



اُنْبُوْا سِيَّتِي تَكُوْنُوْا لِي مَبَارَا
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TEKNOLOGI
MARA

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1.0 EXECUTIVE SUMMARY

The Sukan Outlet is opening through the partnership and it consists of five members. Which is the general manager is Afiq Ikmal, the administration manager is Muhd Fadhil, the marketing manager is Aiman Hazim, the operational manager is Akmal Zulqarnain, and the financial manager is Muhd Iskandar. The company industry is the sports industry. All of the business products are 100% from the local supplier. The reason for choosing 100% local suppliers is because to encourage Malaysian people to own brands and businesses. The Sukan Outlet is the best place to promote their product to people.

The business is located at Shop Lot Jalan Lembah 19, Sri Alam, Pasir Gudang, Johor. The area has many residences that can easily attract people to visit The Sukan Outlet shop. Besides that, the range of that area also doesn't have any sports shops other than The Sukan Outlet shop. So, it gives the company as the main destination for people because the shop is nearby where they live. The Sukan Outlet shop has many types of products like shoes, sports equipment, pants, and etc. Hence, customers can find anything about sports in the shop. The operation hours for The Sukan Outlet are from 10 a.m. until 10p.m. and only closed on Monday.

The vision and mission of a company are critical to determining what needs to be achieved. The vision for The Sukan Outlet is 'to become a company that touches the heart of sportspersons throughout Asia by providing a multifunction sport-centric outlet through which they can discover and enjoy the services provided'. This shows the company wants to expand its services through Asia by providing good products. There are a few missions that have in The Sukan Outlet. For example, to become a well-known sports shop for everyone without counting on gender, religion, or races and to make sure that sports are accessible and affordable not a privilege. It is a guideline for the company need to achieve within its operations years.

The company also uses Business Model Canvas (BMC) to help the company to operate. It makes it easier for businesses to know the details of the system. Besides that, the company also needs to achieve its target market for a month and in a year. It's very crucial to know if the whole operation is doing well or not.

Lastly, it was a pleasure to gain some knowledge about how to run a business through this assignment. It's shows how important to work as a group to make sure this report can be done and submitted.

3.0

**ADMINISTRA
TION PLAN**

3.1 Introduction to the organization

3.1.1 Vision

To become a company that touches the heart of sportspersons throughout Asia by providing a multifunction sport-centric outlet through which they can discover and enjoy the services provided.

3.1.2 Mission

1. To become a well-known sports shop center for everyone without counting on gender, religion, or races
2. To make sure that sports are accessible and affordable but not a privilege.
3. To ensure that our sale goods and services provided are updated and high quality to keep existing customers and attract more customers.
4. Create a healthy and friendly working environment.
5. Ensure the sukan outlet ability to take initiatives, risk and do any possible innovate and re-invent in order to compete in the market.

3.1.3 Motto

“Proud in local”

3.1.4 SHORT TERM GOALS

- Within four months of opening, the Sukan Outlet became highly known throughout all neighborhoods, notably in the Pasir Gudang city area in Johor.
- Within its first three months of operation, The Sukan Outlet made RM 21,000 in sales.
- 7 staff will be hired by The Sukan Outlet within the first four months of operation.

3.1.5 LONG TERM GOALS

- Within the first year of operation, the Sukan outlet increased the number of staff to further supply local brands around Malaysia.
- The Sukan Outlet will expand cooperation with companies in Malaysia to accommodate patrons' preferences and demands.
- After several years of business in Johor, Sukan Outlet will expand 13 branches in other states in Malaysia.
- In a year, Sukan Outlet will reach a net income of RM 860000.

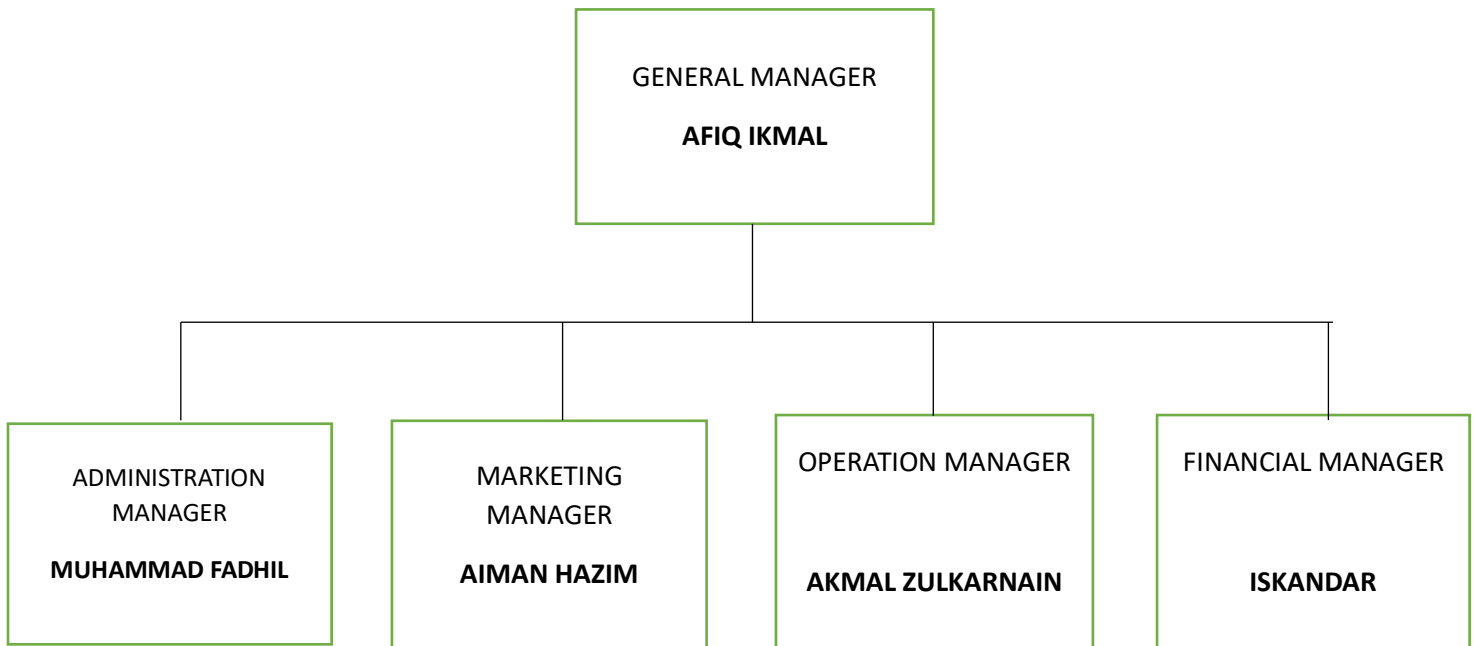
3.1.6 Logo & Description



The Sukan Outlet is the local sentence combined with English sentences. The idea of this name was inspired through a meeting between us. When looking for an idea for a company name that has a local connection, The Sukan Outlet is the best name we can come up with. The word "Sukan" itself symbolizes our patriotism based on a word from the Malay language. The white in our logo means sincere and clean while the black means firm and keep going. The combination of black and white also has the meaning of being balanced and needing each other.

3.2 Organizational Structure

Figure 3.2: Organizational Chart (The Sukan Outlet)



3.3 Administrative Manpower Planning

Table 2.1 : Position and Number of Personnel

Position	Number of Personnel
General Manager	1
Administration Manager	1
Marketing Manager	1
Operation Manager	1
Financial Manager	1
Total	5

3.4 Schedule of Tasks & Responsibilities

Table 3.4 Schedule of Tasks & Responsibilities

Position	Tasks & Responsibilities
General Manager	<ol style="list-style-type: none">1. To organize, carry out, and oversee company operations.2. To organize and track the business's strategic development
Administration Manager	<ol style="list-style-type: none">1. Controlling how the administrative employees and department operate.2. Hiring, training, and assessing staff members, as well as taking corrective action when necessary.
Marketing Manager	<ol style="list-style-type: none">1. Compile market research, choose, and manage manufacturing quantity and quality.2. Create corporate advertising and promotion.
Production Manager	<ol style="list-style-type: none">1. Making and keeping production schedules organized.2. Establishing quality control requirements.3. Calculating, negotiating, and approving timeframes and budgets with clients and the manager.
Financial Manager	<ol style="list-style-type: none">1. Account monitoring, activity reporting, and financial forecasting.2. Look at ways to increase profits and assess the market for business opportunities.

3.5 Schedule of Remuneration

Table 3.5 Schedule of Remuneration

Position	No	Monthly Salary (RM)	EPF Contribution (11%) (RM)	SOCSSO Contribution (1.75%) (RM)	Total (RM)
General Manager	1	8500	935	148.75	9583.75
Administration Manager	1	5500	605	96.25	6201.25
Marketing Manager	1	5500	605	96.25	6201.25
Operation Manager	1	5500	605	96.25	6201.25
Financial Manager	1	5500	605	96.25	6201.25
TOTAL	5	30500	3355	533.75	34388.75

3.6 Compensation and Benefits

BIL	COMPENSATION AND BENEFITS	DETAILS
1.	Salary EPF (11%) SOCSO (1.75%)	Working days: 26/27 days per month Working hour: 8 hours (Business hour: 12 hours) (Office hour: 10am-9pm) minimum salary: RM1,500 per month
2.	Maternity leave & Paternity leave	Maternity leave: 300 days during working period Paternity leave: 10 days during working period
3.	Public holidays	<ol style="list-style-type: none"> 1. National day (1 day) 2. The Yang di- Pertuan Agung's birthday (1day) 3. The State Ruler's birthday (1 day) 4. Labor Day (1 day) 5. Malaysia day (1 day)
4.	Annual leave	Less than 2 years: 8 days leave per year 2-5 years: 12 days per year More than 5 years:16 days per year
5.	Sick leave	Less than 2 years: 14 days per year 2-5 years: 18 days per year More than 5 years: 22 days per year
6.	Bonus	10% of salary for Eid celebration 20% of salary for every end year
7.	Wage increment	More than 3 years: 2% every 6 months

3.7 List of Office Furniture & Fittings

Table 3.7 List of Office Furniture & Fittings

Item	Quantity	Price/Unit (RM)	Total Cost (RM)
Office desk	6	219	1314
Office chair	13	99	1287
Meeting table	1	499	499
Office file cabinet	7	161.50	1130.5
Ceiling Air conditioner	8	2222	17776
Lamp	60	42.40	2544
Glassdoor	7	2383	16681
TOTAL			21,064

3.8 List of Office Equipment

Table 3.8 List of Office Equipment

Item	Quantity	Price/Unit (RM)	Total Cost (RM)
Computer	4	1678	6712
Fax Machine	1	451	451
Photo state machine	1	1099	1099
Printer	6	257.89	1547.34
Cordless phone	6	151	906
Smart glass door lock	1	303.55	303.55
TOTAL			6,848

3.9 Administrative Budget

ITEMS	FIXED ASSETS	MONTHLY ASSETS	OTHER EXPENSES
Fixed Assets			
<ul style="list-style-type: none"> • Land & building • Office equipment • Furniture & fitting • Renovation 	 6,848 21,064 2,000		
Working Capital			
<ul style="list-style-type: none"> • Salaries, EPF, SOCSO • Rental deposit • Stationary 		 15,295 6,600 168	
Operations			
<ul style="list-style-type: none"> • Utilities • Business license 		 680 1,408	 200
TOTAL		54,263	

4.0 MARKETING PLAN

4.0 MARKETING PLAN

Marketing may be described as the process of satisfying needs and desires via an exchange of goods and services. Marketing plans assist in evaluating market acceptability, developing strategies to promote the business's products or services, identifying necessary resources to execute the marketing strategy, and estimating marketing budget requirements.

The marketing function is to promote and facilitate exchange. Through marketing, individuals and groups obtain what they need and want by exchanging products and services with other parties. Before starting a firm, every organization must understand and articulate its marketing strategy. To improve the quality, we must investigate the strengths and weaknesses of the rivals that exist around us, and the services that have been offered must be taken seriously.

As a start-up firm, the marketing plan is a critical component on which we should concentrate in order to avoid major difficulties in our operations. However, it is critical that we meet both the number of target markets and the number of sales forecasted.

Objective:

- To introduce our quality products and services to our customer
- To ensure customers are satisfied with our outlet and the product given
- To ensure customers buy our sports products repeatedly
- To ensure Sukan Outlet will reach the goals of the target market and our sales budget

4.1 MARKET ANALYSIS

One of the most important aspects of marketing is market analysis. It is research aimed to identify a company's markets, anticipating their orientations, and determining how to increase the company's market share and capitalize on any new trends. The market analysis includes things like the target market, market size, competition, market share, sales forecast, and marketing strategy.

A market analysis provides information about industries, customers, competitors, and other market variables. You can also determine the relationship between supply and demand for a specific product or service. Based on these insights, you can make more informed decisions about possible marketing strategies.

Our business's target consumer is global. There are no restrictions or requirements for certain persons because everyone may enjoy it. Our sports product meets people's needs since it is some of the quality product that you can't get at a certain place. We will concentrate on segmented marketing in which we would exclusively target specific market categories. In this business, we only target for those who are living in Malaysia, especially in Seri Alam located in Pasir Gudang and their nearest area.

In this business expect to choose some of the target market people surrounding. People who are active in sports and like it can try to look at The Sukan Outlet product. Not just that, people who like to try something new and changed their lifestyle also can try our newest product.

4.2 TARGET MARKET

To guarantee that our marketing efforts meet the requirements and desires of our consumers while also generating profits, we have taken steps to identify and target our efforts on a specific set of clients. This is done to verify that our marketing activities are within the scope and capability of our company. The target market is described as a set of consumers who have needs and desires that may be met by a firm by supplying goods and services. It is much easier to identify where and how to promote our firm when we have a well-defined target demographic.

We have a defined target market after considerable deliberation and preparation. That is not to say that we should exclusively focus on one set of people and disregard those who are not in our target market, since the other group is our secondary market and may also bring in revenue for our company. We have divided our market into three categories: geographic, demographic, and psychographic. Market segmentation is a strategy that we use to define our market, which substantially aids in determining our target market and, ultimately, our business in the long run. It is the process of identifying and subdividing a big homogeneous market into distinct segments with comparable requirements, wants, or demand characteristics. Its goal is to create a marketing mix that exactly fits the expectations of the targeted segment's clients. This is due to the fact that errors in market segmentation might result in a loss of sales.

Demographic

segmentation is the process of categorising a market based on factors such as age, gender, income, employment, and health problems. Our firm is located in a community where people and customers come from all backgrounds and lifestyles. This sort of segmentation assists us in identifying trends that may influence future spending habits in the target market. There are a few population traits that have been selected as our target market. They come from diverse backgrounds in terms of education, wealth, social status, and employment. This is due to the fact that the Kota Masai area is considered a large town. People of diverse socioeconomic backgrounds are represented. The place that we choose to start our business is Bandar Seri Alam because it is near to the iconic landmark which is Lotus Seri Alam Today market Seri Alam. Furthermore, Bandar Seri Alam is the place that can reach by Tebrau and Johor Bahru. So, the people can easily reach our sport center. Its also near the housing area which is Flora Heights and Seri Mutiara. So, the community can go and use our sport outlet.

Psychographic

segmentation splits the market into categories based on the lifestyle of the customers. Surveys of activities, interests, and opinions (AIO) are one method for evaluating lifestyle. It takes into account a variety of possible impacts on purchasing behaviour, such as customer attitudes, expectations, and activities. Based on our study, we determined that our target market consists of people of various economic levels and both genders. Our sport center is near to the residence which is Seri Mutiara and Vista Seri Alam. It is the place that the lifestyle of the residence is busy and hectic. Residence with busy lifestyle will need some time to rest and do some sport. They need new environment to release their stress. So, our sport center can release their stress by the residence can use our facilities such as gymnasium for a better day. Furthermore, the place also have the residence that love sport and can give opportunities to them to do sport in their leisure time. As we all know, we compete with other firms and local stores in the production of sports product. As a result, our services are distinct from others. Apart from the fact that our product is highly innovative and distinctive, these differences might entice people to visit our firm. As a result, we have chosen to utilise only the highest quality of local product and other newest product. In addition, we offer the greatest services at cheap costs. All of this is necessary to guarantee that our clients are satisfied with our services.

Behavioural

Segmentation allows you to have a highly personal dialogue with your consumers because of the unique relationship you have with them. Our target market in this segmentation is people who wish to have a healthy lifestyle and also someone who like to take part of sport. During a Sports day, the demand for sport product like running shoes are increase. Many sport event have been announce every year in Johor Bahru make were ready to increase our. Our service includes a free gift and discount for every local product . Aside from that, our goal is to hold at least one event every month, such as a sports day, National sport day and something . As a result, demand for sport product like shoes running will rise.

4.3 MARKET SIZE

The number of customers and sellers in a certain market from the target market may be described as market size. Sukan Outlet target market includes people from all walks of life, with varying education levels, income levels, social classes, occupations, and races. Our main outlet is at...

According to the Department of Statistic Malaysia, the number of population are in Johor Bahru for 2022 is 4,009,670. Sukan Outlet predict that people who come to buy our product will be 1% of the number of the number of the area in Johor. Below is the calculation for our market size.

Population in Johor Bahru = 4 million people
Assuming 5km in our premise potential target market =10% x 4 million of people 400,000 people
Assuming population will be our target market to go to out outlet =30% x 400,000 =120,000 people will go to our restaurant

4.4 COMPETITION AND COMPETITIVE EDGES

NO.	NAME OF COMPETITORS	STRENGTHS	WEAKNESSES
1	88 Enterprise	They have all of the necessary products. They have been in Seri Alam for so long. greater knowledge. They are already well-known and have a loyal customers.	They only have a limited number of products to sell to clients.
2	Planet Sport	They are already well-known and have a steady clientele. However, it is not the cheapest.	There are too many competitors.
3	Al-Ikhsan	Most individuals are familiar with and some of the product are reasonable price. It is less expensive than other types of sport product	There are too many competitors.

4.5 MARKET SHARE

Market Share = % of market share for each competitor x Market size in RM

BUSINESS PLAYERS	BEFORE		AFTER	
	Percentage of market share	Market share (RM)	Percentage of market share	Market share (RM)
88 Enterprise	25%	0.25 X 4,009,670 = 1,002,417.50	20%	0.20 X 4,009,670 =801,934
Planet Sport	45%	0.45 X 4,009,670 =1,804,351.50	40%	0.40 X 4,009,670 =1,603,868
Al-Ikhsan	30%	0.30 X 4,009,670 =1,202,901	20%	0.20 X 4,009,670 =801,934
Sukan Outlet	0%	-	20%	0.20 X 4,009,670 =801,934
Market Size	100%	4,009,670	100%	4,009,670

4.6 SALE FORECAST

MONTH	SALE FORECAST (RM)
JANUARY	37306.25
FEBRUARY	35306.25
MARCH	46306.25
APRIL	36306.25
MAY	10000.25
JUNE	36306.25
JULY	40306.25
AUGUST	32306.25
SEPTEMBER	36306.25
OCTOBER	36306.25
NOVEMBER	16306.25
DECEMBER	46306.25
YEAR 1	435,675.00
YEAR 2 (INCRESMENT 10%)	479,242.50
YEAR 3 (INCRESTMEN 10%)	527,167.75
TOTAL	1,442,085.25

4.7 MARKETING STRATEGIES

PRODUCT

Sukan Outlet is a company that focus on quality of sport products with a variety type of local sport product. Our sport product is some of it from local type like local running shoes, tshirt and some of girl sport cap. Our local product is a special kind of product. It contains a high quality sweat absorbent cloth, which used to wipe sweat quickly. It standard with the some of the international quality of sport product. Furthermore, it has no artificial coarse fabric. Our outlet will offer great product to consumers, who will then used it for their daily lifestyle. Some of the product really smooth and nice to use. The sport product like ball and other variation all in good condition. Our outlet promise the great quality product so it can hold on for a long time. We will extend our business to a few additional shops in order to sell more and make the most profit. We want to franchise our business in additional districts or states where we anticipate significant demand, such as Kuala Lumpur, Melaka, and a few others.

PROMOTION

As we all know on the market, each product has its own identity and peculiarities in order to attract clients. Include their discount and promo. The same is true for our goods. Because our product is sport product, we know that consumers of different races in Malaysia may take part different type of sport and play it because it is a very chill some of the sport in Malaysia people can play for it, but we are worried about the quality of our products. Good promotion has the ability to instantly identify the product. We have our own label for the package that contains our company data such as address, contact number, e-mail and logo. The promotion may be the seller's last attempt to persuade buyers. We chose to give a best promotion for our customer so they can buy it with a lower price . Its purpose is to ensure that the quality of the items and not just that, with the promotion we can sell our product fast. Furthermore, for client who request the best price, we can give them some voucher and take part as our member. This is our approach for capturing the attention of customers.

PRICE

Price is very essential since it determines whether we will get the desired profit or not, thus we do not offer our product at a higher price than others in the sport industry. However, as we know, we cannot just sell them at a cheapest price since we would incur the expense of the loss. Sukan Outlet will choose the best pricing, that's mean it quite reasonable and affordable. We also do not want to sell them too expensive since we want to keep our consumers loyal to our company.

PLACE

Establishing the most effective distribution methods is a crucial essential to success for product-focused businesses, defined as maximising sales and profitability. Place denotes the location from where a thing can be purchased. It is also known as the distribution channel. It covers both real and virtual retailers on the Internet. The distribution strategy aims to create an organised and regulated distribution system to enable the seamless flow of items to their intended clients. Because we make and sell our products without the use of any intermediaries, we may consider our distribution route to be from manufacturer directly to customer. Choosing a suitable location is important when starting a firm. It assists a business in gaining customers by attracting individuals to come and consume the products. We need a strategic location to sell sport product for our business. We require a decent, roomy location. The humidity, room, and everything else we require are ideal for selling them. Furthermore, clients may easily come to our location to acquire the items that we offer. The location that we have chosen is at Seri Alam in Pasir Gudang.

4.8 PROMOTION STRATEGY

ADVERTISING

Advertising is necessary to market the products. Advertising is a kind of marketing that includes the use of mass media, business cards, banners, and flyers. Potential purchasers will learn about our products and may be interested in purchasing them as a result of advertising. For the sukan outlet we have been made some of the good advertising for our market.

- **Flyers**

The flyer will assist our company in focusing on the target market segmentation. We provide information about our location, pricing, contact information, and other vital data so that people may simply understand and contact us.

- **Business Card**

The business card is crucial because I will offer it to potential consumers so that they can quickly contact us if they have any questions or are interested in purchasing our products. This card contains information about our firm such as the company name, contact information, social media links, business address, and company logo.

- **Internet**

We are also disseminating our local sport product information over the internet. This is because potential consumers will be able to learn more about our business and products without having to visit our location or phone us. They may reach us through these social media platforms at any time. We have an Instagram account and a Facebook page.

- **Banners and Signboard**

We will construct banners and signboards to place in front of our company premises so that potential purchasers can find us from a distance and anywhere.

- **Discount and Free Gift**

Those who purchase in bulk receive a discount. If you buy more than RM200, for example, the total price will be reduced so that you will buy more from us in the future.

5.0 OPERATION PLAN

5.0 OPERATION PLAN

5.1 COMPONENTS OF THE OPERATING SYSTEM

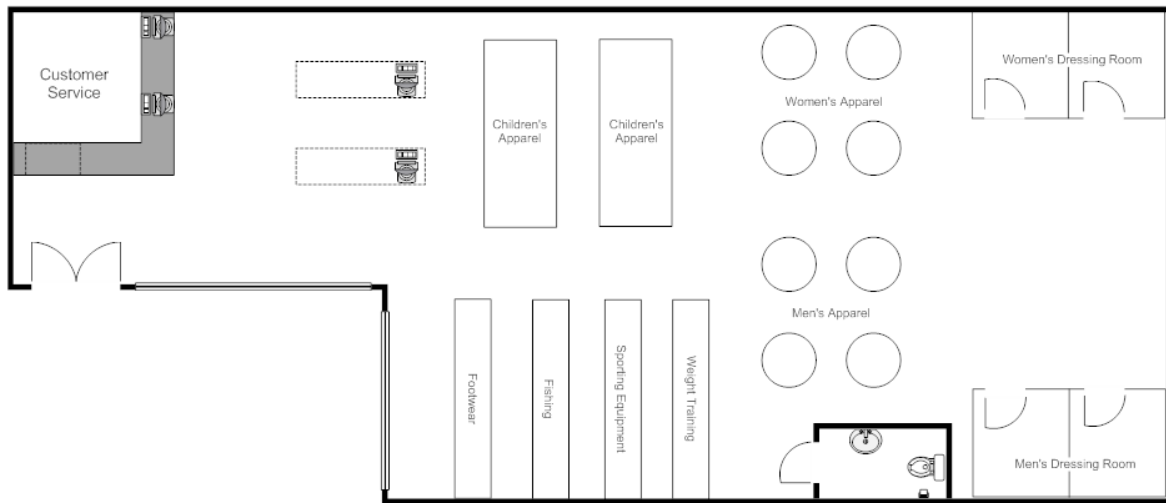
5.1.1 OPERATION OBJECTIVE

- Quick customer service in several areas
- Energy utilization is sufficient for the operation department.
- High labour productivity capability at The Sukan Outlet

5.1.2 TRANSFORMATION PROCESS

Firstly, when the whole mall is opened then the staff of The Sukan Outlet will be open the shop. Next, the staff that on duty will check all the goods and facilities in the good condition. If there are some problems, operation will be delayed. Other than that, staff will check the all stocks at the shop and make their work. Such as cleaning the shop. If there anything happen, the staff must report to management or supervisor. Then, the shop will be open as usual. Before All the staff will be at their department, they must make some exercise. Next, the staff must check the quality of the goods. It is because, Customers will be upset if they got the bad goods. Thus, the staff will serve the customer and helps customers to get their goods. Before the shop closed, all the staff make the closing shop. For example, keep the expensive goods to their store, make some shop cleaning, calculate the total sale on the day and ensure there are no goods lost and more. Finally, the shop can be closed if anything happens.

5.2 OPERATION LAYOUT



5.3 CAPACITY PLANNING

5.3.1 Sales forecast per month

Output per month

Average sales forecast per month = RM 49,905
The sale price (Bows) = RM 554.50
Number of sale per month = Average sales forecast / Sales price per unit
= 50,000 / 554.50
= 90 unit

Average sales forecast per month = RM 22,500.00
The sale price (Racquets) = RM 75.00
Number of sale per month = Average sales forecast / Sales price per unit
= 22,500.00 / 75.00
= 300 unit

Average sales forecast per month = RM 10,150
The sale price (Golf Balls) = RM 29.00
Number of sale per month = Average sales forecast / Sales price per unit
= 10,150 / 29.00
= 350 unit

Average sales forecast per month = RM 12,500
The sale price (Gloves) = RM 25.00
Number of sale per month = Average sales forecast / Sales price per unit
= 12,500 / 25.00
= 500 unit

Average sales forecast per month = RM 8,700
The sale price (Towels) = RM 29.00
Number of sale per month = Average sales forecast / Sales price per unit
= 8,700 / 29.00
= 300 unit

Average sales forecast per month = RM 11,800
The sale price (Clothes) = RM 59.00
Number of sale per month = Average sales forecast / Sales price per unit
= 20,650 / 59.00
= 200 unit

Average sales forecast per month = RM 12,000
The sale price (Shoes) = RM 60.00
Number of sale per month = Average sales forecast / Sales price per unit
= 12,000 / 60.00
= 200 unit

Average sales forecast per month = RM 8,925
The sale price (Helmet) = RM 59.50
Number of sale per month = Average sales forecast / Sales price per unit
= 8,925 / 59.50
= 150 unit

Average sales forecast per month = RM 29,950
The sale price (Bike) = RM 599.00
Number of sale per month = Average sales forecast / Sales price per unit
= 29,950 / 599.00
= 50 unit

Average sales forecast per month = RM 4,000
The sale price (Baseball Bat) = RM 20.00
Number of sale per month = Average sales forecast / Sales price per unit
= 4,000 / 20.00
= 200 unit

5.3.2 Number of sale per day

If the number of working days per month is 24 days (6 days a week)
= Number of output per month / number of working days per month
= 2,340 unit / 24
= 97.5 @ 98 units

5.3.3 Number of unit per hour

Daily working hours = 12 hours
= Number of output per day / daily working hours
= 98 / 12
= 8.17 units @ 8.2 units

5.4 MATERIAL REQUIREMENT PLANNING

	Material	Quantity	Price per unit	Total price
Goods	Bows	10	554.50	5,545.00
	Racquets	100	75.00	7,500
	Golf Balls	100	29.00	2,900
	Gloves	60	25.00	1,500
	Towels	100	29.00	2,900
	Clothes	50	59.00	2,950
	Shoes	50	60.00	3,000
	Helmet	60	58.50	3,510
	Bike	70	599.00	41,930
	Baseball Bat	100	20.00	2,000
TOTAL (RM)				RM72,035.00

5.5 MACHINE REQUIREMENT PLANNING

	Item	quantity	Price per unit	Total price
Equipment	Rack	70	500	35,000
	Machine Cashier	3	1900	5,700
	Security Sensor	3	600	1,800
	CCTV	5	400	2,000
	Mirror	10	150	1,500
	Bench	5	250	1,250
TOTAL (RM)				RM 47,250.00

5.6 LOCATION PLAN

5.6.1 Strategic Places

We intended to launch our company at Setia City Mall. Since our company is situated in the heart of the city, it is simple for us to distribute our goods to our clients. Customers can easily reach the area aside from that.

5.6.2 Infrastructure

All facilities were provided to our staff and the public to work comfortably. Example of facilities is the washroom, prayer room, restroom for staff, and store. So, with the facilities that have in our shop, all staff can work harder and achieve our target.

5.6.3 Price Of Rentals

The Sukan Outlet shop rent on Setia City Mall. The cost of rental is RM 5,000 per month. In our opinion, the cost of rental is quiet expensive but the place is more strategic to people come because they are everyday people come with very crowded.

5.7 BUSINESS OPERATION HOUR

The Sukan Outlet will open from Tuesday to Sunday. The business operation is from 10 am – 10 pm on Tuesday to Sunday. The staff will have a break from 12 pm to 1 pm. So, the staff can get enough rest.

Day	Time
Tuesday – Sunday	10 am – 10 pm
Monday	Closed

5.8 OPERATION PERSONAL SCHEDULE

Position	Task and Responsibilities
Supervisor	<ul style="list-style-type: none"> A shop supervisor is responsible for monitoring the overall operations of a store.
Stock Associate	<ul style="list-style-type: none"> Stock associate maintains product levels on the sales floor and organizes stock in back storage.
Cashier	<ul style="list-style-type: none"> Cashiers finalize customer purchases on cash registers or POS systems.

5.9 REMUNERATION SCHEDULE

POSITION	NO.	MONTHLY SALARY (RM) A	EPF (RM) B 12%	SOCSSO(RM) C 1.75%	TOTAL AMOUNT (RM) (A+B+C)
Supervisor	1	2,800.00	336	49.00	RM 3,185
Stock Associate	1	1,800.00	216	31.50	RM 2,047.50
Cashier	1	1,500.00	180	26.25	RM 1,706.25
TOTAL	3				RM 6,938.75

5.10 PERMIT / LICENSE REQUIREMENTS

5.10.1 Business Permit License

First, the company must have a Certificate of registration for business. Then, must have an E-SSM business profile to apply for the license. Other than that, photos of businesses are the most important. Lastly, we need the signboard of our business shop and a signboard that shows the location of our business.

5.10.2 Authorized Brand License

The right to use a brand name or emblem might belong to a business. These are known as trademarks, and they are used to stop other businesses from utilizing a company's resources. Customers can trust a brand with a trademark if they're buying from them. Businesses can provide other businesses with the rights to use their trademarks. Wilson is a prime example.

5.11 OPERATION BUDGET

ITEMS	FIXED ASSETS	MONTHLY ASSETS	OTHER EXPENSES
Fixed Assets			
• Operation Equipment	25,000		
Working Capital			
• Salaries, EPF, SOCSO		7,245	
Operations			
• Goods		30,035.00	
• Business license			300
• Overhead cost		1,000	
TOTAL		42,565	

6.0 FINANCIAL PLAN

6.1 FINANCIAL OBJECTIVE

A financial plan is another important business activity that must be taken into account and given greater planning. Financial can be defined as having to do with accounting, budgeting, economics, finance, and money. To put it another way, it is the management of financial resources, which also includes investing, borrowing, lending, saving, budgeting, and forecasting. All financial information obtained from the marketing, operations, and administration budgets must be included in the financial plan. All of the information will subsequently be converted into a financial budget.

The financial plan includes calculating the project's overall cost, selecting financing options like loans, grants, equity financing, venture capital, guarantee schemes, tax incentives, and many others, as well as creating pro forma financial projections that include cash flow, income statement, and balance sheet statements. Depreciation schedules for each fixed cost that is owned, as well as amortisation schedules for loan and hire purchase repayments, should also be included to support the financial strategy.

All financial information obtained from the marketing, production (or operations), and administration budgets is included in the financial plan. Then, a financial budget is created using the financial data from the operating budgets.

Based on the financial data, projections are prepared via the following pro forma statements:

- Income (or profit and loss) statement
- Balance sheet.

THE IMPORTANCE OF A FINANCIAL PLAN

The development of an overall business plan for a specific business or project must include a financial strategy. Following is a concise description of its significance:

- To determine the size of the investment
- To identify and propose the relevant sources of finance
- To ensure that the initial capital is sufficient
- To analyze the viability of the project before actual investment is committed
- To be used as a guideline for project implementation

VISION OF FINANCIAL PLAN

- To maximise the use of all organisational resources in order to increase business profitability.
- To review each and every financial transaction that happens during the course of the financial year in order to prevent and identify any corruption or financial abuse that could result in a decrease in our profits.

MISSION OF FINANCIAL PLAN

- To equally allocate financial resources among all departments
- To regulate workflow so as to minimize errors in every single transaction

6.2 PROJECT IMPLEMENTATION COST

ADMINISTRATIVE BUDGET

ADMINISTRATIVE EXPENDITURE	
Fixed Assets	RM
Land & Building	
Office Equipment	6,848
Furniture & Fitting	21,064
Renovation	2,000
Working Capital	
Salary, EPF & SOCSO	15,295
Rental Deposit	6,600
Stationary	168
Other Expenditure	
Other Expenditure	
Pre-Operations Expenditure	
Deposit (rent, utilities, etc.)	680
Business Registration & Licences	1,408
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	200
TOTAL	54,263

Useful life of fixed asset:

FIXED ASSETS	Econ. Life (yrs)
Office Equipment	5
Furniture & Fitting	5
Renovation	5
Signboard	5
	5

FIXED ASSETS	Econ. Life (yrs)
	5
	5
Machine & Equipment	5
	5
	5
	5

DEPRECIATION METHOD (1=straight line, 2=declining balance)	1
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MARKETING BUDGET

MARKETING EXPENDITURE	
Fixed Assets	RM
Signboard	3,000
Working Capital	
Salary, EPF & SOCSO	6,440
Promotion	3,000
Other Expenditure	
Other Expenditure	
Pre-Operations Expenditure	
Deposit (rent, utilities, etc.)	
Business Registration & Licences	
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	1,700
TOTAL	9,140

OPERATION BUDGET

OPERATIONS EXPENDITURE	
Fixed Assets	RM
Machine & Equipment	25,000
Working Capital	
Raw Materials & Packaging	8,985
Carriage Inward & Duty	
Salaries, EPF & SOCSO	7,245
Other expenditure	
Pre operations expenditure	
Deposit (rent , utilities , etc)	
Business registration & licences	
Insurance & road tax for motor vehicle	
Other expenditure	1,335
Total	42,565

PROJECT IMPLEMENTATION COST SCHEDULE

A project implementation cost schedule incorporates both long-term and short-term expenditure needed to start a project. The purpose of preparing the cost schedule is to determine the amount of initial investment needed to launch our new project.

Project Implementation Cost			
Requirements			Cost
Fixed Assets			
Land & Building			
Office Equipment			6,848
Furniture & Fitting			21,064
Renovation			2,000
Signboard			1,000
Machine & Equipment			25,000
Working Capital	1	months	
Administrative			22,063
Marketing			6,440
Operations			16,230
Pre-Operations & Other Expenditure			5,323
Contingencies	10%		10,597
TOTAL			116,565

6.3 SOURCES OF FINANCE SCHEDULE

Our source of finance schedule is made of the following common components:

- Internal sources
 - Equity contributions (cash)
- External sources
 - Term loan

Project Implementation Cost			Sources of Finance			
Requirements		Cost	Loan	Hire-Purchase	Own Contribution	
					Cash	Existing F. Assets
Fixed Assets						
Land & Building						
Office Equipment		6,848			6,848	
Furniture & Fitting		21,064			21,06	
Renovation		2,000			4	
					2,000	
Signboard		1,000	1,000			
Machine & Equipment		25,000	7,215		17,78	
					5	
Working Capital						
	1	months				
Administrative		22,063			22,06	
Marketing		6,440			3	
Operations		16,230			6,440	
					16,23	
					0	
Pre-Operations & Other Expenditure		5,323	5,323			
Contingencies			10,59			
	10		7			
	%	10,597				
TOTAL		116,565	24,13		92,43	
			5		0	

LOAN (if required)	
Interest rate	5%
Loan duration	5
Interest payment method*	2

6.4 DEPRECIATION SCHEDULES

Our company is planning to purchase fixed assets either with cash or through hire purchase scheme. Therefore, depreciation schedules for each of the fixed assets (except land) either bought or contributed have to be prepared. Our method to calculate the annual depreciation charges is the straight-line method.

$$\text{Annual depreciation} = \frac{\text{Original cost of asset} - \text{Scrap value}}{\text{Asset's Economic Life}}$$

Fixed Asset		Office Equipment	
Cost (RM)		6,848	
Method		Straight Line	
Economic Life (yrs)		5	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
	-	-	6,848
1	1,370	1,370	5,478
2	1,370	2,740	4,108
3	1,370	4,110	2,738
4	1,370	5,480	1,368
5	1,370	6,850	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Furniture & Fitting	
Cost (RM)		21,064	
Method		Straight Line	
Economic Life (yrs)		5	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
	-	-	21,064
1	4,213	4,213	16,851
2	4,213	8,426	12,638
3	4,213	12,638	8,426
4	4,213	16,851	4,213
5	4,213	21,064	-

Fixed Asset		Renovation	
Cost (RM)		2,000	
Method		Straight Line	
Economic Life (yrs)		5	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
	-	-	2,000
1	400	400	1,600
2	400	800	1,200
3	400	1,200	800
4	400	1,600	400
5	400	2,000	-

Fixed Asset		Signboard	
Cost (RM)		1,000	
Method		Straight Line	
Economic Life (yrs)		5	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
	-	-	1,000
1	200	200	800
2	200	400	600
3	200	600	400
4	200	800	200
5	200	1,000	-

Fixed Asset		Machine & Equipment	
Cost (RM)		25,000	
Method		Straight Line	
Economic Life (yrs)		5	
<i>Year</i>	<i>Annual Depreciation</i>	<i>Accumulated Depreciation</i>	<i>Book Value</i>
	-	-	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	-

6.5 LOAN AMORTIZATION

LOAN REPAYMENT SCHEDULE				
Amount		24,135		
Interest Rate		5%		
Duration (yrs)		5		
Method		Baki Tahunan		
Year	Principal	Interest	Total Payment	Principal Balance
	-	-		24,135
1	4,827	1,207	6,034	19,308
2	4,827	965	5,792	14,481
3	4,827	724	5,551	9,654
4	4,827	483	5,310	4,827
5	4,827	241	5,068	-

6.6 PRO FORMA INCOME STATEMENT (ANNUALLY)

	Year 1	Year 2	Year 3
Sales	694,236	728,948	794,553
Less: Cost of Sales			
Opening Stock of Finished Goods			
Production Cost	229,460	236,546	249,561
less: Ending Stock of Finished Goods	0	0	0
	229,460	236,546	249,561
Gross Profit	464,776	492,420	544,992
Less: Expenditure			
Administrative Expenditure	264,756	264,756	264,756
Marketing Expenditure	77,280	77,280	77,280
Other Expenditure			
Business Registration & Licences	1,408		
Insurance & Road Tax for Motor Vehicle			
Other Pre-Operations Expenditure	3,235		
Interest on Hire-Purchase			
Interest on Loan	1,207	965	724
Depreciation of Fixed Assets	6,182	6,182	6,182
Total Expenditure	354,068	349,184	348,942
Net Profit Before Tax	110,708	143,218	196,050
Tax	0	0	0
Net Profit After Tax	110,708	110,708	110,708
Accumulated Net Profit	110,708	253,926	449,976

6.7 PRO FORMA BALANCE SHEET

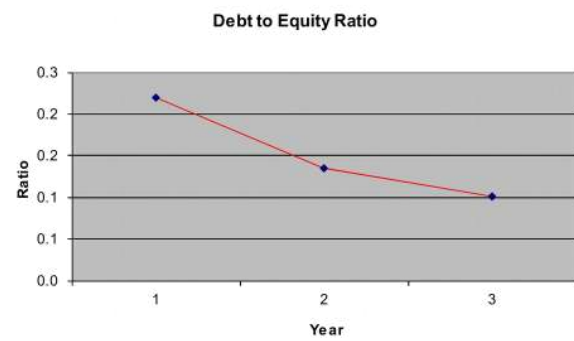
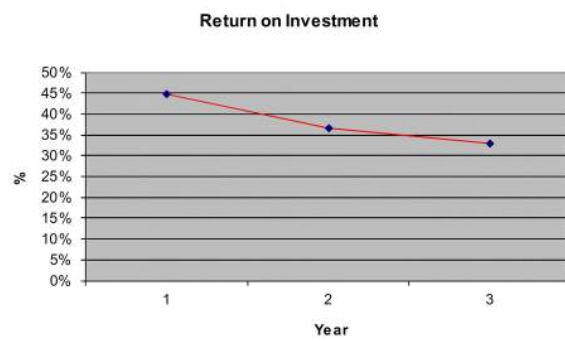
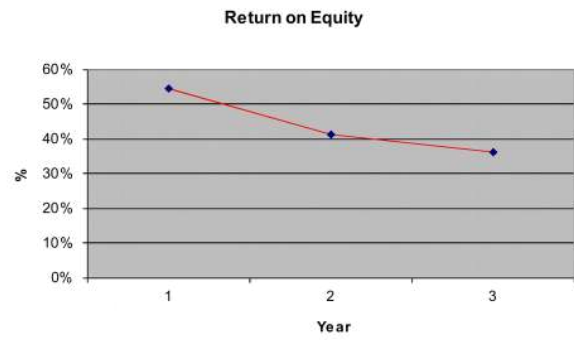
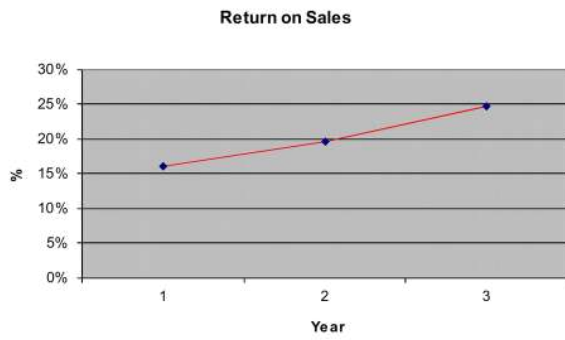
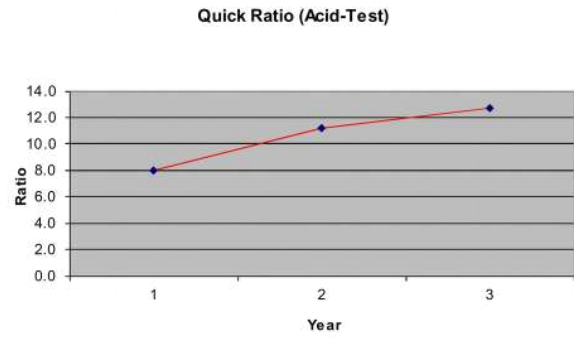
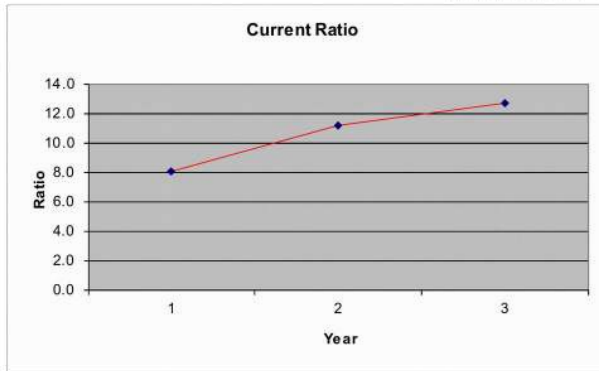
THE SUKAN OUTLET PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building			
Office Equipment	5,478	4,109	2,739
Furniture & Fitting	16,851	12,638	8,426
Renovation	1,600	1,200	800
Signboard	800	600	400
Machine & Equipment	20,000	15,000	10,000
	44,730	33,547	22,365
Current Assets			
Stock of Raw Materials	200	200	200
Stock of Finished Goods			
Accounts Receivable	102,817	91,119	99,319
Cash Balance	99,295	267,452	474,672
	202,311	358,771	574,191
Other Assets			
Deposit	680	680	680
TOTAL ASSETS	247,721	392,998	597,236
Owners' Equity			
Capital	92,430	92,430	92,430
Accumulated Profit	110,708	253,926	449,976
	203,138	346,356	542,406
Long Term Liabilities			
Loan Balance	19,308	14,481	9,654
Hire-Purchase Balance			
	19,308	14,481	9,654
Current Liabilities			
Accounts Payable	25,275	32,161	45,176
TOTAL EQUITY & LIABILITIES	247,721	392,998	597,236

6.8 FINANCIAL PERFORMANCE

THE SUKAN OUTLET FINANCIAL PERFORMANCE			
	Year 1	Year 2	Year 3
<u>PROFITABILITY</u>			
Sales	694,236	728,948	794,553
Gross	464,776	492,402	544,992
Profit	110,708	143,218	196,050
Profit Before	110,708	143,218	196,050
Tax Profit After	110,708	253,926	449,976
Tax			
Accumulated			
Profit			
<u>LIQUIDITY</u>			
Total Cash	707,984	740,646	786,352
Inflow Total	608,690	572,488	579,133
Cash Outflow	99,295	168,158	207,219
Surplus (Deficit)	99,295	267,452	474,672
Accumulated			
Cash			
<u>SAFETY</u>			
Owners'	203,138	346,356	542,406
EquityFixed	44,730	33,547	22,365
Assets	202,311	358,771	574,191
Current	19,308	14,481	9,654
Assets	25,275	32,161	45,176
Long Term			
LiabilitiesCurrent			
Liabilities			
<u>FINANCIAL RATIOS</u>			
<i>Profitability</i>			
Return on Sales	16%	20%	25%
Return on Equity	54%	41%	36%
Return on Investment	45%	36%	33%
<i>Liquidity</i>			
Current Ratio	8.0	11.2	12.7
Quick Ratio (Acid Test)	8.0	11.1	12.7
<i>Safety</i>			
Debt to Equity Ratio	0.2	0.1	0.1
<u>BREAK-EVEN ANALYSIS</u>			
Break-Even Point	530,632	519,060	511,327
(Sales)Break-Even	76%	71%	64%
Point (%)			

6.9 FINANCIAL ANALYSIS PERFORMANCE

FINANCIAL PERFORMANCE



7.0 BUSINESS MODEL CANVAS (BMC)

7.0 BUSINESS MODEL CANVAS (BMC)

KEY PARTNERS - local brand supplier	KEY ACTIVITIES - selling products like shoes, racket and etc - packaging and delivery	VALUE PROPOSITIONS - affordable price - great quality of local products	CUSTOMER RELATIONSHIPS - directly to customers - through online platforms	CUSTOMER SEGMENTS - men and women - children - working people
	KEY RESOURCES - local business partner - building and van - human resources		CHANNELS - advertisement - social media like Facebook and Instagram	
COST STRUCTURE - rental of the building - operation cost - salary of workers		REVENUE STREAMS - sales of products - membership		

8.0

CONCLUSIO

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In conclusion, The Sukan Outlet has been created through partnership. It was an idea from five members of its partnership which are Afiq, Aiman, Akmal, Iskandar, and Fadhil. So basically the company was based in the sports industry. But the uniqueness is The Sukan Outlet products are totally from a local brand supplier. Hence, the local brand name can give competition to international brands who have been monopolized this industry for a long time. It can give many more choices for customers to choose products with great quality.

The business is located at Shop Lot Jalan Lembah 19, Sri Alam, Pasir Gudang, Johor. The area of the business shop doesn't have any sports shop so with the opening of The Sukan Outlet it can attract people around that area to come to visit.

The main reason for opening this type of company is to change the lifestyle of people in Malaysia. According to data, Malaysia ranks first in the number of obese people in Asia. Obesity is not a good sign for Malaysian cause it can lead to other bad diseases. Examples like heart attack, high blood pressure, diabetes, and etc. So, Malaysian need to realize how important to have a healthy lifestyle.

Besides that, another reason is to encourage local people to have their brand or their own products. It can give them the opportunity to promote their own product in The Sukan Outlet. Hence, Malaysia's brand can be known in every stage or area around Asia or the world. This will give an economic boost and can lead to more job opportunities.

To summarize all of the processes that need to be done to open a business it was not as easy as it thought. Everyone should play their roles to make this business become reality. It is so important that every manager understand their job scope and what they need to do. When every department is doing well it will lead to smooth operations in the business. As a result, the target sales for The Sukan Outlet can be achieved and gain more profits.

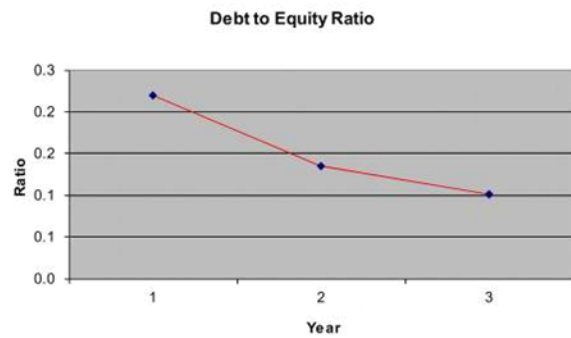
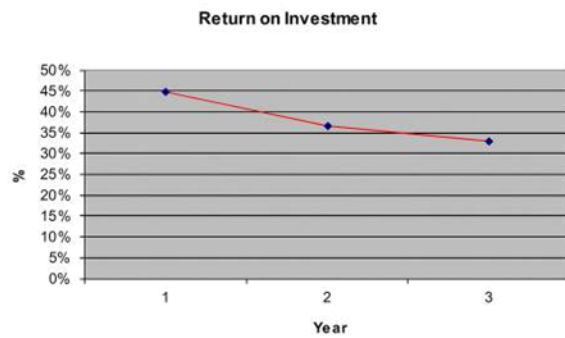
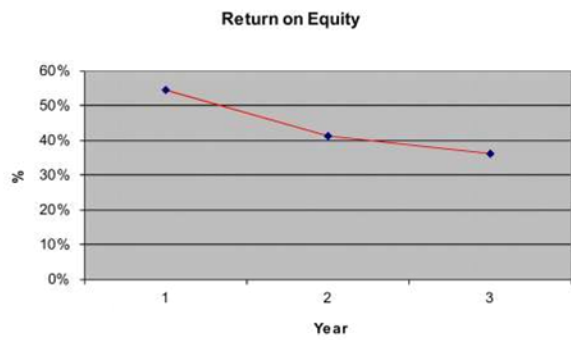
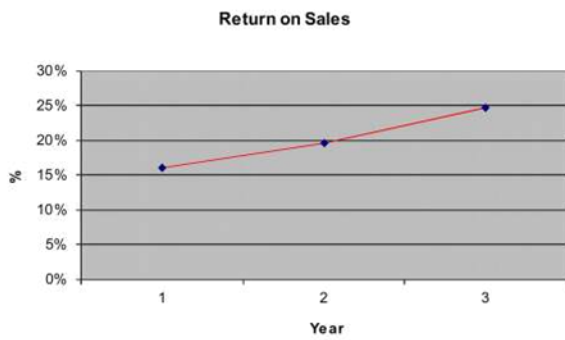
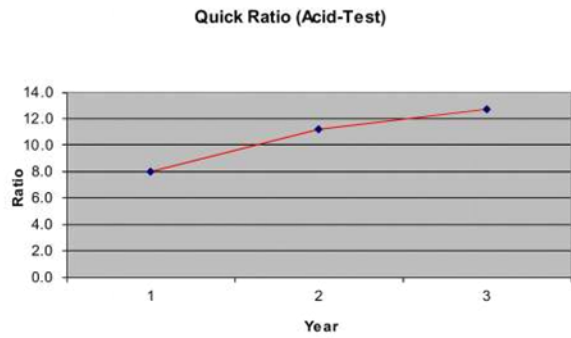
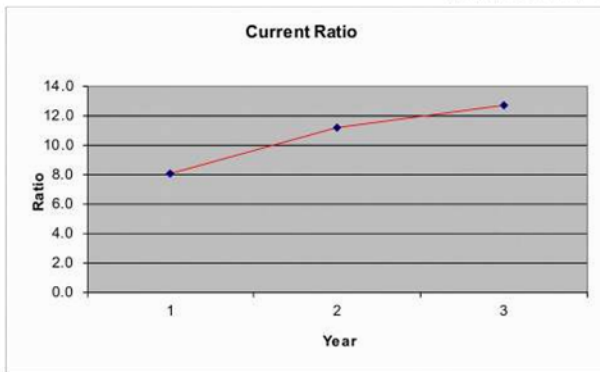
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APPENDINCE

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FINANCIAL REPORT

FINANCIAL PERFORMANCE



VIDEO PITCHING LINK

<https://drive.google.com/file/d/1TIsvZNnfxsJiMsHfAcMZk9I5OotVuBKT/view?usp=drivesdk>

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