



اَوْبُوْ سَيِّدِيْنَ تَيْكُوْ لُوْجِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
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FUNDAMENTALS OF ENTREPRENUERSHIP (ENT 300)

BUSINESS NAME:

A.I.M ENTERPRISE

BUSINESS TYPE:

A.I. FITNESS MIRROR

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FEBRUARI 2023

LETTER OF SUBMISSION

ACKNOWLEDGEMENT

ACKNOWLEDGEMENT

In the Name of Allah, The Most Beneficent and The Most Merciful.

First and foremost, we would like to express our heartfelt gratitude to God Almighty. All praises and thanks be to Allah, who has protected us from harmful illnesses and maintained our being with the best of health throughout the entirety of my journey in completing this proposal. Indeed, we would not be able to be where we are today without His blessings.

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TABLE OF CONTENTS

TABLE OF CONTENTS

LETTER OF SUBMISSION	2
ACKNOWLEDGEMENT	4
TABLE OF CONTENT	6
EXECUTIVE SUMMARY	10
1 INTRODUCTION	12
1.1 Name of Business	13
1.2 Nature of Business	13
1.3 Industry Profile	13
1.4 Location of the Business	14
1.5 Date of Business Commencement	14
1.6 Factors in Selecting the Proposed Business	15
1.7 Future Prospects of the Business	15
2 PURPOSE	16
2.1 To evaluate the project viability and growth potential	17
2.2 To apply for loss or financing facilities from the relevant financial institution	17
2.3 To act as a guideline for the management of the proposed business	18
2.4 To allocate business resources effectively	18
3 BUSINESS BACKGROUND	19
3.0 Business Background	20
3.1 Vision and Mission	21
3.2 Organizational Chart	21
3.3 Logo and Moto	22
4 BACKGROUND OF PARTNERSHIPS	23
4.1 General Manager and Administration Manager	24
4.2 Marketing Manager	25
4.3 Operation Manager	26
4.4 Financial Manager	27

5	LOCATION OF BUSINESS	28
	5.1 Physical Location of the Project	29
	5.2 Building	30
	5.3 Basic Amenities	30
6	MARKETING PLAN	31
	6.0 Introduction	32
	6.1 Objective	32
	6.2 Description of the product	33
	6.3 Target Market	34
	6.4 Market Size	34
	6.5 Competitors	35
	6.6 Market Share	35
	6.7 Sale Forecast	35
	6.8 Market Strategy	36
	6.9 Organization Chart for Marketing Department	40
	6.10 Manpower Planning	40
	6.11 Schedule of Task and Responsibilities	40
	6.12 schedule of Remuneration	41
	6.13 Marketing Budget	41
7	OPERATIONAL PLAN	42
	7.1 Component of Operating Systems	43
	7.2 Process Planning for Manufacturing	49
	7.3 Operating Layout	52
	7.4 Production Planning	52
	7.5 Material Planning	53
	7.6 Machine and Equipment Planning	55
	7.7 Manpower Planning	56
	7.8 Overhead Requirement	59
	7.9 Total Operation Cost	59
	7.10 Cost per unit	59
	7.11 Productivity Index (PI)	59
	7.12 Location plan	60

7.13 Business and Operation hours	60
7.14 License, permits and regulation Required	60
7.15 Operation Budget	63
8 ADMINISTRATION PLAN	64
8.1 Introduction	65
8.2 Organizational Chart for Administration and Finance Department	65
8.3 Manpower Planning	66
8.4 Schedule of Task and Responsibilities	66
8.5 Schedule of remuneration	67
8.6 Office Furniture, fitting and Office Supplies	68
8.7 Administration Budget	69
9 FINANCIAL PLAN	70
9.1 Operating Budget	71
9.2 Project Implementation Cost and Source of Finance	74
9.3 Fixed Asset Depreciation Schedule	75
9.4 Loan and Hire Purchase Depreciation Schedule	78
9.5 Proforma Cashflow Statement	79
9.6 Proforma Income Statement	80
9.7 Proforma Balance Sheet	81
9.8 Financial Performance	82
9.9 Financial Ratio Analysis	83
CONCLUSION	86
APPENDICES	88
PARTNERSHIP AGREEMENT	91

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

This business is based on partnership where it consists of four (4) members which hold important positions in the company such as General Manager Also acts as an Administration Manager, Marketing Manager, Operational Manager and financial Manager.

The name of our company is A.I.M Enterprise. A.I.M is coming from the word Artificial Intelligence Mirror. The word 'Artificial intelligence' is carry the meaning of simulation of human intelligence processes by computer systems that include expert system, natural processing, speech recognition and machine vision. This system is work by ingesting large amounts of labelled training data and analyzing the data for correlations and patterns to make prediction about future. This business will connect the mirror to the A.I system to represent the functionality of our products.

We will provide our customer an artificial intelligence mirror that will show the correct posture of exercise activity to make sure the total calories that burn when doing the activity is 100% same with the burn calories that has set to the exercise activities. This A.I Mirror has their own cameras to detect the motion of the user body and make a command if the user did not make 100% correct movement according to health ministration.

A.I.M will be starting at Taman Kota Masai, 87000 Pasir Gudang, Johor. We choose to start our business here in Pasir Gudang, Johor because it has a lot of factory and workshop that have specialist to make our product become success. This can help to easier our process when make cutting, A.I system and more works for our products.

INTRODUCTION

1.0 Introduction

1.1.Name of the Business

The name of our company is A.I.M enterprise. A.I.M is coming from the word Artificial Intelligence Mirror. The word 'Artificial intelligence' is carrying the meaning of simulation of human intelligence processes by computer systems that include expert system, natural processing, speech recognition and machine vision. This system is work by ingesting large amounts of labelled training data and analyzing the data for correlations and patterns to make prediction about future. This business will connect the mirror to the A.I system to represent the functionality of our products that act as a fitness coaching.

1.2.Nature of Business

We will provide our customer an artificial intelligence mirror that will show the correct posture of exercise activity to make sure the total calories that burn when doing the activity is 100% same with the burn calories that has set to the exercise activities. This A.I Mirror has their own cameras to detect the motion of the user body and make a command if the user did not make 100% correct movement according to health ministration.

1.3.Industry Profile

A.I.M is a manufacturer business of mirror that have fitness coaching that guide user to make sure the good form of body posture in exercise have been done perfectly. All the products of the A.I Mirror will be use our own system that will be create in our company. This product will be selling through walk in to our shop and through online platform such as Facebook, Instagram and our company website to reach the market outside the

1.6. Factor in selecting the proposed business

The main reason in selecting the proposed business is to introduce new technology to other people. Nowadays, technology has become one of the important things in human life that help people to make their works become easier. Our product will help people to make a good form of exercising by the guide from our artificial intelligence system that has built. This product can help to track which types of exercise form that customer did not do perfectly and fix it by telling the user immediately.

1.7. Future prospects of the business

The future prospects of the A.I.M enterprise is to become number one products of fitness instructor in A.I mode in upcoming 10 years. This product should be use worldwide for using of people home and gymnasium. This can help them to do exercise even though they stay at home without need to pay for fitness coach to coming to their house and pay for high price because of their services.

4

PURPOSE

2.0 Purpose of preparing the business plan

2.1. To evaluate the project viability and growth potential

A business plan is a report that reflects the potential of the company in terms of marketing, administration, financial, and operational aspects. Before starting any business, it is critical to plan the business to have a smooth and manageable operation. Planning is also beneficial in achieving the company's vision, mission, and goals. Furthermore, a business plan provides a clear understanding of the company's background, profile, and more.

Each manager has their own business data and plan for achieving their goals, which can serve as a guide for achieving good business results. These accomplishments will make A.I.M enterprise reliant on running, solving problems, and expanding business. Finally, the A.I.M enterprise will thrive in the future.

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

To apply for loans or financing from the appropriate financial institutions Financial support is critical for A.I.M enterprise because it will determine whether we can enter the market. It is also critical to our industry's growth. We also intend to pitch our idea to bankers, lenders, and investors to secure funding for the project. Following the pitch, our managers were successful in securing funds totaling RM 142,935.00.

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

The business strategy is intended to serve as a guideline for the management of the proposed business, acting as a roadmap for the daily management of A.I.M enterprise, marketing strategies, operating divisions, financial forecasting, and even achieving profitability. Aside from that, it is also necessary to forecast A.I.M enterprise long-term prospects and make additional progress tasks improvements. As well as guiding the company to stay focused on its business development, missions, and goals, which include selling Artificial Intelligence Fitness Mirror.

2.4. To allocate business resources effectively

The business plan oversees attracting investment throughout the A.I.M enterprise organization to achieve the goals and objectives to effectively allocate business resources. A.I.M enterprise will also analyze the business plan throughout the year to prepare for the next and better step. It is also to make it easier for managers to focus on departments such as operations and marketing, which require a lot of time.

BUSINESS BACKGROUND

3.1 Vision and Mission

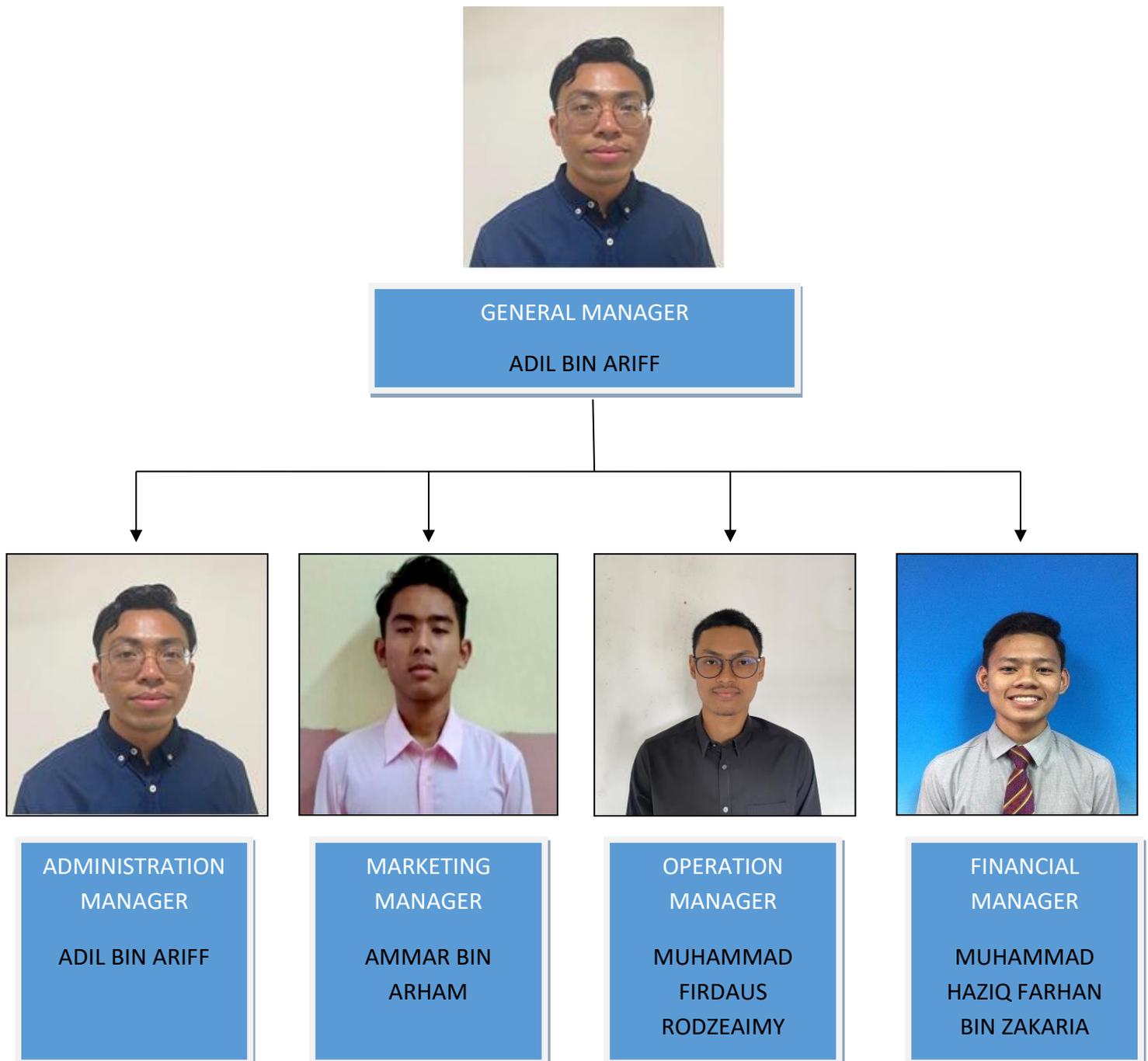
3.1.1 Vision

To become number one visual fitness instructor in Malaysia

3.1.2 Mission

To motivate more people to do exercise with good form

3.2 Organizational Chart



3.3 Logo and Motto



The A.I.M Enterprise logo shows the dumbbell which is a sign for workout activity. This can show that our product is related with exercise activity at our customers. There also have sign of a people is doing exercise in the logo that consists of red colour and white colour. This help to show that our product is purpose for fitness activity either use fitness equipment or not. The A.I.M Enterprise motto is “Your Fitness Instructor” which means our product is serve a fitness instructor to our customer by using artificial intelligence system that have been built by our self. This can help our customer to maintain a good form of exercise that will be beneficial for them by guidance from our fitness product

PARTNERSHIPS BACKGROUND

LOCATION OF THE BUSINESS

5.2. Building

- A.I.M Enterprise will open our store at the shop lot at Jalan Ekoperniagaan 3, Taman Kota Masai, Johor.
- Structure of our store is a shop lot with a display area, staff room, storage room, office, cashier and discussion area for the design store.
- This shop will be rent for RM 3800 a month.

5.3. Basic amenities

- The shop will come with restroom that can be use by the customer and feel comfortable while using it.
- The shop will be provided WIFI access for working matter and website browse by the customer to make the ordering process easier.
- The customer can park their car at the public parking space in front of the store and along the road.
- The store also will come with back access so that the unloading process of our products store can be easier and not disturb the customer in front of the store that want to buy our product.

MARKETING PLAN

6.0 Introduction

Marketing refers to a business's initiatives to promote the purchase or sale of a good or service. Advertising, selling, and delivering items to customers or other firms are all included in marketing. Affiliates take certain marketing on a company's behalf.

Professionals in a company's marketing and promotion departments employ advertising to capture the interest of important potential audiences. Examples of promotions targeted at specific demographics include celebrity endorsements, unusual phrases or slogans, prominent packaging or graphic designs, and general media exposure. All a company's attempts to attract and keep customers are referred to as marketing, which is a broad phrase.

6.1 Objective

The marketing for each organization should have its own set of objectives. facts or events handled or expressed without distortions caused by human attitudes, prejudices, or the expression or handling of goals is what is meant by interpretations. A business objective is defined as a company's long-term aim or target that the organization works to achieve throughout the year. It is usually put into practice as a part of a business' strategic planning process.

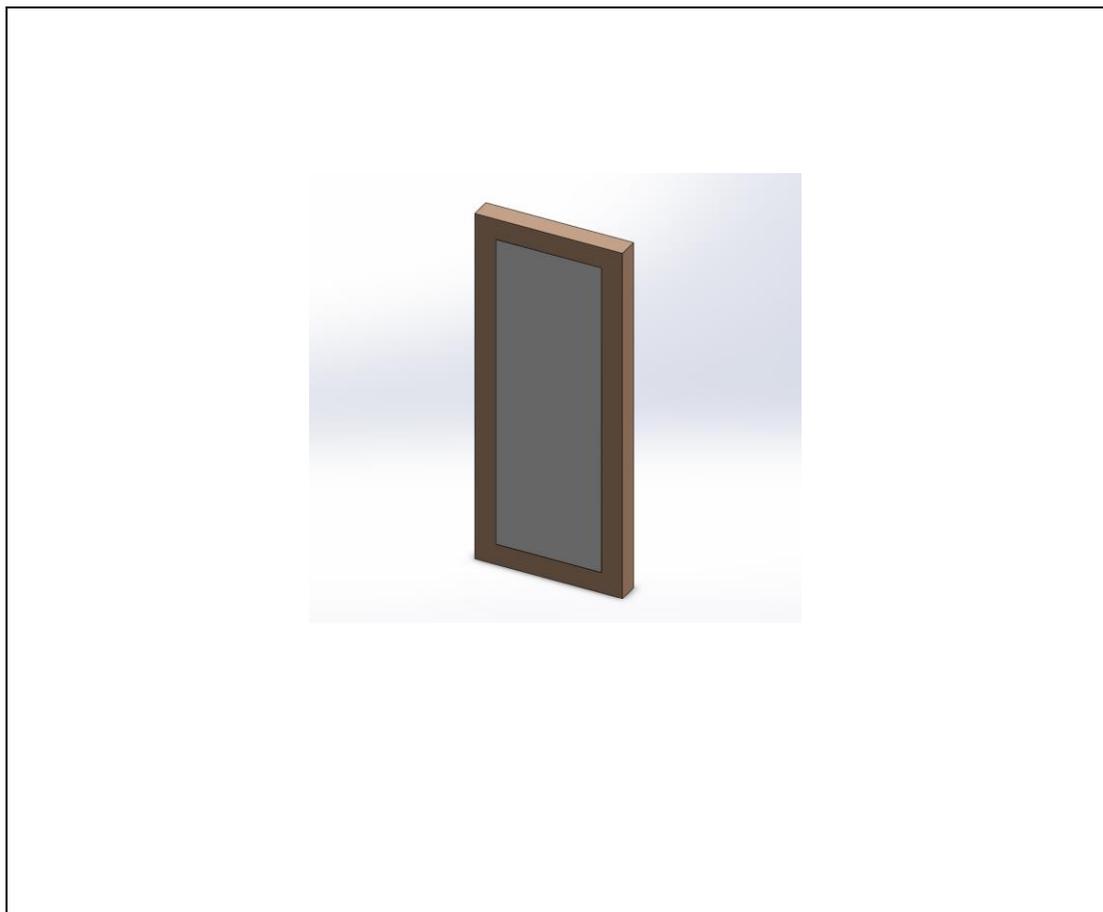
Our company's marketing goals are to ensure that Johor peoples know about our shop. The goal of the market is to raise 10% more target customers' brand awareness in the coming month. In addition, our business wants to increase customer loyalty and pleasure by offering several discounts for purchasing our goods from our shop in Johor. Finally, our company hopes to increase its consumer base by forming partnerships with influencers to share about our business to their followers.

6.2 Description of products

Table 6.2.1: Product description

Product	Description
Features	<ul style="list-style-type: none">• A mirror to look in while exercising.• A.I. exercise to ensure that the user performs the exercise correctly.
Materials	<ul style="list-style-type: none">• Mirror: glass• Mirror body: wood
Benefits	<ul style="list-style-type: none">• Exercise can be done at home whenever the user desires.• It is simple to use.

Table 6.2.2: Product Illustration



6.3 Target market

A target market is a set of customers to whom a company wants to sell its goods and services. It is this target market that marketing campaigns are aimed towards. Consumers in an objective market are those who have similar attributes, such as geographic location, purchasing power, income, and population. Prior to starting a business, it is crucial to determine your target market to know who your clients are and what you need to do.

6.3.1 Geographic Segmentation with explanation

Our store is in Taman Kota Masai in Pasir Gudang, Johor. We chose this location since it is adjacent to a lot of residential areas, which makes it convenient for clients to visit. It is also close to Johor Baharu, one of Malaysia's most populous contemporary cities. It will make it simpler for us to advertise our product and assist us draw in more customers.

6.4 Market size

6.4.1 Monthly population table Pasir Gudang, Johor.

Outlet	No of items to needed (unit)	Price/unit (RM)	Total (RM)
A.I.M Pasir Gudang	50	3000.00	150,000.00

6.4.2 Total market size

Total market size = RM 150,000.00

6.5 Competitors

A solid marketing strategy is founded 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. However, we are new to the market for this type of product. As a result, there are no competitors to our product.

6.6 Market Share

Market share is defined as the division of market or sales between companies that operate in the same industry. It will take into account the number of competitors, their experience, their strengths and weaknesses. As previously stated, we have no competitors who sell the same product as us, the A.I. Mirror that help us exercise by our own at home is a new product in 2023. As a result, for this product, we have a 100% market share for our product in Pasir Gudang, Johor also all over Malaysia as well as the total market share prior to our company's entry.

6.7 Sales forecast

Table 6.6.1: Sales Forecasting

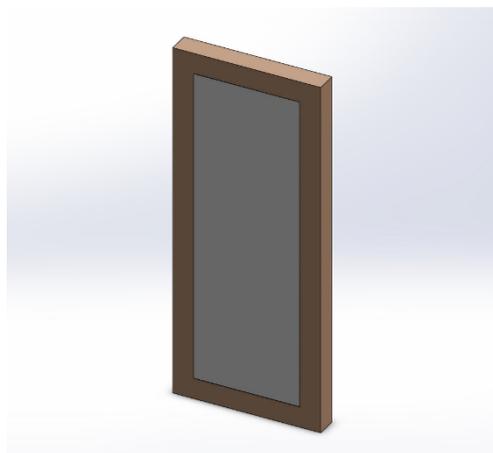
Month	Sales Forecast
1	RM150,000.00
2	RM150,000.00
3	RM150,000.00
Year 1	RM1,800,000.00
Year 2	RM1,890,000.00
Year 3	RM2,079,000.00

6.8 Market strategy

A marketing strategy is a company's overall defensive plan for reaching out to potential customers and converting them into customers of the company's services and goods. A marketing strategy includes the value proposition of the company, key brand messages, data on target customer categories, and other high-level components. A marketing strategy is required to pique consumers' interest and attract them. A well-planned and executed marketing campaign will undoubtedly pique customer interest while also increasing corporate profits.

6.8.1 Product - An artificial intelligent mirror

A.I.M. enterprise produce an artificial intelligence mirror to the buyers which no product as our product has been made before. This product is the first product produce in Malaysia, it is a good product to Malaysian who exercise.



6.8.2 Price

Pricing strategy describes how a company uses its products or services to set prices. Our product is a new product to the market, so we monopolize the price. The price is reasonable and affordable. RM3000.00 is reasonable to get an artificial intelligent mirror to help us exercise at home. No need to go out to gym and also it can be done anytime, during storm also midnight.

6.8.3 Place

Place strategy is critical in the marketing strategy of a product or service. Place strategy describes how and where a company places its products and services in order to increase sales and customer purchases. Vengers were strategically placed in Taman Kota Masai, surrounded by capable and wealthy people.

2) Social media administrator

Instagram Post:



Facebook Post:



6.9 Organization Chart for Marketing Department

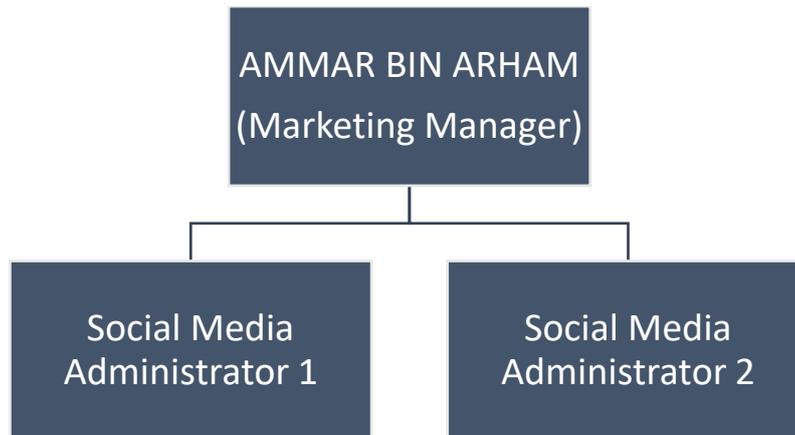


Figure 6.9: Organizational Chart

6.10 Manpower Planning

Table 6.10: List of Marketing Personnel

Position	No of Personnel
Marketing Manager	1
Social Media Administrator	2

6.11 Schedule of Task and Responsibilities

Table 6.11: Task and Responsibilities of Marketing Personnel

Position	Task and Responsibilities
Marketing Manager	<ul style="list-style-type: none"> undertake market research. understand the trends and customer preferences. create marketing strategy and budgets.
Social media administrator 1	<ul style="list-style-type: none"> oversee the creation of marketing materials and content for A.I.M enterprise Facebook account.
Social media administrator 2	<ul style="list-style-type: none"> oversee the creation of marketing materials and content for A.I.M enterprise Instagram account

6.12 Schedule of Remuneration

Table 6.1.1: Schedule of Remuneration plan of Marketing Personnel

Position	Qty	Monthly Salary (RM) (A)	EPF (RM) (13 %) (B)	SOCSSO (RM) (1.75%) (C)	Total (A)+(B)+(C)
Marketing Manager	1	3250.00	422.50	56.87	3729.37
Social Media Administrator	2	1705.00	260.00	35.00	4000.00
Total					7729.37

6.13 Marketing Budget

To meet our marketing objectives, we must make a significant effort to attract a large number of customers to come and buy our product. Promotion is accomplished through various forms of advertising.

Table 6.12: Marketing Budget

Item	Fixed Assets (RM)	Monthly Expenses (RM)	Other Expenses (RM)
Fixed Asset		-	-
• signboard	• RM1000		
Working capital		• RM1000	-
• Advertisement	-	• RM2000	
• Paid review.		• RM40	
• Business card			
Other Expenses	-	-	-
Subtotal	RM1000	RM3040	-
Total	RM4040		

OPERATIONAL PLAN

6 Operational Plan

7.1 Component of Operating Systems

The components of Operating Systems can be classified into five main components such as business input, transformation system, business output, feedback, and external environment.

7.1.1 Introduction

Operations plan is important as it is a section of a business plan that gives an overview of the workflow, supply chains and similar aspects. This outlines daily, weekly, and monthly tasks for each department or employee to achieve its output. It is crucial as it is the first thing for readers and potential investors to give considerable thoughts and attention. A strong, engaging operating plan creates a clearer sense of what your business is about and generates excitement and curiosity among consumers. Furthermore, during operational planning, it also creates milestones that help in achieving tactical strategy which are those that pertain to everyday moves a company to improve any aspects that can give advantage.

By doing an operating plan, it will demonstrate AIM operational components and provide the framework for AIM's day-to-day operations. All maneuvers are done according to what has been planned as an endeavor to meet consumers demand without a hitch and delay. It is our priority to ensure that our production of our AI mirror will produce without any hiccups to accomplish customer's demand. This operation plan summarizes further stages of development such as the physical plant, equipment used, production, materials, feasibility, and cost.

Our aim is to produce an AI fitness mirror or formally known as that fitness mirror as an alternative to going out to the gym. Previously during MCO, working out has become the new norm and not everyone has the privilege to build a home gym thus smart fitness mirrors are the answer. This will attract not only gym lover type of consumers, but also introverts, people who aim to lose weight and tech geeks are no less as it involves artificial intelligence.

Thus, we are confident enough that our business has the tendency to stand strong in this business industry for a longer term based on how thorough our process is to produce this artificial intelligence mirror. Every detail was emphasized in every aspect such as the operation process, salaries of workers, operation flow chart, operation hours, budget, list of suppliers for materials and machines.

7.1.2 Business Input

Business inputs are referred to as resources that are used in business or in other words, raw materials. To illustrate, labor, funds, time and effort. It is our mission to invent a fitness mirror that eases the process of working out and losing weight for our consumers without having to install a home gym or travel just for the sake of going to the gym. To accomplish our goal, a lot of inputs have been applied and invested in our company to make our company known to people. To illustrate, we invested in giving our AI mirror to social media's influencer for them to try out and give reviews as we believe that since they are exposed to the public, it is easier to attract customers. Furthermore, it is our top priority to ensure that our product is in perfect quality. Therefore, we mainly used innovation as our central part of

our business in transforming and producing our mirror. In this world full of technology, by machinery usage, our business does not encounter any such difficulties as the production is entirely by machine. Next, our customer service is indeed emphasized regardless of the customer buying or vice versa. To achieve that, our labor workers were treated nicely. For us, it is crucial that our employees feel important and valued members in our company instead of just another worker. We maintained an open-door policy, in which we encourage our employees to approach our supervisor or manager to open up regardless of conflicts or if they have a better idea to improve our products. From that, they are motivated enough to increase our sales.

7.1.3 Transformation Process

Transformation process is defined as an activity or group of activities that takes one or more inputs, transforms and adds value to them, and provides outputs for customers or clients. Our process in selling our products begins with greeting our client with a warm welcome. It is vital for the client to feel they are welcomed with open arms. Next, our employees will lead their client to their respective offices and enlighten and explain about our product which is an AI mirror such as our vision in inventing this mirror, how it works, how it eases our working out session and the price. In this office too, we placed our actual AI mirror so that they can see and try them out themselves in real life.

Moving on, after persuading and promoting, if the customer still insists on not buying, we will still maintain our smile and bid them

goodbyes. For the clients that would like to further their purchases, we would properly bring them to the next office where we would explain in detail in terms of shape. We opted for them whether they want to purchase the designated shape which is oval sized or customized ones. Customers who are very particular with their household furniture might think that oval shaped mirrors or the size does not suit their house aesthetic therefore we would encourage them to choose customized ones so they can redesign them themselves. It is crucial that we create a win-win situation with our client to maintain our relationship as seller and buyer. Once customers have made their decision, we would ask them to make payment beforehand. For the customized ones, there is an additional charge as it needs to be carved and go through another process whilst the designated ones will be charged accordingly. Customers will fill up their form regarding their personal details such as name and address. Consent form regarding their privacy will be confidential and warranty form will be signed by them.

Assembling the products will be done at the back of the office such as installing the frame, camera which is to sense the customers' motion, and stand, to make the mirror stable. For the customized ones, it requires some time as we do not have ready stocks. Next, a quality check will be done by our professional supervisor, and this is done thoroughly to ensure there will be no hiccups or flaws to match the price they have paid. Once all of this is done, delivery will be made and sent to their respective houses.

7.1.4 Output

The outcome of this process is referred to as output and it is vital that our product will turn out perfect to meet our clients' satisfaction. Since our company provides two options which are designated mirrors and customized mirrors, there are many possible outcomes. However, regardless of which type it is, we ensure to maintain its condition and quality. Our machine has produced our products flawlessly without any flaws. This also made our installation process go smoothly and faster as no employees were involved in doing it manually except for supervising its process. Our superb customer services also make our outcome product more exclusive as no double standard behavior was applied. Regardless of whether they purchased or not, we still assist and entertain them with all of our hearts. This explains why our customer satisfaction is top notch as we reduced our clients' waiting game and met our clients' presuppositions. Thereby, more consumers will be attracted and interested as more recommendations will come from our previous customers since they experienced outstanding services from us.

7.1.5 Feedback

Feedback will be asked by our employees so that all of our customers' dissatisfaction and satisfaction will be documented by our employees. It is crucial to ask for their feedback as customer complaints highlight a problem, whether that's a problem with our AI mirror, employees or internal processes. We believe that by hearing these problems directly from our customers, we can investigate and improve to prevent further complaints in the future. Our customers'

consent is one of our biggest priorities, therefore, asking for their approval first before posting it on our Facebook and Instagram would be the first thing we do.

7.1.6 External Environment

There are countless external environments that will constantly affect AIM such as competitors and prices. It is important that our company act fast or react accordingly to keep our flow of operations going well without any hiccups.

Since we are still a startup company, competitors such as Fiture and Lululemon which are internationally based and no longer a strange brand to us Malaysians made it hard for us to gain our recognition. Not everyone has access to Instagram and not everyone follows our social media influencers' Instagram and Facebook, therefore those people will receive less to none exposure to our product.

Our pricing strategy is also one of the external environment factors that affects our AIM company. Due to recent inflation and pandemic, countless people lost their jobs and were not able to be financially stable therefore price elasticity, or buyer's are most likely to be sensitive to price changes which affects our demand for products. Electronic products such as TVs, laptops, and even our AI mirror are more price elastic than necessities such as foods. People are more likely to buy them when their prices drop. However, it is less likely that our AI mirror's prices will drop except during seasonal sales such as during Christmas or Worlds Sports Day.

7.2 Process Planning for Manufacturing

As an artificial intelligence technology company, it is certain that we mainly used innovation as our central part of our business in transforming and producing our mirror. In this world full of technology, by machinery usage, our business does not encounter any such difficulties as the production is entirely by machine. It effectively made our production more efficient as our machine generated more products with minor energy within a limited time. This would also influence competitiveness significantly with other AI mirror companies. It is undeniable that our AI mirror has the same function as other competitors, however we improvise and put additional features to make our AI mirror stand out among other fitness mirrors that are selling in the market and make our consumer's working out session come to fruition.

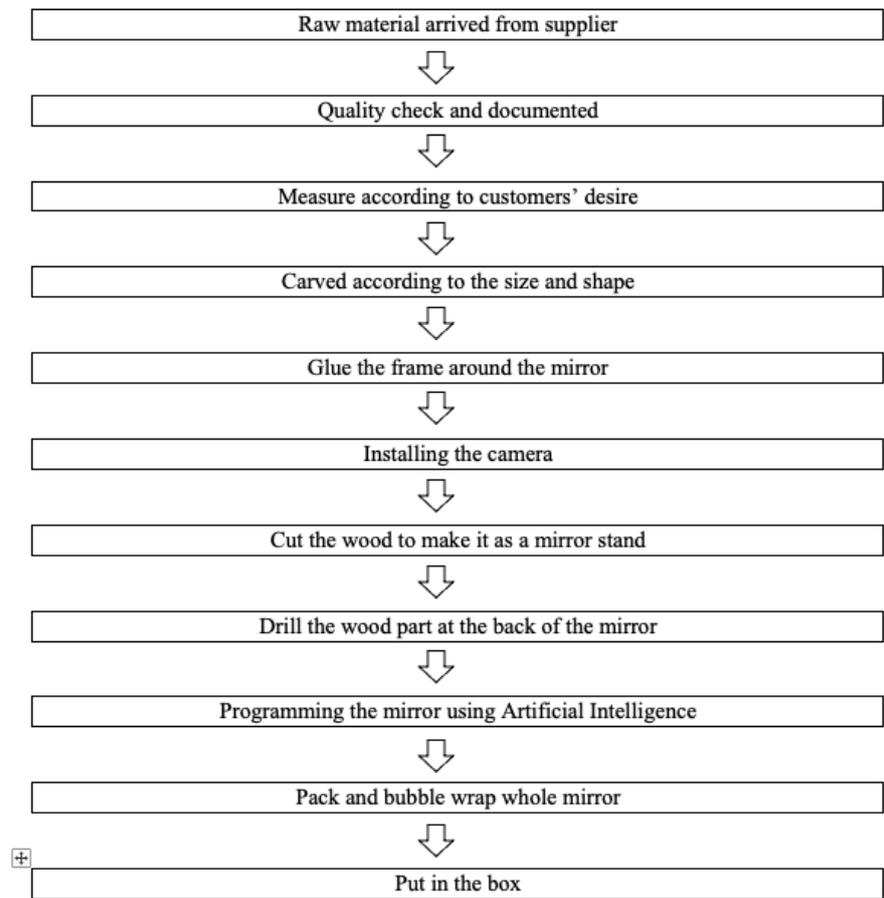
Moreover, it is our company's top priority to make sure that our employees are in a positive relationship among themselves and that their work is not taking a toll on their well-being. It is crucial that our employees feel important and valued members in our company instead of just another worker. We maintained an open-door policy, in which we encourage our employees to approach our supervisor or manager to open up regardless of conflicts or if they have a better idea to improve our products. This will motivate them to be aware of and play their role to accomplish our strategic plan which is to ensure our products are successfully made without any hiccups and stand out among the market. Additionally, we hired a degree holder and professional supervisor with high operation skills to supervise our product quality and make sure our product is maintained with no flaws to meet our customer's expectations.

7.2.1 Symbol of Process Chart

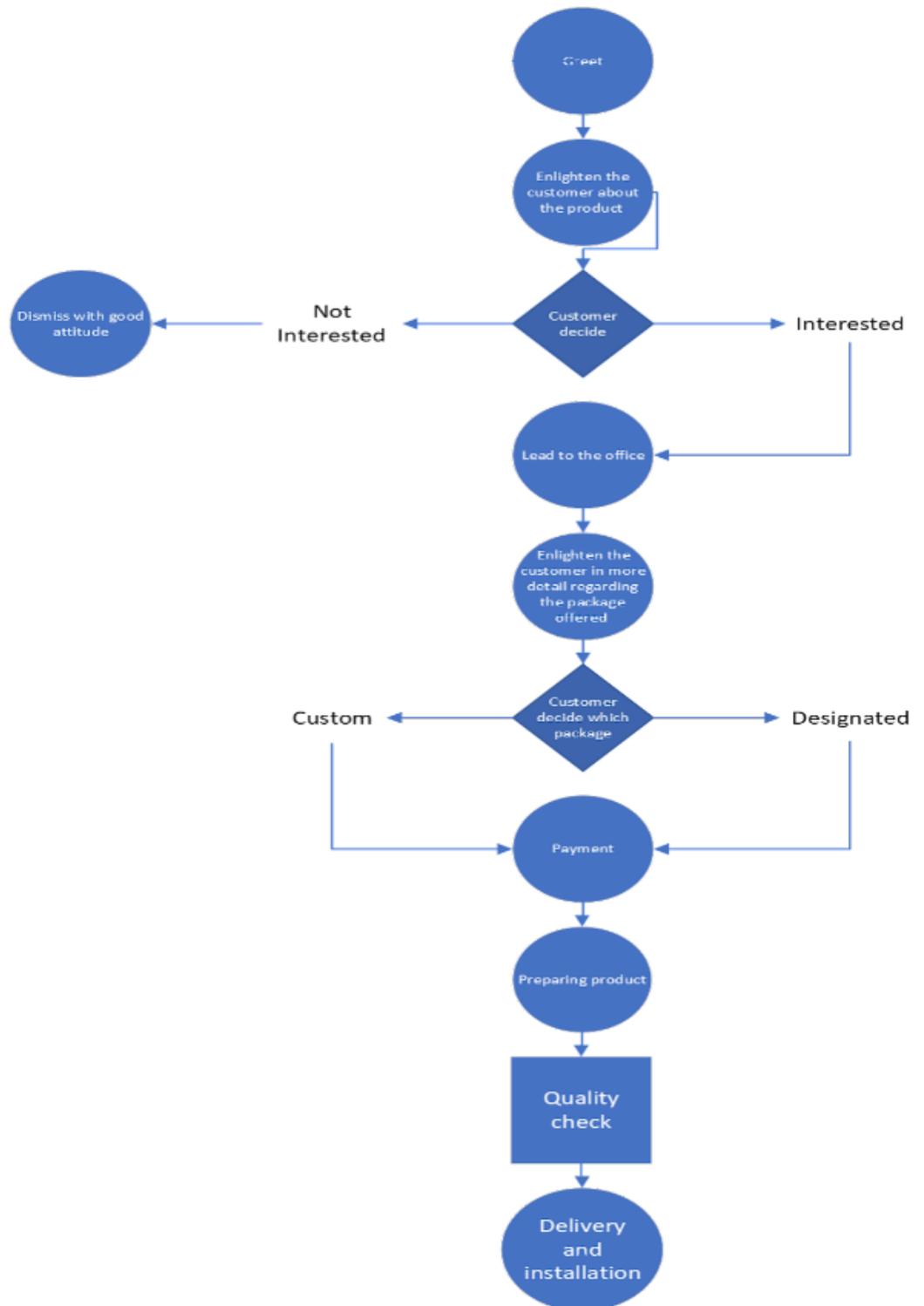
Table 7.2.1.1 Symbol of Process Chart

Symbol	Activity	Description
	Operation	Activity that modifies, transform, or give added value to the input.
	Decision	Represent a decision-making point.
	Inspection	Activity that <u>measure</u> the standard or quality.
	Delay	Process is delayed because in process material are waiting for next activity

7.2.2 Process flow chart

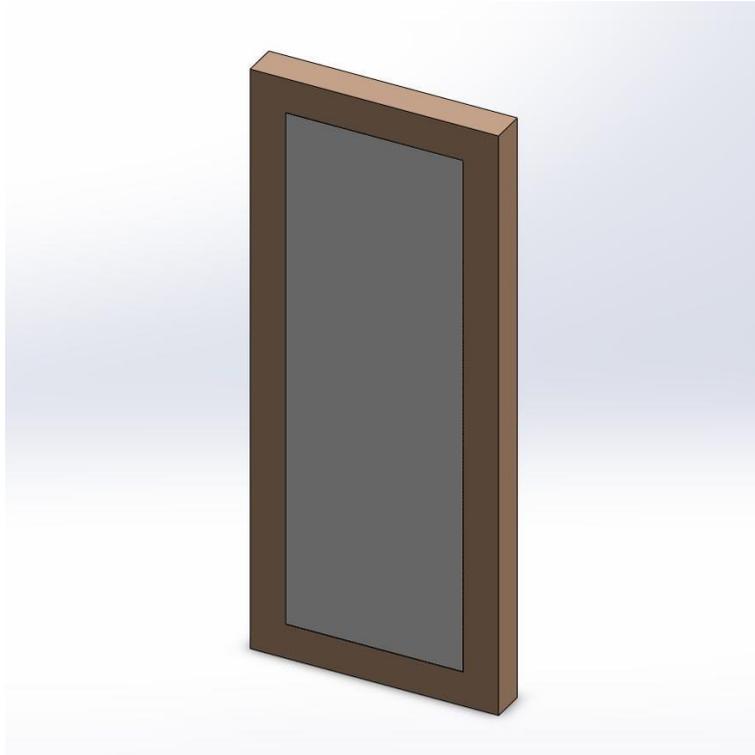


7.2.3 Activity chart



7.3 Operations Layout

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 = RM150 000

The sales price = RM3000

Number of output per month = Average sales forecast/Sale price per unit

$$= \frac{RM150000}{RM3000}$$

= 50 units of mirror

7.4.2 Number of outputs per day

Number of working days per month is 25 days

Therefore,

$$\begin{aligned} &= \frac{\text{No. of output per month}}{\text{No. working days per month}} \\ &= \frac{50 \text{ unit}}{25 \text{ days}} \\ &= 2 \text{ units of mirror per day} \end{aligned}$$

7.4.3 Number of units per hour

Working hour per day is 9 hours

$$\begin{aligned} &= \frac{\text{No. of output per day}}{\text{Working hour per day}} \\ &= \frac{2}{9} \end{aligned}$$

= 0.22, it is impossible to complete one mirror in 1 hour thus, at least 5 hours

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	Raspberry Pi 3 board Model B	60 unit	3 unit	63 unit	RM31.50/unit	RMM1984.50
2	Monitor	60 unit	3 unit	63 unit	RM491.65/unit	RM30973.95
3	Microphone	60 unit	3 unit	63 unit	RM129/unit	RM8127
4	L.E.D light	605m	30.25m	635.25m	RM11/m	RM6987.75
5	Speaker	80 unit	4 unit	84 unit	RM260/unit	RM21840

7.6.4 Machine and Equipment (rental or purchase)

Item	Quantity	Price/unit (RM)	Total Cost Monthly (RM)
Cashier Machine	2	RM1100	RM2200
Drilling Machine	2	RM2590	RM5180
Grinder Machine	6	RM125	RM750
Soldering Iron	6	RM34.90	RM209.40
TOTAL			RM8339.40

7.7 Manpower Planning

7.7.1 Organization Chart for Operation Department

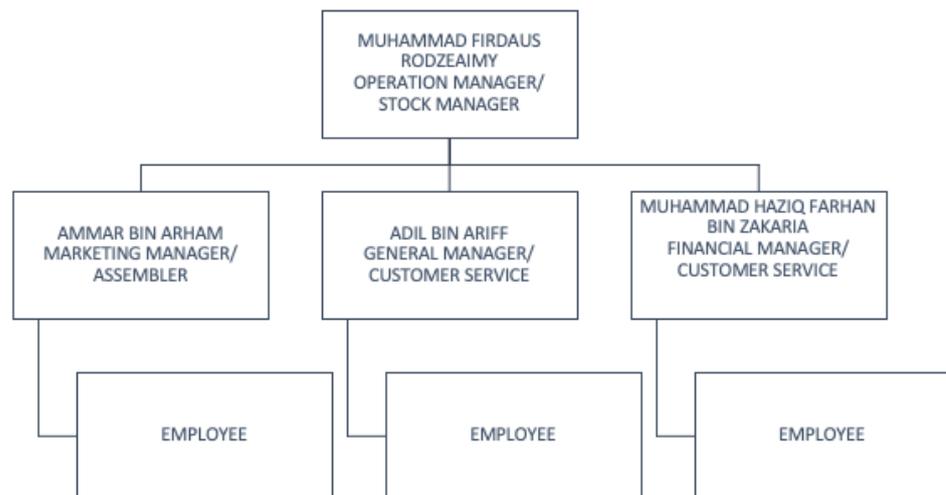


Figure 7.7.1 Organizational Chart

7.7.2 Amount of direct labor required (Calculate for every man power)

$$\frac{\text{Planned Rate of Production per day} \times \text{Standard production time}}{\text{Machine productive time per day}}$$

- Operator

$$\frac{2}{540 \text{ min (9 hours x 60 minutes)}} \times 0.9 \text{ min} = 0.003$$

7.7.3 List of Operation Personnel

Position	No of personel
Operation Manager	1
Marketing Manager	1
General Manager	1
Financial Manager	1
Supervisor	1
Employee	5

7.7.4 Schedule of task and responsibilities

Position	Task and Responsibilities
Operation Manager	<ul style="list-style-type: none"> • Analyzing data to calculate the cost-benefit ratio • Monitoring the overall budget of the business as well as departmental budgets • Establishing objectives for increased output and improved efficiency • Examining the company's resource management and looking for ways to boost employee productivity
Marketing Manager	<ul style="list-style-type: none"> • Strategy development and planning of campaigns that can promote the business and generate genuine engagement. • Implementation of the marketing campaigns right from ideation to final analysis and refinement • Creating engaging and informative content for the website, blog, social media, and any other content marketing channels that the business might leverage.

	<ul style="list-style-type: none"> Building sustainable relationships and partnerships with other key players such as vendors, advertising agencies, and creative artists as per the need
Financial Manager	<ul style="list-style-type: none"> Preparing business activity reports, financial statements, and forecasts. Ensuring financial legal requirements are met. Developing financial reporting systems. Finding ways to reduce or maintain costs by studying financial reports and business processes
Quality Checker	<ul style="list-style-type: none"> Monitoring operations to ensure that they meet production standards. Recommending adjustments to the assembly or production process Inspecting, testing or measuring materials or products being produced
Employee	<ul style="list-style-type: none"> Promoting, assisting and entertain client with open arms Explain in detail regarding the products Reassure and Gain trust from client

7.7.5 Schedule of remuneration

Position	No .	Monthly Salary (RM)	EPF Contribution (13%) (RM)	SOCSSO (1.75%) (RM)	Amount (RM)
Operation Manager	1	3250	422.50	56.87	3729.37
Marketing Manager	1	3250	422.50	56.87	3729.37
Administration Manager	1	3250	422.50	56.87	3729.37
Financial Manager	1	3250	422.50	56.87	3729.37
Supervisor	1	2000	260	35	2295
Quality Checker	1	2000	260	35	2295
Employee	4	1500 x 4 = 6000	195 x 4 = 780	26.25 x 4 = 105	6885
TOTAL					26392.48

7.8 Overhead requirement

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

No	Types of Overhead	Monthly Cost (RM)
1	Driver	900
2	Electricity	2500
3	Water	400
4	Telephone	150
5	Internet	150
6	Machine maintenance	500
7	Vehicle maintenance	400
8		500
	TOTAL	5500

7.9 Total Operations Cost

Total Operation Cost = Direct Material Cost (total raw material) + Direct Labor Cost (total remuneration) + Overhead Cost (total operations overhead)

$$\begin{aligned}\text{Total Operation Cost} &= \text{RM}84521.43 + \text{RM}26392.48 + \text{RM}5500 \\ &= \text{RM}116413.91\end{aligned}$$

7.10 Cost per unit

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

$$\begin{aligned}\text{Cost per unit} &= \frac{\text{RM}116413.91}{50} \\ &= \text{RM}2328.28\end{aligned}$$

7.11 Productivity Index (PI)

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

$$= \frac{RM150000}{RM116413.91}$$

$$= 1.28$$

7.12 Location Plan

Target Location: 43, Jalan Ekoperniagaan 3, Taman Kota Masai, 81700, Pasir Gudang, Johor.



7.13 Business and operation hours

Business hour = 8 hours per day (9.00 a.m until 5.00 p.m)

Operating hour = 8 hours per day (8.00 a.m until 5.00 p.m)

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

7.14 License, permits and regulations required

Starting a business in physical store in Malaysia, it is crucial to register and apply the Business Premise License provided by the government.

NO.	TYPES OF LICENCES	STATUS DESCRIPTION	PRICE
1.	SSM Registration	Permanent	RM100
2.	Bank Registration	Permanent	RM200

ADMINISTRATION PLAN

8. Administration Plan

8.1 Introduction

Administration is the management and application of the processes an office, business and application or organization. This is also important in the arrangements and tasks needed to control the operation of a plan and organization. It is involving the efficient and effective organization of people, information and other resource to achieve organizational objectives.

Information is a key to business operations and people are the resources who make use of information to add value to an organization. This management of administration has become an important function for every successful organization and plays an essential role in ensuring the business run smoothly. This also usually involves performing the storage and distribution of information to those within the organization.

8.2 Organizational Chart for Administration and Finance Department

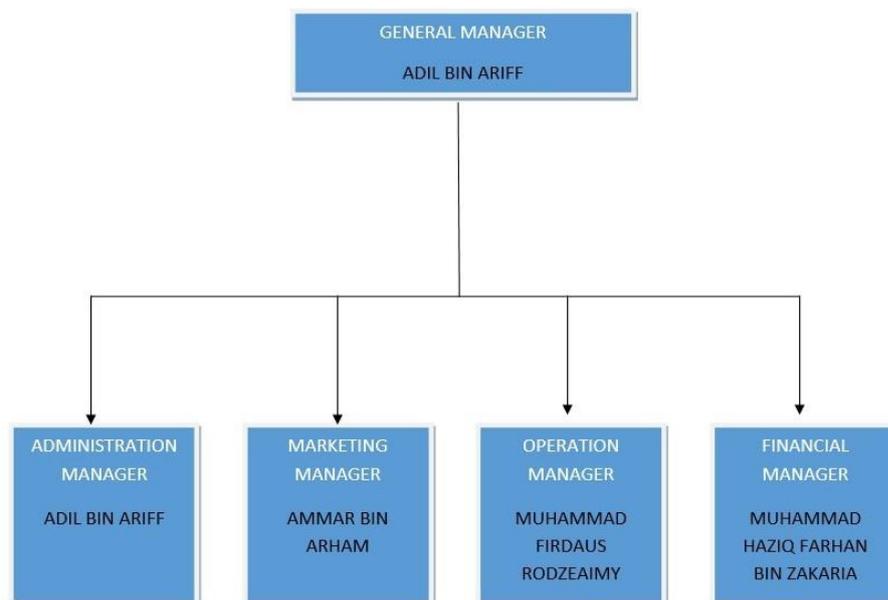


Figure 8.1: Organizational Chart (GM + Head and workers of Administration and Finance Department)

8.3 Manpower Planning

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

Position	Number of Personnel
General & Administration Manager	1
Marketing Manager	1
Operation Manager	1
Financial Manager	1
Supervisor	1
Workers	2
Total	7

8.4 Schedule of Task and Responsibilities

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

Position	Task and Responsibilities
General Manager	<ul style="list-style-type: none"> • Overseeing Daily business operations. • Training low-level managers and staff. • Creating and managing budgets. • Hiring staff. • Developing and implementing growth strategies. • Evaluating performance and productivity. • Analyzing accounting and financial data. • Researching and identifying growth opportunities.
Administration Manager	<ul style="list-style-type: none"> • Supervising the day-to-day operations of the administrative department and staff member. • Developing, reviewing and improving administrative systems, policies and procedure. • Monitor and obtain supplies for office • Helps customers find items in store • Greet customers • Maintain positive business relationships. • Sending emails to clients Salesperson.

Operation Manager	<ul style="list-style-type: none"> • Monitor budgets and budget changes • Ensure that the store is kept clean and organized • Analyzing data to calculate the cost benefit ratio. • Record sales • Establishing and monitoring employee schedules • Establishing and monitoring employee schedules • Restock the store accordingly.
Marketing Manager	<ul style="list-style-type: none"> • Research and analyse market trend • Managing the promotion. • Managing a marketing team • Create marketing strategy and budgets • Promote business, service, products and brands.
Financial manager	<ul style="list-style-type: none"> • Supervising staff • Preparing business activity reports and financial statements. • Distributes the financial resources of a company • Support executive management team • Monitoring account • Preparing financial forecasts

8.5 Schedule of Remuneration

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	1	3,500.00	455.00	61.25	4,016.25
Operation Manager	1	3,250.00	422.50	56.87	3,729.37
Marketing Manager	1	3,250.00	422.50	56.87	3,729.37
Administration Manager	1	3,250.00	422.50	56.87	3,729.37
Financial Manager	1	3,250.00	422.50	56.87	3,729.37

Clerk	2	2,600.00	338.00	45.50	2983.50
Total	28	16,500.00	32,730.00	892.48	18,933.73

8.6 Office Furniture, Fitting and Office Supplies

Table 8.5.1: List of Office Furnitures and Fittings

Type	Quantity	Price/Unit (RM)	Total (RM)
Office chair	6	35.00	140.00
Sofa set	1	700.00	700.00
Air Conditioner	2	800.00	1600.00
Lighting	8	10.00	80.00
Office Table	4	200.00	800.00
Total	21	1745.00	3320.00

Table 8.5.2: List of Office Supplies

Type	Quantity	Price/Unit (RM)	Total (RM)
Computer	4	3000.00	12000.00
Printer	1	200.00	200.00
A4 Paper	5 reams	10.00	50.00
Calculator	3	20.00	60.00
File	5	5.00	25.00
Pen	10	1.00	10.00
Stapler	3	4.00	12.00
Rubber stamp	4	8.00	32.00
Total	35	3068.00	12389.00

8.7 Administration Budget

Table 8.6: Administration Budget

Item	Fixed Assets	Monthly Expenses (RM)	Other Expenses (RM)
Fixed Asset			
- Office Furniture and Fittings	3320.00		
- Office Equipment	12,389.00		
Working capital			
- Remuneration		18,993.73	
- Rental		3000.00	
- Internet		150.00	
Other Expenses			
- Business Regstration and License			60.00
TOTAL	15,709.00	22,143.73	60.00
Subtotal	37,912.73		

FINANCIAL PLAN

9 Financial Plan

9.1 Operating Budget

9.1.1 Administrative Department

ADMINISTRATIVE BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
<i>Fixed Assets</i>				
Land & Building	3,000			3,000
Furnitures and Fittings	3,320			3,320
	-			-
	-			-
	-			-
<i>Working Capital</i>				
Employee Salary (All Managers)		16,500		16,500
Employee Provident Fund (EPF)		2,483		2,483
Internet		150		150
		-		-
		-		-
		-		-
		-		-
<i>Pre-Operations & Other Expenditure</i>				
Other Expenditure			-	
Deposit (rent, utilities, etc.)			12,389	12,389
Business Registration & Licences			60	60
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	6,320	19,133	12,449	37,902

9.1.2 Marketing Department

MARKETING BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
<i>Fixed Assets</i>				
Signboard	1,000			1,000
	-			-
	-			-
	-			-
<i>Working Capital</i>				
Advertisement		1,000		1,000
Paid Review		2,000		2,000
		-		-
		-		-
		-		-
		-		-
		-		-
<i>Pre-Operations & Other Expenditure</i>				
Other Expenditure			-	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			40	40
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	1,000	3,000	40	4,040

9.1.3 Operations Department

OPERATIONS BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
<i>Fixed Assets</i>				
Equipment and Tools	8339			8,339
				-
				-
				-
<i>Working Capital</i>				
Raw Materials & Packaging		84,521		84,521
Carriage Inward & Duty		-		-
Salaries, EPF & SOCSO		11,475		11,475
		-		-
		-		-
		-		-
		-		-
<i>Pre-Operations & Other Expenditure</i>				
Other Expenditure			-	-
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	8,339	95,996	-	104,335

9.2 Project Implementation Cost and Sources of Finance

A.I.M ENTREPRISE					
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					
Land & Building	3,000			3,000	
Furnitures and Fittings	3,320		3,320		
Signboard	1,000			1,000	
Equipment and Tools	8,339	8,339			
Working Capital	1 months				
Administrative	19,133	11,483		7,650	
Marketing	3,000			3,000	
Operations	95,996	95,996			
Pre-Operations & Other Expenditure	12,489	12,489			
Contingencies	10%	14,628	14,628		
TOTAL	160,905	142,935	3,320	14,650	

9.3 Fixed Asset Depreciation Schedule

Fixed Asset	Furnitures and Fittings
Cost (RM)	3,320
Method	Straight Line
Economic Life (yrs)	5

<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
	-	-	3,320
1	664	664	2,656
2	664	1,328	1,992
3	664	1,992	1,328
4	664	2,656	664
5	664	3,320	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset	Signboard
Cost (RM)	1,000
Method	Straight Line
Economic Life (yrs)	5

<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
	-	-	1,000
1	200	200	800
2	200	400	600
3	200	600	400
4	200	800	200
5	200	1,000	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset

Equipment and Tools

Cost (RM)

8,339

Method

Straight Line

Economic Life (yrs) 5

<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
	-	-	8,339
1	1,668	1,668	6,671
2	1,668	3,336	5,003
3	1,668	5,003	3,336
4	1,668	6,671	1,668
5	1,668	8,339	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

9.4 Loan and Hire Purchase Depreciation Schedule

LOAN REPAYMENT SCHEDULE				
Amount	142,935			
Interest Rate	5%			
Duration (yrs)	10			
Method	Baki Tahunan			
<i>Year</i>	<i>Principal</i>	<i>Interest</i>	<i>Total Payment</i>	<i>Principal Balance</i>
	-	-		142,935
1	14,294	7,147	21,440	128,642
2	14,294	6,432	20,726	114,348
3	14,294	5,717	20,011	100,055
4	14,294	5,003	19,296	85,761
5	14,294	4,288	18,582	71,468
6	14,294	3,573	17,867	57,174
7	14,294	2,859	17,152	42,881
8	14,294	2,144	16,438	28,587
9	14,294	1,429	15,723	14,294
10	14,294	715	15,008	0

HIRE-PURCHASE REPAYMENT SCHEDULE				
Amount	3,320			
Interest Rate	5%			
Duration (yrs)	5			
<i>Year</i>	<i>Principal</i>	<i>Interest</i>	<i>Total Payment</i>	<i>Principal Balance</i>
	-	-		3,320
1	664	166	830	2,656
2	664	166	830	1,992
3	664	166	830	1,328
4	664	166	830	664
5	664	166	830	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	-

9.5

Proforma Cashflow Statement

A.I.M ENTREPRISE CASH FLOW PRO FORMA STATEMENT																
MONTH	Pre-Operational	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL TR 1	YEAR 2	YEAR 3
CASH INFLOW																
Capital (Cash)	14,650													14,650		
Loan	142,935													142,935		
Cash Sales		142,500	142,500	142,500	142,500	142,500	142,500	142,500	142,500	142,500	142,500	142,500	142,500	1,710,000	1,795,500	1,975,050
Collection of Accounts Receivable			3,000	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	75,000	93,900	102,690
TOTAL CASH INFLOW	157,585	142,500	145,500	150,000	1,945,585	1,889,400	2,077,740									
CASH OUTFLOW																
Administrative Expenditure																
Employee Salary (All Managers)		16,500	16,500	16,500	16,500	16,500	16,500	16,500	16,500	16,500	16,500	16,500	16,500	198,000	227,700	296,010
Employee Provident Fund (EPF)		2,483	2,483	2,483	2,483	2,483	2,483	2,483	2,483	2,483	2,483	2,483	2,483	29,796	34,265	44,545
Internet		150	150	150	150	150	150	150	150	150	150	150	150	1,800	2,070	2,691
Marketing Expenditure																
Advertisement		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	13,800	17,940
Paid Review		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	27,600	35,880
Operational Expenditure																
Cash Purchase																
Payment of Account Payable			42,261	84,521	84,521	84,521	84,521	84,521	84,521	84,521	84,521	84,521	84,521	887,475	1,014,257	1,065,240
Carriage Inward & Duty																
Salaries, EPF & SOCSO		11,475	11,475	11,475	11,475	11,475	11,475	11,475	11,475	11,475	11,475	11,475	11,475	137,700	158,355	205,862
Other Expenditure																
Pre-Operational																
Deposit (rent, utilities, etc.)	12,339													12,339		
Business Registration & Licenses	100													100		
Insurance & Road Tax for Motor Vehicle																
Other Pre-Operational Expenditure																
Fixed Assets																
Purchase of Fixed Assets - Land & Building	3,000													3,000		
Purchase of Fixed Assets - Other	9,339													9,339		
Hire-Purchase Down Payment																
Hire-Purchase Repayment:																
Principal		55	55	55	55	55	55	55	55	55	55	55	55	664	664	664
Interest		14	14	14	14	14	14	14	14	14	14	14	14	166	166	166
Loans Repayment:																
Principal		1,191	1,191	1,191	1,191	1,191	1,191	1,191	1,191	1,191	1,191	1,191	1,191	14,294	14,294	14,294
Interest		596	596	596	596	596	596	596	596	596	596	596	596	7,147	6,432	5,717
Tax Payable														0	0	0
TOTAL CASH OUTFLOW	24,828	35,464	77,725	119,985	1,337,869	1,499,603	1,689,008									
CASH SURPLUS (DEFICIT)	132,757	107,036	67,775	30,015	607,716	389,797	388,732									
BEGINNING CASH BALANCE	132,757	239,793	307,569	337,583	367,598	397,613	427,628	457,642	487,657	517,672	547,686	577,701	607,716	607,716	997,513	997,513
ENDING CASH BALANCE	132,757	239,793	307,569	337,583	367,598	397,613	427,628	457,642	487,657	517,672	547,686	577,701	607,716	607,716	997,513	1,386,244

9.6 Proforma Income Statement

A.I.M ENTREPRISE PRODUCTION COST PRO-FORMA STATEMENT			
	Year 1	Year 2	Year 3
Raw Materials			
Opening Stock	0		
Current Year Purchases	1,014,257	1,065,240	1,171,764
Ending Stock			
Raw Materials Used	1,014,257	1,065,240	1,171,764
Carriage Inward			
	1,014,257	1,065,240	1,171,764
Salaries, EPF & SOCSO	137,700	158,355	205,862
Factory Overhead			
Depreciation of Fixed assets (Operations)	1,668	1,668	1,668
Total Factory Overhead	1,668	1,668	1,668
Production Cost	1,153,625	1,225,263	1,379,293

A.I.M ENTREPRISE PRO-FORMA INCOME STATEMENT			
	Year 1	Year 2	Year 3
Sales	1,800,000	1,890,000	2,079,000
Less: Cost of Sales			
Opening Stock of Finished Goods			
Production Cost	1,153,625	1,225,263	1,379,293
less: Ending Stock of Finished Goods	0	0	0
	1,153,625	1,225,263	1,379,293
Gross Profit	646,375	664,737	699,707
Less: Expenditure			
Administrative Expenditure	229,596	264,035	343,246
Marketing Expenditure	36,000	41,400	53,820
Other Expenditure			
Business Registration & Licences	100		
Insurance & Road Tax for Motor Vehicle			
Other Pre-Operations Expenditure			
Interest on Hire-Purchase	166	166	166
Interest on Loan	7,147	6,432	5,717
Depreciation of Fixed Assets	864	864	864
Total Expenditure	273,873	312,897	403,813
Net Profit Before Tax	372,502	351,840	295,893
Tax	0	0	0
Net Profit After Tax	372,502	351,840	295,893
Accumulated Net Profit	372,502	724,342	1,020,235

9.7 Proforma Balance Sheet

A.I.M ENTREPRISE PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building	3,000	3,000	3,000
Furnitures and Fittings	2,656	1,992	1,328
Signboard	800	600	400
Equipment and Tools	6,671	5,003	3,336
	13,127	10,595	8,064
Current Assets			
Stock of Raw Materials			
Stock of Finished Goods			
Accounts Receivable	12,000	12,600	13,860
Cash Balance	607,716	997,513	1,386,244
	619,716	1,010,113	1,400,104
Other Assets			
Deposit	12,389	12,389	12,389
TOTAL ASSETS	645,232	1,033,097	1,420,557
Owners' Equity			
Capital	14,650	14,650	14,650
Accumulated Profit	372,502	724,342	1,020,235
	387,152	738,992	1,034,885
Long Term Liabilities			
Loan Balance	128,642	114,348	100,055
Hire-Purchase Balance	2,656	1,992	1,328
	131,298	116,340	101,383
Current Liabilities			
Accounts Payable	126,782	177,765	284,289
TOTAL EQUITY & LIABILIT	645,232	1,033,097	1,420,557

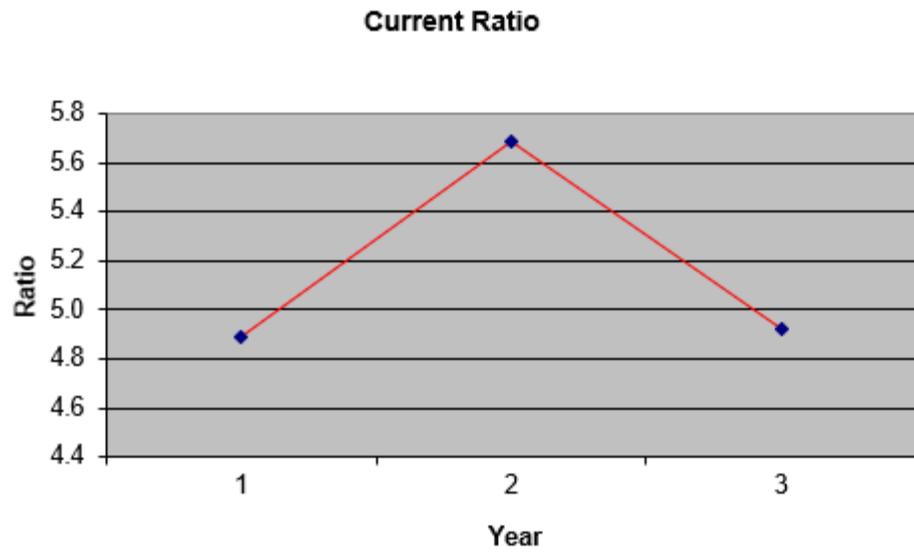
9.8 Financial Performance

A.I.M ENTREPRISE FINANCIAL PERFORMANCE			
	Year 1	Year 2	Year 3
<u>PROFITABILITY</u>			
Sales	1,800,000	1,890,000	2,079,000
Gross Profit	646,375	664,737	699,707
Profit Before Tax	372,502	351,840	295,893
Profit After Tax	372,502	351,840	295,893
Accumulated Profit	372,502	724,342	1,020,235
<u>LIQUIDITY</u>			
Total Cash Inflow	1,945,585	1,889,400	2,077,740
Total Cash Outflow	1,337,869	1,499,603	1,689,008
Surplus (Deficit)	607,716	389,797	388,732
Accumulated Cash	607,716	997,513	1,386,244
<u>SAFETY</u>			
Owners' Equity	387,152	738,992	1,034,885
Fixed Assets	13,127	10,595	8,064
Current Assets	619,716	1,010,113	1,400,104
Long Term Liabilities	131,298	116,340	101,383
Current Liabilities	126,782	177,765	284,289
<u>FINANCIAL RATIOS</u>			
<i>Profitability</i>			
Return on Sales	21%	19%	14%
Return on Equity	96%	48%	29%
Return on Investment	58%	34%	21%
<i>Liquidity</i>			
Current Ratio	4.9	5.7	4.9
Quick Ratio (Acid Test)	4.9	5.7	4.9
<i>Safety</i>			
Debt to Equity Ratio	0.7	0.4	0.4
<u>BREAK-EVEN ANALYSIS</u>			
Break-Even Point (Sales)	765,340	892,143	1,201,919
Break-Even Point (%)	43%	47%	58%

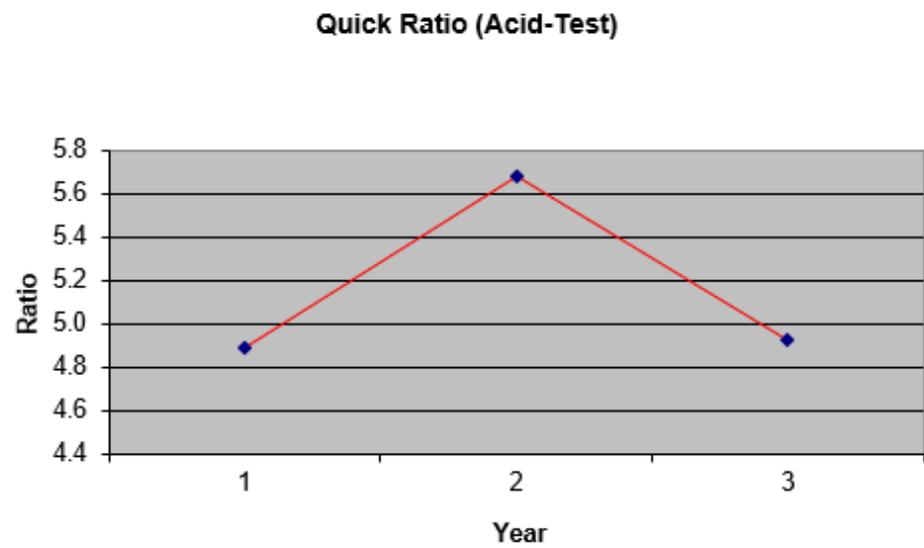
9.9 Financial Ratio Analysis

9.9.1 Liquidity Ratios

9.9.1.1 Current Ratios

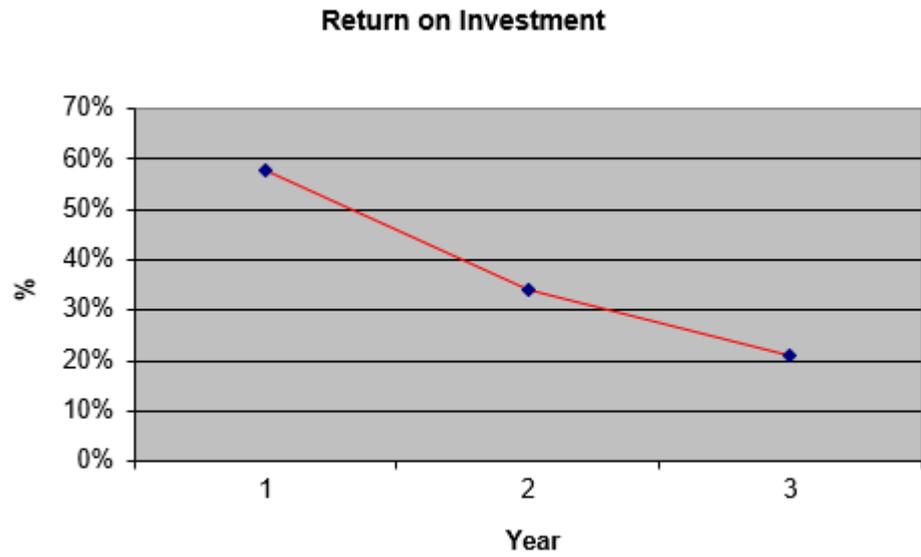


9.9.1.2 Quick Ratios

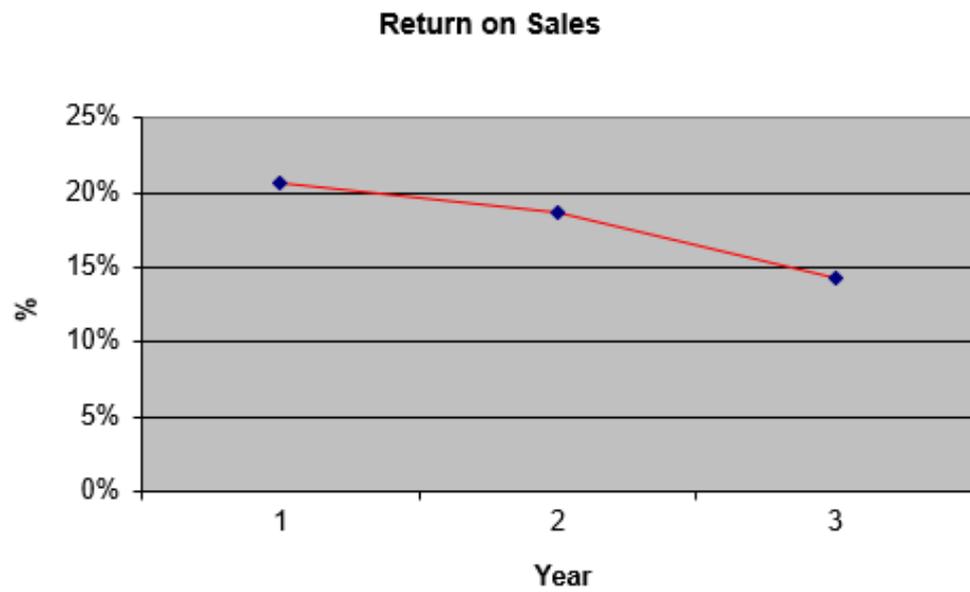


9.9.2 Profitability Ratios

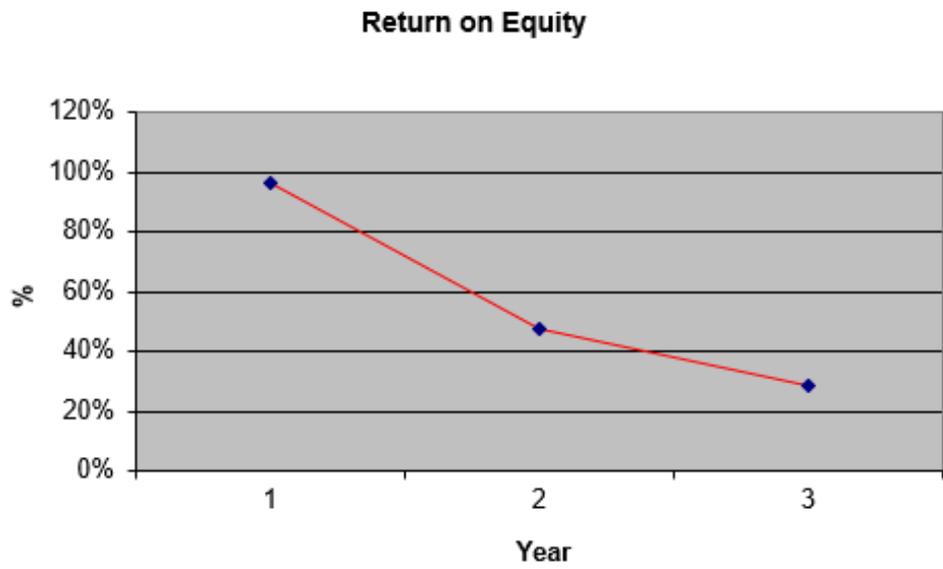
9.9.2.1 Return on Investment



9.9.2.2 Return on Sales

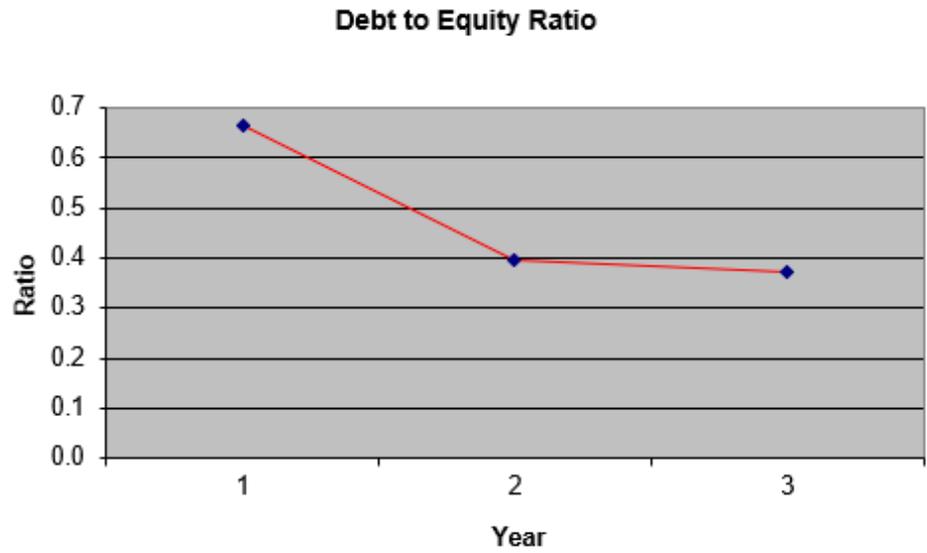


9.9.2.3 Return on Equity



9.9.3 Solvency Ratios

9.9.3.1 Debt to Equity



CONCLUSION

CONCLUSION

In summary, we draw the conclusion that a business plan is crucial for everyone wishing to pursue a career in business. For this Artificial Intelligent Mirror Enterprise (A.I.M Enterprise), our dream is for the business to become global and dominate the visual fitness instructor business. The A.I.M 's major goals are to encourage users to exercise more frequently and to ensure they do the exercise in a good form to avoid injury. With the aid of Artificial Intelligent technology, we believe that our product can achieve our objectives and perhaps can create a healthy lifestyle for our customers. As for the specifications for our products, we provide a more cutting-edge and user-friendly exercise set in order to make sure that our business operates smoothly and can attract more customers. In addition, our goods include a variety of features and extras based on user preferences. Other than that, we also provide free maintenance to our customers to ensure that our products work well and to enable our customers to use our products with good performance. So, that is what A.I.M. gave as a specification to entice customers to purchase our goods. Finally, we hope that our product will find a market, help people exercise properly at home, and motivate people to exercise more in order to build a healthier society.

APPENDICES