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**BUSINESS PLAN REPORT**

**MENGETEH ENTERPRISE**

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**LETTER OF SUBMISSION**

# **ACKNOWLEDGEMENT**

## **ACKNOWLEDGEMENT**

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# **EXECUTIVE SUMMARY**

## EXECUTIVE SUMMARY

This company has four (4) members who hold important positions in the company such as General Manager also acts as an Administration Manager, Marketing Manager, Operational Manager and Financial Manager.

Our company's name, 'Mengeteh Enterprise,' is derived from the Javanese dialect, 'ngeteh,' which means to hang out or relax while drinking and eating. Everyone, regardless of age or gender, can enjoy 'mengeteh' alone or with friends. We offer our customers a variety of 'kuih-muih,' which is difficult to find nowadays. There are many traditional food options that can attract customers in addition to confectionery.

'Mengeteh Enterprise' will be starting Setia City Mall, Setia Alam, 40170 Shah Alam, Selangor. We choose to start our company here in Shah Alam, Selangor because it is near to our future collaboration partner. Shah Alam has variety of Restaurant and Cafe that sells many types of dishes.

Our business service will commence operation on 25 May 2023. 'Mengeteh Enterprise' will become the only cafe that offers local cuisine in order to preserve traditional cuisine, and perhaps opening another location in the future.

# INTRODUCTION

## **1.0 INTRODUCTION**

### **1.1 Name of the Business**

The name of our company is Mengeteh Enterprise. One of the dialects of Javanese is called "ngeteh." This phrase is typically used by elderly individuals who enjoy drinking and engaging in conversation at the stalls. The elderly usually gathers in groups in the evenings while enjoy watching young children playing. In a simple word, 'Mengeteh' simply means to hang out or relax while drinking and eating. Everyone, regardless of age or gender, can enjoy 'mengeteh' with their friends or by themselves.

### **1. Nature of Business**

We provide our customer a variety of 'kuih-muih' which nowadays is hard to find. not only confectionery, but there are many traditional food options that can attract customers.

### **2. Industry Profile**

Industry profiles are detailed documents that provide information about an industry, where it came from, and where it appears to be headed. The main idea of 'Mengeteh Enterprise' is when nowadays, there are many different types of food with different cuisines. Therefore, traditional food is becoming increasingly rare and difficult to find. The goal of 'Mengeteh Enterprise' is to attract customers who want to enjoy a variety of local and traditional foods in a cafe with art on the walls.

**5. Factor in selecting the proposed business**

The main factor we choose to open 'Mengeteh Enterprise' cafe because nowadays, various types of food have entered Malaysia from various countries regardless of North, South, East and West. Therefore, traditional and local Malay food is hard to find these days. With the existence of our cafe, we believe that our cafe has the potential to satisfy customers.

**6. Future prospects of the business**

'Mengeteh Enterprise's' future plans include becoming the only cafe that serves local dishes so that traditional food is not left behind and possibly opening another branch one day.

# PURPOSE

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

### 1. To evaluate the project viability and growth potential

Each position within the organization will use its knowledge about respective parts such as marketing, operation, financial, and administration to achieve the business's goals, which will also be used as a decision-making guide. Sales, expenses, and so on. A company's dependability can be assessed using potential customers and a prime location.

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

The business plan's purpose is to serve as a road map for daily operations, marketing plans, operational management, financial performance, and even profitability. It is critical to project the company's future prospects and improve responsibilities. By doing so, the company will be able to maintain its growth and achieve its objectives.

### 3. To allocate business resources effectively

According to the business strategy, the goals and objectives of the company can be fully realised by allocating resources in the most efficient manner possible. The organization's business strategy will be updated throughout the year to include the upcoming phase. Furthermore, it will be easier for the company to focus on resource-intensive areas such as operations and marketing.

# **BUSINESS BACKGROUND**



### **3.1 *Vision and Mission***

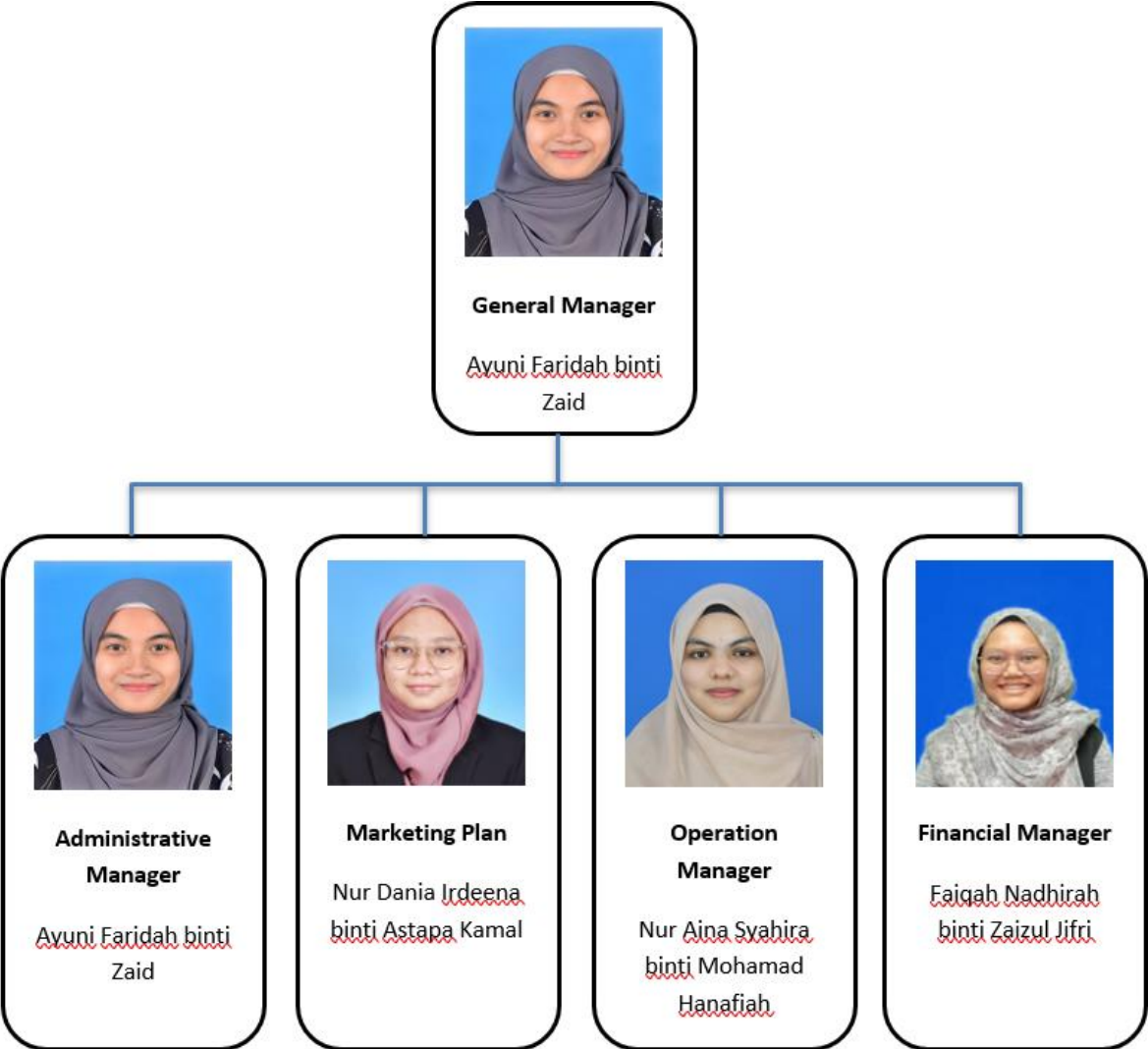
#### **3.1.1 Vision**

- To ensure that customers can get their local food in a fixed place
- To establish our restaurant as the one and only one to offer traditional food o the finest quality.

#### **3.1.2 Mission**

- To provide quality “kuih-muih” to the local.
- To provide a friendly atmosphere to the dinners
- To serve an equality local food in new generation

3.2 Organizational Chart



### 3.3 *Logo and Motto*

#### 3.3.1 Logo



The simple logo design with a beige background shows that the interior design at cafe makes the interior of the cafe look more spacious and can attract customers. The 'kuih-muih' design on the logo symbolizes one of the traditional foods in the cafe.

#### 3.3.2 Motto

The motto for this business is “where every flavor tells a story”.

# **PARTNERSHIPS BACKGROUND**

## **LOCATION OF THE BUSINESS**

# MARKETING PLAN

## **6. Marketing Plan**

### **6.1 Marketing Objectives**

#### **i. New business**

Starting a business from scratch allows for maximum flexibility and autonomy in decision-making, as our ideas and goals are not constrained by any pre-existing contracts or obligations. This approach also allows for the active participation and contribution of partners in shaping the direction and success of the business. However, it also comes with its own set of challenges and potential drawbacks.

One major challenge is the significant amount of effort, time, and resources required to successfully launch and establish the business. Without a strong commitment and dedication from all partners, it can be difficult to achieve a stable and profitable position in the market. Additionally, starting a business from scratch also comes with a higher level of financial risk, as the expenses associated with launching a new venture can be significant.

Despite these challenges, partnership-owned business is determined to become the leading provider of traditional "kuih-muih" (Malaysian traditional cake) in the Selangor region. There are confident that through careful planning, strategic decision-making, and a strong commitment to success, we can overcome these obstacles and achieve our goal of becoming the premier "kuih-muih" seller in the region.

## 6.2 Description of products

Our organisation is committed to offering high-quality kueh-mueh at an affordable price. We understand how difficult it may be to obtain delicious kuih-muih, especially since they are frequently pricey. That is why we are dedicated to developing distinctive and scrumptious kuih-muih that everyone will fall in love with.



Our kueh-mueh are divided into classic themes and are handcrafted by our own chef to offer a unique taste. These kuih-muih are ideal for any meal of the day, including breakfast, teatime, lunch, and dinner. They are also intended to be enjoyed by individuals of all ages, whether young or old.


One of our primary goals is to provide our consumers with a taste of tradition. Consumers want to make kuih-muih that taste like the ones our grandparents used to make in their hometown. Our operational manager is from that area and has introduced traditional flavours to our kuih-muih.



Aside from the traditional taste, our kuih-muih also have distinctive themes created by our operations manager. These themes are intended to set the kuih-muih apart from anything else on the market at the time. The flavour is robust and ideal for everyone. We are convinced that you will enjoy our kuih-muih and that it will become a regular part of the diet.



Table 6.2.1 Food available

Product	Description
<p>cassava stewed cassava.</p> 	<ul style="list-style-type: none"> <li>● Cassava stewed cassava is a traditional dish made from cassava root vegetable.</li> <li>● Cassava is peeled, grated, or chopped and stewed with ingredients like palm oil, onions, tomatoes, and spices.</li> <li>● Often served as a side dish with meat or fish.</li> <li>● Cassava is a good source of carbohydrates.</li> <li>● Contains essential minerals like potassium and magnesium.</li> <li>● Has some traces of vitamin C</li> <li>● Not a significant source of vitamins compared to other vegetables or fruits.</li> </ul>
<p>Pancake</p> 	<ul style="list-style-type: none"> <li>● Pancakes are a type of flat, round, and thin cakes.</li> <li>● Made from a batter of flour, eggs, milk, and a leavening agent such as baking powder or soda.</li> <li>● Can be served sweet or savory with various toppings and fillings.</li> <li>● Popular breakfast food in many countries and can be found in various forms and variations.</li> <li>● Carbohydrates: Pancakes are a source of carbohydrates, which provide energy to the body.</li> </ul>

	<ul style="list-style-type: none"> <li>● Protein: Eggs, which are often used in pancake batter, are a good source of protein.</li> <li>● Calcium and Vitamin D: Milk, which is also often used in pancake batter, is a good source of calcium and vitamin D, both of which are important for healthy bones.</li> <li>● Fiber: Whole wheat flour, which can be used to make pancakes, is a good source of fiber, which helps with digestion and can help lower cholesterol levels.</li> </ul>
<p>Prawn Fritters</p> 	<ul style="list-style-type: none"> <li>● Prawn fritters are a type of seafood dish.</li> <li>● Made by mixing prawns with a batter made from flour, eggs, and seasonings.</li> <li>● Deep-fried until golden brown.</li> <li>● Vitamin B12: which helps in the production of red blood cells and DNA synthesis.</li> <li>● Selenium: an antioxidant that helps with the metabolism of thyroid hormones</li> <li>● Omega-3 fatty acids: which have anti-inflammatory effects and may help lower the risk of heart disease.</li> <li>● Vitamin E: which helps protect cells from damage and supports immune function.</li> </ul>
<p>Keropok lekor</p>	<ul style="list-style-type: none"> <li>● Traditional snack from Kelantan, Malaysia</li> <li>● Made from glutinous rice flour.</li> </ul>

	<ul style="list-style-type: none"> <li>● Main ingredient, glutinous rice flour, provides small amounts of various vitamins and minerals.</li> <li>● Nutritional value might not be as high due to deep frying</li> </ul>
<p>Royal pudding</p> 	<ul style="list-style-type: none"> <li>● Traditional dessert from the Pahang, Malaysia</li> <li>● Made with breadcrumbs, sugar, milk, eggs, and other ingredients such as raisins, currants, and spices.</li> <li>● Typically baked in the oven and served with a sweet sauce or custard.</li> <li>● Has a long history and was served in medieval times and also to royalty in the past.</li> <li>● Ingredients like milk, eggs, and breadcrumbs provide some vitamins</li> <li>● Milk and eggs are good sources of Vitamin D and Vitamin B12</li> <li>● Breadcrumbs provide small amounts of Vitamin B</li> <li>● Nutritional value depends on recipe and ingredients used.</li> <li>● Variations with dried fruits such as raisins and currants will add more vitamins like Vitamin C</li> </ul>

### 6.3 Target market

Our company concentrates on providing delicious kuih-muih to customers in the neighbourhood. Market segmentation is required to collect the necessary information to build a target market to achieve this goal. Market segmentation is the activity of dividing or classifying a market of potential and existing customers based on a variety of criteria. These features will enable them to effectively sell their product or service for the company's sales. The tables for the segmentation appropriate for our target market are shown below.

#### 6.3.1 Geographic Segmentation with explanation

Table 6.3.1 Demographic table

Factor	Reason
Gender: Male and female	The taste of kuih-muih is gender neutral, therefore it can be purchased by either gender without discrimination.
Age: Teenagers, young adults, adults, and the elderly	Nowadays, people begin to accumulate property as early as their adolescence. Kuih-muih has a sizable market. Furthermore, our kueh-mueh flavour is appropriate for people of all ages. Not too infantile nor too mature
Income level: medium	Our product's price range is modest in comparison to the usual market price.

Setia City Mall in Selangor, near Setia Alam, is where the business is located. The store is also close to the I-city mall. It is a very strategic location for the store to open, as it is in Setia City mall and conveniently accessible via the New Klang Valley Expressway (NKVE) Highway. The region is always crowded with people from all across Selangor, as well as visitors and locals from Kuala Lumpur.

There are numerous facilities such as restaurants, gyms, convenience stores, and more. Many people pass through that area on their way to these locations. People are more likely to visit our shop if they are already in the area. There are also less kuih-muih shops in the region, making it easier for individuals wishing to buy kueh-mueh to eat.

Finally, the operation area is close to the center of Selangor. There are numerous workplaces, shopping centers, and hospitals in the surrounding neighborhood. If office workers and nurses are interested in purchasing kueh-mueh, they can come by after their office hours.

## **6.4 Market size**

### 6.4.1 Population table

#### 6.4.1.1 Population 1: Setia Alam, Selangor

Population of Setia Alam, Selangor: 90,000

Table 6.4.1.1 Setia Alam, Selangor

Type of food	Quantity	Price/unit (RM)	Total (month)
cassava stewed cassava	500 pcs	1.50	750
Pancake	200 pcs	1.50	300
Prawn Fritters	500 pcs	1.00	500
Keropok lekor	600 pcs	0.60	360
Royal pudding	50 pcs	10.00	500
Total		13.60	2410



## 6.4.2 Total market size

Total Market Size of Mengeteh Café = 2410 x 90000 x 12

**Yearly sales = RM 260,280,000**

## 6.5 Competitors




Table 6.5.1 Competitive analysis

Competitors	Strengths	Weaknesses
<p>Kueh café</p> 	<ul style="list-style-type: none"> <li>Well-known brand locally for its taste.</li> <li>High quality café.</li> <li>High commercial value.</li> </ul>	<ul style="list-style-type: none"> <li>Too expensive for kuih-muih.</li> <li>Too crowded.</li> <li>Environment issue.</li> </ul>
<p>Bungkus kaw kaw</p> 	<ul style="list-style-type: none"> <li>Famous among the young generation.</li> <li>High quality café.</li> <li>Well-known brand because have at every mall.</li> </ul>	<ul style="list-style-type: none"> <li>Limited seats</li> <li>High price.</li> <li>Environment issue.</li> </ul>
<p>Royal talam</p>	<ul style="list-style-type: none"> <li>Well-known brand because it is famous in social media.</li> <li>Unique signature.</li> </ul>	<ul style="list-style-type: none"> <li>Premium prices</li> <li>Targeting a large market</li> <li>Large scope production</li> </ul>

		
<p>Others</p>	<ul style="list-style-type: none"> <li>• Cheap price</li> <li>• Easy to find.</li> <li>• Wide variety of product.</li> </ul>	<ul style="list-style-type: none"> <li>• Many competitors offer similar products.</li> <li>• Low brand.</li> <li>• Low quality.</li> </ul>

6.5.1 Ranking of the competitors

Table 6.5.2 Ranking of the competitors

Rank No	Competitors	
1		
2		
3		
4	Others	



## 6.6 Market Share

### 6.6.1 Market share before the entry of *your business*.

Table 6.6.1 Market share before the entry of your business

Competitor	Before entrance (%)	Amount (RM)
Kueh Café	36	93,700,800
Bungkus kaw kaw	27	70,275,600
Royale talam	26	67,672,800
Others	11	28,630,800
TOTAL	100	260,280,000

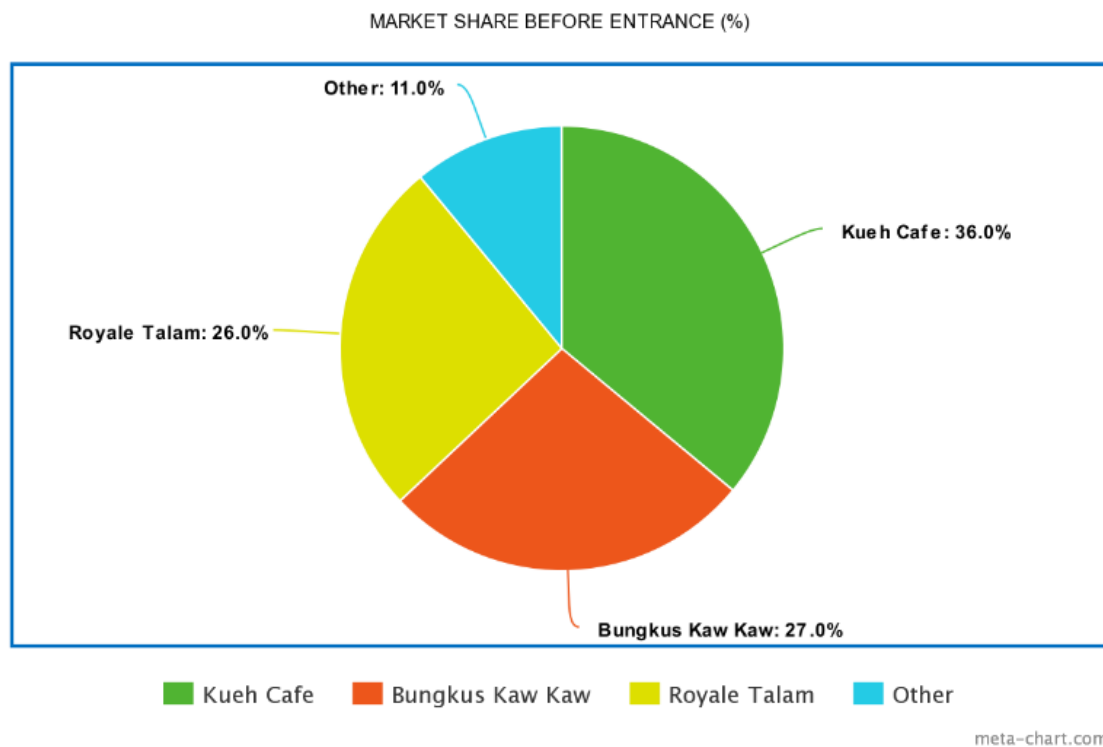


Figure 6.6.1: market share before business entrance

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

Table 6.6.2 Market share before the entry of your business

Competitor	After entrance (%)	Amount (RM)	Percentage of loss (%)
Kueh Café	35	91,098,000	-1
Bungkus Kaw Kaw	25	65,070,000	-2
Royale Talam	24	62,467,200	-2
Others	11	28,630,800	-
<i>Your business</i>	5	511,200	-
TOTAL	100	260,280,000	

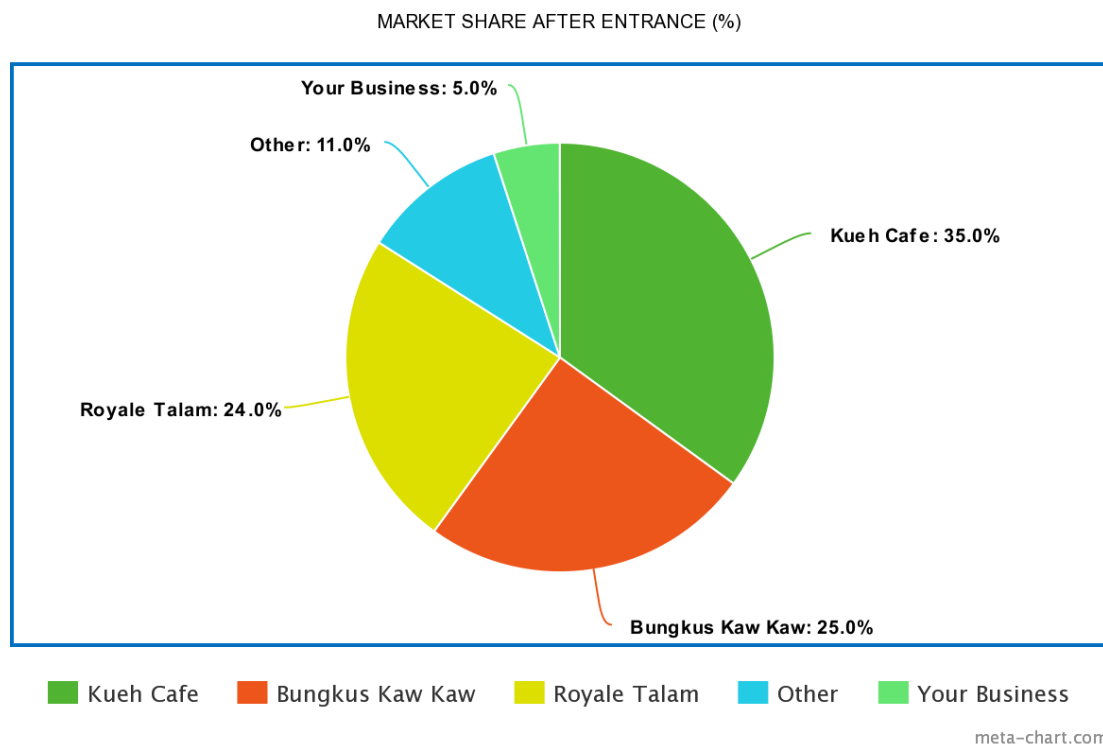


Figure 6.6.2: market share after business entrance

## 6.7 Sales forecast

Table 6.7 Sales Forecasting

<b>Sales and Purchases Budget</b>		
<b>Month</b>	<b>Sales (RM)</b>	<b>Purchases (RM)</b>
1	72,300	12,240
2	72,000	12,240
3	73,000	12,240
4	73,200	12,240
5	73,500	12,240
6	73,700	12,240
7	74,000	12,240
8	74,100	<b>12,240</b>
9	74,600	12,240
10	74,100	12,240
11	74,200	12,240
12	74,800	12,240
Year 1	809,400	12,240
Year 2	846,120	24,480
Year 3	858,450	36,720
Increment Year 2 (%)	24,280	12,240
Increment Year 3 (%)	36,720	24,480

Table 6.8: Sales Collection

<b>Sales Collection (%)</b>	
Current month	100
1 month after sales	0
2 months after sales	0
<b>TOTAL</b>	<b>100</b>

Table 6.9: Payment to Suppliers

<b>Payment to Suppliers (%)</b>	
Current month	100
1 month after sales	0
2 months after sales	0
<b>TOTAL</b>	<b>100</b>

## **6.8 Market strategy**

### **6.8.1 Product**

Mengeteh café is a unique dining experience that offers customers a taste of traditional Malaysian kuih muih with a modern twist. Our menu features a wide variety of classic kuih muih, including royal pudding, keropok lekor, cucur udang, and pancakes. This cafe takes great pride in the authenticity of our recipes, which are passed down from our grandparents and carefully prepared by our experienced chef.

One of the things that sets Mengeteh café apart from other dining establishments is our dedication to using only the freshest and highest-quality ingredients. Our chef spends countless hours researching and experimenting with different flavors and techniques to create the perfect balance of sweet and savory. Whether customer in the mood for something sweet and indulgent or something savory and satisfying, this cafe have something for everyone.

In addition to our traditional kuih muih, Mengeteh café also serves ready-made cuisine for those who are looking for a quick and convenient meal. This means that customer won't have to wait for their food to be prepared and can enjoy their meal in a timely manner.

Overall, Mengeteh café is the perfect place to enjoy a taste of Malaysia while enjoying a modern dining experience. With our delicious food, friendly service, and cozy atmosphere, all know customer enjoy your visit to Mengeteh café.

### 6.8.2 Price

For this firm, users must understand how to determine an appropriate and cheap pricing for our products. Furthermore, maintaining the price is a crucial component in keeping clients completely content.



Figure 6.8.2: Mengeteh Café Menu

### 6.8.3 Place

Our company is located at Setia City Mall, which is in Setia Alam City. Choosing a good site for our firm was difficult until we discovered this strategic position. This building's layout is spacious and ideal for our firm. The size also allows us to include everything in the plan.



Figure 6.8.3: Mengeteh Café Place

### 6.8.4 Promotion

#### Advertising

Making commercials is one of our marketing techniques. This eatery has made the decision to print business cards. This is done to entice clients and encourage them to test our items. In addition, as part of our promotion strategy, we will pay for Instagram ads. This is, in our opinion, one of the simplest ways to contact our clients.

Business Card

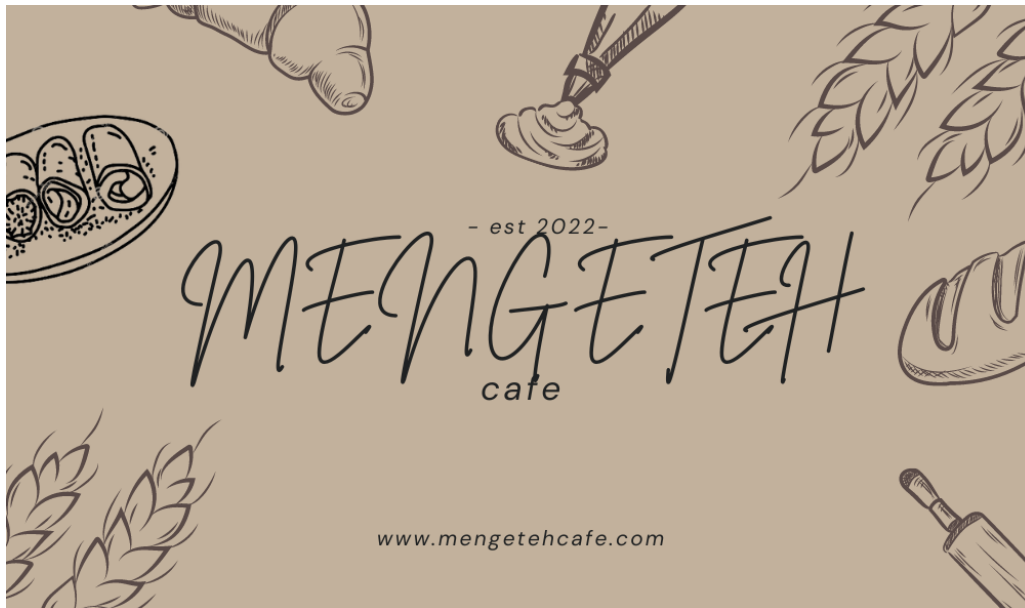


Figure 6.8.4.1: Front part of business card



Figure 6.8.4.2: Back part of business card

The business card was purposefully made with attractive artwork to indirectly promote our company. Customers can quickly contact us using the information on the card if they have any questions about our product.



### Social Media Account

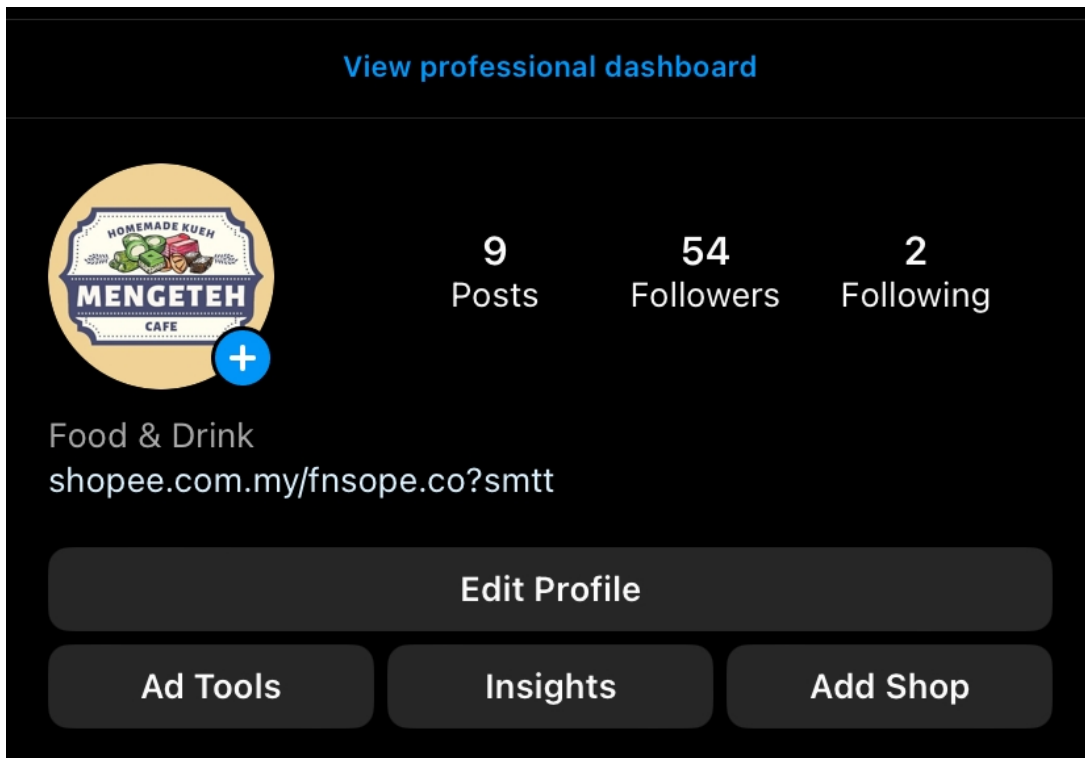


Figure 6.8.4.3: Social media account

The social media account was created to advertise our company. Nowadays, it is easier than ever to promote new businesses because everything is at the tip of one's fingers. Consumers didn't break a sweat by promoting our company on social media. Furthermore, social media is an excellent medium for informing the general public about upcoming discounts or new products.

Loyalty card



Figure 6.8.4.4: Front part of the loyalty card



Figure 6.8.4.5: Back part of the loyalty card

The primary goal of the promotional card is to maintain our customer's relationship with the shop so that it becomes long-lasting. This method is helpful for business since it provides customers with the mindset of "if I keep coming back here, I might claim this prize". The loyalty card promises a free kuih-muih after

the tenth purchase of the casing. The card is good for one year from the date of purchase.

Table 6.8.4.6: Cost of promotions

Items	Price (RM)
Business card	15
Loyalty card	20
Menu	25
Signboard	2000

## 6.9 Organization Chart for Marketing Department



Marketing Manager

Figure 6.9 Organizational Chart

## 6.10 Manpower Planning

Table 6.10 List of Marketing Personnel

Position	No of Personnel
Marketing Manager	1

## 6.11 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>● Develops marketing strategies for the organization.</li> <li>● Create promotional materials for the company's products.</li> <li>● To assess the value of rivals' services and products in relation to the company's earnings.</li> <li>● To examine market share, target, and marketing size</li> </ul>

## 6.12 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	1800	234	30.65	2064.65

## 6.13 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	2000		
<b>Advertisement</b>			
Instagram Ads		140	
Business Card		15	
Loyalty Card		20	
Menu		25	
<b>Other Expenses</b>			
<b>TOTAL</b>	2000	200	-

# OPERATIONAL PLAN

## 7.0 OPERATING PLAN

### 7.1 INTRODUCTION

Operation management is characterized as a branch of management that is concerned with organizing the structure of the company's operations and managing the production of the services we will be providing in the future. Operation management, on the other hand, is the process of allocating resources to make sure that we can successfully produce an output through the transformation process. It comprises the obligation to make sure that the operation we will run is effective in terms of satisfying current consumer and market demands while using just a minimal amount of resources. It is extremely important for one organization to prepare for and manage all of the resources that will be used in the process, convert all of the raw materials, create the operational process, lay out a solid foundation, and distribute the business's workforce. The ability of our business to grow in the near future depends on the output, which is defined as the final products or evaluation services that are provided to the clients.

Our primary goal with the Mengeteh Cafe operating plan is to ensure that everything runs smoothly and efficiently so that we are able to prevent any form of turmoil in the system. Before we launch our business, the operations department must evaluate every potential hindrance, such as competitors, time management issues, capital expenditures, and staff issues. To ensure that our operation department does not waste our raw materials and raise the cost of operation, it is necessary to utilize and control all the supplies.

The operational strategy is the last step in our company's tactics to draw in prospective clients so we can provide them with our top-notch services and guarantee their satisfaction with the results. Additionally, it can lower some of the costs associated with running our firm by employing methods that will save time and additional resources from being squandered while increasing revenues in their place. By implementing this operation strategy, Mengeteh Cafe will be able to maintain and grow its business, allowing it to satisfy and fulfill client demands for our products and catering services.

## **7.2 OPERATION OBJECTIVES**

There are a few objectives in operational management

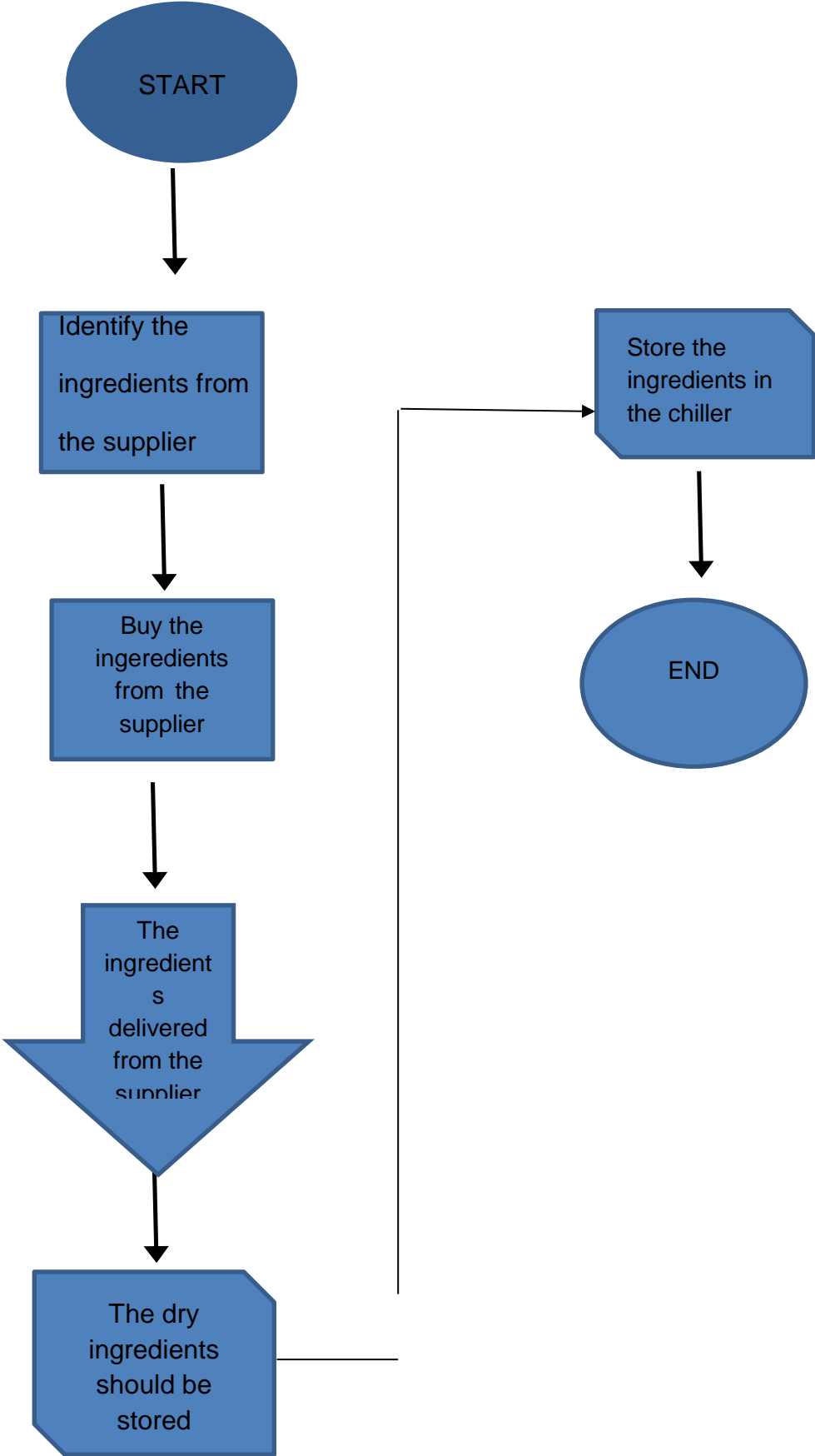
1. To make sure the production's flow is perfect and efficient.
2. To provide workers with a clear understanding of their roles and responsibilities in creating the products.
3. To deliver high-quality cuisine that satisfies consumer preferences while maximizing efficiency.

## **7.3 PROCESS PLANNING**

Through the use of high-tech tools and machinery, a company may make goods on a big scale while also lowering production costs and raising the competitiveness of their goods in the market. Along with having features that are similar to those of our competitors' tables, we also enhanced and added new features to our table to create a different method of assisting individuals in performing their tasks quickly and effectively.



*Process Flow Chart*



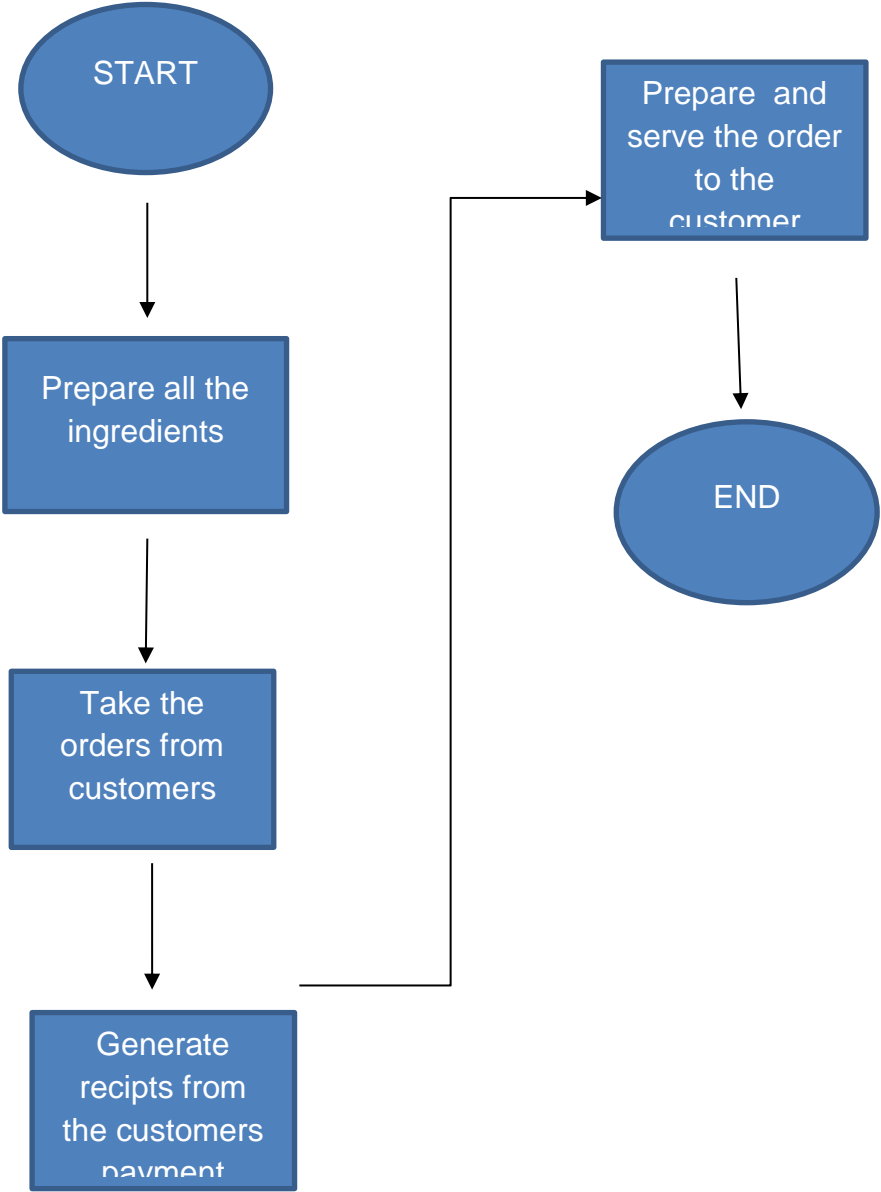
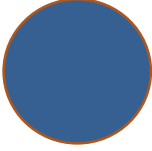
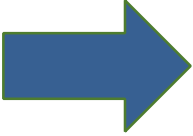
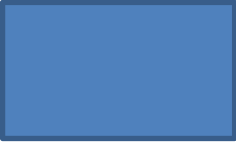
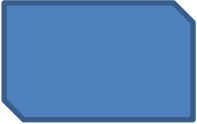


Table 7.1 Production Symbol

No.	Symbol	Type of activities	Description
1.		Operation	Modification, transformation, or attribution of value to the input
2.		Transportation	When materials are moved from one location to another, transport activity is taking place.
3.		Inspection	Measurement activity for standards of raw materials, completed goods, or services
4.		Storage	When in-process materials and finished goods are kept in the storage room, the symbol is utilized.

## 7.4 OPERATIONAL LAYOUT

The arrangement of the machinery, tools, personnel and other facilities employed in the operations is referred to as the layout. The organization of our firm is set up to maximize the efficiency and smoothness of the process of producing goods and services. The foundation of our company is its product line. This kind of arrangement is suitable for us because of our continuous flow production method. The order of the operations needed to manufacture the product is the foundation for this layout design.

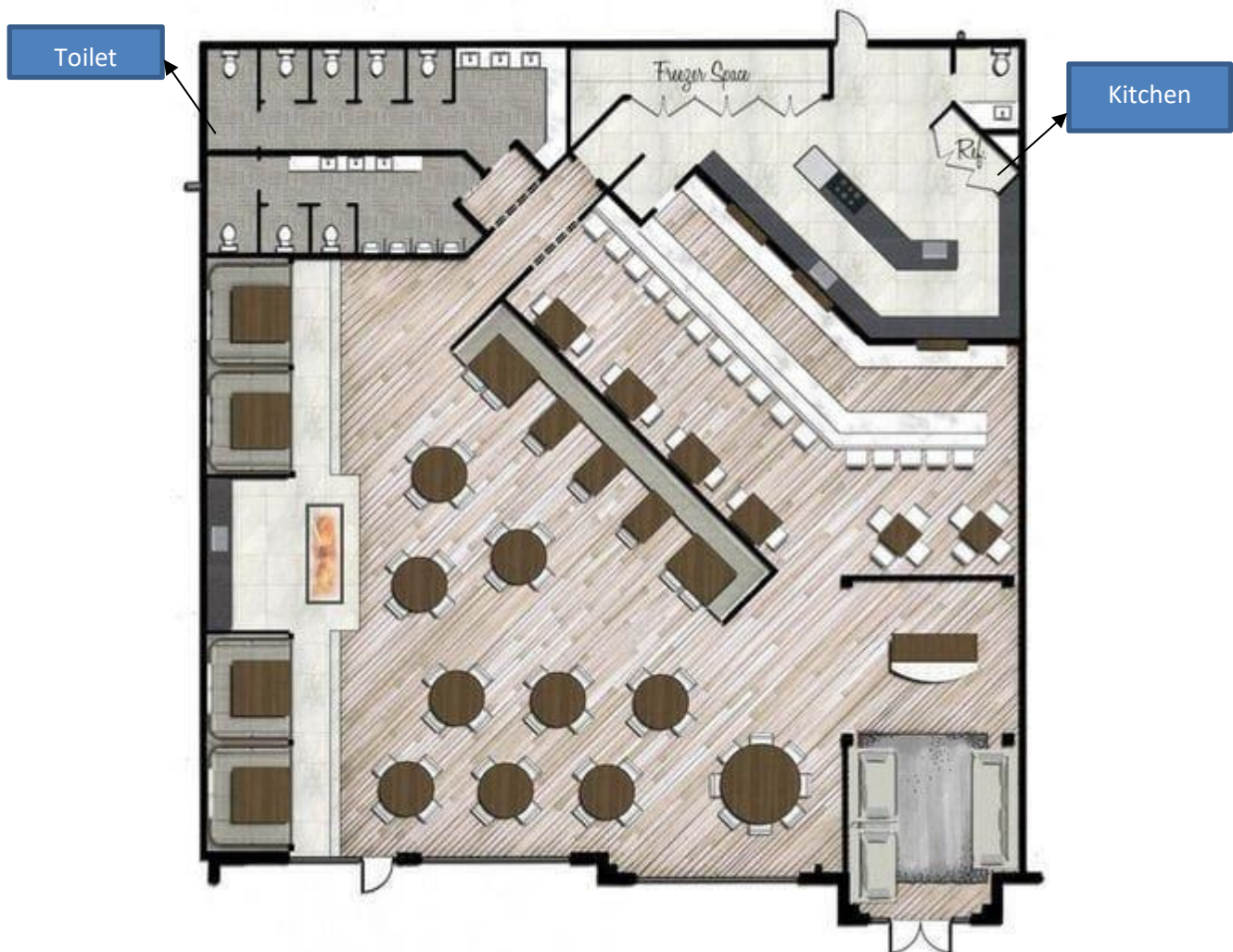


Figure 7.1: Operational Layout

## 7.5 Production Plan

Planning for production and the manufacturing process is referred to as production planning. This is done to make sure the business can deliver the intended results and give its clients the finest service possible. During production planning, the company will also decide how much output to generate over a given time frame, for example, a day, a week, or a month.

- Collection Planning Per Month

Table 7.2: Production Plan (Food)

No.	Menu	Quantity/ Serving	Price/ Unit (RM)	Quantity Serving/ Day	Quantity Serving/ Month	Total Collection/ Day(RM)	Total Collection/ Month(RM)
1.	cassava stewed cassava	1	1.50	16	500 pcs	24	750
2.	Pancake	1	1.50	7	200 pcs	10.5	300
3.	Prawn Fritters	1	1.00	16	500 pcs	16	500
4.	Keropok lekor	1	0.60	20	600 pcs	12	360
5.	Royal pudding	1	10.00	2	50 pcs	20	500
6	Sata	1	1.00	7	200 pcs	7	200
7	Tapai	1	1.60	7	200 pcs	11.2	320
8	Sate Ikan	1	1.00	13	400 pcs	13	400
9	Otak-otak	1	1.00	10	310 pcs	10	310

10	Lokching	1	2.00- 5.00	12	400 pcs	24 - 60	800 - 2000
TOTAL						153.7	4640

Table 7.3: Production Plan (Drinks)

No	Menu	Quantity/ serving	Price/ Unit(RM)	Quantity Serving/ Day	Quantity Serving/ Month	Total Collection/ Day(RM)	Total Collection/ Month(RM)
1	Corn	1	3	10	310	30	930
2	Coffee	1	2	20	620	40	1240
3	Tea	1	2	20	620	40	1240
4	Syrup	1	1	25	775	25	775
5	Coconut	1	3	30	930	90	2760
6	Sugar cane	1	3	25	775	75	2325
7	Soy	1	3	30	930	90	2790
TOTAL						390	12,060

## 7.6 Raw Material

Table 7.4: List of Raw Materials

No	Material	Quantity	Safe Stock	Total Requirement	Price/ Unit(RM)	Total Price(RM)
1.	Plastic wrap	10 packs	5 packs	15 packs	4.00	60
2.	Sugar	30 packs (1kg)	20 packs (1kg)	50 packs	2.85	142.5
3	Salt	20 packs (400g)	10 packs (400g)	30 packs	1.70	51
4	Onion	3 kg	2 kg	5 kg	12.00	60
5	Chili paste	5 bottles (513g)	5 bottles (513g)	10 bottles	15.30	153
6	Asam Jawa Juice	5 packs (500g)	5 packs (500g)	10 packs	2.60	26
7	Anchovies	4 kg	3 kg	7 kg	19.80	138.60
8	Shallots	5 kg	5 kg	10 kg	3.19	31.90
9	Garlic	2 kg	1 kg	3 kg	6.00	18
10	Belacan (Shrimp paste)	3 packs (500g)	2 packs (500g)	5 packs	6.00	30
11	Ginger	3 packs (500g)	2 packs (500g)	5 packs	6.00	30
12	Tomatoes	5 kg	3 kg	8 kg	7.50	60
13	Currants	2 bottles (840ml)	2 bottles (840ml)	4 bottles	12.50	50
14	Flour	10 packs (1kg)	5 packs (1kg)	15 packs	3.73	55.95
15	Eggs	5 boards	3 boards	8 boards	15.00	120
16	Milk	3 litre	3 litre	6 litre	7.40	44.4

17	Baking soda	5 kg	5 kg	10 kg	4.50	45
18	Seasoning	3 packs (250g)	3 packs (250g)	6 packs	10.00	60
19	Tea	30 packs	20 packs	50 packs	10.00	500
20	Coffee	5 kg	3 kg	8kg	19.77	158.16
21	Prawn	3 kg	4 kg	7 kg	49.91	349.37
22	Candlenuts	7 packs (500g)	3 packs (500g)	10 packs	19.90	199
TOTAL						2379.88



## List of the Suppliers



We have found vendors who will work with our business to provide the necessary supplies and machinery. These suppliers were picked because they are easily accessible, meaning they are close to our kiosk and can ship the goods quickly. Additionally, the cost of production for our business is lower and more accessible at the pricing they give. In addition, the businesses that provide us have solid reputations in the areas of finances, customer relations, and management. Without a doubt, we trust one another. They also provide their customers with high-quality, fresh products. While the replacement of products can be simply exchanged if any of our frozen or perishable products are discovered to be out-of-date or unusable. The smoothness of our puff creation is significantly influenced by all of these factors.

Table 7.5: List of the Suppliers

NAME	ADDRESS AND PHONE NUMBER
Keropok Lekor Tok Molor	Jalan Kampung Laut, 21080 Kuala Terengganu, Terengganu Phone: 09-631 0024
Dinda food (tapai pulut manis & chocolate moist) mrs. Yana	36, Jalan Pulasan 25, Taman Kota Masai, 81700 Pasir Gudang, Johor Phone: 014-279 5992
SATE IKAN @ LOKCING KLANG	60, Jalan Galah 1g, Kampung Perepat, 42200 Kapar, Selangor Phone: 011-3338 1018
Lee Hin Enterprise Sdn. Bhd.	1, Jalan Bistari 2, Taman Industri Jaya, Skudai, 81300, Johor Bahru, 81300 Skudai, Johor




## 7.7 Machine and Equipment




Table 7.6: List of machines and equipment

No.	Machine or Equipment	Quantity	Price/Unit (RM)	Total price (RM)
1	Chiller 	1	1500	1500
2	Mixer 	1	385	385

<p><b>3</b></p>	<p>Freezer</p> 	<p>1</p>	<p>1300</p>	<p>1300</p>
<p><b>4</b></p>	<p>Baking tray</p> 	<p>2</p>	<p>19.90</p>	<p>39.8</p>
<p><b>5</b></p>	<p>Bowl</p> 	<p>3</p>	<p>9.95</p>	<p>29.85</p>

<p><b>6</b></p>	<p>Digital kitchen scale</p> 	<p>1</p>	<p>99.00</p>	<p>99.00</p>
<p><b>7</b></p>	<p>Kitchen glove</p> 	<p>3</p>	<p>4.90</p>	<p>14.7</p>
<p><b>8</b></p>	<p>Kitchen plastic hand gloves (12 pairs)</p> 	<p>2</p>	<p>2.00</p>	<p>4.00</p>

9	Set of kitchen towel 	1	17.90	17.90
10	Dish soap 	3	11.50	34.50
11	Sponge 	3	0.50	3.00
12	Shovel waste	3	2.00	6.00

				
13	Plastic broomstick 	2	3.90	7.80
14	Mop basket 	1	25.00	25.00

15	Mop stick 	1	3.90	3.90
16	Dustbin 	1	58.00	58.00
17	Black plastic bag (100pcs/big) 	1	35.00	35.00
18	Steamer	1	440	440

				
<p>Pastries display</p>		<p>1</p>	<p>340</p>	<p>340</p>
<p>Cash Register</p>		<p>1</p>	<p>1000</p>	<p>1000</p>
<p><b>TOTAL</b></p>				<p><b>5343.45</b></p>



Table 7.7: List of Furniture

No	Item	Quantity	Price/ Units (RM)	Total Price (RM)
1	Table 	25	120	3000
2	Chair 	80	40	3200
3	Bookshelves 	4	20	80

TOTAL	6280
-------	------

### 7.8 Business and Operation Hour

Mengeteh Cafe is open Monday through Friday from 10 am to 10 pm. The business is open from 10 am to 10 pm. For the first shift, the lunch and rest period will last around two hours, from 12 to 2 pm, and for the second shift, from 7 to 8 pm. We divide the working hours into two shifts, as was previously mentioned. As a result, the employees will alternate between the first and second shifts. The initial shifts will run from 10 am to 4 pm, followed by shifts from 4 pm to 10 pm. Our business is open 7 days a week.

- Every day will be dedicated to maintenance and cleaning.
- All employees will have a one-hour break while operations are in progress.

### Manpower planning

Table 7.7: Duty Roster

Day	On Duties	Off Duties
Friday	<ul style="list-style-type: none"> <li>• Ayuni</li> <li>• Dania</li> <li>• Faieqah</li> <li>• Aina</li> </ul>	
Saturday	<ul style="list-style-type: none"> <li>• Ayuni</li> <li>• Dania</li> <li>• Faieqah</li> <li>• Aina</li> </ul>	
Sunday	<ul style="list-style-type: none"> <li>• Ayuni</li> </ul>	

	<ul style="list-style-type: none"> <li>• Dania</li> <li>• Faieqah</li> <li>• Aina</li> </ul>	
Monday	<ul style="list-style-type: none"> <li>• Dania</li> <li>• Faieqah</li> <li>• Aina</li> </ul>	<ul style="list-style-type: none"> <li>• Ayuni</li> </ul>
Tuesday	<ul style="list-style-type: none"> <li>• Ayuni</li> <li>• Dania</li> <li>• Aina</li> </ul>	<ul style="list-style-type: none"> <li>• Faieqah</li> </ul>
Wednesday	<ul style="list-style-type: none"> <li>• Ayuni</li> <li>• Faieqah</li> <li>• Dania</li> </ul>	<ul style="list-style-type: none"> <li>• Aina</li> </ul>
Thursday	<ul style="list-style-type: none"> <li>• Ayuni</li> <li>• Faieqah</li> <li>• Aina</li> </ul>	<ul style="list-style-type: none"> <li>• Dania</li> </ul>

## 7.9 License Permit and Regulation

Table 7.8: List of License

Authority	Cost(RM)	Total Cost (RM)
Halal certificate	80	80
Typhoid immunization injection	24	144
<b>TOTAL</b>	-	<b>224</b>

## 7.10 Overhead Requirement

Table 7.9: Cost of Overhead

No	Types of Overhead	Monthly Cost (RM)
1	Electricity and Water	2500
2	Cleaning Supplies	200
3	Rental	3000
4	Internet	150
6	Machine maintenance	700
	<b>TOTAL</b>	<b>6550</b>

### Total Operation Cost

**Total Operation Cost** = Direct Material Cost (total raw cost) + Direct Labour Cost (total remuneration) + Overhead Cost (total operations overheads)

Total Operation Cost = RM2379.88 + RM2064.65 + RM6550

Total Operation Cost = RM 10,994.53

### 7.11: Implementation Schedule

Table 7.10: Implementation Schedule

Activities	Deadlines	Duration
Incorporation of business	January 2022 – March 2022	3 months
Applications for permits and license	April 2022 - July 2022	4 months
Searching for business premises	August 2022 – October 2022	3 months
Renovation of premise	November 2022	1 month
Procurement of machines and raw material	December 2022 – February 2023	3 months
Recruitment of labors	March 2023	1 month
Installation of machines	April 2023	1 month

### 7.12: Operational Budget

Table 7.11: Total Operation Cost

Items	Fixed Asset (RM)	Monthly Expenses(RM)	Other Expenses (RM)
Machine	5064	-	-
Equipment	-	279.45	-
Raw material	-	2379.88	-
Furniture	6280	-	-
Overhead	-	650	-
License Permit	224	-	-
<b>TOTAL</b>			<b>14.877.33</b>

# **ADMINISTRATION PLAN**

8. Administration Plan

8.1 Organizational Chart for Administration and Finance Department

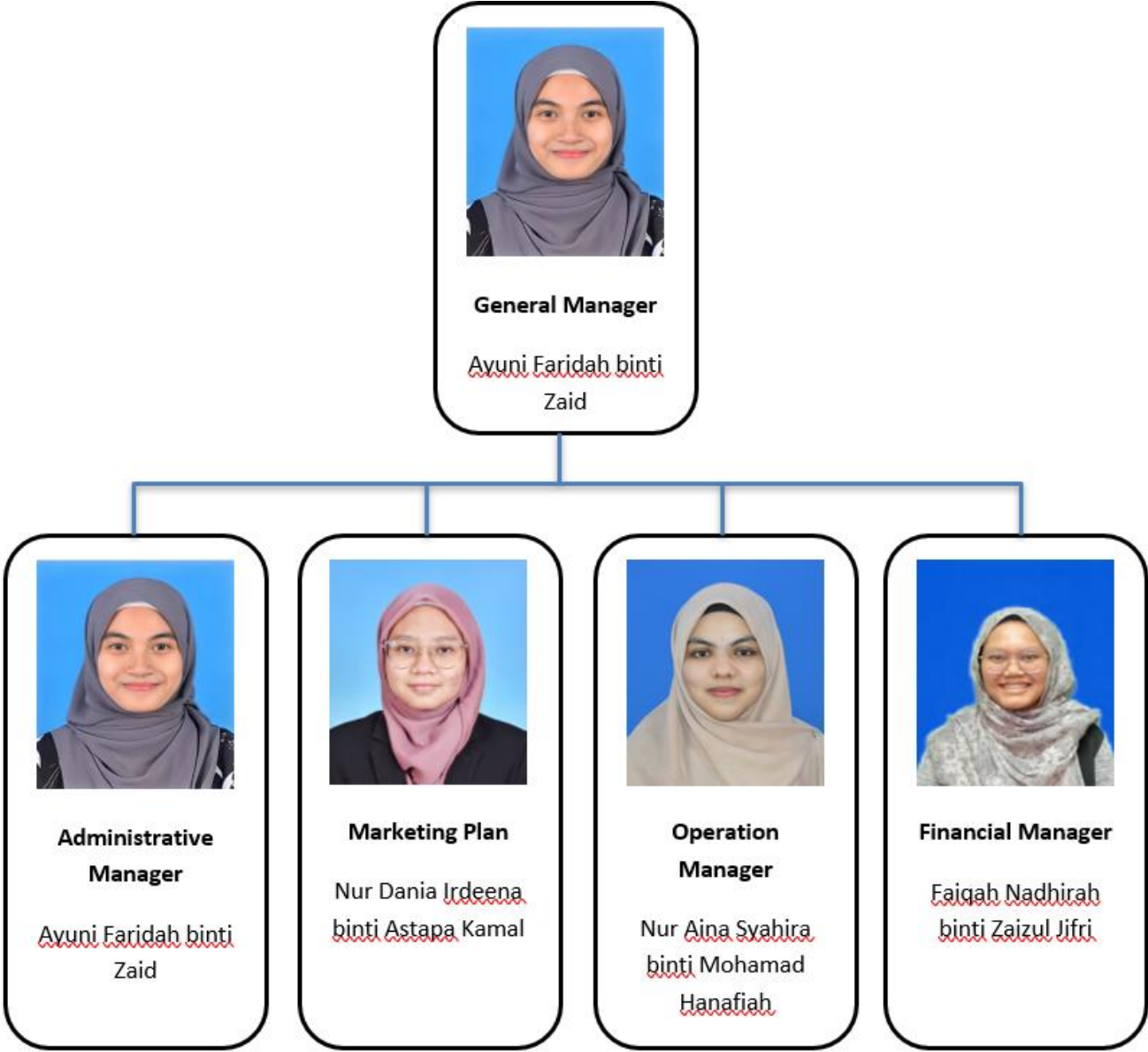


Figure 8.1 Organizational Chart

## 8.2 Manpower Planning

Manpower planning is the process of determining the optimal number of people needed to complete a project, task, or goal on time. Manpower planning includes parameters such as the number of personnel, the various types of skills, and the time period.

Table 8.2: List of Personnel

<b>Position</b>	<b>No of Personnel</b>
General Manager and Administrative Manager	1
Marketing Manager	1
Operational Manager	1
Financial Manager	1
<b>Total</b>	<b>4</b>

## 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>• To plan control the overall management of the business.</li> <li>• Make decisions and solve the problem among the staff.</li> <li>• Responsibilities in all company business and manage with efficiency.</li> </ul> <p><b>Side Task:</b></p> <ul style="list-style-type: none"> <li>• Handle payment at the counter.</li> <li>• Take order from customer.</li> </ul>



Administrative Manager	<ul style="list-style-type: none"> <li>• Helping control the overall management of the business.</li> <li>• Handle the requirement and supervising operation of the administrative department.</li> </ul> <p><b>Side Task:</b></p> <ul style="list-style-type: none"> <li>• Prepare the order from customer</li> </ul>
Marketing Manager	<ul style="list-style-type: none"> <li>• Prepare advertisement and promotion of the company.</li> <li>• Gather market data and information on and monitor production quantity and quality.</li> <li>• Prepare firm advertising and promotion.</li> </ul> <p><b>Side Task:</b></p> <ul style="list-style-type: none"> <li>• Prepare the order from customer.</li> <li>• Task order from customer.</li> </ul>
Operational Manager	<ul style="list-style-type: none"> <li>• Make sure the operation of the company is systematic.</li> <li>• Production schedules must be planned and organized.</li> <li>• Controlling the quality of product to achieve customer satisfaction.</li> </ul> <p><b>Side Task:</b></p> <ul style="list-style-type: none"> <li>• Make sure the cafe always clean</li> <li>• Handle payment at the counter.</li> </ul>
Financial Manager	<ul style="list-style-type: none"> <li>• Look for ways to increase profitability and analyse the market for business opportunities.</li> <li>• Analyse the goals and keep an eye on the financial flow.</li> <li>• Account monitoring, activity reporting and financial forecasting.</li> </ul> <p><b>Side Task:</b></p> <ul style="list-style-type: none"> <li>• Handle payment at the counter.</li> <li>• Make sure the cafe always clean</li> </ul>

**8.4 Schedule of Remuneration**



Table 8.4: Schedule of Remuneration

Position	Quantity	Monthly Salary (RM)	EPF (RM) (13 %)	SOCSO (RM) (1.75 %)	Total (RM)
----------	----------	---------------------	-----------------	---------------------	------------

General Manager	1	2000.00	260.00	34.15	2294.15
Administrative Manager	1	1800.00	234.00	30.65	2064.65
Marketing Manager	1	1800.00	234.00	30.65	2064.65
Operation Manager	1	1800.00	234.00	30.65	2064.65
Financial Manager	1	1800.00	234.00	30.65	2064.65
<b>Total</b>					<b>10,552.75</b>

## 8.5 Office Furniture, Fitting and Office Supplies

Table 8.5.1: List of Office Furnitures and Fittings

Type	Quantity	Price/Unit (RM)	Total (RM)
Computer 	1	1200.00	1200.00
Printer 	1	105.55	105.55





<p>Office Table</p> 	1	125.00	125.00
<p>Office Chair</p> 	3	69.90	209.70
<p>Sofa Set</p> 	1	650.00	650.00
<p>Air Conditioner</p> 	1	880.00	880.00
<b>Total</b>			<b>2,378.25</b>

Table 8.5.2: List of Office Supplies

Type	Quantity	Price/Unit (RM)	Total (RM)
A4 Paper 70 Gsm 2500 sheets (5 Reams)	1	64.00	64.00
Receipt Book	5	3.00	15.00
Calculator	1	12.00	12.00
Pens	6	1.20	7.20
Pencil	4	0.80	3.20
Dustbin	1	2.40	2.40
Rubber Stamp	3	6.00	18.00
Stapler	2	4.26	8.52
File	5	4.50	22.50
Marker Pen	3	3.50	10.50
<b>Grand Total</b>			<b>163.32</b>

## 8.6 Administration Budget

Table 8.6: Administration Budget

Item	Fixed Assets	Monthly Expenses (RM)	Other Expenses (RM)
Furniture and Fittings	2,378.25		
Insurans			550.00
Wages (EPF and SOCSO)		10,552.75	
Rental Fee		3000.00	
Water & Electrical bills		350.00	
Telephone bills & Wifi		170.00	
Office Supply		163.32	
Business License and permit			180.00

Typhoid Injection			75.00
<b>TOTAL</b>	2,378.25	14,236.07	805.00
<b>Grand Total</b>			<b>17,419.32</b>

# FINANCIAL PLAN

## 9.1 FINANCIAL OBJECTIVES

Another main activity for business which is very vital to consider and have a better planning is financial plan. Financial can be define as something which is relatable to finance, money, economic, accounting and budgeting. In another words, it is a management of money which also include activities such as investing, borrowing, lending, saving, budgeting, and forecasting. A financial plan must include all financial data derived from the administration budgets, marketing budgets and operation budgets. All the information then will be translated and transformed into financial budget. The financial plan includes in determining the total project cost, choice of sources of financing such as loan, grants, equity financing, venture capital, guarantee scheme, tax incentives and many more, and also preparation on financial projection in terms of pro forma statements that include cash flow, income statement, and balance sheet.

In addition, financial plan should be supported by depreciation schedules for every fixed cost owned as well as amortization schedules for loan and hire purchase repayments.

The objectives of financial plan are:

- To ensure the maximum capacity of internal source is generated
- To capitalize the maximum availability of internal sources
- To make sure that initial capital is adequate and sufficient

- To analyze 70% viability of business project before the actual investment is committed
- To ensure the project implementation is 100% success
- To ensure that the debt is restructured at least at minimal level

Without financial plan, cash flow for business might be unclear and also can cause problem in the future as there is no trace of where the money is coming from and going to. In short, financial plan and report is very important and act as a backbone of a business as it will keep tracks of incoming and also outgoing money. In short, the four main financial objectives are profitability, liquidity, efficiency, and stability.



## 9.2 PROJECT IMPLEMENTATION COST

### ❖ Administrative Budget

<b>ADMINISTRATIVE EXPENDITURE</b>	
<b>Fixed Assets</b>	<b>RM</b>
Land & Building	150,000
Furniture and Fitting	2,378
<b>Working Capital</b>	
Rental Fee	3,000
Electrical bills	350
Telephone bill and Wifi	170
Office supply	163
<b>Other Expenditure</b>	
Other Expenditure	805
<b>Pre-Operations</b>	
Deposit (rent, utilities, etc.)	3,000
Business Registration & Licences	180
Insurance & Road Tax for Motor Vehicle	505
Other Expenditure	805
<b>TOTAL</b>	<b>161,356</b>

Total Administrative Budget: RM161,356

## ❖ Marketing Budget

MARKETING EXPENDITURE	
<b>Fixed Assets</b>	<b>RM</b>
Signboard	2,000
Menu x 10	250
<b>Working Capital</b>	
Advertisement	200
Bussiness Card x 30	4,500
Loyalty Card x 200	4,000
<b>Other Expenditure</b>	
Other Expenditure	-
<b>Pre-Operations</b>	
Deposit (rent, utilities, etc.)	
Business Registration & Licences	
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	
<b>TOTAL</b>	<b>10,950</b>

Total Marketing Budget: RM10,950

## ❖ Operation Budget

OPERATIONS EXPENDITURE	
<b>Fixed Assets</b>	<b>RM</b>
<b>Working Capital</b>	
Raw Materials & Packaging	2379.45
Carriage Inward & Duty	
Salaries, EPF & SOCSO	10,553
<b>Other Expenditure</b>	
Other Expenditure	
<b>Pre-Operations</b>	
Deposit (rent, utilities, etc.)	
Business Registration & Licences	
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	
<b>TOTAL</b>	<b>12932.45</b>

Total Operation Budget: RM20,198

## 9.3 SOURCE OF FINANCE

### ❖ Overview

Source of finance can be defined as where a business gets money from in order to fund the business activity such as in administration, marketing, and operation budget. It is very crucial and vital for all entrepreneurs especially for beginners to have source of finance as a support system towards their business. Choosing the right source and the right mix of finance is a key challenge for every finance manager. Source of finance can be divided based on time the source of generation, ownership and control and based on time period based on these three categories.

**Based on a time period, it can be classified into three, which are;**

- Long term (More than 5 years to 10, 15, 20 years)
- Medium term (3-5 years)
- Short term (less than 1 year)

**While ownership and control can be divided into;**

- Owned (equity, preference, retained earnings, convertible debentures, venture fund)
- Borrowed (financial institutions, commercial banks)

**Generation of capital can be classified into;**

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

❖ Mengeteh Enterprise Project Implementation Cost and sources of finance

<b>MENGETEH ENTREPRISE PROJECT IMPLEMENTATION COST &amp; SOURCES OF FINANCE</b>						
Project Implementation Cost			Sources of Finance			
Requirements		Cost	Loan	Hire-Purchase	Own Contribution	
					Cash	Existing F. Assets
<b>Fixed Assets</b>						
Land & Building		150,000	150,000			
Furniture and Fittings		2,378			2,378	
Signboard		2,000	2,000			
Menu		250	250			
<b>Working Capital</b> 1    months						
Administrative		3,683			3,683	
Marketing		8,700	7,200		1,500	
Operations		20,198	17,759		2,439	
<b>Pre-Operations &amp; Other Expenditure</b>		6,095	6,095			
<b>Contingencies</b> 2%		3,866	3,866			
<b>TOTAL</b>		<b>197,170</b>	<b>187,170</b>		<b>10,000</b>	

## 9.4 LOAN AMORTIZATION REPAYMENT SCHEDULE

LOAN REPAYMENT SCHEDULE				
<b>Amount</b>	<b>187,170</b>			
<b>Interest Rate</b>	<b>5%</b>			
<b>Duration (yrs)</b>	<b>10</b>			
<b>Method</b>	<b>Baki Tahunan</b>			
Year	Principal	Interest	Total Payment	Principal Balance
	-	-		187,170
1	18,717	9,359	28,076	168,453
2	18,717	8,423	27,140	149,736
3	18,717	7,487	26,204	131,019
4	18,717	6,551	25,268	112,302
5	18,717	5,615	24,332	93,585
6	18,717	4,679	23,396	74,868
7	18,717	3,743	22,460	56,151
8	18,717	2,808	21,525	37,434
9	18,717	1,872	20,589	18,717
10	18,717	936	19,653	

9.5 HIRE-PURCHASE REPAYMENT SCHEDULE

HIRE-PURCHASE REPAYMENT SCHEDULE				
<i>Amount</i>				
<i>Interest Rate</i> 5%				
<i>Duration (yrs)</i> 5				
<i>Year</i>	<i>Principal</i>	<i>Interest</i>	<i>Total Payment</i>	<i>Principal Balance</i>
	-	-		-
1	-	-	-	-
2	-	-	-	-
3	-	-	-	-
4	-	-	-	-
5	-	-	-	-
6	-	-	-	-
7	-	-	-	-
8	-	-	-	-
9	-	-	-	-
10	-	-	-	-



## 9.6 PRO FORMA INCOME STATEMENT

<b>MENGETEH ENTREPRISE PRO-FORMA INCOME STATEMENT</b>			
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Sales</b>	<b>867,600</b>	<b>891,880</b>	<b>904,120</b>
<b>Less: Cost of Sales</b>			
Opening Stock of Finished Goods			
Production Cost	242,376	266,555	320,613
less: Ending Stock of Finished Goods	0	0	0
	<b>242,376</b>	<b>266,555</b>	<b>320,613</b>
<b>Gross Profit</b>	<b>625,224</b>	<b>625,325</b>	<b>583,507</b>
<b>Less: Expenditure</b>			
Administrative Expenditure	44,196	50,825	66,073
Marketing Expenditure	104,400	120,060	156,078
Other Expenditure	805	926	1,203
Business Registration & Licences	180		
Insurance & Road Tax for Motor Vehicle	505	505	505
Other Pre-Operations Expenditure	805		
Interest on Hire-Purchase			
Interest on Loan	9,359	8,423	7,487
Depreciation of Fixed Assets	926	926	926
<b>Total Expenditure</b>	<b>161,175</b>	<b>181,664</b>	<b>232,272</b>
<b>Net Profit Before Tax</b>	<b>464,049</b>	<b>443,660</b>	<b>351,235</b>
<b>Tax</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Profit After Tax</b>	<b>464,049</b>	<b>443,660</b>	<b>351,235</b>
<b>Accumulated Net Profit</b>	<b>464,049</b>	<b>907,709</b>	<b>1,258,944</b>

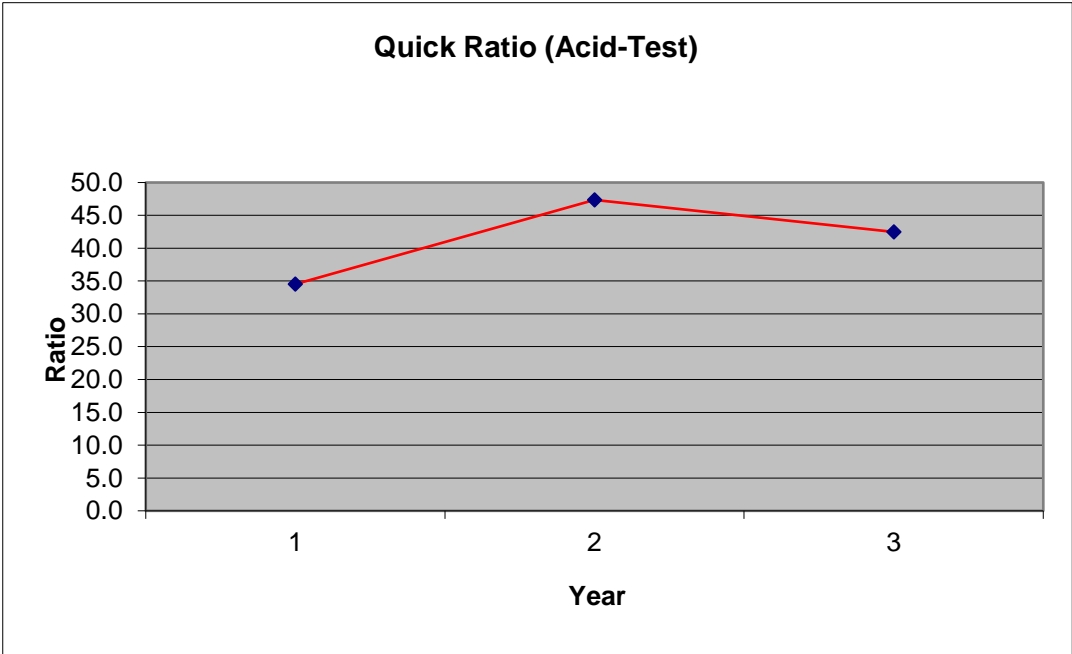
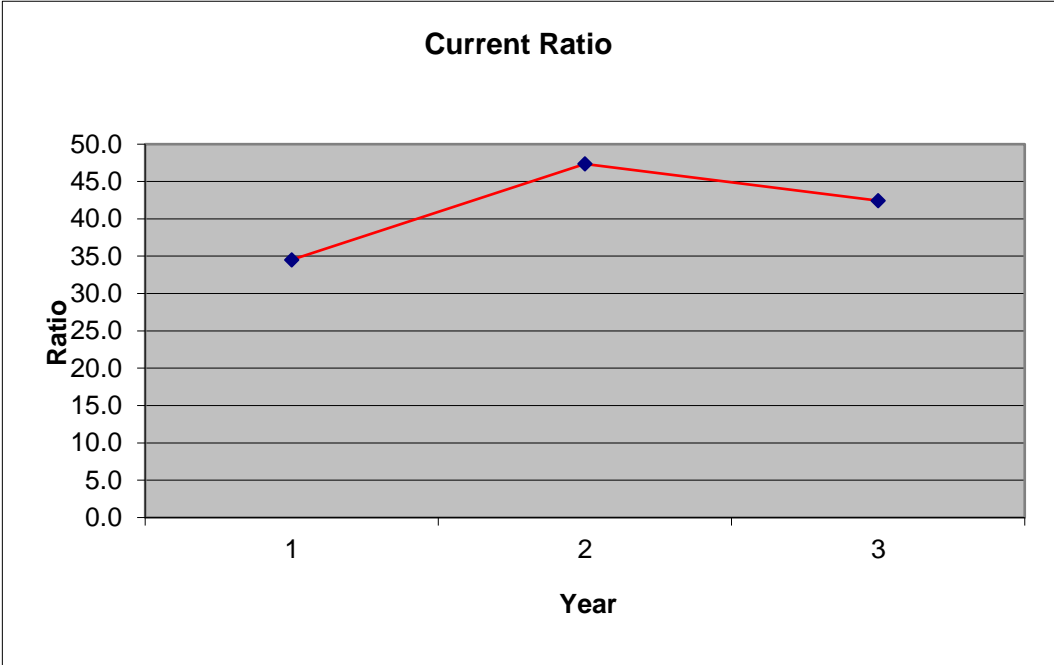
## 9.7 PRO FORMA BALANCE SHEET

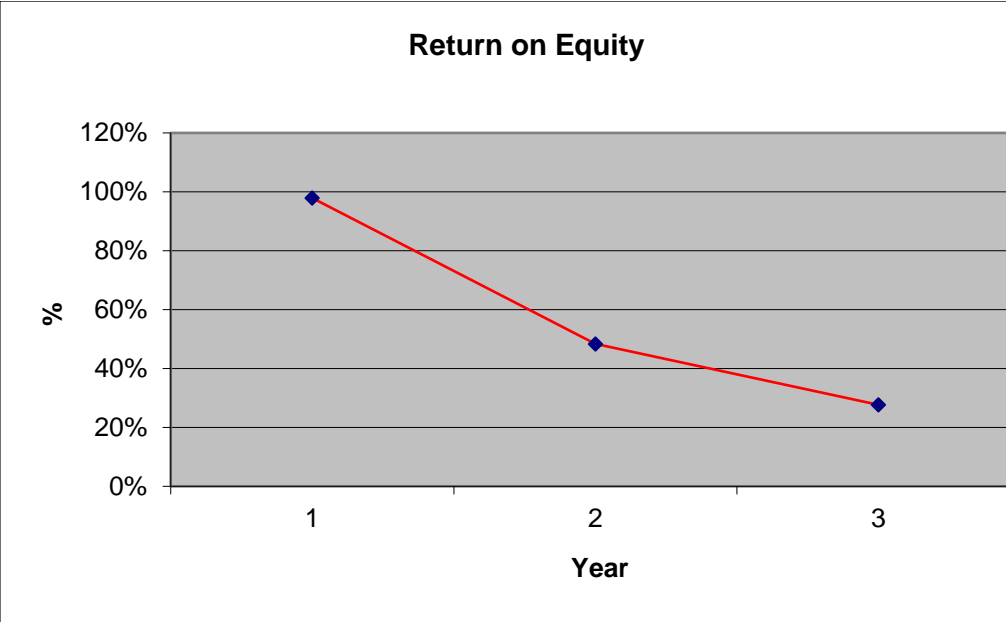
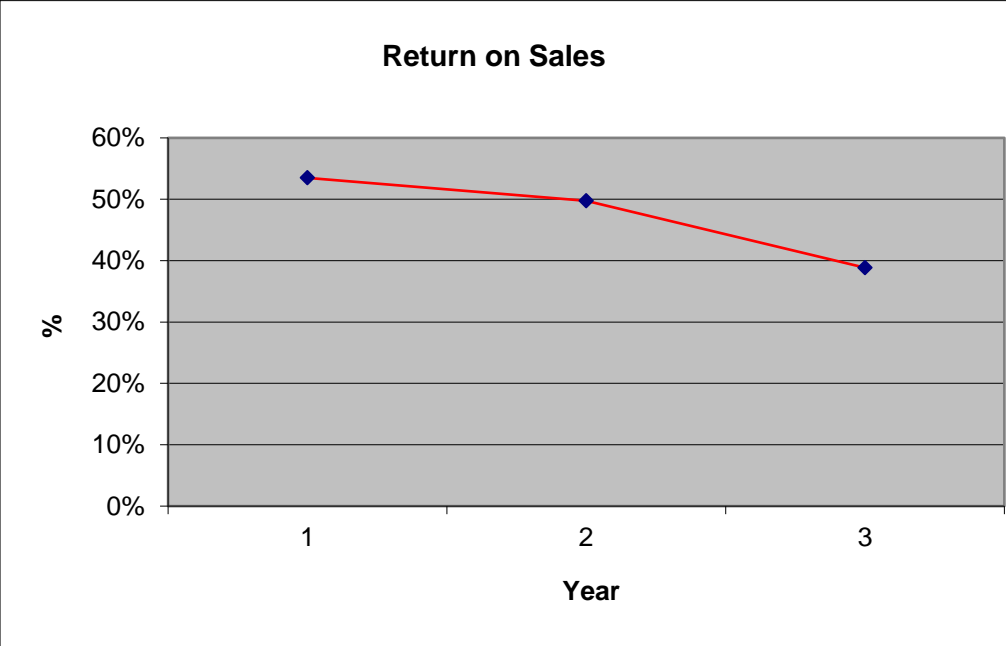
<b>MENGETEH ENTREPRISE PRO-FORMA BALANCE SHEET</b>			
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>ASSETS</b>			
<b>Fixed Assets (Book Value)</b>			
Land & Building	150,000	150,000	150,000
Furniture and Fittings	1,902	1,427	951
Signboard	1,600	1,200	800
Menu	200	150	100
	153,702	152,777	151,851
<b>Current Assets</b>			
Stock of Raw Materials			
Stock of Finished Goods			
Accounts Receivable	5,784	5,946	6,027
Cash Balance	493,683	924,574	1,268,304
	499,467	930,520	1,274,332
<b>Other Assets</b>			
Deposit	3,800	3,800	3,800
<b>TOTAL ASSETS</b>	<b>656,969</b>	<b>1,087,097</b>	<b>1,429,983</b>
<b>Owners' Equity</b>			
Capital	10,000	10,000	10,000
Accumulated Profit	464,049	907,709	1,258,944
	474,049	917,709	1,268,944
<b>Long Term Liabilities</b>			
Loan Balance	168,453	149,736	131,019
Hire-Purchase Balance			
	168,453	149,736	131,019
<b>Current Liabilities</b>			
Accounts Payable	14,468	19,652	30,020
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>656,969</b>	<b>1,087,097</b>	<b>1,429,983</b>

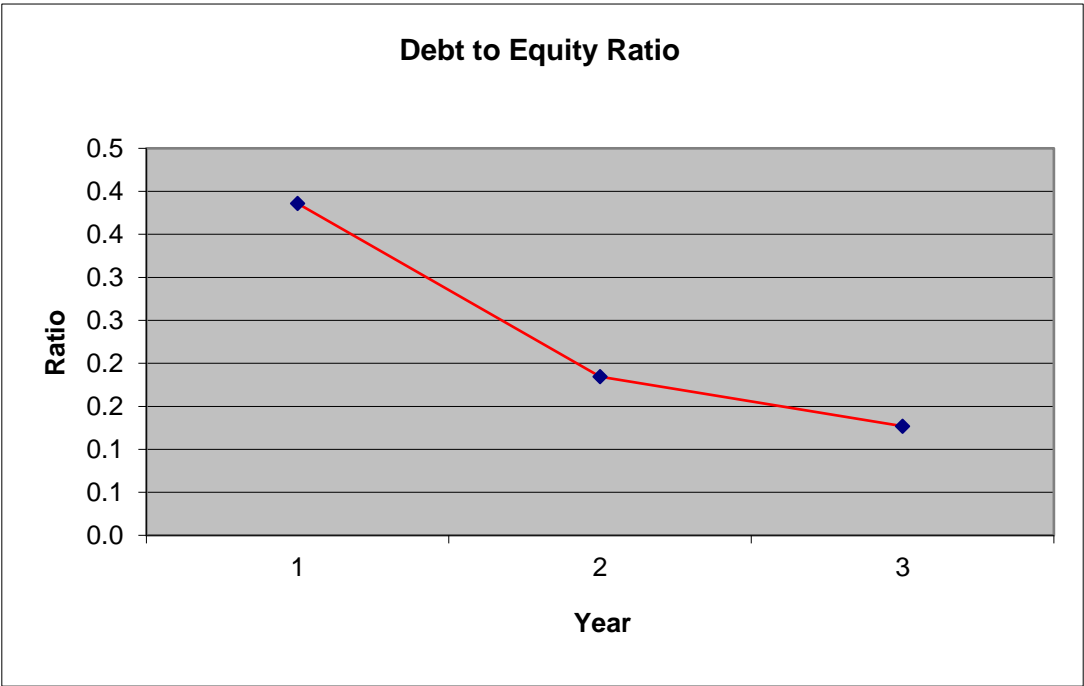
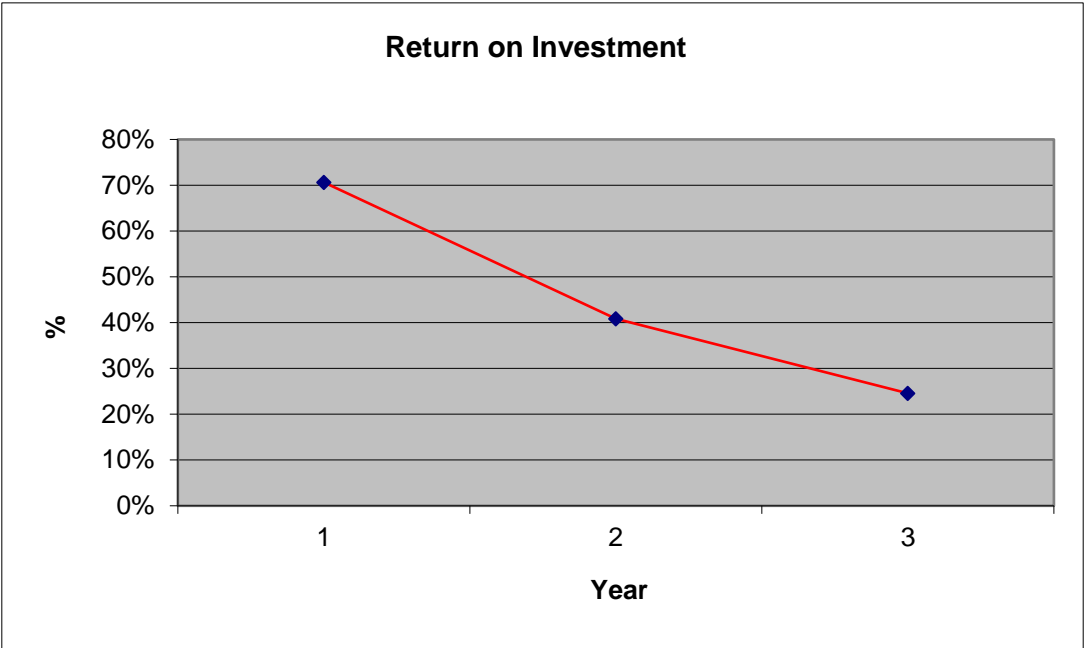
## 9.8 FINANCIAL ANALYSIS / PERFORMANCE

<b>MENGETEH ENTREPRISE FINANCIAL PERFORMANCE</b>			
	Year 1	Year 2	Year 3
<b><u>PROFITABILITY</u></b>			
Sales	867,600	891,880	904,120
Gross Profit	625,224	625,325	583,507
Profit Before Tax	464,049	443,660	351,235
Profit After Tax	464,049	443,660	351,235
Accumulated Profit	464,049	907,709	1,258,944
<b><u>LIQUIDITY</u></b>			
Total Cash Inflow	1,058,986	891,718	904,038
Total Cash Outflow	565,303	460,827	560,308
Surplus (Deficit)	493,683	430,891	343,730
Accumulated Cash	493,683	924,574	1,268,304
<b><u>SAFETY</u></b>			
Owners' Equity	474,049	917,709	1,268,944
Fixed Assets	153,702	152,777	151,851
Current Assets	499,467	930,520	1,274,332
Long Term Liabilities	168,453	149,736	131,019
Current Liabilities	14,468	19,652	30,020
<b><u>FINANCIAL RATIOS</u></b>			
<b><i>Profitability</i></b>			
Return on Sales	53%	50%	39%
Return on Equity	98%	48%	28%
Return on Investment	71%	41%	25%
<b><i>Liquidity</i></b>			
Current Ratio	34.5	47.4	42.5
Quick Ratio (Acid Test)	34.5	47.4	42.5
<b><i>Safety</i></b>			
Debt to Equity Ratio	0.4	0.2	0.1
<b><u>BREAK-EVEN ANALYSIS</u></b>			
Break-Even Point (Sales)	222,540	257,782	358,031
Break-Even Point (%)	26%	29%	40%

### 9.9 FINANCIAL RATIO ANALYSIS







# CONCLUSION

## CONCLUSION

In conclusion, after conducting extensive research and analysis, our team has confidently decided to move forward with opening a Mengeteh Café in Setia City Mall, Selangor. This decision was made after careful consideration of various factors, including market opportunities, environmental factors, and financial projections.

Through thorough administrative, marketing, and financial discussions, we have determined that there is a high likelihood of success for our business in this location. The people of Setia Alam and the surrounding area have been identified as the target market for our unique concept, and we believe that they will be receptive to our offering.

Our financial manager has also conducted a comprehensive analysis of the business performance over a three-year period. This analysis was used to evaluate the effectiveness of the store and to assess its financial viability. The results of this analysis have shown that our project is financially viable and that we can expect to see a profit from this venture.

Given these findings, we are confident in our decision to move forward with opening the Mengeteh Café. We are excited to bring this unique concept to the people of Setia Alam and the surrounding area and are hopeful that our store will be a true reality. This business plan report will serve as a useful reference as we proceed to the next steps in making our business a reality.



# APPENDICES



Figure 12.1 Logo of 'Mengeteh Cafe'

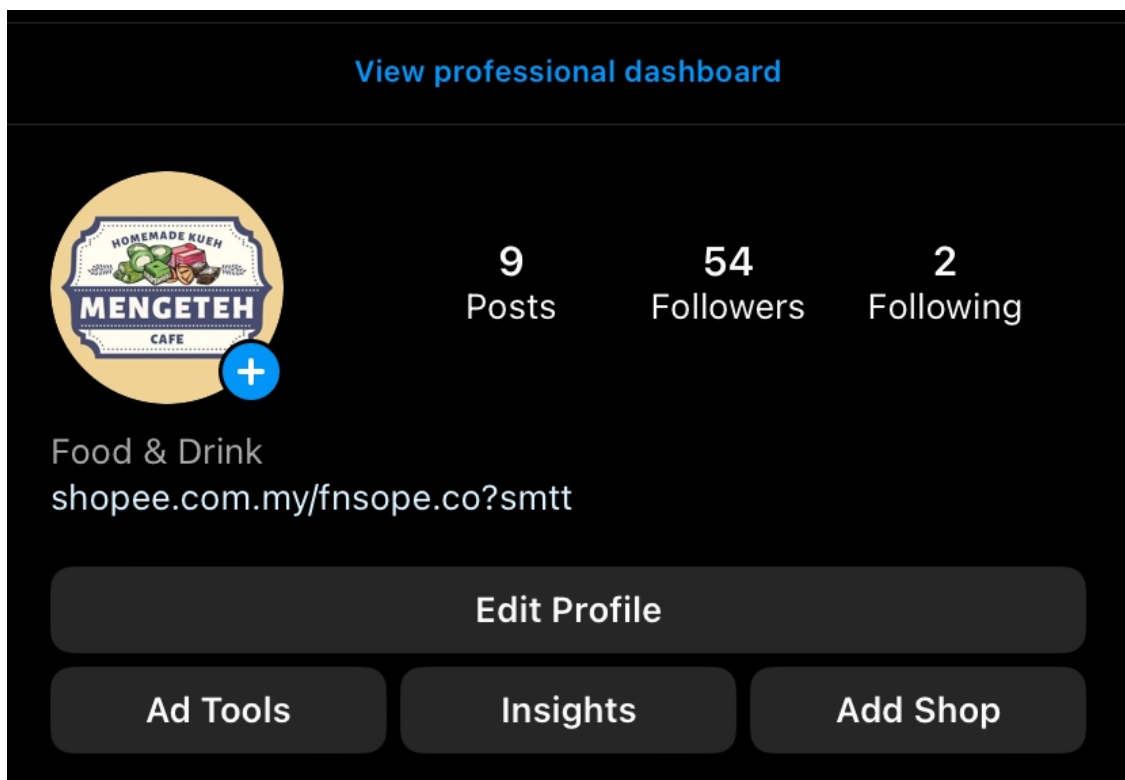


Figure 12.2: Social Media of 'Mengeteh Cafe'



Figure 12.3: Front Part of Business Card



Figure 12.4: Back Part of Business Card

# Menu

## STARTERS

<b>UBI REBUS</b> 3 pcs per serve with gula or sambal	RM 5.00	<b>PUDING RAJA</b> 1 big bowl per serve with white sauce	RM 10.00
<b>LEMPENG</b> 1 pcs per serve with sambal/gula *can request 'kuah;	RM 1.50	<b>TAPAI</b> 3 pcs per serve Cold/warm	RM 5.00
<b>CUCUR UDANG</b> 5 pcs per serve giant size	RM 5.00	<b>SATE IKAN</b> 6 pcs per serve with sauce	RM 3.00
<b>KEROPOK LEKOR</b> 5 pcs per serve with sambal	RM 3.00	<b>OTAK OTAK</b> 5 pcs per serve	RM 5.00
<b>SATA</b> 3 pcs per serve	RM 3.00	<b>LOKCHING</b> can request what do you want	RM 2.00 - RM 5.00

## LOKCHING

RM 2.00	RM 3.50	RM 5.00
<b>NORMAL JE</b> normal size	<b>MID MID JE</b> medium size	<b>PREMIUM SEKALI</b> giant size

## DRINKS

<b>JAGONG</b>	RM 3.00	<b>KELAPA</b>	RM 3.00
<b>KOPI</b>	RM 2.00	<b>TEBU</b>	RM 3.00
<b>TEH</b>	RM 2.00	<b>SOYA</b>	RM 3.00
<b>SIRAP</b>	RM 1.00	<b>CAN REQUEST COLD / HOT</b> <b>COLD = +1</b>	

Mengeteh Cafe

Figure 12.5: 'Mengeteh Cafe's' Menu



Figure 12.6: Front Part of The Loyalty Card



Figure 12.7: Back Part of The Loyalty Card

# **PARTNERSHIP AGREEMENT**