

COVER PAGE



اَبُو سَيِّدِي تَتَكُونُو لَوِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF MECHANICAL ENGINEERING
FUNDAMENTALS OF ENTREPRENEURSHIP**

ENT300

BUSINESS PLAN REPORT

THEMES



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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

The business name is called Themes which mainly offers an accessory that is called casing for gadgets. The business provides casing for gadgets such as phones, tablets and earbuds. Moreover, any type of brand is also offered. It does not matter if it is Apple, Samsung, Vivo, Huawei or Honor. Our very first business will be opened at Bayu Tasek Commercial Centre, Southkey Promenade 1, that is close to The Mall that is called MidValley Southkey and Mosaic Southkey Residences. The business's main approach is to be the one that comes to people's mind when they want to buy a new case. We value our customers' wants and allow them to be creative to what they want their cases would look like. This business also has its own uniqueness where the concept of customising cases according to customers' design ideas and our interesting promotions that include giving gifts, wedding goodies and more. It is undeniable that there are stores like our concept already existing nowadays. So, we take an approach to analyse the price, the designs, the promotions that are available and make it more extraordinary for our business. This eventually will aid us for our evolvement in the business niche. Additionally, we want to provide the best quality products with affordable prices as we could see in the market where the more complex the design is and the higher quality of the product is, the price is incredibly expensive. Some people could afford that but how about people that have to use their money on other more important needs? We believe that choosing a case for our gadgets should be fun. Not the other way around where people feel bad about spending their money on their wants. Additionally, prediction forecast in a year has been made. The total is RM 511200. Furthermore, Themes employs five individuals that all are the business owners, to save cost. We as a team in this business work extremely hard for our business so that we can see with our own eyes of our growth and understand thoroughly how running a business would be full of mind-numbing challenges. Each of us plays an important role in this business and making sure this business will become successful. The partners are named Alya binti Amenudden who holds a role as a general manager, Muhammad Afiq Danial bin Ramlee who holds a role as an administration manager, Muaz Azimuddin bin Afifudden who holds a role as a marketing manager, Muhammad Syahmiredza bin Rosli who holds a role as an operation manager and lastly, Nur Ain Saifyah binti Mohamad Raman who holds a role as a financial manager. With our great services and each of us has the knowledge in handling a business, we are all confident of a great outcome.

INTRODUCTION

1. Introduction

1.1 Name of the Business

The name of the business is called Themes. This business provides different types of designs or in another word, themes. Different themes are available for the case designs. For example, nature theme, animal theme and outer-space theme. This serves us differently than the available businesses.

1.2 Nature of Business

This business sells cases for gadgets such as phones, tablets, and an accessory like earbuds. This business focuses on any brand that is available such as Apple, Samsung, Huawei, Vivo and more.

1.3 Industry Profile

Retail Industry. This business also involves the retailing industry as it consists of selling goods to customers.

1.4 Location of the business

This business will be located at Bayu Tasek Commercial Centre. The reason why we choose this place is that we believe that this place is strategic as we can attract people that pass by. This shop lot also is very spacious and comfortable for us to be working at and for customers to browse around at our store.

1.5 Date of business commencement

The date of business commencement is on 1st March 2023.

1.6 Factor in selecting the proposed business

One of the factors in selecting the proposed business is that it is quite rare to find stores that have the concept of our business. The business gives customers the opportunity to design their own cases and let them choose any theme that they would like such as outer space theme, nature theme and animal theme. The business also provides great deals if the customers want to give as a gift to their loved ones. For example, couple deals, family deals, birthday deals, wedding deals and more. This fortunately would attract as many as people to support the business.

Lacking great designs is also one of the factors in selecting the proposed business. This business provides cases for technology brands such as Samsung, Vivo, Honor, Huawei where it is rarely found in stores that sell beautiful and high quality cases. There are little stores that give customers a chance to design their own cases for their gadgets. As for personal experience, we as android users have never gotten the opportunity to design our own cases where we just have limited options to choose in stores or online. So, this business allows customers to design their own cases however they like and could give them to this business to produce it beautifully for them.

Furthermore, the next factor in selecting the proposed business is that the existing brands are too expensive for minimalistic designs. For example, a store named Typo sells cases for phones, tablets and laptops. Their designs are minimalistic, but the prices are quite expensive. However, this business provides customers the opportunity to design their own cases for a reasonable price. This business supplies high quality cases or more specifically silicone cases where it is known for the great quality of the material. So, having great quality material and serving customisation for their gadgets' accessory in affordable price would undoubtedly attract more people to support the business.

1.7 Future prospects of the business

The first future prospect of the business is that we strongly want to achieve long-term goals that we have set as a team. Our long-term goals for this business are we want to make this business available overseas, we want this business to be opened in various countries and we want to employ, which means give job opportunities to more people.

Furthermore, the growth of an individual's self-development is what we would like for this business' future prospect. We hope that we get to learn from our mistakes as we run this business for long. As a saying goes, "Take chances, make mistakes. That's how you grow" by Mary Tyler Moore.

Lastly, one of the future prospects of the business is that we want to sell high quality cases and create new creative case designs. Furthermore, we want our business to be selling cases that are extraordinary and unique. In a way that people would find fascinating compared to other stores.

PURPOSE

2. Purpose of preparing the business plan

2.1 To evaluate the project viability and growth potential

In order to achieve the business' goals, each position within the organisation will use its knowledge about respective parts such as marketing, operation, financial and administration, which also be used as a decision-making guide. Sales, costs, potential customers, and a prime location can all be used to evaluate a company's dependability.

2.2 To apply for loans or financing facilities from the relevant financial institutions

In order to grow and enter a new market, a business needs financial help. It also serves as a lure for bankers, lenders, and investors to acquire money and obtain finance for the sponsored businesses. Under TEKUN Nasional, a program is designed by the Ministry of Entrepreneur Development expressly for vendors and small enterprises to help them improve their business operations and this business obtains a loan from Bank Rakyat. Over the period of 6 to 10 years of support, this programme offers up to RM 50 000. As a result, our organisation decided to use five years. For the duration of the loan, a 4% yearly TEKUN Management Fund contribution would be made together with a payment mechanism of RM834. We as business owners have to save 5% of the loan amount every year. The loan should be paid back along with the money saved on payments.

2.3 To act as a guideline for the management of the proposed business

The goal of the business plan is to act as a road map for daily operations, marketing plans, operational management, financial performance, and even achieving profitability. Projecting the company's future prospects and improving responsibilities are essential. By doing this, the business will be able to maintain its growth on its goals.

2.4 To allocate business resources effectively

The business' goals and objectives can be achieved thoroughly by distributing resources in the most effective way possible, according to the business strategy. As the year goes on, the organisation will update its business strategy to include the upcoming phase. Additionally, it will be simpler for the business to concentrate on resource-intensive areas like operations and marketing.

BUSINESS BACKGROUND

3.1.2 Mission

Themes's mission statements are

- To allow customers to express themselves by digging up their creativity.
- To provide customers an opportunity to secure their technologies with cases that are valuable and exquisite to their eyes.
- To sell cases with affordable prices and high quality.

3.2 Organizational Chart

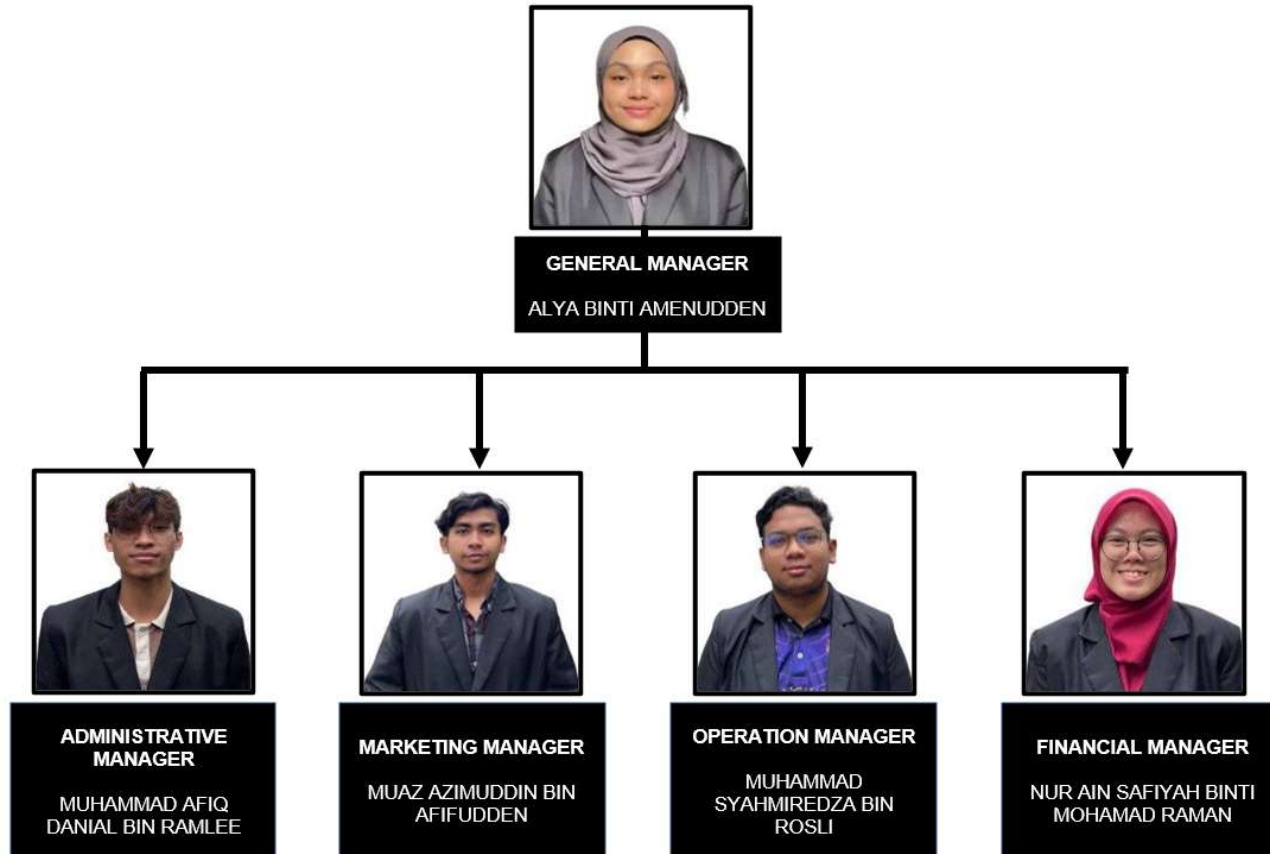


Figure 3.1 Organisational Chart

3.2 Logo and Motto

3.3.1 Logo



Figure 3.2 Business Logo

Logo description

The background of the logo is in yellow. The colour is known for the symbol of happiness and positivity. This business is hopeful for bringing customers happiness and satisfaction when they are getting cases for their technologies. Moreover, there are two Ts in the logo in which the bigger letter 'T' is in black colour whereas the smaller letter 'T' is in white colour. The colour black is known for a colour of many sentiments but for this logo it is chosen because it gives the meaning of power and elegance. Furthermore, the colour white is chosen for this logo because it gives signs of purity, cleanliness, and simplicity. The motto is also on the logo because it is for the people to know what we sell in this business. Themes' motto is 'More Than Just Casings'.

Table 3.2 Explanation of Business Logo

Item	Explanation
Letter T	Name of the business which is 'Themes'
"More Than Just Casings"	Motto of this business
Yellow colour	Grabs attention with hope and positivity
Black colour	Power and elegance
White colour	Purity

3.3.2 Motto

The motto for this business is "More than just casings."

5.3 Basic amenities

Since our area is a developing area, many utilities, and facilities, like water, electricity, and internet, have been supplied. Since all necessary conditions are satisfied, this will improve our company's efficiency and effectiveness. Additionally, this will streamline our business.

MARKETING PLAN

6. Marketing Plan

6.1 Marketing Objectives

i. New business

The business was formed under the start from scratch to let us build a new business suited best for our ideas. By starting the business using this method, our decisions aren't tied to any parties so that we can make the decisions for the business freely without the concern of any contract breach. Other than that, our partners have the opportunity to present and make their ideas to benefit the business in terms of profit. But every good thing is followed by a few disadvantages that our business must overcome for the future of the business. The first one is that every partner is responsible to put in a lot of effort and energy to startup the business. It takes a lot of time and energy to achieve a stable position for the business. Without these efforts, the business for sure is going to face a hard time to kick-off. Next is higher risk of losses than succeeding due to high expenses for the project implementation cost. The expenses to kick-start a business from zero is higher than taking over or maintaining a business. Every cost must be put into consideration to avoid any losses. This business is owned by the partnership between all the managers of the business. The business aims to be the most successful case seller in the Johor Bahru region.

6.2 Description of products

Nowadays, phone casings are easy to find but the design is not necessarily a candy to the eye. If they stumble upon a case with a beautiful design, it would be expensive. Our product's main target is to achieve the level of aesthetics and to supply them to the consumers at a reasonable price. The casing is divided into three themes which are outer space, nature, and animals. The casings will be designed by our own artist to make it unique unlike any other existing product, The products are designed to be worn not only for phones, it is also available for tablets and earbuds for selected models only.

Our products are divided into three types of themes. Outer space, nature and animals. The designs are original, and it was designed by our own operational manager. The customers can also personalize their own casing by adding their name or anything they prefer.

And finally, the themes which is our main purpose for establishing this business. The themes are divided into three which are outer space, flora and animals. These themes were designed by our very own operational manager. The design is going to be unique unlike any other available designs. The designs are suitable for male or female, young and old and most importantly bombastic.

Table 6.1 Basic designs for phone cases


Product	Types	Description	Price
	<p>Features</p> <ul style="list-style-type: none"> • bendable • protects the phone from dirt 	<ul style="list-style-type: none"> • silicone makes it easier for users to store it • the back of the phones often exposed to dirt, the case protects it from it 	<p>RM 15/ RM 25</p>
	<p>Materials</p> <ul style="list-style-type: none"> • silicone 	<ul style="list-style-type: none"> • easy to design on silicone 	
	<p>Benefits</p> <ul style="list-style-type: none"> • light • easy to fit in pockets 	<ul style="list-style-type: none"> • Some customers do not like heavy casing • Thickness of the silicone is small 	

Table 6.2 Basic designs for tablet cases







Product	Types	Description	Price
Tablet/iPad 	Features <ul style="list-style-type: none"> • bendable • protects the phone from dirt 	<ul style="list-style-type: none"> • makes it lightweight • the back of the phones often exposed to dirt, the case protects it from it 	RM 20 / RM 35
	Materials <ul style="list-style-type: none"> • Silicone 	<ul style="list-style-type: none"> • easy to design on silicone 	
	Benefits <ul style="list-style-type: none"> • Light • easy to clean if dust is collected 	<ul style="list-style-type: none"> • easy for customers to carry around their tablet • easy maintenance if any drinks or food if spilled on the tablet 	

Table 6.3 Basic designs for earbuds cases

Product	Types	Description	Price
Earbuds   	Features <ul style="list-style-type: none"> • bendable • protects the phone from dirt 	<ul style="list-style-type: none"> • silicone makes it easier for users to store it • the earbuds case often get scratched without the users notice 	RM 10 / RM 20
	Materials <ul style="list-style-type: none"> • Silicone 	<ul style="list-style-type: none"> • Harder and more rigid than PC 	
	Benefits <ul style="list-style-type: none"> • Light • Protects the earbuds body from scratches 	<ul style="list-style-type: none"> • easy to carry around • Protects the earbuds from damage if it falls 	

6.3 Target market

Our business focuses on supplying the best-looking casing for consumers to wear in the area. To achieve this goal, market segmentation is a must to collect the necessary information to create a target market. Market segmentation is the practice of dividing or classifying a market of possible and potential customers based on several characteristics. Those characteristics will make their market product or service effectively for the company's sales. Below are the tables for the segmentation suited for our target market.

6.3.1 Demographic Segmentation

Table 6.4 Demographic table

Factors	Reason
Gender: Male and female	The design of the cases are gender neutral so it can be purchased by any gender without discriminating them.
Age: teenagers, young adults and adults	Nowadays, people start owning from the teenager's age. The market size for phone's casing is wide. Regardless, earpods casing are more limited to young adults to adults. Furthermore, our casing's design is suitable for any range of age. Not to childish and not to matured
Income level: medium	The price range of our product is moderate compared to the average market price.

6.3.2 Geographic Segmentation

The area of business is located at Bayu Tasek Commercial Centre, Southkey Promenade 1, near the Midvalley Megamall, Southkey. The shop is also near the Mosaic Southkey Residences. It is a very strategic place to open the store as it is close to the Midvalley Megamall and easily accessible through the Eastern Dispersal Link, Tebrau Highway. The area is always busy with people coming from all over Johor Bahru and Singapore as the area is not too far from Singapore.

The area consists of a lot of facilities such as restaurants, gyms, convenience stores and more. Many people pass by that area to go to these places. People will tend to visit our shop because they are already in that area. There are also less casing stores in the area making it more convenient for those looking to purchase new casings for their phones.

Finally, the area of operation is located near the heart of Johor Bahru. Many offices, shopping centres and hospitals can be found around the area. Office workers, nurses can come by after their office hours to check out THEMES casing if they're interested in buying them.

6.4 Market size

6.4.1 Population

Population of Johor Bahru, Johor: 1,065,000 (Macrotrends website)

Market size for casing store = Population x 10%

$$= 1,065,000 \times 10\%$$

$$= 106,500 \text{ people}$$

6.4.2 Total market size

Total market size = Market size x number of casing each person buys in a year x average competitor price




$$= 106,500 \times 1 \times (64+285+20+15 / 4)$$

$$= \text{RM } 10,224,000 \text{ per year}$$

6.5 Competitors




6.5.1 Identifying competitors

Table 6.5 Competitive analysis

Competitors	Strengths	Weaknesses
 Loucase	<ul style="list-style-type: none"> Well-known brand locally for its bombastic design High quality casing High commercial value 	<ul style="list-style-type: none"> Too expensive for a casing Limited model for its product Only sells phone casing
 Casetify	<ul style="list-style-type: none"> Famous among young generation for its aesthetic style design High quality casing Internationally recognized 	<ul style="list-style-type: none"> Limited model for its product High price Only sells phone casing
 AL IKHLAS[®] GADGET Al-Ikhlas gadget	<ul style="list-style-type: none"> Well-known brand nationwide for supplying gadget accessory Sells other items rather than phone casing Attractive interior design of the shop 	<ul style="list-style-type: none"> Average design for cases Limited model Not specified in case selling
Others	<ul style="list-style-type: none"> Cheap price Mass produce Easy to find 	<ul style="list-style-type: none"> Low quality Limited to a certain model and very few designs

6.5.2 Ranking of the competitors

Table 6.6 Ranking of the competitors

Rank No	Competitors
1	
2	
3	
4	Others

6.6 Market Share

6.6.1 Market share before the entry of *your business*

Table 6.7 Market share before the entry of business

Competitor	Before entrance (%)	Amount (RM)
Casetify	36	RM 3,680,640
Loucase	27	RM 2,760,480
Al-Ikhlas Gadget	26	RM 2,658,240
Others	11	RM 1,124,640
TOTAL	100	RM 10,224,000

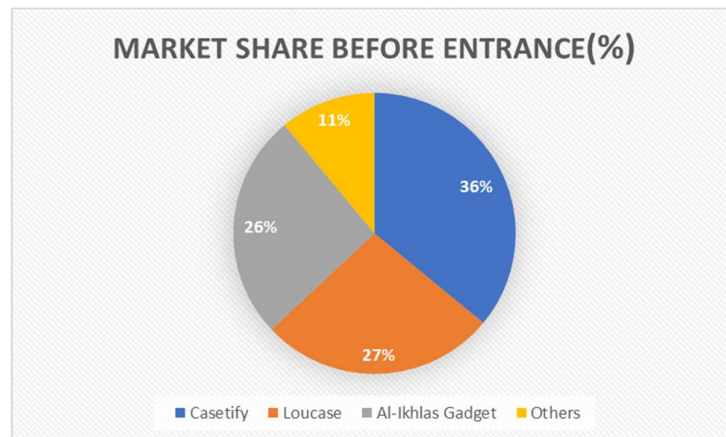


Figure 6.1 Market share before business entrance

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

Table 6.8 Market share after the entry of business

Competitor	After entrance (%)	Amount (RM)	Percentage of loss (%)
Casetify	35	RM 3,578,400	-1
Loucase	25	RM 2,556,000	-2
Al-ikhlas Gadget	24	RM 2,453,760	-2
Others	11	RM 1,124,640	-
<i>Your business</i>	5	RM 511,200	-
TOTAL	100	RM 10,224,000	

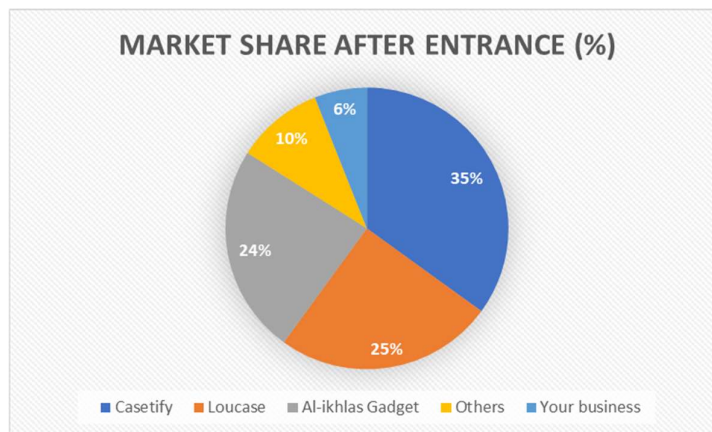


Figure 6.2 Market share after business entrance

6.7 Sales Forecasting

6.7.1 Sales forecasting (RM)

Table 6.9 Sales Forecasting (RM)

Month	Sales Forecast	Phone Case	Custom Phone Case	Tablet Case	Custom Tablet Case	Earbuds Case	Custom Earbuds Case
1	42600	6,000	10,000	8,000	14,000	1,600	3,000
2	42600	6,000	10,000	8,000	14,000	1,600	3,000
3	42600	6,000	10,000	8,000	14,000	1,600	3,000
4	42600	6,000	10,000	8,000	14,000	1,600	3,000
5	42600	6,000	10,000	8,000	14,000	1,600	3,000
6	42600	6,000	10,000	8,000	14,000	1,600	3,000
7	42600	6,000	10,000	8,000	14,000	1,600	3,000
8	42600	6,000	10,000	8,000	14,000	1,600	3,000
9	42600	6,000	10,000	8,000	14,000	1,600	3,000
10	42600	6,000	10,000	8,000	14,000	1,600	3,000
11	42600	6,000	10,000	8,000	14,000	1,600	3,000
12	42600	6,000	10,000	8,000	14,000	1,600	3,000
Year 1	511,200	72,000	120,000	96,000	168,000	19,200	36,000
Year 2	562,320	79,200	132,000	105,600	184,800	21,120	39,600
Year 3	646,668	91,080	151,000	121,440	212,520	24,228	45,540

6.7.2 Unit forecasting (Unit)

Table 6.10 Unit Forecasting (Unit)

		Unit forecasting					
<i>Month</i>	<i>Total</i>	<i>Phone Case (RM15)</i>	<i>Custom Phone Case (RM25)</i>	<i>Tablet Case (RM20)</i>	<i>Custom Tablet Case (RM35)</i>	<i>Earbuds Case (RM10)</i>	<i>Custom Earbuds Case (RM20)</i>
<i>Jan</i>	1910	400	400	400	400	160	150
<i>Feb</i>	1910	400	400	400	400	160	150
<i>March</i>	1910	400	400	400	400	160	150
<i>April</i>	1910	400	400	400	400	160	150
<i>May</i>	1910	400	400	400	400	160	150
<i>June</i>	1910	400	400	400	400	160	150
<i>July</i>	1910	400	400	400	400	160	150
<i>Aug</i>	1910	400	400	400	400	160	150
<i>Sep</i>	1910	400	400	400	400	160	150
<i>Oct</i>	1910	400	400	400	400	160	150
<i>Nov</i>	1910	400	400	400	400	160	150
<i>Dec</i>	1910	400	400	400	400	160	150
<i>Year 1</i>	22920	4800	4800	4800	4800	1920	1800
<i>Year 2</i>	25212	5280	5280	5280	5280	2112	1980
<i>Year 3</i>	28994	6072	6072	6072	6072	2428.8	2277

6.8 Market strategy

6.8.1 Product

THEMES sells casing with unique design, suited for today's taste. Our products are divided into three types of cases with three themes each. Silicone case, hard case, and tough case. Silicone case is the most basic between the three. It is made from silicone polymer, and it is designed according to the theme assigned. Next is the hard case which is a two-part case which can be attached together to form one hard case. The material used for this case is thermoplastic urethane (TPU) to make it easier for it to be attached to the phone. Lastly is the tough case which is made from polycarbonate (PC). This material's property is more hard and rigid than the other two making it the toughest case between the two. It was designed to do so to make the attachment to it more secure when it will not break easily if it falls.

6.8.2 Price

For this business, we must know how to set the suitable and affordable price for our products. Furthermore, keeping the price is one of important factors to keep the customers fully satisfied.

6.8.3 Place

The location of our business is in Southkey Promenade 1 which is at Bayu Tasek Commercial Centre. Deciding a suitable location of our business was a struggle, until we found this strategic place as the location of our business. The layout of this building is spacious and suits our business layout. The size also gives us the opportunity to fit everything that we plan.

6.8.4 Promotion

Advertising

One of our advertising strategies is doing advertisements. We have decided to make business cards. This is to attract customers and invite them to try using our products. Besides that, we also pay for ads on Instagram as a part of our promotion plan. In our opinion, this is one of the easiest ways to contact our clients.

Business Card



Retail Store

Figure 6.3 Front part of business card



Figure 6.4 Back part of business card

The business card was intentionally designed to have an interesting artwork to indirectly promote our business. The card provides necessary information to customers so that they can contact us easily if there is any question regarding our product.

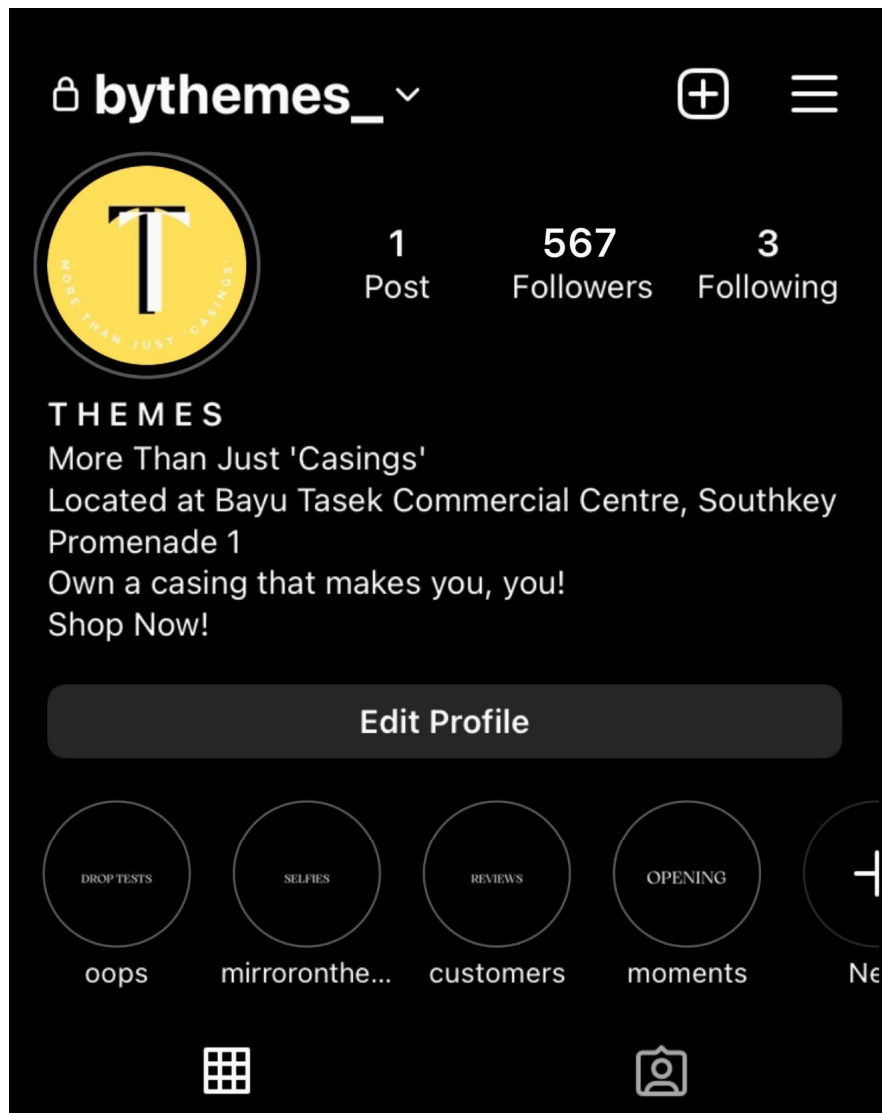
Social Media Account

Figure 6.5 Social media account

The social media account was established to promote our business. Nowadays promoting new business is easier than ever, everything is at the tip of the fingers. Not a sweat was dropped by promoting our business via social media. Furthermore, social media is a great platform to notify the public about the promotions or new products that are going to be launched in the future.

Packaging for phones and earbuds



Figure 6.6 Packaging for phone cases and earbuds cases

Packaging for tablets



Figure 6.7 Packaging for tablet cases

Bunting stand



Figure 6.8 Bunting stand

Bunting stand's main purpose is to promote our shop and products. The bunting stand will be put in the shop to enlighten the atmosphere in the shop. The colors and content of the bunting stand will catch the attention of the public. By doing so, the bunting stand will attract customers like sugar and attract ants to our store.

Promotional card

Figure 6.9 Front view of promotional card

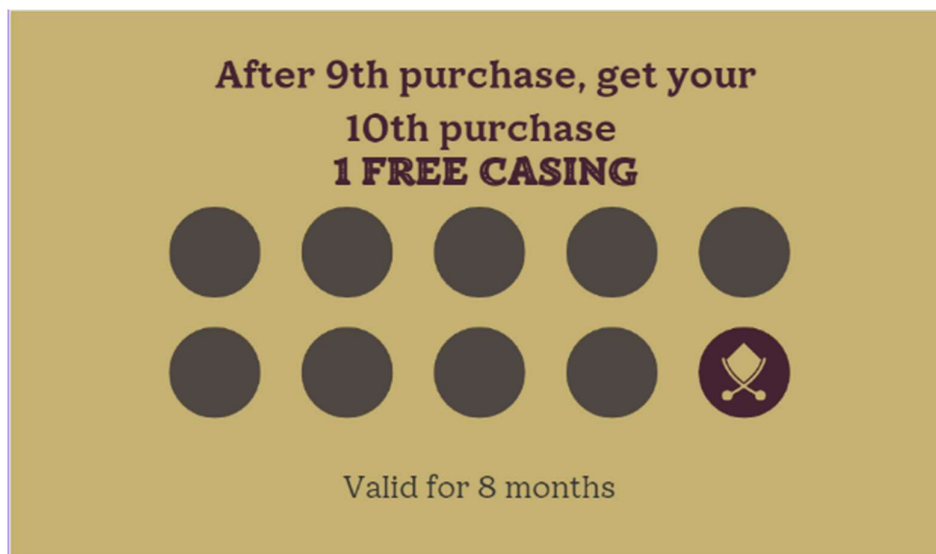


Figure 6.10 Back view of promotional card

The main purpose of the promotional card is to keep the relationship between our customer and the shop so that it becomes long-lasting. This strategy is good for business as it gives customers the mindset of "if I keep coming back here, I could claim this reward". The reward promised by the loyalty card is a free phone casing for the 10th purchase of the casing. The card's validity is for 8 months from the first purchase.

Table 6.11 Cost of promotions

Items	Price (RM)
Business Card	21
Promotional card	25
Online Advertisement	140
Bunting stand	80
Signboard	2000

6.9 Organization Chart for Marketing Department



Marketing Manager

Figure 6.11 Organizational Chart

6.10 Manpower Planning

Table 6.12 List of Marketing Personnel

Position	No of Personnel
Marketing Manager	1

6.11 Schedule of Task and Responsibilities

Table 6.13 Task and Responsibilities of Marketing Personnel

Position	Task and Responsibilities
Marketing Manager	<ul style="list-style-type: none"> Plans marketing tactics for the company Create advertisement to promote the company's products To analyze competitors' service and product to the company's profit To analyze the market shares, target, and the marketing size

6.12 Schedule of Remuneration

Table 6.14 Schedule of Remuneration plan of Marketing Personnel

Position	Quantity	Monthly Salary (RM) (A)	EPF (RM) (13 %) (B)	EIS (RM) (C)	SOCSSO (RM) (1.75 %) (D)	Total (A)+(B)+(C)+(D)
Marketing Manager	1	2500	275	4.90	12.25	2792.15

6.13 Marketing Budget

Table 6.15 Marketing Budget

Item	Fixed Assets	Monthly Expenses (RM)	Other Expenses (RM)
Fixed Asset Signboard	2000		
Advertisement Instagram Ads Business Card Promotional card		140 21 25	
Promotion Bunting stand			80
TOTAL	2000	186	80

OPERATIONAL PLAN

7. Operational Plan

7.1 Component of Operating Systems

7.1.1 Business Input

The input for this business is to find and only use products that are high in quality, durable, shockproof and can sustain high temperatures. All the material also has been researched and filtered to ensure it is safe for the products. Reliable suppliers also have been found and can constantly supply the material when in need in affordable price and good quality material. Such as, the silicone case, heat transfer paper and the ink needed for printing the designs.

7.1.2 Transformation Process

The transformation process starts from a blank casing that will be taken to the printer. By using software to create the default design or custom that can be printed on a heat transfer paper and then will be embedded to the blank silicone casing using the heat press machine. Then after leave it cold for a few minute, apply some quick drying spray to make sure the print on the casing dry fast enough and become waterproof. Finished products then will be stored in a ziplock transparent bag and then displayed to the customers.

7.1.3 Output

If customers have chosen products with design that suit their taste and proceed to checkout at the counter, the casings will be insert in a transparent plastic bag along its ziplock packaging that have our brands sticker that make it look much more premium and higher in quality products that can give joy and satisfaction to the customers when they use the casings for their daily uses.

7.1.4 Feedback

Customer review and feedback also will be taken into consideration to fix any weakness and help the business grew much more. Those feedbacks can be given through social media accounts such as Instagram. The customers can help the company by giving advice or hint about what they need and expect from this business that will make them keep their interest to come back once again to the store and buy more products. Whether the products or the service has problem, it can be fixed through customer feedbacks.

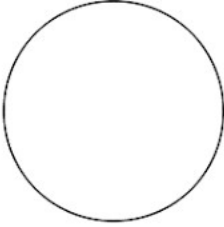
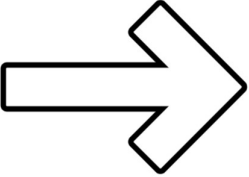
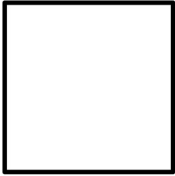

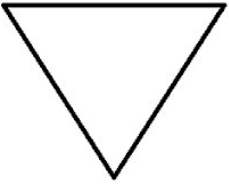
7.1.5 External Environment

There are a few competitors in this business that are considered as external environments since this business sells casing. The competitors are Casetify, Loucase and Al-ikhlas gadget. Despite the competition, there are some factors that this business will win against the competitors which are we offer interesting design of casing but low in price. Other than that, we also provide customise casing where customer can decide the casing according to their interest and creativity to satisfy their demand. Lastly, other than phone casings, we also sell casings for tablets and earbuds.

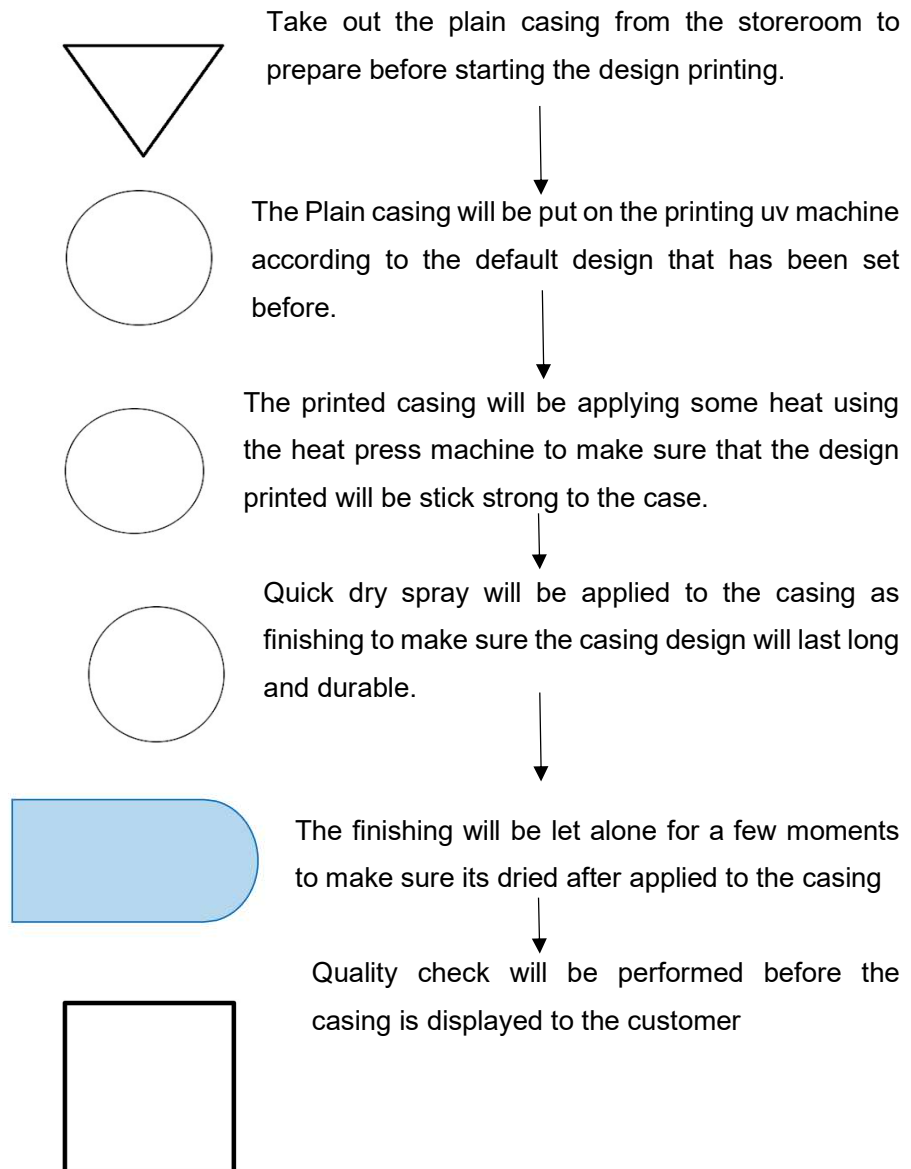
7.2 Process Planning for Manufacturing

7.2.1 Symbol of Process Chart

Table 7.1 Symbol of process chart

Symbol	Activity	Description
	Operation	Activity that modifies, transform, or give added value to the input
	Transportation	Movement of materials or goods from one place to another
	Inspection	Activity that measures the standard or quality
	Delay	Process is delayed because in process materials are waiting for next activity
	Storage	Finished product or goods are stored in the storage area or warehouse

7.2.2 Process flow chart



7.3 Operations Layout

7.3.1 Layout based on the product

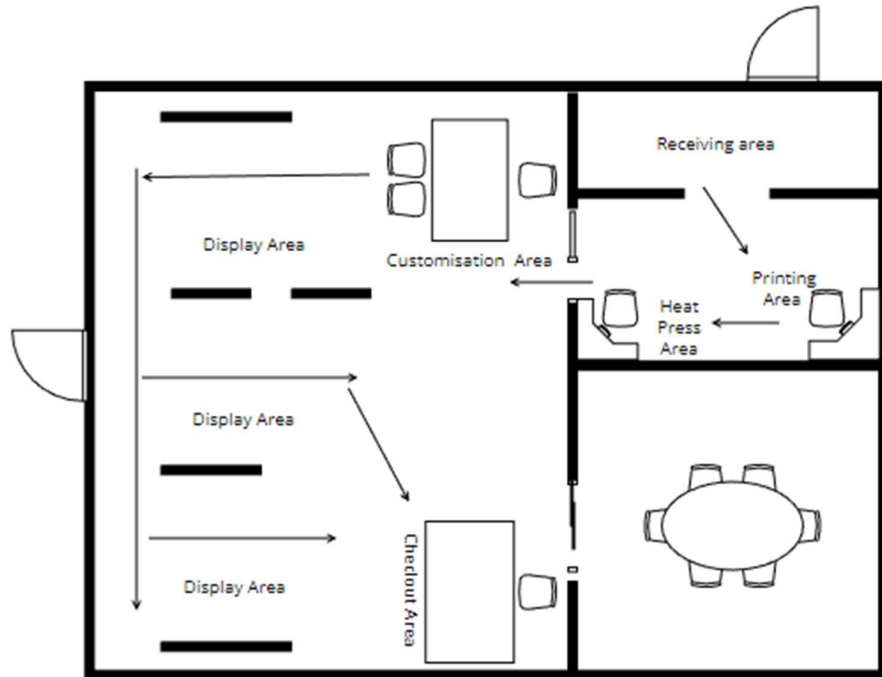


Figure 7.1 Layout based on product

7.3.2 Layout based on the process

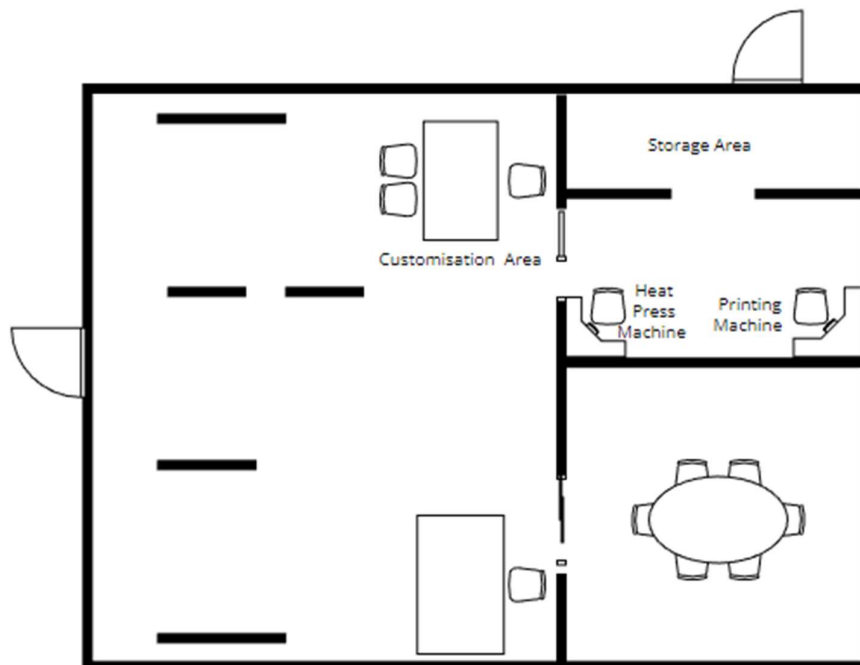


Figure 7.2 Layout based on process

7.4 Production Planning

7.4.1 Sales forecast per month

Table 7.2 Sales forecast per month

Product	Average sales forecast per month (RM)	Sales Price per unit (RM)	Number of output Per month (unit)
Phones case	400	15	27
Custom phone case	400	25	16
Tablets case	400	20	20
Custom tablet case	400	35	11
Earphone case	160	10	16
Custom earphone case	150	20	8
Total	1910		98

7.4.2 Number of output per day

If the number of working days per month is 24 days (6 days/week)
 = No. of output per month / no. working days per month.

Table 7.3 Number of output per day

Products	Number of output per month (unit)	Number of working days per month (days)	Number of output per day (units)
Phone case	27	24	1.125 @ 1
Custom phone case	16	24	0.66 @ 1
Tablet case	20	24	0.833@ 1
Custom tablet case	11	24	0.458 @ 1
Earphone case	16	24	0.66 @ 1
Custom earphone case	8	24	0.333 @ 1
Total	98		6

7.4.3 Number of units per hour

Such as daily working hour = 8 hours
 = No. of output per day / daily working hours.

Table 7.4 Number of output per hour

Products	Number of output per day (Unit)	Daily Working hours per day (hours)	Number of unit per hours (Unit)
Phone case	1	8	0.125@ 1
Custom phone case	1	8	0.125@ 1
Tablet case	1	8	0.125@ 1
Custom Tablet case	1	8	0.125@ 1
Earphone case	1	8	0.125@ 1
Custom earphone case	1	8	0.125@ 1
Total	6		6

7.5 Material Planning

7.5.1 Material Requirement Planning

7.5.1.1 List of material

Table 7.5 List of materials

Products	Materials	Quantity
Phone Case	Plain case Heat Transfer Paper Quick Dry Spray	1unit 1 piece 5ml
Custom phone case	Plain case Heat Transfer Paper Quick Dry Spray	1unit 1 piece 5ml
Tablet Case	Plain case Heat Transfer Paper Quick Dry Spray	1unit 1 piece 10ml
Custom tablet case	Plain case Heat Transfer Paper Quick Dry Spray	1unit 1 piece 10ml
Earphone Case	Plain case Heat Transfer paper Quick Dry Spray	1 unit 1 piece 7ml
Custom tablet case	Plain case Heat Transfer Paper Quick Dry Spray	1unit 1 piece 7ml

7.5.1.2 Raw Material Required per Month (Bill of Material)

Table 7.6 Raw material required per month

No	Material	Quantity	Safety Stock	Total Material Requirement	Price/Unit (RM)	Total Price (RM)
1	Plain Case	400+400+400+400+160+150=1910	1910 x 5%=96	1910+96=2006	4.39	8806.34
2	Sublimation/Heat Transfer Paper	(400/2)+(400/2)+400+400+(160/4)+(150/4)=1278	1278x5%=64	1278+64=1342	0.6	805.2
Total						9611.54

7.5.2 Identify supplier

Table 7.7 Material supplier

Material	Supplier
Plain case	Viqee Technology Limited 8th Floor, Guanghong Center, Pinghu Street, Shenzhen, Guangdong, China
Sublimation Paper/Heat Transfer Paper	A-Sub 12 u Tong Sen Street #08-164, Singapore 059819

7.5.3 Machine and Equipment Planning

7.5.3.1 Amount of machine & equipment required (Calculate for every machine usage)



Table 7.8 Amount of machine required

Machine	Calculation
Heat Press	$\frac{6}{480min} \times 60min = 0.75 @ 1$
UV Printing Machine	$\frac{6}{480min} \times 60min = 0.75 @ 1$

7.5.4 List of machine & equipment

Table 7.9 List of machine and equipment

Machine	No of machine	Price Per unit (RM)	Price (RM)
Cash Machine 	1	799	799
Credit/Debit Terminal 	1	998	998
Press Heater 	1	2250	2250
UV Printing Machine 	1	5183	5183

Machine	No of machine	Price Per unit (RM)	Price (RM)
<p>Computer Set</p> 	1	500	500
<p>External Hardisk 2TB</p> 	1	57.6	57.60
Total		9797.6	

7.5.5 List of furniture and fittings

Table 7.10 List of furniture and fittings

List of Furniture and Fittings	No of machine	Price Per unit (RM)	Price (RM)
<p>Cashier Table</p> 	1	336	336
<p>Cashier Chair</p> 	1	100	100
<p>Table</p> 	3	126	378

List of Furniture and Fittings	No of machine	Price Per unit (RM)	Price (RM)
<p>Chair</p> 	5	47	235
<p>Display cabinet</p> 	3	82	246
<p>Hanging Rack</p> 	3	15	45
<p>Total</p>		1340	

7.5.6 List of machine supplier

Table 7.11 List of machine supplier

Machine	Supplier
Cash Machine	Suntoyo Enterprise 35, Jalan Seroja 47, Johor Jaya, 81100 Johor Bahru, Johor
Credit/Debit terminal	MOS ADS A 25-02 ARC Austin Hill, Jalan Sagu 36, Taman Daya, 81100 Johor Bahru, Johor
Heat Press	DIS2U DESA TEBRAU JB (ANTz Heat Press Authorised Showroom) Lot 46, Jalan Harmonium 23/13, Taman Desa Tebrau, 81100 Johor Bahru, Johor
Printing Machine	DIY Printing supply Lot 18, Jln Adda 3/3, Adda Heights, 81100 Johor Bahru, Johor
Computer Set	PC Image S-044, 2nd Floor, Mid Valley Southkey, No1, Persiaran Southkey 1, 80150 Johor Bahru, Johor
External Hardisk	PC Image S-044, 2nd Floor, Mid Valley Southkey, No1, Persiaran Southkey 1, 80150 Johor Bahru, Johor

7.6 Manpower Planning

7.6.1 Organization Chart for Operation Department

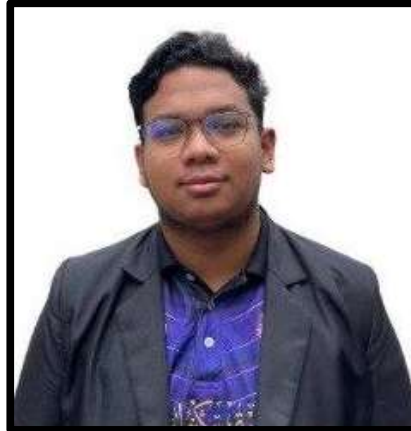


Figure 7.3 Organizational Chart (Head of Department + workers)

7.6.2 Amount of direct labor required (Calculate for every manpower)

$$\frac{\text{Planned Rate of Production per day} \times \text{Standard production time}}{\text{Machine productive time per day}}$$

Example: Laboratory operator

$$\frac{6}{480min} \times 60 = 0.125 @ 1$$

** Standard production time = one process cycle in minute/ quantity product per cycle

7.6.3 List of Operation Personnel

Table 7.12 List of operation personnel

Position	No of personnel
Stockkeeper/General Manager	1
Heat Press Operator/ Operational Manager	1
Printer Operator/Marketing Manager	1
Quality checker/Admin	1
Total	4

7.6.4 Schedule of task and responsibilities

Table 7.13 Task and responsibilities of an operation manager

Position	Task and Responsibilities
Operation Manager	<ul style="list-style-type: none"> • Make sure the production process is systematic and efficient • To ensure quality the production process is on par with the standard • Setting up workstations with all needed material and machine • Check quality of products • Prepares and packages for products

7.6.5 Schedule of remuneration



Table 7.14 Schedule of remuneration

Position	Quantity	Monthly Salary (RM) (A)	EPF (RM) (13 %) (B)	EIS (RM) (C)	SOCSSO (RM) (1.75 %) (D)	Total (A)+(B)+(C)+(D)
Operational Manager	1	2500	275	4.90	12.25	2792.15

7.7 Overhead requirement

7.7.1 Operations Overhead

Table 7.15 Operations overhead





Overheads	Quantity	Price per Unit (RM)	Monthly Cost (RM)
Vehicle Maintenance	1	400	400
Machine maintenance	1	300	300
Fuel	1	200	200
Quick Dry Spray (100ml) 	40	8.69	347.6
Van 	1	28800	28800
Total			30047.6

7.7.2 List of other expenses

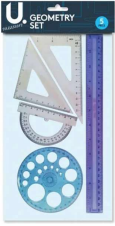

Table 7.16 List of other expenses

Other expenses	Quantity	Price Per Unit (RM)	Monthly Cost (RM)
Dust bin 	2	12.50	25
Garbage bag(10pcs) 	1	7.10	7.10
Protective Gloves 	10	16.22	162.2
Broom 	1	5.30	5.30

Other expenses	Quantity	Price Per Unit (RM)	Monthly Cost (RM)
Dustpan 	1	2.00	2.00
Mop 	1	5	5
Bucket Mop  <small>felton PacificWise</small>	1	10	10
Fire extinguisher 	2	58	116





Other expenses	Quantity	Price Per Unit (RM)	Monthly Cost (RM)
First aid kit 	1	34.50	34.50
Duster 	1	2	2
Scapel 	2	8	16
Scissor 	2	4	8

THEMES, "More than just casings"

Other expenses	Quantity	Price Per Unit (RM)	Monthly Cost (RM)
Geometry Set 	1	17	17
Forceps 	4	1	4
Total			414

7.7.3 List of Packaging

Table 7.17 List of packaging

Types of Packaging Cost	Quantity	Price Per Unit (RM)	Monthly Cost (RM)
Brand Sticker 	100	4	80.40
Seal Bag 	100	25.73	270.20
Plastic Bag (7" x 11") 	174	8.50	59.50
Plastic Bag (9"x11") 	120	8.50	42.50
Total			452.60

7.8 Total Operations Cost

Total Operation Cost = Direct Material Cost (total raw material) + Direct Labor Cost (total remuneration) + Overhead Cost (total operations overhead)

7.9 Cost per unit

Cost per unit = Total Operations Cost (RM)

Total number of Output (Output per month)

$$= \frac{RM29315}{1910}$$

= RM 14.30

7.10 Productivity Index (PI)

Productivity Index = Total value of Output (Sales forecast per month)

Total Value of input (Total Operation Cost)

$$= \frac{RM 42600}{RM 29315}$$

= 1.45

7.11 Location Plan

One of the factors if the manufacturing premises has different locations from the main office is it can cause the company to use more capital for the delivery of the raw material and the finished product. More money will be use for the fuel, the delivery packaging, and the vehicle maintenance. By having the premises near with the main office and the store, all the cost related can be cut down to minimum. Other than that, the inventory can be checked more thoroughly and more regularly. Any stock of raw material and finished product can be recorded correctly and item ordering can be made with less mistake.

7.12 Business and operation hours

- Business hour = 8 hours per day (10 a.m. until 6.00 p.m.)
- Operating hour = 8 hours per day (10.00 a.m. until 6.00 p.m.)
- Working days = 6 days per week (Monday – Saturday)

From Monday through Saturday, the Themes business store will be open six days a week from 10 a.m. to 6 p.m. Since there is only one shift each day and only five individuals work for our business, the average workday for everyone is roughly eight hours. Each employee will start doing their jobs in accordance with the operation hours.

7.13 License, permits and regulations required

Table 7.18 License, permits and regulations required

Type of License	Logo
Business Registration	

7.14 Operations Budget

Table 7.19 Operations budget

Item	Fixed Assets	Monthly Expenses (RM)	Other Expenses (RM)
Fixed Asset			
<ul style="list-style-type: none"> Machine & Equipment 	9797.6		
<ul style="list-style-type: none"> Furniture and Fittings 	1340		
<ul style="list-style-type: none"> Van 	28800		
Working Capital			
<ul style="list-style-type: none"> Raw material 		9611.54	
<ul style="list-style-type: none"> Packaging 		452.6	
<ul style="list-style-type: none"> Total overheads 		1247.6	
Other Expenses			
<ul style="list-style-type: none"> Other expenses 			414
<ul style="list-style-type: none"> Insurance & road tax 			874
TOTAL	39937.6	11311.7	1288
		52537.3	

7.15 Implementation Schedule

Table 7.20 Implementation schedule

Activities	Dateline	Duration
Plan for business <ul style="list-style-type: none"> • Make survey for the business • Location for the business • Discuss and settle up the deposit and agreement for the business • Make survey for machine and raw material supplier 	1 November 2022- 1 January 2022	2 months
Application for permits and license	2 January 2023- 2 February 2023	1 month
Make banting booking from supplier	3 February 2023- 9 February 2023	1 week
Installation of machine at business premise	10 February 2023-2 March 2023	3 weeks
Make decorations at the premise and start advertising for business	3 March 2023- 3 April 2023	1 month

ADMINISTRATION PLAN

8. Administration Plan

8.1 Organizational Chart for Administration and Finance Department



Muhammad Afiq Danial bin Ramlee

Nur Ain Safiyah binti Mohamad Raman

Figure 8.1 Organizational Chart for Administration and Finance Department

8.2 Manpower Planning

Table 8.1 List of Personnel

Position	No of Personnel
General Manager	1
Operation Manager	1
Administration Manager	1
Marketing Manager	1
Financial Manager	1
TOTAL	5

8.3 Schedule of Task and Responsibilities

Table 8.2 Task and Responsibilities

Position	Task and Responsibilities
<p style="text-align: center;">General Manager</p>	<ul style="list-style-type: none"> ● Managing the business to achieve the vision and mission of the business. ● Responsible for managing the business and operations to increase productivity and profits. ● Helping with budgeting and spending task management
<p style="text-align: center;">Administration Manager</p>	<ul style="list-style-type: none"> ● Making sure the office is stocked with the necessary supplies and all the equipment is working and maintained. ● Responsible for making the planning, scheduling, and promoting office events such as meetings, conferences, interviews, orientations. ● Supervise day by day operations in the administrative sections or departments including its staff members. ● Making sure the staff train and evaluate employees and taking corrective action when it is necessary. ● Monitor special projects and tracking progress towards company goals

Position	Task and Responsibilities
<p>Marketing Manager</p>	<ul style="list-style-type: none"> ● Plans marketing tactics for the company ● Create advertisement to promote the company's products ● To analyze competitors' service and product to the company's profit ● To analyze the market shares, target and the marketing size
<p>Operational Manager</p>	<ul style="list-style-type: none"> ● Responsible for ensuring that the store runs according to normal procedures. ● Capable of managing the business operation on technical expertise. ● Provide a smooth and efficient plan for the business.
<p>Financial Manager</p>	<ul style="list-style-type: none"> ● Responsible for account monitoring, activity reporting and financial forecasting. ● Able to analyze the market for business opportunities and find ways to increase profits. ● Able to plan the business budget.

8.4 Schedule of Remuneration

Table 8.3 Schedule of Remuneration

Position	Quantity	Monthly Salary (RM) (A)	EPF (RM) (13 %) (B)	EIS (RM) (C)	SOCSSO (RM) (1.75 %) (D)	Total (A)+(B)+(C)+(D)
General Manager	1	2500	275	4.90	12.25	2792.15
Administration Manager	1	2500	275	4.90	12.25	2792.15
Operational Manager	1	2500	275	4.90	12.25	2792.15
Marketing Manager	1	2500	275	4.90	12.25	2792.15
Financial Manager	1	2500	275	4.90	12.25	2792.15
Total	5					13960.75

Table 8.4 List of Office Furnitures and Fittings

Type	Quantity	Price/Unit (RM)	Total (RM)
Office Table	1	101	101
Office Chair	6	139	834
Office Conference Table	1	524	524
Cabinet	1	428	428
Clock Wall	1	15	15
Total			1902

Table 8.5 List of Office Equipment

Type	Quantity	Price/Unit (RM)	Total (RM)
Printer	1	579	579
Computer iMac	1	4999	4999
Keyboard and Mouse Set	1	36.90	36.90
Company Stamp	3	28.49	85.47
Stapler	2	4.70	9.40
Files (24 Pocket)	3	19.00	57.00
Aircond	3	1039	3117
Total			8883.80

Table 8.6 List of Office Supplies

Type	Quantity	Price/Unit (RM)	Total (RM)
A4 Paper (one carton)	1	64	64.00
Pen Faber Castle (60 pieces)	1	48.49	48.49
Stamp Pad	1	5.90	5.90
Highlighter	3	3.60	10.80
Stapler bullet	2	3.79	11.37
Printer Ink	1	42.90	42.90
Battery AA (4 pieces)	1	5.80	5.80
Total			189.26

8.5 Administration Budget

Table 8.7 Administration Budget

Item	Fixed Assets	Monthly Expenses (RM)	Other Expenses (RM)
Fixed Asset			
<ul style="list-style-type: none"> • Renovation • Office Equipment • Office Furnitures and Fittings 	<p>10000</p> <p>8883.80</p> <p>1902</p>		
Working capital			
<ul style="list-style-type: none"> • Rent • Utilities (water, electric) • Office Supplies • Salaries, (EPF SOCSO, EIS) 		<p>3500</p> <p>3200</p> <p>189.26</p> <p>13960.75</p>	
Other Expenses			
<ul style="list-style-type: none"> • Business Registration and License • Maintenance • Deposit (rent, utilities) 			<p>1000</p> <p>500</p> <p>8750</p>
TOTAL	20785.80	20850.01	7750

FINANCIAL PLAN

9. Financial Plan

9.1 Operating Budget

9.1.1 Administrative Department

Table 9.1 Administrative department

ADMINISTRATIVE BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Land & Building	-			-
Renovation	10,000			10,000
Office Furniture & Fittings	1,902			1,902
Office Equipments	8,884			8,884
	-			-
Working Capital				
Salaries		13,961		13,961
Utilities		3,200		3,200
Rental		3,500		3,500
Office Supplies		189		189
		-		-
		-		-
		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			500	
Deposit (rent, utilities, etc.)			8,750	8,750
Business Registration & Licences			1,000	1,000
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	20,786	20,850	10,250	51,386

9.1.2 Marketing Department

Table 9.2 Marketing department

MARKETING BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Signboard	2,000			2,000
	-			-
	-			-
	-			-
Working Capital				
Online Advertisement		140		140
Business Card		21		21
Promotional Card		25		25
		-		-
		-		-
		-		-
		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			80	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	2,000	186	80	2,186

9.1.3 Operations Department

Table 9.3 Operations department

OPERATIONS BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Machine & Equipment	9797.6			9,798
Van	28800			28,800
Furniture & Fittings	1340			1,340
				-
Working Capital				
Raw Materials & Packaging		10,064		10,064
Carriage Inward & Duty		-		-
Salaries, EPF & SOCSO		-		-
Total Overheads		1,248		1,248
		-		-
		-		-
		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			414	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			874	874
Other Pre-Operations Expenditure			-	-
Total	39,938	11,312	1,288	52,124

9.2 Project Implementation Cost and Sources of Finance

Table 9.4 Project implementation cost and sources of finance

THEMES PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE					
Project Implementation Cost			Sources of Finance		
Requirements	Cost	Loan	Hire-Purchase	Own Contribution	
				Cash	Existing F. Assets
Fixed Assets					
Land & Building					
Renovation	10,000	10,000			
Office Furniture & Fittings	1,902			1,902	
Office Equipments	8,884	7,001		1,883	
Signboard	2,000	2,000			
Machine & Equipment	9,798	3,000		6,798	
Van	28,800		28,800		
Furniture & Fittings	1,340	1,000		340	
Working Capital	1 months				
Administrative	20,850	10,000		10,850	
Marketing	186			186	
Operations	11,312	6,000		5,312	
Pre-Operations & Other Expenditure	11,618	6,000		5,618	
Contingencies	10%	10,669	5,000	5,669	
TOTAL	117,358	50,000	28,800	38,558	

9.3 Fixed Asset Depreciation Schedule

Table 9.5 Fixed asset depreciation schedule

THEMES DEPRECIATION SCHEDULES							
Fixed Asset Renovation				Fixed Asset Office Furniture & Fittings			
Cost (RM) 10,000				Cost (RM) 1,902			
Method Straight Line				Method Straight Line			
Economic Life (yrs) 5				Economic Life (yrs) 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value	Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	10,000		-	-	1,902
1	2,000	2,000	8,000	1	380	380	1,522
2	2,000	4,000	6,000	2	380	761	1,141
3	2,000	6,000	4,000	3	380	1,141	761
4	2,000	8,000	2,000	4	380	1,522	380
5	2,000	10,000	-	5	380	1,902	-
6	0	0	-	6	0	0	-
7	0	0	-	7	0	0	-
8	0	0	-	8	0	0	-
9	0	0	-	9	0	0	-
10	0	0	-	10	0	0	-

THEMES, "More than just casings"

Fixed Asset Signboard				Fixed Asset Office Equipments			
Cost (RM) 2,000				Cost (RM) 8,884			
Method Straight Line				Method Straight Line			
Economic Life (yrs) 5				Economic Life (yrs) 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value	Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	2,000		-	-	8,884
1	400	400	1,600	1	1,777	1,777	7,107
2	400	800	1,200	2	1,777	3,554	5,330
3	400	1,200	800	3	1,777	5,330	3,554
4	400	1,600	400	4	1,777	7,107	1,777
5	400	2,000	-	5	1,777	8,884	-
6	0	0	-	6	0	0	-
7	0	0	-	7	0	0	-
8	0	0	-	8	0	0	-
9	0	0	-	9	0	0	-
10	0	0	-	10	0	0	-

Fixed Asset Machine & Equipment				Fixed Asset Van			
Cost (RM) 9,798				Cost (RM) 28,800			
Method Straight Line				Method Straight Line			
Economic Life (yrs) 5				Economic Life (yrs) 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value	Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	9,798		-	-	28,800
1	1,960	1,960	7,838	1	5,760	5,760	23,040
2	1,960	3,919	5,879	2	5,760	11,520	17,280
3	1,960	5,879	3,919	3	5,760	17,280	11,520
4	1,960	7,838	1,960	4	5,760	23,040	5,760
5	1,960	9,798	-	5	5,760	28,800	-
6	0	0	-	6	0	0	-
7	0	0	-	7	0	0	-
8	0	0	-	8	0	0	-
9	0	0	-	9	0	0	-
10	0	0	-	10	0	0	-

Fixed Asset Furniture & Fittings			
Cost (RM) 1,340			
Method Straight Line			
Economic Life (yrs) 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	1,340
1	268	268	1,072
2	268	536	804
3	268	804	536
4	268	1,072	268
5	268	1,340	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

9.4 Loan and Hire Purchase Depreciation Schedule

Table 9.6 Loan and Hire Purchase Depreciation Schedule

THEMES									
LOAN & HIRE-PURCHASE AMMORTISATION SCHEDULES									
LOAN REPAYMENT SCHEDULE					HIRE-PURCHASE REPAYMENT SCHEDULE				
Amount	50,000				Amount	28,800			
Interest Rate	5%				Interest Rate	5%			
Duration (yrs)	5				Duration (yrs)	5			
Method	Baki Tahunan								
<i>Year</i>	<i>Principal</i>	<i>Interest</i>	<i>Total Payment</i>	<i>Principal Balance</i>	<i>Year</i>	<i>Principal</i>	<i>Interest</i>	<i>Total Payment</i>	<i>Principal Balance</i>
	-	-		50,000		-	-		28,800
1	10,000	2,500	12,500	40,000	1	5,760	1,440	7,200	23,040
2	10,000	2,000	12,000	30,000	2	5,760	1,440	7,200	17,280
3	10,000	1,500	11,500	20,000	3	5,760	1,440	7,200	11,520
4	10,000	1,000	11,000	10,000	4	5,760	1,440	7,200	5,760
5	10,000	500	10,500	-	5	5,760	1,440	7,200	-
6	0	0	-	-	6	0	0	-	-
7	0	0	-	-	7	0	0	-	-
8	0	0	-	-	8	0	0	-	-
9	0	0	-	-	9	0	0	-	-
10	0	0	-	-	10	0	0	-	-

9.5 Proforma Cashflow Statement

Table 9.7 Pro-forma Cash Flow Statement

THEMES 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
CASH INFLOW																
Capital (Cash)	38,558													38,558		
Loan	50,000													50,000		
Cash Sales		42,600	42,600	42,600	42,600	42,600	42,600	42,600	42,600	42,600	42,600	42,600	42,600	511,200	562,320	646,668
Collection of Accounts Receivable																
TOTAL CASH INFLOW	88,558	42,600	42,600	42,600	42,600	42,600	42,600	42,600	42,600	42,600	42,600	42,600	42,600	599,758	562,320	646,668
CASH OUTFLOW																
Administrative Expenditure																
Salaries		13,961	13,961	13,961	13,961	13,961	13,961	13,961	13,961	13,961	13,961	13,961	13,961	167,529	184,282	211,924
Utilities		3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	38,400	42,240	48,576
Rental		3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	42,000	46,200	53,130
Office Supplies		189	189	189	189	189	189	189	189	189	189	189	189	2,271	2,498	2,873
Marketing Expenditure																
Online Advertisement		140	140	140	140	140	140	140	140	140	140	140	140	1,680	1,848	2,125
Business Card		21	21	21	21	21	21	21	21	21	21	21	21	252	277	319
Promotional Card		25	25	25	25	25	25	25	25	25	25	25	25	300	330	380
Operations Expenditure																
Cash Purchase		7,045	7,045	7,045	7,045	7,045	7,045	7,045	7,045	7,045	7,045	7,045	7,045	84,538	92,991	106,940
Payment of Account Payable			3,019	3,019	3,019	3,019	3,019	3,019	3,019	3,019	3,019	3,019	3,019	33,211	36,230	39,853
Carriage Inward & Duty																
Salaries, EPF & SOCSO																
Total Overheads		1,248	1,248	1,248	1,248	1,248	1,248	1,248	1,248	1,248	1,248	1,248	1,248	14,976	16,474	18,945
Other Expenditure																
Pre-Operations		994												994	1,093	1,257
Deposit (rent, utilities, etc.)	8,750													8,750		
Business Registration & Licences	1,000													1,000		
Insurance & Road Tax for Motor Vehicle	874													874	874	874
Other Pre-Operations Expenditure																
Fixed Assets																
Purchase of Fixed Assets - Land & Building																
Purchase of Fixed Assets - Others	33,923													33,923		
Hire-Purchase Down Payment																
Hire-Purchase Repayment:																
Principal		480	480	480	480	480	480	480	480	480	480	480	480	5,760	5,760	5,760
Interest		120	120	120	120	120	120	120	120	120	120	120	120	1,440	1,440	1,440
Loan Repayment:																
Principal		833	833	833	833	833	833	833	833	833	833	833	833	10,000	10,000	10,000
Interest		208	208	208	208	208	208	208	208	208	208	208	208	2,500	2,000	1,500
Tax Payable													0	0	0	0
TOTAL CASH OUTFLOW	44,547	31,964	33,990	33,990	33,990	33,990	33,990	33,990	33,990	33,990	33,990	33,990	33,990	450,398	444,538	505,896
CASH SURPLUS (DEFICIT)	44,011	10,636	8,610	8,610	8,610	8,610	8,610	8,610	8,610	8,610	8,610	8,610	8,610	149,360	117,782	140,772
BEGINNING CASH BALANCE	44,011	54,646	63,257	71,867	80,477	89,088	97,698	106,308	114,919	123,529	132,139	140,750	149,360	149,360	267,142	267,142
ENDING CASH BALANCE	44,011	54,646	63,257	71,867	80,477	89,088	97,698	106,308	114,919	123,529	132,139	140,750	149,360	149,360	267,142	407,914

9.6 Proforma Income Statement

Table 9.8 Pro-forma Statement

THEMES			
PRODUCTION COST PRO-FORMA STATEMENT			
	Year 1	Year 2	Year 3
Raw Materials			
Opening Stock	0	6,038	6,642
Current Year Purchases	120,768	132,845	152,772
Ending Stock	6,038	6,642	7,638
Raw Materials Used	114,730	132,241	151,775
Carriage Inward			
	114,730	132,241	151,775
Salaries, EPF & SOCSO			
Factory Overhead			
Depreciation of Fixed assets (Operations)	7,988	7,988	7,988
Total Overheads	14,976	16,474	18,945
Total Factory Overhead	22,964	24,461	26,932
Production Cost	137,693	156,703	178,707

THEMES			
PRO-FORMA INCOME STATEMENT			
	Year 1	Year 2	Year 3
Sales	511,200	562,320	646,668
Less: Cost of Sales			
Opening Stock of Finished Goods		25,560	28,116
Production Cost	137,693	156,703	178,707
less: Ending Stock of Finished Goods	25,560	28,116	32,333
	0	0	0
	112,133	154,147	174,490
Gross Profit	399,067	408,173	472,178
Less: Expenditure			
Administrative Expenditure	250,200	275,220	316,503
Marketing Expenditure	2,232	2,455	2,823
Other Expenditure	994	1,093	1,257
Business Registration & Licences	1,000		
Insurance & Road Tax for Motor Vehicle	874	874	874
Other Pre-Operations Expenditure			
Interest on Hire-Purchase	1,440	1,440	1,440
Interest on Loan	2,500	2,000	1,500
Depreciation of Fixed Assets	4,557	4,557	4,557
Total Expenditure	263,797	287,640	328,955
Net Profit Before Tax	135,270	120,534	143,222
Tax	0	0	0
Net Profit After Tax	135,270	120,534	143,222
Accumulated Net Profit	135,270	255,803	399,025

9.7 Proforma Balance Sheet

Table 9.9 Proforma Balance Sheet

THEMES PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building			
Renovation	8,000	6,000	4,000
Office Furniture & Fittings	1,522	1,141	761
Office Equipments	7,107	5,330	3,554
Signboard	1,600	1,200	800
Machine & Equipment	7,838	5,879	3,919
Van	23,040	17,280	11,520
Furniture & Fittings	1,072	804	536
	50,179	37,634	25,089
Current Assets			
Stock of Raw Materials	6,038	6,642	7,638
Stock of Finished Goods	25,560	28,116	32,333
Accounts Receivable			
Cash Balance	149,360	267,142	407,914
	180,958	301,900	447,885
Other Assets			
Deposit	8,750	8,750	8,750
TOTAL ASSETS	239,887	348,284	481,724
Owners' Equity			
Capital	38,558	38,558	38,558
Accumulated Profit	135,270	255,803	399,025
	173,828	294,361	437,583
Long Term Liabilities			
Loan Balance	40,000	30,000	20,000
Hire-Purchase Balance	23,040	17,280	11,520
	63,040	47,280	31,520
Current Liabilities			
Accounts Payable	3,019	6,642	12,620
TOTAL EQUITY & LIABILITIES	239,887	348,284	481,724

9.8 Financial Ratio Analysis

9.8.1 Liquidity Ratios

9.8.1.2 Current Ratios

Table 9.10 Current ratios

CALCULATION	EXPLANATION	GRAPH								
<p>Current Ratio</p> $= \frac{\text{Current Asset}}{\text{Current Liabilities}}$ $\text{Current Ratio} = \frac{180958}{3019}$ <p>Year 1 = 59.9 Year 2 = 45.5 Year 3 = 35.5</p>	<p>For every RM1 of current liabilities, the business had RM59.90 available to pay for the debt.</p>	<p>Current Ratio</p> <table border="1"> <caption>Data for Current Ratio Graph</caption> <thead> <tr> <th>Year</th> <th>Ratio</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>59.9</td> </tr> <tr> <td>2</td> <td>45.5</td> </tr> <tr> <td>3</td> <td>35.5</td> </tr> </tbody> </table>	Year	Ratio	1	59.9	2	45.5	3	35.5
Year	Ratio									
1	59.9									
2	45.5									
3	35.5									

9.8.1.2 Quick Ratios

Table 9.11 Quick ratios

CALCULATION	EXPLANATION	GRAPH								
<p>Quick Ratio</p> $= \frac{\text{Current Asset} - \text{Inventories}}{\text{Current Liabilities}}$ $\text{Quick Ratio} = \frac{180958 - 6038}{3019}$ <p>Year 1 = 58 Year 2 = 45 Year 3 = 35</p>	<p>The business has enough liquid asset to pay its debt. Every RM1 of liabilities the business has RM58.</p>	<p>Quick Ratio (Acid-Test)</p> <table border="1"> <caption>Data for Quick Ratio (Acid-Test) Graph</caption> <thead> <tr> <th>Year</th> <th>Ratio</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>58</td> </tr> <tr> <td>2</td> <td>45</td> </tr> <tr> <td>3</td> <td>35</td> </tr> </tbody> </table>	Year	Ratio	1	58	2	45	3	35
Year	Ratio									
1	58									
2	45									
3	35									

9.8.2 Efficiency Ratios

9.8.2.1 Inventory Turnover Ratios

Table 9.12 Inventory turnover ratios

CALCULATION	EXPLANATION	GRAPH
$ITO = \frac{\text{Cost Goods Sold}}{\text{Average Inventory}}$ $ITO = \frac{137693}{(0 + 6038)/2}$ <p>Year 1 = 45.61 times Year 2 = 24.72 times Year 3 = 25.03 times</p>	<p>The business turnover its inventory 45.61 times per year.</p>	<p>The graph shows the Inventory Turnover Ratio (ITO) for three years. The y-axis is labeled from 0 to 50 in increments of 10. The x-axis is labeled YEAR 1, YEAR 2, and YEAR 3. The data points are approximately: Year 1: 45.61, Year 2: 24.72, Year 3: 25.03. A yellow line connects these points, showing a significant drop from Year 1 to Year 2 and a slight recovery in Year 3.</p>

9.8.3 Profitability Ratios

9.8.3.1 Gross Profit Margin

Table 9.13 Gross Profit Margin

CALCULATION	EXPLANATION	GRAPH
$GPM = \frac{\text{Gross Profit}}{\text{Net Sales}} \times 100$ $GPM = \frac{399067}{511200} \times 100$ <p>Year 1 = 78% Year 2 = 72.6% Year 3 = 73%</p>	<p>Every RM1 generated in sales, the business has RM0.78 left over to cover basic operating costs and profit.</p>	<p>The graph shows the Gross Profit Margin (GPM) for three years. The y-axis is labeled from 68 to 80 in increments of 2. The x-axis is labeled YEAR 1, YEAR 2, and YEAR 3. The data points are approximately: Year 1: 78%, Year 2: 72.6%, Year 3: 73%. A yellow line connects these points, showing a drop from Year 1 to Year 2 and a slight recovery in Year 3.</p>

9.8.3.2 Net Profit Margin

Table 9.14 Net profit margin

CALCULATION	EXPLANATION	GRAPH								
$NPM = \frac{\text{Profit After Tax}}{\text{Total Sales}} \times 100$ $NPM = \frac{135270}{511200} \times 100$ <p>Year 1 = 26.5%</p> <p>Year 2 = 21.4%</p> <p>Year 3 = 22.2%</p>	<p>The business has RM0.27 of net income for every RM1 of sales.</p>	<p>Return on Sales</p> <table border="1"> <caption>Data for Return on Sales Graph</caption> <thead> <tr> <th>Year</th> <th>Return on Sales (%)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>26.5%</td> </tr> <tr> <td>2</td> <td>21.4%</td> </tr> <tr> <td>3</td> <td>22.2%</td> </tr> </tbody> </table>	Year	Return on Sales (%)	1	26.5%	2	21.4%	3	22.2%
Year	Return on Sales (%)									
1	26.5%									
2	21.4%									
3	22.2%									

9.8.3.3 Return on Assets

Table 9.15 Return on Assets

CALCULATION	EXPLANATION	GRAPH								
$ROA = \frac{\text{Profit After Tax}}{\text{Total Asset}} \times 100$ $ROA = \frac{135270}{239887} \times 100$ <p>Year 1 = 57%</p> <p>Year 2 = 35%</p> <p>Year 3 = 30%</p>	<p>Every RM1 that the business invested in asset produces RM0.57.</p>	<p>Return on Investment</p> <table border="1"> <caption>Data for Return on Investment Graph</caption> <thead> <tr> <th>Year</th> <th>Return on Investment (%)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>57%</td> </tr> <tr> <td>2</td> <td>35%</td> </tr> <tr> <td>3</td> <td>30%</td> </tr> </tbody> </table>	Year	Return on Investment (%)	1	57%	2	35%	3	30%
Year	Return on Investment (%)									
1	57%									
2	35%									
3	30%									

9.8.3.4 Return on Equity

Table 9.16 Return on Equity

CALCULATION	EXPLANATION	GRAPH								
$ROE = \frac{\text{Profit After Tax}}{\text{Total Equity}} \times 100$ $ROE = \frac{135270}{173828} \times 100$ <p>Year 1 = 78%</p> <p>Year 2 = 41%</p> <p>Year 3 = 33%</p>	<p>Every RM1 in equity will earn RM0.78 of net income.</p>	<p>Return on Equity</p> <table border="1"> <caption>Return on Equity Data</caption> <thead> <tr> <th>Year</th> <th>Return on Equity (%)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>78%</td> </tr> <tr> <td>2</td> <td>41%</td> </tr> <tr> <td>3</td> <td>33%</td> </tr> </tbody> </table>	Year	Return on Equity (%)	1	78%	2	41%	3	33%
Year	Return on Equity (%)									
1	78%									
2	41%									
3	33%									

9.8.4 Solvency Ratios

9.8.4.1 Debt to Equity

Table 9.17 Debt to Equity

CALCULATION	EXPLANATION	GRAPH								
$DTE = \frac{\text{Total Liabilities}}{\text{Total Equity}}$ $DTE = \frac{66059}{173828}$ <p>Year 1 = 0.4</p> <p>Year 2 = 0.2</p> <p>Year 3 = 0.1</p>	<p>A debt-to-equity ratio of 0.4 indicates that the company has RM0.40 in debt for every RM1 in equity.</p>	<p>Debt to Equity Ratio</p> <table border="1"> <caption>Debt to Equity Ratio Data</caption> <thead> <tr> <th>Year</th> <th>Ratio</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>0.4</td> </tr> <tr> <td>2</td> <td>0.2</td> </tr> <tr> <td>3</td> <td>0.1</td> </tr> </tbody> </table>	Year	Ratio	1	0.4	2	0.2	3	0.1
Year	Ratio									
1	0.4									
2	0.2									
3	0.1									

9.8.4.2 Debt to Assets

Table 9.18 Debt to Assets

CALCULATION	EXPLANATION	GRAPH								
$DTA = \frac{\text{Total Liabilities}}{\text{Total Asset}}$ $DTA = \frac{66059}{239887}$ <p>Year 1 = 0.3 Year 2 = 0.2 Year 3 = 0.1</p>	<p>For every RM1 in assets, the business has RM0.30 in liabilities (debt). The business owns more assets than liabilities and can meet its obligations by selling its assets if needed.</p>	<p>The graph shows the Debt to Assets ratio over three years. The y-axis ranges from 0 to 0.4. The x-axis is labeled YEAR 1, YEAR 2, and YEAR 3. A yellow line starts at 0.3 in Year 1, drops to 0.2 in Year 2, and further to 0.1 in Year 3.</p> <table border="1"> <thead> <tr> <th>Year</th> <th>DTA Ratio</th> </tr> </thead> <tbody> <tr> <td>YEAR 1</td> <td>0.3</td> </tr> <tr> <td>YEAR 2</td> <td>0.2</td> </tr> <tr> <td>YEAR 3</td> <td>0.1</td> </tr> </tbody> </table>	Year	DTA Ratio	YEAR 1	0.3	YEAR 2	0.2	YEAR 3	0.1
Year	DTA Ratio									
YEAR 1	0.3									
YEAR 2	0.2									
YEAR 3	0.1									







9.8.4.3 Time Interest Earned

Table 9.19 Time Interest Earned

CALCULATION	EXPLANATION	GRAPH								
$TIE = \frac{EBIT}{\text{Interest Expenses}}$ $DTE = \frac{135270}{(1440 + 2500)}$ <p>Year 1 = 34 times Year 2 = 35 times Year 3 = 49 times</p> <p><i>*EBIT = Income Before Interest and Tax</i></p>	<p>Interest expense of the business are 34 times covered by its net income before interest and tax.</p>	<p>The graph shows the Time Interest Earned ratio over three years. The y-axis ranges from 0 to 60. The x-axis is labeled YEAR 1, YEAR 2, and YEAR 3. A yellow line starts at 34 in Year 1, rises slightly to 35 in Year 2, and then rises more significantly to 49 in Year 3.</p> <table border="1"> <thead> <tr> <th>Year</th> <th>TIE Ratio</th> </tr> </thead> <tbody> <tr> <td>YEAR 1</td> <td>34</td> </tr> <tr> <td>YEAR 2</td> <td>35</td> </tr> <tr> <td>YEAR 3</td> <td>49</td> </tr> </tbody> </table>	Year	TIE Ratio	YEAR 1	34	YEAR 2	35	YEAR 3	49
Year	TIE Ratio									
YEAR 1	34									
YEAR 2	35									
YEAR 3	49									

10. BUSINESS MODEL CANVAS

Table 10.1 Business Model Canvas

<p>Key Partners </p> <ul style="list-style-type: none"> - Viquee Technology Limited. (silicone case) - A-Sub. (sublimation paper) 	<p>Key Activities </p> <ul style="list-style-type: none"> - Marketing Activity (advertisement) - Operation Activity (design & printing) - Purchasing Inventory 	<p>Value Propositions </p> <ul style="list-style-type: none"> - Variety of design (animal themes, nature themes, spaces themes) - Affordable. - Custom design (can add custom design ex: add name) 	<p>Customer Relationships </p> <ul style="list-style-type: none"> - Promotions (collect points) - Personal Assistance (human interacting) - Advertisement (bunting stand & business card) 	<p>Customer Segments </p> <ul style="list-style-type: none"> - Demographic (Teenagers until adults and all income level). - Psychographic (Personal values ex: birthday gift or collection). - Geographic (Location: Strategic because near housing area)
	<p>Key Resources </p> <ul style="list-style-type: none"> - Human Resources (5 managers) - Capital (RM7,711&RM7,712) - Loan (RM50,000) 		<p>Channels </p> <ul style="list-style-type: none"> - Official Website - Social Media - Business Card 	
<p>Cost Structure </p> <ul style="list-style-type: none"> - Administration Cost (salaries, rental & utilities) - Marketing Cost (business card & advertisement) - Operation Cost (machine, packaging & overhead) 		<p>Revenue Streams </p> <ul style="list-style-type: none"> - Sales of product 		

CONCLUSION

11. CONCLUSION

To conclude this business plan report, after doing research about business opportunities and scanning the environment, we as a team have decided to take a step forward with opening the store in Bayu Tasek Commercial Center in Southkey Promenade 1. This definite decision is made after thorough research, administration, marketing, and financial discussions. As well as the review of forecast reports. We have no doubt that people of Southkey Promenade 1, and the area would welcome our business store. As for the financial analysis that has been done, our financial manager has made a bunch of studies for its performance using the analysis with three years of data for this business. This analysis is definitely useful for assessing how effectively this store is performing. In conclusion, opening the Themes store is the best choice that we have made because of our unique concept. Based on the forecast and profit after doing calculations, our business project is definitely viable, and we can proceed with the next step where making sure everything comes to a reality. We have come to this conclusion because we have successfully evaluated our financials and see clearly where our business is profitable. All the partners business can be proceeded. We are hopeful for our store to be a true reality and we could use this business plan report as references to open the real store.

APPENDICES

12. APPENDICES

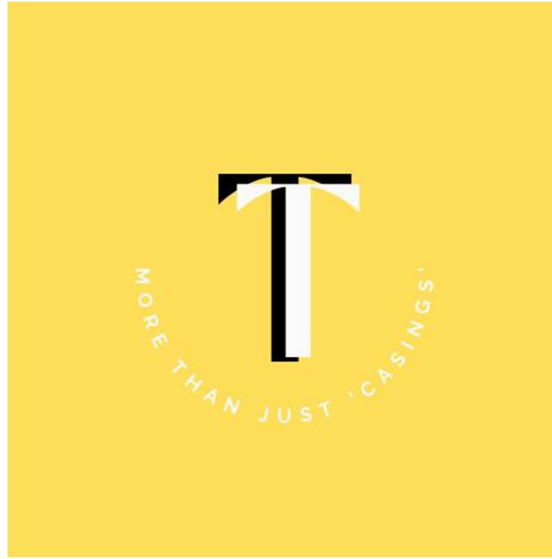


Figure 12.1 Business Logo



Figure 12.2 Poster for Bunting Stand

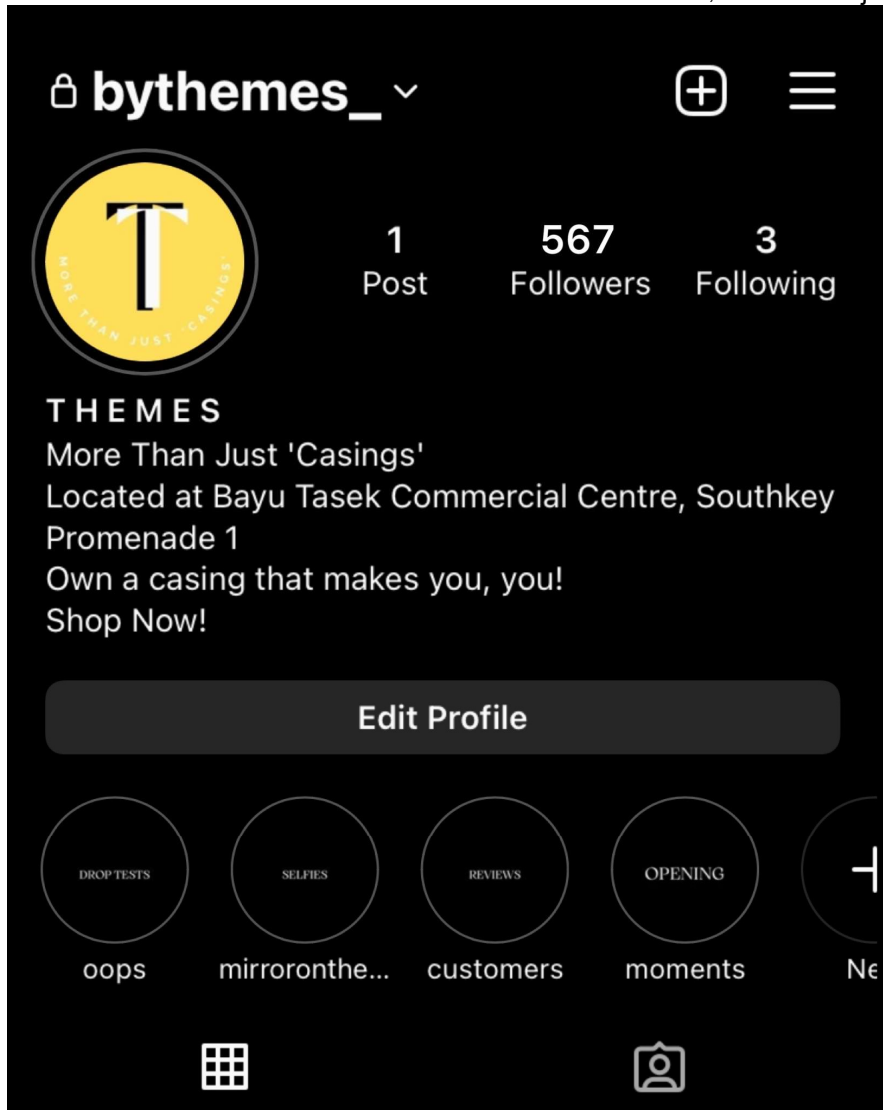


Figure 12.3 Instagram Account for Themes



Retail Store

Figure 12.4 Front part of business card



Figure 12.5 Back part of business card



Figure 12.6 Front view of promotional card



Figure 12.7 Back view of promotional card

THEMES, "More than just casings"



Figure 12.8 Basic designs for phone cases



Figure 12.9 Basic designs for tablet cases

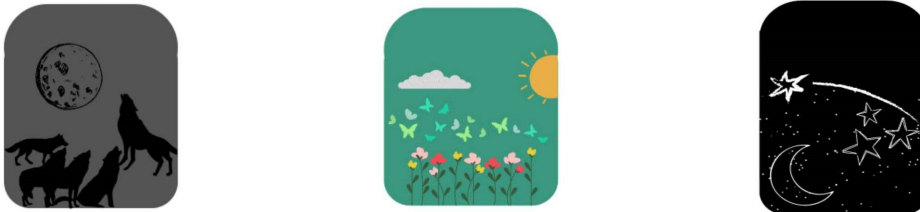


Figure 12.10 Basic designs for earbuds cases

PARTNERSHIP AGREEMENT

Initial Contributions.

The Partners agree to make an initial contribution to the Partnership as follows:

Partner Name	Contribution
ALYA BINTI AMENUDDEN	7712
MUHAMMAD AFIQ DANIAL BIN RAMLEE	7712
NUR AIN SAFIYAH BINTI RAMAN	7712
MUAZ AZIMUDDEN BIN AFIFUDDEN	7711
MUHAMMAD SYAHMIREDDA BIN ROSLI	7711

made in whole on or before Tuesday, October 25, 2022, with the express consent of all Partners, all contributions shall be deemed final and non-recoverable. Every contribution must be put into a shared capital account.

Ownership Interest and Authority.

The Partners' ownership interest in this Partnership shall be as follows:

Partner Name	Ownership Percentage (%)
ALYA BINTI AMENUDDEN	20
MUHAMMAD AFIQ DANIAL BIN RAMLEE	20
NUR AIN SAFIYAH BINTI RAMAN	20
MUAZ AZIMUDDIN BIN AFIFUDDEN	20
MUHAMMAD SYAHMIREDDA BIN ROSLI	20

The Partner's basic Salary as follows:

Partner Name	Salary
ALYA BINTI AMENUDDEN	2500
MUHAMMAD AFIQ DANIAL BIN RAMLEE	2500
NUR AIN SAFIYAH BINTI RAMAN	2500
MUAZ AZIMUDDIN BIN AFIFUDDEN	2500
MUHAMMAD SYAHMIREDDA BIN ROSLI	2500

The Partnership must be deemed to own all property, whether real, personal, material, or intangible. Any such Partnership property shall not be directly owned by either Partner.

The Partners' authority to make decisions on behalf of the Partnership shall be defined as stated below:

Making decisions by using the Consensus Way. Thus, the process of deciding involves all the partner in the business where, each partner has the opportunity and chance to share each opinion on the decision. Each partner is tasked with presenting all the advantages and disadvantages to the proposed decision. Partners are also encouraged to ask questions to fully understand about the decision and can raise any issues or concerns with the proposal.

Profits And Losses.

The Partners agree that the Partnerships finances and applicable assets shall be audited on the following basis:

The Partner in charge of the Partnership's accounting of all profits and losses will be Alya Binti Amenudden, Muhammad Afiq Danial bin Ramlee, Muaz Azimuddin bin Afifudden, Muhammad Syahmiredza bin Rosli and Nur Ain Safiyah binti Mohamad Raman. While auditing the Partnership's finances and relevant assets, the net profit and loss of the Partnership subject to this Agreement shall be divided in the same manner or proportion as the Partner's respective Capital Contributions and after the costs of the Partnership have been satisfied according to the above listed cost percentages.

The Partners may decide to allocate or distribute such profits to the Partnership. If approved, the distributions shall be made on the 28th day of each month.

Accounting.

All accounts related to the Partnership subject to this Agreement, including contribution and distribution accounts will be audited. Each Partner will sustain a joint contribution account. The Partners agree to keep accurate and complete books for any and all accounts related to the Partnership. Any Partner, majority or minority, will be entitled to review all books at any time upon request.

Each Partner understands that he or she will be responsible for his or her own taxes on any distributions made.

The Partners shall provide their report on the status of the Partnership within two (2) weeks of the end of the fiscal year. The fiscal year and the taxable year of the Partnership is the calendar year.

The below listed Partner(s) have the authority to execute checks from any joint Partner Account:

Nur Ain Safiyah Binti Raman

Voting.

Unless otherwise specified in this Agreement, any affairs of the Partnership will be determined by majority vote. Votes are to be cast in the same percentage as Capital Contributions unless otherwise agreed upon by the Partners.

Salary.

Partners must agree to and provide unanimous consent should a permanent salary is to be established. Moreover, unanimous consent by the Partners is also required for the amount of the salary provided to each Partner.

New Partners.

The Partnership shall amend this Agreement to include any new Partners upon the express and unanimous vote of all Partners. The name of the Partnership can be amended if a new Partner is added to the Partnership upon the express and unanimous vote of all Partners.

Death or Withdrawal.

The Partners reserve the right to withdrawal from the Partnership at any given time. Upon the withdrawal of a Partner by choice or by death, the remaining Partners shall have the option to buy out the remaining shares of the Partnership.

If the Partners decide to buy out the shares, the shares shall be brought in equal amounts by all Partners under the Partnership. The Partners understand and agree to retain an outside firm to evaluate the value of the remaining shares. Moreover, the Partners must come to a unanimous agreement that the outside firm's overall valuation of the share to be considered final.

The Partners shall have 7 days to determine whether they wish to buy the remaining shares together and equally dispense the same. However, if the Partners do not agree to buy the shares, individual Partners shall have the right to buy the shares individually. If more than one Partner wishes to acquire the remaining shares, the shares shall be equally divided among the requesting Partners. In the event that all Partners, by unanimous vote, the Partnership can choose to allow a non-Partner to buy the shares effectively replacing the previous Partner.

In the event that no individual Partner(s) proceed to finalize a purchase agreement within days, the Partnership will be dissolved. The name of the Partnership can be amended upon an express and unanimous vote of all Partners if a Partner is effectively bought out.

Dissolution.

In the event the Partnership is dissolved by majority vote, the Partnership shall be liquidated, and the debts shall be paid. Any remaining funds after all of the debts have been paid shall be distributed based on the percentage of ownership interest as defined in this Agreement.

Dispute Resolution.

Parties to this Agreement shall first attempt to settle any dispute through good-faith negotiation. If the dispute cannot be settled between the parties via negotiation, either Party may initiate mediation or binding arbitration in the State of Malaysia.

If the Parties do not wish to mediate or arbitrate the dispute and litigation is necessary, this Agreement will be interpreted based on the laws of the State of Malaysia, without regard to the conflict of law provisions of such state. The Parties agree the dispute will be resolved in a court of competent jurisdiction in the State of Malaysia.

Legal Fees.

In the event of any suit or action to enforce or interpret any provision of this Agreement (or that is based on this Agreement), the prevailing party is entitled to recover, in addition to other costs, reasonable attorney fees in connection with the suit, action, or arbitration, and in any appeals. The determination of who is the prevailing party and the amount of reasonable attorney fees to be paid to the prevailing party will be decided by the court or courts, including any appellate courts, in which the matter is tried, heard, or decided.

Amendments.

Amendments to this Agreement may be proposed by any Partner. A proposed amendment will be adopted and become effective as an amendment only on the written approval of all of the Partners.

Further Effect.

The parties agree to execute other documents reasonably necessary to further effect and evidence the terms of this Agreement, as long as the terms and provisions of the other documents are fully consistent with the terms of this Agreement.

Severability.

If any term or provision of this Agreement is held to be void or unenforceable, that term or provision will be severed from this Agreement, the balance of the Agreement will survive, and the balance of this Agreement will be reasonably construed to carry out the intent of the parties as evidenced by the terms of this Agreement.

Notices.

All notices required to be given by this Agreement will be in writing and will be effective when delivered or, if mailed, when deposited as certified mail, postage prepaid, directed to the addresses first shown above for each Partner or to such other address as a Partner may specify by notice given in conformance with these provisions to the other Partners.

Captions for Convenience.

All captions herein are for convenience or reference only and do not constitute part of this Agreement and shall not be deemed to limit or otherwise affect any of the provisions hereof.

Counterparts.

This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this Agreement delivered by facsimile, email, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Agreement.

Electronic Signatures.

This Agreement and related documents entered into in connection with this Agreement are signed when a party’s signature is delivered electronically, and these signatures must be treated in all respects as having the same force and effect as original signatures.

Entire Agreement; Modification.

This Agreement constitutes the entire understanding and agreement between the Partners with respect to the subject matter of this Agreement. No agreements, understandings, restrictions, representations, or warranties exist between or among the members other than those in this Agreement or referred to or provided for in this Agreement. No modification or amendment of any provision of this Agreement will be binding on any Partner unless in writing and signed by all the Partners.

[Signatures on Following Page]