



اَبُو سَيِّدِي تَيْكُونُ لُو كِي وَنَا رَا
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MARA

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BUSINESS PLAN



Luqi Hana Steamboat

PREPARED BY :

No.	Student Name	Student Id	Group
1	Luqmanul Hakim Bin Jamingan	2020600852	J4EM1105L
2	Muhammad Haqimie Bin Mohd Nasri	2020625592	J4EM1105L
3	Hanis Nabilah Binti Khairul Nizam	2020890076	J4EM1105L
4	Siti Nur Aina Khadijah Binti Mohd Noh	2020826528	J4EM1105L

PREPARED FOR :

SIR FAIRUZ BIN BACHOK

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EXERCUTIVE SUMMARY

Luqi Hana Steamboat was started at 10 October 2022. We planned to name it as Luqi Hana Steambot because it is a combination of our name to always remind our starting point of hard work together as a partner and also as a strong bonds of friendship. This business main dish is a steamboat theme which involving variety of fresh seafoods, cooked meals, desserts and drinks.

This business is a partnership business with 4 partners which is Luqmanul Hakim Bin Jamingan, Muhammad Haqimie Bin Mohd Nasri, Hanis Nabilah Binti Khairul Nizam, Siti Nur Aina Khadijah Bin Mohd Noh. We have different skills and that is what will benefits our business and will develop with varieties of ideas that come from each of us. In my opinion, different perspective in company is a critical part to grow the business successfully. So, each of us must go all out doing their work to achieve this company visions, missions and objectives.

The Luqi Hana Steamboat have planned to use a proper operating planning and a lot of marketing strategies that will improve the quality of our business. This makes us become one, sharpen our creativity to think about ways to improve this business. We shared ideas and plans for the marketing strategies to make our business run smoothly and well-known throughout Malaysia. Some of the marketing strategy is by using social media platform. In this era of modernization, we can say that most of human being are a smart phone user. With the existence of a smart phone, everything is just a one click away. The power of internet are also unbelievable where everything can go viral and catch whole world attentions in just a few seconds. With media social such as Instagram, Facebook, Tiktok and others, Luqi Hana Steamboat can be promoted everyday and anytime. This platform also will be our main medium to deal and contact with our customers.

For the market, we chose Kampung Jenderam Hulu Dengkil as our location because of its strategic characteristic. Luqi Hana Steamboat located near the UniKL Malaysian Institute of Aviation Technology which have gained regular customers for so many years. Therefore, we believe that with this advantages, we can make our business grow bigger, stronger and more success.

For conclusion, we do take serious in many aspect such as the quality of the product we use, the service that we provide and the menu that we offered to our customers. We strongly hold onto “ a satisfied customer is the best business strategy of all “ quotes by Michael LeBoeuf.

1. INTRODUCTION

Business Location

In the world of business, having a good location is one of the benefits. It can help us align with the goals and demands of our organisation, which will enable us to optimise a business opportunity with minimal expense and risk. Additionally, our strategic position offers us easy access to consumers, transportation, employees, and other resources.

Luqi Hana Steamboat is planned to be located at Kampung Jenderam Hulu Dengkil, Sepang, Selangor. The reason is because the places is very strategic and have so many accessibilities such as near Maju Express Highway (MEX), North South Central Link (ELITE), and located at the main road of Jalan Jenderam Dengkil to Salak Tinggi. It has a big space for parking area, lots of room that can be redesign as staff room and more.

After making few survey, we have conclude that this place is too god compare to other places in terms of the rental, the size of the land area, the location, the accessibilities and the amenities this place offer. Hence, we do not have to spend a lot amount of money to buy or build for our steamboat restaurant.

2. ADMINISTRATION PLAN

2.0 INTRODUCTION

Running a company or an organisation is known as the administration. When starting a firm, administration is the most crucial component. The goal is to make sure the company operates profitably, efficiently, and smoothly. The manager's performance, expansion, and survival are all dependent on their skills and abilities. The manager should perform administrative tasks like organising, controlling, and directing the business. Planning, establishing the company's objectives or goals, and ensuring their achievement are among the administration's duties. The administration must create a working schedule and organise the organisational structure.

In addition, the administration manager's duties include hiring, providing office supplies and furniture, and setting up the office to create a comfortable working environment for the staff. These duties are in addition to those of setting employee salaries and protecting their welfare benefits and fringe benefits. The budget for the administration department has been calculated by the administration manager, and one of the most crucial budget items is to be accountable and ensure good relationships with other parties. The administration is in charge of providing salaries that are appropriate for the jobs specified in the agreement and caring for employee welfare through programmes like SOCSO, EPF, and other benefits like medical, yearly, and maternity breaks.

So, we'll launch a steamboat restaurant that exclusively sells and makes use of premium, fresh foods. We firmly believe that our company will rank among the most prosperous and well-known steamboats in all of Malaysia. No one can live without food in their daily lives because it is essential to survival. A decent meal guarantees a pleasant mood. By considering this prospect, we made the decision to set up a business that not only focuses on client demand but also seeks to develop novel products and services that would always meet their needs.

2.1 VISION, MISSION AND OBJECTIVES

2.1.1 Vision

- i. To be known for the most amazing steamboat restaurant in Malaysia.
- ii. To be one of the highest reputable food businesses.

2.1.2 Mission

- i. To provide the finest possible service to the customer.
- ii. To uphold the standard of the product, consistently enhance our services, surpass customers' expectations and needs in order for our company to be successful and expand as a corporation.
- iii. To serve the most delicious food with variety of choices and create a new menu monthly special for the customers.

2.1.3 Objectives

- i. To make sure the customer are satisfied with the product and service offered.
- ii. To be rank the highest of all steamboat restaurant in Malaysia.

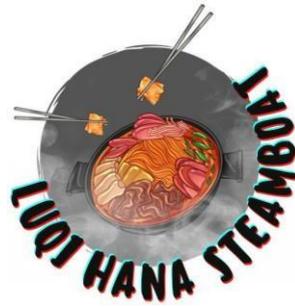
2.1.4 Short Term Goals

- i. To serve variety of menu and excellent dishes to customers.
- ii. To gain a lot of good feedback from customers.
- iii. To increase the rating of our steamboat consistently.

2.1.5 Long Term Goals

- i. To maintain the quality and professionalism of our business which make Luqi Hana Steamboat the most delicious, affordable and favourable place to eat.

2.1.6 Business Logo and Description

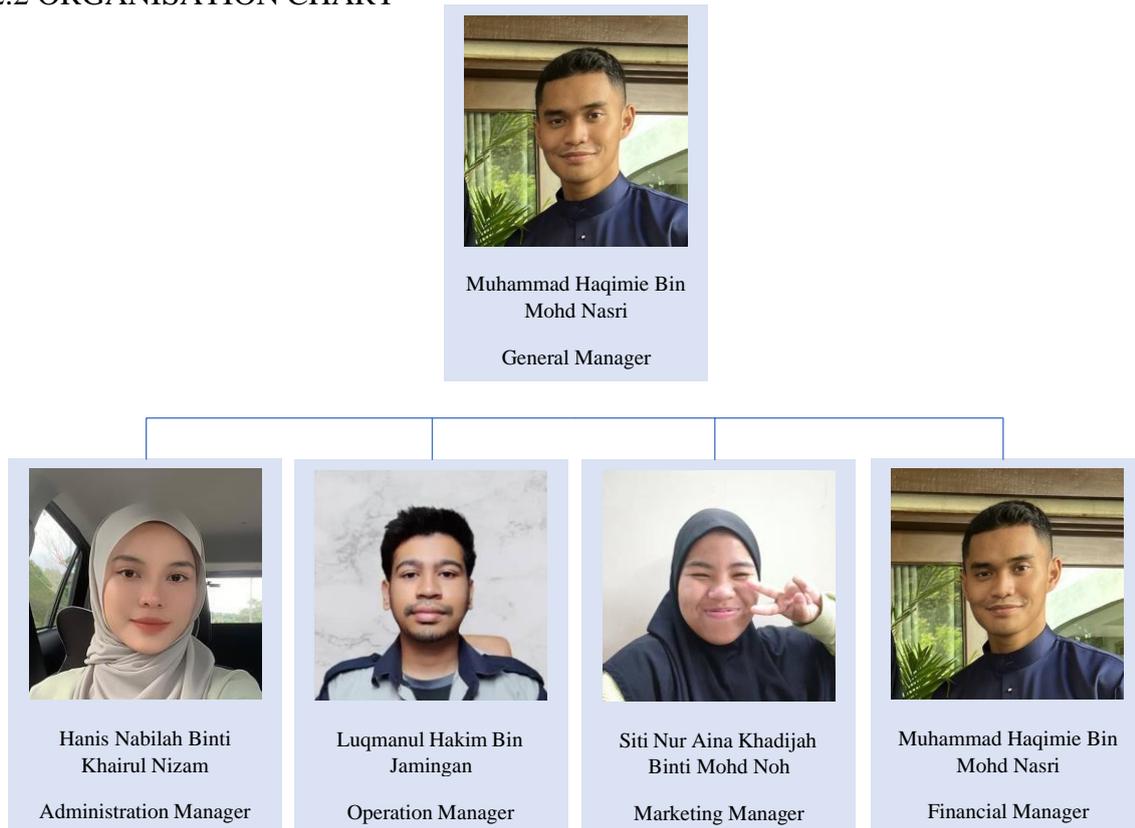


The name Luqi Hana Steamboat was created from the combination of all the partnership name, Luqmanul Hakim bin Jamingan, Muhammad Haqimie bin Mohd Nasri, Hanis Nabilah binti Khairul Nizam and Siti Nur Aina Khadijah binti Mohd Noh. We planned to name it as Luqi Hana Steamboat because it is to always remind our starting point of hard work together as a partner and also as a strong bond of friendship. We always dream to start a food business together and sacrifice everything we can to make our business become successful in the future.

The logo contain a bowl of sups and different types of topping to show that we do provide lot of choices for our side dishes. We do not call a steamboat without variety of food to be chosen. We want our customers to know that Luqi Hana Steamboat will always prepare a lot of cooked dishes, fresh and raw material with different kind of soups according to the customers. The bowl also shows that our customers will satisfy with the big portion we serve which are affordable and worth the price.

We also put a graphic of a smoky effect to show that we pay a lot attention of how our dishes is serve. Smoky effect bring meaning of freshness. Freshness of a raw material that being prepared freshly on ice and freshness of a served dishes that are freshly cook and hot from the pot.

2.2 ORGANISATION CHART



The organisational structure, which demonstrates the organisational hierarchy of responsibilities, can be thought of as the foundation of organisation administration. Knowing the hierarchy is important because it can help us identify who is in charge of each aspect of production management, including marketing, administration, finance, and operation. Additionally, it helps the organization's operations run more smoothly and effectively because we can now pinpoint who employee will be in charge of each area of responsibility and who they will be reporting to for each stage of the work process.

We selected a functional organisational structure for Luqi Hana Steamboat. The primary reason we chose to employ this structure for our business is because it can clearly display the chain of command, which simplifies work flow by letting us know who is in charge of each department. In addition, it will enable the manager to concentrate on a single area, which can result in effective and efficient work when the manager concentrates on a single department. Finally, the reason we picked this structure is that it enables the management team to address issues head-on as each department has a representative who regularly monitors the department's progress.

2.3 LIST OF ADMINISTRATION PERSONNEL

Position	Number of Personnel
General Manager	1
Administration Manager	1
Operational Manager	1
Marketing Manager	1
Financial Manager	1
Total	5

2.4 SCHEDULE OF TASK AND RESPONSIBILITY

Position	Responsibilities
General Manager	<ul style="list-style-type: none"> i. Responsible in assign task to run the business. ii. To state the vision and the mission of the company. iii. Carry up the objectives and try to achieve it. iv. Make a good relationship between creditors and customers. v. Make decision in management business. vi. Overall planning and monitor the strategic progress of the business. vii. Also as an employee.
Administration Manager	<ul style="list-style-type: none"> i. Determine the wages and salaries received by workers and contribute the percentage of the salaries to EPF and SOCSO. ii. Make the decision regarding administrative task and office works. iii. Make sure all the employees meet the standard of ethics. iv. Maintaining a safe and secure environment. v. Communicate and interest with the state holders. vi. Help to achieve the business target by implementing business ideas and strategies. vii. Also as an employee.
Operational Manager	<ul style="list-style-type: none"> i. To ensure the production process is systematic and efficient. ii. To ensure the production process is compliance with the requirement. iii. Make sure the entire work under their responsibilities do their works. iv. Also as an employee.
Marketing Manager	<ul style="list-style-type: none"> i. To ensure potential market for companies. ii. Creative and innovative in management activities. iii. Do survey and research on market potential. iv. Responsible in create the marketing strategies.

	<ul style="list-style-type: none"> v. To create futuristic and attractive marketing promotion. vi. To attract customers by planning a good marketing strategy. vii. Also as an employee.
Financial Manager	<ul style="list-style-type: none"> i. Providing, monitoring and interpreting financial information. ii. To analyse, control and record the cash flow and predict future trends of business. iii. To manage the payment to suppliers and creditors. iv. To monitor the movement of inventory in and out. v. Also as an employee.

2.5 SCHEDULE OF REMUNERATION

Position	No. of Staff	Monthly Salary (MYR)	EPF 13% (MYR)	SOCSSO 2.5% (MYR)	TOTAL AMOUNT (MYR)
General Manager	1	3 000	390	75	3 465
Administrative Manager	1	2 500	325	62.5	2 887.5
Operational Manager	1	2 500	352	62.5	2 887.5
Marketing Manager	1	2 500	325	62.5	2 887.5
Financial Manager	1	2 500	325	62.5	2 887.5
Total	5	13 000	1 690	325	15 015

2.6 BENEFITS OF THE PARTNERS

2.6.1 Mandatory Benefits

Benefits is very important to our business. Benefits that employers must offer to their employees under the terms of the law are referred to as mandatory benefits or statutory benefits. Examples include worker's compensation coverage, unemployment insurance, and paid sick leave as defined by various state and local legislation. These benefits was started in Employment Act 1955 and regulation.

Employees Provident Fund (EPF)

- i. Every employee must receive EPF benefits from their employer according to the Employment Act of 1955.
- ii. 13% of each employee's pay would be withheld as a contribution.

Social Security Organisation (SOCSO)

- i. This benefit is also provided to the workers because SOCSO is a company that protects its members from situations like being involved in accidents before, during, or after working hours.
- ii. According to the Employment Act of 1955, if any unwanted things happen to the staff, they may request the SOCSO from the employer.
- iii. The employee's compensation will be reduced by 2.5 percent as a contribution.

2.6.2 Fringe Benefit

A fringe benefit is an additional perk provided to employees in addition to their pay or compensation, such as a company automobile or access to private medical care. Typical fringe benefits include retirement plans, workers' compensation, and health insurance. Paid vacation time, meal subsidies, and commuter benefits are examples of less typical fringe benefits. To preserve the welfare of our employees, we do offer some of these benefits in our company. These are some other advantages that our employer provided, along with maternity, sick, and yearly leaves.

Sick Leave

Sick leave is a paid period of time off from work that employees can utilise to attend to their medical requirements at home without losing pay. With individuals who have worked for us for more than a year, our company offers sick days to every employee seven days a year.

Annual Leave

A period of paid time off (PTO) known as annual leave is one that employers give to their staff. For employees who have worked for us for a year, we offer 3 days of annual leave and for those who have worked for us longer than two years, we offer 5 days.

Maternity Leave

Mothers frequently take maternity leaves just before and after giving birth. Additionally, our female employee who is pregnant is allowed to take up to 60 consecutive days of paid leave during the maternity leave term. Beyond this initial period, the companies may also prolong the leave, but without compensation.

Emergency Leave

In the event of a sudden or unanticipated event, such as a personal illness or injury, the illness or death of a family member, or a natural disaster, an employee may be granted emergency leave. We will only allow our employees to take emergency leave for up to three days annually with a solid reason, such as a death in the family, an accident, and more.

2.7 RESTAURANT EQUIPMENT AND FURNITURE

Type	Price/Unit (MYR)	Quantity	Total Amount (MYR)
Equipment			
Touch screen monitor	1 000	1	1 000
Business phone	800	1	800
Phone House	50	1	50
Wireless router (Wi-Fi)	300	1	500
Aircond	1 500	3	4 500
Total			6 850
Furniture			
Table	150	22	3 300
Dining chair	15	100	1 500
Display Island	700	10	7 000
Sofa	300	6	1 800
Total			13 600
Total All			20 450

2.8 ADMINISTRATION BUDGET

Items	Fixed Asset (MYR)	Monthly Expenses (MYR)	Other Expenses (MYR)
Fixed Assets			
Restaurant Equipment	6 850		
Furniture	13 600		
Renovation	10 000		
Working Capital			
Rent		7 000	
Utilities		2 000	
Salaries, EPF, SOCSO		32340	
Pre-Operations			
Deposit			7 000
Business Registration			1 000
Licence			1 500
Total		82 790	

3. MARKETING PLAN

3.0 INTRODUCTION

Marketing is a strategy used in business to organize, implement, and monitor the marketing plan over a period to reach the target market. Marketing plan is vital as it helps entrepreneurs to be prepared before open a business by evaluating the demand rate of the product or service, comparing the existing company that might be one of the competitors, create and plan strategies to promote the product or service of the business, determining the suitable resources to perform the marketing strategy and estimating the cost of the marketing requirements. Without suitable and proper marketing plan, a business will not be able to reach its aims, goals and resources that has been sacrificed to build the business such time, money and energy might gone to waste in the end. Thus, effective marketing plan is needed to carry out the marketing strategy successfully.

3.1 MARKETING OBJECTIVES

The marketing objectives of Luqi Hana Steamboat are as follows:

- i. To ensure that Luqi Hana Steamboat is the most comfortable steamboat restaurant.
- ii. To guarantee that Luqi Hana Steamboat is well-known by 30% Dengkil community especially by the students from nearby universities in the first 3 month.
- iii. To be the most visited restaurant by families, groups, and students.
- iv. To be unique than other steamboat restaurants by adding frying section.
- v. To increase sales by 2% by 2027.
- vi. To reduce cost production by 4% by 2027.
- vii. To rise the profits by RM 500,000 for the next 5 years of operation.
- viii. To penetrate the market by 70% be the most preferred steamboat restaurant by the customers.
- ix. To let citizens especially those who lives in Sepang district aware about Luqi Hana Steamboat through social media and online platforms after its 1-year operation.

3.2 SERVICE DESCRIPTION

Luqi Hana Steamboat is a steamboat restaurant which is different from any other similar restaurant from aspects of menus, service, and hygiene. The customers will be able to grill, boil, and fry raw foods provided. The menus that will be prepared are raw fishes, meats, and vegetables. There will also be various raw noodles and cooked noodles such as aglio olio spaghetti, meatball spaghetti and carbonara spaghetti, white rice and various fried rice, and other side menus such as fried chicken with various toppings, nuggets, sausage, and fried wonton. There will be two types of soups provided which is tomyam and normal soup, where customers are free to make request whether to eat both of it in the cooker bowl or to eat one type of soup only. The drinks also vary from normal drink water to carbonated drinks. The menus of the cooked foods and sweet or juicy drinks will be different every week so the customers will not feel bored by seeing the same cooked foods or drinks every time they come to the restaurant.

One of our uniqueness is that we provide frying sections for the customers if they want to eat fried food while eating the steamboat. Frying section make Luqi Hana different than any other steamboat restaurant because usually steamboat restaurant only offer grilling and boiling raw foods. However, at Luqi Hana Steamboat, customers can also choose to fry the raw foods by choosing them, put in one plate and pass it to the cooker for it to be fry. Other than that, the sauces for dipping will be made by using our own secret recipes that will surely captive the hearts of those who eat it. Besides, customers can eat some fruits and desserts like ice-cream and ABC. The unfinished food also is allowed to take home if necessary with charges of 50 cents. To add on, our facilities also will be different as we will provide comfort space for the prayer room and the toilet which the hygiene will be our priorities.

The location of our restaurant that we have decided is at Kampung Jenderam Hulu, Dengkil. This location is the most suitable location that we have found as it closes to residential area, office buildings, and some universities such as UniKL Dengkil and UiTM Dengkil. This could be opportunity for us to grow our target market as we are located in strategic place.

The operating hours of Luqi Hana Steamboat restaurant are from 5.30 p.m. to 1.30 a.m because normally people who loves to eat steamboat or hotpot will prefer to have it as dinner rather than as lunch. Plus, customers can chill out and eat calmly at night as they do not have to rush catching their work hours and eat quickly. Our working days are from Tuesday to Sunday. This is because steamboat is suitable to eat in a group of families and friends, so

usually people might not like to assemble on Monday as it is a starter of working day for each week in Selangor. Hence, we take Monday as our rest days instead.

Finally, the customers satisfaction of Luqi Hana Steamboat restaurant is our top concern. Thus, we will ask the customers to fill in our review form so their feedback and comment can help us to improve our quality to be better.

3.3 TARGET MARKET

Our company focus on providing customers food to be grill, boil, and fry at this steamboat restaurant. We will mainly aiming for students, families and a group of people from a club to be our main target. The customer target is mostly in a group as steamboat normally eaten in groups. Furthermore, our strategic location will make us easy to attract our market target. Luqi Hana Steamboat will provide the most comfortable, clean and well-decorated restaurant for giving customers the best services. Besides, one of our targets after the 1 year’s operation is to let people from various place to aware about our operation and come to our restaurant even though its far from their place because of its services and facilities.

Table 3.3: Demographic table.

FACTORS	EXPLANATIONS
Gender: Male and female	The steamboat can be eaten by any genders and races without any discrimination. It is something that can be share, experience by anyone who is interested in trying and eating steamboat.
Age range: kids, teenagers, adults, and senior’s citizen.	Steamboat is one of the most chosen dinners by citizen because they can gather with their friends, families, relatives from every range of age and have quality time with them while eating delicious food.
Income level: Moderate	Our service price is following age range and it will be at affordable and reasonable price.

The location of the restaurant is at Kampung Jenderam Hulu area in Dengkil, Selangor. There are few universities nearby the area such as UniKL Dengkil and UiTM Dengkil. It is also near residential area such as Taman Khusasi, Desa Vista and Taman Kenanga. In addition, there are lots of shops that can help to maintain our raw supplies and other needs near the location. It is a very strategic location to open a steamboat restaurant as it is not too far from the nearby universities, residential area and easy to be found.

From research that has been made, there are only few steamboats restaurant near Dengkil area which can be easier for us to attract people to come and eat in our restaurant. The restaurant lot also located near the road so it will be easier for people to notice it. They space of the restaurant also quite big and spacey. There will be parking lot provided for the customers near the restaurant lot.

Finally, the steamboat restaurant is a must restaurant for a group of people to eat together to celebrate something, to have quality time with their loved ones or even just to hang out with friends or relatives. Since it is near the workplaces such as the banks and other companies, universities, schools, and homestays, it is easier for them to choose steamboat restaurant as a place for them to have delicious and savoury dinner together at night.

3.4 MARKET TREND & MARKET SIZE

3.4.1 Market Trend

Luqi Hana Steamboat provide a high-quality steamboat restaurant to the people of Sepang especially in Dengkil. We must determine the population number in Sepang to know our target market. Mostly in the area that we have chosen, it has residential area, students as Dengkil have few universities and college also worker that we can aim as our market size. The data of population citizen district is shown in market size section below in Table 3.4.2.1.

3.4.2 Market Size

Table 3.4.2.1: Population citizen in Sepang.

RACES	TOTAL CITIZEN
Malay	86200
Indian	23900
Chinese	15800
Others	1200
Total	127100

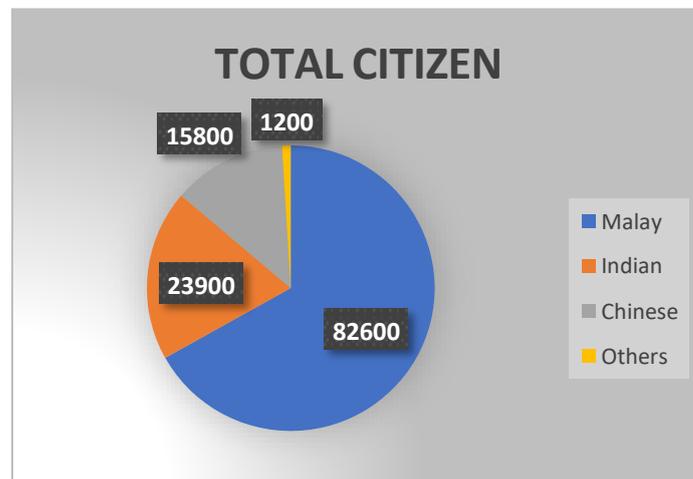


Figure 3.4.2.1: Total citizen in Sepang district.

- Dengkil is located in Sepang district so the population that will be count is citizen in Sepang district.
- Population citizen in Sepang district = 127,100 people

Table 3.4.2: Expected customers, prices, and profit.

CATEGORY	WEEKEND/ WEEKDAY	EXPECTED TOTAL PEOPLES PER WEEK	PRICE/UNIT (MYR)	TOTAL PRICE IN A WEEK (MYR)
Adults (19 years old and above)	Weekday	280	35.00	9800.00
	Weekend	420	40.00	16800.00
Students/Teenagers (13 – 18 years old)	Weekday	280	32.00	8960.00
	Weekend	420	35.00	14700.00
Children (7 – 12 years old)	Weekday	70	12.00	240.00
	Weekend	140	15.00	2100.00
Children (6 years old and below)	Weekday	30	-	0
	Weekend	40	-	0
Total		1680		52600.00

From 127,100 people in Sepang, it is expected that 1680 people will come and dine in the LuQi HaNa Steamboat restaurant in a week. 1680 customers will give total income in a week approximately RM 52,600. The market size calculation is as below:

$$\begin{aligned}
 \text{Average price} &= \text{RM } 35 + 40 + 32 + 35 + 12 + 15 \\
 &= \text{RM } 169 / 3 \\
 &= \text{RM } 56.33
 \end{aligned}$$

Population x Average price = Market Size

$$127,100 \times 56.33 = 7,159,543 \text{ (Market Size)}$$

Sales forecast is 60% from market size:

$$3,580,407 \times 60\% = 4,295,725.8 \text{ (per year)}$$

From sales forecasting, we will be able to get how many customers per week.

$$4,295,725.8 / 56.33 = 76,260$$

$$76,260 / 12 = 6,355 \text{ customers per month}$$

6,355 / 30 = 212 customers per day

3.5 COMPETITION

The strengths and weaknesses of competitors will be listed in the table below.

Table 3.5: List of competitors

COMPETITORS	RANKS	ADVANTAGEOUS	DISADVANTAGEOUS
Black Pot Steamboat & Grill 	1	<ul style="list-style-type: none"> - Strategic place. - Well-known among the customers. - Have variety menus and dishes provided. - Clean and well-decorated place. - Good lighting and ventilation. 	<ul style="list-style-type: none"> - Have limited time to dine in the restaurant. - Normal price is quite pricey.
RNZ Steamboat & Grill 	2	<ul style="list-style-type: none"> - Affordable prices. - Have variety menus and dishes provided. 	<ul style="list-style-type: none"> - The decoration of the restaurant is not too appealing. - Low ventilation systems. - Hygiene is not well-cared.
Dapur Arang Corner Steamboat & Grill 	3	<ul style="list-style-type: none"> - The uniqueness of using coals to supply fire for grilling and boiling. 	<ul style="list-style-type: none"> - Always pack and full. - The space of the restaurant lot is not too big. - The service is not too friendly since the

		<ul style="list-style-type: none"> - Near universities, college, residential area, and shop lots. - Affordable prices. 	customers need to fill in the soup on their own by taking the jug prepared by the owner.
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3.6 MARKET SHARE

Market share is the percentage of a company's total sales in an industry. The market leader in an industry is a company or business with highest market share. The market share division before and after Luqi Hana has penetrated the market is shown in the table below.

Table 3.6.1: Market share before the entrance of Luqi Hana Steamboat

COMPETITORS	MARKET SHARE (%)	TOTAL MARKET SHARE (MYR)
Black Pot Steamboat & Grill	37	2,649,030.91
RNZ Steamboat & Grill	35	2,505,840.05
Dapur Arang Corner Steamboat & Grill	30	2,147,862.9
Total	100	7,302,733.86

Table 3.6.2: Market share after the entrance of LuQi Hana Steamboat

COMPETITORS	MARKET SHARE BEFORE ENTRANCE (%)	MARKET LOSS (%)	MARKET SHARE AFTER ENTRANCE (%)	TOTAL MARKET SHARE (RM)
Black Pot Steamboat & Grill	37	2	35	2,505,840.05
RNZ Steamboat & Grill	35	2	33	2,362,649.19
Dapur Arang Corner Steamboat & Grill	30	2	28	2,004,672.04

Luqi Hana Steamboat & Grill	-	-	2	143,190.86
Total	100	4	100	7,016,352.14

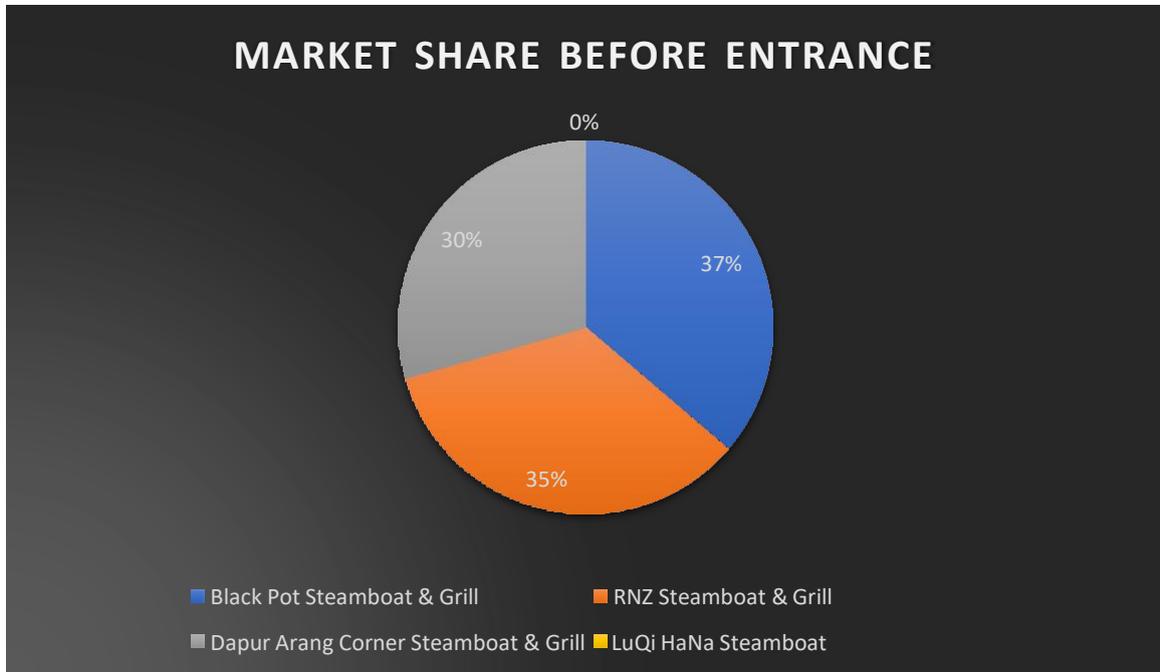


Figure 3.6.2.1: Market share percentage of the competitors before Luqi Hana Steamboat entrance.

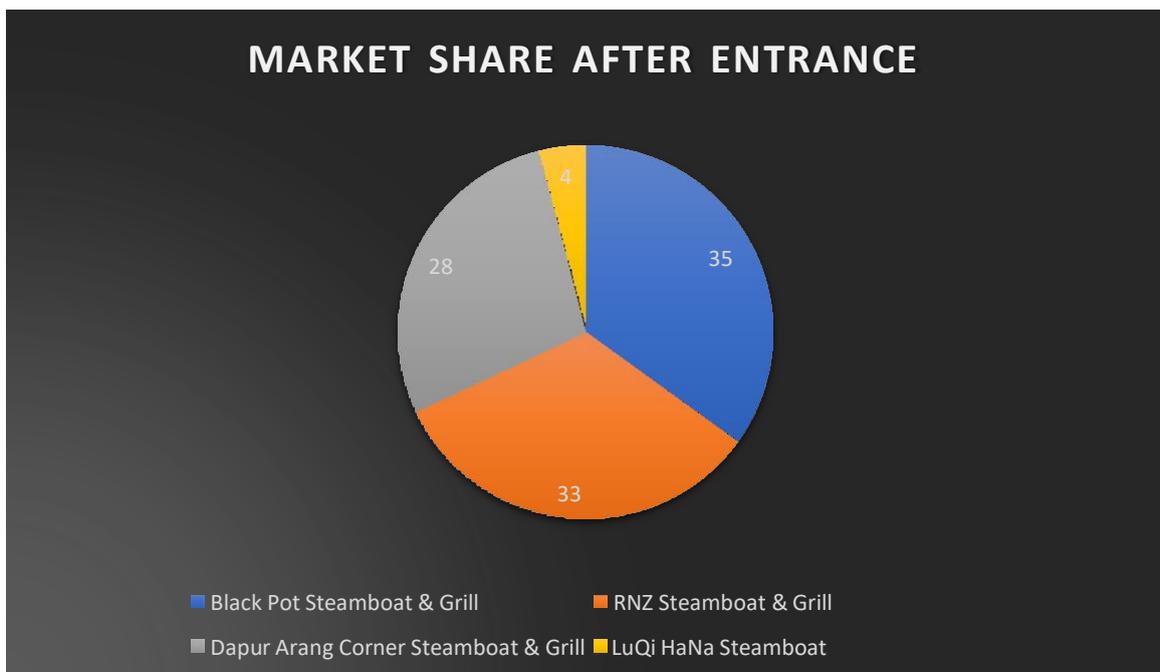


Figure 3.6.2.2: Market share percentage after Luqi Hana Steamboat entrance.

3.7 SALES FORECAST

Table 3.7.1: Sales Forecast for Year.

MONTH	SALES FORECAST (MYR)
January	80 x RM 56.33 x 30 = 135,192
February	80 x RM 56.33 x 28 = 126,179.2
March	135,192
April	135,192
May	135,192
June	135,192
July	135,192
August	135,192
September	135,192
October	135,192
November	135,192
December	135,192
Total	1,613,291.2

Table 3.7.2: Sales Forecast by Year.

YEAR	PERCENTAGE INCREASE (%)	SALES FORECAST (MYR)
1	-	1,613,291.2
2	0.5%	1,621,357.7
3	1%	1,629,424.1
4	1.5%	1,637,490.6
5	2%	1,645,557

3.8 MARKETING STRATEGY

In order to achieve our business objectives and overcome all the possible obstacles that might arise before and after operating the business, we used some strategy to make sure that we have a good planning to open a business properly. One of the strategies that we used is SWOT analysis which stands for Strengths, Weaknesses, Opportunities and Threats.

SWOT Analysis

Table 3.8.1: SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> i. Attractive restaurant name and logo. ii. Fresh raw food supply. iii. The restaurant is clean and have wide space which suitable for eating steamboat. iv. Located near residential area, universities, colleges, shop lots and office buildings. v. Competitive price. 	<ul style="list-style-type: none"> i. High operating cost. ii. Focuses on steamboat style only. iii. Management team have no experience in food business industry.
Opportunities	Threats
<ul style="list-style-type: none"> i. Market expansion. ii. Can take away if the food is not finished but with charges of RM 5 per gram of the wastage. 	<ul style="list-style-type: none"> i. Strong competitors. ii. Rising prices of fish, meat, vegetables, condiments, and other needs.

SERVICE STRATEGY

Table 3.8.2: Service strategy

NAME	Luqi Hana Steamboat
SERVICE QUALITY	Provide great quality raw food, delicious cooking as our chef is an experienced and skilful in cooking various food, also hygiene for food, facilities and environment is our top priority.

<p>SERVICE PACKAGE</p>	<p><u>Weekday (Monday – Thursday) 5.30pm-12.00pm</u></p> <p>Adult (19 years old and above) – RM 35.00 pax Students/ Teenagers (13 – 18 years old) – RM 32.00 pax Children (7 - 12 years old) – RM 12.00 pax Children (6 years old and below) – Free</p> <p><u>Weekend (Friday, Saturday, Sunday & Public holidays) 5.30pm – 1.30pm</u></p> <p>Adult (19 years old and above) – RM 40.00 pax Students/ Teenagers (13 – 18 years old) – RM 35.00 pax Children (7 - 12 years old) – RM 15.00 pax Children (6 years old and below) – Free</p>
<p>SERVICE DIFFERENTIATION</p>	<p>We will provide frying sections for customer who are craving fried food while eating the steamboat. Plus, hygiene and good food are always our top priority.</p> <p>We will provide a coupon for each customer. At each checkpoint on the coupon, they will get a benefit every time they dine in the restaurant such free ice cream, discount 5% and so on.</p>
<p>AFTER SALES SERVICE (IF APPROPRIATE)</p>	<p>Follow-ups.</p> <p>We will ask feedback from our customers about the quality of the foods, services, and the facilities to make enhancement.</p>

PRICING STRATEGY

The pricing strategy will be based on the competition's strategy. We will offer the best and affordable price for the customers which is not too low and not too high from our competitors. The pricing is as below:

Table 3.8.3: Comparison prices between other competitors and Luqi Hana Steamboat.

COMPETITORS	PRICE (RM)
<p>Black Pot Steamboat & Grill</p> 	<p>Weekday (Monday – Thursday) 5pm-11pm Adult – RM 35.90 pax Children (6-12 years old) – RM 19.70 pax Senior (60 years old and above) – RM 30.50 pax OKU – RM 30.50 pax</p> <p>Weekend (Friday, Saturday, Sunday & Public holidays) Adult – RM 42.90 pax Children (6-12 years old) – RM 25.90 pax Senior (60 years old and above) – RM 35.90 pax OKU – RM 35.90 pax</p>
<p>RNZ Steamboat & Grill</p> 	<p>Adult – RM 30.00 pax Senior (60 years old and above) – RM 16.00 pax Children (6 – 12 years old) – RM 14.00 pax Children (5 years old and below) – Free</p>
<p>Dapur Arang Corner Steamboat & Grill</p>	<p>Adult – RM 25.00 person Senior (60 years old and above)– RM 20.00 pax OKU – RM 20.00 pax Children (13 – 17 years old) – RM 20.00 pax Children (6 – 12 years old) – RM 12 pax</p>

	<p>Children (5 years old and below) – Free</p>
<p>Luqi Hana Steamboat</p> 	<p>Weekday (Monday – Thursday) 5.30pm-12.00pm Adult (19 years old and above) – RM 35.00 pax Students/ Teenagers (13 – 18 years old) – RM 32.00 pax Children (7 - 12 years old) – RM 12.00 pax Children (6 years old and below) – Free</p> <p>Weekend (Friday, Saturday, Sunday & Public holidays) 5.30pm – 1.30pm Adult (19 years old and above) – RM 40.00 pax Students/ Teenagers (13 – 18 years old) – RM 35.00 pax Children (7 - 12 years old) – RM 15.00 pax Children (6 years old and below) – Free</p>

PLACE / DISTRIBUTION STRATEGY

We provide both direct and indirect services to our customers. This is because we have to maintain the excellent quality of the cooked and fried food to ensure it satisfy the customer's taste. We indirectly also must be aware of the cleanliness every single time to provide high hygiene services and environment so customers can eat in relax and cozy place.

Our business location is very strategic as our restaurant is near with residential area, few universities, and near to shop lots which will make it easier for us to find resources, condiments, and any other ingredients.

PROMOTION STRATEGY

Advertising:

Advertising will be our main weapon for advertising strategies. We will make various ads in the social media platform such as Facebook, Instagram and TikTok to attract and let other people know that we are providing a great steamboat service. This can make people eager to come and try our steamboat with their friends or even families even though it is far from their place. Next, we bought a signboard, distributed flyers and hung a banner so that customers can notice our existence and they can find Luqi Hana Steamboat location easily.

We will even distribute business card to every customer so it will be easier for them to reach us out in advanced to make a booking for table or any other request. Besides, every special celebration day or month such as Eid celebrations, new year celebrations, end year celebrations and any other special events, we will inform the customers through online ads in the social media post about upcoming offers or discounts they could get only by coming to Luqi Hana Steamboat.



Figure 3.8.1: Business card of Luqi Hana Steamboat.



Figure 3.8.2: Instagram account of Luqi Hana Steamboat for promotions and ads in social media.

Table 3.8.4: Approximate budget for promotions.

ITEMS	PRICES (RM)
Signboards	2000.00
Posters (A3 size)	25 table x RM 4.00 = RM 100.00
Banner	2 banners x RM 70.00 = RM 140.00
Business Cards (Ivory type)	200 pieces = RM 15.00
Online Ads	RM 100

3.9 MARKETING BUDGET

Table 3.9: Marketing budget.

ITEMS	FIXED ASSET (MYR)	MONTHLY EXPENSES (MYR)	OTHER EXPENSES (MYR)
Fixed Assets			
▪ Signboard	2000.00	-	-
▪ Sticker van	350.00		
Advertisement			
▪ Online ads	-	150.00	
▪ Business card		15.00	-
▪ Loyalty card		20.00	
▪ Menu		30.00	
Other Expenditure			
▪ Pay review	-	-	100.00
▪ Banner			140.00
▪ Poster			100.00
▪ Opening day			1500.00
Subtotal (RM)	2350.00	215.00	1840.00
Total (RM)		4405.00	

4. OPERATION PLAN

4.1 OPERATION OBJECTIVE

One of the most important functions of a company organization is operation. Operational management is crucial to ensure that the organization can manufacture items or execute services in accordance with the customer's criteria, quality, and timescale. Furthermore, operations management may be described as the process of transforming business input into output in the form of a product or service. Thus, operational objectives should be attainable and specific in order to offer clear guidance for our company's day-to-day activities. Setting operational objectives that all staff understand and accept can be challenging since they may have different priorities and values. As a result, it's vital to involve employees in goal setting and to explain them as clearly as possible. Following the formulation of appropriate operational objectives for each department, business plans to accomplish those objectives can be developed.

The objectives include:

- i. To ensure that all initiatives are completed on schedule and within budget by 70% through 2024.
- ii. To supply 100% of the best techniques and methods for operation management.
- iii. To boost efficiency by 50% through effective material purchases, inventory planning, and warehouse management.
- iv. To guarantee that the organization's procedures adhere to high legal standards.
- v. To develop the best strategic and operational goals in order to remain competitive in the market for the next ten years.
- vi. To efficiently generate financial data in order to optimize earnings.
- vii. To efficiently manage corporate budgets and projections by boosting revenues and decreasing costs.
- viii. To efficiently recruit, train, and oversee workers in order to achieve the maximum level of performance possible.
- ix. To give consumers with high-quality services.

If an organization fails to accomplish its objectives and prepare for fundamental changes, it may lose significant lead time and momentum in dealing with them when they come. A lack of direction in a corporation causes morale issues since the future is unclear, unpredictable, and out of control for the personnel. These bleak findings can only be taken as

a threat to employment, which has a negative impact on productivity. This is why strategic planning is essential in business.

4.2 Component of Operating Systems

Business Input

Business input refers to all resources necessary to supply customers, which includes raw materials, machinery, equipment, and other requirements. For example, seafood, speaker, table, customer, and employee.

Transformation Process

The transformation process or system refers to the actions involved in changing our product from input to output, such as the process flow, material requirement planning, cycle time, and the machinery used to manufacture the product.

Output

Our final product, requirements, quantity, pricing, and delivery goal time are all examples of output. Output also offers the final response, often known as the last choice making that will be shown.

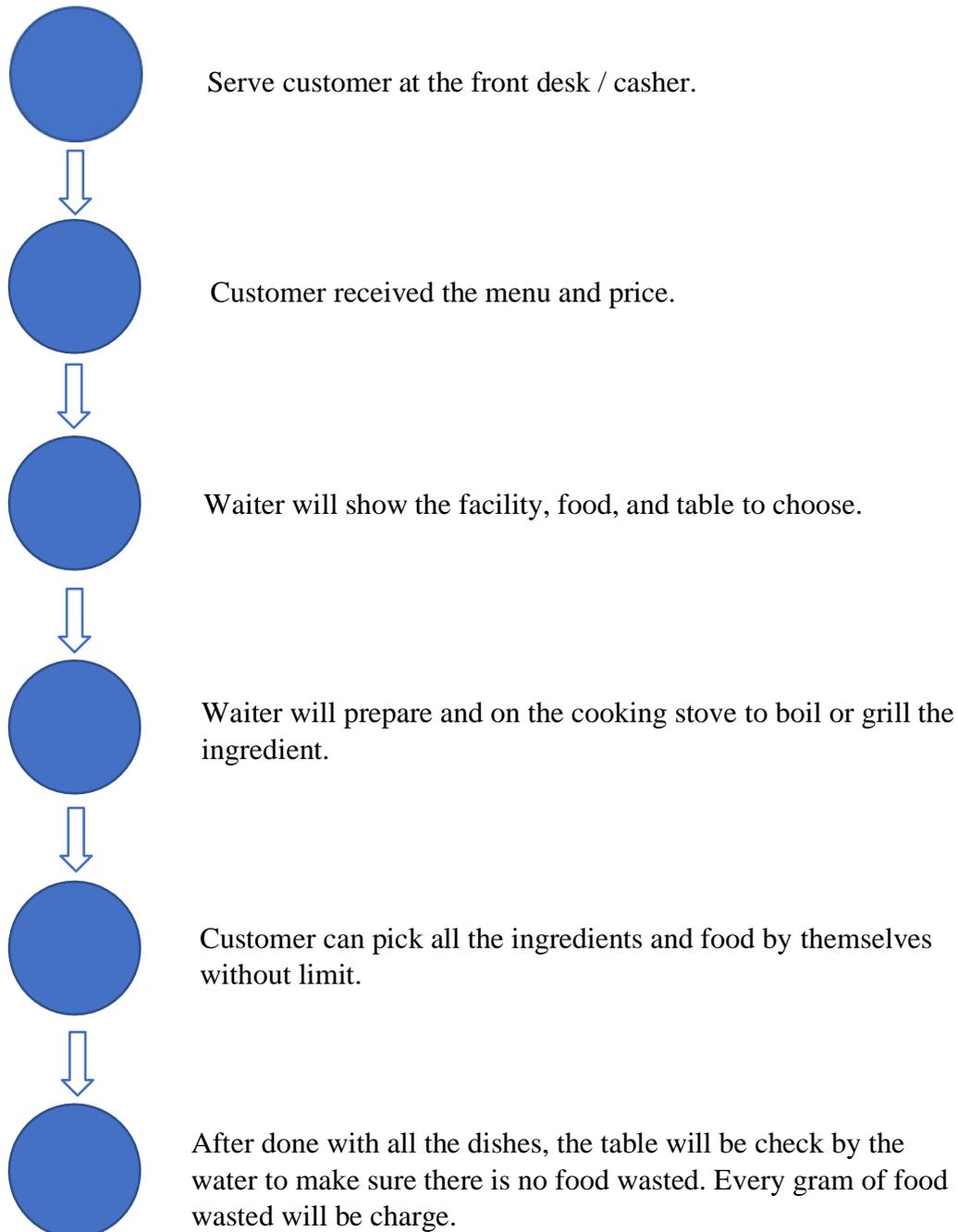
Feedback

Customer feedback is required in the form of responses, comments, and complaints. This is because it assists our organization in improving our product manufacturing and detecting any gaps in our production.

External Environment

This refers to the process of transforming raw materials into our company's product in order to profit. Furthermore, it includes the conditions, entities, events, and causes that surround our companies and impact their operations and decisions. Aside from that, it decides our firms' potential and hazards.

4.3 Process planning



4.4 OPERATION LAYOUT



Partition	Description
<p data-bbox="220 219 391 253">Waiting area</p> 	<p data-bbox="705 275 1409 472">Chair will be provided for customer to sit and wait patiently while waiting to have a table. Customers can have the free drinks and watching movies on the television.</p>
<p data-bbox="220 745 368 779">Front Desk</p> 	<p data-bbox="705 965 1362 1055">Front desk will be the place for customer to see the menu, offer, price, and book for the table.</p>
<p data-bbox="220 1180 411 1214">Praying Room</p> 	<p data-bbox="705 1317 1366 1406">Prayer room is to provide a calm, clean and neutral environment where prayers can be offered.</p>

Dish Room



Place where all the cooking tools, table ware, tray and others equipment that use will be wash and place in a clean storage.

Kitchen



Where all the cooking were caried.

Rest room



Some regard "restroom" to be significantly more formal or courteous. The toilet bowl is intended for both youngsters and adults.

4.5 CAPACITY PLANNING

Information	Calculation
Total workdays	30 days
Number of customers in a month	2400 customer/month
Daily customers	$\frac{1200}{30} = 80 \text{ customer/day}$
No. of population in location selected (Sungai Besi, Kuala Lumpur)	190,889
Total prospects	84320
Sales forecast monthly	2400 x 30 = RM72000
Sales forecast yearly	RM72000 x 12months = RM854,000
Market size	(84320 x RM30) = RM2529600 per year

4.6 MATERIAL PLANNING

Bill Of Material

Table below showed daily use materials for a month.

Material	Quantity	Safety stock	Total material requirement	Price/unit (RM)	Total price (RM)
Tissue	1200 pcs/box	-	60 boxes	8.49	509.40
Aluminium foil	40 boxes	10 boxes	50 boxes	8.30	415.00
Ice	100 packs	10 packs	110 packs	4.00	440.00
Seafood	150kg	5kg	155 kg	30.00	4650
Chicken	30kg	2kg	32 kg	12.00	384
Meat	30kg	2kg	32 kg	48.00	1536
Ice cream	20	10	30	40.00	1200
Drinks	480L	20L	500L	4.20	2100
Condiments	60kg	5kg	65kg	9.25	601.25
Vegetables	120kg	3kg	123kg	5.50	676.50
Fruits	100kg	3kg	103kg	9.50	978.5
Rice	80kg	5kg	85kg	4.60	391.00
Noodle	70kg	5kg	75kg	3.20	240.00
Flour	30kg	5kg	35kg	4.10	143.50
Oil	250kg	5kg	255kg	3.60	918.00
Cylinder Gas	100	10	110	5.90	649.00
Total					15832.15

4.7 MACHINES AND EQUIPMENT PLANNING

Table below show list of machines and equipment.

Items	Quantity	Price per Unit (MYR)	Total Cost (MYR)
Television	2	439	878
Speaker	2	299	598
Electric Grill and Steamboat	10	150	1500
Tray	15	5	75
Table ware	10	50	500
Water dispenser	2	109	218
6-flavor ice and beverage soda fountain system	1	520	520
Deep fryer	1	145	145
Fire extinguisher	2	48	96
Commercial Refrigerator	1	800	800
Total			5330

	<p>Weekend: Friday, Saturday, Public Holidays</p> <p>Time: 5.30pm – 1.30pm</p>
	<p>Adults (19 years old and above): RM 40.00 pax</p> <p>Students/Teenagers (13 – 18 years old): RM 35.00 pax</p> <p>Children (7 – 12 years old): RM 15.00 pax</p> <p>Children (6 years old and below): Free</p>
Hotline No.	<p>Every day: 24 hours</p> <p>(Online / WhatsApp's Application only)</p>

4.13 LICENSE, PERMITS AND REGULATIONS REQUIRED

We must first get a legitimate business license in Malaysia before we can start a business. The importance of licenses, registrations, permits, and approvals cannot be overstated. Based on the location and type of company, the Pihak Berkuasa Melesen (PBM) can grant a business license.

Before it may legally operate, Luqi Hana Steamboat must get some kind of license, which might be a general license, an industry/sector specific license, or an activity specific license.

List of General licenses required:

- i. Company Registration
- ii. Company and Employees Income Tax Registration
- iii. Employees Provident Fund
- iv. Social Security Organization
- v. Human Resources Development Fund
- vi. Business Premise Licenses and Signboard Licenses

For Company

- i. Certificate of Incorporation (Form 9/ Notice Section 17) – 1 copy.
- ii. Return of Particulars of Directors, Managers and Secretaries (Form 49 / Notice Section 58)– 1 copy.

- iii. Photos of our business premise (front and interior of premise).
- iv. Any one Director's NRIC / Passport as stated in Form 49 / Notice Section 58 – 1 copy.
- v. Sample of signboard indicating design and color (if applicable);
- vi. Photos showing location of signboard (if applicable).

For Enterprise (Sole-proprietor / Partnership)

- i. Certificate of Registration of Business (Form D) – 1 copy.
- ii. e-SSM Business Profile – 1 copy.
- iii. Photos of business premise (front and interior of premise).
- iv. Copy of any Business owner/Partner's NRIC as stated in Form 49 – 1 copy.
- v. Sample of signboard indicating design and color (if applicable).
- vi. Photos showing location of signboard (if applicable).

Activity Specific licenses:

- i. Certificate of Fitness for Certified Machinery
- ii. Building Plan Approval
- iii. Sales Tax License

4.14 OPERATIONS BUDGET

Table below show the operation budget.

Item	Fixed Asset (MYR)	Monthly Expenses (MYR)	Other Expenses (MYR)
Fixed Asset			
Machine	5330		
Van	24888		
Working capital			

Raw materials		15832.15	
Other expenditures			
Petrol and Maintenance		580	
Road tax and Insurance		720	
Total (MYR)	30218	17132.15	47350.15

4.15 IMPLEMENTATION SCHEDULE

Table below show our implementation schedule.

Activities	Durations
Incorporation of business	3 months
Application for permits and license	3 months
Searching for business premise	2 months
Premise Renovation	1 month
Procurement of machines and medical items	2 months
Recruitment of staffs	1 month
Installation of machines	1 month

5. FINANCIAL PLAN

5.1 FINANCIAL OBJECTIVES

Financial planning is a key business activity that must be taken into account and given more thought. Financial can be defined as being related to do with money, accounting, economics, or budgeting. In other terms, it is the management of financial resources, which also includes budgeting, forecasting, borrowing, lending, investing, and saving.

A financial plan include all financial data derived from the operating budgets consist of marketing, operating and administration budgets. Financial information from the operating budgets is then translated or transformed into the financial budget. The following data below is our business basic information.

NAME OF BUSINESS	LUQI HANA STEAMBOAT
Business Entity 1 = Private Limited Company 2 = Partnership 3 = Sole Proprietorship	2
Type Of Business 1 = Manufacturing 2 = Trading 3 = Service	3

Objectives of Financial Planning :

- i. To minimize the cost of the business operation and find the real cost that involves in the business.
- ii. To determine the size of the investment.
- iii. To identify and propose the relevant sources of finance.
- iv. To ensure the project implementation is 100% successful.
- v. To ensure that the debt is restructured at least at a minimal level.
- vi. To be used as a guideline for the project implementation.

Without a financial plan, a business's cash flow may be unclear and problematic down the road because it is impossible to track where the money is coming from and going. In general, a financial strategy and report are crucial and serve as the foundation of a corporation by keeping track of both incoming and exiting funds.

5.2 PROJECT IMPLEMENTATION COST

- Administrative Budget

Administrative Budget (MYR)	
Fixed Assets	
Office Equipment	6850
Furniture & Fittings	13600
Renovation	10000
Working Capital	
Rent	7000
Utilities	2000
Salary, EPF & SOCSO	32340
Pre-Operations	
Deposit (rent, utilities, etc)	7000
Business Registration & License	2500
Other Expenditure	1500
Total	82790

Total administrative budget : **RM82790**

- Marketing Budget

Marketing Budget (MYR)	
Fixed Assets	
Van Sticker	350
Signboard	2000
Working Advertisement	
Promotions	150
Business Card	15
Loyalty Card	20
Menu	30
Other Expenditure	
Other Expenditure	1840
Total	4405

Total marketing budget : **RM4405**

- Operation Budget

Operation Budget (MYR)	
Fixed Assets	
Machine	5330
Van	24888
Petrol & Maintenance	580
Operation Equipment	11017
Furniture & Fittings	4000
Working Capital	
Raw Materials	15832.15
Other Expenditure	
Other Expenditure	300
Pre-Operations	
Insurance & Road Tax for Motor Vehicles	720
Total	62667.15

Total operation budget : **RM62667.15**

5.3 SOURCES OF FINANCE

Overview

A source of finance is the place from which a firm obtains funding for activities like administration, marketing, and operation. All business owners, but especially new ones, must have a source of funding to act as a pillar of support for their enterprise. Every finance manager faces the significant task of selecting the appropriate source and mix of financing.

The source of finance can be broken down into three categories based on time: generation, ownership, and control.

It can be divided into three categories based on a time period, which are;

- i. Long Term (More than 5 years to 10, 15, 20 years)
- ii. Medium Term (3-5 years)
- iii. Short Term (less than 1 year)

While ownership and control can be divided into;

- i. Owned (equity, preference, related earnings, convertible debentures, venture fund)
- ii. Borrowed (financial institutions, commercial banks)

Generation of capital can be classified into ;

- i. Internal Sources (retained profit, reduction or controlling of working capital, sale of assets)
- ii. External Sources (equity, debt from banks)

○ Luqi & Hana Sources of Finance

Project Implementation Cost		Sources of Finance		
Requirements	Cost	Loan	Hire Purchase	Own Contributions (Cash)
Fixed Assets				
Office Equipment	6850	4795	-	2055
Furniture & Fittings	13600	9520	-	4080
Renovation	10000	7000	-	3000
Van	24888	17421.6		7466.4
Machines	5330	3731	-	1599
Operation Equipment	11017	7711.9	-	3305.1
Working Capital				
Administrative	82790	57953	-	24837
Marketing	4405	3083.5	-	1321.5
Operations	62667.15	43867	-	18800.15
Pre-operations & Other expenditure	12000	8400	-	3600
Contingencies (10%)	25079	17555.3	-	7523.7
Total	258626.15	181038.305	-	77587.85

5.4 LOAN AMORTIZATION REPAYMENT SCHEDULE

LOAN REPAYMENT SCHEDULE				
Amount : 181038.30				
Interest Rate : 5%				
Duration (years) : 5				
Method : Annual Rest				
Year	Principal	Interest	Total Payment	Principle Balance
	-	-	-	181038.30
1	36207.66	9051.92	45259.58	144830.64
2	36207.66	7241.53	43449.19	108622.98
3	36207.66	5431.15	41638.80	72415.32
4	36207.66	3620.77	39828.42	36207.66
5	36207.66	1810.38	38018.04	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-

5.5 PRO FORMA INCOME STATEMENT

	Year 1	Year 2	Year 3
Sales	1613291.2	1621357.7	1629424.1
Less : Cost of Sales			
Opening Stock	171170.2	172027.1	172881.9
Purchase			
Less : Ending Stock			
Carriage Inward & Duty	6761	6794.8	6827.6
Gross Profit			
Less : Expenditure			
Administrative Expenditure	444000	466200	488400
Marketing Expenditure	67610	67948	68276
Other Expenditure	1400	1610	2012
Business Registration & License	2500		
Insurance & Road Tax Motor Vehicle	720	720	720
Other Pre-Operations Expenditure	-	-	-
Interest on Hire Purchase	-	-	-
Interest on Loan	9051.92	7241.53	5431.15
Depreciation of Fixed Assets	57338	32450	32450
Operation Expenditure			
Total Expenditure	582619.92	576169.53	597289.15
Net Profit Before Tax	949905.4	997400.67	1044895.94
Tax	0	0	0
Net Profit After Tax	949905.4	997400.67	1044895.94
Accumulated Net Profit	1532525.32	1573570.2	1642185.09

5.6 PRO FORMA BALANCE SHEET

	Year 1	Year 2	Year 3
Assets			
Fixed Assets (Book Value)			
Land & Building			
Office Equipment	6850	0	0
Furniture & Fittings	13600	0	0
Renovation	10000	0	0
Van	24888	0	0
Furniture & Fitting	0	0	0
Machines	5330	1200	1000
Operation Equipment	11017	6890	3580
	<i>71685</i>	<i>8090</i>	<i>4580</i>
Current Assets			
Stock of Raw Materials	15832.15	15832.15	15832.15
Accounts Receivable	1532525.32	1573570.2	1642185.09
Cash Balance	1532525.32	1573570.2	1642185.09
	<i>1532525.32</i>	<i>1573570.2</i>	<i>1642185.09</i>
Other Assets			
Deposit	4000	0	0

TOTAL ASSETS	1604210.32	1581660.2	1646765.09
Owner's Equity	77587.85	38793.92	19396.96
Capital	1532525.32	1573570.2	1642185.09
Accumulated Profit	1610109.17	1612364.12	1661582.05
Long Term Liabilities	45259.58	43449.19	41638.80
Loan Balance	0	0	0
Hire- Purchase Balance	45259.58	43449.19	41638.80
Current Liabilities			
Account Payable	45259.58	43449.19	41638.80
TOTAL EQUITY & LIABILITIES	1604210.32	1581660.2	1646765.09

5.7 FINANCIAL ANALYSIS

	Year 1	Year 2	Year 3
<u>PROFITABILITY</u>			
Sales	1613291.2	1621357.7	1629424.1
Gross Profit			
Profit Before Tax	949905.4	997400.67	1044895.94
Profit After Tax	949905.4	997400.67	1044895.94
Accumulated Profit	1532525.32	1573570.2	1642185.09
<u>LIQUIDITY</u>			
Total Cash Inflow	1613291.2	1621357.7	1629424.1
Total Cash Outflow	806645.6	810678.85	814712.05
Surplus (Deficit)	806645.6	810678.85	814712.05
Accumulated Cash	1532525.32	1573570.2	1642185.09
<u>SAFETY</u>			
Owner's Equity	1610109.17	1612364.12	1661582.05
Fixed Assets	71685	8090	4580
Current Assets	1532525.32	1573570.2	1642185.09
Long Term Liabilities	45259.58	43449.19	41638.80
Current Liabilities	45259.58	43449.19	41638.80
<u>FINANCIAL RATIOS</u>			
<u>Profitability</u>			
Return on Sales	53%	52%	49%
Return on Equity	91%	51%	36%
Return on Investment	77%	49%	32%
<u>Liquidity</u>			
Current Ratio	132.0	95.0	102.5

Quick Ratio (Acid Test)	132.0	95.0	102.5
<u>Safety</u>			
Debt to Equity Ratio	0.2	0.1	0.0
<u>BREAK-EVEN ANALYSIS</u>			
Break-Even Point (Sales)	369528	391255	415625
Break-Even Point (%)	45%	40%	48%

6.0 Business Model Canvas (BMC)

<i>Key Partners (8)</i>	<i>Key Activities (6)</i>	<i>Value Propositions (2)</i>	<i>Customer Relationship (4)</i>	<i>Customer Segments (1)</i>
<ul style="list-style-type: none"> • Fish supplier • Meat supplier • Supermarket • Diligent and hardworking co-workers. 	<ul style="list-style-type: none"> • Serve best steamboat quality. • Friendly workers. • Always clean. • Well organized. • Always maintain the safety. 	<ul style="list-style-type: none"> • Competitive price • Strategic location • Can gather with families, friends, co-workers, or relatives. • High care of hygiene of the environment • Fresh steamboat ingredients. • Handmade tasty sauces. • Safe environment. 	<ul style="list-style-type: none"> • Feedback from customers. • Feedback from friends, relatives, and families. • Follow ups with some promotion and offers through WhatsApp or messages. 	<ul style="list-style-type: none"> • Citizen in Sepang district especially in Dengkil area. • Residents near Kampung Jenderam Hulu, Dengkil. • Universities students from UniKL Dengkil and UiTM Dengkil.
	<i>Key Resources (7)</i>		<i>Channels (3)</i>	
	<ul style="list-style-type: none"> • Business knowledge. • Suitable steamboat & grill sets. • Marketing strategies. 		<ul style="list-style-type: none"> • Mobile Apps (WhatsApp / Telegram) • Instagram • TikTok • Facebook • Ads on newspaper 	
<i>Cost Structure (9)</i>			<i>Revenue Streams (5)</i>	
<ul style="list-style-type: none"> • Salaries. • Steamboat condiments and needs. • Maintenance of steamboat sets and gas. • Marketing / advertising 			<ul style="list-style-type: none"> • Payment follows age category, which is adult, children from age of 7 until 18 years old. • Pay per head. • Walk-in customer • Booking service • Wastage of food will get charged of RM 5.00 per gram. 	

7. CONCLUSION

In conclusion, we all decided that opening a steamboat restaurant would be the best course of action for us after researching the business prospect and taking a few surveys. We have a lot of faith that Luqi Hana Steamboat would become renowned and will be the leading steamboat in Malaysia. Additionally, we want to offer the community the greatest service and the freshest steamboat possible. Apart from that, we think that Luqi Hana steamboat will make a big profit to cover the costs. Aside from that, we are optimistic that we will meet all of our goals and avoid a loss during our first three years of operation.

In terms of financial analysis, Luqi Hana Steamboat can meet its short-term commitments and cover its current liabilities using current, or liquid, assets. It is because the Financial Analysis revealed that our liquidity ratio, which includes both current and quick ratios, is greater than 100, with the exception of the second year, which is 95.0. It signifies that our company has enough funds to invest in other areas. Our investment profitability is doing extremely well since our return on investment has dipped below 40% in the third year. In conclusion, Luqi Hana Steamboat will be steady and prosperous after three years of operation since our debt-to-equity ratio fell below 0.0 in the third year. A favorable debt-to-equity ratio is less than 1.0 in general, whereas a dangerous debt-to-equity ratio is larger than 2.0.

Thus, Luqi Hana Steamboat is the best project to provide the customers with the best services and facilities that we offer. As mentioned in our objective and mission, we are determined to be in the highest rank among the steamboat restaurant in Malaysia while maintaining its quality from various aspects. This is to make sure that we can manage to win the heart of the customers to love our services and foods also put our location as top list restaurant when they want to eat in a group of people. Even so, we believe that customer always right, so we will always ensure that our service and quality will satisfy them by collecting their feedbacks, suggestion and ideas to upgrade any of our weaknesses. If this business is successful, we believe that it can help us to compete with big similar steamboat restaurant such as Seoul Garden that have many branch already in Malaysia. Hence, the success of this business also might give some impact to the community. Lastly, completing this ENT 300 course by creating a business plan in a group has allow us to learn on how to set up our own business or company from scratch. Thus, ENT 300 course is significant for us because it encourages us to explore and be more expose in the business industry also give us opportunity to set up our own business following our own creativity, innovative and ideas so that we can survive in the future.

COMPENSATION AND BENEFITS

➤ Employment Act 1955

Employment law in Malaysia is generally governed by the Employment Act 1955 (“Employment Act”). Certain minimum benefits that are provided to applicable employees are outlined in the Employment Act. Any clause in an employment contract that claims to offer less favourable benefits than those outlined in the Employment Act is void for applicable employees and must be replaced with the minimum benefits outlined in the Employment Act. Only these employee categories are covered by the protection provided by the Employment Act:

- Employees whose monthly salary does not exceed RM2,000
- Employees who are engaged in manual labour, regardless of salary.
- Employees engaged in the operation or maintenance of mechanically propelled vehicle.
- Employees who supervise or oversees other employees engaged in manual labour.
- Employees engaged in any capacity on a vessel (subject to certain other conditions).

1. Rest Day

Every employee is entitled to one full day of rest per week, as determined from time to time by the employer.

2. Holidays

Each employee is entitled to a paid holiday at their regular rate of pay on the ten public holidays that are gazetted each year, four of which must be:

- The National Day
- The birthday of the Yang di-Pertuan Agong
- The birthday of the Ruler or the Yang di-Pertua Negeri of the State in which the employee wholly or mainly works under his contract of service, or the Federal Territory Day, if the employee wholly or mainly works in the Federal Territory
- The Worker’s Day: Provided that if any of the said ten gazetted public holidays falls on a rest day the working day following immediately thereafter shall be a paid holiday in substitution.

3. Annual Leave

An employee is entitled to paid yearly leave in the amount of—

- (a) eight days for every twelve months of continuous employment with the same employer if he has been there for less than two years.
- (b) twelve days for every twelve months of continuous service with the same employer if he has been with such employer for more than two years but less than five years; and
- (c) sixteen days for every twelve months of continuous service with the same employer if he has been employed by that employer for five years or more; if he has not completed twelve months of continuous service with the same employer during the year in which his contract of service terminates, his entitlement to paid annual leave is proportional to the number of completed months of service.

4. Sick leave

An employee shall, after examination at the expense of the employer --

- (a) by an employer-designated certified medical practitioner; or
- (b) if no such medical practitioner is designated, or if, due to the nature or circumstances of the sickness, the services of the medical practitioner so appointed are not available within a reasonable time or distance, by any other registered medical practitioner or a medical officer, be entitled to paid sick leave, --
 - (aa) where no hospitalization is necessary, --
 - (i) if the employee has been with the company for less than two years, fourteen days in total in each calendar year.
 - (ii) of eighteen days in total every calendar year if the employee has been with the company for two years or more but less than five years.
 - (iii) if the employee has been with the company for five years or more, twenty-two days in total in each calendar year or
 - (bb) if hospitalisation is required, of sixty days in total in each calendar year, as verified by such qualified medical practitioner or medical officer:

Provided, however, that the total number of days of paid sick leave that an employee is entitled to under this section in a calendar year must not exceed sixty days.

An employee is also entitled to paid sick leave under subsection (1) paragraphs (aa) and (bb) following an examination by a dental surgeon as specified in the Dental Act 1971:

5. Maternity leave

Every female employee is entitled to maternity leave for a minimum of sixty consecutive days.

A female employee is not eligible to maternity leave if she has five or more surviving children at the time of her confinement.

6. Overtime

Regardless of the basis on which his hourly rate of pay is determined, the employee must be paid at a rate not less than one and a half times that amount for any overtime labour performed more than the customary hours of work. In this section, "overtime" refers to the number of hours worked in addition to the standard number of hours worked each day. With the exception that if any work is done after the ten-hour spread over period, the whole period starting when the spread over period finishes and ending when the employee's shift is completed will be considered overtime.

Any other terms and conditions are: -

1. Paternity Leave

Male employees are eligible to 2 working days leave for the birth of their own child up to 5 surviving child Male employees are entitled to two working days off for the birth of their own child, up to a maximum of five surviving children.

2. Marriage Leave

Employees are entitled to 5 days of leave per job for their first lawful marriage.

3. Compassionate Leave

Every employee is entitled to three consecutive working days following the loss of a member of their immediate family.

4. Bonus

Employees will get a bonus of 30% of their monthly wages, depending on the company's performance.

5. The Annual Increment

Employees will be rewarded a yearly increase based on individual performance at a rate ranging from 5% to 30% each year. Those who do not meet the performance requirement will not be given an annual raise.

Social Security Organization (SOCSO)

SOCSO's primary duty is to offer social security protection to employees and their dependents via the Employment Injury Scheme and the Invalidity Scheme. The Employment Injury Scheme protects employees from industrial ailments such as occupational illnesses and commuting accidents. The Invalidity Scheme protects employees from invalidity or death due to any reason that occurs outside of working hours and is unrelated to employment. In the event of an unanticipated occurrence, both plans give monetary compensation to employees and their family, as well as medical care, physical rehabilitation, or vocational training. SOCSO also undertakes accident prevention initiatives among employees and employers through occupational safety and health awareness programs. The monthly contribution rate from the insured salary option is 1.25%. The monthly payment is limited to the insured wage of RM4,000.00 per month.

Employer Provident Fund (EPF)

Paying EPF payments in respect of any employee hired to work under a Contract of Service or Apprenticeship is one of your duties as an employer. Subject to the requirements of Section 52,

every employee and every employer of a person who is an employee within the meaning of this Act is required to pay monthly contributions based on the quantity of earnings at the rates set forth in the Third Schedule (Section 43(1), EPF Act 1991)

b) Market Analysis/Statistical Data



PENDUDUK

Penduduk	2021	2022 ^P	2021		2022 ^P		
			ST3	ST4	ST1	ST2	ST3
Penduduk ('000)	7,014.7	7,038.2	7,019.7	7,027.5	7,032.4	7,038.2	7,091.3

Perangkaan Penting	2020	2021	2021		2022 ^P		
			ST3	ST4	ST1	ST2	ST3
Kelahiran Hidup	93,577	90,118	22,814	23,104	19,560	22,017	22,260
Kematian	25,405	42,531	17,065	8,242	7,878	7,230	7,744

Anggaran Penduduk dan Jangkaan Hayat	2019	2020	2021	2022
Anggaran Penduduk Mengikut Jantina ('000)				
Lelaki	3,375.1	3,710.8	3,710.0	3,713.3
Perempuan	3,131.0	3,283.7	3,304.7	3,324.8
Jumlah	6,506.1	6,994.4	7,014.7	7,038.2
Jangkaan Hayat Ketika Lahir Mengikut Jantina				
Lelaki	73.6	75.5	75.1 ^P	73.3 ^e
Perempuan	78.0	79.6	79.2 ^P	77.5 ^e
Lelaki dan Perempuan	75.7	77.4	77.0^P	75.2^e

INDIKATOR SOSIAL

Nota:
1. * Anggaran.
2. ^P Permulaan.
3. Berasaskan data Banci Malaysia 2020.

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