



اَبُو سَيِّدِي تَيْكُو لَو كِيْن مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF MECHANICAL ENGINEERING

DIPLOMA IN MECHANICAL ENGINEERING (EM110)

J4EM1105J

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME

ZOMBIE'S BURGER

PREPARED FOR:

SIR MOHD HANAFIE BIN YASIN

PREPARED BY:

NAME	MATRIC NUMBER
MUHAMMAD AFIQ AIMAN BIN AMAT NORIZAM	2020820576
MOHAMAD AMIRUL DANIAL BIN ZULKIFLI	2020881922
MUHAMMAD ARIFF BIN MANSOR	2020457266
MOHAMAD NOOR IMAN BIN AZLIN	2020858522

LETTER OF SUBMISSION

General Manager

ACKNOWLEDGEMENT

ACKNOWLEDGEMENT

Firstly, we would want to give Almighty Allah S.W.T our sincere gratitude for giving us the courage to finish our business strategy. After that, we would like to express our sincere gratitude to all those who have supported and guided us throughout the development of this business plan. After all of the hard work and effort we put into achieving the goal, we are relieved to have finished this plan on time. We are quite appreciative for this finished report because this journey has provided us with a wealth of experiences and lessons to be learned.

Next, from the beginning of the business plan phase until the completion of the task, Sir Mohd Hanafie Bin Yassin, our instructor, has continually provided us with invaluable direction, moral support, improvisation suggestions, and advise. Alongwith training us to be more thorough about how to develop the business plan, he has been quite relentless in getting us to appreciate having him as our lecturer.

Despite having to give up a lot of our personal spare time to finish it, we are also grateful to our own team members who have consistently been committed to getting this business plan finished on time. This business strategy could not be finished on time without cooperation among us and the sense of accountability that is ingrained in each of us.

We also owe a debt of gratitude to our loved ones and close friends for supporting us nonstop as we navigated the ups and downs of the process of finishing our business plan. They have been quite helpful to us in many ways, particularly in providing mental health support and sharing knowledge on practical business plans.

TABLE OF CONTENTS

TABLE OF CONTENTS

Letter of Submission

Acknowledgement

Table of Contents

Executive Summary

1.0 Introduction

1.1 Name of Business

1.2 Nature of Business

1.3 Industry Profile

1.4 Location of the Business

1.5 Date of Business Commencement

1.6 Factors in Selecting the Proposed Business

1.7 Future Prospects of the Business

2.0 Purpose of preparing the business plan

2.1 To evaluate the project viability and growth potential

2.2 To apply for loans or financing facilities from the relevant financial institutions

2.3 To act as a guideline for the management of the proposed business

2.4 To allocate business resources effectively

3.0 Business Background

3.1 Vision and Mission

3.2 Organization Chart

3.3 Logo and Motto

4.0 Background of Partnership

4.1 General Manager

4.2 Administration Manager

4.3 Marketing Manager

4.4 Operation Manager

4.5 Financial Manager

5.0 Location of Business

5.1 Physical Location of the Project

5.2 Building

5.3 Basic Amenities

6.0 Marketing Plan

6.1 Marketing Objectives

6.2 Description of Products

6.3 Target Market

6.4 Market Size

6.5 Competitors

6.6 Market Size

6.7 Sales for Cast

6.8 Market Strategy (Marketing Mix)

6.9 Marketing Budget

7.0 Operational Plan

7.1 Component of Operating System

7.2 Process Planning for Manufacturing

7.3 Operations Layout

7.4 Production Planning

7.5 Material Planning

7.6 Machine and Equipment Planning

- 7.7 Manpower Planning
- 7.8 Overhead Requirement
- 7.9 Total Operations Cost
- 7.10 Cost Per Unit
- 7.11 Productivity Index (PI)
- 7.12 Location Plan
- 7.13 Business and Operation Hours
- 7.14 License, Permits and Regulations Required
- 7.15 Operations Budget

8.0 Administration Plan

- 8.1 Organizational Chart for Administration and Finance Department
- 8.2 Manpower Planning
- 8.3 Schedule of Task and Responsibilities
- 8.4 Schedule of Remuneration
- 8.5 Kitchen Furniture, Fitting and Kitchen Supplies
- 8.6 Administration Budget

9.0 Financial Plan

- 9.1 Introduction
- 9.2 Objective of the Financial Plan
- 9.3 Sources and Finance
- 9.4 Operational Budgets
- 9.5 Project Implementation & Sources Financing
- 9.6 Loan and Purchase Amortization Schedules
- 9.7 Pro-Form Cash Flow
- 9.8 Pro-Form Income Statement
- 9.9 Pro-Form Balance Sheet
- 9.10 Financial Performance
- 9.11 Financial Ratio Analysis

10.0 Conclusion

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

This partnership-based corporation has five (5) individuals that have significant positions within the organization, including the general manager who also serves as the administration manager, marketing manager, operational manager, and financial manager.

Our business is called Zombie's Burger, where the main thing is burgers. We got the idea to name our burger the Zombie's Burger because of our colorful bread and abundant sauce and because we wanted to show that our burger is loved by many people, like zombies who want victims like in the movie. Also, burgers can have meat, and zombies are also known to love meat, so we got the name inspiration from that as well. The term we put in our logo, "MAKANLAH!!! SEBELUM ANDA DIMAKAN", shows that we really want our customers to taste our burger recipe.

We provide our customers with two types of burger meat, which are beef and chicken, only because this is our first business. So, we want to first see how safe our customers' interest in the burger is. In addition, this can also save our capital to start the business. We will also order the colorful bread from a baker recognized by the Bahagian Kualiti dan Keselamatan Makanan (BKMM). This is so that we can avoid spreading diseases to our customers in addition to providing good-quality food.

Zombie's Burger will start at Jalan Tasek Maya, Bandar Baru Seri Alam, 81750 Masai, Johor. We chose to start our company here in Pasir Gudang, Johor, because it is close to residential areas and work areas. Pasir Gudang also has many residents living there.

Our business service will start operating on May 8, 2023. Burger's Zombie will be one of the systems that provides cooking service, prepares, and delivers burgers to the customer's desired destination, first in Pasir Gudang, Johor.

INTRODUCTION

1. Introduction

1.1. Name of the Business

Our company name is Zombie's Burger Enterprise This name came from the idea that there are so many colorful burgers, abundant sauces, and burgers that are so popular with customers that they want our burgers like zombies want their victims in movies. Our bread is colorful, like red and green. The color blue due to their pale, dead appearance meanwhile the green color refers to green mucus. We also provide burger delivery services to homes and workplaces to facilitate our busy customers who don't have time to go out to buy burgers.

1.2. Nature of Business



Selling and delivering hamburgers falls under the category of food service. Burgers are normally procured from suppliers, made and cooked, and then sold to clients either directly at a physical location, like a restaurant, or via delivery services. The company might also provide other menu items like fries, beverages, and desserts. The standard of the cuisine, the cost, and the caliber of the customer service could all have an impact on how successful this enterprise is.

Burgers are often prepared and cooked to order, packaged for delivery or takeout, and sent to consumers as part of the nature of a business that sells and distributes burgers. This kind of company may also sell beverages and side items like fries out of a storefront or food truck. The company might be for-profit, and it might cater to people looking for a quick lunch or groups looking to order meals for gatherings like parties or meetings.

1.3. Industry Profile

Burger delivery and sales from a home would fall under the category of a small-scale business, often managed by a single person or a small group of people. The main emphasis would be on producing and providing clients with high-quality burgers in a prompt and effective manner.

The burgers would most likely be made and packaged for delivery in a special kitchen where the company would most likely run its operations. With a website and social media profiles used to advertise the company and take orders, the company would probably have a significant online presence.

The restaurant's menu would likely be continually changing to take into account the newest trends and patron tastes, and it would probably acquire its ingredients from nearby vendors. Customers with burgers. The business would likely use a variety of delivery methods, such as cars and bikes, to get the burgers to customers in a timely manner.

✓

Overall, the industrial profile for selling and delivering burgers from a house would be a small-scale, customer-focused operation that utilizes the latest technology and trends to create and deliver high-quality burgers to customers.

1.4. Location of the business

Seri Alam Masai Maya Heights Double Storey Fully Renovated for Rent

Seri Alam Masai Maya Heights Double Storey Fully Renovated For Rent
LH-ID: 100122589 Yesterday 21:50

Price **RM 1 300**
(per month)

Location Johor - Masai

EILEEN SEOW
Joined since: Dec 2018
Firm: E - 31777
REN 26280
EILEEN SEOW
More listings from this agent:
15 For Sale Ads Available
2 To Let Ads Available

ADD TO FAVOURITES

016 VIEW PHONE NUMBER

ASK BEST PRICE

Now you can ask for the best price!
Want to negotiate with the seller for a better deal? Try making an offer.
GOT IT

Description Property Details

For Rent
Seri Alam Masai Double Storey
Maya Heights
4bedroom 3bathroom
Kitchen Table Top
Fully Grill
Asking price RM 1300

Pls call or Whatsapp
Eileen [Show contact number](#)

Ask for a lower price?
ASK BEST PRICE

Mudah Safety Tip
Never reveal any financial information before making or accepting a purchase. Find out more safety tips in MudahSafety!

Banner - Gift & flower wrapper
Check out Our Extensive Collection of Balloons and Party Supplies. Visit Us Today!

Directions Website

Zombie's Burger will start at Jalan Tasek Maya, Bandar Baru Seri Alam, 81750 Masai, Johor.

1.5. Date of business commencement

Our business service will start operating on May 8, 2023.

1.6. Factor in selecting the proposed business

There are several factors to consider when selecting a proposed business of selling and delivering burgers from the house for a first-time business. These may include market research to identify a potential target market and demand for the product, a competitive analysis to understand the existing market and identify potential competitors, a feasibility study to assess the financial viability of the business, and a business plan outlining the overall strategy and goals for the company. Additionally, it is also important to consider logistics such as kitchen facilities and delivery fleet, and food safety and health regulations that need to be adhered to.

1.7. Future prospects of the business

The future prospects for a business that sells and delivers burgers from the house will depend on a number of factors, including the overall health of the economy, consumer spending habits, and trends in the food industry. In general, the food delivery industry is expected to continue growing in the coming years, driven by the increasing demand for convenience and the popularity of online ordering and delivery services.

However, the competition in the food delivery industry is also likely to increase in the future as more restaurants and food businesses begin offering delivery and takeout options. To be successful in this competitive market, a burger delivery business will need to differentiate itself through factors such as quality, convenience, and customer service.



Additionally, the business could also explore other options to bring value to their customers, such as offering meal subscriptions, customizing options, using eco-friendly packaging.

To stay competitive, the business will need to continuously innovate and adapt to changing consumer preferences and trends in the market.

PURPOSE

2. Purpose of preparing the business plan

2.1. To evaluate the project viability and growth potential

When evaluating the project viability and growth potential for a business that sells and delivers burgers from the house, there are several key factors to consider:

- **Market research:** Conduct market research to identify the target market and potential demand for the product. Understand the current trends in the food delivery industry and the competition in the market.
- **Financial viability:** Conduct a feasibility study to assess the financial viability of the business. This should include an analysis of the costs associated with starting and operating the business, as well as projected revenue and profit.
- **Business Plan:** Develop a detailed business plan outlining the overall strategy and goals for the company. This should include information on marketing, operations, and financials.
- **Logistics:** Assess logistics such as kitchen facilities, delivery fleet and the cost associated with it. Make sure that all the food safety and health regulations are adhered to.
- **Growth Potential:** Identify potential growth opportunities, such as expanding the menu, opening additional locations, or adding new delivery areas.
- **SWOT Analysis:** Perform SWOT analysis to evaluate the internal strengths and weaknesses of the business as well as external opportunities and threats.

By thoroughly evaluating these factors, this can gain a better understanding of the project viability and growth potential for a business that sells and delivers burgers from the house.

2.2. *To apply for loans or financing facilities from the relevant financial institutions*

To apply for loans or financing facilities from a financial institution for a business that sells and delivers burgers, you will typically need to:

- Create a business plan: A detailed business plan that includes information on the business idea, target market, competition, financial projections, and how the loan will be used
- Gather financial documents: Prepare financial statements such as balance sheets, income statements, and cash flow statements. You will also need to provide tax returns, bank statements, and other financial documents as required by the lender.
- Research lenders: Look for lenders that specialize in small business loans and compare interest rates, terms, and requirements.
- Submit an application: Submit a loan application to the chosen lender, along with all required documentation.
- Provide collateral: Some lenders may require collateral, such as property, equipment, or inventory, to secure the loan.
- Meet with the lender: Prepare for a meeting with the lender; be ready to answer questions about your business, its finances, and how you plan to use the loan.

It is also important to be aware of the different types of financing options available, such as traditional bank loans, government-backed loans, and crowdfunding, and choose the one that best fits the needs of your business.

Keep in mind that the process of applying for a loan can take some time and may require a lot of documentation and paperwork. It's also important to be prepared to answer any questions the lender may have about your business and your plans for using the loan.

2.3. *To act as a guideline for the management of the proposed business*

Here are some guidelines for managing a business that sells and delivers burgers from the house to customers:

- **Quality control:** Implement strict quality control measures to ensure that the burgers are made to the highest standards and are safe for consumption.
- **Customer service:** Provide excellent customer service to build a loyal customer base and encourage repeat business. This includes prompt delivery and responding to customer complaints or issues in a timely manner.
- **Marketing and advertising:** Develop a marketing and advertising strategy to promote the business and attract new customers. This could include online advertising, social media marketing, and partnerships with local businesses.
- **Logistics:** Establish efficient logistics systems for receiving orders, preparing the burgers, and delivering them to customers. This includes ensuring that the kitchen facilities are well-maintained and that the delivery fleet is reliable.
- **Food safety and health regulations:** comply with all relevant food safety and health regulations to ensure that the business operates legally and ethically.
- **Financial management:** Keep accurate financial records and develop a budget to manage expenses and ensure the business is financially sustainable.
- **Staff management:** hire and train a dedicated staff team to handle the kitchen, delivery, and customer service aspects of the business.

- Continual improvement: continuously evaluate and improve the business processes, menu, and customer service to stay competitive and adapt to changes in the market.

By following these guidelines, team can effectively manage a business that sells and delivers burgers from the house to customers and ensure its long-term success.

2.4. *To allocate business resources effectively*

To allocate business resources effectively for a burger delivery business plan that sells and delivers burgers from the house to customers, you should:

- Prioritize: Identify the most important areas of the business and allocate resources accordingly. For example, investing in high-quality ingredients and equipment for the kitchen should be a priority, while less important areas like fancy office furniture may be lower on the list.
- Evaluate and measure performance: Regularly evaluate the performance of each area of the business and measure it against the goals and objectives.
- Use data-driven decision-making: Use data and analytics to make informed decisions about resource allocation. For example, tracking customer orders and delivery times can help you identify areas where you need to invest more resources.
- Flexibility: Be prepared to adjust resource allocation as needed. For example, if you see an increase in demand for delivery services, you may need to invest more resources in that area.
- Collaboration: Collaborate with other businesses or organizations to share resources.
- Cost-benefit analysis: Use a cost-benefit analysis to evaluate the potential return on investment for different resource allocation decisions.

- Automation: Invest in automation tools such as software to manage orders and deliveries, inventory, and financials to save time and resources.
- Be aware of regulations: Be aware of the regulations and laws that affect your business and allocate resources accordingly to comply with them.

By following these guidelines, team can allocate business resources effectively and ensure that your burger delivery business is using its resources in the most efficient and effective way possible.

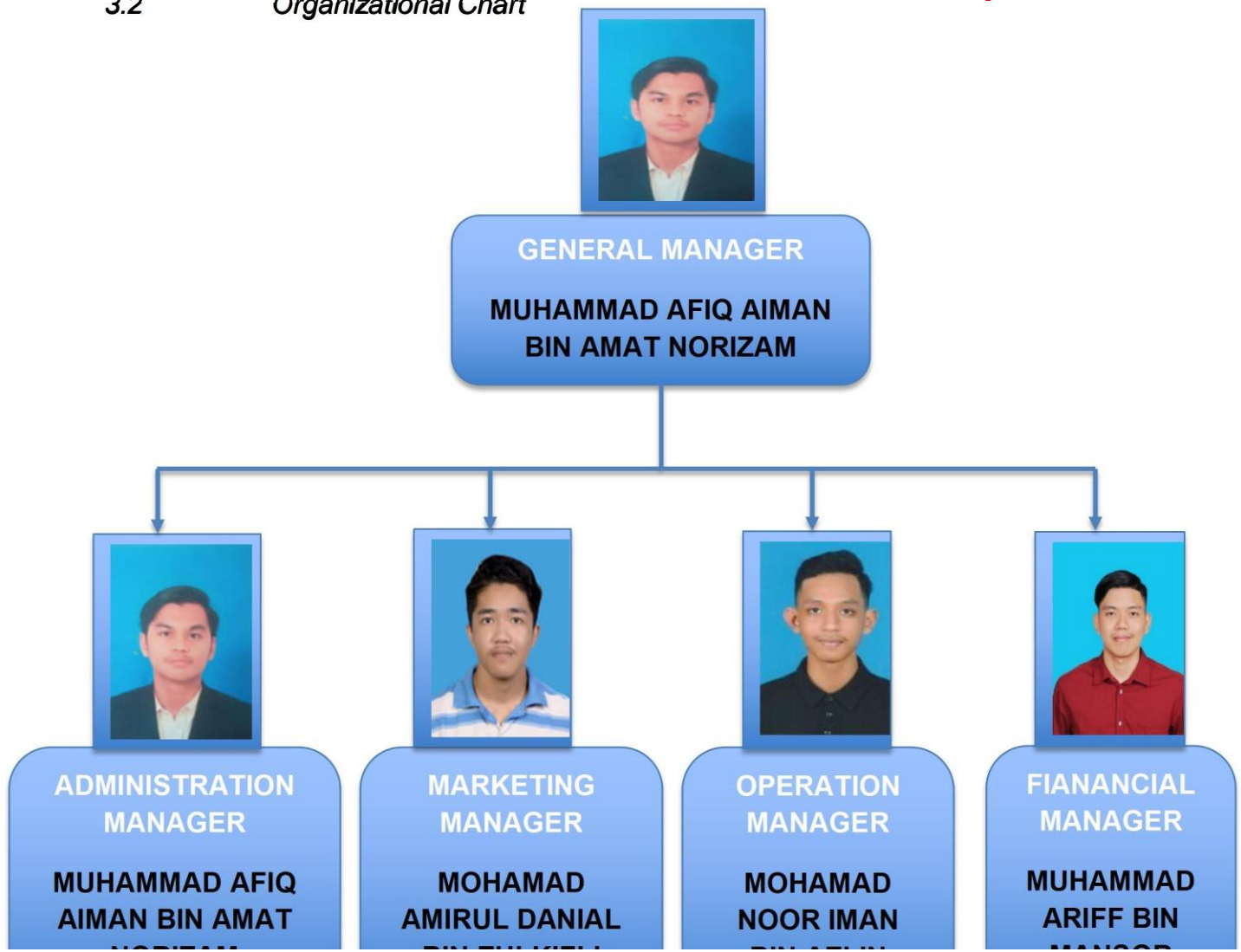
BUSINESS BACKGROUND

systems. Additionally, the business could potentially expand to include online ordering and mobile app capabilities for added convenience for customers. The overall goal would be to become the go-to-choice for burger delivery in the area, known for both the taste and quality of the burgers as well as the speed and reliability of the delivery service.

3.1.2 Mission

The mission of a burger delivery business plan would be to provide customers with a convenient and enjoyable dining experience by delivering high-quality burgers made with fresh ingredients right to their doorsteps. The business would strive to create an extensive menu of delicious burger options that cater to different tastes and dietary preferences. Additionally, the business would aim to implement efficient and reliable delivery systems to ensure that the burgers are delivered hot, fresh, and in a timely manner. The goal would be to become the go-to-choice for burger delivery in the area, known for both the taste and quality of the burgers as well as the speed and reliability of the delivery service. Additionally, providing exceptional customer service and building a loyal customer base would be key goals.

3.2 Organizational Chart



3.3 *Logo and Motto*

3.3.1 *Logo*



The logo for a burger delivery business named Zombie's Burger could be a combination of a zombie and a burger.

The zombie could be depicted as a cartoonish, friendly zombie with a big grin, maybe wearing a chef's hat or holding a burger in their hand. The burger could be prominently featured in the design, with the name "Zombie's Burger" written in bold, eye-catching letters. The overall look of the logo should be fun and approachable while still being easily recognizable and memorable.

The color scheme could be a mix of green and blue, with green and blue representing the Zombie's Burger. The typography used for the name of the business should be modern and easy to read. Overall, the logo should be able to effectively convey the brand message of the business, which is delivering high-quality and delicious burgers in a unique and fun way.

3.3.2 *Motto*

The motto "Eat Before You Are Eaten" for a burger delivery business plan suggests that the business is focused on providing fast and delicious burgers to customers before they have the chance to go to a competitor. It implies a sense of urgency and emphasizes the high quality and freshness of the burgers. The phrase

also creates an imagery of competition, which could make it an interesting and attention-grabbing name for the business.

PARTNERSHIPS BACKGROUND

	<p>experience in promoting and selling products or services.</p> <ul style="list-style-type: none">• Logistics and supply chain management: experience in managing the movement of goods, inventory management, and coordinating with suppliers and vendors.• Catering: experience in event planning, food preparation and delivery to a large group of people.• Customer service: experience in working with and satisfying customer needs.
--	--

4.2 Administration Manager

Table 4.2 Background of Administration Manager

Administration Manager	Background
Muhammad Afiq Aiman Bin Amat Norizam	<p>Growing up in the small town of Taman Sri Lambak Kluang, Johor, he always felt out of place. He was always interested in technology, but his parents encouraged him to pursue a more practical career path. Despite this, he continued to pursue his passions in his free time, drawing the engineering designs.</p> <p>After graduating high school, he decided to attend college to study mechanical engineering. It was there that he truly found his skill in math and discovered his love for drawing engineering designs.</p> <p>He is now a Part 5 student with a wide range of skills. Despite his success in studying until Part 5, he never forgets where he came from and the struggles he faced to get where he is today. He is always looking for ways to give back to his community and support other aspiring students. He proved that with hard work and determination, anyone can achieve their dreams.</p>

4.3 Marketing Manager

Table 4.3 Background of Marketing Manager

Administration Manager	Background
MOHAMAD AMIRUL DANIAL BIN ZULKIFLI	<p>He was born in Pasir Mas, Kelantan, and raised in Taman Sri Lambak Kluang, Johor. Although he always felt at ease in his surroundings, he had a strong desire to leave his home and see more of the outside world. He has always been interested in art and technology, but he lacks any particularly unique abilities. Despite this, he still spends his free time doing the things he enjoys in order to follow his interest.</p> <p>He made the decision to go to college to study mechanical engineering after finishing high school. It was there that he really recognized his aptitude for engineering design illustration and fell in love with it.</p> <p>He is presently a student in Semester 5 with a range of abilities. Despite achieving academic achievement up to Semester 5, he never forgets his roots and never stops missing his faraway family, but also the struggles he had to overcome to be where he is now. He's constantly trying to find new methods to encourage other striving students. He demonstrated that</p>

	everyone can attain their goals with effort and willpower.
--	--

4.4 Operation Manager

Table 4.4 Background of Operation Manager

Operation Manager	Backgrounds
MOHAMAD NOOR IMAN BIN AZLIN	<p>The given name is Mohamad Noor Iman bin Azlin. A boy that born in Kluang, Johor. he lives in Taman Delima Kluang which is not far from Kluang city area. he has a deep interest in handling motor parts but is hindered because he has to continue studying at MARA University of Technology located in Masai, Pasir Gudang.</p> <p>The field chosen by him is the field of Mechanical Engineering where he has to meet again with subjects he did not like in high school which two of them is math and physics. But after facing various challenges and obstacles in the field, he realized that indirectly he had gained a lot of experience and new knowledge through the field and also loved that two subjects more. Now he has reached the end as a diploma student where he has been in semester 5 out of 6 semesters yet to enter the intern world where he will gain more experience and also obstacles there. He love to gain more experience and knowledge from the people who are more older than him.</p>

4.5 Financial Manager

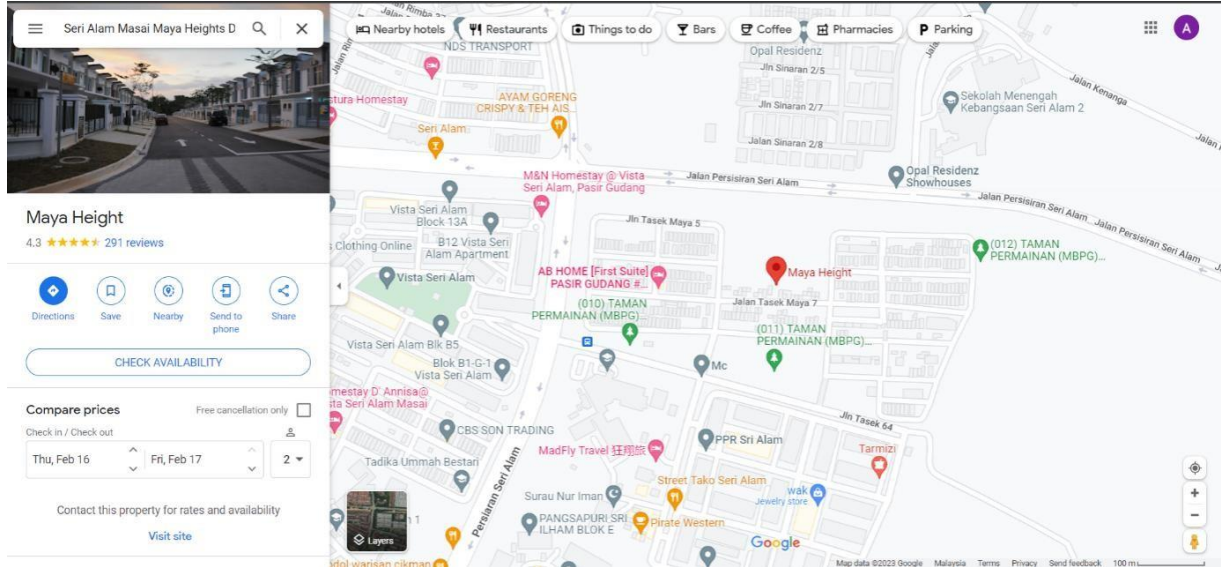
Table 4.5 Background of Financial Manager

Administration Manager	Background
Muhamammad Ariff Bin Mansor	<p>Ariff is a young man who was born in Segamat, Johor. He is the last child of 8 siblings. He is always enthusiastic and loves a challenge, because of that he always wants to explore and try new things</p> <p>Upon completing high school, he chose to further his education by enrolling in college to pursue a degree in mechanical engineering. During this time, he discovered a talent for mathematics and developed a passion for creating engineering designs through drawing.</p> <p>Despite reaching the pinnacle of success as a Part 5 student with a diverse range of abilities, he never forgets his humble beginnings and the challenges he had to overcome to reach this point. He continuously strives to give back to his community and assist other aspiring students in fulfilling their aspirations. He is a testament to the fact that with hard work and persistence, anyone can achieve their goals.</p>

LOCATION OF THE BUSINESS

5. Location of Business

5.1. Physical location of the project



5.2. Building

TYPE	2-storey Terraced House
STRUCTURE	Heights Double Storey Fully Renovated
SIZE	1200 sq.ft.
RENTAL DEPOSIT	RM 2600

5.3. Basic amenities

Bedrooms	4
Bathrooms	3
Furnished	Partially Furnished
Firm Type	E
Firm Number	31777
Agent Info	REN 26280


MARKETING PLAN



Marketing Plan

6.1 Marketing Objectives

- To ensure customers consume delicious burgers in area Pasir Gudang, Johor.
- To provide unique flavour and hot freshly burgers in area Pasir Gudang.
- Successfully selling all of the planned inventories of burgers.
- To offer only beef and chicken burgers at the most reasonable pricing, with quick delivery to the area Pasir Gudang.

6.2 Description of products

Product	Description
Features	<ul style="list-style-type: none"> ● Delicious taste and good quality ● Choice of diverse ingredients such as beef, chicken or vegetarian options ● Competitive and cheap prices that can compete with other competitors ● Unique design that attracts the attention of customers
Zombie's Beef Burger 	Materials: <ul style="list-style-type: none"> ● Good quality beef product, chopped onion, and good spices ● Colored burger bun (blue for beef) ● Used fresh and good quality vegetables ● Cheese sauce homemade Benefits: <ul style="list-style-type: none"> ● Beef burgers are a good source of protein ● Beef burgers contain a high amount of iron ● Cheese is an excellent source of

	<p>calcium</p> <ul style="list-style-type: none"> • Vegetables are packed with essential vitamins, minerals, and antioxidants, which can help boost your overall health.
<p>The Infected Chicken Burger</p> 	<p>Materials:</p> <ul style="list-style-type: none"> • Good quality crispy fried chicken product chopped onion, and good spices • Colored burger bun (green for beef) • Used fresh and good quality vegetables • Cheese sauce homemade <p>Benefits:</p> <ul style="list-style-type: none"> • Chicken is a lean source of protein, which is essential for muscle growth and repair • Chicken is lower in fat than red meats, making it a healthier option • Chicken is a good source of vitamins and minerals, including niacin, vitamin B6, and phosphorus. • Homemade cheese sauce allows you to customize the flavor to your own taste. • Homemade cheese sauce is a healthier option
<p>Zombie Baby Set (child set)</p> 	<p>Materials:</p> <ul style="list-style-type: none"> • Good quality crispy fried chicken product or beef product, chopped onion, and good spices • Zigzag French fries have a unique taste due to their distinct wavy, zigzag shape



- Nugget chicken is deep-fried, which gives it a crispy exterior and locks in the moisture of the chicken

Benefits:

- Zigzag fries, are a good source of carbohydrates, which provide energy to body.
- Zigzag fries contain a good amount of fiber, which promotes healthy digestion
- Chicken nuggets can help to reduce the risk of cancer and Alzheimer's
- Chicken nuggets can even be an anti-depressant.

Zombie Apocalypse Burger
(family set)








Materials:

- Good quality crispy fried chicken product or beef product, chopped onion, and good spices
- Zigzag French fries have a unique taste due to their distinct wavy, zigzag shape
- Tempura nugget has a light and crispy texture with a delicate, savory flavor
- Wedges have a crispy exterior with a fluffy and soft interior
- Sausages have a distinct, rich and savory flavor, which made with a blend of ground meats such as chicken
- Coleslaw are shredded cabbage and carrots which is a crisp and refreshing side dish that has a tangy and slightly sweet taste.

Benefits:

- Tempura nugget batter can provide a source of carbohydrates, which can give us energy to fuel our activities
- Wedges are a good source of vitamin C,

	<p>which is important for maintaining healthy skin, teeth, and bones</p> <ul style="list-style-type: none"> • Sausages have protein, which providing essential amino acids that for maintaining and repairing muscle tissue • Coleslaw low-calorie, low-fat, and low sugar food that is high in nutrients.
<p>The Lonely Dead Zombie Burger (single set)</p>     	<p>Materials:</p> <ul style="list-style-type: none"> • Good quality crispy fried chicken product or beef product, chopped onion, and good spices • Zigzag French fries have a unique taste due to their distinct wavy, zigzag shape • Deep-frying chicken nuggets results in a crispy surface and seals in the moisture of the chicken. • Sausages have a distinct, rich and savory flavor, which made with a blend of ground meats such as chicken <p>Benefits:</p> <ul style="list-style-type: none"> • Zigzag fries contain a good amount of fiber, which promotes healthy digestion • Chicken nugget good source of B-vitamins, which are important for energy metabolism and maintaining a healthy nervous system. • Sausages good amount of iron, which is important for maintaining healthy blood cells and carrying oxygen throughout the body.
<p>The Lover Zombie Burger (couple set)</p>	<p>Materials:</p> <ul style="list-style-type: none"> • Good quality crispy fried chicken



product or beef product, chopped onion, and good spices

- Deep-frying chicken nuggets results in a crispy surface and seals in the moisture of the chicken.

- Tempura nugget has a light and crispy texture with a delicate, savory flavor

- Wedges have a crispy exterior with a fluffy and soft interior

- Sausages have a distinct, rich and savory flavor, which made with a blend of ground meats,

Benefits:

- Chicken or beef burgers are both delicious and versatile options that can be seasoned and cooked in a variety of ways to suit different tastes and preferences.

- Chicken nugget is a good source of vitamins B3, B6 and B12, as well as minerals like zinc, iron, and selenium

- Nutrient tempura nugget can be served as a snack, appetizer, or main dish, making it a versatile option for any meal

- The wedges have more than double the amount of bone-building calcium

- Sausages are also a good source of zinc, which is essential for maintaining a healthy immune system

Figure 6.2.2 Product illustration



6.3 Target market

6.3.1 Geographic Segmentation with explanation

Geographic segmentation is a process of dividing a market into different geographical units such as regions, countries, states, or even neighbourhood. In order to recognise and comprehend changes in customer demands, tastes, and purchase habits within a certain location, this is done.

To understand how customer demands and tastes change across urban and rural areas, or between various nations, a corporation could, for instance, divide its market by region. Then, based on this data, marketing tactics, product lines, and distribution routes may be adjusted to better target particular market geographic groups.

The identification of possible new markets and the evaluation of the potential of current markets can both benefit from geographic segmentation. For instance, a business may employ geographic segmentation to pinpoint regions with rapid population growth or high levels of disposable income, which might point to openings for growth or higher sales.

Jalan Tasek Maya, Bandar Baru Seri Alam, Pasir Gudang, Johor is a wise choice for establishing a business because it is a strategic location. It is conveniently located near both residential and commercial districts, making it accessible to both staff members and clients. Furthermore, Pasir Gudang has a sizable potential client base due to its high population density.

Its port and sizable industrial area make Pasir Gudang, an industrial town on Peninsular Malaysia's east coast, a prime site for businesses in the shipping, manufacturing, and logistics sectors.

Pasir Gudang is additionally well connected to important cities in Malaysia and Johor via motorways and public transportation. This makes it simple for clients and staff to visit your business. Starting a business in Jalan Tasek Maya, Bandar Baru Seri Alam, Pasir Gudang, Johor is generally a wise choice because of the area's strategic location, accessibility to a big population, and good transportation connections to other significant cities.

6.3.2 Volume Purchase with explanation

The term "volume purchasing" describes the technique of getting a lot of something for a good deal. Businesses or organizations that must make frequent or significant purchases, like restaurants or food service providers, frequently do this.

If a burger-selling business adopted a volume purchasing approach, they would probably bargain with their suppliers for a lower price when acquiring bigger amounts of supplies, such as beef and chicken patties, buns, vegetables, and other toppings. As a result, the restaurant may see cost savings that they may pass along to their consumers in the form of lower rates or exclusive offers.

Additionally, a volume purchasing strategy could also help an ours company to secure a steady and reliable supply of ingredients, which is crucial for any food service business that needs to keep up with customer demand.

A burger food delivery or food service business wishing to cut expenses, ensure a continuous supply of materials, while simultaneously offering a fair bargain to clients, may find that volume purchasing is a useful technique.

6.3.3 *Quality Evaluation of Distributor with explanation*

Quality evaluation of distributors is an important process for a company, especially if our company is in the service which selling burger by using delivery method. The quality of distributors can greatly affect the overall success and reputation of the company. Here are some key factors to consider when evaluating distributors for burger service company.

First of all is the product quality which is the distributor should be able to provide high-quality ingredients for the burgers, such as fresh patty of meats and chickens, vegetables, and buns. This is important for maintaining the overall quality and taste of the burgers.

Next is delivery reliability. Distributor should have a reliable delivery system to ensure that the burger's key ingredient likes the patty, bun and others are delivered on time and in good condition. Late or damaged deliveries can affect the ability of the company to serve customers.

Additionally, the prices are competitive. The distributor ought to charge reasonable prices for the ingredients so that our business may control costs and maintain its position as a market leader. Additionally, the distributor should provide excellent customer service because this would enable our business to address any client complaints that might occur regarding delivery or ingredient quality.

Lastly is compliance and certifications. This is being done to ensure that the distributor complies with all applicable rules and regulations and has the appropriate certifications. This will help and further increase efficiency our business in ensuring that the ingredients are safe for consumption, adhere to the standards, and keep things running smoothly.

6.4 Market size

6.4.1.1 Population 1:

Table 6.4.1.1 Pasir Gudang

TYPE	QUANTITY	PRICE / UNIT (RM)	TOTAL (MONTH)
Zombie's Beef Burger	100	7.00	700.00
The Infected Chicken Burger	90	7.00	630.00
Zombie Baby Set (child set)	70	15.00	1050.00
Zombie Apocalypse Burger (family set)	75	26.90	2017.50
The Lonely Dead Zombie Burger (single set)	85	20.50	1742.50
The Lover Zombie Burger (couple set)	100	23.00	2300.00
TOTAL			RM8440.00

6.4.1.2 Population 2

Table 6.4.1.2 Bandar Seri Alam

TYPE	QUANTITY	PRICE / UNIT (RM)	TOTAL (MONTH)
Zombie's Beef Burger	90	7.00	630.00
The Infected Chicken Burger	80	7.00	560.00
Zombie Baby Set	70	15.00	1050.00

(child set)			
Zombie Apocalypse Burger (family set)	70	26.90	1883.00
The Lonely Dead Zombie Burger (single set)	75	20.50	1537.50
The Lover Zombie Burger (couple set)	90	23.00	2070.00
TOTAL			RM7730.50

6.4.1.3 Population 3

Table 6.4.1.3 Kota Masai

TYPE	QUANTITY	PRICE / UNIT (RM)	TOTAL (MONTH)
Zombie's Beef Burger	85	7.00	595.00
The Infected Chicken Burger	75	7.00	525.00
Zombie Baby Set (child set)	65	15.00	975.00
Zombie Apocalypse Burger (family set)	65	26.90	1748.50
The Lonely Dead Zombie Burger (single set)	70	20.50	1435.00
The Lover Zombie Burger (couple set)	85	23.00	1955.00
TOTAL			RM7233.50

Note:

	SINGLE
--	--------



SET

1 single Zombie's Beef Burger = RM7.00

1 single The Infected Chicken Burger = RM7.00

1 child set = RM15.00

1 family set = RM26.90

1 single set = RM20.50

1 couple set = 23.00

6.4.2 Total market size

Total market size = Pasir Gudang + Bandar Seri Alam + Kota Masai

= RM8,440.00 + RM7,730.50 + RM7,233.50

= RM23,404.00 /per month





Yearly Sales = RM23,404.00 x 12

= RM280,848.00

6.5 Competitors

6.5.1 Identifying competitors

Table 6.5.1 Competitive analysis

Competitors	Strengths	Weaknesses
<p>McDonald's</p> 	<ul style="list-style-type: none"> ◆ Strong brand recognition and reputation ◆ Wide variety of menu options ◆ Consistent quality and taste across locations 	<ul style="list-style-type: none"> ◆ Bad management of franchisees ◆ Limited changing healthier food options ◆ Unbalanced meal
<p>Burger King</p> 	<ul style="list-style-type: none"> ◆ Strong brand recognition and reputation ◆ Wide variety of menu options ◆ Strong international presence 	<ul style="list-style-type: none"> ◆ Limited health and wellness options on the menu ◆ Bad management of franchisees ◆ Limited marketing and advertising budget
<p>Subway</p> 	<ul style="list-style-type: none"> ◆ Wide variety of sandwich options for customers to choose from. ◆ Convenient locations with many stores located in high-traffic areas. ◆ Customizable sandwiches that can accommodate different dietary needs. 	<ul style="list-style-type: none"> ◆ Limited menu options ◆ Limited seating and atmosphere in some stores ◆ Limited advertising and marketing efforts
<p>KFC</p> 	<ul style="list-style-type: none"> ◆ Strong brand recognition and reputation ◆ Wide range of menu offerings ◆ Strong international presence 	<ul style="list-style-type: none"> ◆ Limited health and nutrition options ◆ Limited vegan and vegetarian options ◆ Very expensive price

6.5.1 Ranking of the competitors

Table 6.5.2 Ranking of the competitors

Rank No	Competitors
1	McDonald's
2	KFC
3	Burger King
4	Subway

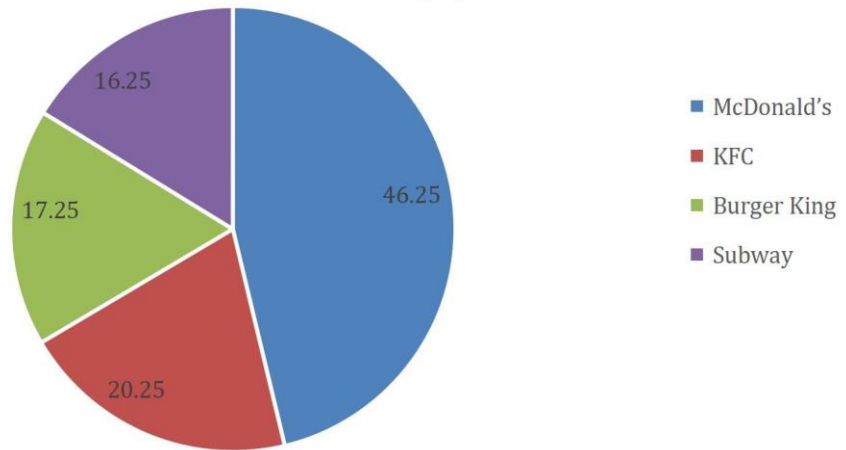
6.6 Market Share

Market share is a term used to assess the relative success of a business or product in a specific market or sector. A brand or company that has a high market share is regarded as successful and dominant in the industry. It is frequently used as a metric to evaluate how well various businesses and goods do in a certain market.

Table 6.6.1 Market share before the entry of Zombie's Burger in fast food industry.

Competitor	Before entrance (%)	Amount (RM)
McDonald's	46.25	3,714,060
KFC	20.25	1,626,156
Burger King	17.25	1,385,244
Subway	16.25	1,304,940
TOTAL	100	8,030,400

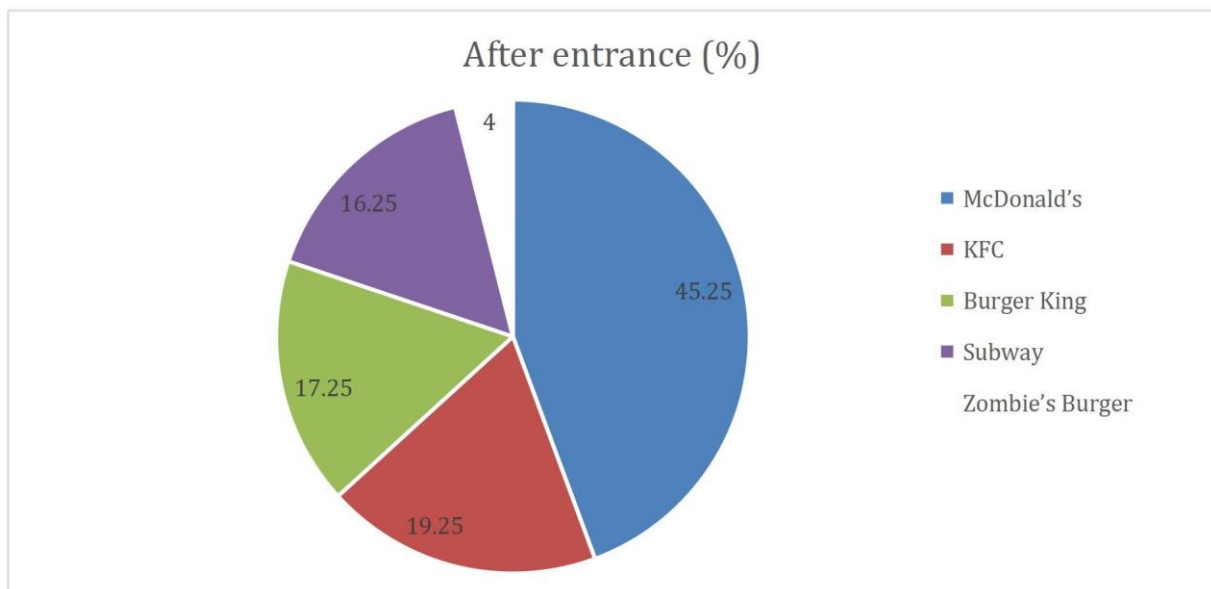
Before entrance (%)



6.6.1 Adjusted market share after the entry of *your business*.

Table 6.6.2 Market share after the entry of *Zombie's Burger* in fast food industry.

Competitor	After entrance (%)	Amount (RM)	Percentage of loss (%)
McDonald's	45.25	3,633,756	1
KFC	19.25	1,545,852	1
Burger King	17.25	1,385,244	1
Subway	16.25	1,304,940	1
Zombie's Burger	4	280,848	-
TOTAL	100	8,030,400	






6.7 Sales forecast




Table 6.7 Sales Forecasting

Month	Sales Forecast (RM)
1	23,404
2	25,346
3	27,289
4	30,765
5	35,875
6	49,879
7	37,700
8	33,290
9	34,567
10	37,990
11	41,678
12	40,915
Year 1	382,823
Year 2	421,105.30
Year 3	484,271.09

6.8 Market strategy (marketing mix)

6.8.1 Product - detail about the product

PRODUCT	APPEARANCE
<p>Zombie's Beef Burger</p> <ul style="list-style-type: none">- colored blue burger bun- beef patty- salad- tomato- cucumber- cabbage- sauce cheese homemade- sauce chilli / tomato- spices	
<p>The Infected Chicken Burger</p> <ul style="list-style-type: none">- color green burger bun- chicken patty- salad- tomato- cucumber- cabbage- sauce cheese homemade- sauce chili / tomato- spices	
<p>Zombie Baby Set (child set)</p> <ul style="list-style-type: none">-1 burger Zombie's Beef Burger or The Infected Chicken Burger- Zigzag French fries- 5 pieces chicken nuggets	

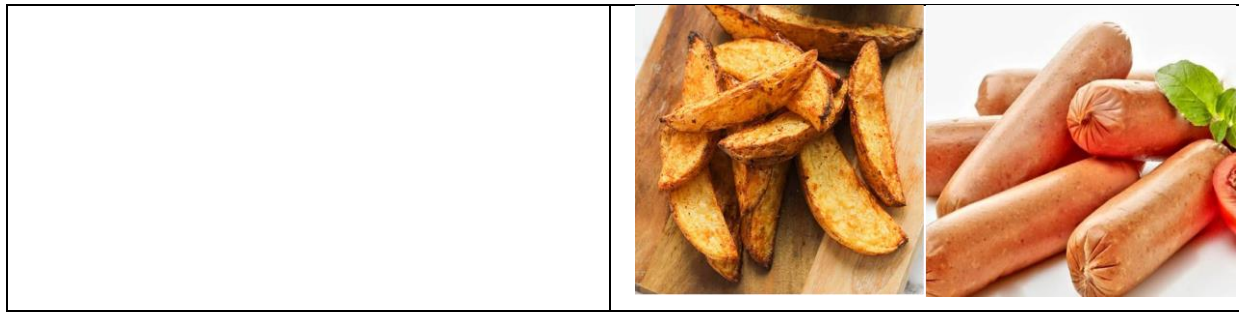
	
<p>Zombie Apocalypse Burger (family set)</p> <ul style="list-style-type: none"> -4 burger Zombie's Beef Burger or The Infected Chicken Burger - Zigzag French fries - 8 pieces tempura nuggets - wedges - 2 jumbo sausages - 2 bowl coleslaw 	   
<p>The Lonely Dead Zombie Burger (single set)</p> <ul style="list-style-type: none"> - 1 burger Zombie's Beef Burger or The Infected Chicken Burger - Zigzag French fries - 5 pieces chicken nuggets - 1 jumbo sausages 	



The Lover Zombie Burger (couple set)

- 2 burger Zombie's Beef Burger or The Infected Chicken Burger
- 3 pieces chicken nuggets
- 3 pieces tempura nuggets
- wedges
- 2 jumbo sausages





6.8.2 Price

PRODUCT	PRICE
Zombie's Beef Burger	RM7.00
The Infected Chicken Burger	RM7.00
Zombie Baby Set (child set)	RM15.00
Zombie Apocalypse Burger (family set)	RM26.90
The Lonely Dead Zombie Burger (single set)	RM20.50
The Lover Zombie Burger (couple set)	RM23.00

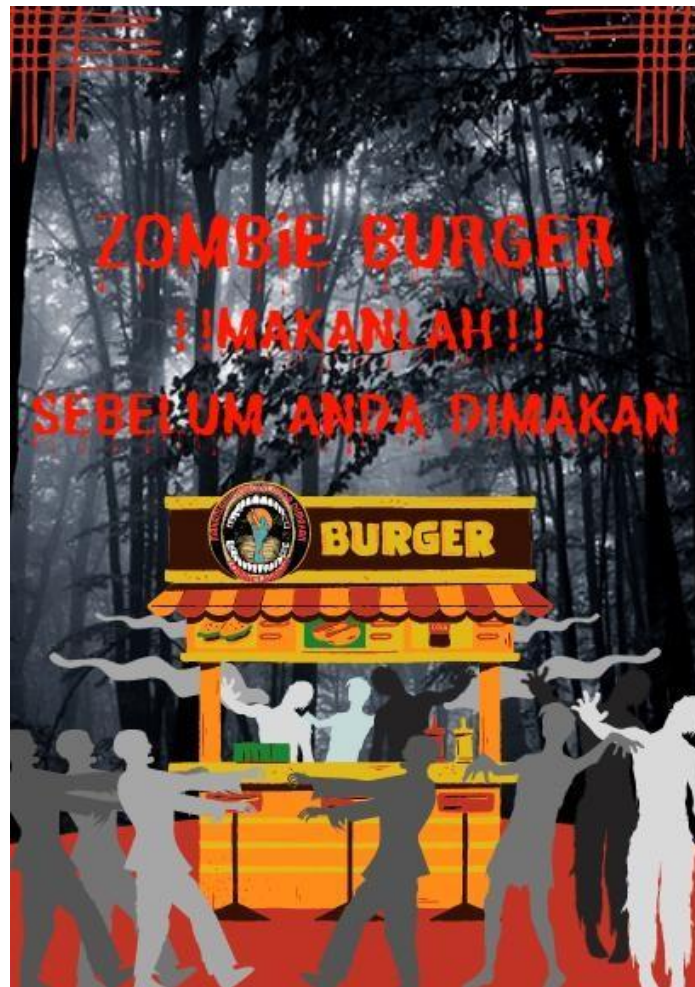
6.8.3 Place

We deliver burgers for the sale of our company, whose name is Zombie's Burger, which is a company that sells burgers by way of delivery only to our customers. Jalan Tasek Maya, Bandar Baru Seri Alam, Pasir Gudang, Johor is a wise choice for establishing a business because it is a strategic location. It is easily accessible to both staff employees and customers because to its ideal location close to both residential and business areas. Due to its dense population, Pasir Gudang also has a significant potential customer base. Pasir Gudang, an industrial town on Peninsular Malaysia's east coast, is a prime location for companies in the shipping, manufacturing, and logistics sectors thanks to its port and vast industrial area.

6.8.4 Promotion

1) Poster: Poster promotion is a form of advertising that uses posters or signs to display a message or image to a specific audience. This can be done in a variety of locations such store windows. The goal of poster promotion is to catch the attention

of the target audience and persuade them to take a desired action, such as purchasing a product or visiting a website like Canva.



Posters price: RM42.00

Make by using Canva from website: <https://www.canva.com/>

2) Online promotion: Online promotion is the term used to describe marketing and advertising activities carried out online. This can involve activities such as producing and publishing content on social media, executing online advertisements, using email marketing, and more. Reaching out to potential clients and raising brand awareness are the two main objectives of online promotion.



Account Instagram: zombies_burger

Link Instagram : https://instagram.com/zombies_burger?igshid=OGQ2MjdiOTE=

3) Signboard: Signboard promotion is the practice of advertising a product or service by erecting a sign or billboard in a prominent location. This includes street signs, building signs, and even digital billboards. The goal is to make the sign as eye-catching as possible so that people notice it and are more likely to purchase the advertised product or service. Businesses frequently use this method of promotion to attract customers and increase sales.



Example signboard picture which will be displayed on signboards on roads around the Pasir Gudang area.

6.9 Marketing Budget

Table 6.12 Marketing Budget

Item	Fixed Assets (RM)	Working capital (RM)	Other Expenses (RM)
Fixed Asset			
- Signboard	1000		
Working capital			
- Poster		- 50	
- Rent		- 1300	
-Salaries, EPF & SOCSO		- 9180	
- Utilises		- 500	
Other Expenses			
-Deposit (rent, utilities,etc)			- 2600
- Business registration			- 100
- License			- 42.50
- Other expenditure			- 300
TOTAL			RM15072.50

OPERATIONAL PLAN

7 Operational Plan

7.1 Component of Operating Systems

Component of operating system can be divided by five part which is business input, transformation process, business output, feedback and external environment.

7.1.1 Business Input

The ingredient used for Zombie Burger are listed below:

	Ingredient
Burger <ul style="list-style-type: none">• Zombie beef burger• Zombie chicken Burger	<ul style="list-style-type: none">- Bun- Salad- Tomato- Cucumber- Cheese- Patty (Beef/ Chicken)- Onion- Mayonnaise- BBQ sauce- Food colouring
Set <ul style="list-style-type: none">• Zombie's baby set• Zombie apocalypse set• The lonely zombie set• The lover zombies set	<ul style="list-style-type: none">- Nacho cheese / Chili sauce- Zig Zag French fries- Sausage jumbo- Sausage bun- Chicken / tempura nugget

	<ul style="list-style-type: none">- Wedges (Potato, salt, pepper)- Coleslaw (Cabbage/, carrots, with mayonnaise or vinegar)
--	--

The customer can buy the single set of the burger or they can buy the burger in set that already a been prepared which is The Zombie Beef burger and The Zombie Chicken Burger. Available set in Zombie Burger is Zombie's Baby Set (Child), Zombie's Apocalypse Set (Family), The Lonely Dead Zombie Burger (Single), The Lover Dead Zombie Burger (Couple).

7.1.2 Transformation Process

To begin, we will obtain all our raw material from nearby supermarket that located a stone throw away from our workplace and also our rental home. The burger can be ordered by the customer through the website on www.Zombie'sburger.com or contact number.

7.1.3 Business Output

Output for this company is to fill craving of our customer on burger by delivering our burger in front of their house.

7.1.4 Feedback

The customers can give their feedback on our website or through WhatsApp application using the contact number that have been provided in marketing content.



7.1.5 External Environment



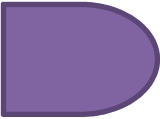
The external environmental will be our factor that affecting our company. Delivering process will make our rider facing many problems such as busy traffic especially on 'rush hour', weather conditions and customer's attitude.

7.2 *Process Planning for Manufacturing*

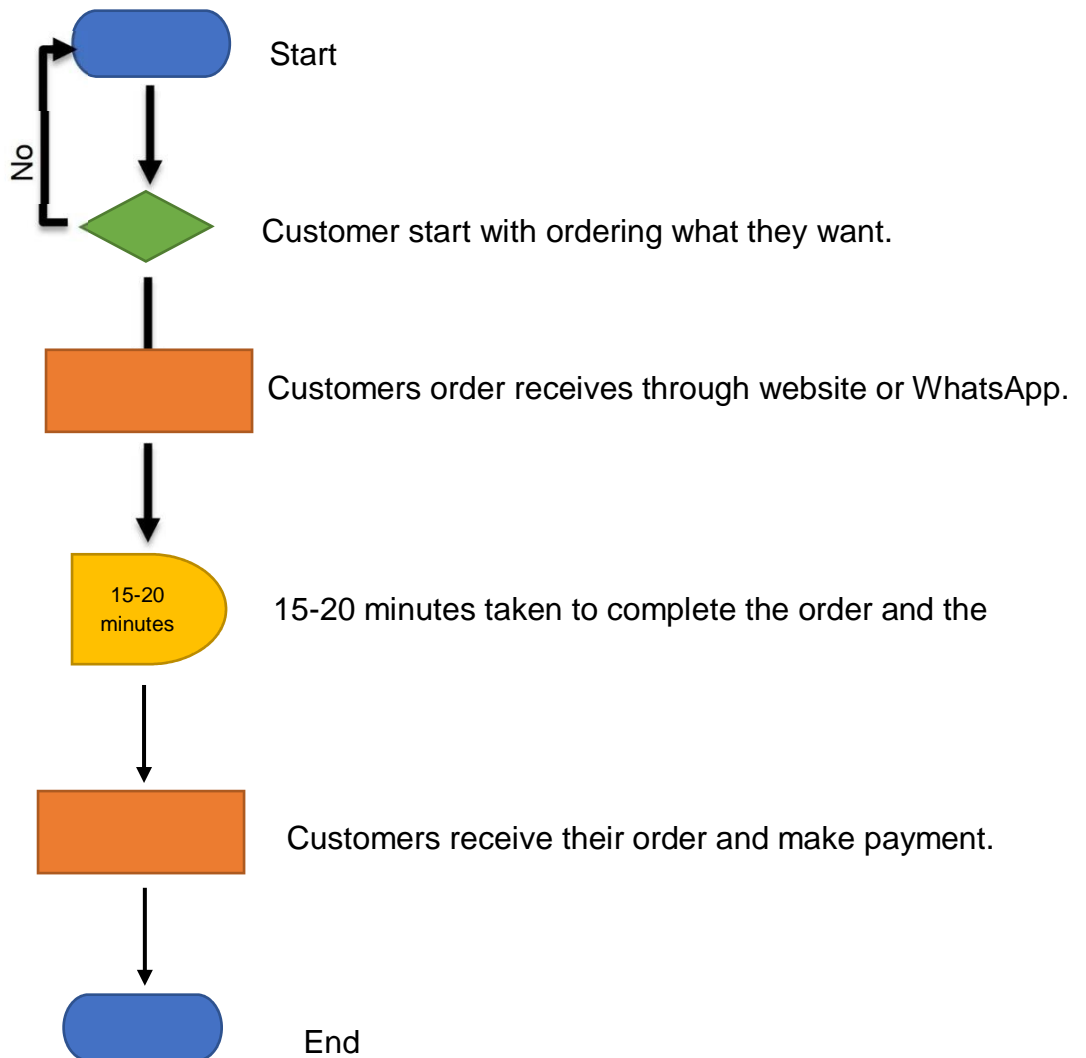
The process manufacturing is divided by two type which is symbol of process chart on describing the meaning of the symbol that we will use in our Process flow chat make better understanding of the flow.

7.2.1 Symbol of Process Chart

Symbol	Activity	Description
	Start/ end	An oval represents a start or end point.
	Arrow	An arrow to show the relationship between the representative shapes.

	Process	A rectangle represents a process.
	Decision	A diamond showing for a decision.
	Delay	Shows the time taken for a process.

7.2.2 Process flow chart

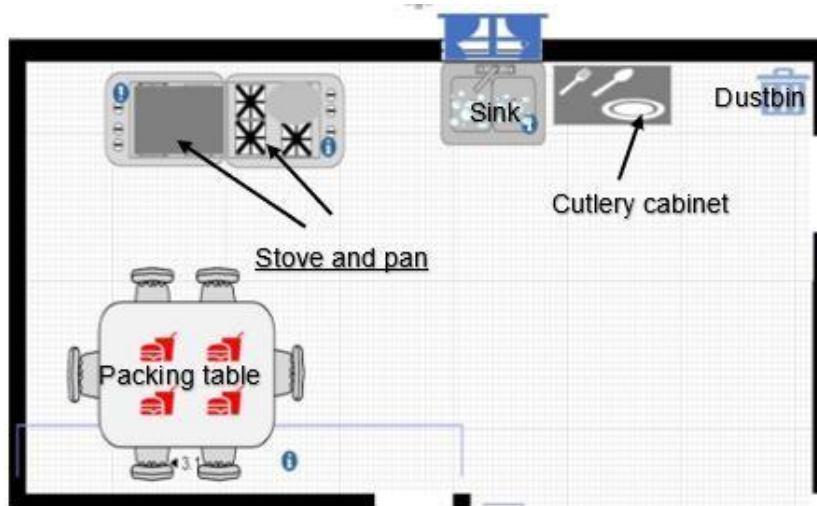


7.3 *Operations Layout*

Operation layout are most important part to make sure the process of business going smoothly by arranging all the equipment to make burger in the right place and ease the staff to do their job. Zombie's Burger layout are depends on our rent house layout. It is to give a full potential for every space of our rent house and give comfortable to our staff.

7.3.1 Layout based on the rent house and kitchen layout.





Kitchen layout

7.4 Production Planning

7.4.1 Sales forecast per month

Output per month

Type	Average sales forecast per month (RM)	Price per unit (RM)	Number of outputs per month
Zombie's beef burger	700.00	7.00	100
The infected beef burger	630.00	7.00	90
Zombie's baby set (Child Set)	1060.00	15.00	70
Zombie's apocalypse burger (Family Set)	2017.50	26.90	75
The Lonely Death Zombie Burger (Single Set)	1742.50	26.90	85
The Lover Zombie's Burger	2300.00	23.00	100
Total			520

7.4.2 Number of output per day

Type	Number of outputs per month	Number of working days	Number of outputs per day
Zombie's beef burger	100	26	4
The infected beef burger	90	26	4
Zombie's baby set (Child Set)	70	26	3
Zombie's apocalypse burger (Family Set)	75	26	3
The Lonely Death Zombie Burger (Single Set)	85	26	3
The Lover Zombie's Burger	100	26	4

7.5 Material Planning

7.5.1 Raw Material Required per Month (Bill of Material)

No	Material	Quantity (kg)	Safety Stock	Total Material Requirement	Price/Unit (RM)	Total Price (RM)
1	Chicken patty	36.4kg (52 pack)	1.8kg (3 pack)	36.4kg + 1.8kg =382kg 52 + 3 =55 pack	10.29 (10 pcs)	10.29 X 55 pack =565.95
2	Beef patty	36.4kg (52 pack)	1.8kg (3 pack)	36.4kg + 1.8kg =382kg 52 + 3 =55 pack	8.19 (10 pcs)	8.19 X 55 packs =450.45
3	Burger bun	1080 pcs (27 box)	40 pcs (1 box)	1080 pcs + 40 pcs (28 box)	18.90 (1box/40pcs)	18.99 X 28 Box =531.72
4	Salad	0.37 kg (370gram)	0.02kg (20gram)	0.37kg + 0.02kg =0.39 kg	2.99 (250gram)	2.99 x 2 = 5.88
5	Tomato	13 kg	0.5 kg	13.5kg	5.50 (500gram)	5.50 X 26 =143
6	Cucumber	11.7 kg	0.6 kg	12.1kg	11.60 (1kg)	11.6 X 11.7 =135.72
8	Onion	6kg	500g	6.5kg	5.79(2kg) 3.4(0.5kg)	(5.79 x 3) +3.4 = 20.77
9	Mayonnaise	4 kg	50g	4.5kg	13.99/kg	4.5 x 13.99 =62.95
10	BBQ sauce	3 kg	1 kg	4kg	9.65 / kg	9.65 x 4 =38.6
11	Food colouring	0.1kg	0.05kg	0.15kg	2.19 / 0.025kg	2.19 x 5 =10.95
12	Nacho cheese	1 kg	0.5kg	1.5kg	17.5/0.5kg	17.5x1.5 =26.25
13	Chili sauce	3 kg	1 kg	4kg	10.99/kg	10.99x4 =43.95
14	Zig Zag	6 kg	1kg	7kg	9.59/kg	9.59x7

	French fries					=67.13
15	Sausage Jumbo	3kg	1kg	4kg	17.5/kg	17.5 x 4 =70
16	Chicken / tempura nugget	5kg	1kg	6 kg	14.99/kg	14.99 x 6 =89.94
17	Potato	25 kg	1kg	26kg	7.4/kg	7.4x25 =185
19	Pepper	0.16kg	0.08kg	0.24kg	6.59/80g	6.59 x 3 =19.77
20	Cabbage	12kg	1kg	13kg	2.88/kg	2.88 x 12 =34.56
21	Egg	10 X 30's	1X 30's	11X 30's	16.50/ (1X30's)	11 X 16.5 =181.5
22	Carrot	12kg	1kg	13kg	3.99/kg	3.99 X 13 =51.87
Total						2735.96

7.5.2 Identify supplier

No	Material	Material supplier
1	Chicken patty	Lotus's Seri Alam, 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor
2	Beef patty	Lotus's Seri Alam, 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor
3	Burger bun	Lotus's Seri Alam, 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor
4	Salad	Lotus's Seri Alam, 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor
5	Tomato	Lotus's Seri Alam, 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor
6	Cucumber	Lotus's Seri Alam, 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor
7	Sliced Cheese	Lotus's Seri Alam, 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor
8	Onion	Lotus's Seri Alam, 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor
9	Mayonnaise	Lotus's Seri Alam, 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor
10	BBQ sauce	Lotus's Seri Alam, 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor
11	Food colouring	Lotus's Seri Alam, 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor



12	Nacho cheese	Marchever Official Store (Lazada)
13	Chili sauce	Lotus's Seri Alam, 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor
14	Zig Zag French fries	Lotus's Seri Alam, 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor
15	Sausage Jumbo	Lotus's Seri Alam, 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor
16	Chicken / tempura nugget	Lotus's Seri Alam, 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor
17	Potato	Lotus's Seri Alam, 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor
19	Pepper	Lotus's Seri Alam, 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor
20	Cabbage	Lotus's Seri Alam, 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor
21	Egg	32, Jalan Tembikai 10, Taman Kota Masai, 81700, Pasir Gudang, Johor.
22	Carrot	Lotus's Seri Alam, 111515, Jalan Seri Alam, Bandar Baru Seri Alam, 81750 Johor Bahru, Johor

7.6 Machine and Equipment Planning

7.6.1 Amount of machine & equipment required

Machine	Quantity	Price per unit (RM)	Total amount (RM)
Grill 	1	17.69	17.69
Fryer 	1	69.99	69.99
Refrigerator 	2	549.00	1098.00
Cutting Board 	2	2.00	4.00

<p>Spatula</p> 	2	5.41	10.82
<p>Gas</p> 	1	26.60	26.60
<p>Kitchen knife per set</p> 	1	22.00	22.00
<p>Mixing bowl</p> 	1	9.90	9.90
<p>Pans</p>			

	2	25.98	51.96
<p>Food containers for packaging and delivery (50 pcs)</p> 	5	16.00	16.00

7.6.2 List of machine supplier

Machine	Supplier
Fryer machine	KT HOUSEHOLD STORE (SHOPEE) Address: Lot 1920, Block C, Jalan Bukit Kemuning, 40460 Shah Alam, Selangor.
Refrigerator	Perniagaan Letrik Kempas Jaya Sdn Bhd Address: 2, Jalan Arung 1, Kawasan Perindustrian Taman Johor, 81200 Johor Bahru, Johor.

7.7 Manpower Planning

7.7.1 Organization Chart for Operation Department

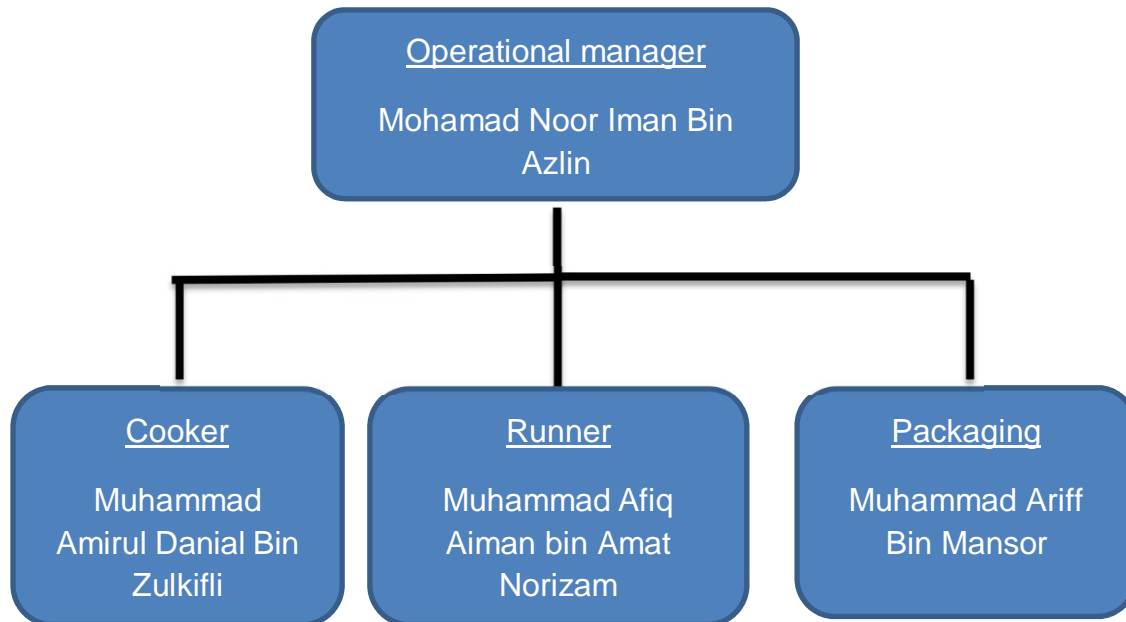


Figure 7.7.1 Organizational Chart

7.7.2 Schedule of task and responsibilities

Position	Task and Responsibilities
Operational manager	<ul style="list-style-type: none">Overseeing all the delivering process in all work time.Monitoring and evaluating performance of company and improve the company.
Cooker	<ul style="list-style-type: none">Receive order from the customers through the website.Doing all process to make the burger.
Runner	<ul style="list-style-type: none">Has a responsible in delivering ready to eat burger to customer up to the front of their house.
Packaging	<ul style="list-style-type: none">Responsible on packaging the ready burger before it being sent to customer.

--	--

7.1.1 Schedule of remuneration

Position	No.	Monthly Salary (RM)	EPF Contribution (13%) (RM)	SOCSSO (1.75%) (RM)	Amount (RM)
Operation manager	1	856.43	130.60	17.58	1004.61
Cooker	1	856.43	130.60	17.58	1004.61
Packaging	1	856.43	130.60	17.58	1004.61
Runner	1	856.43	130.60	17.58	1004.61
TOTAL					4018.44

7.2 Overhead requirement

7.8.1 Operations Overhead (indirect labour/indirect material/insurance/maintenance and utilities)

No	Types of Overhead	Monthly Cost (RM)
1	Electricity	100
2	Water	50
3	Rental	1300
4	Internet	105
5	Box for transportation	130
6	Cleaner	10
	TOTAL	1695

7.9 Total Operations Cost

$$\begin{aligned} \text{Total Operation Cost} &= \text{RM}2735.56 + \text{RM}4018.44 + \text{RM}1695 \\ &= \text{RM } 8450 \end{aligned}$$

7.10 Cost per unit

$$\text{Cost per unit} = \frac{\text{Total Operations Cost (RM)}}{\text{Total number of Output (Output per month)}}$$

$$\begin{aligned} \text{Cost per unit (The Zombie Beef Burger)} &= \frac{\text{RM } 8450}{100} \\ &= \text{RM } 84.5 \end{aligned}$$

$$\begin{aligned} \text{Cost per unit (The Infected Chicken Burger)} &= \frac{\text{RM } 8450}{90} \end{aligned}$$

$$= \text{RM } 93.83$$

$$\begin{aligned} \text{Cost per unit (The Zombie Baby Set)} &= \frac{\text{RM } 8450}{70} \\ &= \text{RM } 120.71 \end{aligned}$$

$$\begin{aligned} \text{Cost per unit (Zombie's Apocalypse Burger)} &= \frac{\text{RM } 8450}{75} \\ &= \text{RM } 112.67 \end{aligned}$$

$$\begin{aligned} \text{Cost per unit (The Lonely Zombie's Burger)} &= \frac{\text{RM } 8450}{85} \\ &= \text{RM } 99.41 \end{aligned}$$

$$\begin{aligned} \text{Cost per unit (The Lovely Zombie Burger)} &= \frac{\text{RM } 8450}{100} \\ &= \text{RM } 84.5 \end{aligned}$$

7.11 Productivity Index (PI)

$$\text{Productivity Index} = \frac{\text{Total value of Output (Sales forecast per month)}}{\text{Total Value of input (Total Operation Cost)}}$$

$$\begin{aligned} \text{Productivity Index (The Zombie Beef Burger)} &= \frac{\text{RM } 700}{\text{RM } 8450} \end{aligned}$$

$$= \text{RM } 0.08$$

$$\begin{aligned} \text{Productivity Index (The Infected Chicken Burger)} &= \frac{\text{RM } 630}{\text{RM } 8450} \\ &= \text{RM } 0.07 \end{aligned}$$

$$\begin{aligned} \text{Productivity Index (The Zombie Baby Set)} &= \frac{\text{RM } 1060}{\text{RM } 8450} \\ &= \text{RM } 0.13 \end{aligned}$$

$$\begin{aligned} \text{Productivity Index (Zombie's Apocalypse Burger)} &= \frac{\text{RM } 2017.50}{\text{RM } 8450} \\ &= \text{RM } 0.24 \end{aligned}$$

$$\begin{aligned} \text{Productivity Index (The Lonely Zombie's Burger)} &= \frac{\text{RM } 1742.50}{\text{RM } 8450} \\ &= \text{RM } 0.21 \end{aligned}$$

$$\begin{aligned} \text{Productivity Index (The Lovely Zombie Burger)} &= \frac{\text{RM } 2300}{\text{RM } 8450} \\ &= \text{RM } 0.27 \end{aligned}$$

7.13 Business and operation hours

Business hour = 6 hours per day (7.00 p.m. until 12.00 a.m.)

Operating hour = 6 hours per day (7.00 p.m. until 12.00 a.m.)

Working days = 6 days per week (Saturday –Thursday)

Name	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Iman	Working days	Working days	Working days	Working days	Working days	Off day	Working days
Afiq	Working days	Working days	Working days	Working days	Working days	Off day	Working days
Amirul	Working days	Working days	Working days	Working days	Working days	Off day	Working days
Arif	Working days	Working days	Working days	Working days	Working days	Off day	Working days



Working days



Off day

7.14 License, permits and regulations required

Description	Authority
<p>BUSINESS REGISTRATION CERTIFICATE</p> <p>Suruhanjaya Syarikat Malaysia (SSM)</p> <p>Our company has already registered with SSM to ensure that we can provide our company information to public</p>	 <p style="text-align: right;"><small>www.corporate.gov.my</small></p> <p style="text-align: center;">SURUHANJAYA SYARIKAT MALAYSIA (SSM)</p>
<p>ELECTRICITY</p> <p>Tenaga Nasional Berhad (TNB)</p> <p>-Our business need to maintain electric supply to our machine especially to the freezer for best quality of the material used for the burger.</p>	 <p style="text-align: center;">TENAGA NASIONAL BERHAD (TNB)</p>
<p>PRODUCT QUALITY</p> <p>Bahagian keselamatan dan kualiti makanan (BKMM)</p> <p>Our product will always need to be checked their quality to make sure no food poisoning will occur and affect our customers</p>	 <p style="text-align: center;">BAHAGIAN KESELAMATAN DAN KUALITI MAKANAN (BKMM)</p>

7.15 Operations Budget

Item	Fixed Assets (RM)	Monthly Expenses (RM)	Others (RM)
Fixed Asset <ul style="list-style-type: none"> • Equipment and machine • Tools 	<p style="text-align: center;">1167.99</p> <p style="text-align: center;">158.97</p>		
Working Capital <ul style="list-style-type: none"> • Materials or stocks • Overhead 		<p style="text-align: center;">2735.96</p> <p style="text-align: center;">1695</p>	
Pre-operations <ul style="list-style-type: none"> • Insurance and road tax for motorcycle • Business registration & license • Deposit (Rent house) 			<p style="text-align: center;">30</p> <p style="text-align: center;">142.50</p> <p style="text-align: center;">2600</p>
TOTAL	<p style="text-align: center;">1326.96</p>	<p style="text-align: center;">4430.96</p>	<p style="text-align: center;">2690</p>

ADMINISTRATION PLAN

8. Administration Plan

8.1 Organizational Chart for Administration and Finance Department

An organizational chart for an administration and finance department in a burger delivery business plan might look something like this:

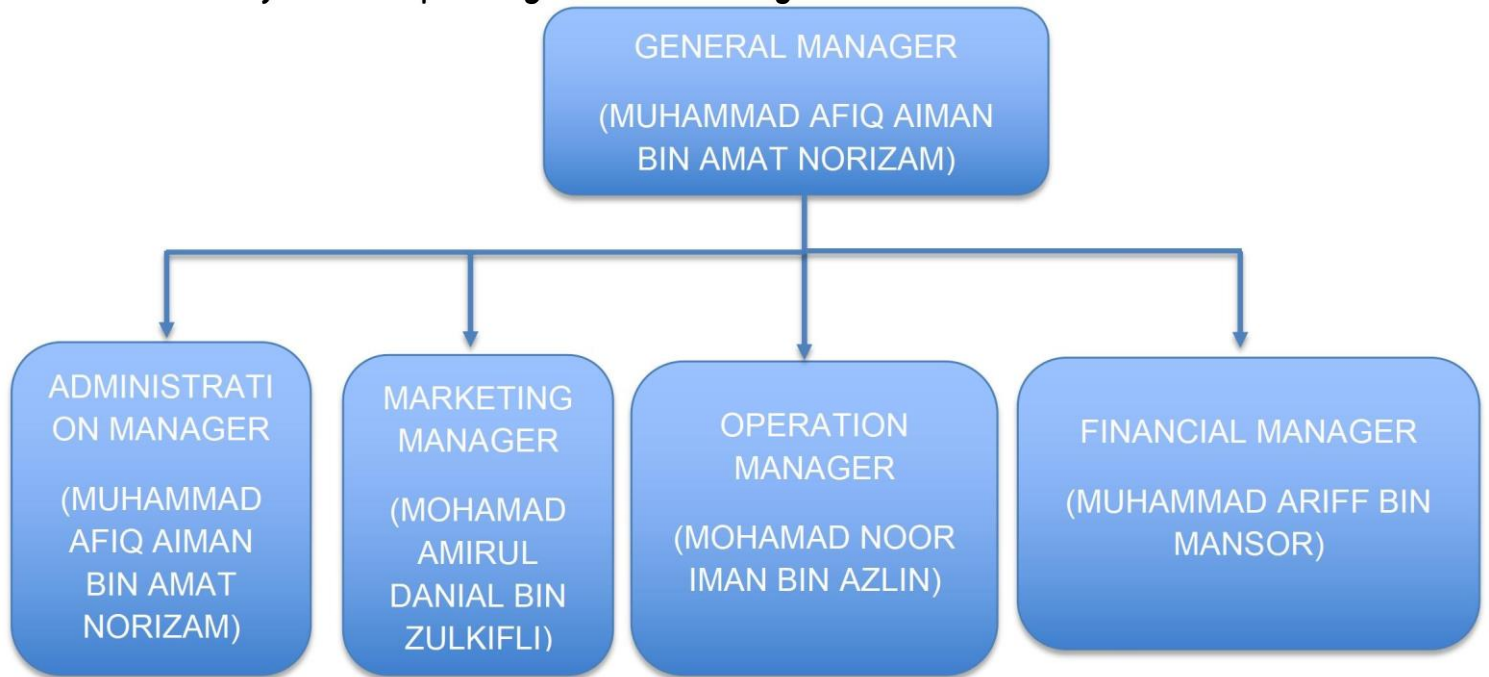


Figure 8.1 Organizational Chart (GM + Head and workers of Administration and Finance Department)

8.2 Manpower Planning

Table 8.2 List of Personnel (GM + Head and workers of Administration and Finance Department)

POSITION	NO. OF PERSONNELS
General Manager	1
Administration Manager	1
Marketing Manager	1
Operation Manager	1
Financial Manager	1

8.3 Schedule of Task and Responsibilities

Table 8.3 Task and Responsibilities (GM + Head and workers of Administration and Finance Department)

POSITION	TASKS AND RESPONSIBILITIES
General Manager	<ul style="list-style-type: none">• Setting and achieving overall business goals for the burger delivery business• Developing and implementing strategies to increase sales and revenue• Overseeing all aspects of the business, including operations, marketing, finance, and customer service• Managing and motivating staff to ensure high-quality service and performance• Managing and maintaining relationships with suppliers and vendors• Analyzing data and trends to identify areas for improvement and make strategic decisions for the business• Overseeing the budget and financial performance of the business• Staying up-to-date with industry trends and regulations to ensure compliance and best practices are being followed.• Communicating with the board of

	<p>directors to keep them informed of the company's performance and progress</p> <ul style="list-style-type: none">• Ensuring that all company policies and procedures are being followed.• Identifying and addressing any issues that may arise within the company and finding ways to resolve them.• Representing the company to external stakeholders, such as customers, investors, and partners.• Continuously monitoring and evaluating the company's performance and implementing changes as necessary to improve the overall success of the business
Administration Manager	<ul style="list-style-type: none">• Overseeing the day-to-day operations of the burger delivery business, including scheduling, inventory management, and customer service• Developing and implementing policies and procedures to ensure efficient and effective delivery of burgers to customers• Coordinating with other departments, such as marketing and finance, to ensure the

	<p>smooth running of the business</p> <ul style="list-style-type: none">• Managing and training staff, including drivers and customer service representatives• Developing and implementing strategies to increase sales and revenue• Managing and maintaining relationships with suppliers and vendors• Analyzing data and trends to identify areas for improvement and make strategic decisions for the business• Overseeing the budget and financial performance of the business• Staying up-to-date with industry trends and regulations to ensure compliance and best practices are being followed.
Marketing Manager	<ul style="list-style-type: none">• Conducting market research to identify target customers and understand their needs and preferences• Developing a brand identity and messaging for the business• Creating and executing marketing campaigns across various channels, such as social media, email, and print <p>Advertising</p>

	<ul style="list-style-type: none">• Managing the company's website and social media accounts• Coordinating with other departments, such as operations and customer service, to ensure a seamless customer experience• Tracking and analyzing marketing metrics to measure the effectiveness of campaigns and make adjustments as needed• Staying up-to-date with industry trends and emerging technologies to ensure the business stays competitive
Operation Manager	<ul style="list-style-type: none">• Overseeing the day-to-day operations of the burger delivery business• Managing and training staff, including drivers and customer service representatives• Developing and implementing policies and procedures to ensure efficient and effective delivery of burgers to customers• Coordinating with other departments, such as marketing and finance, to ensure the smooth running of the business• Managing and maintaining relationships with suppliers and vendors• Analyzing data and trends to identify areas for improvement

and make strategic decisions for the business

- Overseeing the budget and financial performance of the business
- Staying up-to-date with industry trends and regulations to ensure compliance and best practices are being followed.
- Identifying and addressing any operational issues that may arise within the company and finding ways to resolve them.
- Developing and implementing strategies to improve the efficiency and effectiveness of the delivery process.
- Coordinating with the logistics team to ensure timely and accurate deliveries to customers.
- Continuously monitoring and evaluating the company's performance and implementing changes as necessary to improve the overall success of the business.
- Managing the inventory and ensuring the availability of products for customers.
- Creating and monitoring schedules for staff and drivers.
- Developing and implementing procedures for quality control and

	<p>customer satisfaction.</p> <ul style="list-style-type: none"> • Monitoring the progress of orders and resolving any issues that arise in the delivery process.
Financial Manager	<ul style="list-style-type: none"> • Developing and implementing financial strategies for the burger delivery business • Managing and analyzing the budget and financial performance of the business • Preparing financial reports and statements, including income statements, balance sheets, and cash flow statements • Forecasting future financial performance and identifying areas for improvement • Managing and maintaining relationships with banks and other financial institutions • Coordinating with other departments, such as operations and marketing, to ensure the smooth running of the business • Staying up-to-date with industry trends and regulations to ensure compliance and best practices are being followed • Managing and monitoring the company's cash flow and ensuring that all bills and expenses are paid on time • Identifying and addressing any

	<p>financial issues that may arise within the company and finding ways to resolve them</p> <ul style="list-style-type: none"> • Developing and implementing strategies to improve the overall financial performance of the business. • Identifying potential investment opportunities and analyzing the potential returns on investment • Managing the company's financial risks and developing contingency plans • Preparing and analyzing financial reports to be presented to the board of directors and stakeholders. • Exploring different funding options and identifying alternative funding sources if necessary • Continuously monitoring and evaluating the company's financial performance and implementing changes as necessary to improve the overall success of the business.
--	---

It should be noted that the size of the business, location, and the specific needs of the business will determine the number of personnel to be hired in each role.

8.4 Schedule of Remuneration

A schedule of remuneration for a burger delivery business plan will depend on a number of factors, including the size and location of the business, the number of

employees, and the overall financial health of the company. Below is an example of a remuneration schedule for a small burger delivery business:

Table 8.4 Schedule of Remuneration

Position	Quantity	Monthly Salary (RM) (A)	EPF (RM) (13 %) (B)	SOCSSO (RM) (1.75 %) (C)	Total (A)+(B)+(C)
General manager / Administration manager	1	856.43	130.60	17.58	1004.61
Marketing manager	1	856.43	130.60	17.58	1004.61
Operational manager	1	856.43	130.60	17.58	1004.61
Financial manager	1	856.43	130.60	17.58	1004.61
TOTAL	4		-		4018.44

8.5 Kitchen Furniture, Fitting and Kitchen Supplies

Table 8.5.1 List of Kitchen Furnitures and Fittings

TYPE	QUANTITY	PRICE/UNIT(RM)	TOTAL AMOUNT (RM)
Grill	1	17.69	17.69
Fryer	1	69.99	69.99
Refrigerator	2	829.00	1658.00
Cutting board	2	2.00	4.00
Spatula	2	5.41	10.82
Gas	1	26.60	26.60
Kitchen knife per set	1	22.00	22.00

Mixing bowl	1	9.90	9.90
Pans	2	25.98	51.96
Food containers for packaging and delivery (50pcs) 750ml	5	16.00	80.00
TOTAL			1950.69

Table 8.5.2 List of Kitchen Supplies

TYPE	Quantity (kg)	Price/Unit (RM)	Total Price (RM)
Chicken patty	36.4kg (52 pack)	10.29 (10 pcs)	10.29 X 55 pack =565.95
Beef patty	36.4kg (52 pack)	8.19 (10 pcs)	8.19 X 55 packs =450.45
Burger bun	1080 pcs (27 box)	18.90 (1box/40pcs)	18.99 X 28 Box =531.72
Salad	0.37 kg (370gram)	2.99 (250gram)	2.99 x 2 = 5.88
Tomato	13 kg	5.50 (500gram)	5.50 X 26 =143
Cucumber	11.7 kg	11.60 (1kg)	11.6 X 11.7 =135.72
Onion	6kg	5.79(2kg) 3.4(0.5kg)	(5.79 x 3) +3.4 = 20.77
Mayonnaise	4 kg	13.99/kg	4.5 x 13.99 =62.95

BBQ sauce	3 kg	9.65 / kg	9.65 x 4 =38.6
Food coloring	0.1kg	2.19 / 0.025kg	2.19 x 5 =10.95
Nacho cheese	1 kg	17.5/0.5kg	17.5x1.5 =26.25
Chili sauce	3 kg	10.99/kg	10.99x4 =43.95
Zig Zag French fries	6 kg	9.59/kg	9.59x7 =67.13
Sausage Jumbo	3kg	17.5/kg	17.5 x 4 =70
Chicken / tempura nugget	5kg	14.99/kg	14.99 x 6 =89.94
Potato	25 kg	7.4/kg	7.4x25 =185
Pepper	0.16kg	6.59/80g	6.59 x 3 =19.77
Cabbage	12kg	2.88/kg	2.88 x 12 =34.56
Egg	10 X 30's	16.50/ 1X30's)	11 X 16.5 =181.5
Carrot	12kg	3.99/kg	3.99 X 13 =51.87
Total			2735.96

8.6 Administration Budget

Table 8.6 Administration Budget

Item	Fixed Assets (RM)	Monthly Expenses (RM)	Other Expenses (RM)
Fixed Asset			
• Kitchen furniture and fittings	• 1950.69		
• Kitchen supplies	• 2755.96		

<ul style="list-style-type: none"> • Renovation 	<ul style="list-style-type: none"> • 1000.00 		
Working capital <ul style="list-style-type: none"> • Rent • Salaries, EPF & SOCSO • Utilities 		<ul style="list-style-type: none"> • 1300.00 • 4018.44 • 500.00 	
Other Expenses <ul style="list-style-type: none"> • Deposit (rent, utilities etc.) • Business registration • License • Other expenditure 			<ul style="list-style-type: none"> • 2600.00 • 100.00 • 42.50 • 300.00
TOTAL (RM)	14,567.59		

FINANCIAL PLAN

9.0 FINANCIAL PLAN

9.1 INTRODUCTION

Financial Plan is the process of documenting the company's financial activities such as short-term finance, long-term finance, budgeting, and investing. The financial plan will also help the company meet its goals and avoid financial problems as all activities will be recorded in the financial plan either internal or external. Therefore, the expenses and revenue of the company will be monitored month to month as the cash inflow must be higher than the cash outflow to avoid losses in the company.

Hence, using the financial plan the investors can see the performance of the company through the ratio in financial analysis. The best performance refers to how excellent is the company in managing debt and assets. Moreover, the financial plan helps the company to have predictions for the future as the financial manager can compare the financial statement of the current year and the previous year. As the result, to construct the financial plan, there must be cash flow, profit loss, balance sheet, and many more.

9.2 OBJECTIVE OF THE FINANCIAL PLAN

The objective of the Zombie' Burger financial plan is:

- To achieve the Zombie's Burger goals.
- To minimize the cost and maximize profit.
- To have the best financial performance in paying the debt and managing the asset.
- To make sure the company has enough liquidity for both short-term and long-term investments.

9.3 SOURCES OF FINANCE

For starting the Zombie's Burger business, the estimated cost is about RM42,000 contributed by the Zombie's Burger partners and the loan from a financial institution will be RM20,000:

Table 9.3.1: Contribution of each capital by partners.

POSITION	NAME OF PARTNER	PERCENTAGE
General Manager	Muhammad Afiq Aiman Bin Amat Norizam	20%
Administrative Manager	Muhammad Afiq Aiman Bin Amat Norizam	20%
Marketing Manager	Mohamad Amirul Danial Bin Zulkifli	20%
Operation Manager	Mohamad Noor Iman Bin Azlin	20%
Financial Manager	Muhammad Ariff Bin Mansor	20%

The contribution of each capital by partners:

Table 9.3.1: Amount of Contribution.

NAME OF PARTNER	AMOUNT (RM)
Muhammad Afiq Aiman Bin Amat Norizam	4,400
Muhammad Afiq Aiman Bin Amat Norizam	4,400
Mohamad Amirul Danial Bin Zulkifli	4,400
Mohamad Noor Iman Bin Azlin	4,400
Muhammad Ariff Bin Mansor	4,400

Table 3.1: Amount of Contribution.

The contribution of loan:

Table 2.3: Loan Amount.

ITEM	PAYMENT (YEAR)	AMOUNT (RM)
Loan	4,000	20,000

9.4 OPERATIONAL BUDGETS

9.4.1 Administrative Budget

ADMINISTRATIVE BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total

Fixed Assets				
Kitchen Supplies	2755.96			2755.96
Kitchen Furniture and Fittings	1950.69			1950.69
Renovation	1,000			1,000
	-			-
Working Capital				
Rent		1,300		1,300
Utilities		500		500
Salaries, EPF & SOCSO		4018.44		4018.44
		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			300	300
Deposit (rent, utilities, etc.)			2,600	2,600
Business Registration			100	100
License			42.50	42.50
Total	5706.65	5818.44	3042.50	14567.59

9.4.2 Marketing Budget

Table 9.4.2: Marketing Budget.

MARKETING BUDGET				
Particulars	F.Assets	Working cap	Others	Total
Fixed Assets				
Signboard	1,000			1,000
	-			-
Working Capital				
Poster		50		50
Rent		1300		1300
Salaries, EPF & SOCSO		9180		9180
Utilities		500		500
		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			-	
Deposit (rent, utilities, etc.)			-	
Business Registration			-	
Licences			-	
Total	1,000	11,030	-	12030

9.4.3 Operation Budget

Table 9.4.3: Operation Budget.

OPERATIONS BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Equipment and machine	1167.99			1167.99
Tools	158.97			158.97
				-
Working Capital				
Materials or stocks		2735.96		2735.96
Overhead		1695		1695
Pre-Operations & Other Expenditure				
Deposit (rent, utilities, etc.)			-	
Business Registration & Licences			-	
Insurance & Road Tax for Motor Vehicle			-	
Total	1326.96	4430.96	-	5757.92

9.5 PROJECT IMPLEMENTATION & SOURCES FINANCING

Table 9.5.1: Enchanted Dream Project Implementation Cost and Sources of Finance.

ZOMBIE'S BURGER						
PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE						
Project Implementation Cost			Sources of Finance			
Requirements		Cost	Loan	Hire-Purchase	Own Contribution	
					Cash	Existing F. Assets
Fixed Assets						
Kitchen Supplies		2755.96	2755.96			
Kitchen Furniture and Fittings		1950.69	1950.69			
Renovation		1,000	1,000			
Signboard		1,000	1,000			
Equipment and machine		1167.99	1167.99			
Tools		158.97	158.97			
Working Capital						
	1 months					
Administrative		5818.44	5818.44			
Marketing		11,030	6147.95		4882.05	
Operations		4430.96			4430.96	
Pre-Operations & Other Expenditure		3042.50			3042.50	
Contingencies						
	10%	3235.55			3235.55	
TOTAL		35591.06	20000		15591.06	

9.6 LOAN AND PURCHASE AMORTISATION SCHEDULES

Table 9.6.1: Loan and Hire-Purchase Amortisation Schedules.

ZOMBIE'S BURGER				
LOAN PURCHASE AMORTISATION SCHEDULES				
LOAN REPAYMENT SCHEDULE				
Amount	20,000			
Interest Rate	5%			
Duration (yrs)	5			
Method	Baki Tahunan			
<i>Year</i>	<i>Principal</i>	<i>Interest</i>	<i>Total Payment</i>	<i>Principal Balance</i>
	-	-		20,000
1	4000	1000	5000	16000
2	4000	800	4800	12000
3	4000	600	4600	8000
4	4000	400	4400	4000
5	4000	200	4200	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	

Operations Expenditure																	
Cash Purchase		2,737	2,303	2,303	2,303	2,303	2,303	2,303	2,303	2,303	2,303	2,303	2,303	28,070	83,538	89,386	
Payment of Account Payable		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Carriage Inward & Duty		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Salaries, EPF & SOCSO		1,005	1,005	1,005	1,005	1,005	1,005	1,005	1,005	1,005	1,005	1,005	1,005	12,055	12,055	12,055	
		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
														0	0	0	
Other Expenditure		200												200	200	200	
Pre-Operations																	
Deposit (rent, utilities, etc.)	2,600		0	0	0	0	0	0	0	0	0	0	0	2,600	0	0	
Business Registration & Licences	43		0	0	0	0	0	0	0	0	0	0	0	43			
Insurance & Road Tax for Motor Vehicle	30		0	0	0	0	0	0	0	0	0	0	0	30	30	30	
Other Pre-Operations Expenditure	0		0	0	0	0	0	0	0	0	0	0	0	0			
Fixed Assets																	
Purchase of Fixed Assets - Land & Building	2,756		0	0	0	0	0	0	0	0	0	0	0	2,756	0	0	
Purchase of Fixed Assets - Others	1,951		0	0	0	0	0	0	0	0	0	0	0	1,951	0	0	
Hire-Purchase Down Payment	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Hire-Purchase Repayment:																	
Principal		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Interest		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Loan Repayment:																	
Principal		4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	48,000	68,785	68,785	
Interest		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000	13,757	10,318	
Tax Payable		0	0	0	0	0	0	0	0	0	0	0	23,086	23,086	21,995	34,646	
TOTAL CASH OUTFLOW	7,379	11,084	10,450	10,450	10,450	10,450	10,450	10,450	10,450	10,450	10,450	10,450	33,535	156,495	226,065	241,124	
CASH SURPLUS (DEFICIT)	12,621	12,316	12,950	12,950	12,950	12,950	12,950	12,950	12,950	12,950	12,950	12,950	(10,135)	144,305	132,045	245,905	
BEGINNING CASH BALANCE		12,621	24,937	37,888	50,838	63,788	76,739	89,689	102,639	115,590	128,540	141,490	154,441	0	144,305	276,351	
ENDING CASH BALANCE	12,621	24,937	37,888	50,838	63,788	76,739	89,689	102,639	115,590	128,540	141,490	154,441	144,305	144,305	276,351	522,256	

9.8 PRO-FORMA INCOME STATEMENT (3 years)*Table 9.8.1: Pro-Forma Income Statement for 3 years.*

ZOMBIE'S BURGER PRO-FORMA INCOME STATEMENT			
	Year 1	Year 2	Year 3
Sales	280,800	358,110	487,029
Less: Cost of Sales			
Opening Stock of Finished Goods	0		
Production Cost	101,400	129,318	175,872
less: Ending Stock of Finished Goods	0	0	0
	101,400	129,318	175,872
Gross Profit	179,400	228,793	311,157
Less: Expenditure			
Administrative Expenditure	10,277	10,277	10,277
Marketing Expenditure	12,600	12,600	12,600
Other Expenditure	200	200	200
Business Registration & Licences	43		
Insurance & Road Tax for Motor Vehicle	30	30	30
Other Pre-Operations Expenditure	0		
Interest on Hire-Purchase	0	0	0
Interest on Loan	12,000	13,757	10,318
Depreciation of Fixed Assets	1,000	1,000	1,000
Total Expenditure	36,150	37,864	34,425
Net Profit	143,251	190,929	276,732

Before Tax			
Tax	14,325	19,093	27,673
Net Profit After Tax	128,925	171,836	249,059
Accumulated Net Profit	128,925	300,761	549,820

9.9 PRO-FORMA BALANCE SHEET (3 years)

Table 9.9.1: Pro-Forma Balance Sheet for 3 years.

ZOMBIE'S BURGER PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building	2,756	2,756	2,756
Land and Building	0	0	0
	0	0	0
	0	0	0
	0	0	0
Signboard	1,050	1,050	1,050
	0	0	0
	0	0	0
	0	0	0
Equipment	1,951	2,251	2,551
	0	0	0
	0	0	0
	0	0	0
	5,757	6,057	6,357
Current Assets			
Stock of Raw Materials			
Stock of Finished Goods			
Accounts Receivable	0	0	0
Cash Balance	144,305	276,351	522,256
	144,305	276,351	522,256
Other Assets			
Deposit	2,600	2,600	2,600

TOTAL ASSETS	152,662	285,008	531,213
Owners' Equity			
Capital	10,000	10,000	10,000
Accumulated Profit	128,925	300,761	549,820
	138,925	310,761	559,820
Long Term Liabilities			
Loan Balance	275,139	206,355	137,570
Hire-Purchase Balance	0	0	0
	275,139	206,355	137,570
Current Liabilities			
Accounts Payable	0	0	0
TOTAL EQUITY & LIABILITIES	414,065	517,116	697,390

9.10 FINANCIAL PERFORMANCE

Table 9.10.1: Zombie's Burger Financial Performance

ZOMBIE'S BURGER FINANCIAL PERFORMANCE			
	Year 1	Year 2	Year 3
<u>PROFITABILITY</u>			
Sales	280,800	358,110	487,029
Gross Profit	179,400	228,793	311,157
Profit Before Tax	143,251	190,929	276,732
Profit After Tax	128,925	171,836	249,059
Accumulated Profit	128,925	300,761	549,820
<u>LIQUIDITY</u>			
Total Cash Inflow	300,800	358,110	487,029
Total Cash Outflow	147,734	223,162	234,151
Surplus (Deficit)	153,066	134,948	252,878
Accumulated Cash	153,066	288,014	540,892
<u>SAFETY</u>			
Owners' Equity	138,925	310,761	559,820
Fixed Assets	5,757	6,057	6,357
Current Assets	144,305	276,351	522,256
Long Term Liabilities	275,139	206,355	137,570
Current Liabilities	9,000	13,500	17,000
<u>FINANCIAL RATIOS</u>			
<i>Profitability</i>			
Return on Sales	46%	48%	51%
Return on Equity	93%	55%	44%
Return on Investment	84%	60%	47%
<i>Liquidity</i>			
Current Ratio	16.0	20.5	30.7
Quick Ratio (Acid Test)	16.0	20.5	30.7
<i>Safety</i>			
Debt to Equity Ratio	2.0	0.7	0.2
<u>BREAK-EVEN ANALYSIS</u>			
Break-Even Point (Sales)	44,050	53,935	45,595
Break-Even Point (%)	16%	15%	9%

9.11 FINANCIAL RATIO ANALYSIS

11.1 Profitability Ratios

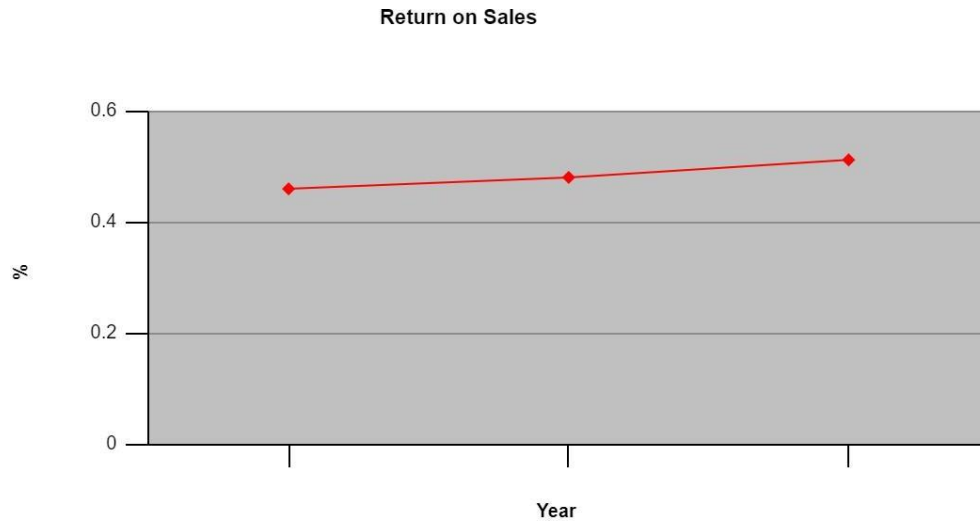


Figure 11.1.1: Line Graph of Return on Sales.

Return on sales refers to how efficient Zombie's Burger is in making profits in 3 years. The percentage of return on sales for years 1, 2, and 3 is increasing as the point has already been rounded up. The percentage illustrated in the graph is increasing year by year even in small amount give a good impact on the company to boost its sales. This is because the higher return on sales demonstrates that Zombie's Burger is strengthening its efficiency in handling sales and has better company performance.

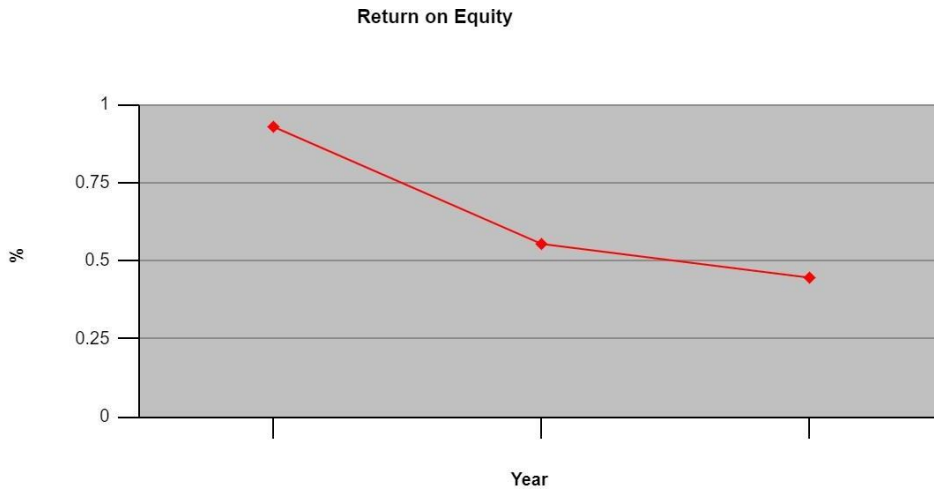


Figure 11.1.2: Line Graph of Return on Equity.

Return on equity refers to how successfully the Burger’s Zombie generates profits using shareholders’ money. The return on equity percentage of years 1, 2, and 3 is 100%, 53%, and 47%. To be a better company the value of return on equity needs to be higher. Therefore, based on the graph, Burger’s Zombie did not effectively use shareholders’ money in generating profits.

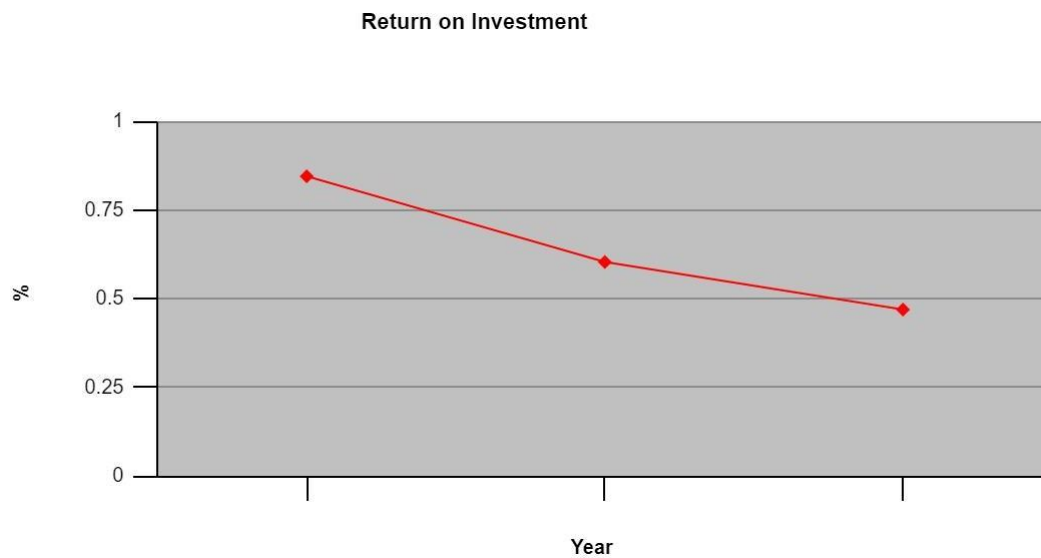


Figure 11.1.3: Line Graph of Return on Investment.

Return on investment refers to how Burger’s Zombie’s measures the profitability of the investment. The decreasing percentage from years 1 to 3 means that the investment in the company did not profitable. Therefore, Burger’s Zombie needs to

take a risk in continue conducting the business. Hence, the company needs to provide solutions to make the investment become worth to the company.

11.2 Liquidity Ratios

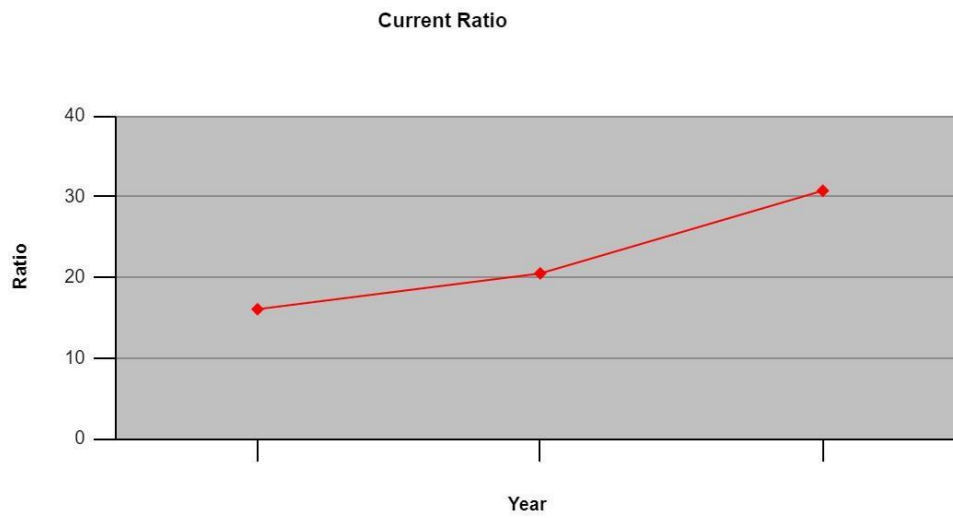


Figure 11.2.1: Line Graph of Current Ratio.

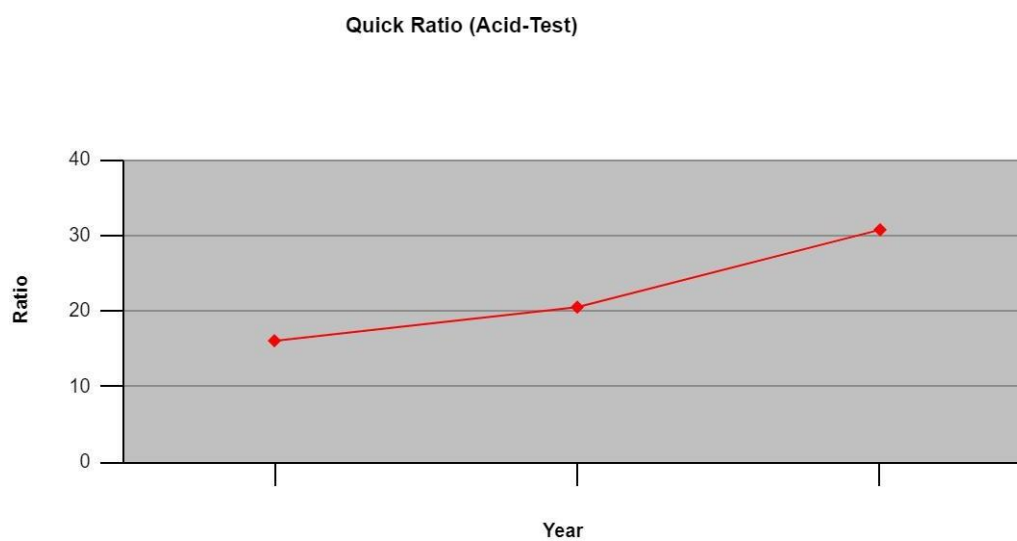


Figure 11.2.2: Line Graph of Quick Ratio.

Liquidity ratio refers to the measurement of the company repaying its debt before the due period. However, in this business, Zombie's Burger did have accounts payable which refer to the company did not owe money to the vendors or suppliers as Zombie's Burger uses 100% of cash payments for purchases in the month of purchase. This method is to avoid the clients paying late to the vendor even though the event already finished.

11.3 Safety Ratios

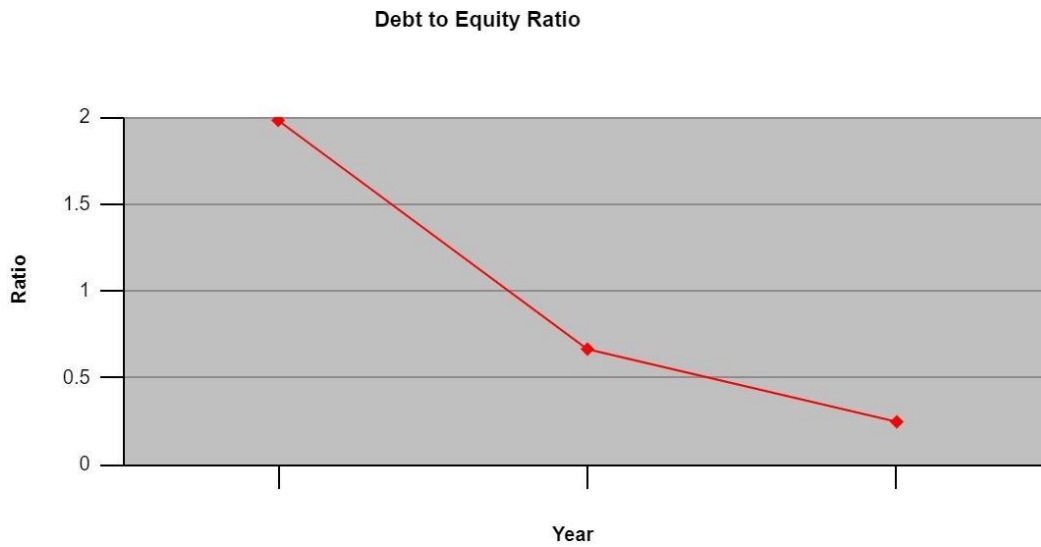


Figure 11.3: Line Graph of Debt to Equity Ratio.

Debt to Equity ratio refers to the ability of the company to cover its debt. A good company will have a ratio below 1. Therefore, by looking at the graph the ratio represents that Zombie’s Burger company is in a healthy stage as it can cover its debt. However, on the other side, the company is unwilling to take a risk.

CONCLUSION

CONCLUSION

In conclusion, the business of Zombie's Burger, a burger delivery service, has shown great potential for success. Their unique concept of incorporating a zombie theme into their branding and menu items has attracted a large and dedicated customer base. The quality of their burgers and the speed of their delivery service have also been praised by customers. With a strong online presence and a growing reputation, Zombie's Burger is poised for continued growth and success in the burger delivery industry.

Other than that, Zombie's Burger has been a successful business in the burger delivery industry. The unique concept of delivering burgers with a zombie theme has attracted a loyal customer base. The company's commitment to using high-quality ingredients and offering a wide range of options has also contributed to its success. The use of technology, such as online ordering and delivery tracking, has made it easy for customers to place orders and receive their food quickly.

The company's marketing strategies, such as social media and promotions, have also helped to increase brand awareness and attract new customers. Overall, Zombie's Burger has proven to be a thriving business in the burger delivery industry and has a promising future ahead.

Next, Zombie's Burger is a unique and innovative business that specializes in delivering delicious burgers to customers in a timely and efficient manner. The blue and green color of the burgers adds a fun and playful element to the brand, making it stand out among competitors. The quality of the ingredients and the taste of the burgers is top-notch, satisfying the cravings of burger lovers everywhere.

The convenience of the delivery service is a game changer, making it easy for customers to enjoy a delicious burger from the comfort of their own homes. With a strong brand identity, high-quality products, and outstanding customer service, Zombie's Burger is sure to be a success in the fast-paced world of food delivery. It's a perfect choice for those who want to enjoy a delicious burger in the comfort of their own home.

Overall, Zombie's Burger is a great option for anyone looking for a convenient and delicious meal that can be delivered right to their door.

