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**FACULTY OF BUSINESS MANAGEMENT**  
**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS NAME:**



NEKO CAT HOTEL

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## **TABLE OF CONTENT**

1.0 Executive Summary .....	4
2.0 Business Background.....	6
2.1 Basic Information .....	7
2.2 Reasons for Starting the Business .....	8
2.3 Purpose of Preparing Business Plan.....	14
3.0 Partners background.....	15
4.0 Administration plan.....	21
4.1 Introduction into the organization.....	22
4.2 Business logo and description.....	22
4.3 Organizational chart.....	23
4.4 Administration personnel schedule.....	24
4.5 Schedule of remuneration.....	27
4.5.1 Office Equipment & Supplies.....	27
4.5.2 Office Furniture and Fittings.....	28
4.6 Administration budget.....	29
5.0 Marketing plan.....	30
5.1 Services description.....	31
5.2 Target market.....	32
5.3 Target Market and Sales Forecast.....	34
5.4 Analysis and Market Share.....	38
5.5 Marketing Personnel Schedule.....	41
5.6 Remuneration Schedule.....	42
5.7 Marketing Mix.....	43
5.8 Marketing Budget.....	48
6.0 Operational plan.....	50
6.1 Process Planning.....	51
6.2 Operation Layout.....	52
6.3 Production/Capacity Planning.....	53
6.4 Material Requirement Planning.....	53
6.5 Machine & Equipment Planning.....	55
6.6 Location.....	56
6.7 Business and Operation Hours.....	57

6.8 Operation Personnel Schedule.....	58
6.9 Remuneration Schedule.....	59
6.10 Premits/Licenses Requirement.....	60
6.11 Operation Budget.....	62
7.0 Financial plan.....	63
7.1 Financial Objectives.....	64
7.2 Project Implementation Cost .....	65
7.3 Sources of Financial.....	68
7.4 Pro-Forma Cash Flow (3 Years).....	71
7.5 Pro-Forma Income Statement (3 Years).....	74
7.6 Pro-Forma Balance Sheet (3 Years).....	75
7.7 Final Analysis.....	76
8.0 Conclusion.....	77
9.0 Appendices.....	79
9.1 Partnership Agreement.....	80
9.2 Compensation and Benefit .....	87
9.3 Financial Report (Graph).....	92

## **1.0 EXECUTIVE SUMMARY**

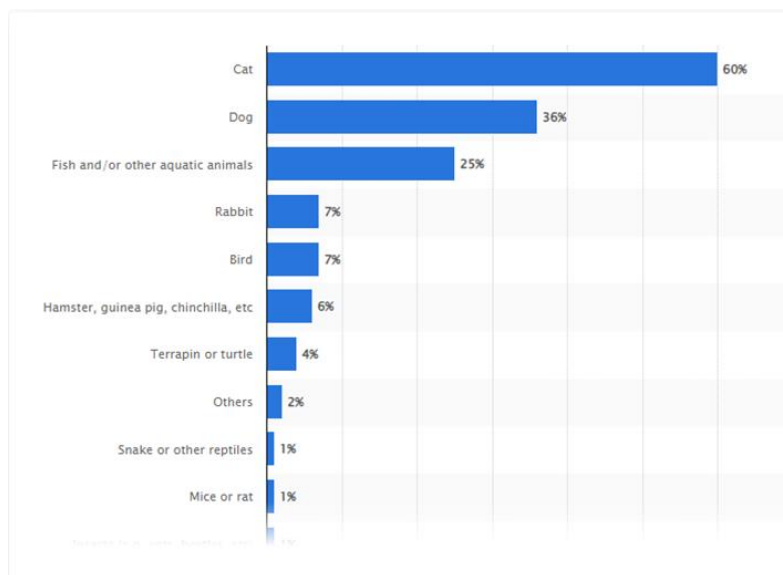
## **Executive Summary**

Neko Cat Hotel offers boarding and nursing services for animals when their owners are unable to take care for them. Our goal is to provide excellent service while also introducing pets to a new environment situation. We'll make sure our services are well-liked by the clients. Our goal is to establish ourselves as Malaysia's premier all-inclusive services which is hotel for cat services, pet essential care and pet essential products. Since our firm is a startup, we must take into account all factors to ensure that we can sustain our operations, particularly financially so that we can compete with other cat hotels. The modal for our Neko Cat Hotel is RM500000 for all the things to establish this cat hotel. As we can see, nowadays a lot of people have cat as their pets at home. However, there are occasions when some pet owners may have to leave their animal at home alone because they are too busy or want to take a long vacation. We see this as an opportunity to increase our customer base in addition to easing the owner's workload so they may continue with their regular duties. In our company there is a general manager, administrative manager, marketing manager, operational manager and financial manager. Each all of them will make sure themselves can carry out their roles as the best they can. In addition, we also choose the location at the town because our target market is the cat owners and from the T20 and M40 group. With our high-quality services and knowledgeable veterinary staff, we are confident that our clients will be happy with our offerings. The necessary care for pets that we will offer includes grooming, spa services and health care. We'll also provide cats a place to live comfortably with a good hotel service and the veterinary cares and also provides essential supply products for cats. We hope that Neko Cat Hotel will getting known not just in Pasir Gudang but all over Malaysia and can franchise our business to other places.

## **2.0 BUSINESS BACKGROUND**

## 2.1 BASIC INFORMATION

Cat Hotel is primarily providing services to pet owners and their adorable animals especially cats. We saw this as a huge potential to start our business in Malaysia because there is a significant rise in the number of people who begin to adopt pets. Like in the graph also show that the most pet owner own population in Malaysia are the pet owner which own 60% out of it. Although there are many cat-related businesses in Malaysia, we tried to merge different services into one company to draw in more clients. We had agreeing together to start our business in Pasir Gudang, Johor because we see there is high demand at this location.



*Share of people who owned pets in Malaysia as of January 2022, by pet type*

Catzonia is one of the successful enterprises in this sector due to their strategic locations and top-notch services with relation to this cat hotel. It is located in Kuala Lumpur, Malaysia. They have been as our business model to ensure that Neko Cat Hotel would be as successful as them.

## **2.2 REASONS FOR STARTING THE BUSINESS**

This business is highly on demand nowadays especially when there are less competitors. This is due to the high risk and usually for people that are from the M40 and T20 people. In order to make sure our business is different from other we tried to provide as much as different services in one company. By doing this, we tried to make the pet owners life easier and the pet also can get a comfortable service by our company.

1. Neko Cat Hotel main service is cat hotel which is it provide a place for the cat to live comfortably while their pet owners can't manage them because of some reasons like outstation for work, going to holiday and others. All this reasons always make them to not be at their home for some period of time. So, in order to make their cat not be alone at home, they will seek for cat hotel to take care of them while they go to somewhere. At the cat hotel, we will provide a good nursing and hospitality service to the pet until the owners get them back home again.
2. Second, Neko Cat Hotel also provides essential cares for cat. For instance, like grooming, spa services and health care. By doing this, the cat owners can save their time and money because they just need to go one place rather than different places.
3. Third, Neko Cat Hotel also provides essential supply products for cats like shampoo, soap, medicine, food, the cat tree, litterboxes, cat games and others. This is also can make the cat owners life much easier because all the products can be purchased at one place.



## **SWOT Analysis**

Strengths – Neko Cat Hotel consists of three services which are hotel for cats, daily essential cares for cats and we also sell products that related to cats. We want that Neko Cat Hotel can make people life easier in taking care their pets. In addition, we are also one of the few company that provide these services at this area.

Weakness – Neko Cat Hotel business is on how it can survive because the modal for our business is quite big because the tools and essential cares for cat is pricey. However, this still not make us give up because as long as we provided a good service, the customer will love it and be our permanent customers and will gain profit to our business.

Market opportunities – Not a lot of businesses that do this kind of business which is Cat Hotel at the location that we choose. So, it will be us the only business that on demand at that location and the people will use our services rather than others. Moreover, our business makes cat owner life easier because all the services are at one place.

Threats – It is obviously from our competitors. Based on what we see is the price for the other business is quite cheaper than us. This is because their business had established in this industry way longer than us so, they already had their loyal customers plus their social networks is way bigger than us.

**BUSINESS MODAL CANVAS**

<p align="center"><b><u>8) Key Partners</u></b></p> <p>- suppliers of cat tools.</p> <p>- customers that using Neko Cat Hotel services.</p>	<p align="center"><b><u>6) Key Activities</u></b></p> <p>- Offering the best hotel service to the cat owners.</p> <p>- Communicate in good ways with the customers.</p> <p>- Forecast business with systematic planning.</p> <p>- promoting my business through social media</p>	<p align="center"><b><u>2) Value Propositions</u></b></p> <p>- Serves three services under one company.</p>	<p align="center"><b><u>4) Customer Relationships</u></b></p> <p>- Promotion on holiday</p> <p>- Gives discount to membership.</p>	<p align="center"><b><u>1) Customer Segments</u></b></p> <p>- Cat owners</p>
	<p align="center"><b><u>7) Key Resources</u></b></p> <p>- use high quality products of cat needs.</p> <p>- assets</p> <p>- workforce</p>		<p align="center"><b><u>3) Channels</u></b></p> <p>- Social media account</p> <ul style="list-style-type: none"> <li>• Offline such as flyers and posters.</li> <li>• Online such as video</li> </ul>	

	- capital		advertiseme nt	
<b>9) <u>Cost Structure</u></b>		<b>5) <u>Revenue Streams</u></b>		
<ul style="list-style-type: none"> <li>- Production cost</li> <li>- Overhead cost (rent, utility)</li> <li>- Advertisement cost</li> </ul>		<ul style="list-style-type: none"> <li>- Sales of product</li> <li>- Cat hotel services</li> </ul>		

### **1) Customer segments**

The target market for Neko Cat Hotel is for the pet owners especially cat owners. This is because based on the graph most of the pet owners in Malaysia are cat owners. So, this is one of the opportunities to do this Neko Cat Hotel.

### **2) Value propositions**

The things that differentiate Neko Cat Hotel is the service that we give are more than other business that in the same industry as us. As we said before we provide three services under one company which is cat hotel, providing essential care services for cats and providing essential care products. We want to ease our customers activities regarding their cat.

### **3) Channels**

We use social media to communicate with our customers in order to keep updating our business to the customers. This is to make it easier for the customers to know more about Neko Cat Hotel. For the offline we use flyers and posters while for the online we use such as video advertisement.

### **4) Customer relationship**

We give promotions to our customers especially on holiday. This to make sure they stay with our business. We also give discount to the customers that have being our membership. This in order to state our grateful for them because stay loyal with our business since day one.

### **5) Revenue streams**

The revenue that we get is basically from the two main activities that we provided as a Neko Cat Hotel. Profits that we get is after we minus with all the cost that we use to buy things or tools for this business. When we sales the products such as cat's shampoo, grooming tools, litterboxes and more, we got the profits from the customer's purchases. Other than that, the revenue also comes from the services of the cat's care.

## **6) Key activities**

Our main key activities for Neko Cat Hotel offering the best hotel service to the cat owners. In addition, to make sure our business going smoothly we need to have a good way of communication with our customers. For me this is such an important matter because it will make the customers feel comfortable and at the same time it can make them to do the services again with us. We also forecast our business with a systematic planning like when is the right time to promote our business, what the goals that we want to achieve for the day and others.

## **7) Key resources**

The way we market our company is one of my company's primary resources. When working with each and every one of our customers' cats, we employ a high-quality product. This is done to help the cats feel at ease and to help the cat owners have faith in our company practises. In addition, one of the most important resources is the Neko Cat Hotel's assets, which include a minivan, furnishings, cat supplies, and others. All employees who work for our cat hotel and who contribute to boosting revenue are considered part of the workforce at our Neko Cat Hotel. The most crucial factor is total capital because it serves as the foundation for launching a firm.

## **8) Key partners**

Our key partners are first my supplier who is the one who supply the cat needs like the shampoo, grooming tools, litterboxes and many more. From them we get to purchase it at an affordable price. Second is our customer which is the one who use Neko Cat Hotel services in sending their cats to our shop.

## **9) Cost structure**

The production cost is starting from when we had decided to open this business, Cat Hotel. All the modal that we have in buying all the things that needed for the business. It is all in the cost structure. The overhead cost like rental and utilities are one of the cost structures that have in Neko Cat Hotel. Advertisement cost also included.

### **2.3 PURPOSE OF PREPARING BUSINESS PLAN**

Business plan is the outlines on how the business do to accomplish specific goals and includes details about the services or products, marketing plans, operational plans, and financial plans. The major goal of creating this business plan was to ensure that the company has all the information needed to launch a business.

Business plan is really important in make sure our business had specific plan in order to make it successful. This also to shows the viability of our business in prevent the business from failure and flop. This can give a business a chance to move forward to being successful and achieve all the objectives and make all their visions and missions being realize. It makes the business follow all the steps one by one until it makes a whole intact business.

If a business does not have a business plan, the business itself will cannot survives in a long period of time. This is due to the unplan business that does not have any specific objectives that can lead them to see the purpose of business that they do. It also makes their business flop or even worse make their business in a bankruptcy.

Last but not least, a good business plan can make other companies want to invest in our business and make our business can expand more. It also makes our company being a model for others company to follow our successful strategies. This will make our company names popular among others company whether in the same industry or different industries.

To summarize, it is important for a company or business to have a business plan beforehand. This is because there is a lot of benefit for the business can get especially in making it stay intact for a quiet long time. So, they need to plan a good business plan that full with good strategies from every department in order to forecast a successful business.

## **4.0 ADMINISTRATION PLAN**

## 4.1 INTRODUCTION TO THE ORGANIZATION

### Vision

The vision of Neko Cat Hotel is to be one of the best service centers for cats. So, a lot of people will feel comfortable and satisfied with our services and make them stay loyal with us.

### Mission

The mission of Neko Cat Hotel is to keep all the cats safe and comfortable. It is important in making sure all the cats still in a good condition and to gain trust from the cat owners

### Objectives

Neko Cat Hotel provides a new experience for cats and owners. Neko Cat Hotel also facilitate the cat owners in managing and care of their cats.

## 4.2 BUSINESS LOGO & DESCRIPTION



Neko Cat Hotel logo has a deep meaning of each element as shown in the logo above.

- The white cat in the logo represents the Neko Cat Hotel itself as the services and products offered are for the cats.
- The “N” alphabet represents the name of the company which is Neko Cat Hotel.
- The black and gold colour in the logo represents the elegant concept of the cat hotel.



### 4.3 ORGANIZATIONAL CHART



#### 4.4 ADMINISTRATION PERSONNEL SCHEDULE

<b>POSITION</b>	<b>NO. OF PERSONNEL</b>
General Manager	1
Administration Manager	1
Marketing Manager	1
Operational Manager	1
Financial Manager	1

*Table 1: List of Administration Personnel*

<b>POSITION</b>	<b>TASKS AND RESPONSIBILITIES</b>
General Manager	<ul style="list-style-type: none"><li>• Responsible for the management of the company vision, mission and goals.</li><li>• Plan, organize, direct and manage daily corporate, regional and business unit operations.</li><li>• Act as a decision maker and work together to gain ideas for future improvements.</li><li>• Monitor activities surroundings to make sure everything in the business is running as planned.</li></ul>

Administration Manager	<ul style="list-style-type: none"> <li>• Responsible for organizing all personnel administration plan.</li> <li>• Ensure all the tools and equipment in the store are suitable and efficient.</li> <li>• Managing and controlling employee's salary.</li> <li>• Settling the employees wants and needs.</li> <li>• Handling the customers.</li> </ul>
Marketing Manager	<ul style="list-style-type: none"> <li>• Analyzing the marketing share, goals and scale.</li> <li>• Analyzing competitor's products and services for future improvements.</li> <li>• Responsible for drafting and publish the marketing strategy to make as much profit as possible.</li> </ul>
Operational Manager	<ul style="list-style-type: none"> <li>• Managing the entire technical side of the business operation.</li> <li>• Planning, organizing and strategy for day-to-day operations and routines.</li> <li>• Setting up the layout of the Neko Cat Hotel.</li> <li>• Ensure all the services given, tools and equipment of the cat are complete and in a good condition.</li> </ul>

Financial Manager	<ul style="list-style-type: none"> <li>• Planning the business budget.</li> <li>• In charge the company cash flow.</li> <li>• Prepare and compare the financial statement monthly.</li> <li>• Control the profit and loss of Neko Cat Hotel.</li> <li>• Monitoring and processing the financial report, investment portfolio and anything related with financial of the company.</li> </ul>
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*Table 2: Schedule of Task and Responsibilities*

<b>EMPLOYEES NAME</b>	<b>SUN</b>	<b>MON</b>	<b>TUE</b>	<b>WED</b>	<b>THU</b>	<b>FRI</b>	<b>SAT</b>
Dania Arrisya	Day	Day	Evening	Day	Day	Off	Evening
Nur Azira	Evening	Day	Day	Day	Off	Evening	Day
Azrul Hazim	Day	Evening	Day	Off	Evening	Day	Day
Nur Hazirah	Evening	Day	Evening	Day	Evening	Day	Off
Ammar Asyraf	Day	Day	Off	Evening	Day	Day	Evening

*Table 3: Personnel Schedule*

#### 4.5 SCHEDULE OF REMUNERATION

POSITION	NO.	MONTHLY SALARY (RM) (A)	EPF 11% (RM) (B)	SOCSSO 5% & 3% (RM) (C)	TOTAL (RM) (A+B+C)
General Manager	1	4 800.00	528.00	144.00 (5%)	5 472.00
Administration Manager	1	4 000.00	440.00	120.00 (3%)	4 560.00
Marketing Manager	1	4 000.00	440.00	120.00 (3%)	4 560.00
Operational Manager	1	4 000.00	440.00	120.00 (3%)	4 560.00
Financial Manager	1	4 000.00	440.00	120.00 (3%)	4 560.00
<b>TOTAL</b>	<b>5</b>				<b>23 712.00</b>

Table 4: Schedule of Remuneration

#### 4.5.1 OFFICE EQUIPMENT & SUPPLIES

TYPE	PRICE / UNIT (RM)	QUANTITY	TOTAL AMOUNT (RM)
<b>EQUIPMENT</b>			
Telephone	200.00	1	400.00
Computer	4000.00	2	8000.00
Printer	300.00	2	600.00
Wireless router (Wi-Fi)	700.00	1	700.00
Air-Conditioner	1500.00	6	9000.00
<b>TOTAL</b>			<b>18 700.00</b>
<b>SUPPLIES</b>			
A4 Paper	64.00	2	128.00

Printer Ink	40.00	5	200.00
Other Expenditure			200.00
<b>TOTAL</b>			<b>528.00</b>

*Table 5: List of Office Equipment & Supplies*

#### 4.5.2 OFFICE FURNITURE AND FITTINGS

<b>TYPE</b>	<b>PRICE / UNIT (RM)</b>	<b>QUANTITY</b>	<b>TOTAL AMOUNT (RM)</b>
Table & Chair Office	400.00	4	1600.00
Reception Counter	600.00	1	600.00
Office Cabinet	200.00	2	400.00
Sofa	500.00	1	500.00
Pantry Set	200.00	1	200.00
Coffee maker	300.00	1	300.00
Water Dispenser	400.00	1	400.00
Air Purifier	300.00	2	600.00
<b>TOTAL</b>			<b>4600.00</b>

*Table 6: List of Office Furniture and Fittings*

#### 4.6 ADMINISTRATION BUDGET

<b>ITEMS</b>	<b>FIXED ASSETS (RM)</b>	<b>MONTHLY EXPENSES (RM)</b>	<b>OTHER EXPENSES (RM)</b>	
<b>Fixed Assets</b>				
Office Equipment	18 700.00			
Furniture & Fittings	4 600.00			
<b>Working Capital</b>				
Utilities		3 000.00		
Salaries, EPF & SOCSO		23 712.00		
<b>Pre-Operations</b>				
Deposit			2 000.00	
Business Registration & License			3 000.00	
Other Expenditure			1 500.00	
<b>TOTAL</b>	<b>23 300.00</b>	<b>26 712.00</b>	<b>6 500.00</b>	<b>56 512.00</b>

*Table 7: Administration Budget*

## **5.0 MARKETING PLAN**



## **5.1 SERVICES DESCRIPTION**

A Neko Cat Hotel is a business that provides various benefits to cat owners. Nowadays, many cat owners experience the problem of time constraints to take care of their cats. Additionally, they can run into issues if they are unable to take their cat to the vet for grooming or for spa services for any unavoidable reasons. Cat owners who may go on vacation or work outside the area will definitely have problems caring for the cat because of the long time required for long trips. Therefore, the Neko Cat Hotel provides services that guarantee the health, shelter and care for your cat.

The customers will definitely feel relieved for the services we provide and also don't have to think about problems anymore when we provide excellent services for their cats. First of all, Neko Cat Hotel provides hotels for cats to stay when their owners go on vacation or work that takes a long time to return home. Based on the package that the owner has chosen, the Neko Cat Hotel will take care of the owner's cat by offering necessary care. This package varies depending on how long the owner left their cat alone and whether they provided extra care, such grooming and spa services. Customers can choose the package the Neko Cat Hotel provide according to the cat's needs and the cat owner's budget and Neko Cat Hotel also give discounts to the first-time customers.

Next, Neko Cat Hotel offered veterinarian, grooming and spa services at Neko Cat Hotel. Customers will save time because they can get these three services at a single location. Instead of visiting many locations for veterinary care, grooming, and spa treatments, it will save them time and money. We attempt to diversify it by combining all of these treatments under one roof because most cat clinics only concentrate on one. This served as another draw for Neko Cat Hotel sought to recruit pet owners to the company.

The operating hours are 10 hours every day and our working days are Monday through Sunday. Customer satisfaction is first priority; thus, the Neko Cat Hotel sincerely hope that consumers will share their opinions about Neko Cat Hotel services so it may make adjustments to increase customer pleasure.

## 5.2 TARGET MARKET

### Segmenting Market

Market segmentation is the activity of classifying or dividing a market of potential customers based on a variety of factors. The segments created are made up of customers who respond similarly to marketing strategies and who have things in common, such as shared needs, wants or locations. Its goal is to ensure that companies can segment their consumer base into different groups so they may more effectively promote their goods or services.

- ❖ Geographic segmentation
- ❖ Psychographic segmentation

### Geographic segmentation

Geographic segmentation is the separation of a company's market depending on geographic. A market can be geographically divided into cities, nations, regions, countries and international areas. Additionally, a market can be broken down into rural, sub-urban and metropolitan areas. Neko Cat Hotel may identify the service the customer need at a specific place using this segmentation.

The business is located at Jalan Eko Perniagaan 1, Kota Masai, 81700 Pasir Gudang has been selected to be the first branch for the business. Neko Cat Hotel have detected that the place was on the urban area. It was a strategic location who can attract more cat's owner to send their cat here. It was also a place where many people were busy and have problems with time constraints to take care of their cats. Our place of business is also in the shop lots area and also in the residential area where it is easy to find and close to everyone. Neko Cat Hotel place of business is also strategic because our shop faces the main road of Seri Alam and is also often passed by parents who send their children to school. With the selection of this strategic location, more parties will be aware of the presence of our cat hotel in their area.

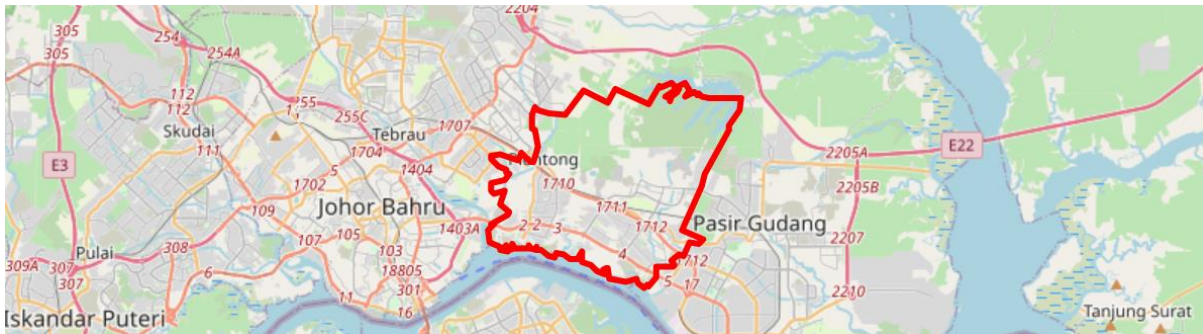
### **Psychographic segmentation**

The term "psychographic segmentation" refers to a market segmentation technique in which groups are created based on psychological characteristics that affect consumption patterns derived from people's preferences and way of life. It is mostly conducted based on "how" individuals think and "what" they hope their lives will be like. Any firm can segment its target market using this strategy if it wants to comprehend the mental processes of its customers. In addition to demographic, regional, and behavioural segmentation, one of the most successful segmentation techniques is psychographic market segmentation.

From research, residents here are more interested in defending cats in their daily lifestyle. Taking care of a cat will bring a positive aura to the owner and will lead to peace of mind when being able to take care of the cat well. There are some people think that taking care of a cat is a difficult thing, but Neko Cat Hotel here also provide advice services and cat care guidance with the right method to ensure that the cat is in good condition. With this, they will understand that caring for this cat is fun and also easy to manage. They will also gain knowledge about the advantages of taking care of cats and also benefit from it.

### 5.3 MARKET SIZE & SALES FORECAST

#### Market size



Population of people at Masai, Johor: 141,730 people

Men: (53.9%)

Women: (46.1%)

Out of 10 people, 5 of them are raising cat. So, from this we estimated that:

GENDER	TOTAL PEOPLE AT PASIR GUDANG	ESTIMATED PEOPLE THAT RAISE CAT
Male	76,407	38,203
Female	65,323	32,661
TOTAL	141,730	70,864

*Table 8: Population of people at Masai, Johor*

Population × Average price = Market size

70 864 x 120 = 8 503 680 (**Market Size**)

Our sales forecast 8% from market size

8 503 680 x 8% = 680 294 (**Per Year**)

Hotel Cat Neko would be able to determine how many clients to expect annually from sales forecasting.

The average package price per session is RM 120.

$680\,294 / 120 = 5\,669$  Customer Per Year

$5\,660.12 / 12 = 472$  Customer Per Month (RM56 640)

$472 / 30 = 16$  Customer Per Day (RM1 920)

<b>NO</b>	<b>PACKAGE</b>	<b>ESTIMATED SALES PER PACKAGE</b>	<b>TOTAL ESTIMATED SALES/ MONTHLY (RM)</b>	<b>TOTAL ESTIMATED SALES/ YEAR (RM)</b>
<b>1</b>	<b>AVERAGE PRICE PACKAGE</b>	RM 120 × 363	43 560	680 294

*Table 9: The average price package*

### **Sales forecast**

**Sales forecast for year:**

<b>Month</b>	<b>Sales Forecast (RM)</b>
<b>January</b>	RM56 640
<b>February</b>	RM56 640

<b>March</b>	RM56 640
<b>April</b>	RM56 640
<b>May</b>	RM56 640
<b>June</b>	RM56 640
<b>July</b>	RM56 640
<b>August</b>	RM56 640
<b>September</b>	RM56 640
<b>October</b>	RM56 640
<b>November</b>	RM 56 640
<b>December</b>	RM 57 254
<b>Total</b>	RM 680 294

*Table 10: Sales forecast for year*

**Sales forecast by year:**

<b>Year</b>	<b>Percentage increase (%)</b>	<b>Sales Forecast (RM)</b>
<b>1</b>	-	680 294
<b>2</b>	10	748 323
<b>3</b>	12	838 122

*Table 11: Sales forecast by year*

## 5.4 ANALYSIS & MARKET SHARE

### Market shares

Market share is referred to as the partition of the market or sales among businesses engaged in similar commercial activity. The amounts of competitors, experience, strengths and weaknesses will all be taken into account. The market share breakdown before and after our company entered the market is shown in the table below.

Market share before the entrance of Neko Cat Hotel:

<b>Competitors</b>	<b>Market Share (%)</b>	<b>Total Market Share (RM)</b>
<b>MOONCATZ</b>	45	3 826 656
<b>RIDZA PET ZONE</b>	30	2 551 104
<b>DHIA PETS HOTEL &amp; GROOMING</b>	25	2 125 920
<b>TOTAL</b>	100	8 503 680

*Table 12: Market share before the entrance of Neko Cat Hotel*



Market share after the entrance of Neko Cat Hotel:

<b>Competitors</b>	<b>Market Share Before Entrance (%)</b>	<b>Market loss (%)</b>	<b>Market Share After Entrance (%)</b>	<b>Total Market Share (RM)</b>
<b>MOONCATZ</b>	45	4	41	3 486 509
<b>RIDZA PET ZONE</b>	30	3	27	2 295 993
<b>DHIA PETS HOTEL &amp; GROOMING</b>	25	2	23	1 955 846
<b>NEKO CAT HOTEL</b>	-	-	9	765 332
<b>TOTAL</b>	100	8	100	8 503 680

*Table 13: Market share after the entrance of Neko Cat Hotel*

**Competitor analysis**

<b>COMPETITORS</b>	<b>STRENGTH</b>	<b>WEAKNESS</b>
<b>MOONCATZ</b>	Established business because it is already operated for a long time.	Did not have any specialization and the fee is a bit expensive.
<b>DHIA PETS HOTEL &amp; GROOMING</b>	Specialize in grooming and spa service.	Only focus on treatment and surgery.
<b>RIDZA PET ZONE</b>	Specialize in surgery.	New in this market business.

*Table 14: Competitors analysis*

### 5.5 MARKETING PERSONAL SCHEDULE

NAME	ACTIVITIES	RESPONSIBILITIES
<b>DANIA</b>	-Banner and bunting.  -Signboard.  -Flyers.	In charge of handling the advertising.
<b>AZIRA</b>	-Social media.	Responsible for managing the social media and apps; Instagram, TikTok and etc.
<b>HAZIRAH</b>	-Promotion.	Managing any promotion.
<b>AMMAR</b>	-Grand Opening.	Make sure the opening of the store will run smoothly

*Table 15: Marketing personal schedule*

## 5.6 REMUNERATION SCHEDULE

<b>POSITION</b>	<b>NO.</b>	<b>MONTHLY SALARY (RM) (A)</b>	<b>EPF 11% (RM) (B)</b>	<b>SOCSSO 5% &amp; 3% (RM) (C)</b>	<b>TOTAL (RM) (A+B+C)</b>
General Manager	1	4 800.00	528.00	144.00 (5%)	5 472.00
Administration Manager	1	4 000.00	440.00	120.00 (3%)	4 560.00
Marketing Manager	1	4 000.00	440.00	120.00 (3%)	4 560.00
Operational Manager	1	4 000.00	440.00	120.00 (3%)	4 560.00
Financial Manager	1	4 000.00	440.00	120.00 (3%)	4 560.00
<b>TOTAL</b>	<b>5</b>				<b>23 712.00</b>

*Table 16: Remuneration Schedule*

## 5.7 MARKETING MIX

### Service strategy

<b>NAME</b>	<b>NEKO CAT HOTEL</b>
<b>SERVICE QUALITY</b>	All workers at this Neko Cat Hotel have been given very therapeutic cat care training. In addition, they have all received certificates from the relevant ministries to ensure customer trust in them.
<b>SERVICE PACKAGE</b>	Package A – general consultation + basic grooming (RM 100)  Package B – general consultation + special grooming (RM 170)  Package C – general consultation + special grooming + shave (RM 200)  Package D – overnight stay + eat 3 times daily (RM 65)  Package E– 3 days 2 nights stay + eat 3 times daily (RM110)  Package F – I week stay + eat 3 times daily (RM255)

<p><b>SERVICE DIFFERENTIATION</b></p>	<p>Customers can access cat hotels, veterinarian services, grooming, spa treatments and clinic surgery all in one location. Customers will benefit from time savings and increased convenience. We also offer a pickup and delivery service for the pet to Neko Cat Hotel.</p>
<p><b>AFTER SALE SERVICE (IF APPROPRIATE)</b></p>	<p>Neko Cat Hotel will ask customers about their feedback on services and their experience of sending cats to our place. We will examine customer demand and will improve in the future.</p>

*Table 17: Service strategy*

**Pricing strategy**

For pricing strategy will be used based on competition strategy. Neko Cat Hotel will offer the best price which is not too low or too high from our competitors. Table below showed comparison prices between Neko Cat Hotel and other competitors.

<b>COMPETITORS</b>	<b>AVERAGE PRICE (RM)</b>
<b>MOONCATZ</b>	180
<b>RIDZA PET ZONE</b>	149
<b>DHIA PETS HOTEL &amp; GROOMING</b>	99
<b>NEKO CAT HOTEL</b>	120

*Table 18: Pricing Strategy*

### **Place / distribution strategy**

The consumers receive direct service from Neko Cat Hotel. This is because Neko Cat Hotel want to keep up the high caliber of the services. Neko Cat Hotel position is quite important because it faces the main road of Seri Alam and is also close to the school. Therefore, when this cat hotel opens, many people will be aware of the opening of this store. Additionally, Neko Cat Hotel also provides a "Pickup Your Cute Cat" service, this will make it easier for customers to send their cats.

### **Promotion strategy**

#### **1. Advertising**

One of the promotion strategies is advertising, so Neko Cat Hotel purchased a signboard, handed out flyer and hung a banner. This strategy is employed to bring in more clients from other cities and to make sure that our business is well-known. In addition, we use social media into our promotion strategy. This is among the simplest methods for luring and interacting with customers. By utilizing cutting-edge technologies, can successfully expand the business. We'll advertise Neko Cat Hotel on Facebook, Instagram, and TikTok (hotelcatNeko).

Table below show budget for advertising:

<b>ITEMS</b>	<b>PRICE (RM)</b>
<b>Signboard</b>	5 000
<b>Flyers</b>	400



<b>Banner &amp; Bunting</b>	600
-----------------------------	-----

*Table 19: Budget for Advertising*

## **2. Apps**

Neko Cat Hotel use a few social media platforms to advertise the company. Neko Cat Hotel decided to emphasize social media because people are familiar with technology today. People today, regardless of age, typically own at least one gadget. Therefore, Hotel Cat make up mind to promote it using social media such as:

- i. Instagram
- ii. Facebook
- iii. TikTok

## 5.8 MARKETING BUDGET

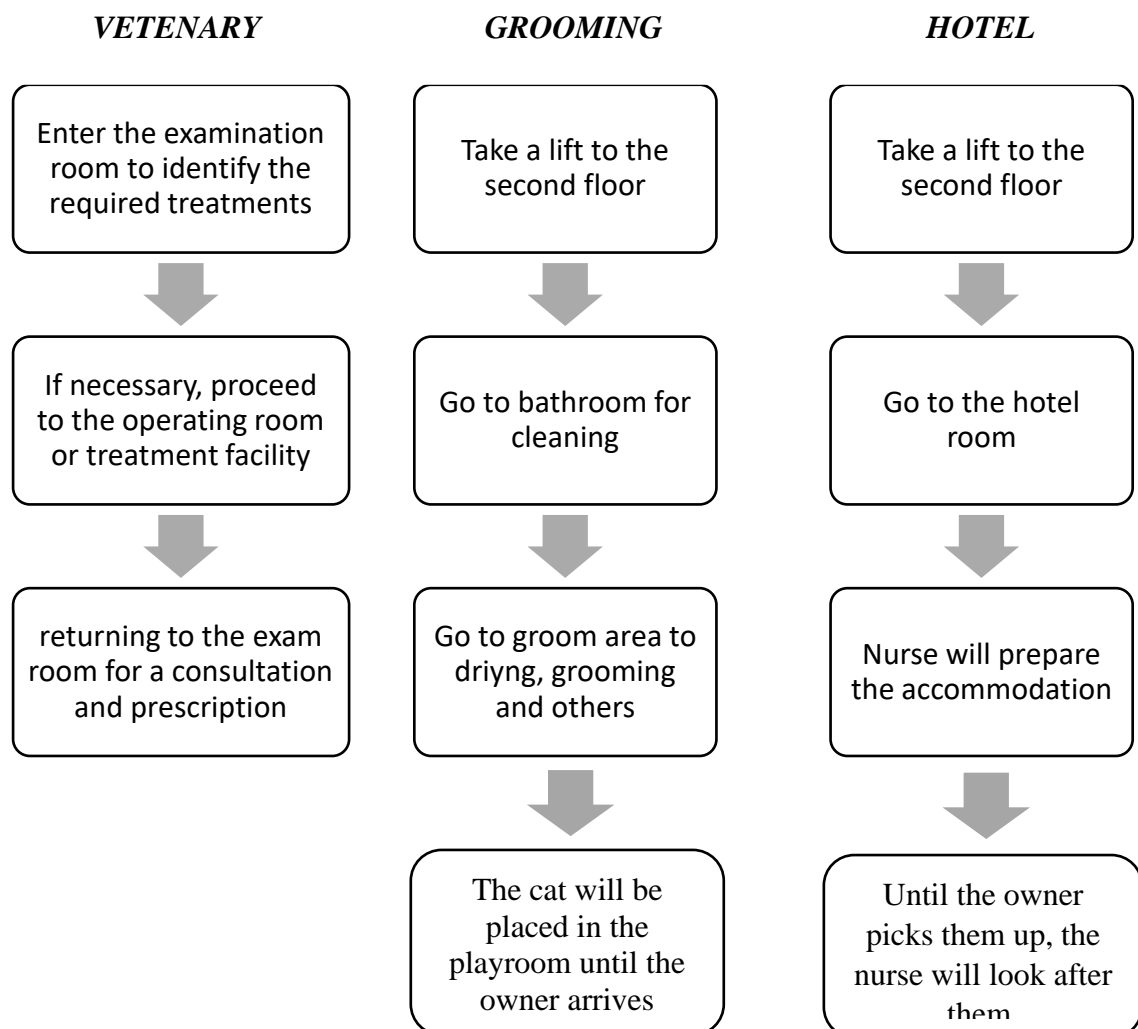
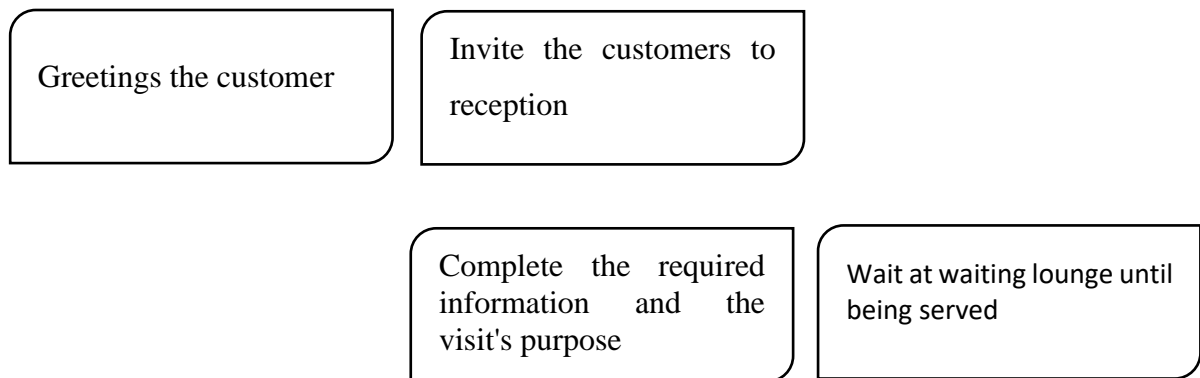
<b>ITEM</b>	<b>FIXED ASSET</b>	<b>MONTHLY EXPENSES</b>	<b>OTHER EXPENSES</b>
<b>FIXED ASSETS</b>			
<b>Banner and bunting</b>	RM 600.00		
<b>Signboard</b>	RM 5 000.00		
<b>Flyers</b>	RM 400.00		
<b>Van (NISSAN)</b>	RM 31 000.00		
<b>WORKING CAPITAL</b>			
<b>Promotion</b>		RM 1 000.00	
<b>OTHER AND EXPENDITURES</b>			
<b>Grand opening</b>			RM 3 000.00

<b>TOTAL</b>	RM 37 000.00	RM 1 000.00	RM 3 000.00
<b>NET TOTAL</b>	RM 41 000.00		

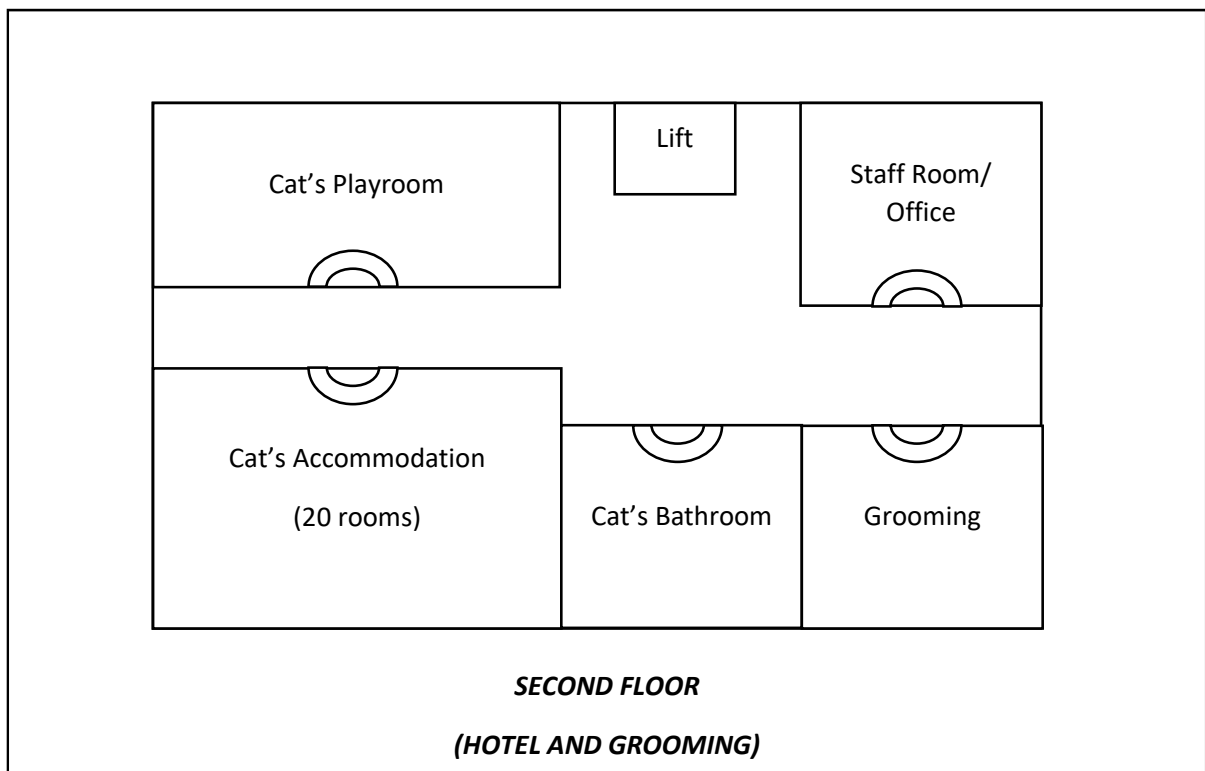
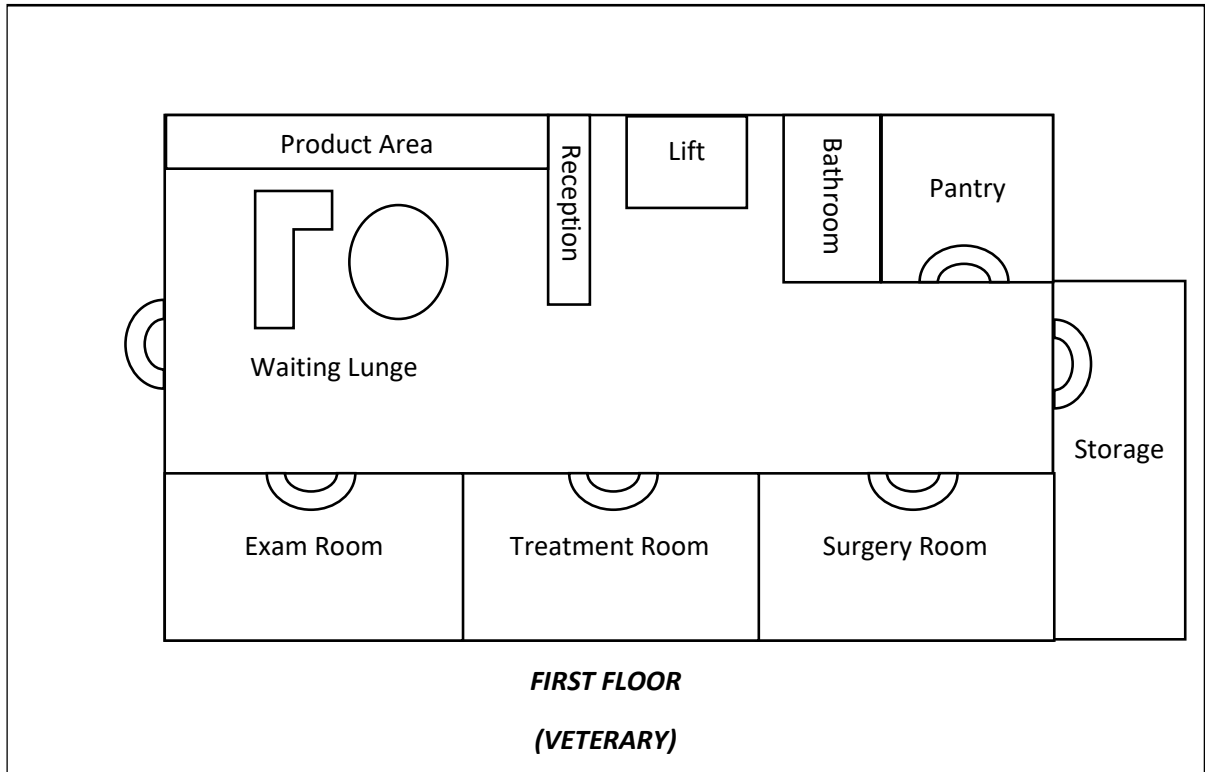
*Table 20: Marketing Budget*

## **6.0 OPERATIONAL PLAN**

## 6.1 PROCESS PLANNING



## 6.2 OPERATION LAYOUT



### 6.3 PRODUCTION / CAPACITY PLANNING

*Average sales forecast per month = RM56,691*

*Average price package = RM 150*

*Number of outputs per month = RM56,691 / RM150 = 378 Customers*

*If the number of working days per month is 30 days,*

*Number of outputs per days = 378 / 30 = 13 Customers*

### 6.4 MATERIAL REQUIREMENT PLANNING

<b>N. 0</b>	<b>MATERIAL</b>	<b>QUANTI TY</b>	<b>SAFETY STOCK</b>	<b>TOTAL REQUIREME NT</b>	<b>PRICE / UNIT (RM)</b>	<b>TOTA L PRICE (RM)</b>
1.	<b>CAT FOOD (7KG)</b>	20	5	25	70	1,750
2.	<b>WET FOOD (80g)</b>	100	50	150	2.80	420
3.	<b>CAT LITTER (10L)</b>	15	5	20	13	260
4.	<b>ANAESTHETIC</b>	10	5	15	40	600
5.	<b>ANTIBIOTICS</b>	10	5	15	30	450
6.	<b>ANTI- INFLAMMATOR IES</b>	10	5	15	30	450
7.	<b>STEROID</b>	10	5	15	70	1050
8.	<b>ANTIPARASITI C</b>	10	5	15	50	750
9.	<b>BANDAGE</b>	50	20	70	1.10	77
10.	<b>SYRINGE</b>	50	20	70	2	140
11.	<b>SOAP</b>	20	10	30	8	240
12.	<b>COTTON BUD</b>	15	5	20	4.50	90

<b>13.</b>	<b>CONDITIONER</b>	20	10	30	8	240
<b>14.</b>	<b>PROTECTION PRDUCTS</b>	10	5	15	35	525
<b>15.</b>	<b>WASHING SOAP</b>	5	5	10	20	200
<b>16.</b>	<b>SHAMPOO</b>	20	10	30	10	300
<b>TOTAL</b>						<b>7542</b>

*Table 21: Material Requirement Planning*



## 6.5 MACHINE AND EQUIPMENT PLANNING

NO.	MACHINE	QUANTITY	PRICE/ UNIT (RM)	TOTAL PRICE (RM)
1.	VATERARY TABLE	4	5,000	20,000
2.	LIGHTNING	4	880	3,520
3,	VETENARY STETHOSCOPE	2	300	600
4.	VETENARY ULTRASOUNDS	1	3,083.20	3,083.20
5.	DIGITAL X-RAY IMAGING MACHINES	1	74,542.38	74,542.38
6.	ANAESTHESIA MACHINES	1	15,755.89	15755.89
7.	IV PUMPS	2	1,110	2,220
8.	AUTOCALVES AND STERILIZRES	1	8,195	8,195
9.	TUTTNAUER	1	6,827	6,827
10.	CAUTERIES	2	7,930	15,860
11.	BATHTUB	1	1,064	1,064
12.	GROOMING CABINET	1	8,761	8,761
13.	PRODUCT CABINET	2	300	600
14.	VENDING MACHINE	1	5,285.50	5,285.50
15.	CASH REGISTER	1	1,550	1,550
<b>TOTAL</b>				167,863.97

Table 22: Machine and Equipment Planning

## 6.7 BUSINESS OPERATION HOURS

<b>SUNDAY</b>	9.30 a.m. – 6.30 p.m
<b>MONDAY</b>	9.30 a.m. – 6.30 p.m
<b>TEUSDAY</b>	9.30 a.m. – 6.30 p.m
<b>WEDNESDAY</b>	9.30 a.m. – 6.30 p.m
<b>THURSDAY</b>	9.30 a.m. – 6.30 p.m
<b>FRIDAY</b>	9.30 a.m. – 6.30 p.m
<b>SATURDAY</b>	9.30 a.m. – 6.30 p.m

*Table 23: Business Operation Hours*

Neko Cat Hotel is open every day. This is because customers can send their cats whenever they want for us to take care of them. Therefore, they need to make an appointment in advance so that their cat's accommodation is available.

<b>OPERATION</b>	<b>REST HOUR</b>
Saturday – Thursday	1.30 p.m. – 2.30 p.m.
Friday	12.00 p.m. – 2.30 p.m.

*Table 24: Business Rest Hour*

## 6.8 OPERATION PERSONNEL SCHEDULE

EMPLOYEE NAME	POSITION	NO OF PERSONNEL
DANIA ARRISYA	General Manager	1
AZIRA	Administration Manager	1
AZRUL HAZIM	Marketing Manager	1
HAZIRAH	Operational Manager	1
AMMAR ASYRAF	Financial Manager	1

*Table 25: List of Operation Personnel*

EMPLOYEE NAME	TASKS AND RESPONSIBILITIES
DANIA ARRISYA	<ul style="list-style-type: none"> <li>Enhancing productivity and raising departmental revenues while managing the overall business operations.</li> </ul>
AZIRA	<ul style="list-style-type: none"> <li>Ensure that all Neko Cat Hotel administrative procedures and systems are planned, coordinated and managed</li> </ul>
AZRUL HAZIM	<ul style="list-style-type: none"> <li>Leading the Neko Cat Hotel's branding, advertising and marketing strategies</li> </ul>
HAZIRAH	<ul style="list-style-type: none"> <li>Making sure employees' schedules are monitored and programs are developed to ensure their professional development</li> </ul>
AMMAR ASYRAF	<ul style="list-style-type: none"> <li>Analyzing financial data and producing accurate cash flow statements</li> </ul>

*Table 26: Schedule of Tasks and Responsibilities*

## 6.9 REMUNERATION SCHEDULE

<b>POSITION</b>	<b>NO.</b>	<b>MONTHLY SALARY (RM) (A)</b>	<b>EPF 11% (RM) (B)</b>	<b>SOCSSO 5% &amp; 3% (RM) (C)</b>	<b>TOTAL (RM) (A+B+C)</b>
General Manager	1	4 800.00	528.00	144.00 (5%)	5 472.00
Administration Manager	1	4 000.00	440.00	120.00 (3%)	4 560.00
Marketing Manager	1	4 000.00	440.00	120.00 (3%)	4 560.00
Operational Manager	1	4 000.00	440.00	120.00 (3%)	4 560.00
Financial Manager	1	4 000.00	440.00	120.00 (3%)	4 560.00
<b>TOTAL</b>	<b>5</b>				<b>23 712.00</b>

*Table 27: Remuneration Schedule*

## **6.10 PERMITS / LICENCES REQUIREMENT**

### *IMPORTANT OF LICENES*

In order to operate your company legally in Malaysia, you must apply for the business licenses relevant to your business nature. Otherwise, the government may close your company and impose severe penalties. Businesses are required to obtain licensing before they can legally operate, which may take the form of a general license, an industry/sector license, or an activity license. Legislation requires businesses to obtain business licenses, which are administered by government agencies, statutory bodies, and local authorities. Among business licenses are registrations, approvals, licences, and permits. Depending on the industry, business activity, and location, compliance requirements may vary.

### *LIST OF GENERAL LICENSES REQUIRED*

- Company registration.
- Company and employee Income Tax Registration
- Employees Provident Fund
- Social Security Organisation
- Human resources Development fund
- Business Premise Licence and signboard Licences

### *LIST OF COMPANY LICENSES REQUIRED*

- Certificate of incorporate (Form N9/ Notice Section 17)-1 copy;
- Returns of Particulars of Director, managers and Secretaries (Form 49 / Notice Section 58)- 1 copy;
- Photos of our Business premise (front and interior of premises);
- Any one director's NRIC / Passport is state in Form 49 / Notice Section 58-1 copy;
- Sample of signboard indicating design and colour (if applicable);
- Photos showing location of signboard (if applicable);

*LIST OF ENTERPRISE (SOLE-PROPRIETOR/ PARTNERSHIP) LICENSES  
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 state in Form 49 - 1 copy
- Sample of signboard indicating design and colour (if applicable)
- Photos showing location of signboard (if applicable)

*ACTIVITY SECIFIC LICENSES*

- Certificate of Fitness for Certified Machinery
- Building Plan Approval
- Sales Tax License
- Malaysian Veterinary Council (MVC)

## 6.11 OPERATION BUDGET

ITEM	FIXED ASSET (RM)	MONTHLY EXPENSES (RM)	OTHER EXPENSES
<b>Fixed Assets</b>			
Utilities	1000		
Operation Equipment	167,863.97		
Vehicle (6 years)	972.27		
<b>Working Capital</b>			
Material		7542	
Maintenance (Vehicle)		700	
Insurance Premise		1000	
Rent		4000	
Fuel (Vehicle)		400	
<b>Pre-operation &amp; other expenditures</b>			
Road tax			120
Insurance vehicle		2,174.59	
<b>TOTAL</b>	<b>169,836.24</b>	<b>15,816.59</b>	<b>120</b>

*Table 28: Operation Budget*

## **7.0 FINANCIAL PLAN**



## 7.1 FINANCIAL OBJECTIVES

Finance is without a doubt one of the most critical components of a business. More money would be required to start a business. It goes without saying that capital investment is essential to take the initial step and begin your firm. Furthermore, as you progress along the timeline.

Obtaining materials, hiring expertise, marketing, and testing all necessitate financial assistance. If the company lacks sufficient finances, it will struggle to operate and, as a result, will be unable to produce a profit. In reality, selecting the correct cash source is critical.

Estimates from financial statements should also be included in a financial strategy. Such are the cash flow, profit and loss statement, and balance sheet.

Financial planning's goal:

- Identifying the origins, availability, and timeliness of funds.
- To establish the viability of a firm before committing to an investment, estimate the total money required.
- To assess the 70% viability of a business project before committing to an investment.
- To ensure that the project implementation is a complete success.
- To ensure that the debt is restructured at the bare minimum

## **7.2 PROJECT IMPLEMENTATION COST**

### ❖ Administrative Budget

<b>ADMINISTRATIVE EXPENDITURE</b>	
<b>Fixed Assets</b>	<b>RM</b>
Land & Building	
Office Equipment	18,700
Furniture & Fittings	4,600
<b>Working Capital</b>	
Utilities	3,000
Salaries, EPF & SOCSO	23,712
<b>Other Expenditure</b>	
Other Expenditure	
<b>Pre-Operations</b>	
Deposit (rent, utilities, etc.)	2,000
Business Registration & Licences	3,000
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	1,500
<b>TOTAL</b>	<b>56,512</b>

**Total administrative budget: RM 56, 512**

❖ Marketing Budget

<b>MARKETING EXPENDITURE</b>	
<b>Fixed Assets</b>	<b>RM</b>
Banner and bunting	600
Signboard	5,000
Flyers	400
Van (Nissan)	31,000
<b>Working Capital</b>	
Promotion	1,000
<b>Other Expenditure</b>	
Other Expenditure	3000
<b>Pre-Operations</b>	
Deposit (rent, utilities, etc.)	
Business Registration & Licences	
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	
<b>TOTAL</b>	<b>41,000</b>

**Total marketing budget: 41,000**

❖ Operational Budget

<b>OPERATIONS EXPENDITURE</b>	
<b>Fixed Assets</b>	<b>RM</b>
Utilities	1,000
Operation Equipment	167,864
Vehicle (6 years)	972
<b>Working Capital</b>	
Raw Materials & Packaging	7,542
Carriage Inward & Duty	1,100
Salaries, EPF & SOCSO	
Insurance Premise	1,000
Rent	4,000
<b>Other Expenditure</b>	
Other Expenditure	
<b>Pre-Operations</b>	
Deposit (rent, utilities, etc.)	
Business Registration & Licences	
Insurance & Road Tax for Motor Vehicle	2,295
Other Expenditure	
<b>TOTAL</b>	<b>185,773</b>

**Total operational budget: RM185,773**

### **7.3 SOURCES OF FINANCIAL**

#### **Overview:**

The source of finance can be defined as where a business gets money to fund business activities such as administration, marketing, and operation. It is critical for all entrepreneurs, especially newcomers, to have a source of financing as a support system for their firm.

Choosing the proper source and the right combination of finance is a difficult task for any financial manager. The source of financing can be classified according to the time of generation, ownership, and control, as well as the time period.

- 1) **Long-term** (from five to twenty years); land development, machinery, equipment, furniture, and vehicles.
- 2) **Short-term** (less than one year): raw materials, labour and salaries, utilities, and other expenses overheads)

While ownership and control can be classified as follows:

- 1) **Owned** (equity, preference, retained earnings) (equity, preference, retained earnings)
- 2) **Borrowed** (financial institutions, commercial banks) (financial institutions, commercial banks)

Finance can come from both external and internal sources:

- 1) **External sources** include bank equity and debt.
- 2) **Internal sources** include retained profit, asset sales, and work capital control.

❖ Neko Cat Hotel source of financial

Neko Cat Hotel					
PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE					
Project Implementation Cost			Sources of Finance		
Requirements	Cost	Loan	Hire-Purchase	Own Contribution	
				Cash	Existing F. Assets
<b>Fixed Assets</b>					
Land & Building					
Office Equipment	18,700	18,700			
Furniture & Fittings	4,600	4,600			
Banner and bunting	600	600			
Signboard	5,000	5,000			
Flyers	400	400			
Van (Nissan)	31,000	31,000			
Utilities	1,000	1,000			
Operation Equipment	167,864	167,864			
Vehicle (6 years)	972	972			
<b>Working Capital</b>	1 months				
Administrative	26,712	26,712			
Marketing	1,000	1,000			
Operations	13,642	13,642			
<b>Pre-Operations &amp; Other Expenditure</b>	11,795	11,795			
<b>Contingencies</b>	10%	28,328	28,328		
<b>TOTAL</b>	<b>311,613</b>	<b>311,613</b>			

**LOAN AMORTIZATION REPAYMENT SCHEDULE**

- ❖ A loan amortisation schedule is a detailed table of periodic loan payments that shows the amount of principal and interest that is included in each level payment until the loan is paid off at the end of its term.

<b>LOAN REPAYMENT SCHEDULE</b>				
<b>Amount</b>	<b>69,683</b>			
<b>Interest Rate</b>	<b>5%</b>			
<b>Duration (yrs)</b>	<b>5</b>			
<b>Method</b>	<b>Baki Tahunan</b>			
<i>Year</i>	<i>Principal</i>	<i>Interest</i>	<i>Total Payment</i>	<i>Principal Balance</i>
	-	-		69,683
1	13,937	3,484	17,421	55,746
2	13,937	2,787	16,724	41,810
3	13,937	2,090	16,027	27,873
4	13,937	1,394	15,330	13,937
5	13,937	697	14,633	-
6	0	0	-	-
7	0	0	-	-
8	0	0	-	-
9	0	0	-	-
10	0	0	-	

#### **7.4 PRO-FORMA CASH FLOW (3 YEARS)**



**Neko Cat Hotel  
CASH FLOW PRO FORMA STATEMENT**

MONTH	Pre-Operations	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL YR 1	YEAR 2	YEAR 3
<b>CASH INFLOW</b>																
Capital (Cash) Loan	311,613													311,613	748,323	838,122
Cash Sales		56,640	56,640	56,640	56,640	56,640	56,640	56,640	56,640	56,640	56,640	56,640	57,254	680,294		
Collection of Accounts Receivable																
<b>TOTAL CASH INFLOW</b>	<b>311,613</b>	<b>56,640</b>	<b>56,640</b>	<b>56,640</b>	<b>56,640</b>	<b>56,640</b>	<b>56,640</b>	<b>56,640</b>	<b>56,640</b>	<b>56,640</b>	<b>56,640</b>	<b>56,640</b>	<b>57,254</b>	<b>991,907</b>	<b>748,323</b>	<b>838,122</b>
<b>CASH OUTFLOW</b>																
<b>Administrative Expenditure</b>																
Utilities		3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000	39,600	44,352
Salaries, EPF & SOCSO		23,712	23,712	23,712	23,712	23,712	23,712	23,712	23,712	23,712	23,712	23,712	23,712	284,544	312,998	350,558
<b>Marketing Expenditure</b>																
Promotion		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000	13,200	14,784
<b>Operations Expenditure</b>																
Cash Purchase		7,542	7,542	7,542	7,542	7,542	7,542	7,542	7,542	7,542	7,542	7,542	7,542	90,504	99,554	111,501
Payment of Account Payable																
Carriage Inward & Duty		1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	13,200	14,520	16,262
Salaries, EPF & SOCSO																
Insurance Premise		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000	13,200	14,784
Rent		4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	48,000	52,800	59,136

<b>Other Expenditure Pre-Operations</b>		3,000												3,000	3,300	3,696
Deposit (rent, utilities, etc.)	2,000													2,000		
Business Registration & Licences	3,000													3,000		
Insurance & Road Tax for Motor Vehicle	2,295													2,295	2,295	2,295
Other Pre-Operations Expenditure	1,500													1,500		
<b>Fixed Assets</b>																
Purchase of Fixed Assets - Land & Building																
Purchase of Fixed Assets - Others	230,136													230,136		
Hire-Purchase Down Payment																
<b>Hire-Purchase Repayment:</b>																
Principal		5,194	5,194	5,194	5,194	5,194	5,194	5,194	5,194	5,194	5,194	5,194	5,194	62,323	62,323	62,323
Interest		1,298	1,298	1,298	1,298	1,298	1,298	1,298	1,298	1,298	1,298	1,298	1,298	15,581	12,465	9,348
<b>Loan Repayment:</b>																
Principal		5,194	5,194	5,194	5,194	5,194	5,194	5,194	5,194	5,194	5,194	5,194	5,194	62,323	62,323	62,323
Interest		1,298	1,298	1,298	1,298	1,298	1,298	1,298	1,298	1,298	1,298	1,298	1,298	15,581	12,465	9,348
Tax Payable													0	0	0	0
<b>TOTAL CASH OUTFLOW</b>	<b>238,931</b>	<b>50,846</b>	<b>47,846</b>	<b>47,846</b>	<b>47,846</b>	<b>47,846</b>	<b>47,846</b>	<b>47,846</b>	<b>47,846</b>	<b>47,846</b>	<b>47,846</b>	<b>47,846</b>	<b>47,846</b>	<b>816,082</b>	<b>626,255</b>	<b>689,039</b>
<b>CASH SURPLUS (DEFICIT)</b>	<b>72,682</b>	<b>5,794</b>	<b>8,794</b>	<b>8,794</b>	<b>8,794</b>	<b>8,794</b>	<b>8,794</b>	<b>8,794</b>	<b>8,794</b>	<b>8,794</b>	<b>8,794</b>	<b>8,794</b>	<b>9,408</b>	<b>175,825</b>	<b>122,068</b>	<b>149,083</b>
<b>BEGINNING CASH BALANCE</b>		<b>72,682</b>	<b>78,477</b>	<b>87,271</b>	<b>96,065</b>	<b>104,859</b>	<b>113,653</b>	<b>122,447</b>	<b>131,241</b>	<b>140,035</b>	<b>148,829</b>	<b>157,623</b>	<b>166,417</b>		<b>175,825</b>	<b>297,894</b>
<b>ENDING CASH BALANCE</b>	<b>72,682</b>	<b>78,477</b>	<b>87,271</b>	<b>96,065</b>	<b>104,859</b>	<b>113,653</b>	<b>122,447</b>	<b>131,241</b>	<b>140,035</b>	<b>148,829</b>	<b>157,623</b>	<b>166,417</b>	<b>175,825</b>	<b>175,825</b>	<b>297,894</b>	<b>446,976</b>

## **7.5 PRO FORMA INCOME STATEMENT (3 YEARS)**

- ❖ The expected profit or loss for the planned period is indicated in the statement. (3 years)

<b>Neko Cat Hotel</b>			
<b>PRO-FORMA INCOME STATEMENT</b>			
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Sales</b>	<b>680,294</b>	<b>748,323</b>	<b>838,122</b>
<b>Less: Cost of Sales</b>			
Opening stock			
Purchases	90,504	99,554	111,501
less: Ending Stock			
Carriage Inward & Duty	13,200	14,520	16,262
<b>Gross Profit</b>			
<b>Less: Expenditure</b>			
Administrative Expenditure	320,544	352,598	394,910
Marketing Expenditure	12,000	13,200	14,784
Other Expenditure	3,000	3,300	3,696
Business Registration & Licences	3,000		
Insurance & Road Tax for Motor Vehicle	2,295	2,295	2,295
Other Pre-Operations Expenditure	1,500		
Interest on Hire-Purchase			
Interest on Loan	15,581	12,465	9,348
Depreciation of Fixed Assets	46,027	46,027	46,027
Operations Expenditure	60,000	66,000	73,920
<b>Total Expenditure</b>	<b>567,651</b>	<b>609,959</b>	<b>672,744</b>
<b>Net Profit Before Tax</b>	<b>112,643</b>	<b>138,364</b>	<b>165,378</b>
<b>Tax</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Profit After Tax</b>	<b>112,643</b>	<b>138,364</b>	<b>165,378</b>
<b>Accumulated Net Profit</b>	<b>112,643</b>	<b>251,007</b>	<b>416,385</b>

## 7.6 PRO-FORMA BALANCE SHEET (3 YEARS)

- ❖ This statement shows the financial position of the company at a specific point in time, based on its assets and how they're financed.

<b>Neko Cat Hotel PRO-FORMA BALANCE SHEET</b>			
	Year 1	Year 2	Year 3
<b>ASSETS</b>			
<b>Fixed Assets (Book Value)</b>			
Land & Building			
Office Equipment	14,960	11,220	7,480
Furniture & Fittings	3,680	2,760	1,840
Banner and bunting	480	360	240
Signboard	4,000	3,000	2,000
Flyers	320	240	160
Van (Nissan)	24,800	18,600	12,400
Utilities	800	600	400
Operation Equipment	134,291	100,718	67,146
Vehicle (6 years)	778	583	389
	184,109	138,082	92,054
<b>Current Assets</b>			
Stock of Raw Materials	0	0	0
Stock of Finished Goods	0	0	0
Accounts Receivable			
Cash Balance	175,825	297,894	446,976
	175,825	297,894	446,976
<b>Other Assets</b>			
Deposit	2,000	2,000	2,000
<b>TOTAL ASSETS</b>	<b>361,934</b>	<b>437,975</b>	<b>541,031</b>
<b>Owners' Equity</b>			
Capital			
Accumulated Profit	112,643	251,007	416,385
	112,643	251,007	416,385
<b>Long Term Liabilities</b>			
Loan Balance	249,291	186,968	124,645
Hire-Purchase Balance			
	249,291	186,968	124,645
<b>Current Liabilities</b>			
Accounts Payable			
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>361,934</b>	<b>437,975</b>	<b>541,031</b>

## 7.7 FINAL ANALYSIS

- ❖ Subjective measure of how well a firm can use assets from its primary mode of business and generate revenues.

<b>Neko Cat Hotel</b>			
<b>FINANCIAL PERFORMANCE</b>			
	Year 1	Year 2	Year 3
<b><u>PROFITABILITY</u></b>			
Sales	680,294	748,323	838,122
Gross Profit			
Profit Before Tax	112,643	138,364	165,378
Profit After Tax	112,643	138,364	165,378
Accumulated Profit	112,643	251,007	416,385
<b><u>LIQUIDITY</u></b>			
Total Cash Inflow	991,907	748,323	838,122
Total Cash Outflow	816,082	626,255	689,039
Surplus (Deficit)	175,825	122,068	149,083
Accumulated Cash	175,825	297,894	446,976
<b><u>SAFETY</u></b>			
Owners' Equity	112,643	251,007	416,385
Fixed Assets	184,109	138,082	92,054
Current Assets	175,825	297,894	446,976
Long Term Liabilities	249,291	186,968	124,645
Current Liabilities	0	0	0
<b><u>FINANCIAL RATIOS</u></b>			
<b><i>Profitability</i></b>			
Return on Sales	17%	18%	20%
Return on Equity	100%	55%	40%
Return on Investment	31%	32%	31%
<b><i>Liquidity</i></b>			
Current Ratio	#DIV/0!	#DIV/0!	#DIV/0!
Quick Ratio (Acid Test)	#DIV/0!	#DIV/0!	#DIV/0!
<b><i>Safety</i></b>			
Debt to Equity Ratio	2.2	0.7	0.3
<b><u>BREAK-EVEN ANALYSIS</u></b>			
Break-Even Point (Sales)	477,698	508,793	557,840
Break-Even Point (%)	70%	68%	67%

## **8.0 CONCLUSION**

## **CONCLUSION**

For us, after doing a lot of research regarding on what business to do we had gain into an agreement to do the cat hotel as our business. This is all due to all the business plan that we had go through and we confident that this Neko Cat Hotel can be successful. We will learn a lot from our competitors and try to have a healthy competition with our competitors too. Firstly, we want to make a pet hotel but after we did a research, a lot of pet owners in Malaysia are a cat owners. So, we stick to it and we add to the Neko Cat Hotel the services of essential care for cat and we also sell the essential products for cat. We had forecast that our business will gain revenue through out year by year and will not have a loss for the three years ahead.

For the financial analysis, Neko Cat Hotel will have a solid financial system which is due to our assets' favourable ratio of liquidity. Therefore, we may use the assets to improve our store or do anything else we desire for our company. Additionally, Neko Cat Hotel debt-to-equity ratio has been declining over time, which was good news for our financial division.

To sum up, we believe Neko Cat Hotel is a worthwhile business for us, especially in assisting people in ensuring that their cat, in particular, is in good health while their owner is away from home or has insufficient free time to care for their valued pet. Additionally, Neko Cat Hotel will strive to be among the greatest cat hotels in Malaysia and has the ability to franchise this business around the country. From what we can tell, this company truly benefits a lot of individuals, especially cat owners. By completing this ENT300 assignment, we get to learn the basic skills on how to setting up a new start-up business. We will take this as a new learning and try to use this knowledge skills in the future.

## **9.0 APPENDICES**



NAME	POSITION	CAPITAL CONTRIBUTION (RM)	PERCENTAGE CONTRIBUTION (%)
DANIA ARRISYA BINTI AHMAD NIZAM	General manager	100,000	20
NUR AZIRA BINTI IBERAHIM	Administration manager	100,000	20
AZRUL HAZIM BIN MAZILAN	Marketing manager	100,000	20
NUR HAZIRAH BINTI YUSAINI	Operational manager	100,000	20
AMMAR ASYRAF BIN AZLAN	Financial manager	100,000	20
	TOTAL	500,000	100

*Table 29: Capital Contribution*

#### 4. Profit and Loss

The net profit of the partnership shall be divided equally between the partners and the net losses shall be borne equally by them. A separate income account shall be maintained for each partner. Partnership profits and losses shall be charged or credited to the separate income account of each partner. If a partner has no credit balance in their income account, losses shall be charged to their capital account.

#### 5. Salaries and Withdrawals

Partners shall receive any salary for services rendered to the partnership. Each partner may, from time to time, withdraw the credit balance in their income account.

6. Interest

No interest shall be paid on the initial contributions to the capital of the partnership or on any subsequent contributions of capital.

7. Management Duties and Restrictions

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

8. Banking

All funds of the partnership shall be deposited in its name in such checking account or accounts as shall be designated by the partners. All withdrawals there from are to be made upon checks signed by either partner.

9. Books

The partnership books shall be maintained at the principal office of the partnership and each partner shall at all times have access to the books. The books shall be kept on a fiscal year basis and shall be closed and balanced at the end of each fiscal year. An audit shall be made as of the closing date.

10. Voluntary Termination

The partnership may be dissolved at any time by agreement of the partners, in which event the partners shall proceed with reasonable promptness to liquidate the business of the partnership.

#### 11. Death

Upon the death of either partner, the surviving partner shall have the right either to purchase the interest of the decedent in the partnership or to terminate and liquidate the partnership business.

#### 12. Arbitration

Any controversy or claim arising out of or relating to this Agreement or the breach hereof, shall be settled by arbitration in accordance with the rules. In witness whereof the parties have signed this Agreement. Executed this on 5<sup>th</sup> January 2023 in Jalan Eko Perniagaan 1, Kota Masai, 81700 Pasir Gudang. Each partner agreed and signed this agreement to show their commitment to this partnership.

## **9.2 COMPENSATION AND BENEFIT**

### 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 vehicles.
- Employees who supervise or oversee 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

- a. the National Day;
- b. the Birthday of the Yang di-Pertuan Agong;
- c. 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; and

d. 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, therefore.

3. Annual leave

An employee shall be entitled to paid annual leave of

- a. 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;
- b. 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
- c. 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

- a. by a registered medical practitioner duly appointed by the employer; or
- b. 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,
  - (aa) where no hospitalisation is necessary,
    - i. of fourteen days in the aggregate in each calendar year if the employee has been employed for less than two years;
    - ii. 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;

iii. of twenty-two days in the aggregate in each calendar year if the employee has been employed for five years or more; or

(bb) 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 children.

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 Organisation (SOCSO)

The main function of SOCSO is to provide social security protection to employees and their dependents 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 dependents in the event of unforeseen incidents, in addition to providing medical treatment, physical rehabilitation or vocational training. SOCSO also 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, they are responsible for 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 Act 1991).



### 9.3 FINANCIAL REPORT (GRAPH)

