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EXECUTIVE SUMMARY

Enchanted Dream is a service business that offers planning services for events that clients desire to hold. Because customer comfort is our priority, we have a two-storey building in Setia Alam, Shah Alam, Selangor. We target individuals between the ages of 18 and 55, whether they are students, company owners, or professionals. Engaged couples, grooms, brides, and families are all included in our client segmentation. Enchanted Dream will make every effort to make the clients dream event, especially the wedding event, a reality. We also provide reasonable packages based on our planning that is in accordance with the clients' desires. Enchanted Dream provides numerous channels for us to market our business, including Instagram, Facebook, WhatsApp, advertising, a blog, and a website. Enchanted Dream will give counsel to customers, organise their event, including tentative ones that will take place, create the figure of their event, and monitor the event's progress. Enchanted Dream is a company that works with a variety of vendors. Enchanted Dream collaborates with a variety of trustworthy vendors to make clients' dreams come true. Therefore, we believe that Enchanted Dream is able to provide services that will satisfy our clients.

1.0 BUSINESS BACKGROUND

1.1 BASIC INFORMATION

Enchanted Dream is a flexible business company because it often gets a very high number of requests every year. So, because many people want a diverse event, difficult for them to find a business that can meet their needs. With that, Enchanted Dream take the opportunity in the problems that occur to help customers who want their dream event to come true. It has become a synonym for everyone when they get married, they will hold a ceremony to celebrate a meaningful day in their lives so that it can be a beautiful memory. Enchanted Dream will make their dream event come true in the best possible way. The business location is located at the city of Setia Alam, Shah Alam as our business centre because this area is said to be very strategic in the middle of peninsular Malaysia which makes many customers can continue to come here for any deal.

1.2 REASONS FOR STARTING THE BUSINESS

The main purpose of Enchanted Dream in creating this wedding planner business is to provide a service that can satisfy customers. Specifically, in terms of choosing a theme, providing the necessary equipment and the best service from our staff from the beginning to the end of the agreement.

1. Enchanted Dream business is open concept and diverse. The business receives orders from customers to organize events that are different from the usual. More clearly, we are ready to accept any theme according to the customer's preferences such as colour themes, cultural themes, birthday celebrations, anniversaries, and any other event. Enchanted dream doesn't just focus on just one event, which is the wedding, but comprehensively. So, with the weakness that we find from the average customer who is in contact with other businesses, Enchanted Dream can confidence to attract customer attention with the package and service that offer. The competitor's weakness is our main weapon to innovate new ideas.
2. Enchanted Dream was consisting of highly experienced and skilful staff in every field, starting from finance, admin, marketing, and operation. Enchanted Dream recruit employees with high potential background to bring and raise the name of our business in order to become a well-known Wedding Planner in Malaysia. Enchanted Dream staff have a good profile in terms of personality and are highly qualified in their respective fields. So, Enchanted Dream are confident with the front line of our business that can help to improve and advance the performance of the Wedding planner business.

3. One of the factors that made us encourages to be the first Wedding Planner business to provide this multi-themed service is because Enchanted Dream have many partners and contacts who can help provide equipment and anything needed for an event. Enchanted Dream can easily connect with these suppliers and be able to solve the problems especially in terms of delivery. Enchanted Dream can be considered as the middleman in planning an event and we will try to find the right supplier to prepare our customer's event.

1.3 SWOT ANALYSIS

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> ▪ A vast network of vendors for clients can choose from. ▪ Offer an effective solution for the event management. 	<ul style="list-style-type: none"> ▪ Small number of staff. ▪ Strategies to promote the business in an appropriate way. 	<ul style="list-style-type: none"> ▪ Favourable on the demand since all partners want to get married. ▪ The business location is close to the city and convenient for customer. 	<ul style="list-style-type: none"> ▪ Many competitors that offer their own services. ▪ Bad weather especially when the client asks for outdoor event.

- **Strengths**

Enchanted Dream has many vendor contacts for customers to choose from in order to diversify the services we offer. Enchanted Dream employees will also solve problems related to theme selection or any event-related matter with the expertise they possess to help customers who lack ideas and certainty about their own selection.

- **Weaknesses**

At the beginning of this business there may be less employees to serve customers, this problem will get worse if Enchanted Dream gets a lot of orders at one time and can cause many processes to be slow and delayed. The problem of introducing the business to the public is one of the big challenges because Enchanted Dream must work hard to get the right channels to promote the business otherwise the business will be quiet and unknown.

- **Opportunities**

Lately, after the Covid19 has subsided, many weddings are held and people can gather, so the demand is quite high for all couples in Malaysia who want a meaningful ceremony for their special day. The strategic location of Enchanted Dream business allows people to come to the main business centre for any discussion. The location is located in the city centre and has many facilities for customers to visit.

- **Threats**

There are already many event planning businesses in Malaysia that have grown and offer many packages. It will be difficult to gain the trust of customers because Enchanted Dream is still new. Enchanted Dream will ensure that every order received receives praise and customer satisfaction. Since in Malaysia, the rainy season is the most difficult to do outdoor events because it can cause damage and danger to customers. So, Enchanted Dream will try its best to think of what is most suitable for the event outside to match the current situation.

1.4 BUSINESS MODAL CANVAS

8. Key Partners 10 - Buyer -Supplier relationships - Distribution partner - Joint ventures	6. Key Activities - Consultation - Planning the wedding tentative. - designing - monitoring the progress	2. Value Propositions - Fulfil the customer wedding dream. - Preparing affordable package. - Gives guarantee to client.	4. Customer Relationships - Personal assistance	1. Customer Segmentation Age: 18 to 55 Profession: students, businessmen, professionals . Status: engaged, bride and grooms, parents.
	7. Key Resources - Own staff - Venue - Decorations - Vendor		3. Channels - Instagram - Facebook - WhatsApp - Advertisement - Blog - Website	
9. Cost Structure - Production cost - Utility cost - Design cost - Overhead cost - Marketing cost - Operational cost		5. Revenue Streams - Commission - Transportation fee - Booking - Wedding package - Event package		

1. Customer Segmentation

Enchanted Dream targets the age group starting from 18 to 55 years old, because the average of this age already has stable finances and is able to deal well. The demand from this age group is also in line with the latest trends and it is easy to do any preparation. Usually, the status among this age group is at the engagement level, especially among the 18-30 age group, so it is easy for Enchanted to target them because they are our main group in terms of marketing especially.

2. Value Propositions

Enchanted Dream will try its best to implement the customer's dream event in an organized manner. Every order received will be completed successfully. Enchanted dream will offer affordable packages for all classes of customers. This offer also follows the current trend and is suitable for all walks of life. Enchanted Dream fully guarantees customers in terms of trust and the success of producing events in the hands of our best employees.

3. Channels

Due to the growing age of technology, we use various social media platforms such as Instagram, Facebook, WhatsApp, Blog, Website and don't forget the traditional way of advertisement for nearby areas so that customers know about the existence of Enchanted Dream in Setia Alam, Shah Alam. Each of these channels will be used for Enchanted Dream to update any information and one of the platforms to promote business more easily.

4. Customer Relationships

Enchanted Dream always offers good service for every client who wants to consult. If customers have any problems related to the event, they can directly contact the Enchanted Dream customer service through a phone call or can complain via email and any official social media platform. Enchanted Dream will be a guide to customers from the beginning of the ceremony until the end of the ceremony.

5. Revenue Streams

For every order made by the customer, Enchanted Dream will get a commission according to the package offered. The more expensive the package ordered, the bigger the commission that Enchanted Dream will collect. In addition, each event will be calculated along with the delivery charge because this is also calculated as an additional charge for Enchanted Dream vendors and suppliers to bring the necessary equipment to the customer's desired location. In addition, the charge for booking is also necessary for Enchanted Dream to advance the available money to easily negotiate with external vendors to facilitate the process of renting goods and so on.

6. Key Activities

As usual before having a discussion with a customer, their customer must contact Enchanted Dream first to make an appointment after which the consultation can be done. Enchanted Dream will update every attempt made to make it easy to get the best solution for every customer. Enchanted Dream will also produce its own design to increase the choice of customers with diverse tastes, making it easy and quick for customers to choose the package we offer. Each plan will also be monitored by a staff so that he can review the current progress and according to the schedule that has been set.

7. Key Resources

All employees and staff are Enchanted Dream's main source in moving the business. Because Enchanted Dream's business deals with a lot of people, Enchanted Dream attaches great importance to professional culture among employees so that there are no misunderstandings when negotiating with clients. In addition, items such as additional decorations and vendors are also the most important resources in Enchanted Dream's business because these vendors contribute more in terms of various equipment, clothing, and others to complete different events according to each client's order.

8. Key Partners

Enchanted Dream has a good relationship with the suppliers in this way it is easy for both parties to work together in the business. A good relationship with customers is also very necessary because they come and choose Enchanted Dream as an option to manage their event, their arrival is not just empty but rather leads to good things that can raise Enchanted Dream's name among the public. Customers come as a sign of support for this business and Enchanted Dream is very appreciative and will present the best results for customers. Enchanted Dream also uses a joint venture concept where there are many and various partners who join this business which consists of clothes, tents, decorative equipment, stage and more. That's why Enchanted Dream is so serious about maintaining relationships with vendors and suppliers in order to help Enchanted Dream make every customer order with success.

9. Cost Structures

The costs involved in the Enchanted Dream business are such as production cost, utility cost, design cost, overhead cost, marketing cost, operational cost and many more. This cost is composed of fixed and variable cost, or direct and indirect cost. These costs need to be checked every time by the company's financial management department so that there is no negligence, otherwise Enchanted Dream will suffer losses and can have an impact on the company's operations. Each calculation of incoming and outgoing money needs to be recorded as evidence and can be used as a guide to set the next target for the company in the future.

1.5 PURPOSE OF PREPARING BUSINESS PLAN

A business plan is a documented clear vision and mission for the company's in term of marketing, financial, and operational goals. Business plans are used by both establishing and managing businesses. There are advantages to developing and following through on a smart business plan. These include the ability to think over initiatives without putting too many funds towards them and eliminating possible problems towards progress. Even amongst companies operating in the same market, there is usually not going to be a similar business plan.

For products and services, company offerings can be detailed, along with potential pricing, longevity, and customer benefits. Manufacturing and production methods, patents, and exclusive technology may also be mentioned here. Include R&D (research & development) related details if you like.

For market analysis, a company cannot be successful without a thoroughness understanding of the market it intends to serve. The company must analyse its industry and its competitors, outlining its strengths and shortcomings in comparison to the competition. Market share growth potential and barriers to entry will be discussed, as well as the anticipated demand for the company's products or services.

In terms of marketing strategy, this section details the strategies the organisation will employ to acquire and retain customers. There needs to be a well-defined plan for getting the product out there. In this part, we also detail our advertising and marketing strategy, including the channels we intend to employ.

Financial plans and expectations for the company should be detailed in this. When interacting with well-established companies, it may be appropriate to include financial statements, balance sheets, and other such documents. Start-ups will outline their initial year-by-year goals and budgets, as well as outline who they hope to attract as investors.

Lastly, having a budget in place is essential for every business. This part should cover costs connected to staffing, development, manufacturing, marketing, and any other associated costs to the firm. The company's strategic plan should develop alongside the company itself, not stays the same throughout time. An entrepreneur or group of owners might adjust the business strategy and plan each year to reflect for the company's achievements and failures as well as any other developments that occurred during the preceding year. It's a chance to evaluate how well the strategy will contribute to the expansion of the business.

3.0 ADMINISTRATION PLAN

3.1 BUSINESS MISSION, VISSION, AND OBJECTIVES

VISSION

Enchanted Dream aims to be the best option for every client when it comes to planning their wedding.

MISSION

Enchanted dream strives to serve the best possible service to clients and fulfil their expectations in achieving their ideal wedding event.

MOTTO

'DREAM? WE BUILD IT AROUND YOU'

In line with the name of our company, Enchanted Dream, we will strive to make our clients' dreams come true at whatever event they wish. Our motto demonstrates how we seek to put our clients' faith in us to create the events of their dreams.

OBJECTIVES

- To ensure best allocation of our clients' wedding budget.
- To create unique ideas on achieving a fabulous wedding using our knowledge of wedding vendors.
- To following the upcoming trends and understands the needs of our clients.

SHORT TERM GOALS

- Enchanted Dream get to be known by the nearby community within 2 months.
- Enchanted Dream can ensure optimal communication and organization with all the vendors so that the event goes as a plan.
- Enchanted dream gets to recruit more staff within 3 months so the organization will be more efficient.

LONG TERM GOALS

- Enchanted Dream will be known by the community from all over the states in Malaysia.
- Increase the revenues of the services.
- Always improve customer satisfactions through Enchanted Dream services.
- Make Enchanted Dream stay in the industry for a long period of time.

3.2 BUSINESS LOGO & DESCRIPTION



Figure 1 Enchanted Dream's Logo

The concept of our logo is an abstract representation of leaves vine with a growth habit of trailing. It creates a meaning of a service that unite people closer. Suitable with the purpose of Enchanted Dream, as a wedding planner to create an unforgettable best experience to all of the clients.

The colour palate of our logo is white which suitable to a wedding dress colour that resembles purity, virtue, goodness and also safety. This colour also indicates that we want to show our clients that we want to create trust between the clients towards our service to plan their once in a lifetime experience.

Meanwhile, green normally symbolize with freshness, springtime, and hope. It also often used to symbolize rebirth and renewal and immortality which indicates our hope to our clients. We hope that each of our client will have a fresh wedding and life after wedding and their relationship as a family will be immortal.

3.3 ORGANIZATIONAL CHART

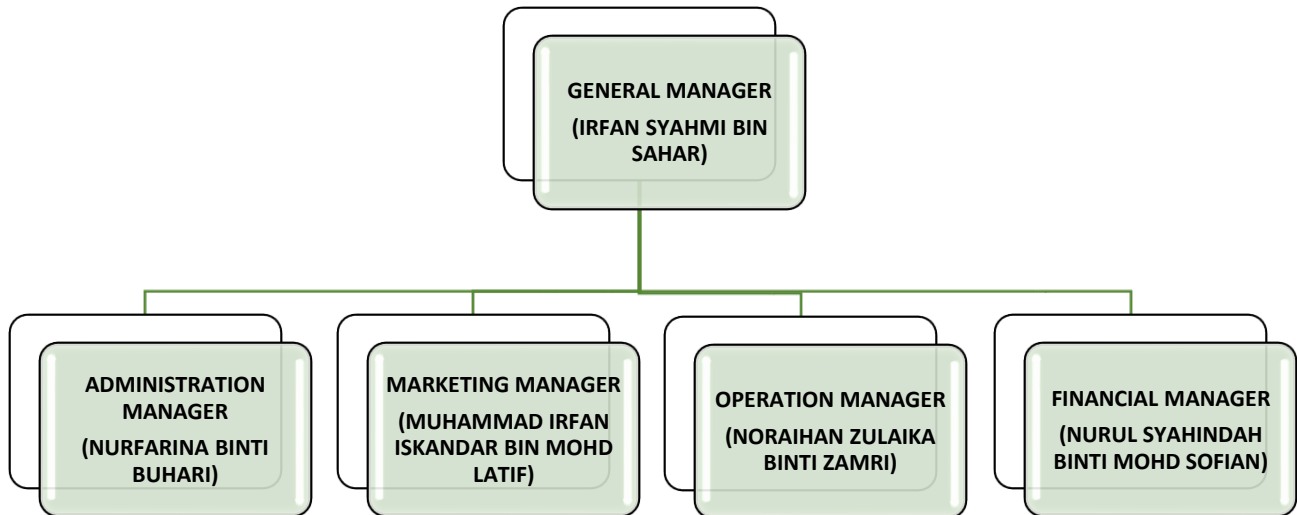


Figure 2 Team of Enchanted Dream

3.4 ADMINISTRATION PERSONNEL SCHEDULE

Table3.4.1: List of Administration Personnel

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

Table 3.4.2: Schedule of Tasks and Responsibilities

POSITION	TASKS AND RESPONSIBILITIES
General Manager	<ul style="list-style-type: none"> ▪ Responsible in managing Enchanted Dream towards the vision, mission, and the objectives of Enchanted Dream. ▪ Plan, organize, lead and control the daily operations of a business, region, operating unit or division. ▪ Responsible as a decisions maker in Enchanted Dream. ▪ Design strategy and set goals for the growth of Enchanted Dream. ▪ Ensure all his employees and employers are motivated and productive while serving Enchanted Dream.
Administration Manager	<ul style="list-style-type: none"> ▪ Responsible on coordinate, plan and manage all administrative procedures and system in Enchanted Dream. ▪ Allocate the responsibilities and task for each employer and employees in Enchanted Dream.

	<ul style="list-style-type: none"> ▪ Controlling and handling the salary of all the staff in Enchanted Dream. ▪ Manage schedules and deadlines for all the operations activity including meetings, discussion with clients, orientations and even the training sessions. ▪ Monitoring and projecting staffing needs while working in Enchanted Dream.
<p>Marketing Manager</p>	<ul style="list-style-type: none"> ▪ Responsible to plan on the marketing strategies to be known by the community and strategies to gain profit as much as possible. ▪ Creating engaging and informative content for the Enchanted Dream website, blog, social media, and any other content marketing channels that the business might leverage. ▪ Build strategic relationships and partner with key industry players, agencies and vendors that will connect with Enchanted Dream.
<p>Operation Manager</p>	<ul style="list-style-type: none"> ▪ Responsible on analysing the data to calculate the cost for the operations in Enchanted Dream. ▪ Monitoring on-site projects which is the events handle by Enchanted Dream. ▪ Ensure that all operations in Enchanted Dream are carried on in an appropriate, cost effective way. ▪ Responsible in analyze and improve the organizational process and workflow, employee and space requirement and equipment layout

	according to the concept of Enchanted Dream.
Financial Manager	<ul style="list-style-type: none"> - Responsible in providing reports and interpret financial information regarding Enchanted Dream. - Advise the General Manager on investment activities and suggest strategies that Enchanted Dream should take. - Responsible in maintaining the financial health of Enchanted Dream. - Analyze all the costs, pricing, contributions, sales and Enchanted Dream actual performance.

Table 3.4.3: Schedule of Remuneration

POSITION	NO.	MONTHLY SALARY (RM)	EPF (RM)	SOCSSO (RM)	TOTAL AMOUNT (RM)
General Manager	1	7000.00	840.00	140.00	7 980.00
Administration Manager	1	4500.00	540.00	90.00	5 130.00
Marketing Manager	1	4500.00	540.00	90.00	5 130.00
Operational Manager	1	4500.00	540.00	90.00	5 130.00
Financial Manager	1	4500.00	540.00	90.00	5 130.00
TOTAL	5				28 500.00

3.5 OFFICE EQUIPMENT & SUPPLIES

Table 3.5.1: List of Office Equipment & Supplies

TYPE	PRICE/UNIT (RM)	QUANTITY	TOTAL AMOUNT (RM)
EQUIPMENT			
Computer	5 399.00	2	10 798.00
Laptop	4 999.00	3	14 997.00
Telephone	550.00	2	1 100.00
Printer	650.00	5	3 250.00
External hard disk	200.00	4	800.00
Air condition	2 076.00	3	6 228.00
Fax machine	880.00	1	880.00
Ceiling Fan	300.00	3	900.00
Chandelier Ceiling Lamp	2 300.00	1	2 300.00
CCTV camera	100.00	10	1 000.00
Multifunction Photocopy Machine	4 840.00	1	4 840.00
TOTAL			47 093.00
SUPPLIES			
A4 Paper	125.00/box	1	125.00
Stationaries	200.00	1	200.00
Printer Ink	50.00	20	1 000.00
Calculator	60.00	2	120.00
Notepads	30.00	10	300.00
Other Expenses	200.00	1	200.00
TOTAL			1 945.00

3.6 OFFICE FURNITURE AND FITTINGS

Table 3.6.1: List of Office Furniture and Fittings

TYPE	PRICE/UNIT (RM)	QUANTITY	TOTAL AMOUNT
Office desk	300.00	7	2 100.00
Office chair	150.00	5	750.00
Meeting table	700.00	1	700.00
Front desk	559.00	1	559.00
Whiteboard	350.00	1	350.00
Projector	450.00	1	450.00
Office cabinet	1 500.00	2	3 000.00
Sofa	499.00	2	998.00
Curtain	30.00	10	300.00
Curtain Rod	20.00	10	200.00
Pantry set	500.00	1	500.00
Dining table	500.00	2	1 000.00
Other Expenses	500.00	2	1 000.00
TOTAL			11 907.00

3.7 ADMINISTRATIVE BUDGET

Table 3.7.1: Administration Budget

ITEMS	FIXED ASSETS (RM)	MONTHLY EXPENSES (RM)	OTHER EXPENSES (RM)
FIXED ASSETS			
Office Equipments and supplies	49 038.00		
Furniture and Fittings Renovation	11 907.00		
	25 000.00		
WORKING CAPITAL			
Rent		1 500.00	
Utilities		800.00	
Salaries, EPF & SOC SO		28 500.00	
PRE-OPERATIONS			
Deposit (rent, utilities, etc)			5 000.00
Business Registration & Licence			1 500.00
Other Expenditure			2 000.00
TOTAL	85 945.00	30 800.00	8 500.00

4.0 MARKETING PLAN

4.1 MARKETING OBJECTIVES

- To make the most creative marketing to attract to more people.
- Make the services that given to client will be memorable and make sure client to repeated.
- Apply the right ethics while doing the marketing campaign.

4.2 SERVICE DESCRIPTION

Because it frequently receives a significant volume of requests each year, Enchanted Dream is a flexible business. Consequently, it is challenging for individuals to locate a company that can satisfy their wants because so many people want a diverse event. Thus, Enchanted Dream seizes the chance presented by issues to assist clients who want to have the event of their dreams come true. Everyone now does a ceremony to commemorate a significant day in their lives so that it will be a lovely memory when they get married.

The business model of Enchanted Dream is flexible and varied. Customers place orders with the company for it to plan out-of-the-ordinary events. To put it more plainly, we are willing to accept any theme in line with the preferences of the customer, including colour schemes, cultural themes, birthday parties, anniversaries, and any other event. The wedding is simply one of several events that Enchanted Dream focuses on broadly. Therefore, Enchanted Dream can confidently draw customers' attention with the package and service that it offers despite the deficiency we see in the typical client who interacts with other businesses. Our primary tool for coming up with original ideas is the competitor's vulnerability.

The personnel at Enchanted Dream was extremely knowledgeable and skilled in every area, starting with finance, administration, marketing, and operation. Enchanted Dream seeks out candidates with high potential backgrounds to help advance our company's reputation as a reputable wedding planner in Malaysia. The personnel of Enchanted Dream has a positive personality profile and is highly skilled in their fields. Therefore, Enchanted Dream is confident in our ability to help advance and improve the performance of the wedding planning industry.

Enchanted Dream has numerous partners and contacts who can help provide equipment and anything needed for an event, which encouraged us to be the first wedding planner company to offer this multi-themed service. Enchanted Dream can quickly establish a connection with these providers and find solutions to the issues, particularly with regard to delivery. It is possible to think of Enchanted Dream as the middleman when organizing an event, and we will make an effort to select the ideal vendor to set up our customers' events.

4.3 MARKET POTENTIAL

One of the most valuable industries in Malaysia, the wedding market is estimated to be worth up to RM7 billion annually. Every year, on average, over 300,000 couples get married in this country, with millennials making up the largest portion of the market.

In Malaysia, getting married is simply one part of the wedding scene. The 300 million-strong emerging middle class in Malaysia is using weddings as a platform to display their expanding disposable incomes and rekindled appetites for the goods available on the world market. The middle class is changing and vying for the flavour and ambiance of upscale weddings. Observing the world around them, they also spend money and seek out the greatest options. It sort of correlated with the rise in the upper middle and wealthy Malaysian class' discretionary incomes, and over time, weddings became aspirational. "Your wedding need to surpass that of your neighbour." In Setia Alam, numerous businesses provide various wedding preparation services. However, the bulk of the current rivals only provide a small selection of services, such as food, floral design, or gifts. Professional wedding advisors are therefore a good and not a bad thing. Inspire targets brides and grooms, who are the group most in need of assistance, when marketing services. Over a thousand marriages occurred in Malaysia each year, creating a sizable market opportunity for this industry.

4.4 MARKET AREA

Initial customers of Enchanted Dream will be located in Setia Taipan 1, Setia Alam, Shah Alam and the surrounding areas. As time goes on, we'll gradually offer more services and grow our company to include new places.

4.5 TARGET MARKET AND SEGMENTATION

Wedding planning services with value-added are more common than ever. Because clients value their time, they want to hire an accomplished expert to handle many aspects of wedding planning. Our target audience includes businesses that offer both full-service wedding planning and "day of" wedding planning services. Customers that employ our services will come from the medium to high classes and have extra money. While we won't be the cheapest wedding planner on the market, we will charge a fair amount for our services. Our main offices will be in Setia Taipan 1, Setia Alam, Shah Alam, one of the world's cities that is developing the fastest, as this is the first year of our company.

Customers with wedding budgets of RM 15,000 and higher are currently our target market. The reason for this is that these people will be willing to spend more money on extravagance and a large wedding. This explains why we chose that location for our headquarters. In Setia Alam Customers here are more receptive to novel concepts because of their way of life. Additionally, there are many professionals in these cities who lead such hectic lives that they require wedding planners to make the necessary arrangements. The grounds for choosing this location include the simple accessibility of business partners including designers, caterers, luxurious hotels, and the top beauticians.

4.5.1 TARGET CONSUMER PROFILE:

- Age – 18 and above.
- Profession – Students, businessmen, and professionals.
- Region – Setia Alam and nearby regions.
- Income Level – Family income of RM 5,000 and above per month.
- Health Consciousness – Moderate to high.
- Personality – Gregarious and ambitious.
- Attitude Towards Dining Out – Moderate to high.
- Willingness to Experiment – Moderate to high.

4.5.2 DEMOGRAPHIC SEGMENTATION:

According to the demographics, Enchanted Dream divides the market into the following segments:

- **Age:**

Concentrating on customers who are at least 18 years old. We will be doing separate marketing campaigns for young individuals (who are searching for various weddings) and older people in addition to the general campaign that will be contacting everyone.

- **Gender:**

All are welcome at the wedding. Traditionally, the family's female members handle the most of the shopping-related tasks. But times have changed, and today both men and women take pleasure in their wedding-related shopping.

- **Income:**

Our targeted people on the basis of income are mid-range to higher range.

- **Social class:**

The middle class, upper class, and upper-middle class are the folks we are after. These classes are extremely popular with the current trends for these services.

- **Life stage:**

We'll be focusing on folks who want to commemorate their 25th or 50th wedding anniversary as well as those who are planning their own wedding, their children's wedding, or someone else's.

4.5.3 PSYCHOGRAPHICS SEGMENTATION:

- **Lifestyle**

Our target audience will lead quite an opulent lifestyle. They would desire class-apart services and keep their standing as such.

- **VALS framework**

Using the VALS framework ("Values, Attitudes and Lifestyles"), we may identify the following trends in our market:

- **Achievers**

These are the individuals who are successful, family- and career-focused. They favour high-end goods that show off their success to others.

- **Experience**

These are energetic, young individuals that enjoy diversity and excitement. They have the option to spend a significant percentage of their money on socializing, entertainment, and fashion.

- **Strives**

These are hip, outgoing people with limited resources who choose fashionable goods that resemble those of others with more material affluence. These clients are mostly upper middle class and middle class. In addition to our services, we are providing them with a variety of bespoke items that will enable them to stay within their predetermined budget.

4.5.4 MARKET SEGMENTATION STRATEGY

The first thing that needs to be done in order to create a marketing plan is to identify the segment. Yes, even we have followed suit. The market offering Enchanted Dream will be versatile. There will be some basic services like providing a location, setting up caterers, ordering invitations, etc. This will be a simple solution that includes the service components shared by all the specified market segments. However, some customers (segments) will have discretionary options accessible to them based on their preferences. For instance, organizing a bachelor party, planning a honeymoon, setting up transportation, and grooming both the bride and the groom as well as their immediate relatives. These are the kinds of services that our clients might or might not want because they might choose to organize them themselves.

Of course, there will be extra fees for these options. Different packages will be available from Enchanted Dream for various groups that are recognized on the basis of religion. The wedding packages offered for Christian or Hindu weddings will be significantly different from those for Muslim marriages. If we segment the market based on preferences in this case, the market will show distinct preference clusters, resulting in a clustered segment.

4.5.5 GEOGRAPHIC SEGMENTATION

Geographic segmentation, splitting up the market based on their location, is a basic but highly useful segmentation strategy. A customer's location can help the business better understand the needs and enable them to send out location-specific ads.

Known for their award-winning developer and concepts, Setia Alam is a well-planned township in Shah Alam that hosts a peaceful lifestyle in a green city. Taking a walk in its lush greenery is inspiring and calming. Situated near the border of Klang, a large number of people who work in that area would naturally gravitate towards the highly sought-after area of Setia Alam. It is easily accessible via the NKVE–Setia Alam Link or Jalan Meru, Federal Highway, New North Klang Straits Bypass Expressway and KESAS.

Setia Alam is a prime choice for families who want an ideal environment for community living. Children will enjoy the plethora of green spaces to play in. Enchanted Dream is very suitable to open there because the place is good and near from resident. This will be the big opportunity to set up the business and everyone has access to the infrastructure and facilities.

4.6 MARKET SIZE & SALES FORECAST

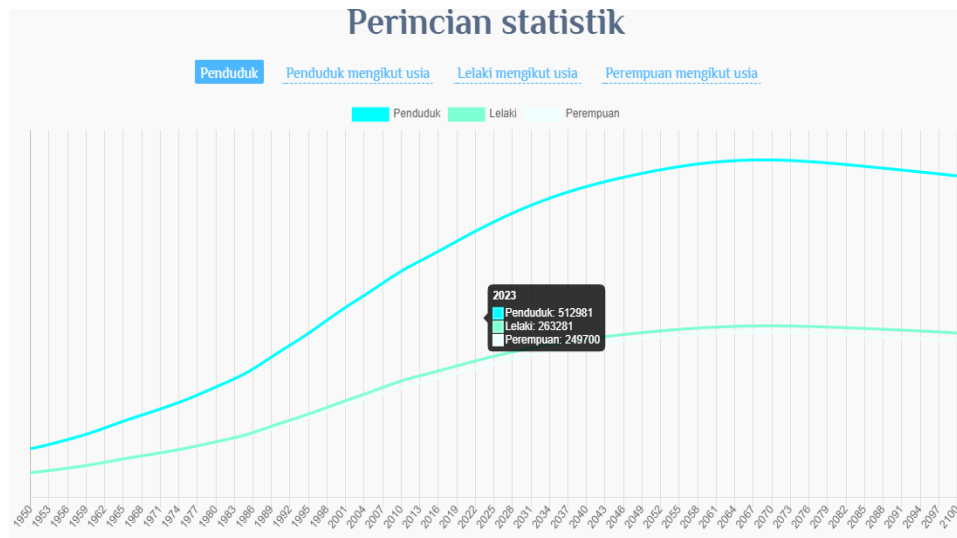


Figure 3 Population of people in Shah Alam

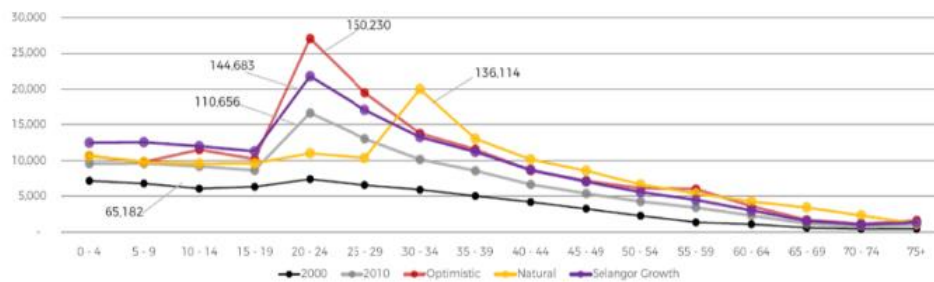


Figure 4 Population people in Setia Alam

According to research, the population of Setia Alam has grown significantly from 2000 to 2010, the population growth of Setia Alam is almost 65,000. The population is expected to continue to maintain strong growth.

Population x Average Price = Market Size	$65\,000 \times 12\,000 = 780\,000\,000$
The sales forecast is 1% from market size	$780\,000\,000 \times 1\% = 7\,800\,000$
From sales forecasting, would be able to generate how many customers per year for weddings.	$78\,000\,000 / 12\,000 = 650$ per year $650 / 12 = 54$ per month $54 / 30 = 2$ per day

Population x Average Price = Market Size	$65\,000 \times 5\,000 = 325\,000\,000$
The sales forecast is 1% from market size	$325\,000\,000 \times 1\% = 3\,250\,000$
From sales forecasting, would be able to generate how many customers per year for birthday event.	$32\,500\,000 / 5\,000 = 650$ $650 / 12 = 54$ per month $54 / 30 = 2$ per day

No	Services	Estimates Sales Per Services	Total Estimated Sales/Monthly (RM)	Total Estimated Sales/Yearly (RM)
1	Wedding services	$15\,000 \times 54$	810 000	9 720 000
2	Birthday services	$5\,000 \times 54$	270 000	3 240 000

4.6.1 Sale Forecast

4.6.1.1 Wedding event

Month	Sale forecast (RM)
January	810 000
February	810 000
March	810 000
April	810 000
May	810 000
June	810 000
July	810 000
August	810 000
September	810 000
October	810 000
November	810 000
December	810 000
Total	9 720 000

4.6.1.2 Sales Forecast Wedding Event by Year:

Year	Percentage Increase (%)	Sales Forecast (RM)
1	-	9 720 000
2	15	11 178 000
3	25	13 972 500

4.6.2 Sale Forecast

4.6.2.1 Birthday Event

Month	Sale forecast (RM)
January	270 000
February	270 000
March	270 000
April	270 000
May	270 000
June	270 000
July	270 000
August	270 000
September	270 000
October	270 000
November	270 000
December	270 000
Total	3 240 000

4.6.2.2 Sale Forecast Birthday Event by Year:

Year	Percentage Increase (%)	Sales Forecast (RM)
1	-	3 240 000
2	15	3 726 000
3	25	4 657 500

4.7 MARKETING SYSTEM

There are no middlemen used in Enchanted Dream's direct marketing strategy. Customers are contacted directly. The business offers its private clients a consultancy service for weddings and other occasions.

4.7.1 MARKETING STRATEGY AND IMPLEMENTATION SUMMARY:

Our straightforward approach entails Enchanted Dream wants to offer a variety of services to our clients that are individually catered to their needs. Therefore, we can assist whether customers need a full package or just advice on a specific service.

4.7.2 MARKETING STRATEGY

- **Developing affiliate relationships with other service providers**

Such as florists, hair stylists, caterers, that would receive a percentage of sales to the referred customers.

- **Word of mouth referrals**

Generating sales leads in the local community through customer referrals.

- **E-marketing**

Putting on all free advertisement on net and some popular website.

- **Advertisements in magazines**

The general public can be reached extremely effectively with magazine advertisements. Enchanted Dream focuses a lot of our advertising on local and fashion magazines. Promotion Strategy. Advertising is one of our advertising strategies, and Enchanted Dream bought a signboard, distributed flyers, and hung a banner. This approach is used to attract more customers from various cities and ensure that our company is well-known.

- **Webpage**

Our outlet, Enchanted Dream, will have its own website. They can choose their favourite design from our company's design catalogue on the website. They can send us online comments and suggestions through our website, which we can use to improve Enchanted Dream. Additionally, customers will have the chance to get in touch with us, ask any questions, or even acquire their preferred design collection online. They won't have to spend the time travelling to our store.

4.7.3 MARKETING BUDGET

Item	Quantity	Price/per unit (RM)	Total Cost
Sign board	2	2 500	5 000
Banner & Bunting	6	400	2 400
Flyres	4 000/pcs	1.00	4 000
Promotion (Artist review)	2	750	1 500
TOTAL			12 900

4.7.4 WEDDING PLANNERS AND INDUSTRY COMPETITORS

Enchanted Dream competes in a distinctive market. Wedding planners compete with banquet-equipped hotels, other large- and small-scale event planners, employees tasked with planning events for their organizations, and individuals who want to plan their own events independently without the aid of a planner. When compared to the services we provide, each of our competitors' advantages and disadvantages are hardly comparable in terms of quality and cost.

4.7.5 KEY PLAYERS

Though it is still a relatively new industry, wedding planning is quickly catching up. When wedding planners are mentioned in the well-known search engine, lists of online wedding planner services and countless other wedding-related services appear. According to competitive research done by the business owners, there are presently 10 to 12 businesses in Setia Alam that provide some kind of wedding planning services. However, the bulk of the current rivals only provide a small selection of services, such as food, floral design, or gifts.



Figure 5 Example of Other Wedding Planning Services

4.7.6 ANALYSIS OF COMPETITORS

Enchanted Dream are going to face strong competition because there are already many established and well-experienced wedding planners and event coordinators in this industry.

4.7.7 SOME TRUTHS REGARDING OUR COMPETITORS:

- Well established brand name.
- Operating in this segment for more than ten years.
- Have a huge collection.
- Lacks in promotional activities.
- Don't provide after sales service.
- Don't provide service products.
- Lacks in variety of products.

4.8 RAW MATERIAL USED

To plan the events, Enchanted Dream will work with many suppliers offering various services. To ensure that every client requirement is met, we will have a wide network of providers. As a result, different event vendors like the caterer and decorator bring the basic materials needed for weddings, birthday parties, anniversaries, and theme parties. As a result, our company has no raw material inventory.

4.8.1 Example of vendors:

1. Catering – Big Onion Caterer



Figure 6 Catering Big Onion

The reputation of Big Onion Caterer as one of the best catering services in Shah alam is supported by an excellent team of qualified chefs, event coordinators, and seasoned waiters. The company has won numerous honours. Catering choices include Western sit-down meals, buffets, Chinese food, and domes, as well as stalls in the warung style and pre-dinner drinks.

2. Hall decoration – Bizmillah wedding hall



Figure 7 BIZMILLA Company

Since 2013, the well-known company BIZMILLA has managed a variety of events, including weddings, parties, business events, launch parties, and other special occasions. Bizmilla is always Malaysians' first choice when it comes to handling a variety of events, from small-scale to large-scale. This is due to BIZMILLA's advantages of having a hall for events venue in numerous places as well as having 2 central kitchen Factories with a line of Professional chefs.

5.0 OPERATION PLAN

5.1 INTRODUCTION OF OPERATION PLAN

One of the most important functions in the Enchanted Dream organization is operation. As we all know, managing operations is essential for ensuring that Enchanted Dream can deliver services that meet with the client's specifications, quality, and timeframe for achieving the desired results. In addition, in this context, operations management means the process of organizing business inputs to transform them into outputs in the form of services. For example, Enchanted Dream needs to prepare decorative materials such as wedding decoration materials according to the client's request and then decorate them at the vendor or place they want. As a result, Enchanted Dream's operational objectives should be detailed in order to provide clear instructions in day-to-day operations.

However, if the Enchanted Dream organization fails to accomplish its objectives, Enchanted Dream may lose valuable time and momentum in dealing with the situation when it occurs. As a result of the Enchanted Dream's lack of direction, the future is uncertain, unpredictable, and uncontrollable. This finding can only be interpreted as a threat to employment, with a negative impact on productivity. That is why strategic planning in operation is essential in business.

5.2 OBJECTIVES OF THE OPERATION PLAN,

The following are some of the operational objectives for Enchanted Dream:

- To make sure the Enchanted Dream operation runs smoothly.
- To train Enchanted Dream staff to achieve the highest level of performance standards.
- To produce financial data of Enchanted Dream efficiently.

5.3 PROCESS PLANNING.





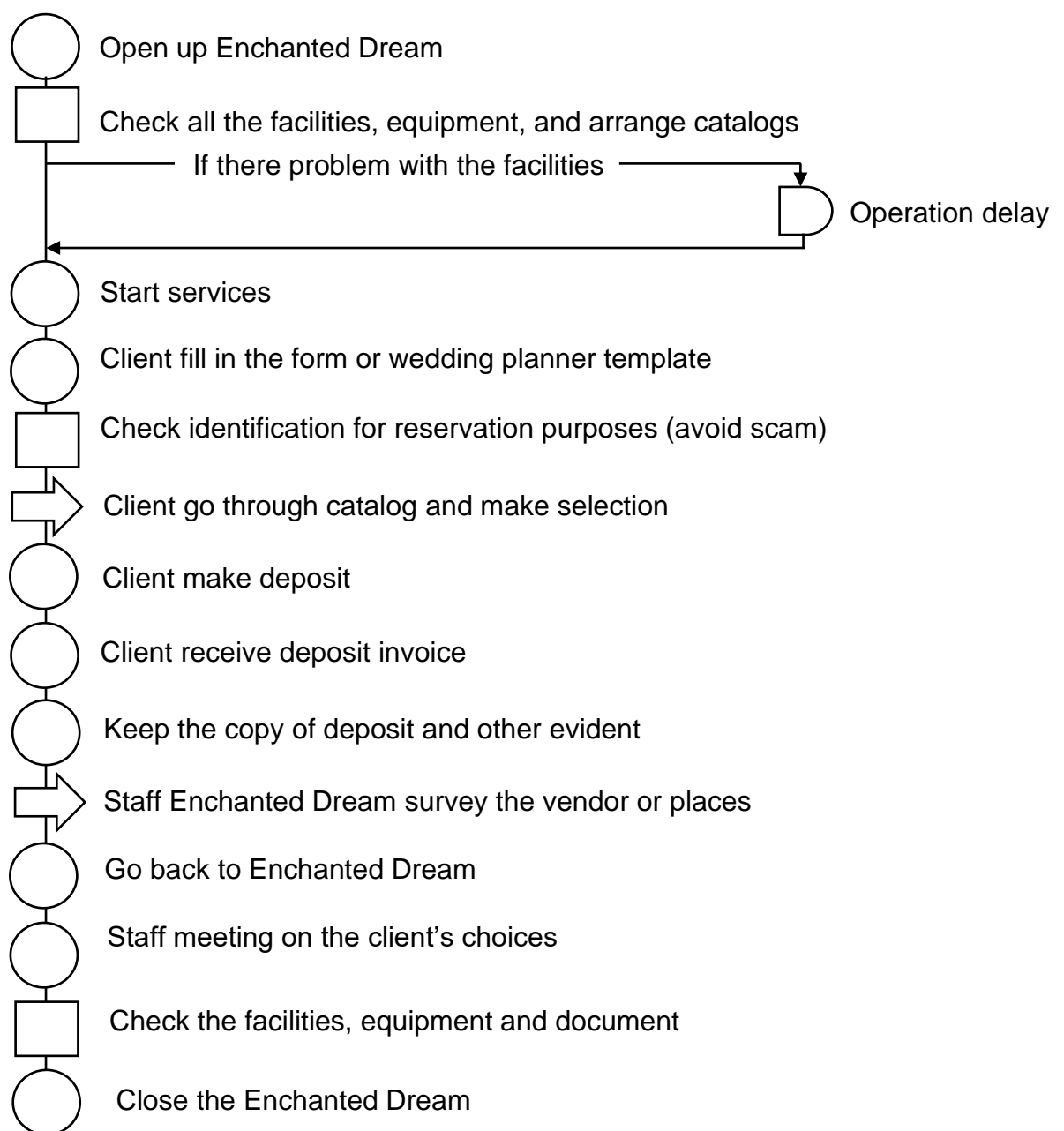
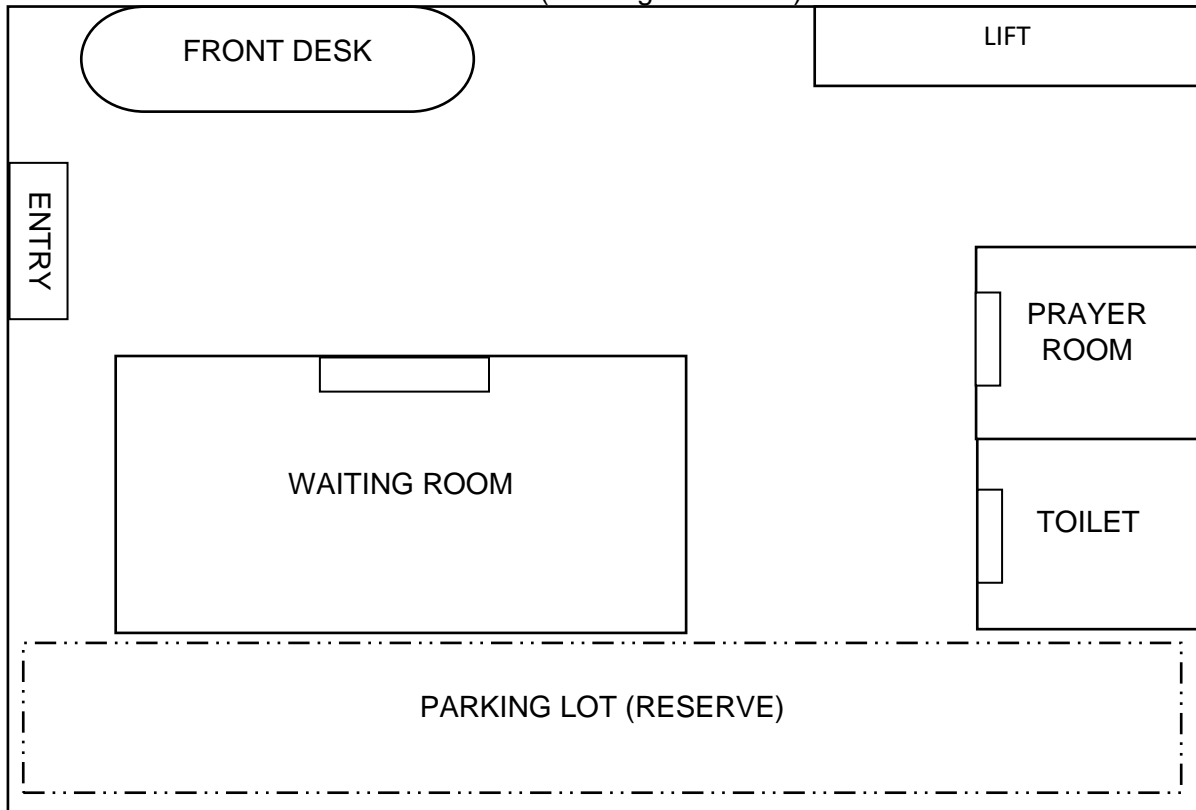
SYMBOL	ACTIVITY	DESCRIPTION
	Operation	Activity meets and greets clients with a suitable design.
	Transportation	Make a survey for the place.
	Inspection	Activity organize or monitor the event.
	Delay	Used when in-process to find supplier that suitable with customer needs.

Table 5.3.1: Description of Process Planning.

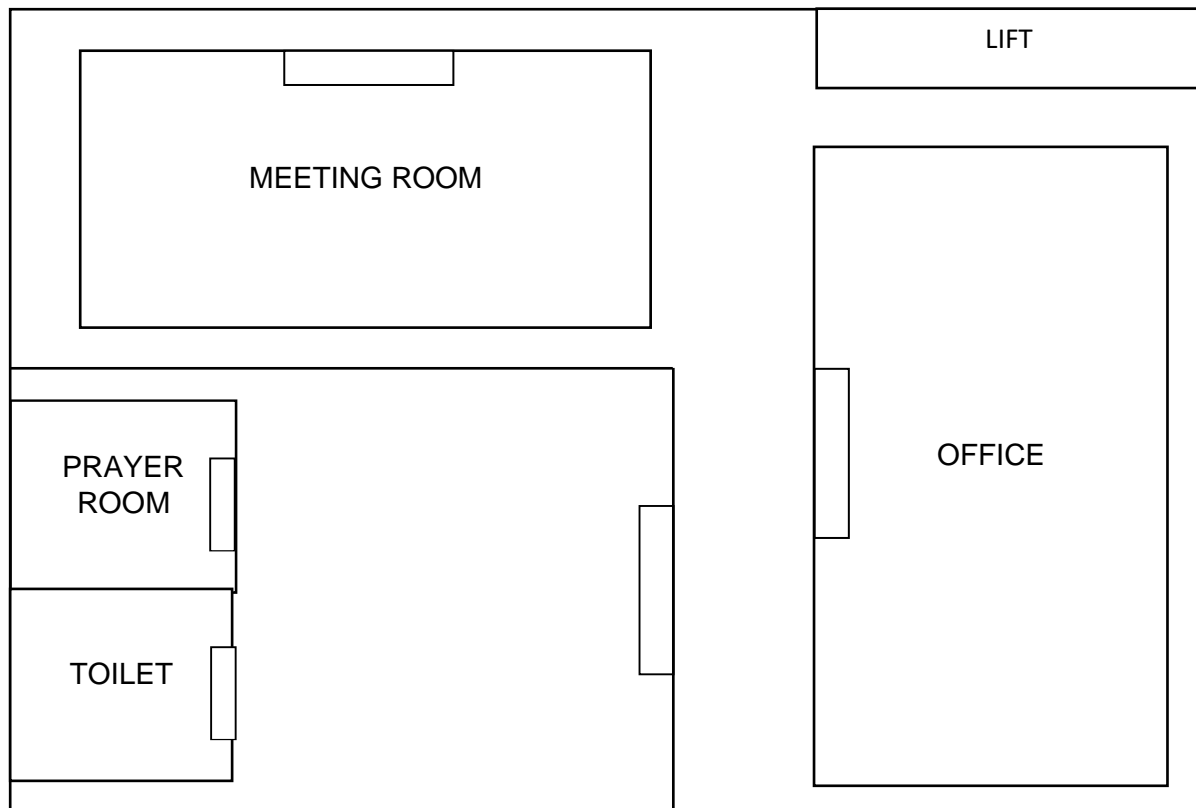



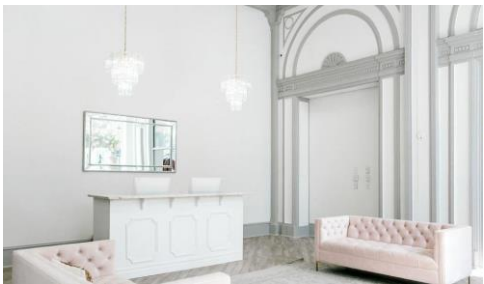


5.4 OPERATION LAYOUT.

First floor (meeting the clients).



Second floor (office for the Enchanted Dream staff).



PARTITION	DESCRIPTION
<p>Waiting area</p> 	<p>Customers will be able to sit and wait patiently on couches. This area is estimated to be enough for 10 people at one time. On the waiting table, magazines and catalogs will also be available.</p>
<p>Front Desk</p> 	<p>The front desk will be placed on the first floor for the purpose of clients to check identification and reservation for the booking.</p>
<p>Meeting room</p> 	<p>This meeting room is located on the second floor for the staff of Enchanted Dream to do a meeting to make the final decision for the client's choices.</p>
<p>Office</p> 	<p>The office is for the staff of Enchanted Dream only to do research about the detail of the event. Furthermore, it also placed all client's data and records.</p>
<p>Toilet</p>	<p>Enchanted Dream provides 2 toilets which at the first and second floor. This is as</p>



convenience for everyone who attends Enchanted Dream regardless of whether they are outsiders or Enchanted Dream staff.

Prayer room



The prayer rooms are provided for the clients or Enchanted Dream staff to use.

5.5 PRODUCTION PLANNING.

- Wedding event.

INFORMATION	CALCULATION
Total work days	22 days
Number of clients in a month	54 clients/month
Daily clients	$\frac{54}{22} = 2$ clients/day
BOM cost per clients	RM 3900/54 = RM 64.81
Price wedding planner per pax	RM 15 000
No. of population in location selected (Setia Taipan 1, Setia Alam, Shah Alam)	65 000
Sales forecast monthly	RM 15 000 x 54 = RM 810 000
Sales forecast yearly	RM 810 000 x 12 months = RM 9 720 000
Market size	(65 000 x 12 000) x 1% = RM 7 800 000 per year

Table 5.5.1: production planning for the wedding event.

- Birthday event.

INFORMATION	CALCULATION
Total work days	22 days
Number of clients in a month	54 clients/month
Daily clients	$\frac{54}{22} = 2$ clients/day
BOM cost per clients	RM 3900/54 = RM 64.81
Price wedding planner per pax	RM 5 000
No. of population in location selected (Setia Taipan 1, Setia Alam, Shah Alam)	65 000
Sales forecast monthly	RM 5 000 x 54 = RM 270,000
Sales forecast yearly	RM 270 000 x 12 months = RM 3 240 000
Market size	(65 000 x 5 000) x 1% = RM 3 250 000 per year

Table 5.5.2: production planning for the birthday event.

5.6 MATERIAL REQUIREMENT PLANNING.

BILL OF MATERIAL.

- Wedding event.

Material	Quantity	Price/unit (RM)	Total price (RM)
Wedding curtain	4	400	1600
Long reception table	3	164	492
Flowers row arch	6	60	360
Wedding backdrop stand frame	4	200	800
Led spotlight per set	2	260	520
Hand bouquet wedding	1	128	128
TOTAL			3900

Table 5.6.1: Bill of material for wedding event.

- Birthday event.

Material	Quantity	Price/unit (RM)	Total price (RM)
Confetti helium balloons	100	5	500
Table runner	6	15	90
Helium gas tank	2	1200	2400
Metal wire decoration striped	15	10	150
Fairy light	10	20	200
Helium latex balloons	200	0.90	180
Bubble balloons	700	0.35	245
Birthday latter and number	150	0.90	135
TOTAL			3900

Table 5.6.2: Bill of material for birthday event.

SUPPLIERS OF DECORATION ITEMS.

NO.	MATERIAL	SUPPLIER
1.	Wedding curtain	ASIAN ATELIER WEDDINGS
2.	Long reception table	ASIAN ATELIER WEDDINGS
3.	Flowers row arch	ASIAN ATELIER WEDDINGS
4.	Wedding backdrop stand frame	ASIAN ATELIER WEDDINGS
5.	Led spotlight per set	ESL LIGHTING (M) SDN BHD
6.	Hand bouquet wedding	ASIAN ATELIER WEDDINGS
7.	Confetti helium balloons	WONDER BALLONS
8.	Table runner	ASIAN ATELIER WEDDINGS
9.	Helium gas tank	WONDER BALLONS
10.	Metal wire decoration striped	PARTYLICIOUS
11.	Fairy light	JLL ELECTRICAL SDN BHD
12.	Helium latex balloons	WONDER BALLONS
13.	Bubble balloons	WONDER BALLONS
14.	Birthday latter and number	GENIE & CO

Table 5.6.3: List of suppliers of decoration items.

5.7 MACHINES AND EQUIPMENT PLANNING.

NO.	MACHINE	QUANTITY	PRICE/ UNIT (RM)	TOTAL PRICE (RM)
1.	First aid kit	2	90	180
2.	Wedding tent	10	450	4 500
3.	AV equipment	2	500	1 000
4.	Wireless microphones (per set)	1	200	200
5.	Speakers (per set)	4	1 200	4 800
6.	DJ equipment	1	1 320	1 320
TOTAL				12 000

Table 5.7.1: List of machines and equipment planning.

SUPPLIERS OF MACHINES AND EQUIPMENT PLANNING.

NO.	ITEMS	SUPPLIERS
1.	First aid kit	CERT ACADEMY
2.	Wedding tent	TOP TENT SDN. BHD
3.	AV equipment	DOREMI SERVICES & RENTAL SDN BHD
4.	Wireless microphones	BIGBIG STUDIO EQUIPMENT
5.	Speakers (per set)	MVH PROAV SDN BHD.
6.	DJ equipment	HIN HUAT ENTERPRISE PTE LTD

Table 5.7.2: List of suppliers of machines and equipment planning.

5.8 OVERHEAD REQUIREMENT.

FIXED OVERHEAD	COST (RM)
Office Equipment & Supplies	49 038
Business Registration & Licenses	1 500
Insurance & Road Tax	12 979
VARIABLE OVERHEAD	COST (RM)
Rent	18 000
Utilities	800
Salaries, EPF & SOCSO	28 500
Promotions	270
Fuel and Maintenance (vehicle)	2 100
TOTAL	113 187

Table 5.8.1: The total of overhead requirement cost for Enchanted Dream.

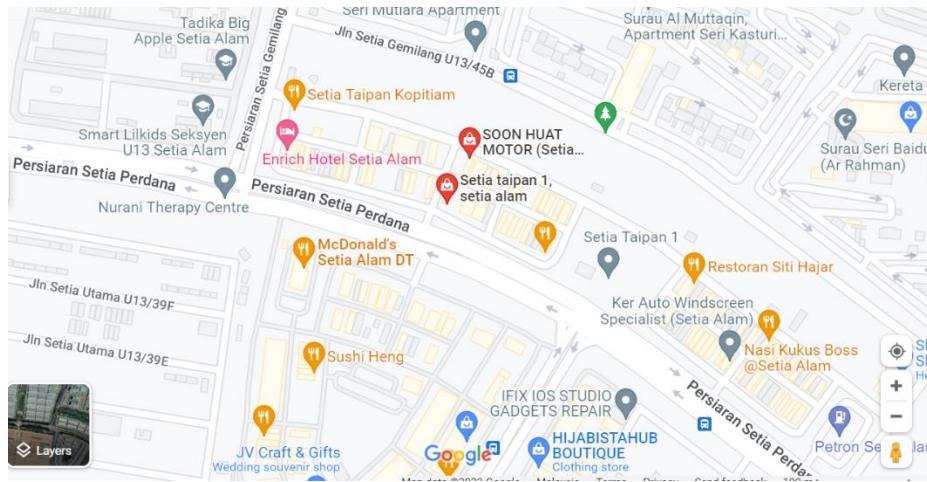


Figure 9: Location Enchanted Dream on Google Maps.

According to Google Maps, this location is close to housing estates and apartments, and there are numerous restaurants nearby. In fact, the location is also strategic because, in comparison to other urban areas, traffic there is controlled due to excellent and systematic routes, and traffic.

5.10 BUSINESS AND OPERATION HOURS.

The business and operation hours in Enchanted Dream operation business are as follows.

DAYS	TIME	REST
Monday – Friday	9.00 am – 5.30 pm	1.00 pm – 2.00 pm 12.30 pm – 2.15 pm (Friday)
Saturday	9.00 am – 5.00 pm	12.30 pm – 1.30 pm
Sunday (closed)	-	-

Table 5.10.1: Business and operation hours in Enchanted Dream.

5.11 OPERATION PERSONNEL SCHEDULE.

EMPLOYEE NAME	POSITION	NO OF PERSONNEL
IRFAN SYAHMI BIN SAHAR	General Manager	1
NURFARINA BINTI BUHARI	Administration Manager	1
MUHAMMAD IRFAN ISKANDAR BIN MOHD LATIF	Marketing Manager	1
NORAIHAN ZULAIKA BINTI ZAMRI	Operational Manager	1
NURUL SYAHINDAH BINTI MOHD SOFIAN	Financial Manager	1

Table 5.11.1: List of operation personnel schedule.

EMPLOYEE NAME	TASKS AND RESPOSIBILITIES
IRFAN SYAHMI BIN SAHAR	Responsible for improving efficiency and increasing Enchanted Dream profits while monitoring overall operations.
NURFARINA BINTI BUHARI	Responsible in manage the company and staff salaries.
MUHAMMAD IRFAN ISKANDAR BIN MOHD LATIF	Responsible as head division for Enchanted Dream advertising, marketing, and vendors.
NORAIHAN ZULAIKA BINTI ZAMRI	Responsible to manage the reception of events and clients.
NURUL SYAHINDAH BINTI MOHD SOFIAN	Responsible as division head for financial data to maximize the profit.

Table 5.11.2: Schedule of task and responsibilities.

5.12 REMUNERATION SCHEDULE.

POSITION	NO.	MONTHLY SALARY (RM)	EPF 12% (RM)	SOCSSO 2% (RM)	TOTAL AMOUNT (RM)
General Manager	1	7000.00	840.00	140.00	7 980.00
Administration Manager	1	4500.00	540.00	90.00	5 130.00
Marketing Manager	1	4500.00	540.00	90.00	5 130.00
Operational Manager	1	4500.00	540.00	90.00	5 130.00
Financial Manager	1	4500.00	540.00	90.00	5 130.00
TOTAL	5				28 500.00

Table 5.12.1: List of remuneration schedule for Enchanted Dream.

5.13 PERMITS, LICENSES AND REQUIREMENT.

- The significance of licenses.

Enchanted Dream must first obtain a valid business license in Malaysia in order to begin operations. Based on the location and type of business, the authorities can issue a business license. Therefore, before Enchanted Dream can legally begin operating, Enchanted Dream must first obtain some kind of license, which could be a general license, an industry or sector-specific license, or an activity-specific license.

The following are the general licenses that are required:

- Company registration
- Company and employees income tax registration
- Employees provident fund
- Social security organisation
- Human resources development fund
- Business premise licenses and signboard licenses

List of Enchanted Dream licenses that are required:

- Certificate of incorporation (Form 9/ Notice Section 17) – 1 copy;
- Return of Particulars of Directors, Managers and Secretaries (Form 49 / Notice Section 58)– 1 copy;
- Photos of Enchanted Dream business premise (front and interior of premise);
- Any director's NRIC / passport as stated in Form 49 / Notice Section 58 – 1 copy;
- Sample of signboard indicating design and color (if applicable);
- Photos showing location of signboard (if applicable).

List of Enterprise (Sole-proprietor / Partnership) licenses that are required:

- Certificate of Registration of Business (Form D) – 1 copy;
- e-SSM Business Profile – 1 copy;
- Photos of business premise (front and interior of premise);
- Copy of any business owner/partner's NRIC as stated in Form 49 – 1 copy;
- Sample of signboard indicating design and color (if applicable);
- Photos showing location of signboard (if applicable).

Activity specific licenses.

- Building Plan Approval
- Sales Tax Licence

5.14 OPERATION BUDGET.

Item	Fixed Asset (RM)	Monthly Expenses (RM)	Other Expenses (RM)
Fixed Assets			
Utilities	800		
Operation Equipment	12 000		
Vehicle (10 years)	1 344		
Working capital			
Materials		7 800	
Maintenance (vehicle)		700	
Insurance premise		900	
Rent		1 500	
Fuel (vehicle)		1 400	
Pre-operation & other expenditures			
Roadtax			835
Insurance vehicle		1 012	
TOTAL	14 144	13 312	835

Table 5.14.1: The operation budget for Enchanted Dream.

5.15 IMPLEMENTATION SCHEDULE.

Activities	Deadlines	Durations
Incorporation of business	Sept – Nov 2022	3 months
Application for permits and license	Sept – Nov 2022	3 months
Searching for business premise	Oct – Nov 2022	2 months
Premise Renovation	Dec 2022	1 month
Recruitment of staffs	Jan 2023	1 month

Table 5.15.1: Enchanted Dream implementation schedule.

6.0 FINANCIAL PLAN

6.1 INTRODUCTION

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

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

6.2 OBJECTIVE OF THE FINANCIAL PLAN

The objective of the Enchanted Dream financial plan is:

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

6.3 SOURCES OF FINANCE

For starting the Enchanted Dream business, the estimated cost is about RM59,000 contributed by the Enchanted Dream partners and the loan from a financial institution will be RM130,000:

Table 6.3.1: Contribution of each capital by partners.

POSITION	NAME OF PARTNER	PERCENTAGE
General Manager	Irfan Syahmi Bin Sahar	25%
Administrative Manager	Nurfarina Binti Buhari	20%
Marketing Manager	Muhammad Irfan Iskandar Bin Mohd Latif	15%
Operation Manager	Noraihan Zulaika Binti Zamri	20%
Financial Manager	Nurul Syahindah Binti Mohd Sofian	20%

The contribution of each capital by partners:

Table 6.3.2: Amount of Contribution.

NAME OF PARTNER	AMOUNT (RM)
Irfan Syahmi Bin Sahar	14,750
Nurfarina Binti Buhari	11,800
Muhammad Irfan Iskandar Bin Mohd Latif	8,850
Noraihan Zulaika Binti Zamri	11,800
Nurul Syahindah Binti Mohd Sofian	11,800

The contribution of loan:

Table 6.3.3: Loan Amount.

ITEM	PAYMENT (MONTH)	AMOUNT (RM)
Loan	60	130,000

6.4 OPERATIONAL BUDGETS

6.4.1 Administrative Budget

Table 6.4.1.1: Administrative Budget.

ADMINISTRATIVE BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Land & Building	-			-
Office Equipment and Supplies	49,038			49,038
Furniture and Fittings	11,907			11,907
Renovation	25,000			25,000
	-			-
Working Capital				
Rent		1,500		1,500
Utilities		800		800
Salaries, EPF & SOCSO		28,500		28,500
		-		-
		-		-
		-		-
		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			-	-

Deposit (rent, utilities, etc.)			5,000	5,000
Business Registration & Licences			1,500	1,500
Insurance & Road Tax for Motor Vehicle				-
Other Pre-Operations Expenditure			2,000	2,000
Total	85,945	30,800	8,500	125,245

6.4.2 Marketing Budget

Table 6.4.2.1: Marketing Budget.

MARKETING BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
<i>Fixed Assets</i>				
Signboard	5,000			5,000
	-			-
	-			-
	-			-
<i>Working Capital</i>				
Promotion		1,500		1,500
		-		-
		-		-
		-		-
		-		-
		-		-
		-		-
<i>Pre-Operations & Other Expenditure</i>				
Other Expenditure			6,400	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	5,000	1,500	6,400	6,500

6.4.3 Operation Budget

Table 6.4.3: Operation Budget.

OPERATIONS BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Utilities	800			800
Operation Equipment	12000			12,000
Vehicle (7 years)	1344			1,344
				-
Working Capital				
Raw Materials & Packaging		7,800		7,800
Carriage Inward & Duty		-		-
Salaries, EPF & SOCSO		-		-
Maintenance (vehicle)		700		700
Insurance Premise		900		900
Rent		1,500		1,500
Fuel (vehicle)		1,400		1,400
Pre-Operations & Other Expenditure				
Other Expenditure			-	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			1,847	1,847
Other Pre-Operations Expenditure			-	-
Total	14,144	12,300	1,847	28,291

6.5 PROJECT IMPLEMENTATION & SOURCES FINANCING

Table 6.5.1: Enchanted Dream Project Implementation Cost and Sources of Finance.

Enchanted Dream 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 and Supplies	49,038		39,163	9,875	
Furniture and Fittings	11,907			5,359	6,548
Renovation	25,000	25,000			
Signboard	5,000			5,000	
Utilities	800			800	
Operation Equipment	12,000			12,000	

Vehicle (7 years)		1,344	1,344			
Working Capital	1 months					
Administrative		30,800	30,800			
Marketing		1,500			1,500	
Operations		12,300	2,400		9,900	
Pre-Operations & Other Expenditure		16,747	9,512		7,235	
Contingencies	10%	16,644	16,644			
TOTAL		183,080	85,700	39,163	51,669	6,548

6.6 DEPRECIATION SCHEDULE

Table 6.6.1: Depreciation Schedule of Fixed Assets.

Enchanted Dream DEPRECIATION SCHEDULES

Office Equipment and Supplies				Furniture and Fittings			
Fixed Asset Cost (RM) 49,038				Fixed Asset Cost (RM) 11,907			
Method Straight Line				Method Straight Line			
Economic Life (years)3				Economic Life (years)3			
Year	Annual Depreciation	Accumulated Depreciation	Book Value	Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	49,038		-	-	11,907
1	16,346	16,346	32,692	1	3,969	3,969	7,938
2	16,346	32,692	16,346	2	3,969	7,938	3,969
3	16,346	49,038	-	3	3,969	11,907	-
4	0	0	-	4	0	0	-
5	0	0	-	5	0	0	-
6	0	0	-	6	0	0	-
7	0	0	-	7	0	0	-
8	0	0	-	8	0	0	-
9	0	0	-	9	0	0	-
10	0	0	-	10	0	0	-

Fixed Asset		Renovation	
Cost (RM)		25,000	
Method		Straight Line	
Economic Life (yrs)		5	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	25,000
1	5,000	5,000	20,000
2	5,000	10,000	15,000
3	5,000	15,000	10,000
4	5,000	20,000	5,000
5	5,000	25,000	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Signboard	
Cost (RM)		5,000	
Method		Straight Line	
Economic Life (yrs)		3	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	5,000
1	1,667	1,667	3,333
2	1,667	3,333	1,667
3	1,667	5,000	-
4	0	0	-
5	0	0	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Utilities	
Cost (RM)		800	
Method		Straight Line	
Economic Life (yrs)		3	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	800
1	267	267	533
2	267	533	267
3	267	800	-
4	0	0	-
5	0	0	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Operation Equipment	
Cost (RM)		12,000	
Method		Straight Line	
Economic Life (yrs)		3	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	12,000
1	4,000	4,000	8,000
2	4,000	8,000	4,000
3	4,000	12,000	-
4	0	0	-
5	0	0	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Vehicle (7 years)	
Cost (RM)		1,344	
Method		Straight Line	
Economic Life (yrs)		10	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
	-	-	1,344
1	134	134	1,210
2	134	269	1,075
3	134	403	941
4	134	538	806
5	134	672	672
6	134	806	538
7	134	941	403
8	134	1,075	269
9	134	1,210	134
10	134	1,344	-

6.7 LOAN AND HIRE-PURCHASE AMORTISATION SCHEDULES

Table 6.7.1: Loan and Hire-Purchase Amortisation Schedule

Enchanted Dream									
LOAN & HIRE-PURCHASE AMORTISATION SCHEDULES									
LOAN REPAYMENT SCHEDULE					HIRE-PURCHASE REPAYMENT SCHEDULE				
Amount		85,700			Amount		39,163		
Interest Rate		5%			Interest Rate		5%		
Duration (yrs)		5			Duration (yrs)		5		
Method		Baki Tahunan							
Year	Principal	Interest	Total Payment	Principal Balance	Year	Principal	Interest	Total Payment	Principal Balance
-	-	-	-	85,700	-	-	-	-	39,163
1	17,140	4,285	21,425	68,560	1	7,833	1,958	9,791	31,330
2	17,140	3,428	20,568	51,420	2	7,833	1,958	9,791	23,498
3	17,140	2,571	19,711	34,280	3	7,833	1,958	9,791	15,665
4	17,140	1,714	18,854	17,140	4	7,833	1,958	9,791	7,833
5	17,140	857	17,997	-	5	7,833	1,958	9,791	-
6	0	0	-	-	6	0	0	-	-
7	0	0	-	-	7	0	0	-	-
8	0	0	-	-	8	0	0	-	-
9	0	0	-	-	9	0	0	-	-
10	0	0	-	-	10	0	0	-	-

6.8 PRO-FORMA CASH FLOW (3 years)

Table 6.8.1 : Pro-Forma Cash Flow for 3 years.

Enchanted Dream CASH FLOW PRO FORMA STATEMENT																
MONTH	Pre-Operatio ns	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL YR 1	YEAR 2	YEAR 3
<u>CASH INFLOW</u>																
Capital (Cash)	51,669													51,669		
Loan	85,700													85,700		
Cash Sales		1,080,000	1,080,000	1,080,000	1,080,000	1,080,000	1,080,000	1,080,000	1,080,000	1,080,000	1,080,000	1,080,000	1,080,000	12,960,000	14,904,000	18,630,000
Collection of Accounts Receivable																
TOTAL CASH INFLOW	137,369	1,080,000	1,080,000	1,080,000	1,080,000	1,080,000	1,080,000	1,080,000	1,080,000	1,080,000	1,080,000	1,080,000	1,080,000	13,097,369	14,904,000	18,630,000
<u>CASH OUTFLOW</u>																
Administrative Expenditure																
Rent		1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000	21,600	25,920
Utilities		800	800	800	800	800	800	800	800	800	800	800	800	9,600	11,520	13,824
Salaries, EPF & SOCSO		28,500	28,500	28,500	28,500	28,500	28,500	28,500	28,500	28,500	28,500	28,500	28,500	342,000	0	0

Marketing Expenditure																		
Promotion		1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000	21,600	25,920	
Operations Expenditure																		
Cash Purchase		7,800	7,800	7,800	7,800	7,800	7,800	7,800	7,800	7,800	7,800	7,800	7,800	7,800	93,600	60,000	60,000	
Payment of Account Payable																		
Carriage Inward & Duty																		
Salaries, EPF & SOCSO																		
Maintenance (vehicle)		700	700	700	700	700	700	700	700	700	700	700	700	8,400	10,080	12,096		
Insurance Premise		900	900	900	900	900	900	900	900	900	900	900	900	10,800	12,960	15,552		
Rent		1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000	21,600	25,920		
Fuel		1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	16,800	20,160	24,192		
Other Expenditure		6,400												6,400	7,680	9,216		
Pre-Operations																		
Deposit (rent, utilities, etc.)	5,000													5,000				
Business Registration & Licences	1,500													1,500				
Insurance & Road Tax for Motor Vehicle	1,847													1,847	1,847	1,847		
Other Pre-Operations Expenditure	2,000													2,000				
Fixed Assets																		
Purchase of Fixed Assets - Land & Building																		
Purchase of Fixed Assets - Others	49,503													49,503				
Hire-Purchase Down Payment	9,875													9,875				

Hire-Purchase																	
Repayment:																	
Principal		653	653	653	653	653	653	653	653	653	653	653	653	653	7,833	7,833	7,833
Interest		163	163	163	163	163	163	163	163	163	163	163	163	163	1,958	1,958	1,958
Loan Repayment:																	
Principal		1,428	1,428	1,428	1,428	1,428	1,428	1,428	1,428	1,428	1,428	1,428	1,428	1,428	17,140	17,140	17,140
Interest		357	357	357	357	357	357	357	357	357	357	357	357	357	4,285	3,428	2,571
Tax Payable													0	0	0	0	0
TOTAL CASH OUTFLOW	69,725	53,601	47,201	47,201	47,201	47,201	47,201	47,201	47,201	47,201	47,201	47,201	47,201	47,201	642,541	629,806	736,469
CASH SURPLUS (DEFICIT)	67,644	1,026,399	1,032,799	1,032,799	1,032,799	1,032,799	1,032,799	1,032,799	1,032,799	1,032,799	1,032,799	1,032,799	1,032,799	1,032,799	12,454,828	14,274,194	17,893,531
BEGINNING CASH BALANCE		67,644	1,094,042	2,126,841	3,159,640	4,192,438	5,225,237	6,258,036	7,290,834	8,323,633	9,356,432	10,389,231	11,422,029		12,454,828	26,729,022	
ENDING CASH BALANCE	67,644	1,094,042	2,126,841	3,159,640	4,192,438	5,225,237	6,258,036	7,290,834	8,323,633	9,356,432	10,389,231	11,422,029	12,454,828	12,454,828	26,729,022	44,622,554	

6.9 PRO-FORMA INCOME STATEMENT (3 years)

Table 6.9.1: Pro-Forma Income Statement for 3 years.

Enchanted Dream PRO-FORMA INCOME STATEMENT			
	Year 1	Year 2	Year 3
Sales	12,960,000	14,904,000	18,630,000
Less: Cost of Sales			
Opening stock			
Purchases	93,600	60,000	60,000
less: Ending Stock			
Carriage Inward & Duty			
Gross Profit			
Less: Expenditure			
Administrative Expenditure	369,600	443,520	532,224
Marketing Expenditure	18,000	21,600	25,920
Other Expenditure	6,400	7,680	9,216
Business Registration & Licences	1,500		
Insurance & Road Tax for Motor Vehicle	1,847	1,847	1,847
Other Pre-Operations Expenditure	2,000		
Interest on Hire-Purchase	1,958	1,958	1,958
Interest on Loan	4,285	3,428	2,571
Depreciation of Fixed Assets	31,383	31,383	31,383
Operations Expenditure	54,000	64,800	77,760
Total Expenditure	584,573	636,216	742,879
Net Profit Before Tax	12,375,427	14,267,784	17,887,121
Tax	0	0	0
Net Profit After Tax	12,375,427	14,267,784	17,887,121
Accumulated Net Profit	12,375,427	26,643,211	44,530,332

6.10 PRO-FORMA BALANCE SHEET (3 years)

Table 6.9.1: Pro-Forma Balance Sheet for 3 years.

Enchanted Dream PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building			
Office Equipment and Supplies	32,692	16,346	
Furniture and Fittings	7,938	3,969	
Renovation	20,000	15,000	10,000
Signboard	3,333	1,667	
Utilities	533	267	
Operation Equipment	8,000	4,000	
Vehicle (7 years)	1,210	1,075	941
	73,706	42,324	10,941
Current Assets			
Stock of Raw Materials	0	0	0
Stock of Finished Goods	0	0	0
Accounts Receivable			
Cash Balance	12,454,828	26,729,022	44,622,554
	12,454,828	26,729,022	44,622,554
Other Assets			
Deposit	5,000	5,000	5,000
TOTAL ASSETS	12,533,534	26,776,346	44,638,494
Owners' Equity			
Capital	58,217	58,217	58,217
Accumulated Profit	12,375,427	26,643,211	44,530,332
	12,433,644	26,701,428	44,588,549
Long Term Liabilities			
Loan Balance	68,560	51,420	34,280
Hire-Purchase Balance	31,330	23,498	15,665
	99,890	74,918	49,945
Current Liabilities			
Accounts Payable			
TOTAL EQUITY & LIABILITIES	12,533,534	26,776,346	44,638,494

6.11 FINANCIAL PERFORMANCE

Table 6.11.1: Enchanted Dream Financial Performance.

Enchanted Dream FINANCIAL PERFORMANCE			
	Year 1	Year 2	Year 3
<u>PROFITABILITY</u>			
Sales	12,960,000	14,904,000	18,630,000
Gross Profit			
Profit Before Tax	12,375,427	14,267,784	17,887,121
Profit After Tax	12,375,427	14,267,784	17,887,121
Accumulated Profit	12,375,427	26,643,211	44,530,332
<u>LIQUIDITY</u>			
Total Cash Inflow	13,097,369	14,904,000	18,630,000
Total Cash Outflow	642,541	629,806	736,469
Surplus (Deficit)	12,454,828	14,274,194	17,893,531
Accumulated Cash	12,454,828	26,729,022	44,622,554
<u>SAFETY</u>			
Owners' Equity	12,433,644	26,701,428	44,588,549
Fixed Assets	73,706	42,324	10,941
Current Assets	12,454,828	26,729,022	44,622,554
Long Term Liabilities	99,890	74,918	49,945
Current Liabilities	0	0	0
<u>FINANCIAL RATIOS</u>			
<i>Profitability</i>			
Return on Sales	95%	96%	96%
Return on Equity	100%	53%	40%
Return on Investment	99%	53%	40%
<i>Liquidity</i>			
Current Ratio	-	-	-
Quick Ratio (Acid Test)	-	-	-
<i>Safety</i>			
Debt to Equity Ratio	0.0	0.0	0.0
<u>BREAK-EVEN ANALYSIS</u>			
Break-Even Point (Sales)	433,705	505,772	597,828
Break-Even Point (%)	3%	3%	3%

6.12 FINANCIAL RATIO ANALYSIS

6.12.1 Profitability Ratios

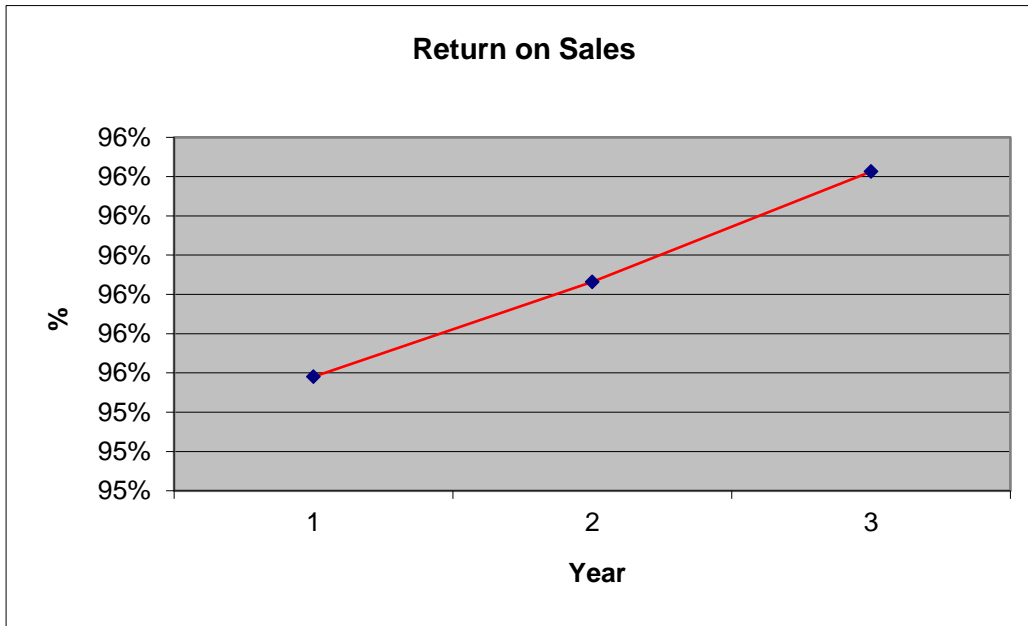


Figure 6.11.1.1: Line Graph of Return on Sales.

Return on sales refers to how efficient Enchanted Dream is in making profits in 3 years. The percentage of return on sales for years 1, 2, and 3 is 95%, 96%, and 96% as the point has already been rounded up. The percentage illustrated in the graph is increasing year by year even in small amount give a good impact on the company to boost its sales. This is because the higher return on sales demonstrates that Enchanted Dream is strengthening its efficiency in handling sales and has better company performance.

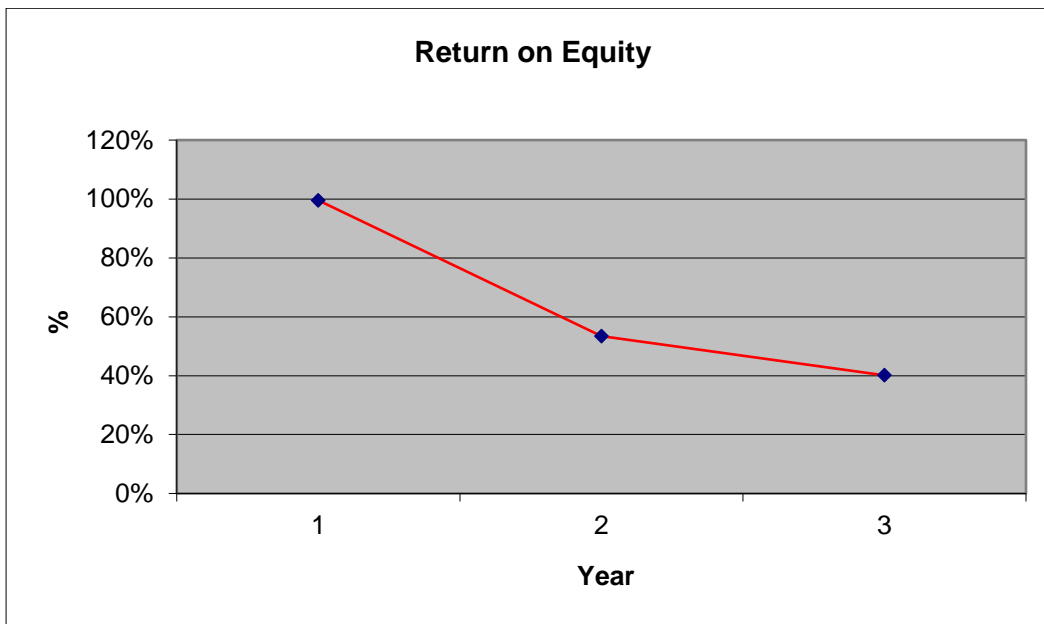


Figure 6.11.1.2: Line Graph of Return on Equity.

Return on equity refers to how successfully the Enchanted Dream generates profits using shareholders' money. The return on equity percentage of years 1, 2, and 3 is 100%, 53%, and 40%. To be a better company the value of return on equity needs to be higher. Therefore, based on the graph, Enchanted Dream did not effectively use shareholders' money in generating profits.

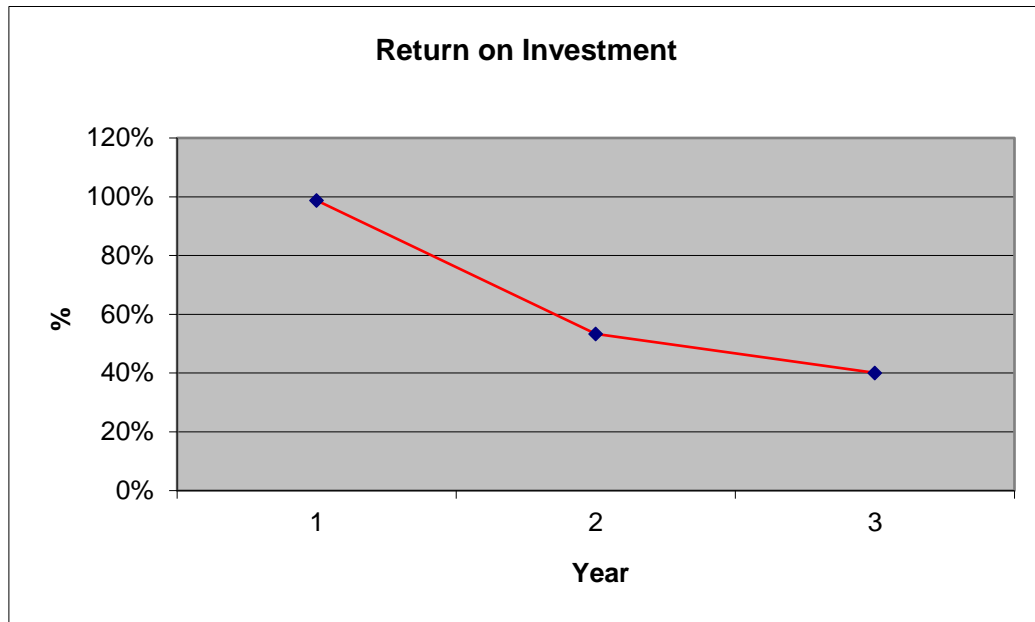


Figure 6.12.1.3: Line Graph of Return on Investment.

Return on investment refers to how Enchanted Dream measures the profitability of the investment. The decreasing percentage from years 1 to 3 means that the investment in the company did not profitable. Therefore, Enchanted Dream needs to take a risk in continue conducting the business. Hence, the company needs to provide solutions to make the investment become worth to the company.

6.12.2 Liquidity Ratios

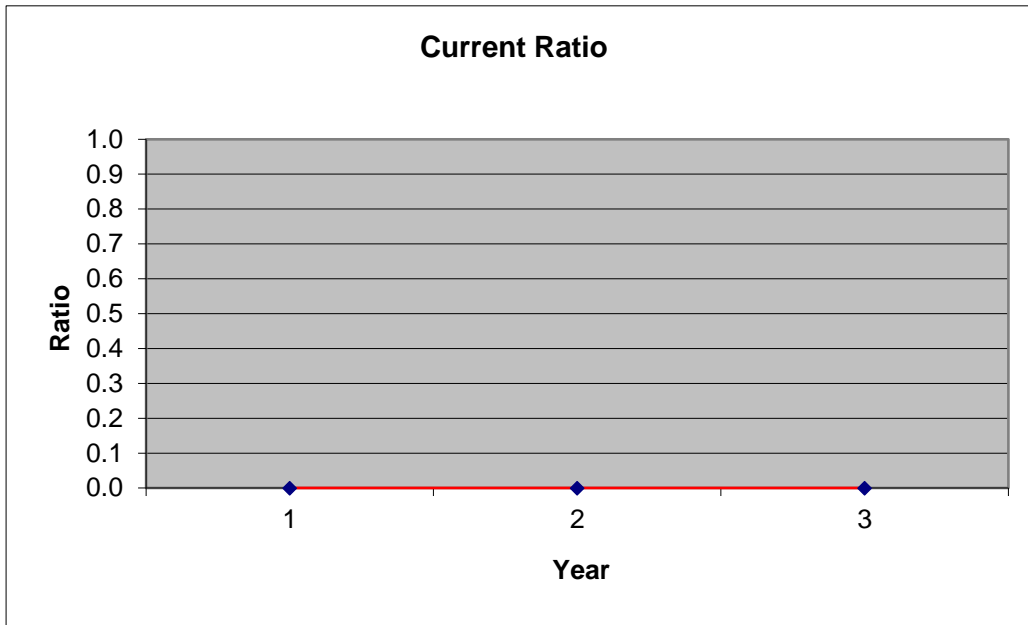


Figure 6.12.2.1: Line Graph of Current Ratio.

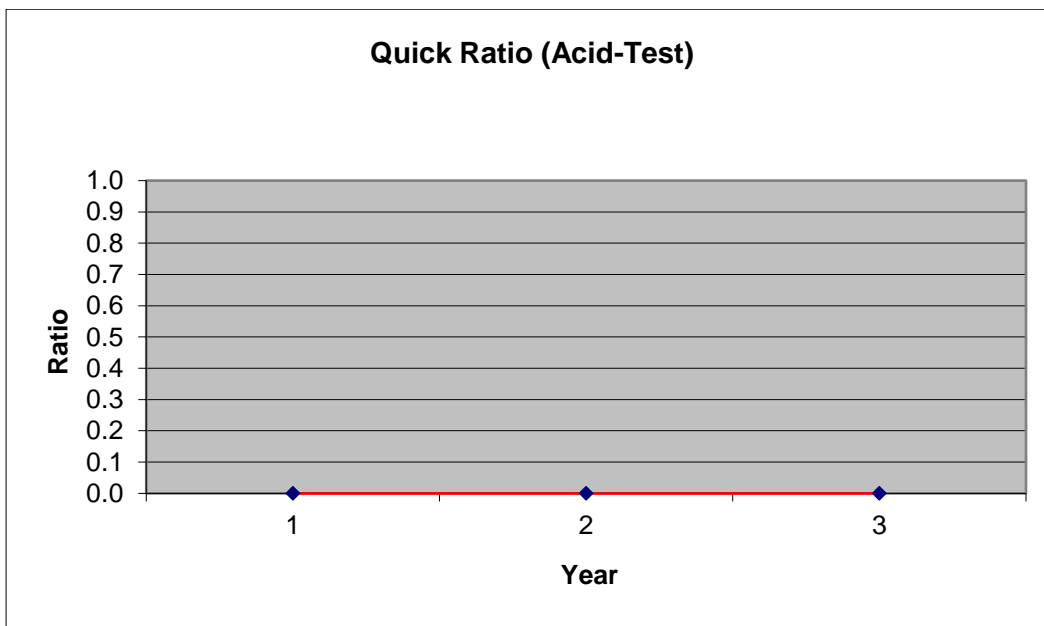


Figure 6.12.2.2: Line Graph of Quick Ratio.

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

6.12.3 Safety Ratios

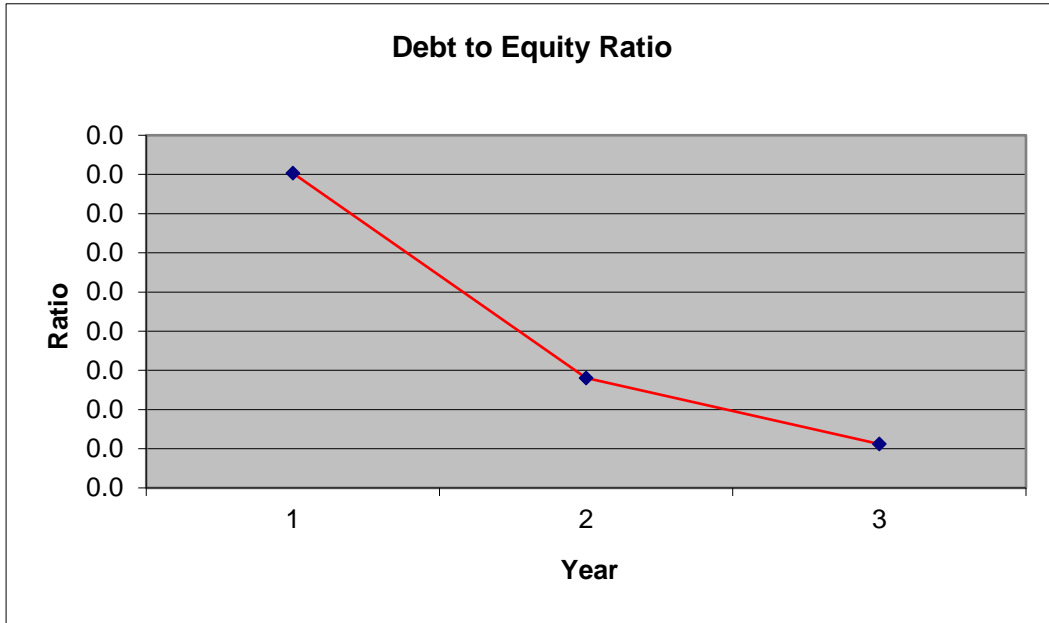


Figure 6.12.3.1: Line Graph of Debt to Equity Ratio.

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

7.0 CONCLUSION

In conclusion, after studying the business opportunity, this Enchanted Dream will be the best decision for this type of business. This is because the existence of Enchanted Dream can help clients fulfil their dreams and wishes for the event that is very meaningful in their lives, particularly for couples who simply desire to be married. Not only that, small events such as birthday parties and wedding anniversaries can also be held in this business Enchanted Dream due to the price offer for each available package which is very reasonable according to the type of event desired.

Indeed, Enchanted Dream is confident that it will gain acceptance and thrive over time among the community, eventually becoming famous not only in the Setia Alam area, but throughout Malaysia. In addition, Enchanted Dream is also sure that it will generate a lot of profit to cover the expenses of this matter in line with the 3 main objectives where Enchanted Dream is able to provide a variety of services to create the customer's dream event. Furthermore, Enchanted Dream is able to produce high quality work and service as a team to satisfy customers. However, if Enchanted Dream is successful in realizing both of these objectives, then indirectly, Enchanted Dream will also be able to achieve its last objective which is to become a business that can grow and gain a name in the Selangor district throughout the year 2023.

In short, Enchanted Dream is a vital and excellent project that provides the community with the best services available. As stated previously in the 3 main objectives, the Enchanted Dream staff will be more passionate about providing the best service possible so that people appreciate the special event with their partners even more. Furthermore, because this location is close to housing estates and apartments, Enchanted Dream staff believe that it can improve Enchanted Dream's image in the community. As a result, we must obtain approval to begin operations because it will have a significant impact on the community and will expose and encourage Enchanted Dream employees to start other businesses in order to survive in the future.

PARTNERSHIP AGREEMENT

This Partnership Agreement is made on **30 October 2022** between **Irfan Syahmi Bin Sahar, Nurfarina Binti Buhari, Muhammad Irfan Iskandar Bin Mohd Latif, Noraihan Zulaika Binti Zamri and Nurul Syahindah Binti Mohd Sofian.**

1. Enchanted Dream

The parties hereby form a partnership business under the name of Enchanted Dream to open a service business located in Setia Alam, Shah Alam, Selangor. To be specific, it is located at Jalan Setia taipan 1, Setia Alam, 40170, Shah Alam, Selangor.

2. Term

The partnership shall begin on **30 October 2022**, and shall continue until every partners agreed to terminate this partnership agreement.

3. Capital

The capital of the partnership shall be contributed in cash by the partners as follows:

1. Each partner must have their own capital account.
2. Neither partner can withdraw any amount of their capital account.
3. Upon the request of either partner, the capital accounts of the partners should be kept at all times in the proportions in which the partners participate in the partnership's profits and losses.

The capital contribution to the partnership is as follows:

NAME OF PARTNER	POSITION	PERCENTAGE CONTRIBUTION	AMOUNT (RM)
Irfan Syahmi Bin Sahar	General Manager	25%	14,750
Nurfarina Binti Buhari	Administration Manager	20%	11,800
Muhammad Irfan Iskandar Bin Mohd Latif	Marketing Manager	15%	8,850
Noraihan Zulaika Binti Zamri	Operation Manager	20%	11,800
Nurul Syahindah Binti Mohd Sofian	Financial Manager	20%	11,800
TOTAL		100%	59,000

4. Profit and Loss

The partnership's net profit is distributed equally among the partners, and the partnership's net losses are shared equally. Each spouse must have his or her own income account. Partnership earnings and losses must be charged or credited to each partner's individual income account. Losses must be charged to a partner's capital account if they have no credit balance in their income account.

5. Salaries and Withdrawals

Partners are entitled to be compensated for services given to the partnership. Each partner may withdraw the credit balance in their income account at any moment.

6. Interest

No interest shall be paid on the partnership's original capital contributions or any future capital contributions.

7. Management Duties and Restrictions

The partners must have equal rights in the management of the partnership business, and each partner must dedicate their full time to the operation. Without the consent of the other partner, neither partner shall borrow or lend money on behalf of the partnership, or make, deliver, or accept any commercial paper, or execute any mortgage, security agreement, bond, or lease, or buy or contract to buy, or sell or contract to sell any property for or of the partnership other than the type of property bought and sold in the normal course of business.

8. Banking

All monies of the partnership shall be deposited in the name of the partnership in the checking account or accounts selected by the partners. All withdrawals must be made on checks signed by either partner.

9. Books

The partnership books must be kept at the partnership's principal office, and each partner must always have access to them. The books must be kept in fiscal years and must be closed and balanced at the end of each fiscal year. An audit must be performed as of the closure date.

10. Voluntary Termination

The partnership may be dissolved at any moment by consent of the partners, in which case the partners must liquidate the partnership's business with reasonable promptness.

11. Death

Upon on the death of either partner, the remaining partners has the option of purchasing the decedent's share in the partnership or terminating and liquidating the partnership company.

12. Arbitration

Any dispute or claim arising out of or connected to this Agreement, or its violation shall be resolved via arbitration in accordance with the rules. The parties have signed this Agreement in witness. Each partner accepted and signed this agreement to demonstrate their commitment to this cooperation.

8.2 COMPENSATION AND BENEFITS

- Employment Act 1955

Employment law in Malaysia is generally governed by the Employment Act 1955 (“Employment Act”). The Employment Act sets out certain minimum benefits that are afforded to applicable employees. For applicable employees – any clause in an employment contract that purports to offer less favourable benefits than those set out in the Employment Act, shall be void and replaced with the minimum benefits in the Employment Act.

The protection under the Employment Act only applies to these categories of employees: Employees whose monthly salary does not exceed RM2,000 Employees who are engaged in manual labour, regardless of salary Employees engaged in the operation or maintenance of mechanically propelled vehicle Employees who supervise or oversees other employees engaged in manual labour Employees engaged in any capacity on a vessel (subject to certain other conditions)

1). Rest day

Every employee shall be allowed in each week a rest day of one whole day as may be determined from time to time by the employer.

2). Holidays Every employee shall be entitled to a paid holiday at his ordinary rate of pay on ten gazetted public holidays in any one calendar year, four of which shall be—

- i. the National Day;
- ii. the Birthday of the Yang di-Pertuan Agong;
- iii. the Birthday of the Ruler or the Yang di-Pertua Negeri, as the case may be, of the State in which the employee wholly or mainly works under his contract of service, or the Federal Territory Day, if the employee wholly or mainly works in the Federal Territory;
- iv. the Workers' Day: Provided that if any of the said ten gazetted public holidays falls on a rest day the working day following immediately thereafter shall be a paid holiday in substitution therefor

3). Annual leave

An employee shall be entitled to paid annual leave of:

- i. eight days for every twelve months of continuous service with the same employer if he has been employed by that employer for a period of less than two years;
- ii. twelve days for every twelve months of continuous service with the same employer if he has been employed by that employer for a period of two years or more but less than five years; and
- iii. sixteen days for every twelve months of continuous service with the same employer if he has been employed by that employer for a period of five years or more, and if he has not completed twelve months of continuous service with the same employer during the year in which his contract of service terminates, his entitlement to paid annual leave shall be in direct proportion to the number of completed months of service:

4). Sick leave An employee shall, after examination at the expense of the employer –

- i. by a registered medical practitioner duly appointed by the employer; or
- ii. if no such medical practitioner is appointed or, if having regard to the nature or circumstances of the illness, the services of the medical practitioner so appointed are not obtainable within a reasonable time or distance, by any other registered medical practitioner or by a medical officer, be entitled to paid sick leave, --
 - where no hospitalisation is necessary,
 - of fourteen days in the aggregate in each calendar year if the employee has been employed for less than two years;
 - of eighteen days in the aggregate in each calendar year if the employee has been employed for two years or more but less than five years;
 - of twenty-two days in the aggregate in each calendar year if the employee has been employed for five years or more; or
 - of sixty days in the aggregate in each calendar year if hospitalisation is necessary, as may be certified by such registered medical practitioner or medical officer:
 - Provided that the total number of days of paid sick leave in a calendar year which an employee is entitled to under this section shall be sixty days in the aggregate;
 - An employee shall also be entitled to paid sick leave under paragraphs (aa) and (bb) of subsection (1) after examination by a dental surgeon as defined in the Dental Act 1971:

5). Maternity leave Every female employee shall be entitled to maternity leave for a period of not less than sixty consecutive days. A female employee shall not be entitled to any maternity allowance if at the time of her confinement she has five or more surviving children.

6). Overtime For any overtime work carried out in excess of the normal hours of work, the employee shall be paid at a rate not less than one and half times his hourly rate of pay irrespective of the basis on which his rate of pay is fixed. In this section "overtime" means the number of hours of work carried out in excess of the normal hours of work per day. Provided that if any work is carried out after the spread over period of ten hours, the whole period beginning from the time that the said spread over period ends up to the time that the employee ceases work for the day shall be deemed to be overtime.

Any other terms and conditions are:-

1). Paternity Leave

Male employees are eligible to 2 working days leave for the birth of their own child up to 5 surviving child.

2). Marriage Leave

Employees are entitled for 5 days leave for first legal marriage per employment.

3). Compassionate Leave

Every employee is entitled for 3 consecutive working days on the death of their immediate family member.

4). Bonus

The bonus will be granted to employees at a rate of 30 % of the monthly salaries depends on the company's performance.

5). The Annual Increment

Employees will be paid with an annual increment based on the individual performance at a rate of 5% to 30% per annum. Those who fail to achieve the performance standard will not be granted with an annual increment.

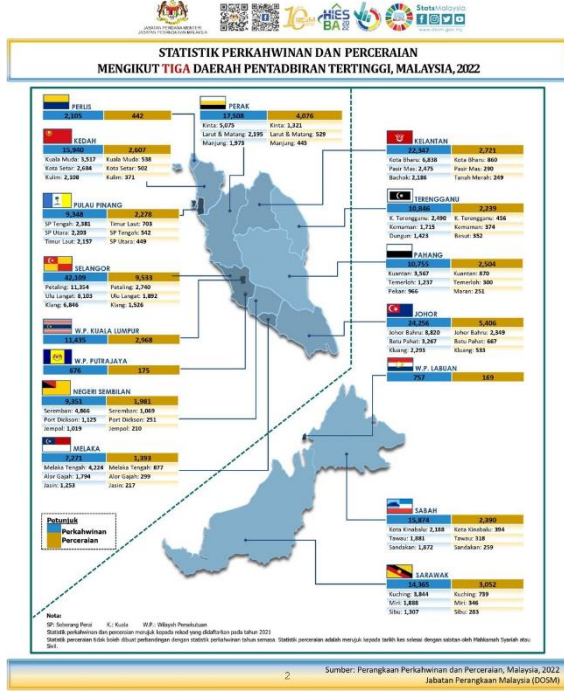
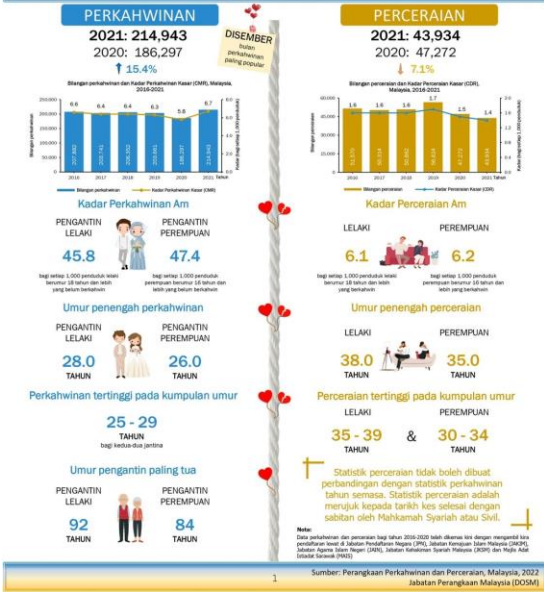
- Social Security Organization (SOCSO)

The main function of SOCSO is to provide social security protection to employees and their dependants through the Employment Injury Scheme and the Invalidity Scheme. The Employment Injury Scheme provides protection to employees against occupational injuries including occupational diseases and commuting accidents. The Invalidity Scheme provides 24-hour protection to employees against invalidity or death due to any cause outside working hours and not related to employment. Both schemes provide cash benefits to employees and their dependants in the event of unforeseen incidents, in addition to providing medical treatment, physical rehabilitation or vocational training. SOCSO also conducts implements accident prevention activities through occupational safety and health awareness programmes among employees and employers. The rate of contribution is 1.25% per month from the insured salary option. Monthly contribution is subject to the ceiling of the insured wage of RM4,000.00 per month.

- Employer Provident Fund (EPF)

As an employer, the responsibilities include paying EPF contributions in respect of any person engaged to work under a Contract of Service or Apprenticeship. Subject to the provisions of section 52, every employee and every employer of a person who is an employee within the meaning of this Act shall be liable to pay monthly contributions on the number of wages at the rate respectively set out in the Third Schedule (Section 43(1), EPF.

STATISTIK PERKAHWINAN DAN PERCERAIAN, MALAYSIA, 2022



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