



اَوْبُوْ سَيِّدِيْ تَتِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF MECHANICAL ENGINEERING**

**DIPLOMA IN MECHANICAL ENGINEERING**

**J4EM1105F**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**BUSINESS NAME**

**PROTOKAAR ENTERPRISE**

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# **LETTER OF SUBMISSION**

# **ACKNOWLEDGEMENT**

## ACKNOWLEDGEMENT



First and foremost, we would like to express our heartfelt gratitude to Almighty Allah S.W.T for providing us with the strength to carry out our business plan. We are relieved to have completed this plan on time after all of our hard work and efforts to achieve the goal. We are extremely grateful for the completion of this report, as we have gained numerous experiences and lessons to be learned throughout this journey.

Next, we are grateful to our lecturer, Sir Mohd Hanafie Bin Yassin, who has provided us with invaluable guidance, moral support, improvisation suggestions, and advice from the beginning of the business plan period until the end of the task. We are grateful to have her as our lecturer, in addition to her persistence in teaching us how to construct a more comprehensive business plan.

We are also grateful to our own members who have been consistently dedicated to completing this business plan on time, despite the fact that many of our personal free times have been sacrificed in the process. This business plan would be impossible to complete on time if we did not have unity and a sense of responsibility within ourselves.

We also want to thank our family members and close friends for their unwavering support throughout our journey to finish this business plan. They have assisted us in a variety of ways, particularly in mental health support and providing insights into real-world business plans.

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# **EXECUTIVE SUMMARY**



## **EXECUTIVE SUMMARY**

Five partners make up this partnership-based business, and they each hold a key position within the organization. For example, the general manager also serves as the administration manager, marketing manager, operational manager, and financial manager. After we make a careful decision, we decided to sell a new car accessories product which is can protect our under-car part when driving through speed bump.

Our company's name, Protokaar, was developed through a brainstorming process between each partnership. The word "proto" is derived from the word "protection," and our product will shield your car from any harm and human or technological error. The word "Kaar" is derived from the word "car," which we have altered in both pronunciation and spelling to make it sound posher and more appealing. We offer our customers a protector called "BUMPERFIX" to prevent their cars' undercarriages from being damaged by speed bumps while they are being driven through them, especially if the car is lowered.

The location for our factory and office is located at Jalan Pasir Putih, pasir Gudang, Johor. The reason of choosing this place is because of the lifestyle of the people itself. From our observation, people in this location tend and enthusiast to have a lowered car for themselves because of style and trend. We also see this place having the potential to become one of the car lovers' paradises because there are many shops selling car accessories, and it is simple for us to market and sell our product in those shops.

Our company will ensure that our employees give their all to provide the best service to our customers. To ensure the security of our product users, our business will also make sure that our products are of high quality and made of durable materials. For the target of this company, we sincerely believe that our company will be one of the largest companies producing car accessories in the automotive industry in the future.

# INTRODUCTION

## 1. Introduction

### 1.1. Name of the Business

Our company's name, Protokaar, was developed through a brainstorming process between each partnership. The word "proto" is derived from the word "protection," and our product will shield your car from any harm and human or technological error. The word "Kaar" is derived from the word "car," which we have altered in both pronunciation and spelling to make it sound posher and more appealing.

### 1.2. Nature of Business

In areas where cars and pedestrians share limited space, such as parking lots and driveways, speed bumps, which are more aggressive traffic calming options than speed humps, are helpful. Traffic is typically slowed by a speed bump from 2 to 10 mph, giving pedestrians and vehicles enough space to avoid colliding. However, speed bump also can damage our car because off the car is overweight, having a low suspension height or driving with a high speed when through speed bump. We offer our customers a protector called "BUMPERFIX" to prevent their cars' undercarriages from being damaged by speed bumps while they are being driven through them, especially if the car is lowered.

### 1.3. Industry Profile

The Automotive Industry is made up of a diverse group of organizations and businesses that share the common goal of designing, developing, marketing, manufacturing, and selling automobiles. By revenue, the automotive industry is an important part of the world's economic sectors. Automobiles are also fully integrated into the industry. Companies or organizations dedicated to automobile maintenance, such as fuel filling stations, are also included in the industry.

#### 1.4. Location of the business

The location for our factory and office is located at Jalan Pasir Putih, pasir Gudang, Johor. The reason of choosing this place is because of the lifestyle of the people itself. From our observation, people in this location tend and enthusiast to have a lowered car for themselves because of style and trend. We also see this place having the potential to become one of the car lovers' paradises because there are many shops selling car accessories and it is simple for us to market and sell our product in those shops.

#### 1.5. Date of business commencement

Protokaar enterprise will register the business license on **26<sup>th</sup> January 2023** and will be expected to launch on **4<sup>th</sup> March 2023**.

#### 1.6. Factor in selecting the proposed business.

Many factors influenced our decision to make this proposal, one of which is to support the interests of young people who are becoming increasingly interested in the automotive field by enhancing their vehicles, whether they are motorcycles or cars. We also see many influencers who create content in the automotive field because it can stimulate people's interest. Another factor is to reduce the cost of repairing the car. The damaged cause of speed bump may be severe to the crucial part if the car hit the speed bump so many times. This will increase the cost to repair the car and the repair procedure will become more complicated.

#### 1.7. Future prospects of the business

For the target of this company, we sincerely believe that our company will be one of the largest companies producing car accessories in the automotive industry in the future. Another long-term goal is to expand the business globally, which requires people to review from all over the world. we want to enter our products into the famous car manufacturing market such as cars from Lamborghini, Ferrari, Tesla proton and etc.

# PURPOSE

## 2. **Purpose of preparing the business plan**

### 2.1. *To evaluate the project viability and growth potential*

The business plan is a tool that any management in Protokaar can utilize to accomplish the organization's goal. Additionally, the managers can use this business plan as a roadmap to help them manage their tasks and reach decisions that would maximize productivity and results. By examining revenues, expenses, potential clients, and Protokaar's strategic positioning, it is also possible to gauge the reliability of the company. This business plan is intended to ensure Protokaar's commercial success.

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

Loans and other forms of financial assistance are among the most important things for new enterprises to have, and this is true of all startups, not just Protokaar. This is to guarantee that our firm can prosper in the current era of fast advancing technology. As a result, we had to brilliantly construct and build our idea in order to draw investors and bankers. As a consequence, we received investments totaling RM600 000 from all of the investors. With the funds we have been given, we can continue our business plan just as we had intended.

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

This business plan can serve as a set of instructions for all of the managing departments, starting with the marketing, operational, and finance manager, to guarantee that our firm operates smoothly and that we also meet our objectives. In addition, it's critical to project Protokaar's long-term viability to prosper further in the business by concentrating on attaining our purpose and vision.

2.4. *To allocate business resources effectively*

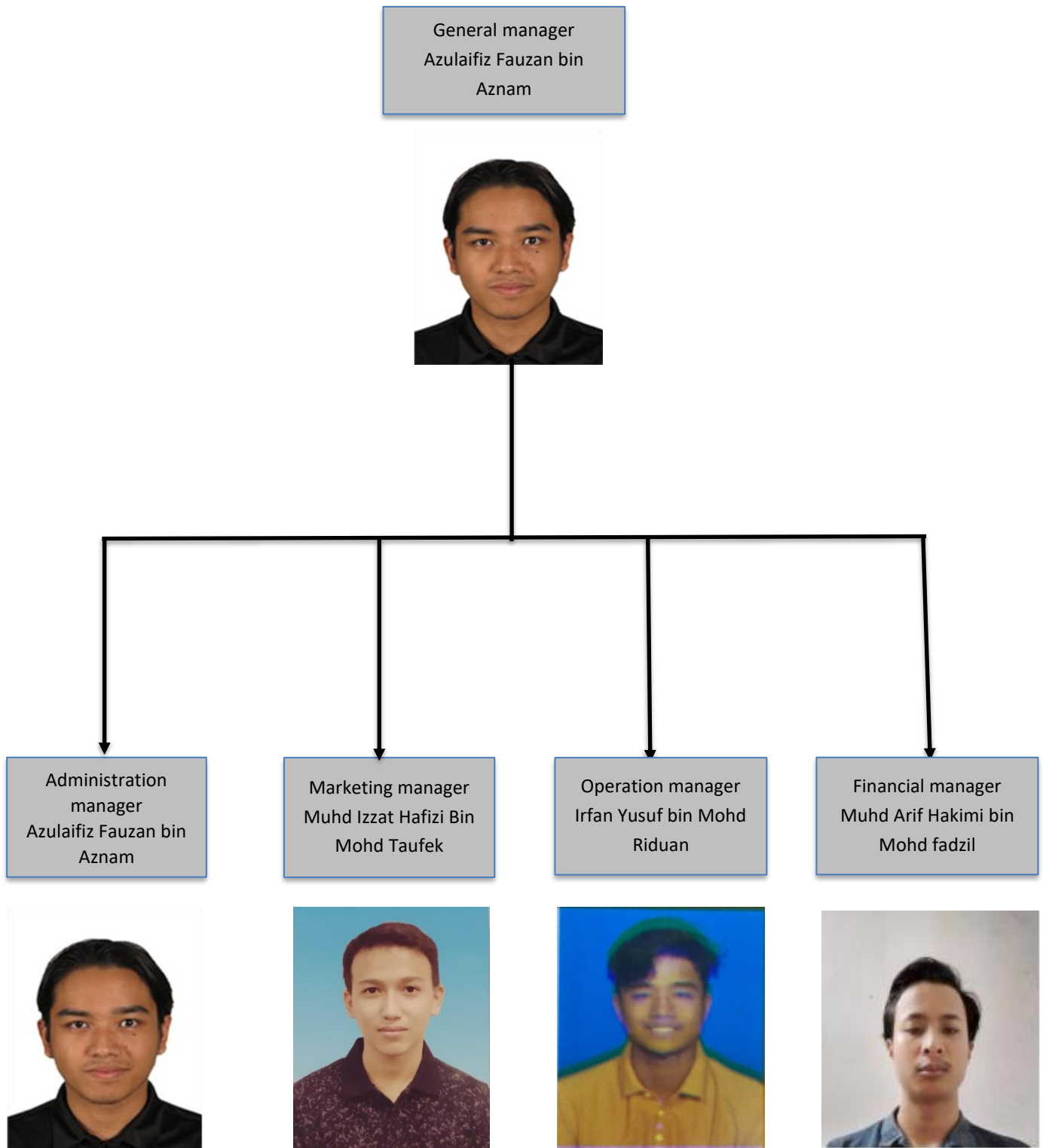
With proper business plan we can add more on our business resources such as to attract investor. investor also one of our main sources for our business to thrive more. So, if more investors come to invest to our business therefore it will also increase our quality in production and also services.

# **BUSINESS BACKGROUND**



3.2 Organizational Chart

(GM + Head of Department)



### 3.3 *Logo and Motto*

#### 3.3.1 Logo



#### Logo description

- The mountain at the logo means that, due to its sheer height, the mountain usually symbolizes desires, dreams, and hopes. The mountain appearance seems enduring. That's how we our business to become at the end.

#### 3.3.2 Motto

As for motto, we choose “we bring car protection to life” because how we solve the problem about car on our lifestyle.

# **PARTNERSHIPS BACKGROUND**

# **LOCATION OF THE BUSINESS**



Figure 5.2.3 warehouse second floor

- The size of the land of the warehouse is 10000 per square foot while the size of the building is 7000 per square foot.
- For the cost of the building, we plan to buy the warehouse that mean the price is Rm 1,200,000. We already prepare the money for Rm 700,000 for the building. Therefore, we only loan RM 500,000.

### 5.3. Basic amenities

- Electric bill = RM 3500
- Water bill = RM 1000
- Phone bill = RM 150
- Internet bill = RM 350

# **MARKETING PLAN**

## 6. **Marketing Plan**

### 6.1 Marketing introduction

Marketing is the division of a company, product line, individual, or entity responsible for promoting its service. Marketing attempts to persuade market participants to purchase their product and commit to a particular company. One of the most important aspects of business development is the marketing plan. It is a useful document that outlines a company's promotion strategy for generating leads and reaching its target market. A marketing strategy outlines the public relations and outreach campaigns that will be implemented over time, as well as how they will be implemented. The company will assess the impact of these initiatives.

Marketing objectives are specific goals established by a business for its marketing activities. They are used to assess the success of a marketing campaign and to direct future campaigns. Marketing objectives for our company is to make sure our shop is well known for all people around Pasir Gudang and Johor. The market objective is to increase brand awareness to target customers by 3% over the next month. Our company also want to enhance the customer loyalty and satisfaction with giving a lot promotions for buying our product at the same time increasing our sales in about 20% for twelve months after grand opening of our shop in Johor. Lastly, our company want to attract more customers with established a partnership with 2 new industry influencers by the end of the year and develop discounts code for the followers.

## 6.2 Description of products

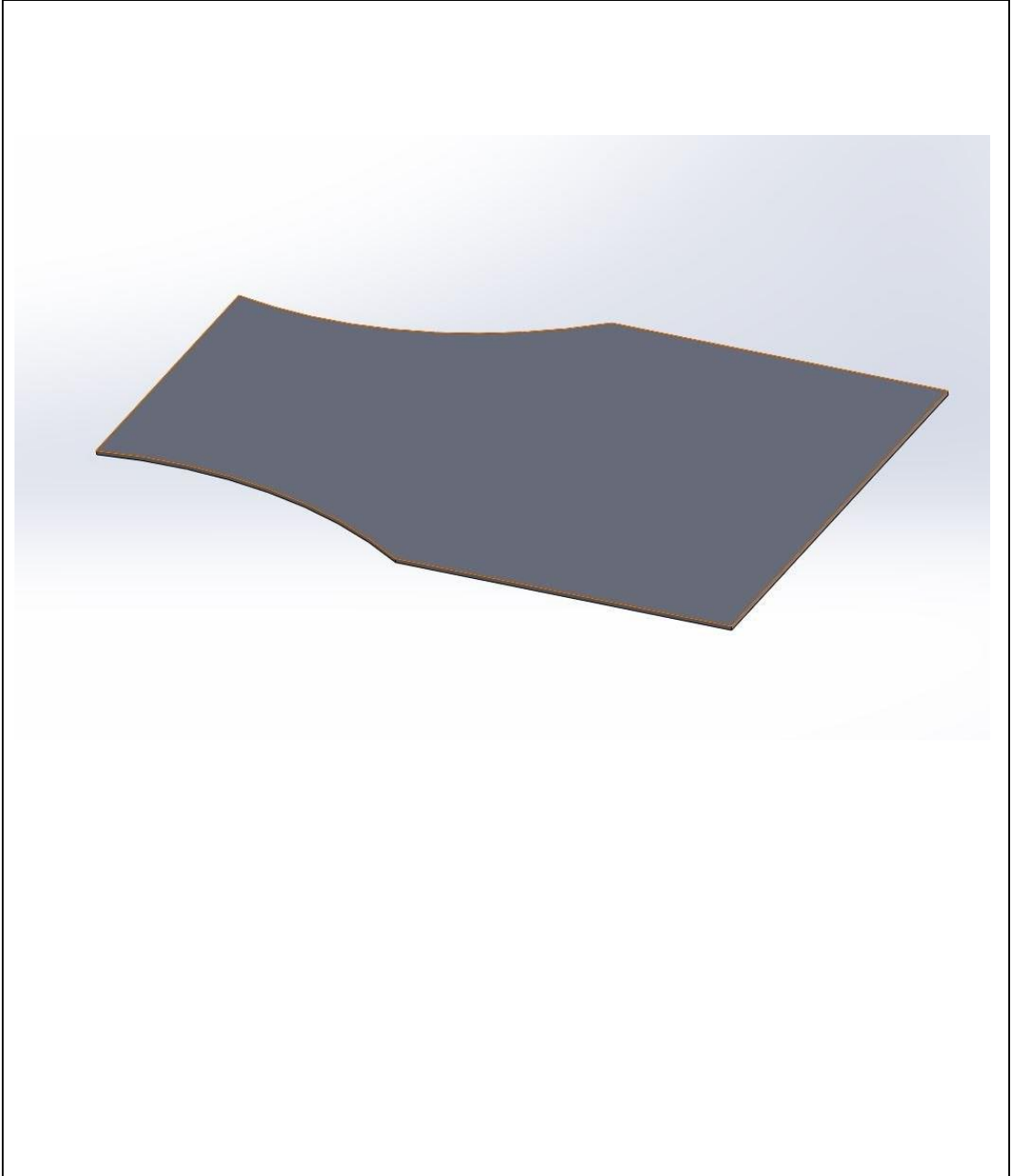
Protokaar enterprise product is focus more to the car accessories and car maintenance. We wanted to create one product for people who always hit their under-car part when through the speed bump especially people who has a lowered car enthusiasm. The product name is “BUMPERFIX” and the function of this product is to become a lining to the under-car part so it can protect from any damage such as scratch and absorber damaged.it can also be a noise cancelation for the car because it can reduce the sound from the outside when driving the car to ensure comfort driving experience.

Table 6.2.1 Product description

<b>Product</b>	<b>Description</b>
Features	<ul style="list-style-type: none"> <li>➤ Heavy duty (not easy to tear or wear)</li> <li>➤ Protect the below car part from speed bump.</li> <li>➤ Reduce noise from outside when car operate.</li> <li>➤ Filtering the dust and dirt</li> </ul>
Materials	<ul style="list-style-type: none"> <li>➤ Vulcanized Rubber</li> </ul>
Benefits	<ul style="list-style-type: none"> <li>➤ Ensure smoothness and comfort when driving.</li> <li>➤ The car part beneath the car is well protected.</li> <li>➤ The car's undercarriage is simple to clean.</li> </ul>
Size	<ul style="list-style-type: none"> <li>➤ Depend of customer car brand and types</li> </ul>



Figure 6.2.2 Product illustration



### 6.3 Target market

A target market is a group of customers or buyers who share similar characteristics that an organization wishes to attract with their product offering. There are several reasons why a company chooses a specific target market. The first reason is that it is impractical and impossible for a company to provide a product that can meet the needs and desires of the entire population.

Second reason is because organizations lack the time and resources to reach out to everyone with a product message. Defining a target market allows marketers to focus on those who are most likely to buy the product. By limiting the population, research and budgets are directed toward the customers with the highest profit potential.

#### 6.3.1 Geographic Segmentation

The location for our factory is at Jalan Pasir Putih, Pasir Gudang, Johor. We choose this location because it has many residential areas that makes it will because the location is close to a residential area, making it convenient for customers to visit. It also near the from the Johor Baharu city which is one of the most populated modern cities in Malaysia. It will help us to attract more client and make it easy to advertise our product. People in Johor Baharu are also known for their wealthy lifestyles, which include large houses and various types of cars. Because our factory is close to the Pasir Gudang Port, exportation from other countries will be simple and safe. Because of the low transportation costs from our factory to the port, we will be able to reduce our total costs. We also chose this location because it is close to many residential areas, which increases the number of speed bumps in this area.

## 6.4 Market size

### 6.4.1 Population table

Table 6.4.1.1 population in Pasir Gudang

Type of car	quantity	Price	Total (Month)
Perodua Myvi	45	RM 350	RM 15,750
Honda City	27	RM 500	RM 13,500
Proton Saga	36	RM 400	RM 14,400
Toyota Vios	33	RM 450	RM 14,850
Proton Waja	40	RM 370	RM 14,800
Proton Satria	50	RM 350	RM 17,500
Total	231	RM 2420.00	RM 90,800

### 6.4.2 Total market size

Total = RM 90,800 x 12 months

Yearly sales = RM 1,089,600

Population of targeted customers in Johor Bahru, Johor

46.571k

Population x Average Price = Market Size

46.571k x 400 = 18.628M

Our sales forecast is 36% from market size

18.628M x 36% = 6.706M

From sales forecasting, customer per year can be calculated

Our price averagely RM 400 per person

## 6.5 Competitors

A solid marketing strategy is built on competitive research. After all, if you can't identify your competitors and their marketing strategies, you'll have a difficult time distinguishing yourself and your product from the crowd. Competing is a common occurrence in business. There must be other stores that sell the same products or services as ours. However, because our product is relatively new in the automotive industry, we discovered that there are no other accessory cars shops in Pasir Gudang that sell the same product as us. This will benefit our businesses in introducing a previously unseen product to the market.

## 6.5 Market Share

Market share defines as the division of market or sales between companies that are running the same type of business activities. It will consider the number of competitors, experience, strength and weaknesses. As we said before, we have no competitors that selling the same product like us. Therefore, we hold a 100% market share for our product in Pasir Gudang, Johor before and after the entrance of our company.

## 6.6 Sales forecast

Table 6.6.1 Sales Forecasting

<b>Month</b>	<b>Sales Forecast (RM)</b>
1	90,800.00
2	90,800.00
3	90,800.00
4	90,800.00
5	90,800.00
6	90,800.00
7	90,800.00
8	90,800.00
9	90,800.00
10	90,800.00
11	90,800.00
12	90,800.00

## Sales Forecast by Year

Table 6.6.2: Sales Forecast by Year

<b>Years</b>	<b>Percentage increase (%)</b>	<b>Sales forecast (RM)</b>
1	0%	1,089,600.00
2	15%	1,253,040.00
3	36%	1,704,134.00

## 6.7 Market strategy (marketing mix)

### 6.7.1 Product

Protokaar enterprise products and services must meet the needs and desires of clients for the resource. Furthermore, the high quality of Protokaar's products and services would ensure positive consumer feedback. As a result, our customers have positive experiences with our high-quality materials when they touch the product. Meanwhile, in order to keep our services in top shape, Protokaar enterprise ensures that every assembly process is top notch and that the customer is always satisfied with the outcome. This would help to promote the Protokaar brand to those who have yet to try our service.

### 6.7.2 Price

For pricing strategy, we determine the price by considering both the type and size of the vehicle. If the car is large in size, the price will be higher. However, the price set is reasonable in order to attract the interest of those with average incomes.

Example price:

Table 6.7.2: Example price

Type of car	Price
Perodua Myvi	RM 350
Honda City	RM 500
Proton Saga	RM 400
Toyota Vios	RM 450

### 6.7.3 Place

We chose a location for our factory that was primarily close to a port to make shipping goods to another state or country easier. Additionally, this location can help ease our material suppliers, who supply rubber and other items, as well as saving money on transportation. This location also has many shops selling car accessories, making it simple for us to deliver or market our products to the desired car shop. By using this strategy, we can get car accessory resellers or distributors to buy our goods and find the best place to set up factory.

### 6.7.4 Promotion

Promotion is the collective term for all of the activities used to explain the product to customers. The goal of marketing is to draw attention to a product, increase its level of awareness, and persuade consumers to purchase it. One of the key strategies used by businesses to sell their product offerings is the promotion strategy.

## Advertising

One of our marketing tactics is advertising, so we purchased a signboard, handed out flyers, and hung a banner. This strategy is employed to bring in more clients from different cities and make sure that our business is well-known. In addition, we incorporate social media into our promotion strategy. One of the easiest ways to reach the client is through this method. By utilizing cutting-edge technologies, we can successfully expand our business. Through Facebook and Instagram, we'll advertise our factory.



**Figure 6.7.1:** Protokaar business card

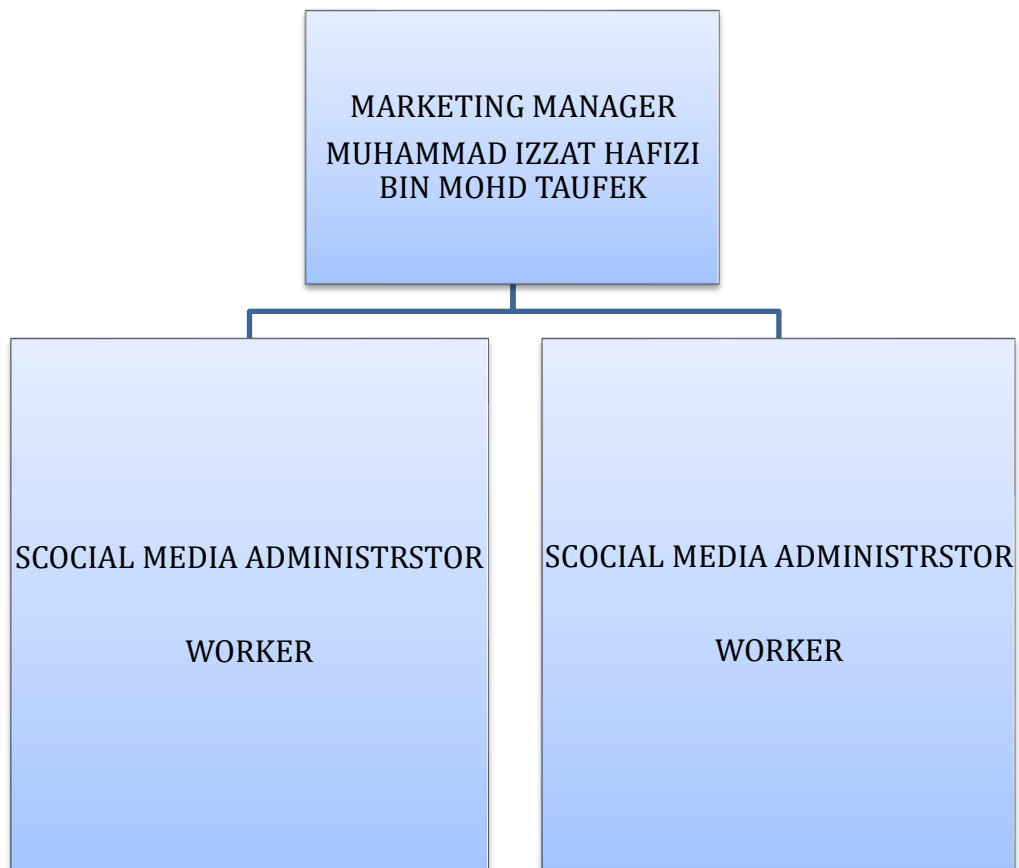


**Figure 6.7.2:** Protokaar signboard



6.8 Organization Chart for Marketing Department

Figure 6.9 Organizational Chart



## 6.9 Manpower Planning

Table 6.10 List of Marketing Personnel

<b>Position</b>	<b>No of Personnel</b>
Marketing Manager	1
Social Media Administrator	2

## 6.10 Schedule of Task and Responsibilities

Table 6.11 Task and Responsibilities of Marketing Personnel:

<b>Position</b>	<b>Task and Responsibilities</b>
Marketing Manager	<ul style="list-style-type: none"> <li>• Promote the product to attract more customer.</li> <li>• Testing new marketing opportunities</li> <li>• Directing social media strategies</li> <li>• Come up with new ways to promote new product.</li> </ul>
Social Media Administrator	<ul style="list-style-type: none"> <li>• Control all the social media including Instagram and Facebook</li> <li>• Make deals with influencers for paid reviews</li> </ul>

## 6.11 Schedule of Remuneration

Table 6.11 Schedule of Remuneration plan of Marketing Personnel

<b>Position</b>	<b>Qty</b>	<b>Monthly Salary (RM) (A)</b>	<b>EPF (RM) (13 %) (B)</b>	<b>SOCSSO (RM) (1.75%) (C)</b>	<b>Total (A)+(B)+(C)</b>
Marketing Manager	1	RM4 262.50	RM650	RM87.50	RM5 000
Social Media Administrator	2	RM 1364.00	RM 208.00	RM 28.00	RM 1600.00

## 6.12 Marketing Budget

Table 6.12 Marketing Budget

<b>Item</b>	<b>Fixed Assets</b>	<b>Monthly Expenses (RM)</b>	<b>Other Expenses (RM)</b>
<b>Fixed Asset</b>			
• Signboard	3000.00		
<b>Working capital</b>			
• Advertisement		2000.00	
• Business card		500.00	
<b>Other Expenses</b>			
• Sample			2500.00
<b>TOTAL</b>	3000.00	2500.00	2500.00

# **OPERATIONAL PLAN**

## 7 **Operational Plan**

### 7.1 *Component of Operating Systems*

One of the sections of the business plan is the operational plan. It is a crucial and crucial component in starting a specific type of business. Additionally, it will show how Protokaar's operational component, which is essential for converting input into output in company much like any other business, works. In addition, by developing an operational strategy, we will be able to operate our company more effectively and easily.

Included in the operational plan are the production schedule, material and labor requirements, machine and equipment requirements, operation layout design, overhead costs, operational budget, and many other items. With the excellence of our product and service, we will make sure that our customers are thrilled and satisfied. We have prepared and surveyed in comprehensive numerous sorts of needs to facilitate the flow of manufacture of our items.

#### 7.1.1 Business Input

The material we used is used tire.

#### 7.1.2 Transformation Process

So, to start we will receive the raw material which is used tire from our supplier. After that we will do inspection on the raw material whether the stock arrive at the right quantity or less this is to ensure that our productivity to produce our product is at it maximum. And that after we receive the order from the customer, we will begin our product fabricating. So, the product raw material which is used tire will be melt to turn it into the raw material. after the raw material has been melted, it will go to the injection molding machine to produce the padding.

### 7.1.3 Output

The output from this business are speed bump padding and custom speed bump padding.

### 7.1.4 Feedback

Feedback from the customer will always we track and take into consideration. Feedback will help us to improve more on our service and also product quality.


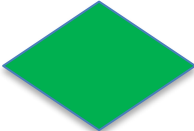

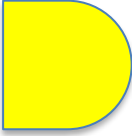
### 7.1.5 External Environment

The external environment that will affect our business one of them is the spreading used of electric cars across the world. As we know there are no electric cars for sport purpose like TESLA. If one day the number of users using electric car increased and that will affect our business.

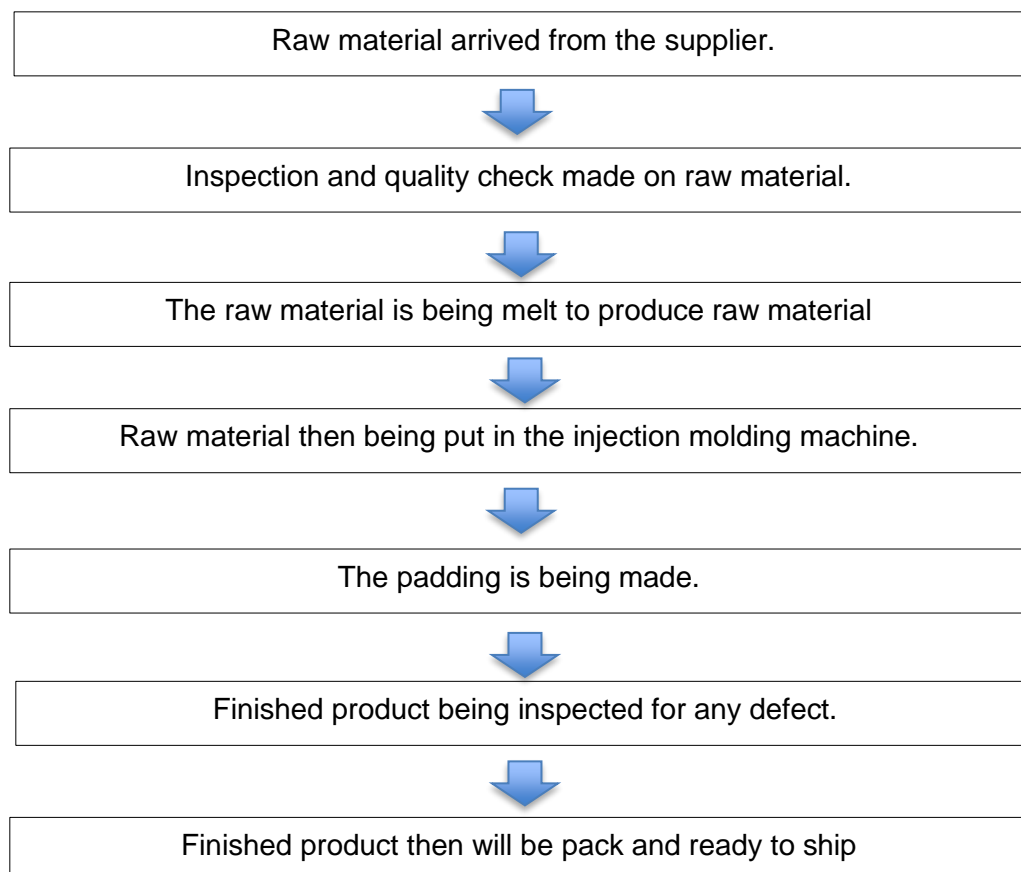
## 7.2 *Process Planning for Manufacturing*

All activities involving period and the equipment used from the beginning to the end of the services process were included in the process planning. To make it simpler to understand, the process planning is represented by a chart as well as many symbols. The process of our services has been featured below.

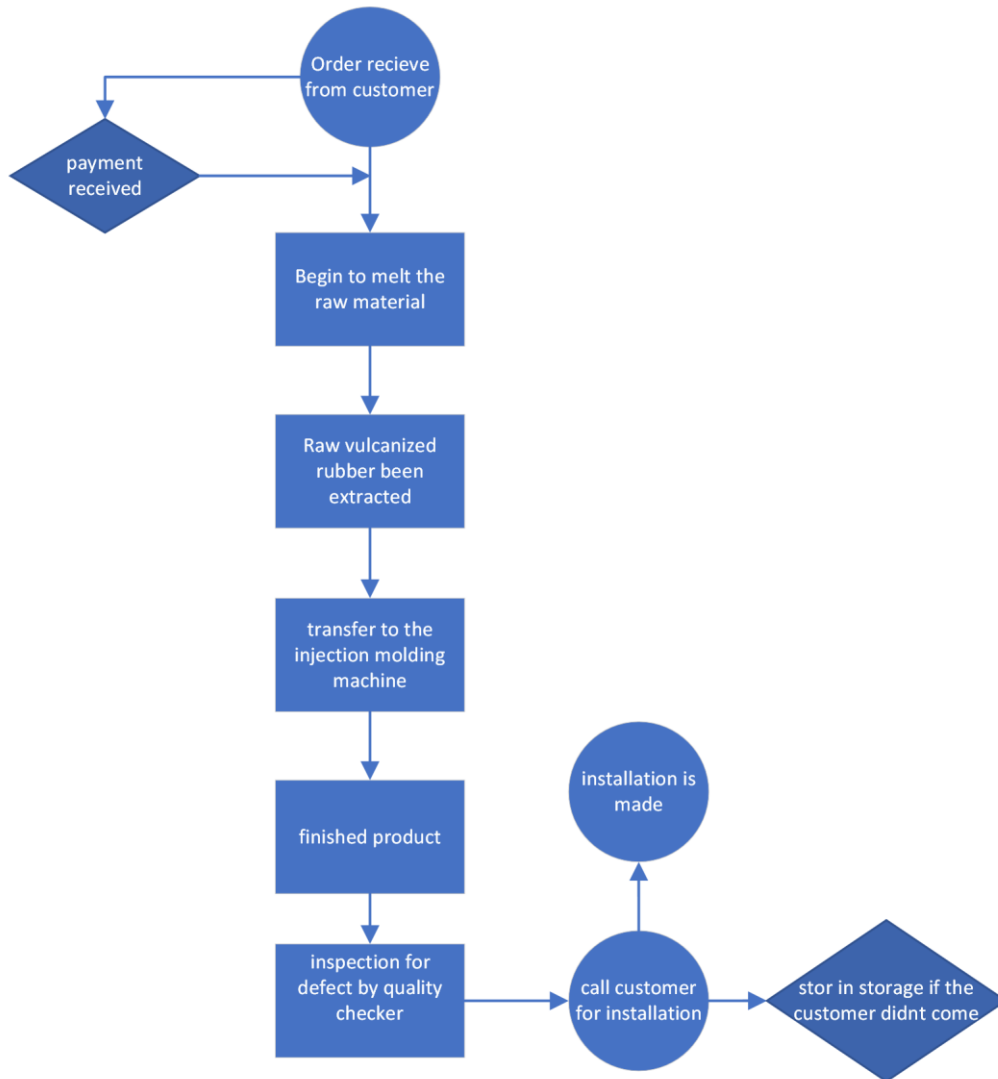
7.2.1 Symbol of Process Chart

Symbol	Activity	Description
	Operation	Activity that modifies, transform, or give added value to the input.
	Decision	Decision making.
	Process	Process of production.
	Delay	Process is delayed because of waiting for next activity.

7.2.2 Process flow chart



### 7.2.3 Activity chart

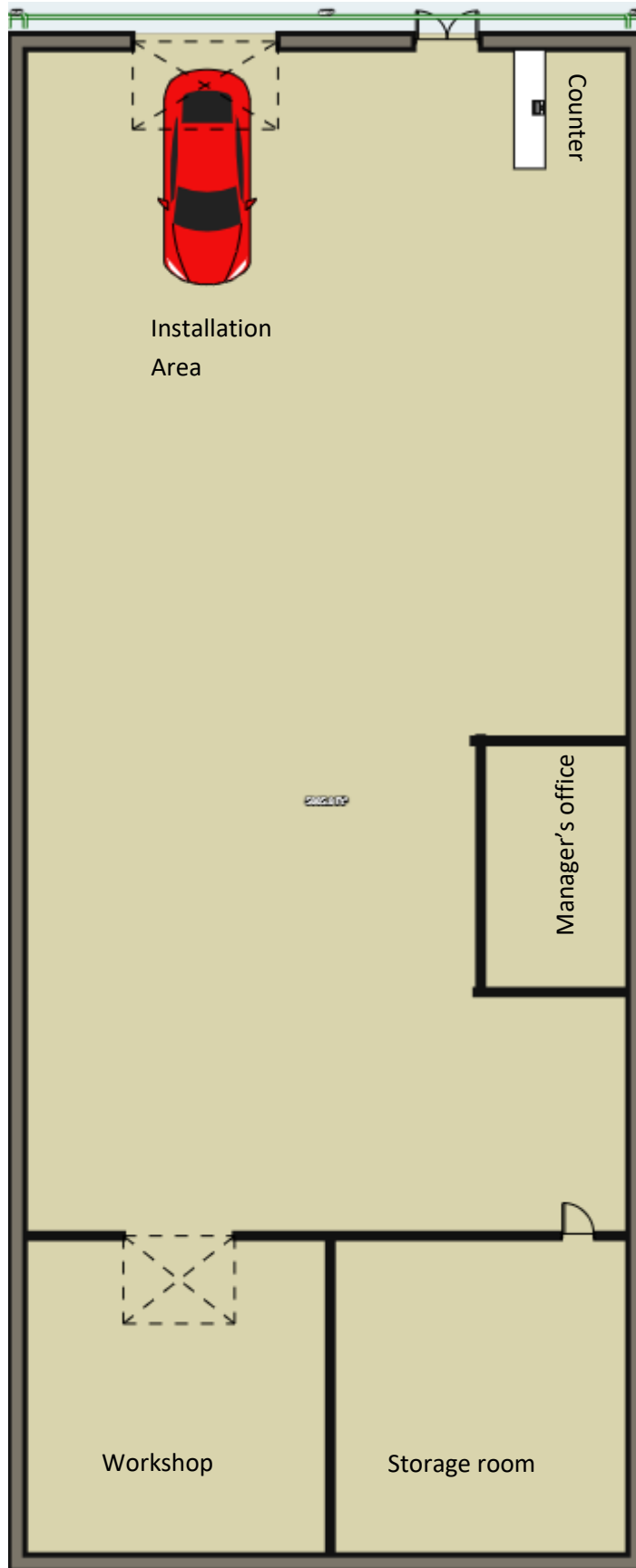


### 7.3 Operations Layout

Operation layout is also one of more important role to be played to ensure the process of the business is well organized by arranging all the equipment in the right place and easy for staff and to make them convenient and comfortable while at work



7.3.1 Layout based on the product



#### 7.4 *Production Planning*

##### 7.4.1 Sales forecast per month

##### **Output per month**

Average sales forecast per month = RM 25950.00

The sales price = RM 292.20

Number of output per month =  $\text{RM}11340.00/\text{RM}292.20$

= RM88.81

##### 7.4.2 Number of outputs per day

number of working days per month is 24 days (6 days/week)

=  $\text{RM}88.81 / 24 \text{ days}$

=3.7

##### 7.4.3 Number of units per hour

daily working hour = 8 hours

= No. of output per day / daily working hours

=  $3.7/8$

=0.46 unit per hour

## 7.5 *Material Planning*

### 7.5.1 *Material Requirement Planning*

#### 7.5.1.1 Raw Material Required per Month (Bill of Material)

No	Material	Quantity (kg)	Safety Stock	Total Material Requirement	Price/Unit (RM)	Total Price (RM)
1	Used Tire	100	5	105	65	6825

#### 7.5.2 Identify supplier

Material	Supplier
Used tire	Used tire seller

## 7.6 *Machine and Equipment Planning*

Machine	No of machine
Rubber Molding machine	1
Complete toolset equipment	2

#### 7.6.1 Amount of machine & equipment required (Calculate for every machine usage)

Planned Rate of Production per day X Standard production time

Machine productive time per day

$$10 \times 0.6 / 480$$

$$= 0.0125$$

#### 7.6.2 List of machine & equipment

#### 7.6.3 List of machine supplier

Machine	Supplier
Rubber molding machine	CM Machinery SDN BHD No. 2A, Jalan BP 4/9 Bandar Bukit Puchong 47100 Puchong Selangor

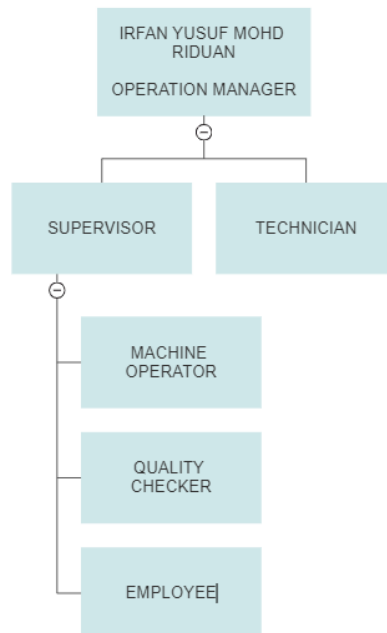
7.6.4 Machine and Equipment (rental or purchase)

Item	Quantity	Price/unit (RM)	Total Cost Monthly (RM)
Rubber molding machine	1	35000	450
Complete tool set equipment	2	2000	4000
<b>TOTAL</b>			4500

7.7 Manpower Planning

7.7.1 Organization Chart for Operation Department

Figure 7.7.1 Organizational Chart (Head of Department + workers)



## 7.7.2 Amount of direct labor required

$$\frac{10(\text{Planned production per day})}{480(\text{Machine productive time per day})} \times 30$$

=0.63 @ 1 worker

## 7.7.3 List of Operation Personnel

Position	No of personnel
Machine operator	2
Employee	3
Operator supervisor	1
Quality checker	1
Technician	1

## 7.7.4 Schedule of task and responsibilities

Position	Task and Responsibilities
Operation manager	<ul style="list-style-type: none"> <li>Handle, manage and arrange the operational plan</li> </ul>
Machine operator	<ul style="list-style-type: none"> <li>Operate the machine</li> </ul>
Operator supervisor	<ul style="list-style-type: none"> <li>Supervise the operator</li> <li>make sure that the production work run smoothly</li> </ul>
Quality checker	<ul style="list-style-type: none"> <li>Check for defect on the finished product</li> </ul>
Technician	<ul style="list-style-type: none"> <li>Make sure the machine in good condition</li> <li>do inspection on the machine daily.</li> <li>do the maintenance on the machine</li> </ul>
Employee	<ul style="list-style-type: none"> <li>Do the transportation of the product</li> </ul>

## 7.7.5 Schedule of remuneration

Position	No .	Monthly Salary (RM)	EPF Contribution (13%) (RM)	SOCSSO ( 1.75% ) (RM)	Amount ( RM )
Operation manager	1	4262.50	650	87.00	5000.00
Operator supervisor	1	2500.00	325	50.00	2875.00
Quality checker	1	1020.00	156	24.00	1200.00
Machine operator	2	1020.00	156	24.00	1200.00
Employee	3	1020.00	156	24.00	1200.00
Technician	1	1534.50	234	31.50	1800.00
TOTAL					13275.00

## 7.8 Overhead requirement

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

No	Types of Overhead	Monthly Cost (RM)
1	Electricity	3000
2	Water	500
3	Installment	7315
5	Internet	350
7	Machine maintenance	750
8	Cleaner	100
	TOTAL	12015

7.9 *Total Operations Cost*

$$\begin{aligned}
 \text{Total Operation Cost} &= \text{Direct Material Cost (total raw material)} + \text{Direct Labor Cost} \\
 & \text{(total remuneration)} + \text{Overhead Cost (total operations overhead)} \\
 &= 6825+13275+12015 \\
 &= \text{RM } 32115
 \end{aligned}$$

7.10 *Cost per unit*

$$\begin{aligned}
 \text{Cost per unit} &= \frac{\text{Total Operation Cost (RM)}}{\text{Total number of Output(Output per Month)}} \\
 &= \text{RM } 32115 / \text{RM } 88.81 \\
 &= \text{RM } 361.61.50
 \end{aligned}$$

7.11 *Productivity Index (PI)*

$$\begin{aligned}
 \text{Productivity Index} &= \frac{\text{Total value of output(sales forecast per month)}}{\text{Total value of input(total operation cost)}} \\
 &= \text{RM } 25950 / \text{RM } 32115 \\
 &= \text{RM } 0.8
 \end{aligned}$$

7.14 *License, permits, and regulations required*

Description	Authority
<p><b>EMPLOYMENT POLICIES AND LEGISTATION</b></p> <p>Employee Provident Fund (EPF)</p> <p>As employer we are responsible to pay EPF to our employee</p>	EMPLOYEE PROVIDENT FUND (EPF)
<p><b>BUSINESS REGISTRATION CERTIFICATE</b></p> <p>Our company has been registered with Suruhanjaya Syarikat Malaysia (SSM)</p>	SURUHANJAYA SYARIKAT MALAYSIA (SSM)

7.15 *Operations Budget*

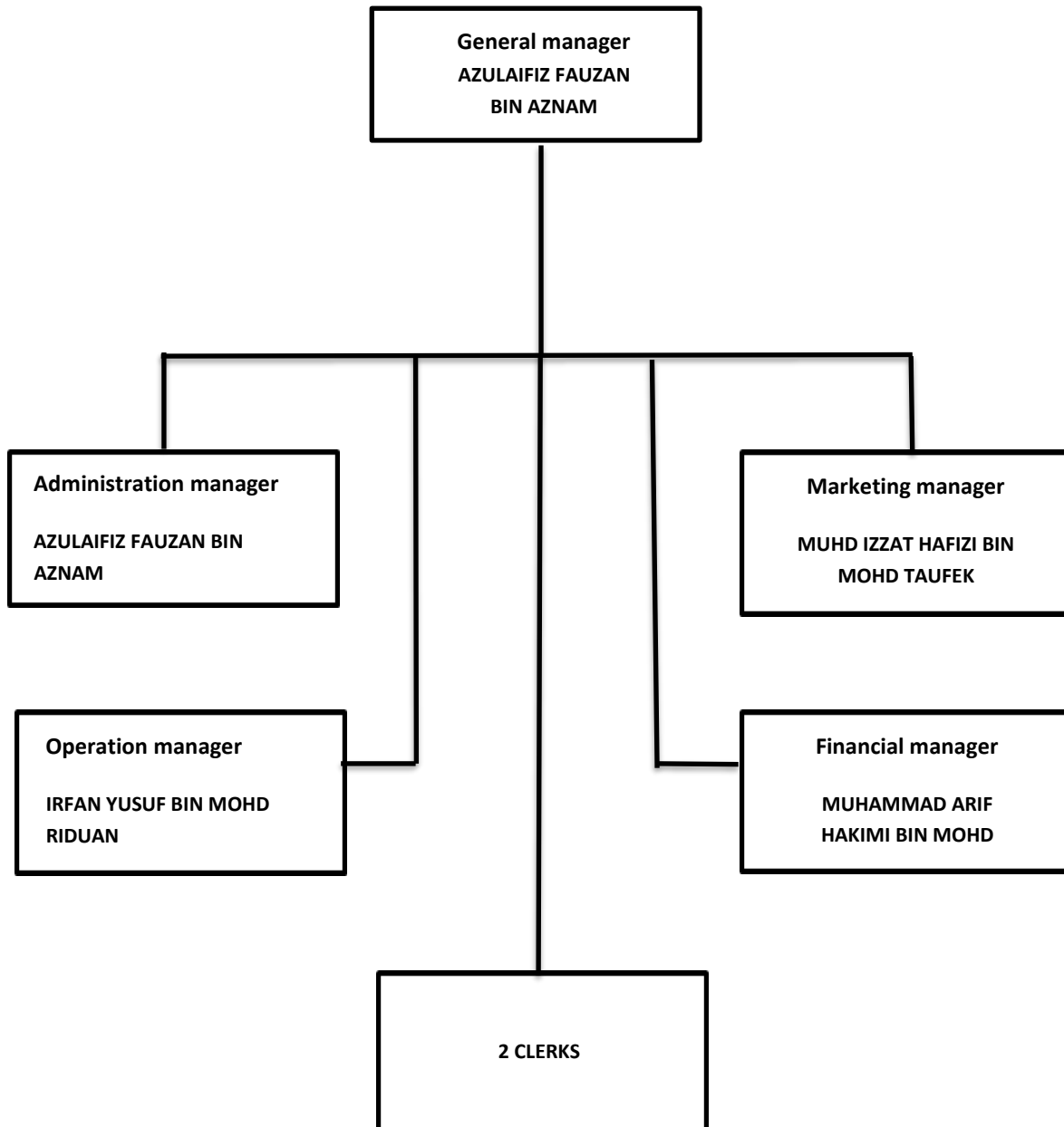
Item	Fixed Assets (RM)	Monthly Expenses (RM)	Other Expenses (RM)
<b>Fixed Asset</b>	4500	6825	
<b>Working Capital</b>		8275	
<b>Other Expenses</b>			
<b>Pre-Operations</b>			2500
<b>TOTAL</b>	4500	15100	2500



# **ADMINISTRATION PLAN**

## 8. Administration Plan

### 8.1 Organizational Chart for Administration and Finance Department (Arial 12, BOLD)



## 8.2 Manpower Planning

Table 8.2 List of Personnel

<b>Position</b>	<b>No of Personnel</b>
General manager	1
Administration manager	1
Marketing manager	1
Operation manager	1
Financial manager	1
Clerk	2

## 8.3 Schedule of Task and Responsibilities

Table 8.3 Task and Responsibilities

<b>Position</b>	<b>Task and Responsibilities</b>
General manager	<ul style="list-style-type: none"> <li>• Gives specific directions to each department head.</li> <li>• In charge of all or part of a department's or company's operations including revenue generation and cost control</li> <li>• To be accountable for the overall performance of the business</li> <li>• Have an ability to make decision because all the decision will affect the company business.</li> </ul>
Administration manager	<ul style="list-style-type: none"> <li>• Responsibility with management and general administration of the company.</li> <li>• Make sure the company operates effectively.</li> <li>• Organize all the administration expenses in good manner.</li> </ul>
Marketing manager	<ul style="list-style-type: none"> <li>• Make non – stop promotion until achieve the company objective.</li> <li>• Research and measure current market, after those analyzes and make the strategies promotion to attract the customer attention.</li> <li>• Always seeks opportunity to get new market.</li> </ul>
Operational manager	<ul style="list-style-type: none"> <li>• Manage in purchasing raw materials.</li> <li>• Make sure the product operation of the company is efficiently and systematic.</li> <li>• Ensure whole of machine in safety and clean.</li> <li>• Service the machine to make sure each production is smoothly.</li> </ul>
Financial manager	

	<ul style="list-style-type: none"> <li>• Manage financial and account activities of company.</li> <li>• Control the company profit with control cash outflow and inflow of the company.</li> <li>• Make sure the forecast about the sales revenue at weekly and monthly.</li> <li>• Determine the company year budget and give suggestion to add income and reduce the cost.</li> </ul>
Clerk	<ul style="list-style-type: none"> <li>• Act as secretary to his or her own manager.</li> <li>• This person will handle phone calls.</li> <li>• Set up appointments, file paperwork and update schedule, among other duties company may specified.</li> </ul>

8.4 Schedule of Remuneration

Table 8.4 Schedule of Remuneration

<b>Position</b>	<b>Quantity</b>	<b>Monthly Salary (RM) (A)</b>	<b>EPF (RM) (13 %) (B)</b>	<b>SOCSSO (RM) (1.75 %) (C)</b>	<b>Total (A)+(B)+(C)</b>
General manager	1	RM 8525.00	RM 1300.00	RM 175.00	RM 10000.00
Administration manager	1	RM 4 262.50	RM 650.00	RM 87.50	RM 5000.00
Marketing manager	1	RM 4 262.50	RM 650.00	RM 87.50	RM 5000.00
Operation manager	1	RM 4 262.50	RM 650.00	RM 87.50	RM 5000.00
Financial manager	1	RM 4 262.50	RM 650.00	RM 87.50	RM 5000,00
Clerk	2	RM 1364.00	RM 208.00	RM 28.00	RM 1600.00

## 8.5 Office Furniture, Fitting and Office Supplies

Table 8.5.1 List of Office Furniture and Fittings

<b>Type</b>	<b>Quantity</b>	<b>Price/Unit (RM)</b>	<b>Total (RM)</b>
-Worker table	6	RM 150.00	RM 900.00
-Office chair	7	RM 80.00	RM 560.00
-Meeting table	1	RM 800.00	RM 800.00
-Whiteboard	1	RM 90.00	RM 800.00
-GM table	1	RM 200.00	RM 200.00

Table 8.5.2 List of Office Supplies

<b>Type</b>	<b>Quantity</b>	<b>Price/Unit (RM)</b>	<b>Total (RM)</b>
-Computer	7	RM 1300.00	RM 9100,00
-Air-conditioner	4	RM 1500.00	RM 6000.00
-Telephone	4	RM 100.00	RM 400.00
-Printer machine	1	RM 2000.00	Rm 2000.00

## 8.6 Administration Budget

Table 8.6 Administration Budget

<b>Item</b>	<b>Fixed Assets</b>	<b>Monthly Expenses (RM)</b>	<b>Other Expenses (RM)</b>
Fixed Asset	RM 20760		
Working capital - Salary - Stationary		RM 33400	
Other Expenses - Maintenance - license		RM 50000	RM 10500
<b>TOTAL</b>	<b>RM 20760.00</b>	<b>RM83400.00</b>	<b>RM 10500.00</b>

# **FINANCIAL PLAN**



## 9 Financial Plan

### 9.1 Operating Budget

#### 9.1.1 Administrative Department

<b>ADMINISTRATIVE EXPENDITURE</b>	
<b>Fixed Assets</b>	<b>RM</b>
Land & Building	1,200,000
<b>Working Capital</b>	
Employee Salary (All Managers)	28,884
Employee Provident Fund (EPF)	4,316
Internet	350
phone bill	150
electric and water bill	4,500
<b>Other Expenditure</b>	
Other Expenditure	
<b>Pre-Operations</b>	
Deposit (rent, utilities, etc.)	10,500
Business Registration & Licences	500
Insurance & Road Tax for Motor Vehicle	3,400
Other Expenditure	
<b>TOTAL</b>	<b>1,252,600</b>

## 9.1.2 Marketing Department

<b>MARKETING EXPENDITURE</b>	
<b>Fixed Assets</b>	<b>RM</b>
signboard	3,000
<b>Working Capital</b>	
advertisement	2,000
business card	500
<b>Other Expenditure</b>	
Other Expenditure	2500
<b>Pre-Operations</b>	
Deposit (rent, utilities, etc.)	
Business Registration & Licences	500
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	
<b>TOTAL</b>	<b>8,500</b>

## 9.1.3 Operations Department

<b>OPERATIONS EXPENDITURE</b>	
<b>Fixed Assets</b>	<b>RM</b>
machines	450
equipments and tools	4,000
<b>Working Capital</b>	
Raw Materials & Packaging	6,825
Carriage Inward & Duty	
Salaries, EPF & SOCSO	8,275
<b>Other Expenditure</b>	
Other Expenditure	
<b>Pre-Operations</b>	
Deposit (rent, utilities, etc.)	2,000
Business Registration & Licences	500
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	
<b>TOTAL</b>	<b>22,050</b>

9.2 Project Implementation Cost and Sources of Finance

<b>PROJECT IMPLEMENTATION COST &amp; SOURCES OF FINANCE</b>						
<b>Project Implementation Cost</b>			<b>Sources of Finance</b>			
<b>Requirements</b>		<b>Cost</b>	<b>Loan</b>	<b>Hire-Purchase</b>	<b>Own Contribution</b>	
					<b>Cash</b>	<b>Existing F. Assets</b>
<b>Fixed Assets</b>						
Land & Building		1,200,000	500,000		700,000	
signboard		3,000	1,500		1,500	
machines		450	450			
equipments and tools		4,000	2,000		2,000	
<b>Working Capital</b>	1 months					
Administrative		38,200	38,200			
Marketing		2,500	2,500			
Operations		15,100	15,100			
<b>Pre-Operations &amp; Other Expenditure</b>		19,900	19,900			
<b>Contingencies</b>	10%	128,315	128,315			
<b>TOTAL</b>		<b>1,411,465</b>	<b>707,965</b>		<b>703,500</b>	

9.3 Fixed Asset Depreciation Schedule

<b>Fixed Asset</b> <b>Cost (RM)</b> <b>Method</b> <b>Economic Life (yrs)</b>			
		<b>signboard</b> <b>3,000</b> <b>Straight Line</b> <b>15</b>	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	3,000
1	200	200	2,800
2	200	400	2,600
3	200	600	2,400
4	200	800	2,200
5	200	1,000	2,000
6	200	1,200	1,800
7	200	1,400	1,600
8	200	1,600	1,400
9	200	1,800	1,200
10	200	2,000	1,000

<b>Fixed Asset</b> <b>Cost (RM)</b> <b>Method</b> <b>Economic Life (yrs)</b>			
		<b>machines</b> <b>450</b> <b>Straight Line</b> <b>5</b>	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	450
1	90	90	360
2	90	180	270
3	90	270	180
4	90	360	90
5	90	450	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

<b>Fixed Asset</b> <b>Cost (RM)</b> <b>Method</b> <b>Economic Life (yrs)</b>			
		<b>equipments and tools</b> <b>4,000</b> <b>Straight Line</b> <b>5</b>	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	4,000
1	800	800	3,200
2	800	1,600	2,400
3	800	2,400	1,600
4	800	3,200	800
5	800	4,000	-

9.4 Loan and Hire Purchase Depreciation Schedule

LOAN REPAYMENT SCHEDULE				
<b>Amount</b>	<b>707,965</b>			
<b>Interest Rate</b>	<b>5%</b>			
<b>Duration (yrs)</b>	<b>15</b>			
<b>Method</b>	<b>Kadar tetap</b>			
Year	Principal	Interest	Total Payment	Principal Balance
	-	-		707,965
1	47,198	35,398	82,596	660,767
2	47,198	35,398	82,596	613,570
3	47,198	35,398	82,596	566,372
4	47,198	35,398	82,596	519,174
5	47,198	35,398	82,596	471,977
6	47,198	35,398	82,596	424,779
7	47,198	35,398	82,596	377,581
8	47,198	35,398	82,596	330,384
9	47,198	35,398	82,596	283,186
10	47,198	35,398	82,596	235,988

9.5 Proforma Cashflow Statement

Proforma entitas CASH FLOW PRO FORMA STATEMENT																
MONTH	Pre-Operations	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL YR 1	YEAR 2	YEAR 3
<b>CASH INFLOW</b>																
Capital (Cash)	707,965													707,965		
Loan	707,965													707,965		
Bank Sales		90,800	90,800	90,800	90,800	90,800	90,800	90,800	90,800	90,800	90,800	90,800	90,800	1,090,800	1,203,120	1,315,440
Collection of Accounts Receivable																
<b>TOTAL CASH INFLOW</b>	<b>1,417,485</b>	<b>90,800</b>	<b>90,800</b>	<b>90,800</b>	<b>90,800</b>	<b>90,800</b>	<b>90,800</b>	<b>90,800</b>	<b>90,800</b>	<b>90,800</b>	<b>90,800</b>	<b>90,800</b>	<b>90,800</b>	<b>2,897,365</b>	<b>1,203,120</b>	<b>1,315,440</b>
<b>CASH OUTFLOW</b>																
Administration Expenses		28,894	28,894	28,894	28,894	28,894	28,894	28,894	28,894	28,894	28,894	28,894	28,894	346,808	358,418	369,858
Employee Salary (HR Managers)		4,318	4,318	4,318	4,318	4,318	4,318	4,318	4,318	4,318	4,318	4,318	4,318	51,792	51,792	51,792
Employee Provident Fund (EPF)		300	300	300	300	300	300	300	300	300	300	300	300	3,600	3,600	3,600
Income tax		180	180	180	180	180	180	180	180	180	180	180	180	2,160	2,160	2,160
Ward-to and water-UB		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	48,000	48,000
Marketing Expenses		2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	24,000	24,000
Advertisement		800	800	800	800	800	800	800	800	800	800	800	800	9,600	9,600	9,600
Printing cost		1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	14,400	14,400	14,400
Operations Expenses		3,080	3,080	3,080	3,080	3,080	3,080	3,080	3,080	3,080	3,080	3,080	3,080	36,960	36,960	36,960
Costs Purchase		1,360	1,360	1,360	1,360	1,360	1,360	1,360	1,360	1,360	1,360	1,360	1,360	16,320	16,320	16,320
Payment of Asset Payable		1,720	1,720	1,720	1,720	1,720	1,720	1,720	1,720	1,720	1,720	1,720	1,720	20,640	20,640	20,640
Garage Insect & Dry		8,270	8,270	8,270	8,270	8,270	8,270	8,270	8,270	8,270	8,270	8,270	8,270	99,240	99,240	99,240
Salaries, EPF & SOCSO																
Other Expenses		3,000												3,000	3,000	3,000
Pre-Operations																
Deposit (rent, utilities, etc.)		12,000												12,000		
Business Registration & License		1,000												1,000		
Insurance & Road Tax for Motor Vehicle		3,000												3,000	3,000	3,000
Other Pre-Operations Expenses																
Plant Assets																
Purchase of Plant Assets: Land & Building		1,200,000												1,200,000		
Purchase of Plant Assets: Others		7,480												7,480		
Non-Purchase Cash Payment																
Hire-Purchase Payments																
Principal																
Interest		3,900	3,900	3,900	3,900	3,900	3,900	3,900	3,900	3,900	3,900	3,900	3,900	47,198	47,198	47,198
Loan Repayment		2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	33,398	33,398	33,398
Tax Payable														47,222	50,500	53,778
<b>TOTAL CASH OUTFLOW</b>	<b>1,208,880</b>	<b>63,874</b>	<b>63,874</b>	<b>63,874</b>	<b>63,874</b>	<b>63,874</b>	<b>63,874</b>	<b>63,874</b>	<b>63,874</b>	<b>63,874</b>	<b>63,874</b>	<b>63,874</b>	<b>63,874</b>	<b>769,848</b>	<b>2,019,488</b>	<b>2,278,286</b>
<b>CASH INFLOW (NET)</b>	<b>208,605</b>	<b>26,926</b>	<b>26,926</b>	<b>26,926</b>	<b>26,926</b>	<b>26,926</b>	<b>26,926</b>	<b>26,926</b>	<b>26,926</b>	<b>26,926</b>	<b>26,926</b>	<b>26,926</b>	<b>26,926</b>	<b>1,127,517</b>	<b>183,632</b>	<b>37,154</b>
<b>ADJUSTED CASH BALANCE</b>	<b>199,919</b>	<b>200,000</b>	<b>213,097</b>	<b>231,714</b>	<b>255,811</b>	<b>285,337</b>	<b>320,263</b>	<b>360,589</b>	<b>407,215</b>	<b>459,741</b>	<b>518,667</b>	<b>583,993</b>	<b>655,919</b>	<b>737,436</b>	<b>828,068</b>	<b>928,222</b>
<b>ENDING CASH BALANCE</b>	<b>199,919</b>	<b>213,097</b>	<b>241,714</b>	<b>281,640</b>	<b>333,566</b>	<b>397,492</b>	<b>473,418</b>	<b>561,344</b>	<b>661,270</b>	<b>774,196</b>	<b>899,122</b>	<b>1,036,048</b>	<b>1,185,974</b>	<b>1,348,899</b>	<b>1,525,825</b>	<b>1,717,751</b>

## 9.6 Proforma Income Statement

**Protokaar enterprise**  
**PRODUCTION COST PRO-FORMA STATEMENT**

	Year 2	Year 3
<b>Raw Materials</b>		
Opening Stock	2,730	2,320
Current Year Purchases	83,538	89,386
Ending Stock	2,320	1,484
Raw Materials Used	83,948	90,222
Carriage Inward		
	83,948	90,222
<b>Salaries, EPF &amp; SOCSO</b>	99,300	99,300
<b>Factory Overhead</b>		
Depreciation of Fixed assets (Operations)	890	890
Total Factory Overhead	890	890
<b>Production Cost</b>	<b>184,138</b>	<b>190,412</b>

**Protokaar enterprise**  
**PRO-FORMA INCOME STATEMENT**

	Year 1	Year 2	Year 3
<b>Sales</b>	<b>1,089,600</b>	<b>1,253,040</b>	<b>1,704,134</b>
<b>Less: Cost of Sales</b>			
Opening Stock of Finished Goods		23,400	19,890
Production Cost	179,360	184,138	190,412
less: Ending Stock of Finished Goods	23,400	19,890	12,730
	0	0	0
	<b>155,960</b>	<b>187,648</b>	<b>197,572</b>
<b>Gross Profit</b>	<b>933,640</b>	<b>1,065,392</b>	<b>1,506,562</b>
<b>Less: Expenditure</b>			
Administrative Expenditure	458,400	458,400	458,400
Marketing Expenditure	30,000	30,000	30,000
Other Expenditure	2,500	2,500	2,500
Business Registration & Licences	1,500		
Insurance & Road Tax for Motor Vehicle	3,400	3,400	3,400
Other Pre-Operations Expenditure			
Interest on Hire-Purchase			
Interest on Loan	35,398	35,398	35,398
Depreciation of Fixed Assets	200	200	200
<b>Total Expenditure</b>	<b>531,398</b>	<b>529,898</b>	<b>529,898</b>
<b>Net Profit Before Tax</b>	<b>402,242</b>	<b>535,494</b>	<b>976,664</b>
<b>Tax</b>	<b>40,224</b>	<b>53,549</b>	<b>97,666</b>
<b>Net Profit After Tax</b>	<b>362,018</b>	<b>481,944</b>	<b>878,997</b>
<b>Accumulated Net Profit</b>	<b>362,018</b>	<b>843,962</b>	<b>1,722,959</b>



## 9.7 Proforma Balance Sheet

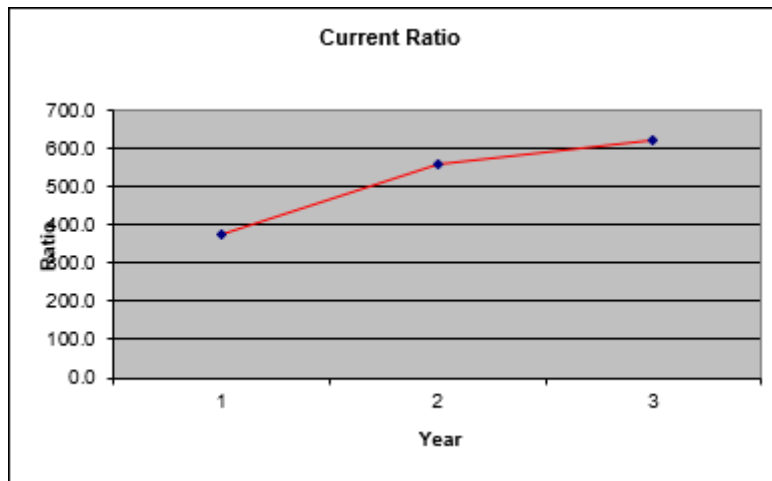
<b>Protokaar enterprise PRO-FORMA BALANCE SHEET</b>			
	Year 1	Year 2	Year 3
<b>ASSETS</b>			
<b>Fixed Assets (Book Value)</b>			
Land & Building	1,200,000	1,200,000	1,200,000
signboard	2,800	2,600	2,400
machines	360	270	180
equipments and tools	3,200	2,400	1,600
	1,206,360	1,205,270	1,204,180
<b>Current Assets</b>			
Stock of Raw Materials	2,730	2,320	1,484
Stock of Finished Goods	23,400	19,890	12,730
Accounts Receivable			
Cash Balance	482,660	922,744	1,764,800
	508,790	944,954	1,779,014
<b>Other Assets</b>			
Deposit	12,500	12,500	12,500
<b>TOTAL ASSETS</b>	<b>1,727,650</b>	<b>2,162,724</b>	<b>2,995,694</b>
<b>Owners' Equity</b>			
Capital	703,500	703,500	703,500
Accumulated Profit	362,018	843,962	1,722,959
	1,065,518	1,547,462	2,426,459
<b>Long Term Liabilities</b>			
Loan Balance	660,767	613,570	566,372
Hire-Purchase Balance			
	660,767	613,570	566,372
<b>Current Liabilities</b>			
Accounts Payable	1,365	1,693	2,862
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>1,727,650</b>	<b>2,162,724</b>	<b>2,995,694</b>

## 9.8 Financial Ratio Analysis

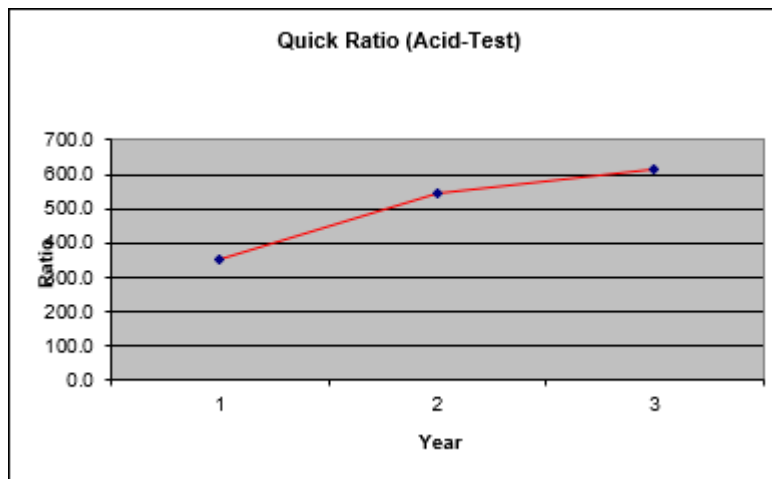
<b>Protokaar enterprise</b>			
<b>FINANCIAL PERFORMANCE</b>			
	Year 1	Year 2	Year 3
<b><u>PROFITABILITY</u></b>			
Sales	1,089,600	1,253,040	1,704,134
Gross Profit	933,640	1,065,392	1,506,562
Profit Before Tax	402,242	535,494	976,664
Profit After Tax	362,018	481,944	878,997
Accumulated Profit	362,018	843,962	1,722,959
<b><u>LIQUIDITY</u></b>			
Total Cash Inflow	2,501,065	1,253,040	1,704,134
Total Cash Outflow	2,018,405	812,956	862,079
Surplus (Deficit)	482,660	440,084	842,056
Accumulated Cash	482,660	922,744	1,764,800
<b><u>SAFETY</u></b>			
Owners' Equity	1,065,518	1,547,462	2,426,459
Fixed Assets	1,206,360	1,205,270	1,204,180
Current Assets	508,790	944,954	1,779,014
Long Term Liabilities	660,767	613,570	566,372
Current Liabilities	1,365	1,693	2,862
<b><u>FINANCIAL RATIOS</u></b>			
<b><i>Profitability</i></b>			
Return on Sales	33%	38%	52%
Return on Equity	34%	31%	36%
Return on Investment	21%	22%	29%
<b><i>Liquidity</i></b>			
Current Ratio	372.7	558.3	621.6
Quick Ratio (Acid Test)	353.6	545.2	616.6
<b><i>Safety</i></b>			
Debt to Equity Ratio	0.6	0.4	0.2
<b><u>BREAK-EVEN ANALYSIS</u></b>			
Break-Even Point (Sales)	633,562	618,780	594,392
Break-Even Point (%)	58%	49%	35%

## 9.8.1 Liquidity Ratios

### 9.8.1.1 Current Ratios



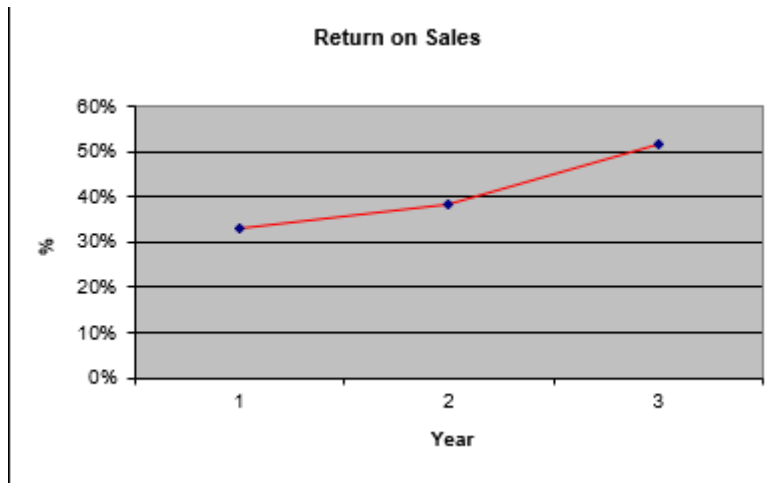
### 9.8.1.2 Quick Ratios



## 9.8.2 Profitability Ratios

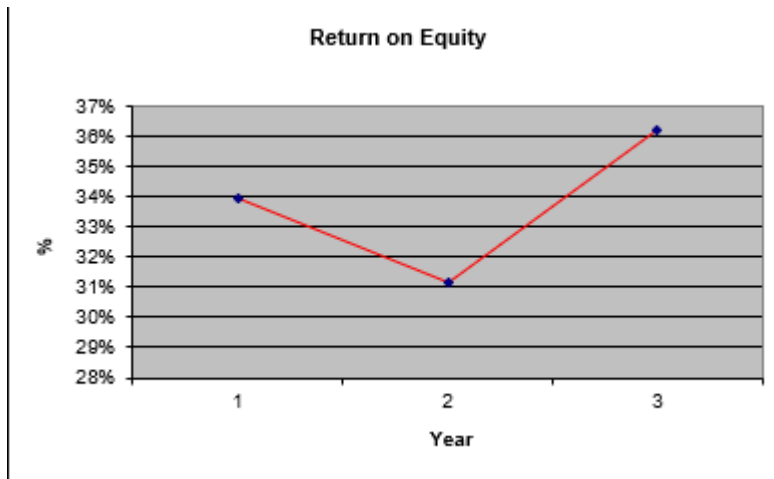
### 9.8.2.1

#### Return on Sales



### 9.8.2.2

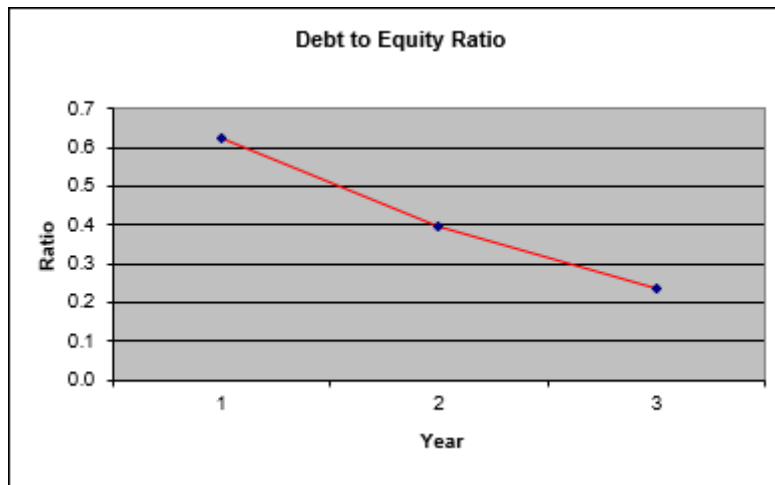
#### Return on Equity



### 9.8.3 Solvency Ratios

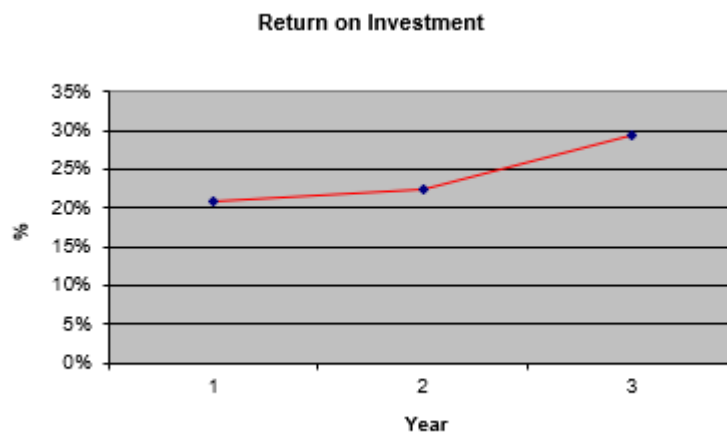
#### 9.8.3.1

#### Debt to Equity



#### 9.8.3.2

#### Return On Investment



# **CONCLUSION**

## **CONCLUSION**

In conclusion, this business plan has taught us the knowledge of running our own business and company. We also have learned all the management department such as administration, marketing, financial and operational manager through the experience of making this business plan. Our company Protokaar aspire to be better and serve the best car protector for public use. Besides, we hope that Protokaar will become well known and establish around the world competing with the best company there is. Our company phrase "We bring car protection to life" serve as a starting for a new beginning of the future car protection feature where our company strive and fight to be better in ambition to serve the people around and make changes for better future.

# **PARTNERSHIP AGREEMENT**