



اَوَيْتُ سَيِّدِي بِتَيْكُونُ لَوْ كِي مَا بَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Johor
Kampus Pasir Gudang

Faculty of Mechanical Engineering

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

A3: BUSINESS PLAN REPORT

MANCHAQ'S WESTERN



Prepared by:

NO	NAME	Student ID	GROUP
1.	MUHAMMAD AKMAL BIN ASMAR	2020857892	J4EM1105K
2.	MOHAMAD DANIAL SYAHMI BIN MOHAMAD AZIZ	2020846312	J4EM1105K
3.	NUR LUQMAN AL HAKEEM BIN ROSMAN	2020848582	J4EM1105K
4.	NU'MAN SHAFIQ BIN SHAHRIN	2020451972	J4EM1105K

Lecturer in Charge:

SIR NAZRI BIN NASIR

Submitted on:

26 January 2023

TABLE OF CONTENTS

	Page
Executive Summary	3
Business Background	4
Partners Background	7
CHAPTER 1: ADMINISTRATION PLAN	11
1.0 Business Mission, Vision, and Objectives	11
1.1 Business Logo & Description	12
1.2 Organizational Chart	13
1.3 Administration Personnel Schedule	13
1.4 Remuneration Schedule	14
1.5 Administration Budget	15
CHAPTER 2: MARKETING PLAN	16
2.1 Product/ Service Description	16
2.2 Target Market	17
2.3 Market Size & Sales Forecast	18
2.4 Competitors Analysis & Market Share	19
2.5 Marketing Mix	20
2.6 Marketing Budget	22
CHAPTER 3: OPERATION PLAN	23
3.1 Process Planning	23
3.2 Operation Layout	24
3.3 Production/ Capacity Planning	24
3.4 Material Requirement Planning	25
3.5 Machine & Equipmet Planning	26
3.6 Location	27
3.7 Business and Operation Hours	28
3.8 Permits/ Licenses Requirement	28
3.9 Operation Budget	30
CHAPTER 4: FINANCIAL PLAN	31
4.1 Operational Budgets	31

4.2 Project Implementation Cost & Sources of Financing 33
4.3 Pro-Forma Cash Flow (3 years) 34
4.4 Pro-Forma Income Statement (3 years) 35
4.5 Pro-Forma Balance Sheet (3 years) 36
Conclusion 37
Appendices 38

EXECUTIVE SUMMARY

Introducing "MANCHAQ'S WESTERN", a new food truck concept that will bring delicious and unique flavours to the streets of Johor Bahru. Our menu will focus on a variety of western gourmet such as burgers, chicken chop, fish & chip and french fries using only the freshest ingredients and locally sourced products whenever possible. Our target market is young professionals, college students, and foodies who are looking for a quick, convenient, and satisfying meal on the go. The food truck industry has been growing rapidly in recent years, with the industry projected to reach Rm 2.7 billion by 2027. We have conducted thorough market research and have identified a gap in the market for high-quality western gourmet in Johor Bahru. To reach our target market, we will heavily focus on social media and events to generate buzz and attract customers. We will also target local businesses and offer catering services for office lunches and special events. In addition, we will participate in local food festivals and street fairs to increase brand awareness. We have also partnered with a local food distributor to ensure a steady supply of high-quality ingredients. In terms of financial projections, we expect to generate revenue of RM350000 in the first year, with a projected profit of RM100,000. To start and operate the business, we are seeking an investment of RM100,000. This will cover the costs of the food truck, equipment, inventory, and marketing. We are open to both equity and debt financing and would welcome the opportunity to discuss potential investment opportunities with interested parties.

In summary, "MANCHAQ'S WESTERN" is a unique and exciting food truck concept that will bring delicious variety of western gourmet to the streets of Johor Bahru. With a strong management team, a clear marketing strategy, and solid financial projections, we are confident in the success of this business.

BUSINESS ACTIVITY

Business Main Activity	
Core activity:	<p>We provide western food services such as burgers, chicken chop, and fish fillets.</p> <p>Our business will provide foods and drinks for the customers.</p> <p>These are the lists of physiotherapy skills that we might use during the treatment:</p> <ol style="list-style-type: none">1) Stretching exercises2) Strengthening exercises3) Passive / Active Range Of Motion4) Proprioceptive Neuromuscular Facilitation (PNF)5) Electro modalities6) Thermal Modalities7) Joint Mobilization8) Massage9) Breathing exercises10) Varies exercises according to the patient condition
Other activities:	<p>There are 4 main business activities which are very vital in order to make sure that the core activity will proceed and go smoothly.</p>
Administration	<p>This action is the responsibility of the administration manager, who will organize the full people administration strategy. Furthermore, the administration manager must ensure that all treatment equipment is suitable and functional.</p>
Marketing	<p>Marketing managers are responsible for developing marketing strategies that maximize profit. To attract more clients, use social media marketing, banner ads, and food service on Live TikTok.</p>

CHAPTER 1

ADMINISTRATION PLAN

1.0 Business Mission, Vision, and Objectives

Business Mission

MANCHAQ'S WESTERN is an energetic and imaginative western food truck company aimed at offering high-quality, with affordable priced for everyone.

Business Vision

We aim to become a regionally recognized brand, capitalizing on the rapid growth and popularity in the food industry. Our goal is moderate growth, annual profitability and maintaining our sense of humour.

Objectives

Below are the objectives of MANCHAQ'S WESTERN:

- 1) To become a profitable and sustainable business by providing high-quality food and excellent customer service, while also building a strong brand and reputation in the community.
- 2) Expanding the business by adding more trucks or opening a brick-and-mortar location, and increasing revenue by developing a strong social media presence and marketing strategy.

Short Terms Goals

- 1) Build relationships with suppliers for food and other materials.
- 2) Continuously monitor and improve operations and customer satisfaction
- 3) Building a strong reputation and regular customer base through consistent high-quality food and excellent customer service.

Long Terms Goals

- 1) Expanding the menu to offer a wider variety of food options to attract a wider range of customers.
- 2) Allowing other entrepreneurs to open their own food trucks using the established brand and business model.
- 3) Growing the business by adding additional food trucks to the fleet, allowing for increased coverage and revenue.
- 4) Increase profitability: Continuously finding ways to reduce costs and increase revenue through promotions, partnerships, and other strategies.

1.1 Business Logo and Description



Figure 1.1 MANCHAQ'S WESTERN Logo

As shown in Figure 1.1, the food truck represents our business concept while the burger represents our signature menu which is a homemade burger. We choose orange colour for our logo since its colour is attractive and easier for people to remember and recognised.

1.2 Organizational Chart

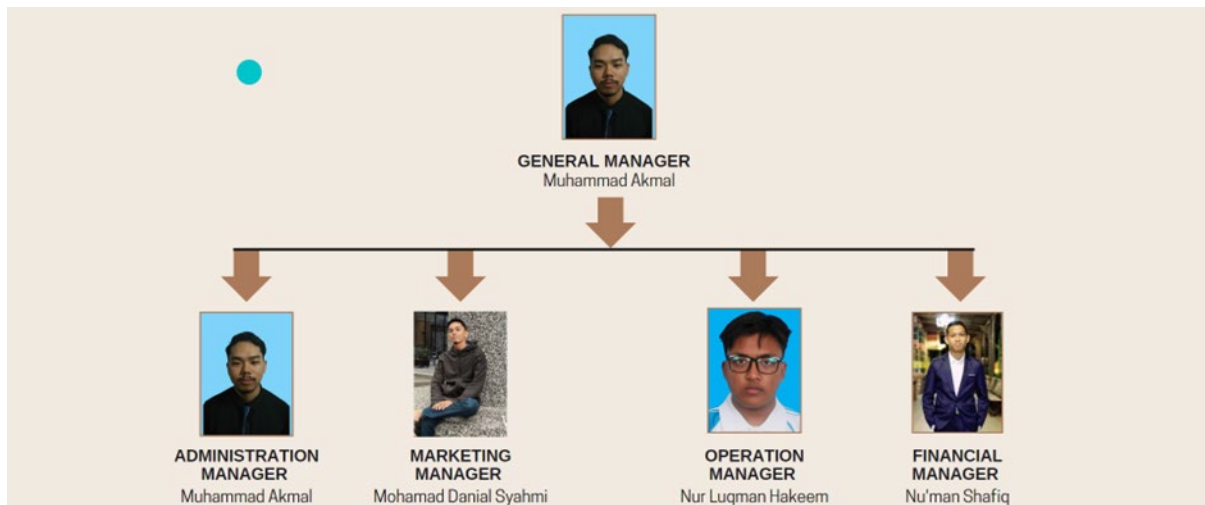


Figure 1.2 Organizational Chart

1.3 Administration Personnel Schedule

List of Administration Personnel

Table 1.1 Administration Personnel

Position	No. of Personnel
General Manager	1
Administration Manager	1
Marketing Manager	1
Operational Manager	1
Financial Manager	1

Table 1.2 Schedule of Task and Responsibilities.

POSITION	TASK AND RESPONSIBILITIES
General Manager	Managing the workforce, keeping an eye on the finances, implementing marketing plans, and many other aspects of the company. General managers frequently work under the direction of executives or higher-level managers and report to them.
Administration Manager	Identifies and schedules the department's goals, deadlines, and initiatives. creates and puts into effect rules and procedures to

	improve the department's operations and functionality. manages and purchases the required supplies for the kitchen, mailroom, reception, and office.
Marketing Manager	Marketing managers work to promote businesses, their brands, services, and products. They develop pricing and marketing plans, attract new customers, and oversee the marketing personnel. They also monitor marketing budgets and identify patterns.
Operational Manager	Developing strategy, boosting performance, securing supplies and resources, and maintaining compliance are some of the specific duties of an operations manager. You should be ready to mentor your team members, seek for ways to enhance customer service, and implement best practices wherever.
Financial Manager	The financial manager's duties also include compiling cash flow statements, forecasting earnings, managing credit, advising on financial decisions, and producing accurate financial reports and information. Managing investments, preparing financial projections, and creating budgets.

1.4 Remuneration Schedule

Table 1.3 Schedule of Remuneration

POSITION	NO.	MONTHLY SALARY (RM)	EPF (RM)	SOCSSO (RM)	TOTAL AMOUNT (RM)
Administration Manager	1	1500.00	195.00	30.00	1725.00
Marketing manager	1	1500.00	195.00	30.00	1725.00
Operational Manager	1	1500.00	195.00	30.00	1725.00
Financial Manager	1	1500.00	195.00	30.00	1725.00
TOTAL	4				6900.00

1.5 Administration Budget





Table 1.4 Administration Budget







ADMINISTRATIVE BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
<i>Fixed Assets</i>				
Land & Building	-			-
Office equipment	2,000			2,000
Salaries, EPF & SOCSO		6,900		6,900
#REF!		300		300
Utilities		-		-
<i>Pre-Operations & Other Expenditure</i>				
Other Expenditure			1,000	
Deposit (rent, utilities, etc.)			8,110	8,110
Business Registration & Licences			1,125	1,125
Insurance & Road Tax for Motor Vehicle			4,100	4,100
Other Pre-Operations Expenditure			6,100	6,100
Total	2,000	7,200	20,435	28,635

CHAPTER 2 MARKETING PLAN

2.1 Product/ Service Description

Table 2.1 List of Menu

Illustration	Name	Description
	The Chosen One	<ul style="list-style-type: none"> ➤ A burger made from 200g of homemade meat, 2 slices of tomatoes, 2 cabbage leaves, a slice of onion and a slice of cheese, chili sauce and mayonnaise. ➤ Served with fries topped with chili sauce and mayonnaise.
	Chicken Chaq	<ul style="list-style-type: none"> ➤ A serving of 300g of chicken filling that is deep fried for 15 minutes. ➤ Served with fries, 1/4 corn on the cob, coleslaw. And black pepper sauce.
	Fish Lives in Texas	<ul style="list-style-type: none"> ➤ 2 serving of 200g of fish fillets that is deep fried for 8 minutes. ➤ Served with a slice of lemon, fries, and coleslaw.
	Hot Dog	<ul style="list-style-type: none"> ➤ A serving of jumbo sausage put on the hot dog bun with three choices of toppings. ➤ Toppings: Melt cheese with chili sauce and mayonnaise, Salad with mustard, and mincemeat with black pepper sauce.

	<p style="text-align: center;">Skewers</p>	<ul style="list-style-type: none"> ➤ A serving of 5 small cut sausage, 3 cherry tomatoes, 2 cut of baby eggplant.
	<p style="text-align: center;">Coca-Cola</p>	<ul style="list-style-type: none"> ➤ A carbonated soft drink.
	<p style="text-align: center;">Pepsi</p>	<ul style="list-style-type: none"> ➤ A carbonated soft drink.
	<p style="text-align: center;">F&N</p>	<ul style="list-style-type: none"> ➤ A carbonated soft drink tastes like ice cream soda.
	<p style="text-align: center;">Sprite</p>	<ul style="list-style-type: none"> ➤ A carbonated soft drink tastes like lemon.
	<p style="text-align: center;">Fanta</p>	<ul style="list-style-type: none"> ➤ A carbonated soft drink tastes like grape.

2.2 Target Market

Geographic Segmentation

Geographic segmentation is a marketing approach in which a business separates its target market into geographical divisions such as nations, regions, states, or cities. Tebrau Food Truck Parking in Johor Bahru is a meeting spot for merchants that operate a food truck concept business. Aside from that, this site is one of the most popular places to dine on social media platforms such as Instagram, Facebook, and others.

Psychographic Segmentation

Psychographic segmentation is a marketing strategy where a company divides its target market into different groups based on their personality, values, interests, and lifestyles. Western food as for dinner on weekend has become a lifestyle for some people. In addition, western food is also always become a choice when celebrating something or hanging out with friends. That is why we divide our product into two categories which are good-to-go like skewers and dine in like Chicken Chaq.

2.3 Market Size & Sales Forecast

According to a statement issued by the Office of the Chief Statistician of Malaysia, the number of people recorded as living in Johor Bahru is 1.56 million.

Population x Average Price = Market Size

$$1,560,000 \times 14 = 21,840,000$$

Sales forecast = 2% from market size

$$2\% \times 21,840,000 = 436,800 \text{ per year}$$

Estimated average purchase per customer = RM17

$$436,800 / 17 = 25,694 \text{ customer per year (RM436,798 per year)}$$

$$25,694 / 12 = 2141 \text{ customer per month (RM36,397 per month)}$$

$$2141 / 30 = 71 \text{ customer per day (RM1207 per day)}$$

Table 2.2 Sale Forecast

Month	Sales Forecast (RM)
January	RM31,500
February	RM33,720
March	RM36,397
April	RM36,397
May	RM36,397
June	RM36,397
July	RM36,950
August	RM37,230
September	RM37,620
October	RM37,990
November	RM38,100
December	RM38,100
Total	436,798

Table 2.3 Sales Forecast for The First Three Years

Year	Percentage increase (%)	Sales forecast (RM)
1	-	436,798
2	30	567837.40
3	60	698,876.80

2.4 Competitors Analysis & Market Share

Table 2.4 Competitors' Strength and Weakness

Competitor	Strength	Weakness
The Kerup Kitchen	Has more menu list	Most prices for western food menus are over rm10
Der Cabin Bistro	Known to many people because the business has been running for a long time	Do not serve good-to-go food

Table 2.5 Market Share Before The Entrance of MANCHAQ’S WESTERN

Competitors	Market share (%)	Total market share (RM)
The Kerup Kitchen	20	6,240,000
Der Cabin Bistro	80	24,960,000
Total	100	31,200,000

Table 2.6 Market Share After The Entrance of MANCHAQ’S WESTERN

Competitor	Market share (%)	Total market share (RM)
The Kerup Kitchen	18.5	5,772,000
Der Cabin Bistro	79.5	24,804,000
Manchaq’s Western	2	624,000
Total	100	31,200,000

2.5 Marketing Mix

Product and Pricing

Table 2.7 Product’s Prices

No	Name	Price
1	The Chosen One	RM18.00
2	Chicken Chaq	RM16.00
3	Fish Lives in Texas	RM13.00
4	Hod Dog	RM10.00
5	Skewers	RM3.00
6	Coca-Cola	RM2.00
7	Pepsi	
8	F&N	
9	Sprite	
10	Fanta	

Promotion

Marketing activities aimed at increasing awareness and interest in a product or service are referred to as promotion. Advertising, sales promotions, public relations, personal selling, and direct marketing are some of the strategies used. Effective promotion aids in communicating a product's value proposition and distinguishing it from the competitors.

We use advertising method by using Instagram's features which are Instagram story and Instagram post. We will upload our designed poster every day on both features. This method is very efficient because it not only makes our work easier, but can also help us spread the meaning of our business widely to the community.

We also prepared a free drinks and a sets of coleslaw and fries for customer who spend above RM40 during promotion dates. Promotion dates will be on holiday celebrations such as Eid Mubarak and Chinese New Year. Our purpose in using this method is to attract the attention of customers to try our cuisine. In addition, we also ask customers to provide feedback on the website link found on our Instagram in order to improve our shortcomings in terms of cuisine, service, and food truck concept.

2.6 Marketing Budget

Table 2.8 Marketing Budget

MARKETING BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Bunting and banner promotion	300			300
Price banner	200			200
Working Capital				
Advertisements		1,500		1,500
Promotion		2,500		2,500
Sticker and packaging design		300		300
Food truck sticker		500		500
Food delivery packaging		100		100
Pre-Operations & Other Expenditure				
Other Expenditure			3,000	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	500	4,900	3,000	5,400

CHAPTER 3 OPERATION PLAN

3.1 Process Planning



Figure 3.1 Ingredients Process

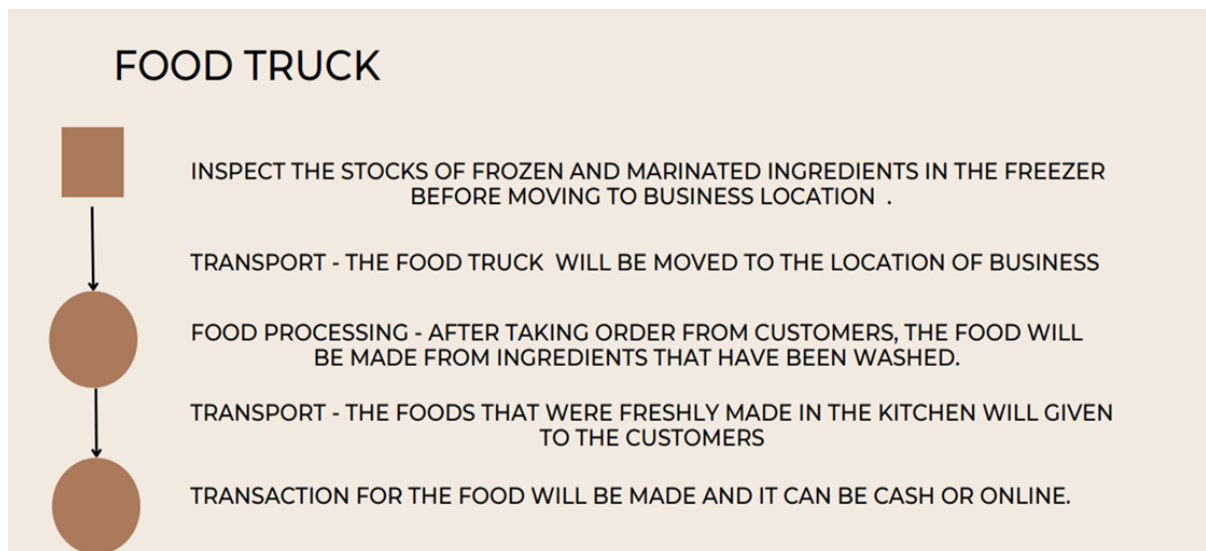


Figure 3.2 Food Truck Process

3.2 Operation Layout

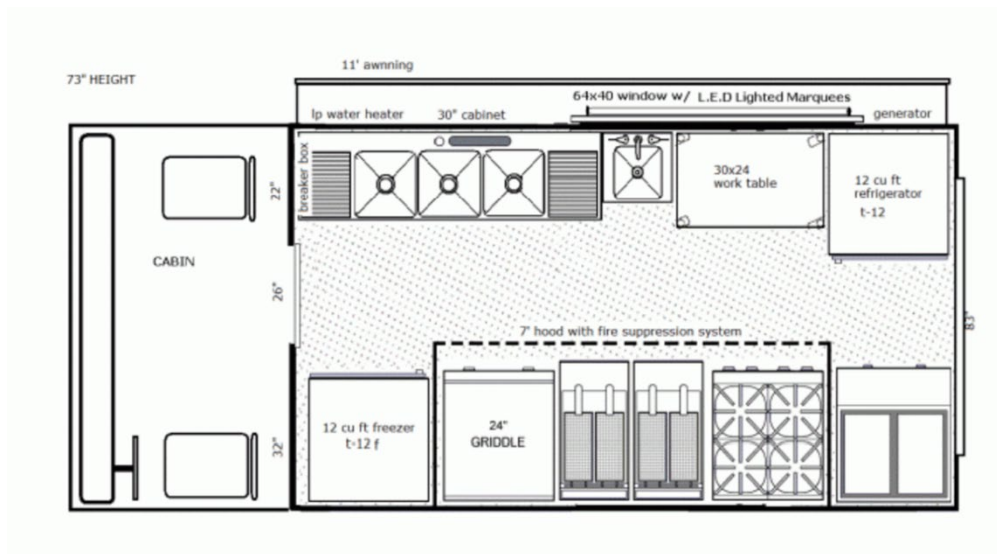


Figure 3.3 Food Truck Layout

Table 3.1 Food Truck Items

No	Items	Unit
1.	Sink	1
2.	Work table	1
3.	Griddle area	1
4.	Deep frying area	2
5.	Stove	4
6.	Refrigerator	1
7.	Food serving window	1

3.3 Production/ Capacity Planning

Table 3.2 Production Planning

Information	Calculation
Total work days	30 days
Number of cutomers in a month	2100 cutomers/month
Daily customer	$2100/30 = 70$ customers/daily
BOM cost per customers	$28\ 000/ 2100 = \mathbf{RM13.61}$
No. of population in location selected (Johor Bahru, Johor)	1560000

Sales forecast monthly	RM17 × 1650 units = RM28 000
Sales forecast yearly	RM28 000× 12months = RM336 600
Market size	(1560000× RM14) × 2% =436 800 per year

3.4 Material Requirement Planning

Table 3.3 Raw materials for a month.

Material	Supplier	Total material Requirement (kg)	Price/kg (RM)	Total price (RM)
Mince meat	Mydin	330	20	6600
Chicken fillet	Mydin	75	19	1425
Fish fillet	Mydin	30	27	810
Hot dog	Mydin	30	20	600
French fries	Mydin	100	10	1000
Red cabbage	Mydin	100	6.3	630
Carrot	Mydin	80	2	160
Yellow onion	Mydin	60	4.7	282
Mayonnaise	Mydin	83	12	876
Vinegar	Mydin	35	6.6	231
Tomatoes	Mydin	70	7	490
Red onions	Mydin	80	5.1	408
Capsicum	Mydin	56	14.7	817.6
All sauce	Mydin	150	5.3	795
Burger bread	Mydin	90	10	900
Cheese	Mydin	200 pack	7	1400
Eggplant	Mydin	50	7.5	375
Cooking oil	Mydin	200	6.9	1380
Total				19179.6

3.5 Machine & Equipmet Planning

Table 3.4 Machine & Equipment Cost

ITEMS	QUANTITY	PRICE PER UNIT (RM)	TOTAL COST (RM)
Tables	3	135	405
Chairs	12	12	144
Cleaning cloth	12	2	24
Griddle	1	60	60
Fridge	1	3200	3200
Food containers	4	23	92
Kitchen utensils	14	18	252
Total			4177

Table 3.5 Machine & Equipment Supplier

No	Items	Supplier
1	Tables	Shopee
2	Chairs	Shopee
3	Cleaning cloth	Shopee
4	Griddle	Shopee
5	Fridge	Mydin
6	Food containers	Mydin
7	Kitchen utensils	Mydin

Table 3.6 Overhead Requirement Cost

Fixed Overhead	Cost (RM)
Office Equipment	300
Business Registration & Licenses	1125
Insurance & Road Tax	1 800
Variable Overhead	Cost (Rm)
Rent	700
Utilities	2110
Salaries, EPF and SOCSO	6 641
Promotions	1500
Petrol and Vehicle Maintenance	2000
TOTAL	18776

3.6 Location

The location for MANCHAQ'S WESTERN is strategically located in an area where food truck is famous. It is a wide area with lot of food trucks and parking for customers. Customers can also choose whether to dine in or take out.



Figure 3.4 Tebrau Food Truck Parking Park

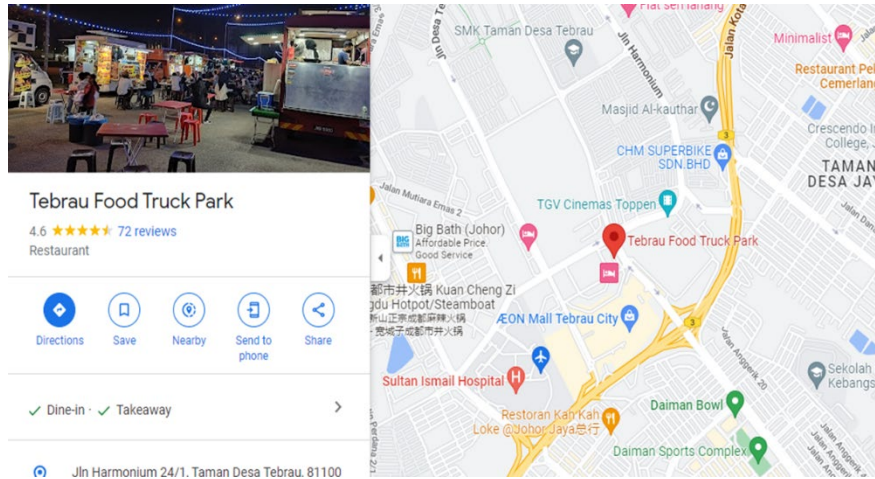


Figure 3.5 Google Maps

3.7 Business and Operation Hours

Table 3.7 Operation Hours

Days	Operation hours
Sunday	2.00 pm – 11.00 pm
Monday	2.00 pm – 11.00 pm
Tuesday	2.00 pm – 11.00 pm
Wednesday	2.00 pm – 11.00 pm
Thursday	2.00 pm – 11.00 pm
Friday	2.30 pm – 11.00 pm
Saturday	2.00 pm – 11.00 pm

Table 3.8 Rest Hours

Operation	Rest Hour
Sunday to Saturday	7 pm – 8 pm

3.8 Permits/ Licenses Requirement

To start a business in Malaysia, we must first obtain a valid business license. Licenses, registrations, permit, and approvals are all important. The Pihak Berkuasa Melesen (PBM) can issue a business license based on the location and type of business.

MANCHAQ'S WESTERN must comply with some form of licensing before it can lawfully begin functioning, which could be a general license, an industry/sector specific license, or an activity specific license.

ITEM	COST
Register with SSM (Compulsory)	RM 100
Register with Bank (Compulsory)	RM 200
Good Driving License (GDL) (Compulsory)	RM 500
Local Business Permit from Local Authorities	RM 500 /Year
Working Capital	RM 3,000(minimum)
Foodtruck Deposit(minimum 10% from total price for e.g. RM55,000)	RM5,500
Foodtruck Installment	RM 600/month
Signboards and Bunting	RM 300
Foodtrucks Sticker (basic)	RM 500
Equipment (kitchen,gas,freezer etc)	RM 4, 000
Typhoid Immunisation Injection (Compulsory)	RM 40 - RM 80
Food Serving Course (Compulsory)	RM 100 - RM 200
Preparation of Raw Material	RM4, 000 - RM 8,000/month
Maintenance	RM 300

Figure 3.6 Permit / License Cost

List of General licences and regulations required:

- Company Registration
- Bank Registration
- Good Driving Licence
- Local Business Permit
- Typhoid Immunisation Injection
- Food Serving Course

3.9 Operation Budget

Table 3.9 Operations Budget

OPERATIONS BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
<i>Fixed Assets</i>				
Tables and chairs	550			550
Cleaning equipments	50			50
Food containers	400			400
Fridge and griddle	3300			3,300
<i>Working Capital</i>				
Raw Materials & Packaging		19,180		19,180
Carriage Inward & Duty		-		-
Salaries, EPF & SOCSO		-		-
<i>Pre-Operations & Other Expenditure</i>				
Other Expenditure			1,200	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	4,300	19,180	1,200	23,480

CHAPTER 4
FINANCIAL PLAN

4.1 Operational Budgets

Table 4.1 Administration Budget

ADMINISTRATIVE BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Land & Building	-			-
Office equipment	2,000			2,000
Salaries, EPF & SOCSO		6,900		6,900
#REF!		300		300
Utilities		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			1,000	
Deposit (rent, utilities, etc.)			8,110	8,110
Business Registration & Licences			1,125	1,125
Insurance & Road Tax for Motor Vehicle			4,100	4,100
Other Pre-Operations Expenditure			6,100	6,100
Total	2,000	7,200	20,435	28,635

Table 4.2 Marketing Budget

MARKETING BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Bunting and banner promotion	300			300
Price banner	200			200
Working Capital				
Advertisements		1,500		1,500
Promotion		2,500		2,500

Sticker and packaging design		300		300
Food truck sticker		500		500
Food delivery packaging		100		100
Pre-Operations & Other Expenditure				
Other Expenditure			3,000	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	500	4,900	3,000	5,400

Table 4.3 Operation Budget

OPERATIONS BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Tables and chairs	550			550
Cleaning equipments	50			50
Food containers	400			400
Fridge and griddle	3300			3,300
Working Capital				
Raw Materials & Packaging		19,180		19,180
Carriage Inward & Duty		-		-
Salaries, EPF & SOCSO		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			1,200	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	4,300	19,180	1,200	23,480

4.2 Project Implementation Cost & Sources of Financing

Table 4.4 Project Implementation Cost & Sources of Financing

Manchaq's Western 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						
Office equipment	2,000	1,700		200	100	
Bunting and banner promotion	300			300		
Price banner	200			200		
Tables and chairs	550	550				
Cleaning equipments	50			50		
Food containers	400			200	200	
Fridge and griddle	3,300	3,300				
Working Capital 1 months						
Administrative	7,200	7,200				
Marketing	4,900	4,900				
Operations	19,180	19,180				
Pre-Operations & Other Expenditure	24,635	24,635				
Contingencies 10%	6,271	6,271				
TOTAL	68,986	67,736		950	300	

4.3 Pro-Forma Cash Flow (3 years)

Table 4.5 Pro-Forma Cash Flow (3 years)

	TOTAL YR 1	YEAR 2	YEAR 3
<u>CASH INFLOW</u>			
Capital (Cash)	950		
Loan	67,736		
Cash Sales	436,798	567,837	698,877
Collection of Accounts Receivable			
TOTAL CASH INFLOW	505,484	567,837	698,877
<u>CASH OUTFLOW</u>			
Administrative Expenditure			
Salaries, EPF & SOCSO	82,800	107,640	172,224
#REF!	3,600	4,680	7,488
Utilities			
Marketing Expenditure			
Advertisements	18,000	23,400	37,440
Promotion	30,000	39,000	62,400
Sticker and packaging design	3,600	4,680	7,488
Food truck sticker	6,000	7,800	12,480
Food delivery packaging	1,200	1,560	2,496
Operations Expenditure			
Cash Purchase	230,155	299,202	368,248
Payment of Account Payable			
Carriage Inward & Duty			
Salaries, EPF & SOCSO			
Other Expenditure	5,200	6,760	10,816
Pre-Operations			
Deposit (rent, utilities, etc.)	8,110		
Business Registration & Licences	1,125		
Insurance & Road Tax for Motor Vehicle	4,100	4,100	4,100
Other Pre-Operations Expenditure	6,100		
Fixed Assets			
Purchase of Fixed Assets - Land & Building			
Purchase of Fixed Assets - Others	6,500		
Hire-Purchase Down Payment			
Hire-Purchase Repayment:			
Principal			
Interest			
Loan Repayment:			
Principal	13,547	13,547	13,547
Interest	3,387	2,709	2,032
Tax Payable	0	0	0
TOTAL CASH OUTFLOW	423,424	515,078	700,759
CASH SURPLUS (DEFICIT)	82,060	52,759	-1,882
BEGINNING CASH BALANCE		82,060	134,819
ENDING CASH BALANCE	82,060	134,819	132,937

4.4 Pro-Forma Income Statement (3 years)

Table 4.6 Pro-Forma Income Statement (3 years)

Manchaq's Western PRO-FORMA INCOME STATEMENT			
	Year 1	Year 2	Year 3
Sales	436,798	567,837	698,877
Less: Cost of Sales			
Opening stock			
Purchases	230,155	299,202	368,248
less: Ending Stock			
Carriage Inward & Duty			
Gross Profit			
Less: Expenditure			
Administrative Expenditure	86,400	112,320	179,712
Marketing Expenditure	58,800	76,440	122,304
Other Expenditure	5,200	6,760	10,816
Business Registration & Licences	1,125		
Insurance & Road Tax for Motor Vehicle	4,100	4,100	4,100
Other Pre-Operations Expenditure	6,100		
Interest on Hire-Purchase			
Interest on Loan	3,387	2,709	2,032
Depreciation of Fixed Assets	1,360	1,360	1,360
Operations Expenditure			
Total Expenditure	396,627	502,891	688,572
Net Profit Before Tax	40,171	64,946	10,305
Tax	0	0	0
Net Profit After Tax	40,171	64,946	10,305
Accumulated Net Profit	40,171	105,117	115,422

4.5 Pro-Forma Balance Sheet (3 years)

Table 4.7 Pro-Forma Balance Sheet (3 years)

Manchaq's Western PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building			
Office equipment	1,600	1,200	800
Bunting and banner promotion	240	180	120
Price banner	160	120	80
Tables and chairs	440	330	220
Cleaning equipments	40	30	20
Food containers	320	240	160
Fridge and griddle	2,640	1,980	1,320
	5,440	4,080	2,720
Current Assets			
Stock of Raw Materials	0	0	0
Stock of Finished Goods	0	0	0
Accounts Receivable			
Cash Balance	82,060	134,819	132,937
	82,060	134,819	132,937
Other Assets			
Deposit	8,110	8,110	8,110
TOTAL ASSETS	95,610	147,009	143,767
Owners' Equity			
Capital	1,250	1,250	1,250
Accumulated Profit	40,171	105,117	115,422
	41,421	106,367	116,672
Long Term Liabilities			
Loan Balance	54,189	40,642	27,094
Hire-Purchase Balance			
	54,189	40,642	27,094
Current Liabilities			
Accounts Payable			
TOTAL EQUITY & LIABILITIES	95,610	147,009	143,767

CONCLUSION

In conclusion, Manchaq's Western can be a profitable and rewarding venture for us who are passionate about food and good customer service. By offering unique and delicious food options, utilizing social media and other marketing strategies to build a loyal customer base, and carefully managing costs and operations, a food truck business can be successful. However, it is important to also consider the potential challenges, such as seasonality, competition and regulations. It is also important to have a solid business plan and to conduct thorough market research before starting a food truck business.

We also hope that with our passion and hard work it will help us achieve our business vision. Food Truck is a uncommon business that not many people want to try, but if we consider the time that will be spent to provide healthy and tasty food while interacting with customers, it is a business that worth trying. Our main location is at a very strategic location as it is at the Tebrau Food Truck park where the main attraction of that particular place is food truck business. This will allow us to get our first customers during opening period. To end the conclusion, this business is profitable, enjoyable, and if this business is managed carefully and precisely it can continue to flourish.

APPENDIX

PARTNERSHIP AGREEMENT

This partnership agreement is made on the 15th of January 2021 by and between

- 1. Muhammad Akmal bin Asmar**
- 2. Mohamad Danial Syahmi bin Mohamad Aziz**
- 3. Nur Luqman Al Hakeem bin Rosman**
- 4. Nu'man Shafiq Bin Shahrin**

1.0 PARTNERSHIP NAME AND BUSINESS

- 1.1 Nature of Business: The business Partners listed above agree that they shall be considered partners in business for the following purpose, position, and salary:**

Muhammad Akmal bin Asmar as General Manager – RM 1500.00

Muhammad Akmal bin Asmar as Administration Manager – RM 1500.00

Mohamad Danial Syahmi bin Mohamad Aziz as Marketing Manager – RM 1500.00

Nur Luqman Al Hakeem bin Rosman as Operation Manager – RM 1500.00

Nu'man Shafiq bin Shahrin as Financial Manager – RM 1500.00

- 1.2 Name: The business Partners listed above agree that the business shall be conducted in the following name:**

Manchaq's Western.

- 1.3 Official Address: The business Partners listed above agree that the business shall maintain its official address at the following address:**