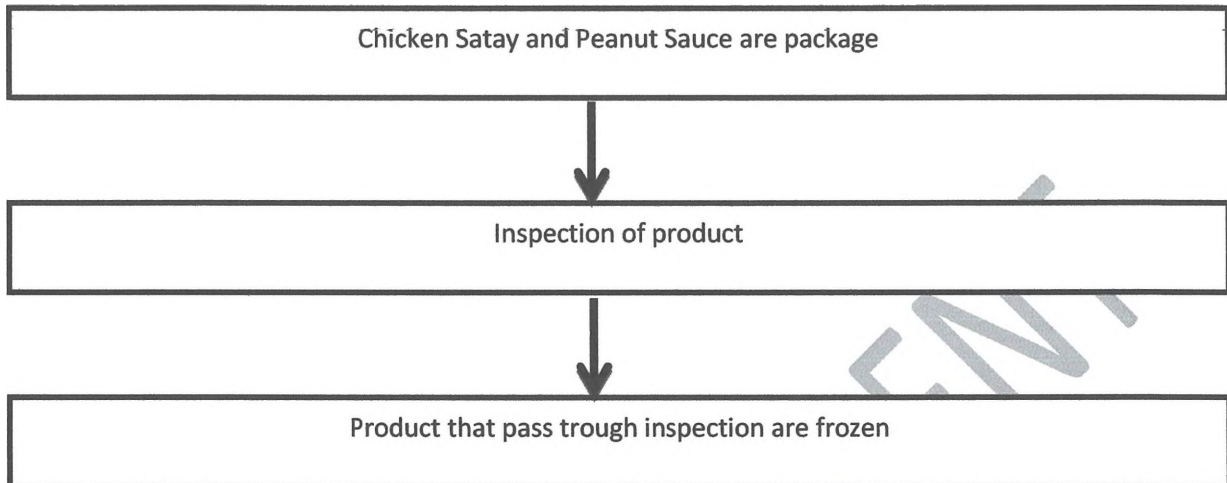
4.1.1 Receiving



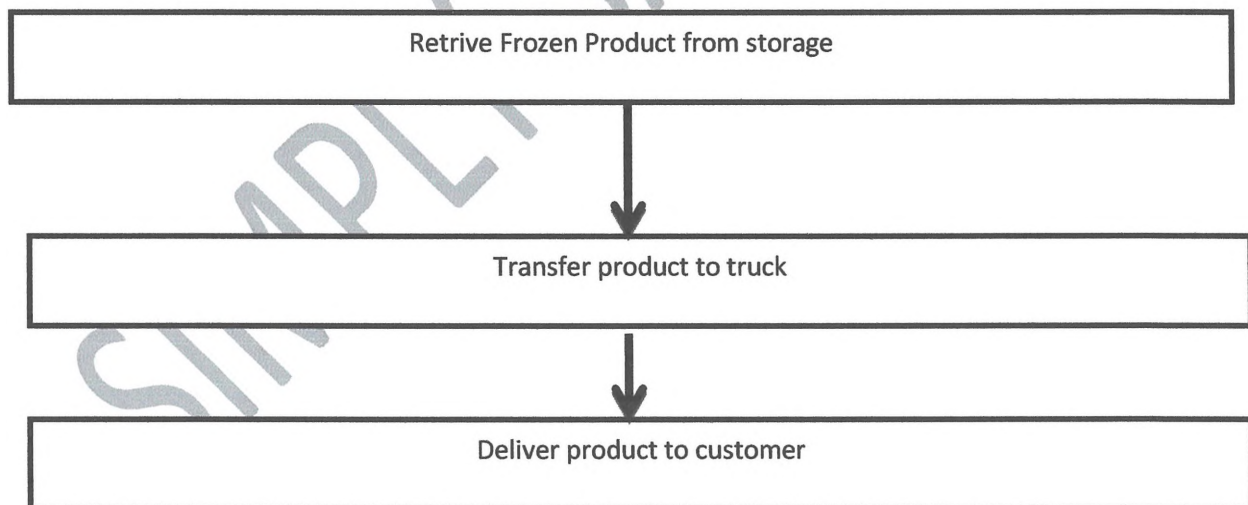
4.1.2 COOKING PROCESS



4.1.3 PACKAGING

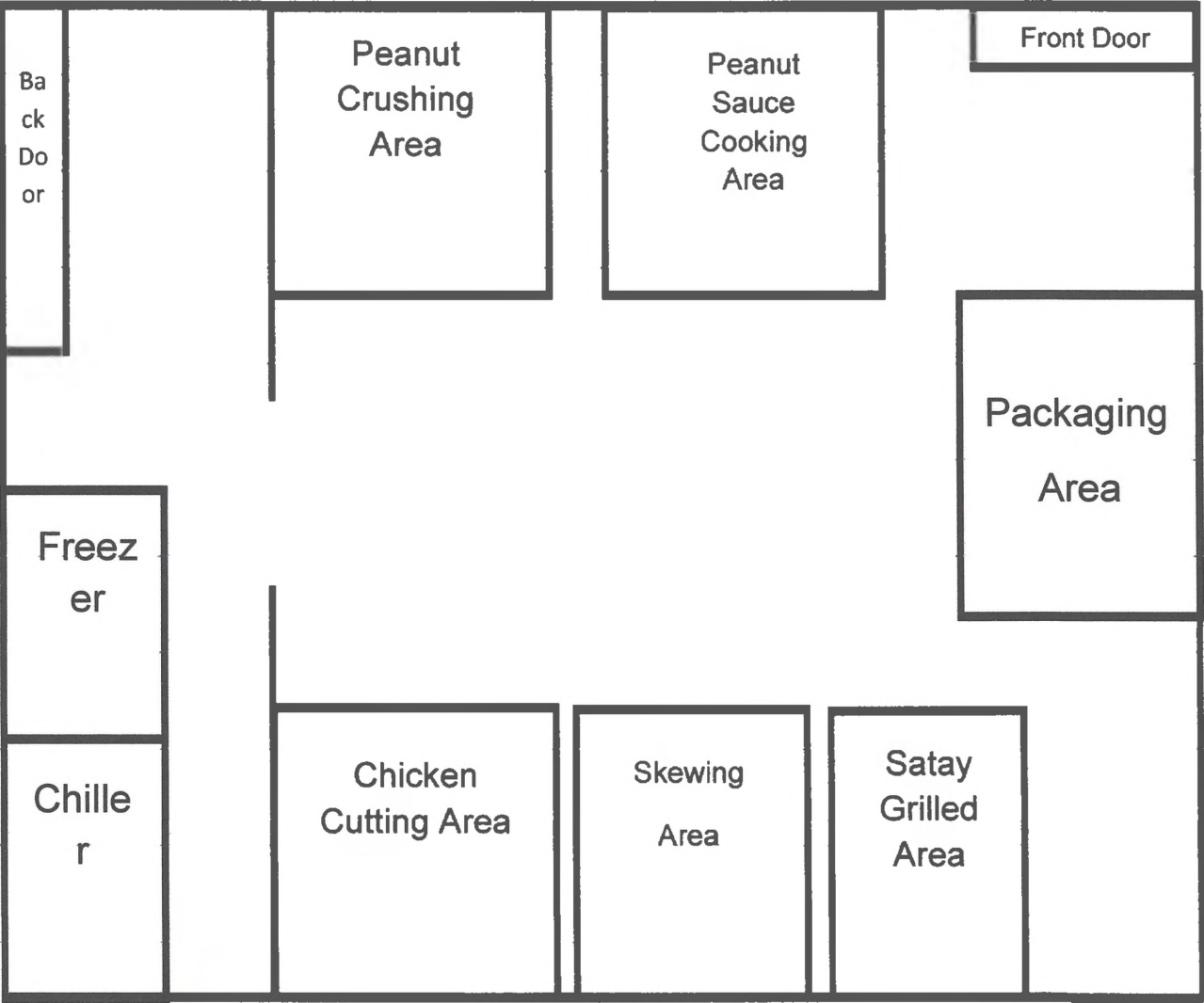


4.1.4 DELIVERING

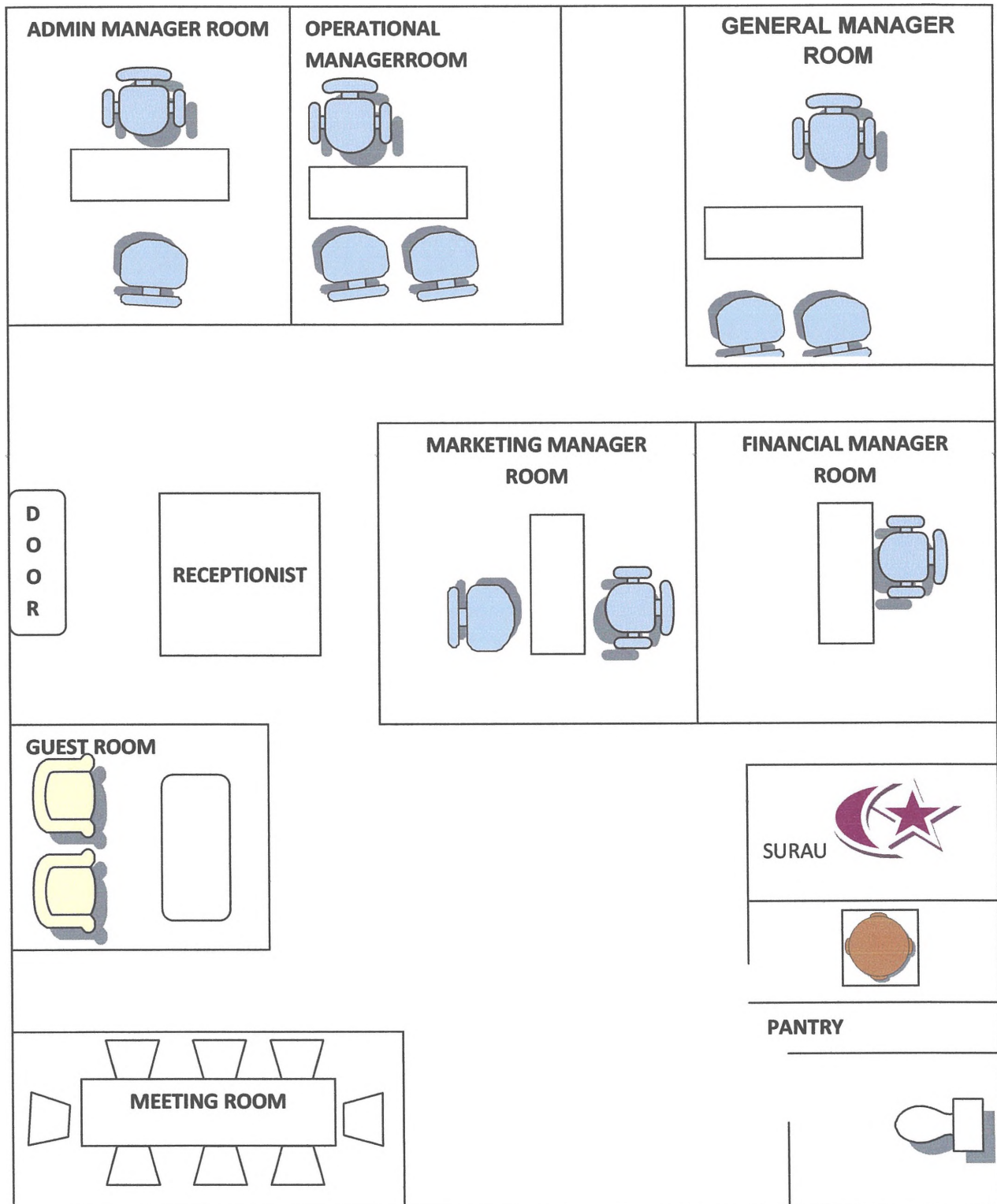


4.2 OPERATIONS LAYOUT

4.2.1 LAYOUT BASED ON PRODUCT



4.2.2 OFFICE LAYOUT



4.3 PRODUCTION PLANNING

- It is important to make sure that the business is able to produce output or to provide services that are enough to fulfill the expected market demand or sales.
- This can be achieved by having a good production planning.
- In production planning, the business will determine how much output to produce for a
- certain period of time such as in a day, a week or a month.
- The business may need the information from the marketing plan, for example average sales forecast.

Calculation for output per day:

Average sales forecast per month = RM 675,913.00

Price per unit = RM 4.33

- Number of output per month:

RM 675,913	÷	RM 4.33	=	156,100 units
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- Hence, the number of output per month is **156,100 units**.
- If the number of working days per month is 26 days, the amount of output to be produced per day is:

156,100 units	÷	26 days	=	6,004 units/day
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- 6,004 units per day.
- Production unit per hour per day is:

6,004 units	÷	8 hours	=	750 units per hour
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4.4 MATERIAL OF PLANNING

4.4.1 Bill of Materials:

NO.	DESCRIPTION	QUANTITY
1.	Boneless skinless chicken breast	RM9.90/kg
2.	Peanut	RM3.90/kg
3.	Tumeric	RM8.40/1 Packet
4.	Onion	RM1.50/kg
5.	Ginger	RM3.80/kg
6.	Lemon grass	RM1.40/kg
7.	Salt	RM0.80/450gm
8.	Sugar	RM2.06/kg
9.	Oil	RM48.70/17kg@Tin
10.	Dry chillies	RM9.60/kg
11.	Garlic	RM1.40/kg

4.4.2 Materials Requirement Schedule

MATERIAL	QUANTITY	SAFETY STOCK	TOTAL MATERIAL REQUIREMENT	PRICE / UNIT (RM)	TOTAL PRICE (RM)
Boneless chicken breast	1900 kg	190 kg	2090	9.90	20,691
Peanut	780 kg	78 kg	858	3.90	3,346
Ginger	312 kg	31 kg	343	3.80	1,303
Onion	312 kg	31 kg	343	1.50	515
Garlic	312 kg	31 kg	343	1.40	480
Tumeric	312 kg	31 kg	343	8.40	2,881
Dry chillies	468 kg	46 kg	514	9.60	4,934
Sugar	312 kg	31 kg	343	2.06	707
Salt	312 kg	31 kg	343	1.80	617
Lemon grass	312 kg	31 kg	343	1.40	480
Oil	780 L	78 kg	858	2.90	2,488
Packaging	156,100 units	15,610	171,710	0.25	42,928
Total					81,370

4.4.3 MACHINE AND EQUIPMENT PLANNING

NO.	PARTICULAR	PRICE/UNIT (RM)	QUANTITY	TOTAL (RM)
1	Horizontal gas broiler	1100	4	4,400
2	Slicing/Skewing machine	2000	2	4,000
3	Walk-in freezer	25,000	1	25,000
4	Walk-in chiller	25,000	1	25,000
5	Grinder	2,500	3	7,500
6	Mixer	2,500	3	7,500
7	Packaging machine	3,600	2	7,200
	total			80,600

4.5 MANPOWER PLANNING

For manpower Planning they have several steps to determine the amount of direct labor required by the venture:

1. Determine the planned rate of production per day for the particular section of job
2. Determine the standard time for a worker to produce one unit of product or to complete a particular job
3. Determine worker productive hours:
Working hours per day – rest time or workers idling time
4. Calculate the amount of direct of labor required

FORMULA:

$$\text{No. of Worker required} = \frac{\text{Planned Rate of Production per day} \times \text{Worker Standard Production Time/Unit}}{\text{Worker productive Time per day}}$$

CALCULATION: $= \frac{750/\text{day} \times 6 \frac{1}{2} \text{ minutes}}{8 \text{ hours}}$
 $= 10 \text{ workers}$

Position	No. Of staff required	Salary/ Month (RM)	EPF (RM) 3.8%	Socso (RM) 2.5%	Total (RM)
Operational workers	10	900.00	108.00	22.50	10,305.00

4.6 LOCATION PLAN

- The entrepreneur has to make decision which premise is the best for the business to operate
- Choice of location is important because it will affect:
 - Sales revenue
 - Business operation costs
 - Long term investment

4.6.1 FACTORS THAT INFLUENCE IN CHOOSING THE LOCATION

1. MANUFACTURING ACTIVITY

- Easy access for supplier to send materials.
- In manufacturing cost saving would contribute to profit.

2. SERVICE ACTIVITY

- Easy to deliver product to customer.

4.6.2 FACTOR TO BE CONSIDERED IN CHOOSING THE LOCATION

- **Distance from raw material / suppliers**
 - Distance from supplier is about 29.2km.
- **Labor supply**
 - Employees residence not to far from work place.
 - We just accepted the nationality workers because we can reduce the costs
- **Transportation**
 - Easy for our transportation to deliver our product to customer
 - Easy for our customer to go to our location with thier transportation..
- **Price of land or rental**
 - The rent is about RM1500/month
- **Infrastructure**
 - 'surau' for the muslims employees
 - Locker room for employees to store their belongings and change their cloth.

4.7 BUSINESS AND OPERATION HOURS

- Business hours refer to the time the business is open to the customers
- Operation hours refer to the hours the workers have to work
- The business will open for customer from 9.00 a.m. to 6.00 p.m. (Monday-Saturday)
- Our business will close on Sunday and public holiday.
- The working hours start from 8.00 am until 5.00pm

4.7.1 LICENSE, PERMITS and REGULATIONS

Our business will need the following license / permits / regulations:

4.7.2 LICENSE

- License for Machines
- License for Transport (Truck)
- Business license
- License for Signboard

4.7.3 PERMITS

- Permits for Lot
- Permits for Company

4.7.4 REGULATIONS

- Typhoid injection for the workers
- Proper attire for the workers
- Punctuality for the workers

4.8 OPERATION BUDGET

ITEMS	FIXED ASSET	MONTHLY EXPENSES	OTHER EXPENSES
Machine and equipment	RM 80,600		
Factory preparation			RM 24, 000
Raw material and packaging		RM 81,370	
Wages + EPF + SOCSO		RM 10,305	
Utilities		RM 2000	
Factory rent		RM 1500	
Deposit for rent			RM 800
Deposit for utilities			RM 500
Factory Maintenance		RM 5000	
TOTAL	RM 80,600	RM 100 175	RM 25 300

5.0

FINANCIAL PLAN

5.0 FINANCIAL PLAN

5.1 Introduction to Financial Plan

It is required in order to prepare business plan because financial department is too important. It shows the short term and long term financial requirement of business. It is important to determine the current condition of the business and record the profit and loss in order to planning for the future activities and requirement of the business. Financial department is really helpful and benefits to business and it will produce an effective outcome in overall management of the business.

5.2 Objectives

- Determine the size of investment
- Identify and purpose the relevant source of finance
- Ensure that the initial capital is sufficient.
- As guidelines for estimation and implementation
- Appraise the viability of the business before actual investment is committed

NAME OF BUSINESS/COMPANY

Simply Satay Enterprise

ADMINISTRATIVE EXPENDITURE	
Fixed Assets	RM
Land & Building	800
Lorry	164,887
Furniture	1,610
Uniform	750
Working Capital	
Salaries, EPF & SOCSO	30,915
Building Rental	1,500
Billing(utilities)	2,000
Other Expenditure	
Other Expenditure	
Pre-Operations	
Deposit (rent, utilities, etc.)	1,300
Business Registration & Licences	150
Insurance & Road Tax for Motor Vehicle	6,000
Other Expenditure	
TOTAL	209,862

MARKETING EXPENDITURE	
Fixed Assets	RM
Banner	600
Business Card	300
Sign Board	1,800
Working Capital	
Promotion and Advertising	5,300
Personal Selling	200
Other Expenditure	
Other Expenditure	
Pre-Operations	
Deposit (rent, utilities, etc.)	
Business Registration & Licences	
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	
TOTAL	8,200

OPERATIONS EXPENDITURE	
Fixed Assets	RM
Machinery	80,600
Building Renovation	5,000
Working Capital	
Raw Materials & Packaging	81,370
Carriage Inward & Duty	
Salaries, EPF & SOCSO	
Other Expenditure	
Other Expenditure	
Pre-Operations	
Deposit (rent, utilities, etc.)	
Business Registration & Licenses	
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	
TOTAL	166,970

SALES PROJECTION		PURCHASE PROJECTION	
Month 1	405,548	Month 1	81,370
Month 2	405,548	Month 2	81,370
Month 3	648,877	Month 3	81,370
Month 4	567,767	Month 4	81,370
Month 5	486,657	Month 5	81,370
Month 6	811,096	Month 6	81,370
Month 7	405,548	Month 7	81,370
Month 8	729,986	Month 8	81,370
Month 9	648,877	Month 9	81,370
Month 10	892,205	Month 10	81,370
Month 11	973,315	Month 11	81,370
Month 12	1,135,534	Month 12	81,370
Total Year 1	8,110,956	Total Year 1	976,440
Total Year 2	8,130,956	Total Year 2	980,000
Total Year 3	8,180,000	Total Year 3	982,000

LOAN (if required)	
Interest rate	5%
Loan duration	5
Interest payment method*	2

Simply Satay 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		800	800			
Lorry		164,837	112,387		52,450	
Furniture		1,610	110		1,500	
Uniform		750			750	
Banner		600			600	
Business Card		300			300	
Sign Board		1,800			1,800	
Machinery		80,600	48,150		32,450	
Building Renovation		5,000	5,000			
Working Capital						
	1 months					
Administrative		34,415	2,415		32,000	
Marketing		5,500	500		5,000	
Operations		81,370	31,370		50,000	
Pre-Operations & Other Expenditure		7,450	400		7,050	
Contingencies		38,503	17,403		21,100	
TOTAL		423,535	218,535		205,000	

ADMINISTRATIVE BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Land & Building	800			800
Lorry	164,837			164,837
Furniture	1,610			1,610
Uniform	750			750
Working Capital				
Salaries, EPF & SOCSO		30,915		30,915
Building Rental		1,500		1,500
Billing(utilities)		2,000		2,000
Pre-Operations & Other Expenditure				
Other Expenditure				
Deposit (rent, utilities, etc.)			1,300	1,300
Business Registration & Licenses			150	150
Insurance & Road Tax for Motor Vehicle			6,000	6,000
Other Pre-Operations Expenditure				
Total	167,997	34,415	7,450	209,862

MARKETING BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Banner	600			600
Business Card	300			300
Sign Board	1,800			1,800
				-
Working Capital				
Promotion and Advertising		5,300		5,300
Personal Selling		200		200
				-
				-
				-
				-
				-
Pre-Operations & Other Expenditure				
Other Expenditure				
Deposit (rent, utilities, etc.)				-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	2,700	5,500	-	8,200

OPERATIONS BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Machinery	80600			80,600
Building Renovation	5000			5,000
Working Capital				
Raw Materials & Packaging		81,370		81,370
Carriage Inward & Duty		-		-
Salaries, EPF & SOCSO				-
				-
				-
				-
				-
Pre-Operations & Other Expenditure				
Other Expenditure			-	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licenses			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	85,600	81,370	-	166,970

LOAN REPAYMENT SCHEDULE				
Amount		218,535		
Interest Rate		5%		
Duration (yrs)		5		
Method		Baki Tahunan		
Year	Principal	Interest	Total Payment	Principal Balance
	-	-		218,535
1	43,707	10,927	54,634	174,828
2	43,707	8,741	52,448	131,121
3	43,707	6,556	50,263	87,414
4	43,707	4,371	48,078	43,707
5	43,707	2,185	45,892	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-

Simply Satay Enterprise
CASH FLOW PRO FORMA STATEMENT

MONTH	Pre-Operatio ns	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL YR 1	YEAR 2	YEAR 3
<u>CASH INFLOW</u>																
Capital (Cash)	205,000													205,000		
Loan	218,535													218,535		
Cash Sales		300,239	400,239	500,239	600,239	630,000	700,000	730,000	760,000	810,000	860,000	895,000	925,000	8,110,956	8,130,956	8,180,000
Collection of Accounts Receivable																
TOTAL CASH INFLOW	423,535	300,239	400,239	500,239	600,239	630,000	700,000	730,000	760,000	810,000	860,000	895,000	925,000	8,534,491	8,130,956	8,180,000
<u>CASH OUTFLOW</u>																
<u>Administrative Expenditure</u>																
Salaries, EPF & SOCSO		30,915	30,915	30,915	30,915	30,915	30,915	30,915	30,915	30,915	30,915	30,915	30,915	370,980	370,980	370,980
Building Rental		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
Billing(utilities)		2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	24,000	24,000
<u>Marketing Expenditure</u>																
Promotion and Advertising		5,300	5,300	5,300	5,300	5,300	5,300	5,300	5,300	5,300	5,300	5,300	5,300	63,600	63,600	63,600
Personal Selling		200	200	200	200	200	200	200	200	200	200	200	200	2,400	2,400	2,400
<u>Operations Expenditure</u>																
Cash Purchase		81,300	81,300	81,300	81,300	81,300	81,300	81,300	81,300	81,300	81,300	81,300	81,300	976,440	980,000	982,000

Payment of Account Payable		70	70	70	0	0	0	0	0	0	0	0	0		0	0
Carriage Inward & Duty																
Salaries, EPF & SOCSO																
Other Expenditure																
Pre-Operations																
Deposit (rent, utilities, etc.)	1,300													1,300		
Business Registration & Licences	150													150		
Insurance & Road Tax for Motor Vehicle	6,000													6,000	6,000	6,000
Other Pre-Operations Expenditure																
Fixed Assets																
Purchase of Fixed Assets - Land & Building	800													800		
Purchase of Fixed Assets - Others	255,497													255,497		
Hire-Purchase Down Payment																
Hire-Purchase Repayment:																
Principal																
Interest																
Loan Repayment:																
Principal		3,642	3,642	3,642	3,642	3,642	3,642	3,642	3,642	3,642	3,642	3,642	3,642	43,707	43,707	43,707
Interest		911	911	911	911	911	911	911	911	911	911	911	911	10,927	8,741	6,556
Tax Payable												0	0	0	0	0
TOTAL CASH OUTFLOW	263,747	125,838	125,838	125,838	125,838	125,838	125,838	125,838	125,838	125,838	125,838	125,838	125,838	1,773,801	1,517,428	1,517,243
CASH SURPLUS (DEFICIT)	159,788	174,401	274,401	374,401	474,401	504,162	574,162	604,162	634,162	684,162	734,162	769,162	799,162	6,760,690	6,613,528	6,662,757
BEGINNING CASH BALANCE		159,788	334,189	608,591	982,992	1,457,393	1,961,555	2,535,717	3,139,879	3,774,042	4,458,204	5,192,366	5,961,528		6,760,690	13,374,218
ENDING CASH BALANCE	159,788	334,189	608,591	982,992	1,457,393	1,961,555	2,535,717	3,139,879	3,774,042	4,458,204	5,192,366	5,961,528	6,760,690	6,760,690	13,374,218	20,036,975

Simply Satay Enterprise
PRODUCTION COST PRO-FORMA STATEMENT

	Year 1	Year 2	Year 3
Raw Materials			
Opening Stock	0		
Current Year Purchases	976,440	980,000	982,000
Ending Stock			
Raw Materials Used	976,440	980,000	982,000
Carriage Inward	976,440	980,000	982,000
Salaries, EPF & SOCSO			
Factory Overhead			
Depreciation of Fixed assets (Operations)	17,120	17,120	17,120
Total Factory Overhead	17,120	17,120	17,120
Production Cost	993,560	997,120	999,120

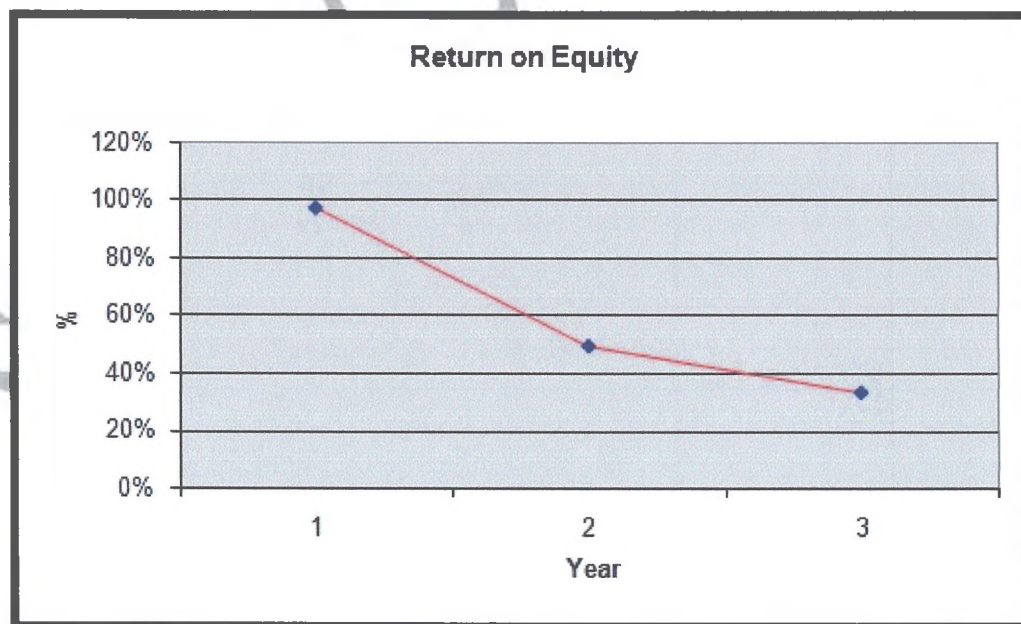
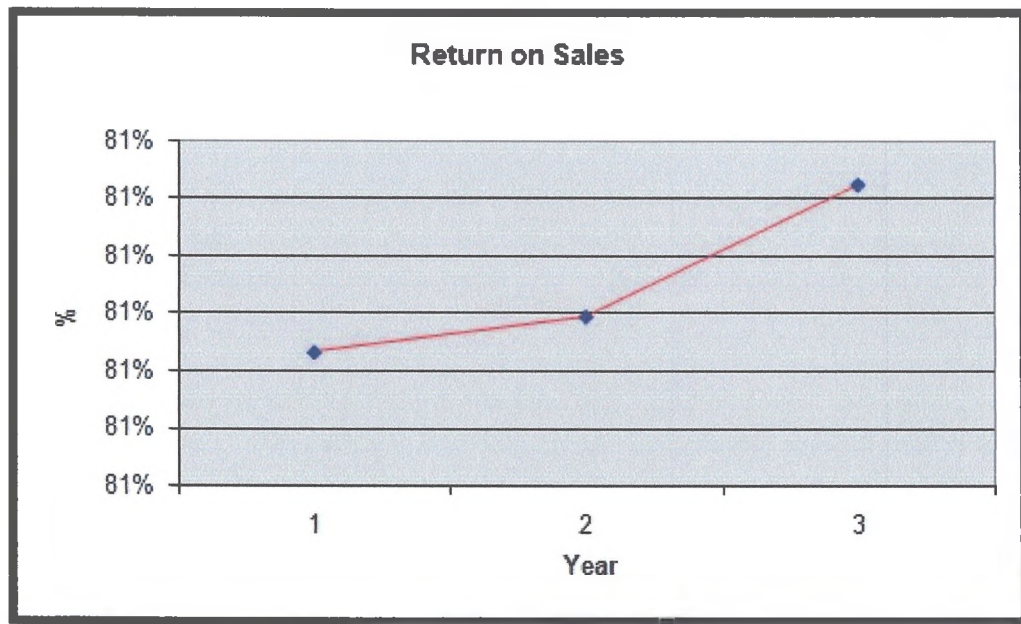
Simply Satay Enterprise
PRO-FORMA INCOME STATEMENT

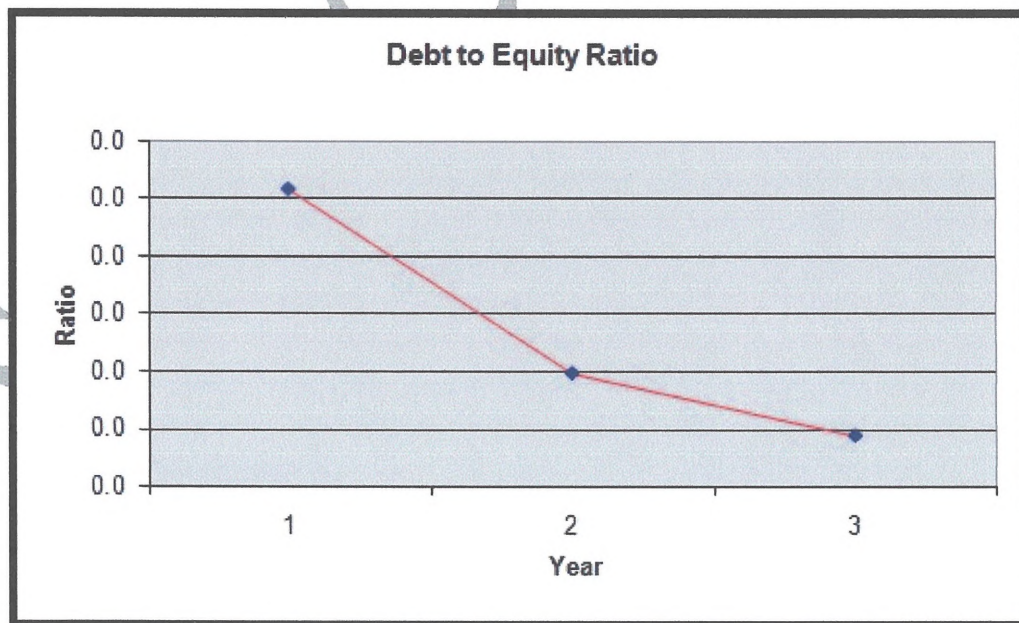
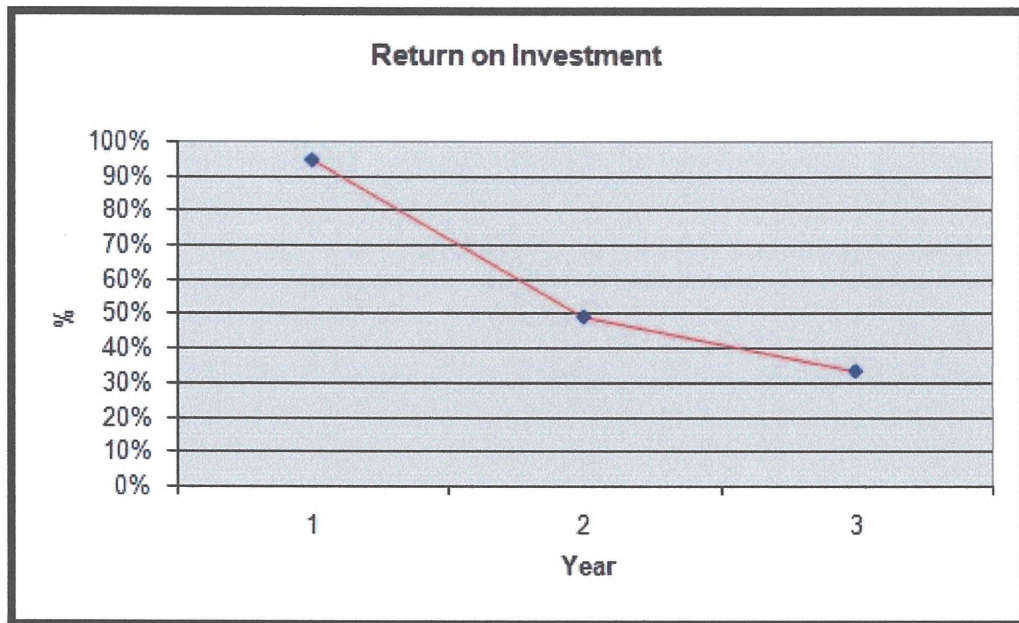
	Year 1	Year 2	Year 3
Sales	8,110,956	8,130,956	8,180,000
Less: Cost of Sales			
Opening Stock of Finished Goods			
Production Cost	993,560	997,120	999,120
less: Ending Stock of Finished Goods	0	0	0
	993,560	997,120	999,120
Gross Profit	7,117,396	7,133,836	7,180,880
Less: Expenditure			
Administrative Expenditure	412,980	412,980	412,980
Marketing Expenditure	66,000	66,000	66,000
Other Expenditure			
Business Registration & Licences	150		
Insurance & Road Tax for Motor Vehicle	6,000	6,000	6,000
Other Pre-Operations Expenditure			
Interest on Hire-Purchase			
Interest on Loan	10,927	8,741	6,556
Depreciation of Fixed Assets	33,979	33,979	33,979
Total Expenditure	530,036	527,701	525,515
Net Profit Before Tax	6,587,360	6,606,135	6,655,365
Tax	0	0	0
Net Profit After Tax	6,587,360	6,606,135	6,655,365
Accumulated Net Profit	6,587,360	13,193,495	19,848,860

Simply Satay Enterprise
PRO-FORMA BALANCE SHEET

	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building	800	800	800
Lorry	131,870	98,902	65,935
Furniture	1,288	966	644
Uniform	600	480	300
Banner	480	360	240
Business Card	240	180	120
Sign Board	1,440	1,080	720
Machinery	64,480	48,360	32,240
Building Renovation	4,000	3,000	2,000
	205,198	154,098	102,999
Current Assets			
Stock of Raw Materials			
Stock of Finished Goods			
Accounts Receivable			
Cash Balance	6,160,690	13,374,218	20,036,975
	6,160,690	13,374,218	20,036,975
Other Assets			
Deposit	1,300	1,300	1,300
TOTAL ASSETS	6,967,188	13,529,616	20,141,274
Owners' Equity			
Capital	205,000	205,000	205,000
Accumulated Profit	6,587,360	13,193,495	19,848,860
	6,792,360	13,398,495	20,053,860
Long Term Liabilities			
Loan Balance	174,828	131,121	87,414
Hire-Purchase Balance			
	174,828	131,121	87,414
Current Liabilities			
Accounts Payable			
TOTAL EQUITY & LIABILITIES	6,967,188	13,529,616	20,141,274

Simply Satay Enterprise FINANCIAL PERFORMANCE			
	Year 1	Year 2	Year 3
<u>PROFITABILITY</u>			
Sales	8,110,956	8,130,956	8,180,000
Gross Profit	7,117,396	7,133,836	7,180,880
Profit Before Tax	6,587,360	6,606,135	6,655,365
Profit After Tax	6,587,360	6,606,135	6,655,365
Accumulated Profit	6,587,360	13,193,495	19,848,860
<u>LIQUIDITY</u>			
Total Cash Inflow	8,534,491	8,130,956	8,180,000
Total Cash Outflow	1,773,801	1,517,428	1,517,243
Surplus (Deficit)	6,760,690	6,613,528	6,662,757
Accumulated Cash	6,760,690	13,374,218	20,036,975
<u>SAFETY</u>			
Owners' Equity	6,792,360	13,398,495	20,053,860
Fixed Assets	205,198	154,098	102,999
Current Assets	6,760,690	13,374,218	20,036,975
Long Term Liabilities	174,828	131,121	87,414
Current Liabilities	0	0	0
<u>FINANCIAL RATIOS</u>			
<i>Profitability</i>			
Return on Sales	81%	81%	81%
Return on Equity	97%	49%	33%
Return on Investment	95%	49%	33%
<i>Liquidity</i>			
Current Ratio -	#DIV/0!	#DIV/0!	#DIV/0!
Quick Ratio (Acid Test)	#DIV/0!	#DIV/0!	#DIV/0!
<i>Safety</i>			
Debt to Equity Ratio	0.0	0.0	0.0
<u>BREAK-EVEN ANALYSIS</u>			
Break-Even Point (Sales)	622,041	619,486	616,665
Break-Even Point (%)	8%	8%	8%





6.0 CONCLUSION

6.0 CONCLUSION

As a conclusion, we hope we can sell our product in the future and at the same time, expand our business around Malaysia. We also want to open other branch in the other state in Malaysia. We expect we will have our own permanent customers, so we do not have to worry about our company's income.

We will maintain and also try to increase our quality. We also will make sure our company will have an independent and vision able apprentice in order to take care our company legacy.

SIMPLY SATAY ENT.

7.0 APPENDICES

7.1 PARTNERSHIP AGREEMENT

This Partnership Agreement is made on 15 JULY 2012 between Muhammad ShahrulNizam bin Zailan, Muhammad Umar Thaqif bin Shahril, Muhammad Syakirin bin Tahir, Muhamad Syamim bin Mohd Shawal and Syamim bin Abu Bakar.

1. Name and Business

The parties hereby form a partnership under the name of Simply Satay Enterprise to produce SatayLicious. The principal office of the business shall be No. 5 Jalan Bukit Minyak 3, 14000 Bukit Mertajam Pulau Pinang.

2. Term

The partnership shall begin on 15 June 2012 and shall continue until every partners agreed to terminate this partnership agreement.

3. Capital

The capital of the partnership shall be contributed in cash by the partners as follows:

- A separate capital account shall be maintained for each partner.
- Neither partner shall withdraw any part of their capital account.
- Upon the demand of either partner, the capital accounts of the partners shall be maintained at all times in the proportions in which the partners share in the profits and losses of the partnership. The capital contribution to the partnership is stated as follows:

Name	Position	Capital Contribution [RM]	Percentage Contribution [%]
Muhammad ShahrulNizam bin Zailan	General Manager	55,000	30%
Muhammad Syakirin bin Tahir	Administrative Manager	45,000	20%
Muhammad Umar Thaqif bin Shahril	Marketing Manager	30,000	15%
Muhamad Syamim bin Mohd Shawal	Operational Manager	30,000	15%
Syamim bin Abu Bakar	Financial Manager	45,000	20%
TOTAL		205,000	100

4. Profit and Loss

The net profits of the partnership shall be divided equally between the partners and the net losses shall be borne equally by them. A separate income account shall be maintained for each partner. Partnership profits and losses shall be charged or credited to the separate income account of each partner. If a partner has no credit balance in their income account, losses shall be charged to their capital account.

5. Salaries and Withdrawals

Partners shall receive any salary for services rendered to the partnership. Each partner may, from time to time, withdraw the credit balance in their income account.

6. Interest

No interest shall be paid on the initial contributions to the capital of the partnership or on any subsequent contributions of capital.

7. Management Duties and Restrictions

The partners shall have equal rights in the management of the partnership business, and each partner shall devote their entire time to the conduct of the business. Without the consent of the other partner neither partner shall on behalf of the partnership borrow or lend money, or make, deliver, or accept any commercial paper, or execute any mortgage, security agreement, bond, or lease, or purchase or contract to purchase, or sell or contract to sell any property for or of the partnership other than the type of property bought and sold in the regular course of its business.

8. Banking

All funds of the partnership shall be deposited in its name in such checking account or accounts as shall be designated by the partners. All withdrawals therefrom are to be made upon checks signed by either partner.

9. Books

The partnership books shall be maintained at the principal office of the partnership, and each partner shall at all times have access to the books. The books shall be kept on a fiscal year basis, and shall be closed and balanced at the end of each fiscal year. An audit shall be made as of the closing date.

10. Voluntary Termination

The partnership may be dissolved at any time by agreement of the partners, in which event the partners shall proceed with reasonable promptness to liquidate the business of the partnership.

11. Death

Upon the death of either partner, the surviving partner shall have the right either to purchase the interest of the decedent in the partnership or to terminate and liquidate the partnership business.

12. Arbitration

Any controversy or claim arising out of or relating to this Agreement, or the breach hereof, shall be settled by arbitration in accordance with the rules. In witness whereof the parties have signed this Agreement.

Executed this 20 June 2012 in Bukit Mertajam Pulau Pinang, each partner agreed and signed this agreement to show their commitment to this partnership.

(General Manager)

Muhammad ShahrulNizam bin Zailan

(Administrative Manager)

Muhammad Syakirin bin Tahir

(Marketing Manager)

Muhammad Umar Thaqif bin Shahril

(Operational Manager)

Muhamad Syamim bin Mohd Shawal

(Financial Manager)
Syamim bin Abu Bakar

Witnessed by:

SIMPLY SATAY ENT.