

**DINO**

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**BUSINESS PLAN**

**DINO**

**BY**

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Business Plan prepared March 2013

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**DECLARATION**

We hereby declare that:

- (1) This UBTZ3016 Entrepreneurial project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this Entrepreneurial project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group member in completing the Entrepreneurial project.
- (4) The word count of this Entrepreneurial Project is 20,007 words.

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Date: 22 March 2013

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# **1. EXECUTIVE SUMMARY**

## **1.1 The Opportunity**

The raise of crime rates increased the awareness of customers to seek for the more safety services in order to lower the risk to be involved in the crimes. Besides, the rapid change of consumer behavior had altered the purchasing behavior of consumers to prefer more on conveniences services. Moreover, the increase of the purchasing power among Malaysians are leading them to demand for a better lifestyle and willing to spend more to persuade on higher quality services.

## **1.2 The Description of the Business**

DINO, the short form of Drive- In- And- Out, is a first drive- thru convenience store in Malaysia. The combination of drive- thru service and automated operation process by using ASRS had created a brand new way to deliver the service to the customers. In addition, the products offered will be slightly different compared to traditional convenience stores as DINO is providing more variety of choices with the competitive prices higher than traditional convenience stores but lower than retail stores.

### **1.3 Competitive Advantage**

#### First Mover

DINO is the first mover in the retailing industry that provides drive thru services. The uniqueness of our business features will definitely attracted many customers from the other competitors.

#### Fast responsiveness

Speed of delivery is very vital to every business. The fully Automated Storage and Retrieval System (ASRS), provided by DINO reduced the time of the purchasing process. DINO committed to deliver its purchases in within three to ten minutes after order has been placed.

#### Differentiation

DINO is the first retail store that offered drive-thru service in the retailing industry. This is the highlighted part that differentiates DINO with the other competitors. In addition, with the ASRS, DINO can deliver the purchases of the customer in the shortest time.

### **1.4 The Target Market**

DINO target market will be generation Y and focuses on young working adults, students and single family. The location will be at Penang state around Bukit Mertajam area because this area was concentrated with these three categories of consumers. Besides, DINO targeted on generation Y because they are achievement- oriented and they have high curiosity to seek out for the new challenges especially technological- based products and services.

## 1.5 The Management Team

DINO comprise of four shareholders with equal share and power.

- ✓ Ng Chee Yew                      Purchasing Manager
- ✓ Shirlyn Ng Xue Lin            Operation Manager
- ✓ Tee Wan Ting                    Financial Manager
- ✓ Teng Li Vern                     Sales and Marketing Manager

## 1.6 Brief Summary of the Financial Projection

Below is the yearly Sales and Profit of DINO:

**Table 1.1 DINO yearly Sales and Profit**

<b>Year</b>	<b>Sales (RM)</b>	<b>Profit (RM)</b>
<b>2014</b>	780000	-143,246
<b>2015</b>	1218000	-2672
<b>2016</b>	1927000	251665
<b>2017</b>	2330000	369288
<b>2018</b>	2800000	499741

## **1.7 Description of What the Business Needs**

The capital requirement for DINO Enterprise is RM 200,000, where each of the partners is distributed equally of RM 50,000 into the business. The capital is used for the start-up cost of DINO, which included building renovation, furniture and fittings, electric appliances, equipment and machinery, inventory as well as the operating expenses.

## **1.8 Exit Strategy for Investor**

Exit strategy is a way to protect the welfare and benefit of the shareholders of DINO, in case there is withdrawal of the investors from the business. The investors can exit the business of DINO through the acquisition and liquidation strategy. These strategies can help the investors and DINO to exit from the business with positive position by selling the valuable assets of the company.

## 2. THE BUSINESS

### 2.1 The Description of the Business

#### 2.1.1 The Name, Logo, and Location of the Propose Business

**Figure 2.0 Company Logo of DINO**



The name of our company is DINO, the short form of Drive-In-And-Out. It indicates that the customers no longer need to purchase in the traditional way which require them to park their car and walk for a distance to the supermarket and purchase the goods they needed. In our retailer, customers can purchase by just sitting inside their vehicle and no trolley is required in the purchasing process for sure. DINO is the first drive-thru retail store in Malaysia. The combination of drive-thru and automated inventory system in a retailer is a brand new concept of delivering our services in retailing industry. The first DINO outlet is located at Bukit Mertajam in Penang because the populations of our target market there is high and it keeps on growing. The above is the logo of our company.

#### 2.1.2 Nature of Services Offer

DINO is a drive-thru retail store where everyone is very much welcome to purchase their daily use products, health care products, foods, beverages, and etc in our store. One of the uniqueness of our retail store is the customer just have to stay in their car when purchasing their goods without expose themselves to any risk and regardless of any weather. They have to complete three simple steps to purchase in our store, which are “Selection”, “Payment”, and “Collection”. The inventory system inside our retailer is fully automated. Hence, we promised to deliver the purchases to the customers in the most efficient of time and keep our customers secured.

### **2.1.3 Company Mission and Objectives**

#### **DINO’s Mission Statement:**

DINO’s mission is to be the most successful drive-thru retail store in Malaysia at delivery the best and extraordinary customer experience in market we serve and creating value to the customers to earn their lifetime loyalty.

#### **DINO’s Objectives:**

1. Providing the best customer experience for our customers

DINO committed to deliver a hassle less purchasing experience and quality products to our customers by our fully automated drive through retailer. Purchase in DINO, the customers only need to go through three simple steps which are “Selection”, “Payment” and “Collection” without stepping out from their vehicles. In addition, the customers have no worries in the whole purchasing process and

the merchandises they purchases are quality without omission due to the usage of the sophisticated electronic storage system.

2. Saving our customers time and provide the most convenient service

By providing a drive through service for our customers, DINO helps the customers to save time and energy. They do not need to walk through all the aisles and select their purchases like purchasing in those ordinary retailers. Meanwhile, DINO will constantly maintaining and updating our system to ensure that we are servicing our customers in the most efficient of time which is within 3 to 10 minutes.

3. Offering the right goods at the fastest time at the competitive price

Different with the other convenience store or retail stores, DINO is offering majorly three categories of products. They are foods, household products and toiletries products, which are the fast and hot selling products in most of the stores. Besides, among all the convenient stores, DINO is providing a very competitive price in the goods we offered to compete with the others well established rivals in the industry. The prices of the goods we offered are slightly higher than the supermarket but lower than the convenient stores. The costs we saved from our simple yet secure layout of the retail store and other expenses will directly reduce the selling price of our goods and the customers are the one who benefit.

## 2.2 The Opportunity

### 2.2.1 Problem to be Solved and need to be Fulfilled

#### 1. Crime rate in Malaysia

The National Key Result Area director Eugene Teh had in July 2012 released latest statistics to show that index crime in Malaysia dropped by 10.1 per cent from January to May 2012 when compared to the same period last year (Lim, 2012). However, Malaysians are still feeling unsafe. According to the news from FreeMalaysiaToday.com, they claimed that the crime index is unreliable and claimed that it doesn't reflect the crime situation of Malaysia. According to a survey, "Crime in Malaysia" done by Numbeo (the world's largest database of user contributed data about countries and cities) in **Appendix A** shows that crime index of Malaysia is 67.75. Meanwhile, the section which scored the highest is people who worry their things are being stolen from their vehicle, rated 78.65%.

Therefore, the concept of DINO is really feasible since we provided the drive-thru service to purchase the groceries and goods the customers want. They are purchasing in a lower risk as they stay within their vehicle and they can purchase without worries about any crime that would happen to their vehicle. In DINO, we always believe that every customer is deserved to purchase in a secured environment with quality purchasing experience.

#### 2. Changing in Consumer Behavior

Nowadays, the behaviours of the consumers change rapidly. For those people who were born in between 1965-1995 are categorized into Generation-Y. They are having high curiosity and expert in using technological products. Therefore, Gen-Y is more innovative and tends to take initiatives to try new and latest products as

compared to the others. Purchasing via internet and smart phones are very often happened to them.

Besides, nowadays more and more people are having a hectic lifestyle. They have no time to spend in a supermarket because time for these people is golden. With our prompt service in delivery their purchases will definitely attracting a lot of workaholics, working adults, and single parent family to visit our store. It is because we help them to save their precious time, so they can spend this time in something more important.

In addition, the increment in the numbers of people likes to live alone rather than living with their family, they will purchase the goods for their personal use in a smaller quantity. As the result of our survey, 65% of people nowadays purchase goods for their personal usage rather than household usage especially students and those working adults.

### 3. Increasing of purchasing power

The demand of convenience stores nowadays is increasing due to the rising of purchasing power among Malaysians. As the income level of Malaysians toward the employees is becoming higher, therefore, the living standard of the consumers increased at the same time. It is because they are having more income to spend as well as enjoy higher quality products and superior services. In addition, they are leading to brand conscious and low price- sensitive behavior by preferring more on the quality products & services. Most of the young people will be more likely to purchase in the convenience stores although the price of products are comparatively higher due to the faster services and well-liked products offered.

### 2.2.2 How the Proposed Business Solves the Problems or Fills the Need

DINO provided a drive-thru service which available the customers to purchase their personal or household products without stepping out from their vehicle. Stay in the vehicle had helped the customer to reduce the risk of exposure to crime, such as car stolen, robbed, snatch, car broken and things stolen. What they have to do is just stay inside their car, and all the goods they wanted will send by our workers to our customer's car. Hence, it is more secure to purchase with DINO compared to other retail or convenient stores.

Moreover, nowadays more and more people are having hectic life style, especially for the young adults working in the main business central of Malaysia such as Kuala Lumpur, Penang, Ipoh and Johor Bahru. Time is precious to them. The diagram 1.0 shows the result of our survey, 65% of 455 respondents agreed that purchasing in conventional retail stores are time consuming. The Automated Storage and Retrieval System (ASRS) of our retailer shortening the purchasing time of a customer. Therefore, those workaholics and businessmen may save their time for other tasks when they purchase the groceries from DINO. For instance, they are willing to pay higher price for the same product just because of the prompt service in delivering the goods they want.

**Figure 2.1 Result of Online Questionnaires**



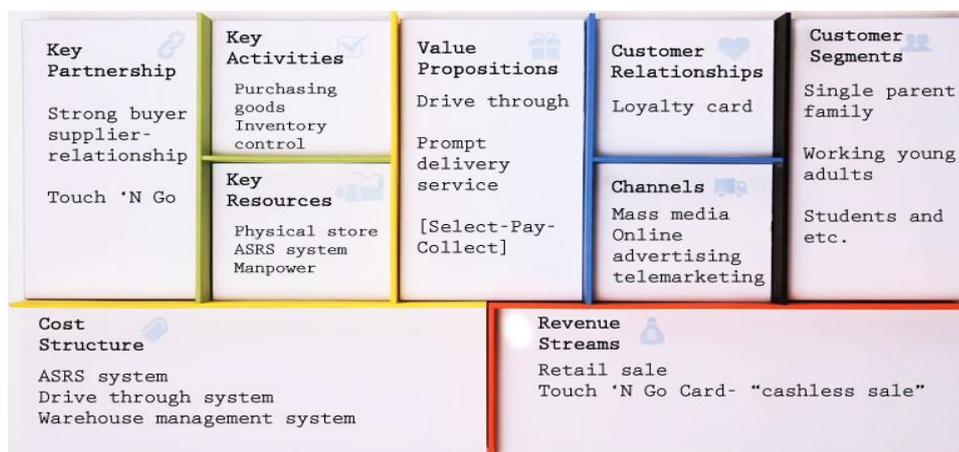
Although Malaysians tend to spend more to get a better quality products or better services, however, DINO offered all the goods in a competitive price will definitely cater their needs. Furthermore, by offering the hot selling products additional with the sophisticated technological-based purchase process, will definitely attracting crowds to visit DINO because of its fastest, simplest & accurate service that does not exist yet in this market.

## 2.3 Competitive Advantages

### 2.3.1 Description of the Business Model:

We adopted the Osterwalder and Pigneur's (2010) Nine Building Blocks as the business model of DINO.

**Figure 2.2 Business Model of DINO**



Source: Developed for research

### Key Partnership

DINO is having a strong buyer-supplier relationship with all its suppliers. We established a strong value chain among each other and our extranet provides the suppliers to access our inventory system and to support our replenishment system. We also have a list of approved suppliers to be dealt with, which may ensure the quality of products offered in DINO. By this way, DINO has the advantage in this industry as we could ensure the availability of our goods with good quality and get our stocks in lower price to optimize our cost structure. Moreover, one of the business partners is touch n 'go (TnG) that offered us another way to make the payment via their contactless smart card with electronic payment system (EPS).

### Key Activities

The three key activities which run by DINO business model are purchasing goods, logistic & inventory control and service & quality control. First of all, we purchase goods from various sources at lower price with our business suppliers. The good relationship between the suppliers and DINO enabled us to purchase in lower price to achieve higher profit margin. However, with the limited warehouse space that we owned, we need a good logistic & inventory control to ensure all the business processes are running smoothly. Hence, we apply Just-In-Time services to restock our inventories to reduce our space consumption. In addition, as a retailer in this competitive industry, we emphasize a lot in service & quality control because we knew its importance.

### Key Resources

Basically, the key resources of DINO which can capture value are basically its key assets. The physical resources which are owned by DINO such as the store and the ASRS inventory system would be our main resources. Both physical assets help to create value for our business. Our physical store is mainly the key asset for us to deliver the greatest value to our customers. ASRS inventory system helps to organize our inventory and Just-In-Time delivery helps to prevent shortage or excess of stocks which may reduce our customer satisfaction and tie up our cash

flow as well. In addition, manpower also considered as our key resources in delivering the best service to maximize customers' satisfaction.

### Cost Structure

In order to provide the prompt service, DINO invested huge capital in our Automated Storage and Retrieval System (ASRS), Warehouse Management System and drive through system. These systems are the core of our business as we are emphasize on speed and secured purchasing. Therefore, we will constantly upgrade and maintain our system to ensure that they are always functioning in a well condition providing our customers the highest efficiency when purchasing. On the other hand, the inventories we kept are the costs we need to bear. Therefore, we established a good relationship with our suppliers and they will provide us Just-In-Time delivery to minimize the inventory level at the same time fulfil the customers' requirement.

### Value Proposition

Besides McDonald's offering drive thru service, DINO is the first drive- thru retail store in Malaysia. Therefore, DINO's value proposition is based on offering the special drive through retail experience and prompt delivery service. This is the core of DINO's business model, and the rest of the key features are aligned to keep our service prompt and the flow smooth. It implies that the customers do not need to wait and spend their time searching for their desired products when visiting a retail store. DINO helps its customers to save time with secured services.

### Customer Relationship Management

DINO established its own loyalty card, D-card (**Appendix B**). Every customer is encouraged to register an account in our retail store during their first purchase. The purchasing history and customer's particulars such as the name, address, age and etc will be recorded into our database. Hence, we can analyze and study the purchasing behavior of the customers based on the data recorded and send the right promotion, voucher or exclusive offer to the right customer at the right time.

Besides, the points collected from the loyalty card will be converted to cash voucher and send to every customer's home quarterly. The cash voucher can be used for price deduction on their next purchase.

### Distribution Channels

DINO communicates with and reach the customer segments by itself as the distribution channels. It brings higher margin to deliver its value proposition. Besides, DINO also interacts with its customers via mass media and other ways which have a lower cost, such as social network, short messaging service (SMS) and the internet. DINO will emphasize more on online advertising to communicate with the customer because our target market are working adults and educated consumers. This group of people can be interacted through internet as it is the most effective way to approach them.

### Customer Segments

We are mainly targeted on those people pursuing hectic lifestyle, such as working young adults, business men, single parent family, professionals, students and etc. To this group of people, time for them is really as precious as gold. Hence, our services may bring a lot of benefits to them in terms of convenience, save time and energy as well.

### Revenue Streams

DINO's revenue streams are basically generated from our customer segments through retail sale. In addition, the partnership with Touch and Go (T'nG) will be the main source of revenue because most of our customers will do the transaction using their T'nG card, thus it is considered as a "cashless sales" for DINO.

### **2.3.2 How the Business will Create Sustainable Competitive Advantages**

1. First Mover:

DINO is the first mover in the retailing industry that provides drive thru services. The uniqueness of our business features will definitely attracted a lot of customers from the other competitors. Besides, one of the advantages is can obtain a large market share as a first mover. Whereby, loyal customers and huge customer base will be established and the intention to switch will be lower.

2. Fast responsiveness:

Nowadays, speed of delivery in every business is very vital. The fully automated purchasing system, ASRS provided by DINO reduced the time of the purchasing process. DINO committed to deliver its purchases within three to ten minutes after order has been placed. Due to the prompt services we provided, it will definitely attracted a lot of workaholics to visit our retail store.

3. Differentiation:

DINO is the first retail store that offered drive- thru service in the retailing industry. This is the highlighted part that differentiates DINO with the other competitors. In addition, with the fully automated storage system (ASRS), DINO can deliver the purchases of the customer in the shortest time. It differentiated us from the other competitors in the retailing industry which required the customers to spend time and select their goods by themselves.

## 2.4 Current Status and Requirement

**Table 2.1 Description of Where the Business Stands Today and What the Business Needs to Move Forward**

No	Task	Start	Finish	Period (days)
1.	Raise and Receipt of Funds	01-08-2013	29-09-2013	59
2.	Search, Negotiate & Signing Store Hire Purchase Agreement	01-10-2013	31-10-2013	31
3.	Search Key Professional Service Providers	25-10-2013	31-10-2013	7
4.	Registration of Company's Name and Trademark	01-11-2013	30-11-2013	30
5.	Set Company Regulation, Policies and Procedures	01-11-2013	30-11-2013	30
6.	Renovation of Business Premises	01-11-2013	30-01-2014	91
7.	Search, Negotiate & Signing Business Partners' and Suppliers' Agreement	01-11-2013	30-01-2014	91
8.	Jobs Vacancy Advertisement, Recruitment & Training of Employees	01-12-2013	30-01-2014	61
9.	Establishment & Signing Agreement of Web Hosting	01-01-2014	30-04-2014	122
10.	Purchasing & Travel of Physical Assets	01-01-2014	30-02-2014	61
11.	Arrival of Stock	01-01-2014	30-02-2014	61
12.	Setting-Up Store	01-02-2014	30-04-2014	92
13.	Advertising & Promotion	01-04-2014	30-05-2014	61
14.	<u>Pre-Commencement Preparation</u>	<u>01-05-2014</u>	<u>10-05-2014</u>	<u>10</u>
15.	<u>Commencement of Physical Store Business</u>	<u>10-05-2014</u>	<u>10-05-2014</u>	<u>1</u>



## 3. INDUSTRY ANALYSIS

### 3.1 Industry Description

#### 3.1.1 Industry trends

Based on the research, we found that the retail industry is growing gradually due to their improved products and services in satisfying the consumer needs and expectations. Based on the statistics for services sectors performance from year 2010 to year 2012, wholesale and retail industry is the most active industry in Malaysia because it has the highest share of GDP, which is average of 13.9% as compared to other industries. Besides, the share of GDP shown clearly indicated that the market value of retail industry is keep rising from 13.6% in year 2010 to 14.1% in year 2012 ( **Appendix C Table 3.0**). Since the growing rate is not significant, therefore, this overall industry can be predicted as in the mature phase of its life cycle.

Besides, refer to the statistics about retail sectors' sales share, the percentages growth of sales for convenience stores was about 1.7% from year 2000 to year 2002 (**Appendix D Table 3.1**). Although the growth rate of convenience stores is insignificant compared to some segments in retail industry, yet this segment still can be considered as great opportunity to be expanded in the market as its sales are keep expanding consistently year to year as shown in the statistic given. Thus, convenience stores can be categorised as in the growing phase of its life cycle.

Based on our research, rapid changing of lifestyles among Malaysians is one of the reasons in creating the demand for convenience stores. The hectic lifestyle of the society has leaded them to change their preferences, which seeking for convenience and quick services rather than superior environment and broad

assortments during their purchases. By this, convenience stores will be their pioneer choice as it provides the specific kind of products the needed, which easily access by customers and fast services mainly to reduce the customers' purchasing time. Therefore, dramatically growing of convenience store provides the great opportunity for DINO to penetrate into the market as it encompassed with the characteristics to fulfil the expectation required by the current society by providing the impulse household products with drive- thru services to ease the customers.

Increasing purchasing power among Malaysian also play an important role in stimulating the demand of convenience stores nowadays. Malaysia has been classified as an upper-middle income country and one of the most successful developing countries (Benneth, 2011). Thus, from this situation, Malaysians are leading to more brand conscious and low price- sensitive behaviours. Most of them especially generation Y are seeking for quality products and more emphasize on branding rather than price of the products. For example, although convenience stores are providing the products which are slightly expensive compared to big retail stores, however, for those impulsive consumers, most of them choose to purchase in convenience stores rather than confused by the over choices in others big retail stores. This is because convenience stores will offer shallow but well-liked assortments which preferred by most of the customers. Therefore, this social trend has pointed out the potential of DINO as it offered more variety of well-known convenience items compared to convenience stores but slightly higher prices compared to retail stores.

Moreover, changing in consumer behaviour gradually alter the market requirement and shifts the consumers purchasing habits toward this segment. This is due to the radically changing of the culture in the society and the education cultivated especially on the young generation. As the result, the consumer purchasing behaviour no longer influenced by reduction of price, but they are seeking for more valuable and quality services offered. Most of them are willing to pay more as long as it is quality product or service. Thus, currently, retail industry progressively shifting their focal point to focus more on how to add value

to the customer services. This also gives DINO a great prospect, as its main objective is to provide the customers the most valuable customer services.

### **3.1.2 Industry Size**

Penang is one of the top three urbanization states in Malaysia with total population of 1.5 million currently. Based on the Statistic Department Malaysia, population growth of Penang estimated to be growing at least 2.89% in year 2020 (Sirat, Tan, & Subramaniam, 2010). Moreover, by referring to the Chart of population of Age group in Penang, the chart showed that the population of Penang citizens between 15 years old to 64 years old are keep on increasing about 5% every year from year 1970 to year 2000 (**Appendix E Figure 3.0**). Therefore, as our business is targeted on generation Y, Penang is the most suitable location to start up DINO business as the consumer size at Penang is relatively big for the company to sustain and grow.

To locate our retail store, we are considering few main criteria such as population and total age group at every region. By looking out to the statistics for the total population at every state at Penang as shown in **Table 3.2 in Appendix F**, we had decided to set up DINO at Seberang Perai Tengah as the populations are more concentrated as it consisted almost half of the whole populations at Penang. By choosing this region, DINO probably have chance to serve large group of consumers from this area and sustain their growth.

After investigated the populations for every area at Seberang Perai Tengah, Bukit Mertajam has been considered as the first choice for us to operate our new business. Although the population in Bukit Mertajam is lesser than the population in Perai, however, based on our research, we found that the population in Bukit Mertajam is more direct toward the group and the generations we targeted on, which are the household families, working adults and students. On the contrary, Perai is one of the biggest industrial zones at Penang. However, based on our

research, we discovered that the population from this area is more toward the working people. Thus, this is the main reason we decided to set up our business at Bukit Mertajam, which consists of second larger population at Seberang Perai Tengah.

Furthermore, by looking into our long- term perspective, Bukit Mertajam is more suitable for DINO to expand in the future, as it is a highly growing area at Penang currently. For instance, the biggest entertainment place such as Auto City, schools, industrial areas and housing areas are keep expanding and developing radically now in this area. Due to the highly growth in this area, Bukit Mertajam has been considered by many citizens as the most preferred place to stay especially for young family due to their living habits. Therefore, for our long- term growth, Bukit Mertajam is the pioneer location to enlarge our business as this area is developing intensely toward all the aspects.

### **3.1.3 Industry attractiveness**

#### **3.1.3.1 Key Success Factors**

##### 1. Location and Income

Based on the level of urbanization by state at Malaysia, Penang is the one of the top five urbanized district, which is about 90.8% compared to other states (**Appendix J Figure 3.4**). The average household income in Penang had grew about 25%, which is the increment from RM3,531 in year 2004 to about RM4,407 in year 2009 (Kwong Wah Yit Poh, 2012). As the household income level is at higher range, their living lifestyle will be leading to higher level as well. Thus, most of the consumers focused in seeking for the values perceived rather than prices of the products. Therefore, the consumers at Penang area will more likely to

support our business and affordable to make their procurement at DINO although the prices charged are slightly higher.

## 2. Tightly Focused Target Market

Since the ultimate objective of DINO is to provide conveniences and quick services to fulfill consumers' needs in this fast changing environment, therefore our business generally targeted on the generation Y and tightly focused on students, working adults and single parents. From the online survey result, around 89% of respondents are in the age range between 18 to 35 years old and 72% of the respondents are consisted of students and young working adults. Thus, the result proved that most of the generation Y are strongly rely on the technology devices in their daily life. Hence, with the clearly defined target market, DINO will be directed the improvements according to the target market behaviors to come out the products and services, which matched with customers' expectation. Drive- thru services and electronic purchasing process such as online purchasing and purchase by using apps in the phone are our main uniqueness to attract our target market. This is due to the easement and innovativeness of the services encompassed with customers current behaviors. Furthermore, DINO is located at the area that mostly occupied with the generation Y. This will be the main key success factor for DINO to expand into the whole market.

## 3. Prices Charged

Prices charged for every item at DINO is one of the crucial key factors to determine business's success. Currently, convenience store is the main competitor for DINO due to the similar objective to accomplish which are fast and convenience services. Moreover, growth rate of convenience store is keep increasing radically at this moment. Therefore, to differentiate itself from convenience store, DINO is offering the products with the competitive prices range, which are lower than the convenience stores but slightly higher than retail stores. Customers can enjoy the low cost products but quality customer services at

the same time. Therefore, price differentiation implemented is the vital reason for DINO to compete with others retail stores and step up in the market.

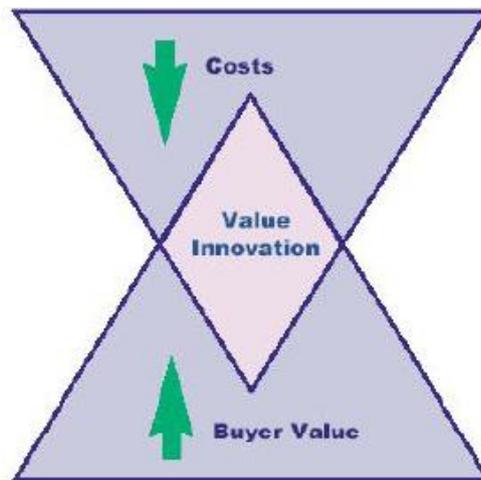
#### 4. Quality of Customer Services

Quality customer service is the essential attractiveness that determines the success of DINO business. Customer service is the main focal point for DINO business to be distinguished and step out from other competitors. The main service provided is drive- thru service, which enable the customers to purchase the products without get down from car. This service will become DINO competitive advantage, as it does not exist at any retail stores before that. Besides, online-orders service and online through apps from smart phone available so that consumers can order their products anytime anywhere. Therefore, customers can choose to either purchase manually or order through online. Moreover, DINO provide the extra payment service by using touch n'go which seldom be implemented at other retail store. ASRS also applied as DINO core system to ensure the quickest and accurate services compared to others competitors. Finally, DINO offered the 24 hours service for the consumers able to make their purchases during emergency at the middle night. Thus, with those services, for sure DINO able to success in the future and dominate the market.

### 3.1.3.2 Blue Ocean Strategy

#### 3.1.3.2.1 The Cornerstone of Blue Ocean Strategy

**Figure 3.5 The Cornerstone of Blue Ocean Strategy**



DINO is applying blue ocean strategy to penetrate into the market. It is the new kind of business, which does not exist today. To stop competing with each other in the market, DINO innovates their own values in order to make the competition irrelevant to the company and opening up a new market space. Based on the cornerstone of blue ocean strategy, DINO has eliminated some costs for long-term profit such as the labor cost by replacing with ASRS system in the operation process. At the same time, DINO also drives up the greater value that has never been offered in the market such as drive-thru service and simplified purchasing processes. Therefore, when a company does not have significant competition, the company will be able to generate the demand and opportunity for highly profitable growth.

There are few major players existing in the retailing industry such as KK and 7-eleven, which occupied large market shares in Malaysia. This is because they are providing convenience products and fast services anytime anywhere. However, they do not provide unique services such as drive-thru service, online-ordering service, and auto payment as what DINO does. The customers just have to go through three simple steps, which are select- pay- collect without getting down

from car when they make the purchases at DINO. By applying Blue Ocean Strategy, DINO will be able to create large market share and brand recognition as it has created the uncontested market.

### 3.1.3.2.2 Red Ocean versus Blue Ocean

**Table 3.3 Red Ocean versus Blue Ocean**

<b>Red Ocean</b>	<b>Blue Ocean</b>
<b>Competitors</b>	First Mover
Continuously labour costs	<b>Reduce long- term labour costs</b>
<b>Traditional purchasing method</b>	Automated purchasing method
Time consuming purchasing process	<b>Time saving purchasing process</b>

Source: Developed for research

By referring to the table shown in above, the factors showed the differences between DINO and the other competitors under Red Ocean. The Red Ocean involved the existing businesses, which are competing presently in the market. For instance, KK mart, 7-eleven, Happy mart and 99 Speed mart were categorized under Red Ocean as the businesses are similar to each others.

DINO aimed to be the first mover in the retailing market by differentiates itself from the other competitors. To be above than others convenience stores, DINO is adopting the unique service such as drive- thru service, which never exists in any retail stores presently. This will be the competitive advantage for DINO to step over others competitors and be the first mover by providing the customers with the simplest purchasing method without get down from car.

Apart from that, DINO intended to reduce the long- term labour cost by implementing ASRS system to replace the labours in the operation processes. Unlike the traditional convenience stores, although the start up capital for DINO

will be relatively high by installing the ASRS system, but the long- term labours costs will be reduced intensively as the operation processes are wholly operated by using technological system.

Moreover, automated purchasing method was introduced by DINO to be more creative and innovative compared to others convenience stores. By comparing to the traditional purchasing method, DINO is providing the easiest automated payment method such as the payment by using touch n'go card. Besides, customers are allow to pre-ordering the items through the apps in the smart phone and make their payment only when they collect their products at DINO. Therefore, through this advanced service, customers able to experience the first mover advantages offered by DINO.

As to ease the customers, time saving purchasing processes also offered by DINO. As compared to human work at the traditional convenience stores, the whole operations in DINO is wholly operated by ASRS system and this will speed up the whole process as the system will run at the constant speed. Apart from that, for the customers who want to make their purchases at DINO, they just have to go through three simplest steps, which are select, pay and collect by using the devices without get down from car. By this, this will be the fastest purchasing method compared to others competitors.

### 3.1.3.2.3 Eliminate- Reduce- Raise- Create Grid (ERRC Grid)

**Table 3.4 Eliminate- Reduce- Raise- Create Grid (ERRC Grid)**

<p style="text-align: center;"><b><u>Eliminate</u></b></p> <ul style="list-style-type: none"> <li>- Traditional operation method</li> </ul>	<p style="text-align: center;"><b><u>Raise</u></b></p> <ul style="list-style-type: none"> <li>- Automated Storage and Retrieval System (ASRS)</li> <li>- Drive- through purchasing process</li> </ul>
<p style="text-align: center;"><b><u>Reduce</u></b></p> <ul style="list-style-type: none"> <li>- Purchasing time</li> <li>- Human errors</li> </ul>	<p style="text-align: center;"><b><u>Create</u></b></p> <ul style="list-style-type: none"> <li>- Ease of operate</li> <li>- Time and cost saving systems</li> <li>- Efficiency and effectiveness of the services</li> </ul>

Source: Developed for research

On the other hand, ERRC Grid is the framework used by blue ocean business, which highly pursue on differentiation and low costs. DINO implemented the ERRC Grid framework to analyze the business based on these two criteria.

Based on the blue ocean strategy, DINO eliminated the traditional operation method by applied the ASRS system to replace the human work in the operation process to reduce the long- term costs of the company. This will be the unique strategy implemented by DINO to differentiate itself from other competitors. In order to become the first mover in the market, automated operation process by using ASRS system will be DINO main difference to be step out from the traditional convenience stores.

DINO also tend to reduce the purchasing time by introducing the Drive- thru process. This is the main unique service emphasized by DINO to provide the superior purchase experiences to the customers and differentiate itself from other convenience stores. For those customers who likely to purchase at DINO, they will be able to enjoy the service without get down from car and collect their purchased items within 3 to 10 minutes after they make their payment as the whole process is operated by the system. Besides, the human errors also will be reduced by using ASRS system, as the system will provide the most accurate and systematic services.

Thus, to increase DINO status and quality services, DINO is providing the simplest and fastest services in order to satisfy the customers. As stated before, in order to stand out from other competitors and create the innovation values to the customers, ASRS is introduced and it will be DINO main competitive advantage to differentiate from other convenience stores and reduce the long- term labour costs as it had make DINO to be wholly operated by the system. The Drive- thru purchasing process will also be the unique feature of DINO as the customers do not need to get down from car during their purchases at DINO.

Therefore, by creating the innovation values by implementing blue ocean strategy, the operation of DINO will be easier and smooth because it is entirely controlled by the ASRS system all the time. The whole process will be very time and cost saving as the system will operate continuously with the constant speed. Thus, for sure the service provided by DINO will be more efficient and effective without human errors.

### 3.1.3.2.4 Six Paths Framework to Create Blue Ocean Strategy

**Figure 3.6 Six Paths Framework to create Blue Ocean Strategy**



In order to sustain in the marketplace, DINO has looked into the six most important perspectives to build their strategies and to be success in the market.

#### Industry

Commonly, quality services and products offered is the key factor that leads the buyers to go across one retail store. To deliver the decisive advantages to the consumers, DINO has come out the superior services such as drive- thru service and transformation of the traditional way of buying processes into the simplified method supported by advanced technologies. These services had brought the significant impact to the society because it helps to solve the safety and time constraint problems of the customers. Besides, there is big potential for DINO to create the new trend by bringing the big changes at retailing industry.

### Strategic Group

Currently, DINO was implementing performance- oriented strategy by focusing more on improving the services provided and values delivered rather than the prices of the products. DINO found out efficiency of the services provided is the main factor that determines the customers' decisions. Thus, to break out from this narrow tunnel vision, DINO named itself as vending store as it is applying the ASRS into the business operation to offer the quickest, efficient and accurate services to the customers.

### Buyer Group

As for buyer group, DINO is focuses heavily on purchasers as they are the group that DINO directly deals with. By referring to the survey result, 65% of consumers think that shopping in normal retail store is time- consuming. Therefore, DINO had created the simplified purchasing process, which is "Select-Pay-Collect" method to shorter the buying time. In addition, through the responses from the survey, household products and foods were the major categories users would like to seek and spend in supermarket or convenience stores. Thus, to shift the buyer group toward the users, DINO is providing more varieties of household products and foods with the reasonable price to cater the users' awareness.

### Scope of Product and Service Offering

DINO is considering all the aspects starting from before, during and after make use to the products and services in order to satisfy the customers all the times. Several types of product categories were offered including foods, beverages & tobacco, health & beauty and household supplies. Besides, complementary services are provided including online ordering process, various kinds of payment methods and 24 hours services. Thus, for customers who have the hectic lifestyle, they might use online ordering process to order the items to save their time apart from order in the DINO store. Furthermore, customers able to purchase the product they needed urgently during midnight at DINO. By this, the value perceived and demand will be higher.

### Functional- emotional Orientation of an Industry

Undeniable that companies' behavior affects buyers' expectation. Primarily, DINO is focusing on the functions offered to the market based on what customers are expecting. The new functions continuously added into the list of the services provided including touch n'go payment method, online ordering process and purchasing process by using apps in the smart phone in order to stimulate new demand and fulfill the customers' satisfaction. However, to add a dose of emotion into customers' mind, DINO has creates varieties of promotions such as psychological & competitive pricing products, customer relationship programs and providing the loyalty card to the customers to drive the business into a functional and also emotional orientated retail store.

### Time

In fact, external trend is the main criteria for every business, as it will provide the big impact to the company. Currently, rapid development in Malaysia has improved the education level and the thoughts of the society. Most of the customers are persuading fast and convenience services and this statement can be supported by the survey conducted. By referring to the survey result, 88% of the consumers agreed that the drive- thru service is a time- saving service and majority of the customers will consider convenient as the main reason why they choose the specific retail store. Thus, this is the best opportunity for DINO to penetrate into the market and adapted to the trend by fulfilling the needs of society with the services provided.

### 3.1.3.2.5 The Three Tiers of Noncustomers

**Figure 3.7 The Three Tiers of Noncustomers**

#### **The Three Tiers of Non-customers**



To maximize the size of Blue Ocean, DINO needs to take a reverse course. Instead of concentrating on existing customers, DINO also look on the non-customers in order to unlock a new mass of customers that did not exist before.

Thus, based on the diagram which showed the three tiers of noncustomers, DINO targeted on the first tier, Soon-to-be non-customers, as it is closest to its market. For the first tier of customers, they are the people who minimally use the current market offerings because they are waiting to shift and get something better than what is offering now. Normally, they are the customers who prefer for the quick and ease services as well as the suitability about the range of products provided. This statement can be reinforced when the survey proved that there are more than three-quarters of consumers had the online purchase experiences. This is because this method is easier and faster compared to purchase manually. Thus, DINO provided online purchasing services and simplified & fast purchasing processes. Besides, as shown in the survey result, household products and foods are the major products customers seeking during their purchases. Most of the customers

refused to make their consumption at convenience shops due to the limited assortments provided. Therefore, to stimulate demand, DINO is offering more choices of products compared to normal convenience stores.

Moreover, DINO trying to unlock the demand from the second tier of customers which is hindered non-customers. Typically, they are the group who seen the offerings as an option to fulfill their needs but they voted to against them as they might unaffordable to buy the products provided. Usually, these customers are consisted of the price- sensitive or poorer customers. This situation can be proved in the survey result, which showed that the total amount customers willing to spend in the supermarket per month was higher than convenience store due to the cheaper products offered although the convenience store provided services that are more convenient. Therefore, DINO is offering the products with the affordable prices range encompassed with the most efficient services in order to grow in the market.

### 3.1.3.3 Conceptual Map

**Figure 3.8 Conceptual Map of Convenience Stores**



**Table 3.5 Differentiation between DINO and Competitors**

Convenience Store Services Delivered	Products Offering		Operation Hours		Prices Range		Service Quality	
	Narrow	Wide	Short	Long	Low	High	Low	High
<b>DINO</b>		✓		✓	✓			✓
<b>KK Mart</b>		✓		✓	✓		✓	
<b>Happy Mart</b>	✓			✓		✓	✓	
<b>7-Eleven</b>	✓			✓		✓	✓	
<b>99 Speed Mart</b>		✓	✓		✓		✓	

Source: Developed for research

The conceptual Map showed the position of DINO when compared it to the few well- known convenience stores in the market. There are few factors showed that why DINO are categorized under convenience store segment over the retailing industry. Initially, the product offered by DINO was different compared to the normal grocery stores as DINO is providing the limited brands of high-convenience items that commonly used and needed speedily by the customers. Some perishable items such as vegetables, meat and ornaments that commonly offered in grocery stores will not be available in DINO. Besides, the size of DINO will be similar to the normal convenience stores because it offers the limited assortments associated with the just- in- time inventory management with the prices higher than the grocery stores. Furthermore, convenience stores will offer the different operation hours and patterns to differentiate it from other retail stores. DINO is providing the 24 hours business hours service and open on most of the holidays compared to the normal retail stores, which have shorter and fixed operation hours.

In the conceptual map, DINO main competitors will be KK mart, 7- Eleven, Happy mart and 99 Speed mart because all of these convenience stores are offering the similar features for their business and well- compete in the market presently. From the map showed, KK, Happy mart, 7- Eleven and DINO are providing the more convenience services such as 24 hours operation services.

However, by referring to the table of differentiation between DINO and competitors, the service quality of DINO will be above than these three convenience stores. This is because DINO is providing the extra services such as 24 hours drive- thru service, online purchasing service and pre- order service by using apps at the smart phone, which have not offer in any convenience stores before that.

Besides, according to the conceptual map, DINO is providing the products at the lower prices compared to 7-Eleven and Happy mart. This is because there are more assortments provided as shown in the table of differentiation between DINO and competitors, so the prices of the products offered to customers will be lower as DINO able to take the larger quantities of products with suppliers with lower prices to achieve the economics of scale. However, the prices range will be slightly higher than KK mart and 99 Speed mart because DINO need to increase the markup percentages to cover the cost invested in ASRS system.

### **3.1.4 Profit Potential**

Living level of Malaysian is growing from time to time and their lifestyle is changing dramatically now. Most of the Malaysians are leading toward ease services and values provided. Thus, those companies that emphasize more on services quality expected to grow in short- term as they are meeting the market requirements. This also favor to our business because the main objective of DINO is to bring the most efficient services to the customers.

Based on the Malaysia demographic and economic data collected by Euromonitor International, consumers' purchasing power and disposable income at Malaysia are in an increasing rate about 27.6% from year 2008 to year 2012 (**Refer to Appendix K**). These increments indicate DINO's profit potential in gaining more profit in the future. Although the annual disposable income in Malaysia declined in year 2009 for about 4.7%, however, the growth of Malaysians' annual

disposable income is still in optimistic level. Thus, when consumers have positive disposable income, they will be able to seek for high level of services and values as they have higher purchasing power to spend on. Therefore, we can conclude that the profit potential for DINO is at positive direction.

In the addition, the values innovated by DINO in order to compliance with the consumers' requirements at Penang area has bring the business toward the positive profit potential. The young generations such as young working adults, students and young families are leading in seeking the uniqueness of the products and services offered in the market. They favor trendy products and new services available in the market which able to bring easiness to their life. Therefore, they have the increasing demand of purchases at convenience store as to reduce their decision making process and reduce the time needed for buying the products. By this, DINO will be able to sustain in the market place and gain the long- term profits.

The price ranges offered by the DINO also can be one of the competitive advantages to uphold in the marketplace. This is because DINO is offering the products at the competitive prices, which are slightly higher than the retail stores but lower than the convenience stores. Therefore, customers will take DINO as one of their considerations as it provides the products with affordable prices encompassed with the quickest Drive- thru automated services. By this, DINO will be able to compete in the market and success in the future.

## 3.2 Target Market

### Generation Y

Generally, DINO targeted on generation Y that consisted of the young people who born in between the 80's and 90's. This generation was grown up with the technology and most of them are achievement- oriented (Kane, 2013). They have high expectation on the every performance and always seek out for the new challenges. Therefore, the technological- based services that DINO created will pull their attention and curiosity to try out due to the high innovativeness and identical with their expectation. Besides, generation Y will be more familiar with DINO's purchasing procedures due to their early exposure to the wide technology knowledge. Moreover, since DINO typically targeted on vehicle driver, generation Y will be the main target as they are in the suitable age range in getting the driving license.

#### 1. Young Working Adult

Young working adults are leading to hectic lifestyle nowadays. Heavy workload is the main reason why they are seeking and emphasize on the quick services offered in the market. Since they are grown up in the technological world, most of them prefer to enjoy the online purchase service rather than manual purchase. This is because the process of finding the parking, choosing for the products, queuing to wait for the payment is a waste of time and energy for them.

Besides, based on the Malaysia demographic and economic data, Malaysians are having an increasing disposable income year to year. Therefore, they have higher spending power to spend on the products and services they required. Therefore, the high level of disposable income enables customers to spend on the goods and services that favor toward their preferences as well as bringing conveniences to their life. Moreover, based on the survey result, 65% of the young people would like to purchase goods for their personal use rather than household use because they are living alone. Therefore, DINO is providing simplified "Select- Pay-

Collect” process to ease and quicken the purchasing time for the young working adults.

## 2. Students

Students nowadays have no much time to spend because they have to rush for their schools hours and tuitions every day. Some of them even have to take their time to work as the part time labors. They have to rush from one location to another everyday to catch up with their classes and job. Besides, for most of the students who came from the foreign states, they have no time to take care of their living life as they spend most of the times on their studies.

Furthermore, the crime rate at Malaysia is increasing gradually nowadays. Based on the crime index rate for country in year 2012 as shown in **Appendix L**, Malaysia is one of the top four countries with highest crime rate in year 2012. From the few cases that happened recently, most of the robbers targeted on young students especially for student who walk alone. Therefore, DINO provides the drive- thru services not only to ease the customers with the fast purchasing processes, it also emphasize on safety of the customers as they can purchase what they want without get down from their car.

## 3. Single Family

Single family also one of our target market as they are pursuing the convenience service at the same time. The single parent has to earn the income as well as take care of the family. The busy life has makes them have no much time to shopping in the big shopping centers to purchase the households products for the use of their family. Thus, DINO will become their consideration as it can help them to save their times by providing the ease services.

Apart from that, these households have more disposable income to spend on because they have the small family to be burdened. Thus, they will affordable to spend more on the products and services they needed to bring easiness for them.

## 4. MARKETING PLAN

**Figure 4.0 7Ps**



As a service-focused company, DINO is implementing the 7P of service marketing mix as its approach on create customer awareness, as shown above. The rational of using this service marketing mix is to increase and maintain customer satisfaction as well as create customers loyalty to a new company like DINO Enterprise.

## **4.1 Product / Service Feasibility Analysis**

### **4.1.1 Full Description of the Product and Service Offer**

Our company, DINO is focus on selling grocery for customers on household purpose. The innovation of DINO is providing the “Drive-In-And-Out” service which giving convenience to the customers to buy their goods without leaving their own vehicle. Therefore, customers would be avoiding the problem of time consuming of their busy lifestyle nowadays. With this brand new concept of purchasing style, DINO is the first drive-thru retail in Malaysia which located at Bukit Mertajam in Penang.

Moreover, we are implementing the advanced technology on transporting and delivering the required goods to the customers, which is the Automated Storage and Retrieval System (“ASRS”). It is a computer-controlled system that automatically placing and retrieving goods from the shelf that required by the customers. This system will help our company to reduce some of the unnecessary costs and get better performance. For instance, it helps to reduce labor costs and increase the accuracy on the transportation of goods.

Other than that, the combination of drive-thru service retail store and ASRS system is the very first, brand new and original concept in Malaysia that implemented by DINO. This innovative service is creating and serving a new market in Malaysia which would like to save time and costs for customers as well as our company.

#### **4.1.2 Concept Testing**

We have done the concept testing of DINO through the online questionnaire survey to the public. The result is showing that the innovative concept of DINO business operation is workable and practical to the customers. In other hand, 75% of the questionnaire was done by the citizens in Bukit Mertajam at Penang. This result proved that we are targeting the right and possible market which can be the market testing for DINO.

According to the appendix, it shows that most of DINO's target market is Chinese and follow by Malay and Indian. Their age is around 18 years old to 25 years old who match with the market targeted by DINO, which are the students and working adults and most of them are being single. Their occupations are mostly are college students and executives who earning salary in the range of RM1999 to RM2999.

To analysis the amount of customers will visit to DINO, the questionnaire has contented the question to examine the frequency of visiting to convenience stores by the target market. Thus, we have tested that most of them will visit the convenience stores for once or twice a week, with purchasing goods up to RM100 to RM200. These questions can examine the purchasing power and rate of repeat purchase of the customers for DINO.

Moreover, we have to test the preferably of customers on purchasing style and process to prove that the workability of DINO's drive-thru system. Through the questionnaire, we found that most of the consumers are feeling time-wasting to shopping in a convenience store where their purchasing time will be up to 30 minutes. They also agreed that a drive-thru system can save their time instead of shop around the stores.

Furthermore, we can figure out that the rational of customers to visit a convenience store is because of the convenient and prompt services. Where, DINO can be achieving both of these customer preferences and behaviors with the combination of drive-thru and ASRS system by mainly providing foods, household products and health care products.

Last but not least, we also found that most of the target markets of DINO are holding Touch n' Go card and willing to reload the credits on it. This proven that DINO's autopay system is workable and brings more convenience to them.

## **4.2 Pricing Strategy**

Pricing strategy is very important in a marketing plan as this can affected the customer buying decision and the positioning of the products as well as the brand name of DINO. It could decide the frequency of customer purchasing in our outlet and the decision of their repeat purchase. The right pricing strategies would affect the company sales and the rate of profitability. As an entrepreneur, we should get the right pricing strategies which can match with the customer preferences nowadays, and it would increase and upgrade the competency and competitive advantage of DINO.

### **4.2.1 Psychological Pricing Strategy**

Nowadays, odd pricing strategy is the most widely used pricing strategy in the retailing industry. It is because factual, test-proven and it still works as effective today and it will never fail to achieve that natural illusion (Harrison, 2011). DINO will using odd pricing strategy because of the psychological effect and reduce the price sensitivity of the customers. For instance, a can drink which priced at

RM2.65 instead of RM3.00 will makes the customers feel that it is just above RM2.00 and not just below RM3.00.

Besides, another rationale that DINO is using odd pricing strategy is because this strategy is focused on weaknesses of how human beings look at the price. As an odd pricing method, DINO would put the cents digits smaller than the dollar digit. This is because of the mental reaction in the customer minds that will ignore or neglect the cents digits automatically. For instance, a hair shampoo priced at RM19.99 and the cents digits is smaller size with the “only” stated on the price tag. **(Refer to Appendix O)**

#### **4.2.2 Competitive Pricing Strategy**

Moreover, DINO also using the competitive pricing strategy which is setting a price in comparison with competitors, such as 7-eleven and KK convenience stores, but higher price than the giant retail stores, such as Tesco. In this pricing strategy, there are three options on setting the price that is to price lower, price the same or price lower. Compared to 7-eleven and KK, DINO has set the selling price which is much lower than its competitors. This is to create and encourage the competitiveness and uniqueness of DINO as the new comer in the industry.

To create a healthy competition in the industry, DINO decides to use competitive pricing strategy to introduce itself that providing the better services and maintained quality of products, instead of cutting the selling prices. According to Gilbert, a new business like DINO, this pricing strategy is the most appropriate and suitable strategy for the company to tell the world who you are and what you doing. Other than that, this strategy may helps DINO to increase the sales force and widen the market shares in the industry, because of it can entice the customers to purchase from the company instead of purchase from its competitors. (Logue, 2012)

### **4.3 Placement**

Place is the physical location where the products and service is provided. However, the customer purchasing decision is influenced by the location of the outlet significantly. Therefore, we had decided to place DINO's first outlet at Bukit Mertajam in Penang. Through the research, Bukit Mertajam is a town at Central Seberang Perai in Penang. It is commonly known as among its locals (RedboxStudio, 2005).

The rationale to locate DINO at Bukit Mertajam is because of the high population and it keeps on growing currently. As our target markets are working young adults and single family, they are having hectic lifestyle nowadays and technology enthusiast is started to increasing in this advanced technology era. Therefore, to locate DINO at Bukit Mertajam can attract more potential customers from these target markets accurately and effectively. The suitable and appropriate DINO's first outlet location can sustain and encourage the sales and profitability of the company.

### **4.4 Promotion and Advertising**

Promotion and advertising is the key success factor for a company to promote and increase its popularity as well as sales volume. To implement the successful promotion and advertising, the company should pump in more capital on these criteria in order to attract potential customers and indirectly persuade customers to visit the business. Other than that, this strategy would catch the attention of customer and may increase their loyalty as well as their repeat purchase intention.

#### 4.4.1 Promotion

##### 1. Marketing Campaign

To increase the popularity of DINO brand as well as the sales force, we will create a marketing campaign to attract more attention of the potential customers, where is easy accessible by them. The company would utilize the advanced technology and matching with the technology trends nowadays, which is scan the QR Code by the smartphones. **(Refer to Appendix P)** The sales and marketing apartment will distribute all the catalogs and flyers of DINO's products with the QR Codes in the public areas, such as bus stops, on the streets and DINO booths. This would seek the attention of the inexperience customers to have their first trial on the innovative purchasing method. With this campaign, the company can raise the customer's curiosity and interest of purchasing as well as increase the DINO's brand name and sales volume of the company. It can benefit and helps DINO directly and indirectly as a brand new company in the industry.

##### 2. Vouchers

The encouragement to customer's repeat purchases is very important to every company. Therefore, DINO decide to launch and distribute the RM10 vouchers to the first 200 of customers visit to DINO after the grand opening ceremony. This promotion strategy will let the customers feel that it is money-saving and worthy to have the repeat-purchases in the future. In the other way, DINO can have the stable and predictable of customer groups through the re-purchasing, as it have given the positive and good image to the targeted customers and they may spread the positive word-of-mouth to their friends and family. **(Refer to Appendix Q)**

#### 4.4.2 Advertising

##### 1. Banners

The company will print the banners out and hang it along the lamp on the street in Bukit Mertajam. As a new company, the banner can give the direction to the citizens to our brand new outlet and promote the services and products that DINO pursuing. Other than that, the company banners will also place on the high density area to create awareness among them, such as housing areas and industrial area. With this advertising methods, it will helps to build up the company's reputation and increase the sales, as it can be seen by everyone on the road with the larger size of banner advertisements compared to the newspaper advertisements. (**Refer to Appendix R**)

##### 2. Flyers

As a new comer in the industry of local market which is Bukit Mertajam, flyer is a suitable and affordable advertising method to promote the company's reputation and the specialty. DINO will produce 1000 pieces of flyers and distribute it around the housing and industrial areas. This advertisement will help DINO to introduce itself to the public with attractive and interesting contents and wording. Flyers advertisement is affordable for the company and can be spread to targeted market widely and efficiently. (**Refer to Appendix S**)

##### 3. Internet

###### i. Company Website

As an innovative company, DINO would create and contribute on its own website which can explore by more potential markets with the power of internet. The customers can visit the DINO website to pre-purchase the company's products through the online purchasing option. After that, the customers will only need to visit the outlet to take away the products

which have been ready for them earlier. This method always brings the convenience and time-saving to the customers, especially for those are having hectic lifestyle. The company website can be easily access by everyone because of the non-restriction, effectiveness and efficiency of the internet. **(Refer to Appendix T)**

ii. Social Networking Websites

Furthermore, DINO would create an official fan page on the social networking websites, such as Facebook and Twitter. Other than young generations, the senior citizen have been started to access to the social networking websites. Therefore, the official pages would attract more potential customers other than our target markets. It can help the company to expand the markets and have more understanding on the customers' preferences. Customers may comment on the official pages to make their feedback and opinion to the company to make necessary improvements.

## **4.5 People**

Although most of DINO's business activities are operated by the ASRS system inside the outlet, but the people in the company are very important to the business operations as well. The management team will be working in DINO as employees with the other general workers. This can create a good and friendly phenomena and environment to the employees, which they would be feel the distance of ranking in the company. They can be encouraged to work well influenced by this culture. Other than that, the people in the company are the important back up resources if there are any malfunctions of the machinery processes.

Besides, a good customer service is created by people. The good delivery service and friendly employees can always influence the first impression of the customers. All of these cannot be done by the machines. Moreover, the innovativeness and improvements are impressed by the people's ideas. These innovations are to be operated through the mind of the founder and management team of DINO.

## **4.6 Process**

As an introduction, DINO is a drive-thru retail store which named Drive-In-and-Out. There are three simple steps to get through the system by the customers.

Firstly, customers are required to order their purchases on the touch screen device after enter to the DINO's entrance. They may be required to insert some basic information to decide whether to be the members. After that, they can choose the products that they needed from the product lists in the device. After the customers confirm their order, they may click the 'submit' button and receive a ticket from the machine, and drive to the next station.

Secondly, the customers shall proceed to two lanes, either Touch N' Go lane or Other Payment lane to make their payment for the orders in the first station. They may make the payment through Touch N' Go card, credit and debit card or cash. After they done the payment, the ASRS system will started to collect the required products of the customers.

Lastly, customers will be required to drive to the last station to collect their order. The employee will help to deliver the products to the customer's vehicle carefully and friendly. Customers may request to check the orders if they want to. Then, they may leave DINO with their purchased goods but without leaving their vehicle.

## **4.7 Physical Evidence**

The physical location of DINO's first outlet is at Bukit Mertajam in Penang. We are leasing a land with an existing two-storey building, which nearby the housing and industrial areas. This strategic location can attract more potential target markets which are young working adults and families. In order to have a right

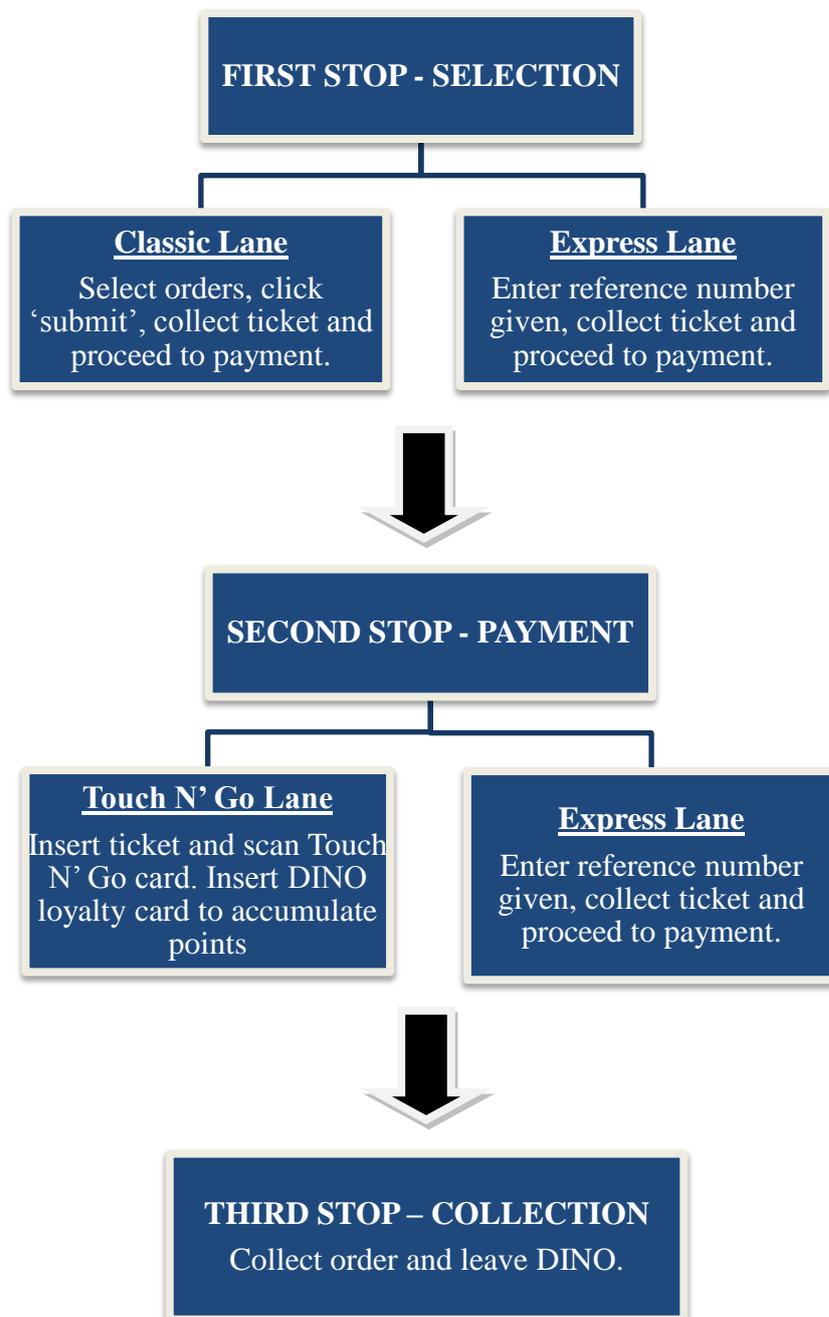
building outlook, the company decided to do some renovation on the building to match the objective and mission of DINO, which is bringing convenience and time-saving shopping method to the people.

In the outlet, most the areas will be allocated to operation of the ASRS system. The office of the management team will be on the second floor of the building, which can arrange the office stuffs and paper works, such as doing accounting, printing brochure and flyers, suppliers relations and customers services. Moreover, the area of the outlet is around 9500 sq ft which can involve a smaller scale of ASRS system, business office, six employees, and a small warehouse.

## 5. OPERATION PLAN

### 5.1 Method of Service Delivery

**Figure 5.0 Method of Service Delivery**



Customers have to go through three steps to complete the purchasing process in DINO: -

1. As customers enter entrance of DINO, two lanes can be seen at the first stop –Touch ‘N Go Lane and Other Payment Lane (**Refer to Appendix X**). Customers are required to enter Touch ‘N Go Lane if they prefer to make payment using Touch ‘N Go card, and enter Other Payment Lane if they wish to pay via cash, credit card or debit card. To make order, customers need to use the touch screen device provided. For customers that wish to make orders earlier through Smart Phone Apps or through our website, they may do so as it can save up waiting and selection time. Most of the public areas in Seberang Perai were facilitated with Wi-Fi, which customers may place order and reference number will be given when the customers have confirmed their order. For first time users, they may choose whether to provide their personal particulars such as name, age, occupation, race and address to entitle them to get DINO’s loyalty card which they are able to accumulate loyalty points and get special price deduction. Customers will be asked whether to receive any upcoming promotion or news regarding DINO. Then, an order list will appear and customers may select the items they wish to purchase based on the size and preference offered in DINO. The list would include the name and picture of items based on category of product. In each category, several brands of products, size and price will also be listed for customers to make purchasing decision. Total amount of purchase also will be shown in the screen before customers proceed to payment. Once they have confirmed their order list, they may touch ‘submit’ and each customer will be issued a ticket from the machine. Customers may place orders within 12-hours earlier by using internet connectivity, and visit DINO within 12-hours if they wish to purchase the order that they have placed earlier. For those customers who are not familiar on using the device, they may ask for assistance from our staffs by pressing the assistance button below the device and communicate directly with our staff.

2. Customers shall proceed to the second stop where two lanes are provided – Touch N’ Go Lane and Other Payments Lane (**Refer to Appendix Y**). For Other Payments Lane, customers are required to pass the ticket given to the cashier and make payment via cash, credit or debit card. For Touch N’ Go Lane, customers may scan the Touch N’ Go card at the device attached and credit will be deducted based on purchase amount. For DINO loyalty card holders, they may present their loyalty card to accumulate points and enjoy price deduction during next visit. Once payment has been made, the order will be retrieved and collect through ASRS system. Customers shall move to the final stop and orders will be delivered within 3 to 10 minutes of waiting after payment.
  
3. Finally, customers may move to the last stop to collect their order (**Refer to Appendix Z**). Our staffs will deliver the orders right into customers’ vehicle. Customers may request to check the orders before leaving DINO. Then, customers may leave DINO once they have received their complete orders.

## **5.2 Availability of Qualified Labor Pool**

Eight employees will be working in DINO inclusive four members from the management team, which each of them represents Purchasing, Customer Care and Support, Finance and Accounting, Store and Warehousing, and lastly general workers.

Purchasing division will be in-charge by Mr. Ng Chee Yew on ensuring sufficient inventories from suppliers in the warehouse to be sold to customers. Besides, this division also needs to continuously evaluate whether DINO is receiving the best possible price from suppliers in order to maximize profitability. In addition, Purchasing division needs to generates and tracks purchase orders and works

closely with Finance and Accounting division to make sure there is sufficient capital to purchase the items, cash is flowing smoothly and payments are made on time.

Customer Care and Support division will be in-charge by Ms. Teng Li Vern on handling customers' data for the use of customer relationship management. Besides, any customers' doubt and suggestion on DINO will also solved by the division. Strategies and promotion on DINO will be updated from time to time after understanding customers' buying behavior.

Finance and Accounting division will be in-charge by Ms. Tee Wan Ting on recording business transaction and preparing financial statements to evaluate financial position of DINO and forecast the potential profit and performance of DINO in the coming future.

Store and Warehousing division will be in-charge by Ms. Shirlyn Ng Xue Lin on monitoring inventories system by using MOQ (minimum order quantity) and ASRS system. In addition, this division will deal with suppliers and also negotiate on the credit terms offered to minimize DINO's liabilities.

Four general workers will be employed and work in job rotation basis on delivering orders to customers' vehicle at the collection stop and help around wherever division needs assistance.

Apart from that, our management team will also help around other division and work in office hour which are from 8 am to 5 pm. Our four workers will be working in two 12 hours shifts which are from 7 am to 7 pm and 7 pm to 7 am as DINO is practicing friendly working environment and flat organization structure whereby all employees in DINO are in equal level.

### **5.3 Type of Business Partnership Form with Other Corporation**

DINO will form a partnership with Touch 'n Go. Touch 'n Go is a prepaid card using electronic payment system which provides convenience, secure and fast payment mode to users.

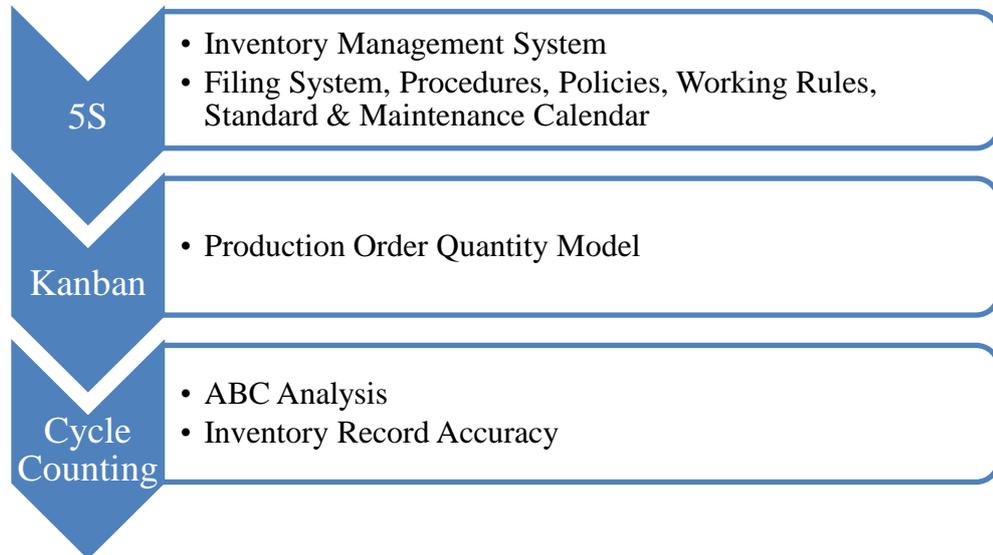
By collaborating with Touch 'n Go, customers may shop at DINO without carrying cash with them. This may ensure customers' safety, whereby they are not required to step down from their vehicles nor searching for small change for payment to avoid unforeseen circumstances.

Touch 'n Go has been operated since year 1996 in Malaysia, and according to (TNG SB, 2012), more than 10 million of Malaysians obtain Touch 'n Go card. We believe especially those who are travelling almost daily to reach their working place which is located in Seberang Jaya would probably obtain Touch 'n Go to avoid traffic jams at Toll so that they are able to reach working place punctually.

Moreover, Touch 'n Go is also applicable widely in 2,475 locations including most of the retail outlets, public transports and also PLUS highways in Malaysia, so our customers may use it in DINO as well. Touch 'n Go can be topped up at the lowest amount of RM 10 to RM 500 each time, and easily reload at nearby Touch 'n Go hubs, banks' ATMs, petrol stations, LRT stations, Customer Service Centre at major highways, automated reload kiosks and through internet which are relatively convenient for our customers (TNG SB, 2012).

## 5.4 Quality Control Method

**Figure 5.5 Quality Control Method**



To meet customer satisfactory and achieve customer retention, DINO will implement a standard on quality control. Quality control is crucial for DINO to have the knowledge on how well is DINO performing.

It is very important for DINO to have sufficient products all the time to be offered to customers. Therefore, we have a list of approved suppliers in delivering us the best quality of products at the best price.

DINO will apply Kanban in our inventory system which helps to minimize our inventory levels and only hold the amount of stocks needed. Therefore, Just-In-Time inventory system will be implemented to monitor the inventories level. Eventually, excess of stocks kept in warehouse will be a waste and add costs to our business. Kanban will be applied to our inventory to ease our general workers on identifying which stocks are to be restocked. Kanban refers to a card which will signal our workers that the particular items need to be restocked when the card appears. Different items have different restock level. A card will be placed on top of each restock level of items, when the card appear, workers would have to ensure that the items will be restock by our suppliers. An extranet will be linked to

our suppliers to notify them which items have reached the restock level (BusinessMate, 2009).

In compliance with Kanban inventory system, we applied Production Order Quantity model which serves as our inventory control system whereby the system will trigger whenever a particular stocks reaches the minimum inventory level. It gives the signal to restock the item. This model works well based on our forecast of demand for each particular item.

In addition, we also maintain a well inventory record by having cycle counting. This enables DINO to keep track on the accuracy of the inventories by counting the items in certain areas within the warehouse without counting the entire inventories. It will be done using ABC analysis whereby inventory control software will help to categorize all the items as “A”, “B” or “C” items. Then, we will determine the number of counts for each category. “A” items will be counted more frequently compared to “C” items as “A” items represent the highest sales value products (Murray, 2013).

Inventory Record Accuracy (IRA) is also crucial in measuring the accuracy between physical stocks and official inventory records. Financial division and warehouse division will mainly concern on the accuracy in terms of value as well as operational respectively. It is important to ensure record accuracy as it affects financial part. Taxation often depends on inventory value to avoid reduced profits or penalties incurred. Creditors also will observe on our inventories to protect their loans being sufficiently utilized. On operational perspective, shortage of stocks will interrupt DINO’s operation. Internally, workers will also need to spend time searching for misplaced items which is time consuming (Strategos-International, 2007).

5S will also be applied in our inventory management system. 5S derived from Japanese’s tidiness culture which means make it a habit to have a well organized, clean and put it in order standard. This could ensure accurate stock information and enable to pick the correct item timely. In addition, this also able to prevent keeping unnecessary excess stocks and shortage of desired stocks (Bong, 2009).

For instance, restock level for each item will be reviewed on a regular basis based on current demand.

Moreover, 5S applies in our filing system. Each file in each division will be labeled with file number, subject, owner, date of document being filed, retention period and disposal period for the maintenance and disposal of files. By applying 5S in file maintenance, files will be disposed after disposal date, which may reduce unnecessary wastage on the limited space in office. Ownership of files will also be clearly stated for full responsibility on the particular division. Different color of files indicates different division. It will be well arranged in cabinet according to usage sequence. Besides managing inventories and filing system, we will do cleaning. Files will be removed and cleaned regularly to make sure they are not unattended. We will also inspect on the retention period of files and update inventory levels on the Kanban card.

Apart from that, policies, procedures, working rules, standards and maintenance calendar are set to comply with inventory management system and filing system. Every material shall be in written form that even new workers can be well understood and served as training material which content should be useful and able to add value to DINO (Sarkar, 2006).

## **5.5 Highlight Suggested Customer Support Strategy & Obligations to the Customer**

In service industry, the main asset of a company is its customers. To attract new customers or retain existing customers, the main objective is to make customers happy and create value. To make customers happy, there are few strategies implied by DINO in achieving the objective. Firstly, DINO will stay in touch with customers by sending newsletters, email and short-messaging service (SMS) to deliver latest news or promotion held by DINO. In order to gather customers' personal and contact information, DINO has created DINO loyalty card which

requires customers to fill up their particulars and ask for permission whether they would like to receive upcoming news from DINO. Then, DINO will send a thank you message upon receiving customers' signed up to show appreciation.

Secondly, excellent customer service plays a very important role in every customers visit. For instance, a new customer's shopping experience in DINO may let them decide whether to sign up DINO loyalty card and repeat purchase in DINO, which indirectly affects our collection of customers' data for customer relationship management. In accordance with that, customer service needs training such as politeness and greetings as the basic manner for customers to feel comfortable in DINO.

Besides, DINO will ensure every employee understand the entire process of purchase, including the latest event of DINO and also expected queries from customers, so that employees can resolved any common questions and problems encountered by customers. DINO also will empower employees so that they have the authority to make decision, use good judgment and be flexible with the rules.

Lastly, DINO will continue to offer special discount and rewards to gain support from existing customers as everyone loves special treatment. Point redemption also will be applicable to encourage continuous support from customers (AllBusiness.com, Inc., 1999 - 2013).

On the other hand, since DINO is emphasizing on providing convenience and safety shopping environment, therefore it is DINO's obligation to provide solution (convenience and safety environment) to customers which DINO claimed DINO can solve it. DINO is well equipped with CCTV to monitor the security of the building as well as customers' security. However, it is not an obligation to inform every customer that their visit to DINO will be recorded through CCTV monitoring.

In addition, it is our obligation to provide consistent service, carry on the transaction with care and concern to provide customers' satisfaction at customers' expected level. In compliance with this, every employee would need to have up to

date technical knowledge and familiar with the entire operations to guide the customers if they desire.

Apart of that, DINO also ties with moral and ethical obligation whereby DINO shall provide customers with fresh products, reasonable price and avoid substandard products being sold to customers besides overcharging them without their notice (Kathale, 2011).

Last but not least, DINO has the obligation to deliver prompt service and correct products ordered by customers on every transaction. Every obligation will be fulfilled by DINO as a promise and appreciation to its customers.

## **5.6 Operation of Automated Storage Retrieval System (ASRS)**

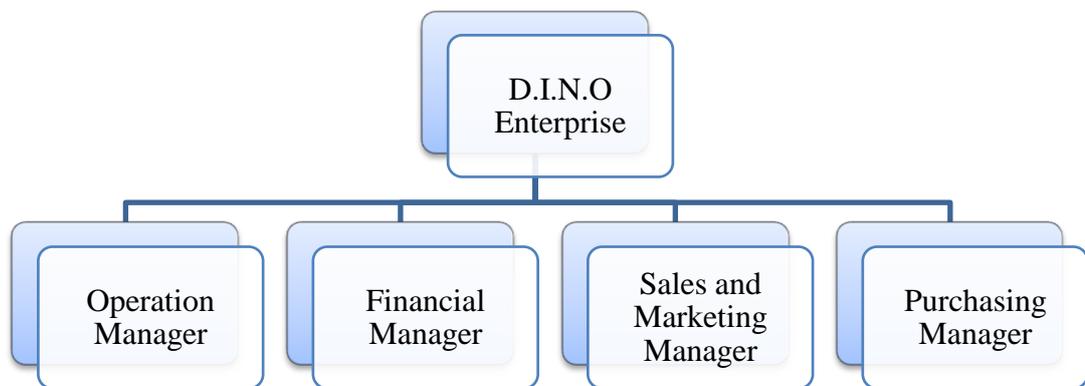
In compliance with DINO's Just-In-Time Inventory, DINO will be fully operated using ASRS system. By installing ASRS, it helps in streamlining our storage and energy efficient as it is fully automated. ASRS also helps to automatically retrieving, storing and restock unit of goods from storage locations. This computer controlled system allows inventory to be moved quickly, safely and precisely within the warehouse.

**Refer to Appendix AA**, it shows the layout of ASRS in DINO. It includes high bays which optimize space for arrangement of goods, and there are four rows to serve two customer's order at the same time. Aisles are designed narrow to have more pallet positions. There is a conveyor belt in between two rows of aisle which stores categories of goods which are personal households, toiletries also food and beverages. After an order has been retrieved, ASRS will starts to move the goods to the conveyor belt based on the order retrieved from the heavy and bulky goods to light and fragile goods. Once the retrieval has complete, the goods will flow from the conveyor belt to the center conveyor belt for workers to pack the goods accordingly and deliver to customer's vehicle.

## 6. MANAGEMENT TEAM

### 6.1 Management Team

**Figure 6.0 Management Team of DINO Enterprise**



#### 6.1.1 Introduction

DINO is applying the parallel organization system for the management team in the company. There are four managers and four general workers in DINO. Thus, by applying parallel organization system, all the managers will have the equal power and authority in managing the company and control the general workers.

### **6.1.2 Profile of Management Team**

Mr. Ng Chee Yew had been assigned as the Purchasing Manager of D.I.N.O Enterprise. Mr. Ng was a fresh graduate from University Tunku Abdul Rahman (UTAR) who holds a Bachelor Degree in Business Administration (Hons) Entrepreneurship. With the Purchasing Manager position, Mr. Ng will be responsible on dealing the purchasing transactions and processes of D.I.N.O Enterprise with the suppliers.

Mr. Ng was a dedicated and responsible student. During these 3 years studies in UTAR, normally Mr. Ng will be selected as the leader for group assignments for most of the time. Therefore, from the long- term practices, he was having good communication skills as he always acted as our group representative to speak out during any activities and discussions. Besides, he was an outstanding trainee who always be praised by his manager during internship periods due to his superior personality and attitude. His friendly character had helped him to become the most favorite subordinate under his manager. Thus, with the competencies he has, Mr. Ng will be the excellent Purchasing Manager who responsible in strengthening the relationship with the suppliers and provides the extensive benefit such as price discounts on the products for our company.

Ms. Shirlyn Ng Xue Lin had been positioned as the Operation Manager of D.I.N.O Enterprise. She was graduated from University Tunku Abdul Rahman and majoring in Bachelor of Business Administration (Hons) Entrepreneurship. With the Operation Manager position, she will in charge of the company's operation and responsible in supervising day- to- day activities of the company.

During the university life, Ms. Ng was very active in learning and joining various types of soft skills programs as to enhance her general knowledge and skills. In addition, as she was interested on operation management, thus she willing to put maximum efforts to get the excellent results in every operational related subject. Therefore, she was more knowledgeable in operational field. Besides, Ms. Ng had worked as operation manager's assistant during her three months internship

periods. She took this as a great opportunity to learn all the skills on how to handle every operation process and difficulty. With the practices and experiences, Ms. Ng will be more familiar in managing the operation processes.

Ms. Tee Wan Ting was appointed as the Financial Manager of D.I.N.O Enterprise. She was a fresh graduate from University Tunku Abdul Rahman (UTAR) with the honors in Bachelor of Business Administration (Hons) Entrepreneurship. By holding this position, Ms. Tee will responsible on day- to- day financial related matters of the company, employees' payroll, plan of the company budget for monthly and annually, inflow and outflow of the money, as well as all the activities that related to finance and accounting operations of the company.

Ms. Tee had obtained the qualification for her UBS accounting during her studies in secondary high school. Thus, Ms. Tee was having an extensive knowledge and understanding in handling the financial processes. Furthermore, she always be selected as the treasurer at class to handle with all the financial matters and problems during her studies at university as well as secondary school. Moreover, during the internship period, Ms. Tee had worked as a financial manager assistant at her internship company by assisting her manager to control company's financial budget. It was a great opportunity for Ms. Tee to learn from the practices before step out to the real working environment. Therefore, with her deep financial knowledge based and experiences, the management team has the full confident to allocate her as a financial manager.

Ms. Teng Li Vern was holds the position of Sales and Marketing Manager at D.I.N.O enterprise. She was also one of the fresh graduates from the University Tunku Abdul Rahman (UTAR) as a degree holder majoring in Business Administration (Hons) Entrepreneurship. With the Sales and Marketing Manager position, she will responsible for the company's marketing, advertising and promotion and customer relationship management. On the other hand, Ms. Teng will be responsible in look after for the day- to- day activities such as sales volumes of the company.

Ms. Teng was having profound communication skills in sales and marketing as she was working at her dad's company as the business development's assistant during semester breaks. She had obtained many experiences during the visitation to the customers as well as expansion of her social networks before graduate from the university. In addition, as she is a Penang resident, therefore she will be more familiar with the culture and needs of Penang consumers as well as social intercourse around the Penang state. Hence, her familiarity on our targeted market will assist her in managing her job well and turn out to be our company strength to step across others competitors in the market.

(Please refer **Appendix AE** for Resume of Management Team)

## **6.2 Key Professional Service Providers**

### IT Consultant

Syscotech Sdn. Bhd is the IT firm that provides the IT consultation to D.I.N.O Enterprise. The firm is located at Suite 12-11, 12<sup>th</sup> floor, Wisma Zelan, No 1, Jalan Tasik Permaisuri 2, Bandar Tun Razak, 56000 Kuala Lumpur, Malaysia. Ms. Phoebe Ng Pay Shuen was a Senior Software Engineer from this firm who will in charge in solving the problems about ASRS system at D.I.N.O Enterprise. Besides, Ms. Phoebe will carry out the maintenance of the company technological system every year to make sure the system can run smoothly.

### Legal and Law Consultant

GF Lim & Associates Advocates & Solicitors is the law firm that provides legal consultation to D.I.N.O Enterprise. The firm is located at 19, 1<sup>st</sup> Floor, Jalan Todak 4, Pusat Bandar Seberang Jaya, 13700 Perai, Penang. Generally, Mr. Lim Gooi Fook was a lawyer from this firm who will help D.I.N.O Enterprise in solving any legal disputes and problems. Besides, Mr. Lim also responsible in

helping D.I.N.O Enterprise to ensure all the legal procedures and documents are well prepared all the time as well as prepare any contract necessary by the company such as tenancy agreement and suppliers' contracts.

#### Accountancy, Auditing and Taxation Services

Khor Management Consultant was an accounting firm that provides the advices and accounting related services to D.I.N.O Enterprise. The firm is located at 22, Solok Merbuk, Taman Bahagia, 14300 Nibong Tebal, Seberang Perai Selatan, Penang Malaysia. Mr. Steven Khor was a certified Practicing Accountant who had appointed as our company accounting consultant. Foremost, he will help the company to deal with the financial decision-making, tax compliance & auditing services, and ensures the reliability of the accounting records.

#### Insurance Services

S.H. Khor Sdn. Bhd is the professional service provider that provides the insurance services to the D.I.N.O Enterprise. The firm is located at 303-4-9, Block B, Krystal Poing, Jalan Sultan Azlan Shah, 11900 Sunagai Nibong, Penang. Mr. Khor J.Yeu was the Managing Director as well as general agent for the AIA Bhd who in charge of this service. His main responsibility is to comply an insurance policy to ensure the company wellbeing and protect company from any undesirable incident such as fire in the warehouse, flood and natural disaster. Besides, safety insurance also provided to every employees at D.I.N.O Enterprise. (Please **refer Appendix AF** for Business Cards of Professional Services Providers)

## 7. COMPANY STRUCTURE, INTELLECTUAL PROPERTY, AND OWNERSHIP

### 7.1 Organizational Structure

#### 7.1.1 Organizational Chart

#### 7.1.2 Description of Organization Structure

**Figure 7.0 Organizational Chart**



DINO is generally engaged in a Functional Organization Structure which each department have the full control power over the division of task and responsibilities. The organizational chart basically shows the division of department, which included Operation Department, Financial Department, Sales and Marketing Department and Purchasing Department. As a brand new business, DINO will hire two general workers who will be supervised by the department

supervisors and all the related works. The company is minimal the amount of workers is to decrease the labors cost and to be more efficient and effective, due to the business operation will be operate by the ASRS computerized system. This is to meet and obtain our objectives to serve the best to our customers.

#### **7.1.2.1 Operation Department**

Ms. Shirlyn Ng Xue Lin is the operation manager of DINO. Her main responsibility is to ensure the operation of our computerized systems and the transportation of all the products in our store as well as the warehouse. She will be supervising the inventory level of the warehousing and also the replenishment of the storing inside the ASRS containers. This department is handling the day-to-day activities of the DINO, to avoid the shortage or surplus in the inventory. This is reduce the wastage of the additional products and can manage the demand rate of certain products are preferable by the customers as well as increase the accuracy of the inventory level. In additional, her responsibility is to have to good quality control over the process of delivering the purchase orders of the customers. In order to fulfill the satisfactions of customers toward the delivery of goods, she has to well manage the performance of the employees in their working condition, such as the quickness of replenishment, accuracy of pickup and delivery the products as requested.

#### **7.1.2.2 Financial Department**

Ms. Tee Wan Ting is the financial manager to take care of the accounting and financial condition of DINO. Her responsibility is to manage and control the budgeting level and the financial flow of the whole organization. The main activity of financial department is to record and figure out the financial statements and transactions on monthly basis. It can help DINO to evaluate its financial position and forecast the necessary spending and earning as well as profitability in

the future. Therefore, the manager has to look after the payments of all the selling transactions as well as the purchasing of several suppliers in order to have accurate calculations and accounting records, including the current status of money, inflow and outflow of money. Ms. Tee has to record every transaction clearly and accordingly before pass all the financial statements and relevant documents to the professional auditors.

### **7.1.2.3 Sales and Marketing Department**

Ms. Teng Li Vern is appointed as the sales and marketing department manager which to manage and provide the sales and marketing strategic in order to increase the market share and sales volume of DINO among the competition in Bukit Mertajam. Her responsibilities is to provide the attractive and effective ways of promotion and advertise the brand name of DINO where can increase its brand reputation and brand equity in the market. The manager also responsible to maintain and enhance the positive relationship with the customers through friendly and effective customer services. Besides, this department also has to understand the preferences of the target markets and existing customers through the research as well as the data and information given by the customers. The appropriate marketing and customers care activities would help to increase customer loyalty and brand awareness of public towards DINO.

### **7.1.2.4 Purchasing Department**

Mr. Ng Chee Yew is the manager of purchasing department in DINO. His responsibility is to have good relationships with all the suppliers in order to have a better quotation of pricing of supplied goods. The manager has to deal with all of the other departments in DINO in order to have an appropriate negotiation with the suppliers. For instance, Mr. Ng needs to have a clear communication with the operation manager on the inventory and replenishment level to understand the

purchasing period from the suppliers. He also needs to have a discussion with the financial department to decide their budget and evaluate the quotations provided by the suppliers in order to have a better negotiation with them. Other than that, marketing promotion also very important to the purchasing department in term of increasing the willingness of suppliers to supply goods in a lower price and levels of stocks provided.

## **7.2 Legal Structure**

### **7.2.1 Legal Form of Organization**

DINO is a company that formed as a partnership business of four active members, which are Mr. Ng Chee Yew, Ms. Shirlyn Ng Xue Lin, Ms. Tee Wan Ting and Ms. Teng Li Vern. According to the study, a partnership is the business that two or more persons have the existing relationships to join together, by contributes money, property, labors or skills. The members of partnership are sharing every profit and loss as well as all the risks that will be face by the company (IRS, 2012).

There are three common types of partnerships in Malaysia, which are general partnership, limited partnership and limited liability partnership. After considered all the consequences, the four partners in DINO decided to form a general partnership. The requirement to be a general partnership, the shareholders of the company has to generate and carry out with a legal contract to prove that everyone will have the equal responsibility in terms of management, company's activities as well as the responsibility on debts and liabilities.

The rationale of form up a general partnership is because this partnership relationship can be formed easily once the business activities are started running and operating in the market. Furthermore, setting up a general partnership only needed low cost of operations compared to the limited partnership and liability

limited partnership. The general partnership just needs to obtain the business licenses and permission of operation from the relevant sections. The ease of forming persuaded the partners to decide on setting up a clear and simple partnership in term of protects the interest of all the partners.

### 7.2.2 Ownership Structure of the Business

**Figure 7.1 Ownership Structure of Business**



In the DINO Company, the four partners will provide the equal amount of startup capital which is RM 50,000 each person and total up RM 200,000, to establish and contribute to the operations of the business. As the rules and regulations that must be obey by general partnership business, the entire members have the equal rights and responsibilities in the business and to be involved in the management team activities, such as decision making, managing business activities and etc. Therefore, the ownership of the four key members in the company should be equal and being respected by others.

## 7.3 Intellectual Property

### 7.3.1 Trademark

**Figure 7.2 Trademark of DINO**



According to the official information, trademark is a sign of words, logos, picture, letters and numbers which can let the customers recognize the brand name or product easily. DINO has decided to register the trademark on the unique and creative logo which designed by one of the key partners in DINO. This is to protect the originality and the goodwill of the brand name, instead of using by others which may damage or undermine the DINO's brand name (MyIPO, 2013).

In addition, the registration of trademarks on logo can bring several of advantages to the company. Firstly is the ease of recognition to customers. When the customers notice the unique and only logo appear in any place or advertisement, they can recognize the brand name and get the impression of brand awareness immediately and easily. Another advantage of registered trademarks is to protect the company's brand name. The official trademarked logo represents the good quality of products and services providing by DINO, the customers can disburden on the quality problem which affected by the pirated brand name.

According to the Trademark Act 1976, the period of protection of trademark is up to 10years and the renewable for the period of every 10 years thereafter. Before register for the trademark, DINO need to check the availability of company name and logo through the Borang 13A. (**Refer to Appendix AG**) To register the trademark accordingly, DINO has to register the form of authorization and request to enter and make the statutory declaration (**Refer to Appendix AH**).

## 8. FINANCIAL PLAN

### 8.1 Capital Requirement for the Next 5 Years

#### Source of Fund

The start-up capital of the DINO is contributed by four shareholders. Each shareholder will contribute RM50, 000 into the business. Hence, every single shareholder holds 25% of shares where it is equally divided in according of the percentage of capital in the company. Moreover, the start-up capital contributed by each shareholder is sourced from our personal savings and borrows from our family. Reason for us to select this way as the source of fund is to avoid the high interest pay to the bank due to the loan.

**Table 8.1 Start-Up Capital of DINO**

Sources of Capital	RM
NG CHEE YEW	50 000
SHIRLYN NG XUE LIN	50 000
TEE WAN TING	50 000
TENG LI VERN	50 000
<b>Total Capital Invested</b>	<b>200, 000</b>

**Table 8.1.1 Summary of Start-Up Cost and Capital**

<b>8.1.1 Capital Requirements for Next 5 years</b>			
<b>Contribution of Partnership:</b>	<b>Notes</b>	<b>RM</b>	<b>RM</b>
Mr. Ng		50000	
Ms. Ng		50000	
Ms. Teng		50000	
Ms. Tee		50000	
<b>Contribution of Partnership (Capital)</b>		<b>200000</b>	<b>200000</b>
<b><u>Start-up Cost</u></b>			
<b><u>Fixed Assets</u></b>			
Building Renovation	1	8060	
Furniture & Fittings	2	1280	
Electric Appliances	3	12888	
Equipment & Machinery	4	25250	
<b><u>Current Asset</u></b>			
Inventory	5	100000	
<b><u>Operating Expenses</u></b>			
Legal Expenses	6	2070	
Rental Deposit	7	30000	
Utility Deposit	8	3220	
Uniform	9	600	
Advertising	10	4950	
Miscellaneous Expenses	11	100	
<b>Total Start-Up Expenses</b>		<b>188418</b>	<b>188418</b>
<b>Balance cash in hand</b>			<b>11582</b>

## 8.2 Overview of Financial Plan

### 8.2.1 Financial Assumption

#### List of Assumption

We have formulated the formula below in order to determine the average value of our sales in a particular year. The number of working days of DINO is 7 days and the number of working hours per day is 20 hours.

**Table 8.2 Forecast Sales in Next Five Years**

Month	Year 2014	Year 2015	Year2016	Year2017	Year2018
	(RM)	(RM)	(RM)	(RM)	(RM)
<b>January</b>	40000	126500	185700	219200	258400
<b>February</b>	55000	101500	160500	194200	233300
<b>March</b>	55000	91500	150600	184200	223400
<b>April</b>	50000	86500	145600	179200	218300
<b>May</b>	75000	86500	145500	179100	218200
<b>June</b>	60000	81500	140600	174100	213300
<b>July</b>	65000	81500	140600	174200	213400
<b>August</b>	55000	91500	150500	184100	223200
<b>September</b>	85000	121500	180600	214200	253400
<b>October</b>	90000	126500	185500	219200	258400
<b>November</b>	65000	101500	160600	194100	233300
<b>December</b>	85000	121500	180700	214200	253400
<b>Total:</b>	780000	1218000	1927000	2330000	2800000

The explanations of the forecast sales refer to **Appendix AL**

According to table, we estimate 5% of the total population of Bukit Mertajam will visit our store in every month of year 2014.

13000 people X 5% = 650 people

Number of customers visiting per month will be 650.

1. Cost of Goods Sold:
2. Due to the heavy cash outflow during the first year, all of the managers will receive only half of their salary for the first 2 quarters of year 2013.
3. Salary of the manager for the next five years:

**Table 8.3 Salary of the Manager for the Next Five Years**

Year	Monthly	Each Year Total Salary of a Manager	Total Salary of 4 Managers
2014	RM2000	RM24000	RM96000
2015	RM2000	RM24000	RM96000
2016	RM2000	RM24000	RM96000
2017	RM2000	RM24000	RM96000
2018	RM2000	RM24000	RM96000

4. Salary of the worker for the next five years:

**Table 8.4 Salary of the General Worker for the Next Five Years**

Year	Monthly	Each Year Total Salary a General Worker	Total Salary of 4 General Workers
2014	RM900	RM10800	RM43200
2015	RM900	RM10800	RM43200

<b>2016</b>	RM950	RM11400	RM45600
<b>2017</b>	RM950	RM11400	RM45600
<b>2018</b>	RM1000	RM12000	RM48000

\*Salary of the general worker increases RM50 each two years.

5. 13% of contribution to EPF based on the gross salary of employees (**Refer to Appendix AM**)
6. SOCSO payment amounting to 2% upon gross salary of employees (**Refer to Appendix AM**)
7. Utility bill included water bill, electricity bill and internet bill of RM3220 monthly will increase 10% on yearly basis.
8. The auditing and legal fees are RM1500 per annum.
9. Renew the Partnership License cost RM80 per annum.
10. All the equipment and fixed assets will depreciate in straight line basis over 5 years, hence:

**Table 8.6 Equipments and Fixed Assets Depreciate in Straight Line Basis over Five Years**

<b>Building Renovation</b>	10%
<b>Furniture &amp; Fittings</b>	10%
<b>Electric Appliances</b>	10%
<b>Equipment &amp; Machinery</b>	10%

11. Rental of the building and land in monthly basis is RM10000.
12. Property and fire insurance is RM200 per month.

13. Maintenance fee for server per annum is RM12000 (each month RM1000).
14. Maintenance fee for the Automated Storage and Retrieval System (ASRS) is prohibited, since we are leasing from the supplier. Moreover, we pay RM42,900 per year over 7 years.
15. Promotion fee is RM18000 per annum (RM1500 each month).
16. Net profit or net loss will be carried forward to the following year.
17. DINO pays Touch and Go 2% of total sales per annum.
28. We assume the miscellaneous expenses increase 15% every year.

### 8.3 Pro Forma Income Statement for the Next 5 Years

**Table 8.7 Pro Forma Income Statements for Year 2014 to Year 2018**

Description	Year 2014	Year 2015	Year 2016	Year 2017	Year 2018
	(RM)	(RM)	(RM)	(RM)	(RM)
<b><u>Income</u></b>					
Foods	319800	499380	790070	955300	1148000
Household Products	273000	426300	674450	815500	980000
Health Care Products	187200	292320	462480	559200	672000
Total Sales	780000	121800	192700	233000	2800000
		0	0	0	
<b><u>(-) Cost of Goods Sold:</u></b>					
<b>Foods:</b>					
Opening Stock	97312	11945	12348	14868	15316

(+) Purchases	167500	324500	507500	621500	746000
Goods Available for Sale	264812	336445	519848	636368	761316
(-) Closing Stock	56945	11847	12566	15423	15117
COGS	207867	324598	507282	620945	746199
<b>Household Products:</b>					
Opening Stock	84107	12553	11639	12559	14991
(+) Purchases	144000	276300	420500	520000	637300
Goods Available for Sale	228107	288853	432139	532559	652291
(-) Closing Stock	50661	11759	11744	12768	15293
COGS	177446	277094	420395	519791	636998
<b>Health Care Products:</b>					
Opening Stock	58760	10536	13123	12882	13900
(+) Purchases	98300	190500	297000	357500	437000
Goods Available for Sale	157060	201036	310123	370382	450900
(-) Closing Stock	35380	11028	12644	13341	14102
COGS	121680	190008	297479	357041	436798
Total COGS	506993	791700	122515	149777	1819995
			6	7	
Gross Profit	273007	426300	701844	832223	980005
<b><u>Wages and Salaries:</u></b>					
Manager A	24000	24000	24000	24000	24000
Manager B	24000	24000	24000	24000	24000
Manager C	24000	24000	24000	24000	24000
Manager D	24000	24000	24000	24000	24000
Worker A	10800	10800	11400	11400	12000

Worker B	10800	10800	11400	11400	12000
Worker C	10800	10800	11400	11400	12000
Worker D	10800	10800	11400	11400	12000
EPF	18096	18096	18408	18408	18720
SOCSO	2784	2784	2832	2832	2880
<b><u>Utilities:</u></b>	240	264	290	319	351
Water	36000	39600	43560	47916	52709
Electricity	2400	2640	2904	3194	3516
Telephone & Internet					
<b><u>Legal Expenses:</u></b>	1500	1500	1500	1500	1500
Auditing Fee	NIL	80	80	80	80
Business License					
<b><u>Depreciation:</u></b>	806	806	806	806	806
Building Renovation	128	128	128	128	128
Furniture & Fittings	1289	1289	1289	1289	1289
Electric Appliances	2810	2810	2810	2810	2810
Equipment & Machinery					
<b><u>Other Expenses:</u></b>					
ASRS lease payment	42,900	42,900	42900	42900	42900
Rental	120,000	120000	120000	120000	120000
Commision to TnG	15,600	24360	38540	46600	56000
Promotion & Advertising	18,000	18000	18000	18000	18000
Property Insurance	2400	2400	2400	2400	2400
Maintenance Fee (Server)	12,000	12000	12000	12000	12000
Miscellaneous	100	115	132	152	175
<b>Total Expenses</b>	<b>416,253</b>	<b>428972</b>	<b>450179</b>	<b>462935</b>	<b>480264</b>

<b>Net Profit/Net Loss</b>	<b>-143,246</b>	<b>-2672</b>	<b>251665</b>	<b>369288</b>	<b>499741</b>
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Refer to **Appendix AN** for Monthly Pro Forma Income Statements for Year 2014 to Year 2018.

#### 8.4 Cash Flow Projection for the Next 5 Years

**Table 8.9 Cash Flow Projection from Year 2014 to Year 2018**

<b>DINO ENTERPRISE</b>					
<b>PRO FORMA CASH FLOW FOR</b>					
<b>FINANCIAL YEAR 31 DECEMBER</b>					
<b>YEAR</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
	<b>(RM)</b>	<b>(RM)</b>	<b>(RM)</b>	<b>(RM)</b>	<b>(RM)</b>
CASH ON HAND	11,582	-126,631	-119,237	147,527	536,947
<b><u>CASH FLOW FROM</u></b>					
<b><u>OPERATING</u></b>					
<b><u>EXPENSES</u></b>					
<b>SOURCES OF CASH</b>					
NET INCOME	-143246	-2672	251664.6	369288.4	499741.2
DECREASE IN ACCOUNT RECEIVABLE	-	-	-	-	-
DEPRECIATION	5,033	10,066	15,099	20,132	25,165
<b><u>USES OF CASH</u></b>					
Purchase of Equipment	-	-	-	-	-
Purchase of Furniture and	-	-	-	-	-

Fittings					
<b>TOTAL CASH FLOW</b>	<b>-138,213</b>	<b>7,394</b>	<b>266,764</b>	<b>389,420</b>	<b>524,906</b>
<b>CASH POSITION</b>	<b>-126,631</b>	<b>-119,237</b>	<b>147,527</b>	<b>536,947</b>	<b>1,061,853</b>

Refer to **Appendix AO** for Monthly Cash Flow Projection for Year 2014 to 2018.

### 8.5 Pro Forma Balance Sheet for the Next 5 Years

**Table 8.11 Pro Forma Balance Sheet from Year 2014 to Year 2018**

<b>Description</b>	<b>Year 2014</b>	<b>Year 2015</b>	<b>Year 2016</b>	<b>Year 2017</b>	<b>Year 2018</b>
	<b>(RM)</b>	<b>(RM)</b>	<b>(RM)</b>	<b>(RM)</b>	<b>(RM)</b>
<b><u>Fixed Assets</u></b>					
Building Renovation	8060	8060	8060	8060	8060
Furniture & Fittings	1280	1280	1280	1280	1280
Electric Appliances	12888	12888	12888	12888	12888
Equipment & Machinery	28100	28100	28100	28100	28100
<b>Total:</b>	<b>50328</b>	<b>50328</b>	<b>50328</b>	<b>50328</b>	<b>50328</b>
-					
<b><u>(-) Acc. Depreciation</u></b>					
Building Renovation	806	1612	2418	3224	4030
Furniture & Fittings	128	256	384	512	640
Electric Appliances	1289	2578	3866	5155	6444
Equipment & Machinery	2810	5620	8430	11240	14050
<b>Total:</b>	<b>5033</b>	<b>10066</b>	<b>15098</b>	<b>20131</b>	<b>25164</b>
<b>Total Fixed Assets</b>	<b>45295</b>	<b>40262</b>	<b>35230</b>	<b>30197</b>	<b>25164</b>

<b><u>Current Assets</u></b>					
Cash	-126,631	-119,237	147,527	536,947	1,061,853
Other Assets	-	98,423	86036	66359	43247
Closing Stock	142986	34634	36954	41532	44512
<b>Total Current Assets:</b>	<b>16355</b>	<b>13820</b>	<b>270517</b>	<b>644838</b>	<b>1149612</b>
<b><u>Current Liabilities:</u></b>					
Other Liabilities	4896	-	-	-	-
<b>Total Assets</b>	<b>56754</b>	<b>54082</b>	<b>305747</b>	<b>675035</b>	<b>1174776</b>
<b><u>Financed by</u></b>					
Capital	200000	56754	54082	305747	675035
Net Profit/ Loss	-143246	-2672	251665	369288	499741
<b>Total Liabilities and Equity</b>	<b>56754</b>	<b>54082</b>	<b>305747</b>	<b>675035</b>	<b>1174776</b>

## 8.6 Payback and Exit Strategy

### 8.6.1 Payback Period

**Table 8.12 Pay Period for the Year 2014 to 2018**

Year	Cash Flow (RM)	Cumulative Cash Flow (RM)
<b>0</b>	-200000	-200000
<b>1</b>	-126,631	-326,631
<b>2</b>	-119,237	-445,868
<b>3</b>	147,527	-298,341

4	536,947	238,606
5	1,061,853	1,300,459

$$\text{Payback Period} = 3 + \frac{\text{RM298,341}}{\text{RM536,947}}$$

$$= 3.56 \text{ (Years)}$$

$$= 3.6 \text{ (Years)}$$

### 8.6.2 Exit Strategy

#### The Acquisition

The acquisition strategy is the best exit strategy for DINO Enterprise. An acquisition takes place when one company completely purchase the another company while the previous company was remained (Robbins, 2010). The acquisition strategy is the best exit strategy for DINO Enterprise as it will help the company to solve the financial problems while remain the company's structure and businesses. Therefore, the efforts of doing this business will not be liquidated by using this method. Apart from that, if DINO Enterprise choose the right acquirer, the company value might be far exceed the original value as the new marketer will buy the company to expand to new market as well as develop the new product. If there are multiple acquires who involved in bidding for the company, DINO will able to maximize the selling price beyond their actual value price.

### Liquidation

The liquidation strategy is the valuable and easiest exit strategy for DINO Enterprise especially when the company unable to find the suitable acquirer to purchase the business. Liquidation exit strategy takes place when the company direct convert all the assets such as machinery and equipments to cash by selling them to the user or consumer (L.Duoba, 2012). It is the simplest exit strategy to get the money and fastest way to clear the debt. Apart from that, there is no negotiation involved during the process of liquidation, as the company does not need to deal with the multiple acquirers and the problems encountered. The company just needs to sell off all the assets to settle the debt and distribute the remaining cash equally to the shareholders (Robbins, 2010).

## **9. CRITICAL RISK FACTORS**

### **9.1 Management Risks**

Management risks of DINO can be derived from the uncertainty in hiring incapable or inexperienced workers who are unable to perform their tasks within the guidelines given. Management may have conflicts and misunderstanding among themselves whereby this matter arises when each of the managers have different opinion and ways in handling each problem encountered. This will eventually reduce the performance of each member and affect the efficiency of the entire operation in the whole. It is also important for us to embrace balance authority and power among managers to avoid conflict of interest.

### **9.2 Marketing Risks**

Although retailing industry has achieved maturity stage in Malaysia, yet the new implementation of drive through concept in retailing industry is consider as introductory stage since DINO is the first mover in Malaysia. Different customers may have different perception towards drive through shopping, not all customers would accept DINO's concept. For instance, some customers prefer to shop on their own whereby they are able to touch and feel the product before purchase, which makes them feel satisfied psychologically. Moreover, the price of products offered in DINO will be higher relatively as compared to retail outlet since we are providing convenience to customers whereby purchasing process can be done without requiring customers to step out from their vehicles. Unfortunately, there are portion of cautious customers who are willing to shop on their own in order for them to save money. Existing and established competitors may apply the same

idea in their retail outlet and this would threaten DINO in targeting its customers and gaining market shares.

### **9.3 Operating Risks**

#### 1. External Factors

Existence of current competitors may threaten the operation of DINO. Besides that, deregulations may also expose DINO to an intensified competition. Changes of the economic environment may also lead to price increase of products and shorten credit terms by suppliers, which indirectly affect our business on the costs incurred. Since retail industry is in maturity stage, customers have plenty of alternatives besides DINO, the power of customers also increase since not all customers are seeking for convenience but rather price sensitive. The changes of the environment may lead to the changes in customers' lifestyle, which may shrink the market. For instance, in this technology era, more and more people prefer to purchase through the internet rather than visiting the conventional stores. This may shrink the market as DINO is still in an introductory stage, whereby we are not ready to have service delivered right in front of customers' door steps.

#### 2. Internal Factors

In the process of assembling customers' orders, there may be equipments breakdown or software failure which will delay the entire operation and so do customer's precious time. When it is not responded in an appropriate manner, customers will be offended and dissatisfaction may arise. Illness or withdrawal of workers may also affect the operation. DINO may short of assistance at a period of time and face uncertainty on the ability and skills of new staff.

## **9.4 Financial Risks**

Financial risks that DINO may encounter would probably be inaccurate sales forecast or sales forecasted could not be achieved as expected. Whenever this problem arises, costs of holding stocks will be increase and tie up our cash flow. If there were economic downturn, prices of goods supplied by suppliers will be increased and credit terms offered by supplier maybe shorten. This will increase the amount of payment to suppliers and cash flow will be tied up as well. The expenses on rental, repair and maintenance, promotion and advertising, salaries and depreciation of assets are being predicted in a certain amount. If any unpredictable downturn used to occur in the future event, adequate funds are needed to support the entire operation.

## **9.5 Intellectual Property Infringement**

Not applicable in DINO.

## **9.6 Other Risks**

Other risks such as natural disaster, theft and fire will put DINO in dangerous situation. Legal risk such as changes on safety and health standard will also be another issue to be solved. Moreover, changes in customer's demand, increased competition and adopting new technology in the future also will be uncertain risks for DINO. These unexpected risks will bring uncalculated loss to DINO.

## 9.7 Contingency Plans

### Management Risks

It is important to recruit the right employees who are able to help in succeeding the business. Human Resource Division would have to filter the experience candidates who worked in related field and identify the reasons of withdrawal from previous organizations. Besides, management would need to attend courses or seminars related to enhance knowledge and search for opportunities to build good rapport with other organizations or community. In addition, to avoid misunderstand and conflict among managers, management meeting shall be held in regular basis and speak out any unsatisfactory or sharing out opinions to make further improvement. All the team members have the authority to voice out and participate in the meeting to help DINO in achieving its mission and vision promptly. Brainstorming and idea sharing is much encouraged.

### Marketing Risks

Since drive through concept is newly applied in retail industry, we will educate our customers on the purchasing process by printing out more brochures and highlighting the benefits (convenience and safety) that DINO is able to provide. Assistance button is there and our staffs are ready to assist the customers whenever they need our help. At the same time, we are trying to provide and educate Gen Y that are not technology savvy to adapt to this new era in an interesting way by applying the concept in their shopping experience with us. DINO is also customer-friendly where we take count of customers' opinion and try our very best to satisfy them based on their preference of products and brands that they would like to purchase in DINO. Apart from that, we will also advertise and announce our latest promotions and activities through the internet to interact with our existing and potential customers since most of their time were spent on computers and networking.

## Operating Risks

### 1. External Factors

Building good relationship with suppliers may help to prevent drastic rise on prices of supplies and able to maintain or lengthen credit period, this may eventually helps in our cash flow. In compliance with that, DINO may able to provide reasonable price on the products to customers in addition with excellent service regardless on economic downturn. Quality and freshness of products sold in DINO have to be monitored to ensure customers receive our products in the best condition and they are satisfied to shop in DINO.

### 2. Internal Factors

Backups of software have been prepared to face software failure and device breakdown problem. If it still does not works well, we will be operating manually by taking orders manually and calculate the price of products based on the updated price list without delaying customers' time. Staffs are required to give a one month notice before withdrawal of service, they are also required to notify the management if any illness or unavoidable circumstances so that Human Resource will be able to segregate the tasks based on the availability of manpower at the most effective manner.

### 3. Financial Risks

We will certainly try hard to come out with attractive promotions and advertisement to create market awareness which enable DINO to generate more profit from the sales obtained. Besides that, each of the partners will try to pump in additional capital or acquire investment from business angel, relatives or other potential investors for future growth or usage if sales forecasted were not achieved as expected. Liquidation of assets will be the last alternative.

#### 4. Other Risks

We will purchase insurance coverage to compensate losses. Moreover, we will also install Closed-Circuit Television (CCTV) and security alarm system to secure our building and inventories. We will stay updated on the latest health and safety standard to imply to our business. Lastly, we will be alert on the changes of customer's demand and new technology implementation to adapt to the changing environment.

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## 11. Appendixes

### Appendix A

**Table 2.0 World's Crime Rates and Safety Index**

Select year: 2013

Show 25 entries Search:

Country	Crime Index	Safety Index
Venezuela	85.70	14.30
Guatemala	84.87	15.13
Trinidad And Tobago	83.65	16.35
South Africa	76.68	23.32
Kenya	74.30	25.70
Honduras	72.97	27.03
Uzbekistan	72.27	27.73
Puerto Rico	70.53	29.47
Malaysia	67.75	32.25
Costa Rica	66.69	33.31
Uganda	66.02	33.98
Brazil	62.62	37.38
Syria	62.34	37.66
Pakistan	61.52	38.48
Paraguay	60.68	39.32
Nigeria	60.62	39.38

## Appendix B

**Figure 2.3 Loyalty Card (D- Card)**



## Appendix C

**Table 3.0 Services Sector Performance from Year 2010 to Year 2012**

TABLE 3.2

**Services Sector Performance  
2010 – 2012**  
(at constant 2000 prices)

	Change (%)			Share of GDP (%)		
	2010	2011 <sup>1</sup>	2012 <sup>2</sup>	2010	2011 <sup>1</sup>	2012 <sup>2</sup>
<b>Intermediate services</b>						
Transport and storage	6.9	5.1	6.7	3.8	3.8	3.8
Communication	8.5	7.9	7.9	4.2	4.4	4.5
Finance and insurance	6.4	6.3	6.8	11.7	11.8	12.0
Real estate and business services	7.8	6.8	5.7	5.5	5.6	5.6
<b>Final services</b>						
Utilities (electricity, water and gas)	8.2	3.1	4.8	3.0	3.0	2.9
Wholesale and retail trade	8.0	7.4	6.9	13.6	13.9	14.1
Accommodation and restaurant	5.0	6.0	6.9	2.4	2.5	2.5
Other services	4.0	4.4	5.7	5.9	5.8	5.8
<b>Government services</b>	5.8	7.6	5.6	7.5	7.7	7.7
<b>Total</b>	<b>6.8</b>	<b>6.4</b>	<b>6.5</b>	<b>57.7</b>	<b>58.4</b>	<b>58.9</b>

<sup>1</sup> Estimate.  
<sup>2</sup> Forecast.

Note: Total may not add up due to rounding.  
Source: Department of Statistics and Ministry of Finance, Malaysia.

Source: Adapted from Economic Performance and Prospects, 2011

## Appendix D

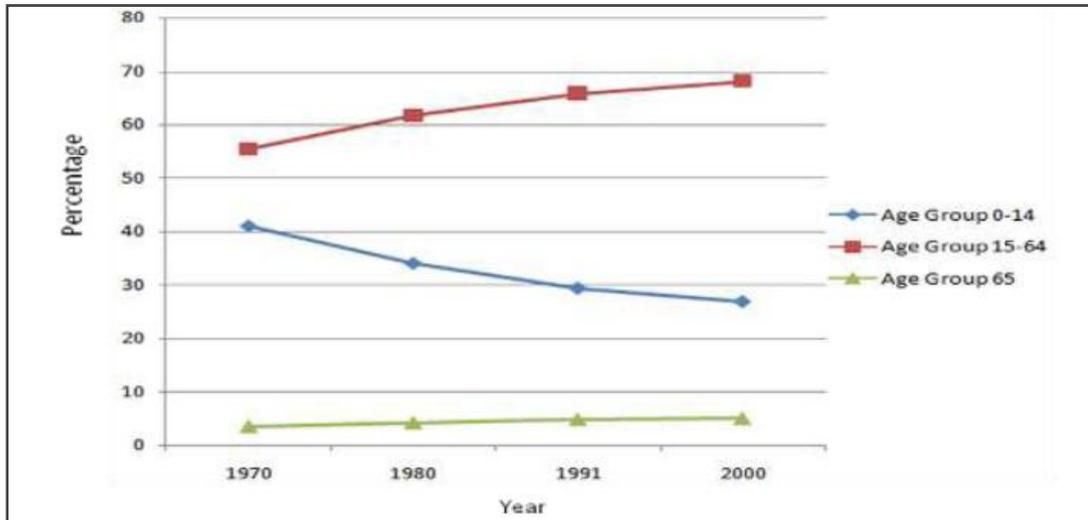
**Table 3.1 Retail Sector Sales Share by Type of Business Entity  
from Year 2000 to Year 2002**

Store Type	Sales (%)	
	2000	2002
Department stores, supermarkets and hypermarkets	20.0 (40.2) ***	28 (50.1)
Provision stores, grocery stores and alike	20.5 (41.2)	17 (30.4)
Convenience stores	9.3 (18.6)	11 (19.5)
Household, personal goods and other stores	50.2	44
Source : Ministry of Domestic Trade and Consumer Affairs		
* Exclude wet market, morning market, night market and other non-permanent retail facilities. They account for a large proportion of food sales. ** These establishment are not involved in the sale of food products. *** Figures in parentheses are normalized based on the first-three categories.		

Source: Adapted from Ministry of Domestic Trade and Consumer Affairs. Development of Malaysia's Agricultural Sector: Agriculture as an Engine of Growth., 2007

## Appendix E

**Figure 3.0 Population by Age Group in Penang from Year 1970 to Year 2000**



Source: Adapted from Penang, Malaysia Self- Evaluation Report, June 2010

## Appendix F

**Table 3.2 Total Population by Age Group, Local Authority Area and State in Penang, Malaysia in Year 2010**

Daerah Pentadbiran/ Kawasan Pihak Berkuasa Tempatan <i>Administrative District/ Local Authority Area</i>	Jumlah <i>Total</i>	Kumpulan umur <i>Age group</i>							
		0 - 4	5 - 9	10 - 14	15 - 19	20 - 24	25 - 29	30 - 34	35 - 39
<b>SEBERANG PERAI TENGAH</b>									
<b>M.P. Seberang Perai</b>	<b>362,820</b>	<b>26,255</b>	<b>27,680</b>	<b>29,652</b>	<b>35,600</b>	<b>35,931</b>	<b>38,863</b>	<b>30,803</b>	<b>27,883</b>
Berapit	2,232	78	90	127	259	100	119	123	281
Bukit Mertajam	13,097	647	712	950	1,214	1,052	1,135	916	831
Bukit Tengah	129	3	9	7	14	16	7	13	11
Juru	1,983	60	93	108	202	237	256	193	141
Kubang Semang	651	66	74	80	60	50	53	45	49
Machang Bubuk	1,259	67	55	85	76	69	96	81	78
Perai	14,433	1,006	1,065	1,148	1,235	1,430	1,724	1,140	1,128
Permatang Pauh	1,573	87	111	172	124	136	137	112	108
Permatang Tinggi	2,092	146	182	146	130	147	155	157	158
Pertama	575	36	67	78	28	39	40	54	112
Simpang 4 Bukit Tengah	6,816	523	482	558	1,550	1,182	581	466	427
Sungai Lembu	367	15	25	21	34	16	25	27	26
Kawasan selebih M.P. <i>Remainder of M.P.</i>	317,613	23,521	24,715	26,172	30,674	31,457	34,535	27,476	24,533
<b>SEBERANG PERAI UTARA</b>									
<b>M.P. Seberang Perai</b>	<b>288,692</b>	<b>23,847</b>	<b>25,398</b>	<b>27,764</b>	<b>28,205</b>	<b>22,918</b>	<b>24,492</b>	<b>22,145</b>	<b>21,200</b>
Butterworth	71,643	4,554	4,939	5,673	6,126	6,274	6,859	6,071	5,376
Kepala Batas	559	32	26	49	40	42	41	33	28
Penaga	323	30	21	31	17	20	30	20	24
Permatang Kuching	8,685	516	599	739	748	786	800	626	566
Sungai Dua	298	26	26	28	36	27	23	17	13
Sungai Puyu	590	33	3	32	49	95	34	41	50
Tasek Gelugor	847	68	100	85	81	51	60	74	56
Telok Ayer Tawar	1,497	173	144	159	149	82	198	109	123
Kawasan selebih M.P. <i>Remainder of M.P.</i>	204,250	18,415	19,540	20,968	20,959	15,541	16,447	15,154	14,964
<b>SEBERANG PERAI SELATAN</b>									
<b>M.P. Seberang Perai</b>	<b>166,685</b>	<b>14,034</b>	<b>16,480</b>	<b>16,892</b>	<b>14,512</b>	<b>13,737</b>	<b>14,663</b>	<b>13,016</b>	<b>12,975</b>
Besar	472	32	54	57	56	31	37	30	20
Bukit Tambun	289	10	17	15	27	38	31	16	17
Changkat	300	13	21	23	25	31	28	24	19
Jawi	1,487	59	94	138	136	110	91	109	117
Kampong Tasek	163	39	20	12	7	4	16	27	13
Nibong Tebal	2,045	96	134	162	175	119	114	114	132
Permatang Kling	1,230	73	102	174	131	129	81	52	60
Permatang Tok Mahat	985	50	66	88	101	68	63	64	56
Simpang Ampat	559	32	52	46	25	38	49	30	44
Sungai Bakap	398	18	25	33	27	36	39	24	20
Sungai Kecil	173	12	19	12	10	15	9	14	12
Val Dor	2,785	156	163	268	212	226	207	214	182
Kawasan selebih M.P. <i>Remainder of M.P.</i>	155,799	13,444	15,713	15,864	13,580	12,892	13,898	12,298	12,283

Nota : Angka di atas tidak disesuaikan kepada kadar kuring penghitungan.

Note : The above figures have not been adjusted for under enumeration.

Daerah Pentadbiran/ Kawasan Pihak Berkuasa Tempatan <i>Administrative District/ Local Authority Area</i>	Kumpulan umur <i>Age group</i>							
	40 - 44	45 - 49	50 - 54	55 - 59	60 - 64	65 - 69	70 - 74	75+
<b>SEBERANG PERAI TENGAH</b>								
<b>M.P. Seberang Perai</b>	<b>24,522</b>	<b>20,960</b>	<b>18,406</b>	<b>15,327</b>	<b>11,641</b>	<b>7,892</b>	<b>5,369</b>	<b>6,036</b>
Berapit	121	119	100	137	220	176	77	105
Bukit Mertajam	819	891	899	865	709	526	409	522
Bukit Tengah	11	4	4	10	9	2	4	5
Juru	122	114	114	111	62	67	47	56
Kubang Semang	44	28	30	22	24	13	8	5
Machang Bubuk	81	91	74	88	72	57	45	144
Perai	1,035	993	793	624	478	228	212	194
Permatang Pauh	93	110	100	95	68	48	25	47
Permatang Tinggi	99	116	125	113	142	85	75	116
Pertama	31	16	18	12	16	17	7	4
Simpang 4 Bukit Tengah	345	233	150	113	72	47	31	56
Sungai Lembu	14	20	25	27	19	30	24	19
Kawasan selebih M.P. <i>Remainder of M.P.</i>	21,707	18,225	15,974	13,110	9,750	6,596	4,405	4,763
<b>SEBERANG PERAI UTARA</b>								
<b>M.P. Seberang Perai</b>	<b>19,583</b>	<b>17,097</b>	<b>15,079</b>	<b>12,701</b>	<b>10,420</b>	<b>6,772</b>	<b>5,252</b>	<b>5,819</b>
Butterworth	5,021	4,691	4,416	3,796	2,959	1,802	1,408	1,678
Kepala Batas	28	31	44	50	40	20	26	29
Penaga	16	16	15	29	19	8	10	17
Permatang Kuching	631	543	586	516	407	247	199	176
Sungai Dua	20	13	23	14	15	6	9	2
Sungai Puyu	40	80	55	18	10	15	11	24
Tasek Gelugor	56	46	45	31	19	26	29	20
Telok Ayer Tawar	114	74	52	24	37	21	18	20
Kawasan selebih M.P. <i>Remainder of M.P.</i>	13,657	11,603	9,843	8,223	6,914	4,627	3,542	3,853
<b>SEBERANG PERAI SELATAN</b>								
<b>M.P. Seberang Perai</b>	<b>12,296</b>	<b>10,021</b>	<b>8,291</b>	<b>6,301</b>	<b>5,036</b>	<b>3,281</b>	<b>2,480</b>	<b>2,670</b>
Besar	23	25	29	26	19	17	9	7
Bukit Tambun	10	22	19	17	16	12	8	14
Changkat	23	18	12	27	17	9	5	5
Jawi	105	124	79	71	66	47	66	75
Kampong Tasek	12	6	3	2	-	2	-	-
Nibong Tebal	155	136	172	157	134	84	73	88
Permatang Kling	96	70	77	72	40	31	24	18
Permatang Tok Mahat	62	85	66	58	65	35	27	31
Simpang Ampat	43	37	29	26	17	63	9	19
Sungai Bakap	27	26	23	25	18	19	17	21
Sungai Kecil	10	7	10	9	7	10	8	9
Val Dor	180	180	148	151	158	105	107	128
Kawasan selebih M.P. <i>Remainder of M.P.</i>	11,550	9,285	7,624	5,660	4,479	2,847	2,127	2,255

**Nota :** Angka di atas tidak disesuaikan kepada kadar kurang penghitungan.

*Note :* The above figures have not been adjusted for under-enumeration.

Source: Adapted from Department of Statistics, Malaysia, 2010



## Appendix H

**Figure 3.2 Site Location Map**



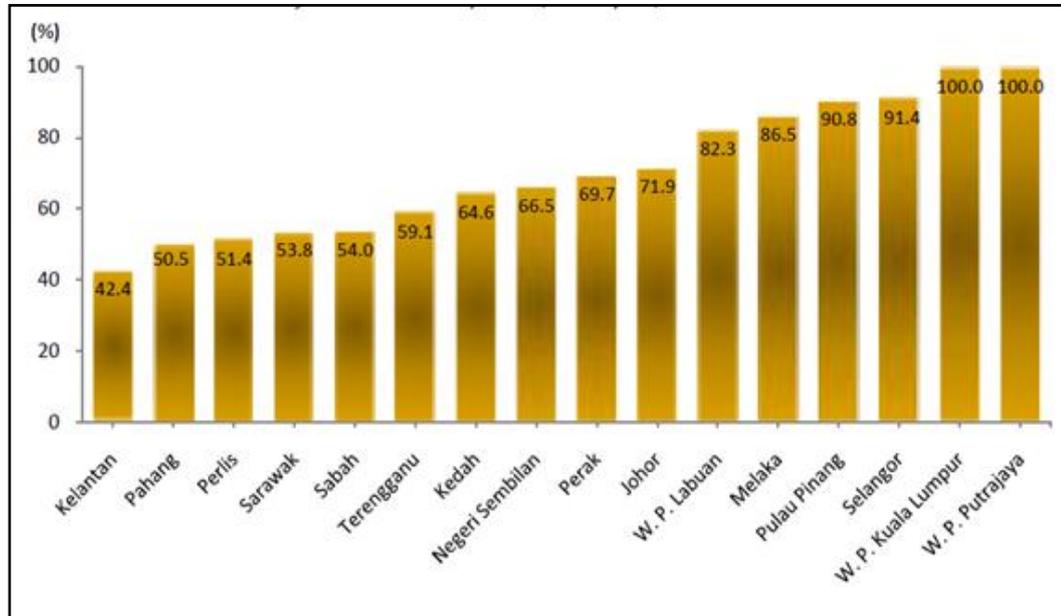
## Appendix I

**Figure 3.3 DINO Physical Location**



## Appendix J

**Figure 3.4 Level of Urbanisation by State at Malaysia in Year 2010**



Source: Adapted from Department of Statistics Malaysia, 2011

## Appendix K

**Table 3.6 Malaysia Demographic and Economic Indicators**

	2008	2009	2010	2011	2012
Real GDP Growth (% growth)	4.8	-1.5	7.2	5.1	4.4
Inflation (% growth)	5.4	0.6	1.6	3.2	1.9
Population Aged 65+: January 1st ('000)	1,274.1	1,313.6	1,361.1	1,424.0	1,494.8
Population Density (persons per sq km)	83.8	84.9	86.0	86.9	88.0
GDP Measured at Purchasing Power Parity (international \$ million)	386,501.8	384,145.8	416,511.7	447,394.5	472,927.3
Consumer Expenditure (US\$ million)	111,822.1	107,132.8	127,078.4	147,850.3	154,936.0
Annual Gross Income (US\$ million)	145,435.5	138,584.7	164,422.7	191,736.6	201,030.9
Annual Disposable Income (US\$ million)	113,321.1	108,149.3	128,237.5	149,388.5	156,421.1

Source: Adapted from Statistical Reference Handbooks, Euromonitor International, 2011

## Appendix L

**Table 3.7 Crime Index Rate for Country in Year 2012**

Country	Crime Index	Safety Index	Exp Crime Index
Venezuela	84.74	15.26	1016.03
South Africa	78.12	21.88	853.99
Puerto Rico	73.06	26.94	737.67
Malaysia	70.88	29.12	689.73
United States	64.93	35.07	565.42
Algeria	64.84	35.16	563.68
Mexico	62.54	37.46	518.20
Peru	60.94	39.06	487.56
Lebanon	59.90	40.10	468.00
Bangladesh	59.69	40.31	464.13

Source: Adapted from Numbeo, 2012

## Appendix M

### Figure 4.1 Online Survey Questionnaires

#### Survey Questionnaire (DINO)

Dear participants,

We are students who study Bachelor of Business Administration (HONS) Entrepreneurship in University Tunku Abdul Rahman (UTAR), Kampar. Currently, we are conducting our Final Year Project (FYP) on a business plan of Drive-In-and-Out (DINO) drive-thru retailing store.

All sections are required to be completed. The information will be used solely for our Final Year Project research purpose.

Thank you and appreciate your participation.

For further information / enquiry, please contact:

- (1) Ng Chee Yew - 016-9818210 ([energy\\_3791@hotmail.com](mailto:energy_3791@hotmail.com))
- (2) Shirlyn Ng Xue Lin - 012-5118007 ([purplebarneynyum2@yahoo.com](mailto:purplebarneynyum2@yahoo.com))
- (3) Tee Wan Ting - 012-6177518 ([claire\\_en@hotmail.com](mailto:claire_en@hotmail.com))
- (4) Teng Li Vern - 012-5729839 ([tenglv1990@hotmail.com](mailto:tenglv1990@hotmail.com))

A. PERSONAL INFORMATION (Please tick the appropriate box given with the answers that best represents your response.)

#### 1. Gender

- Male
- Female

#### 2. Race

- Malay
- Chinese
- Indian
- Other:

**3. Age**

- Below 18
- 18-25
- 26-35
- 36-45
- 46 and above

**4. Marital Status**

- Single
- Married

**5. Occupation**

- Student
- Executive
- Manager
- Housewife
- Other:

**6. Income per month (RM)**

- No personal Income
- Below 1000
- 1000-1999
- 1999-2999
- 2999-3999
- 4000 and above

**7. How often do you visit convenience store? (E.g.: 7-11)**

- 1 to 2 times per week
- 3 to 4 times per week
- More than 1 month

**8. How often do you visit supermarket? (E.g.: Tesco, AEON, Carrefour)**

- 1 to 2 times per month
- 3 to 4 times per month
- More than 1 month

**9. How much do you spend in convenience store per month?**

- RM1- RM50
- RM50-RM100
- RM100-RM200
- RM200-RM300
- RM300-RM400
- More than RM400

**10. How much do you spend in supermarket per month?**

- RM1- RM50
- RM50-RM100
- RM100-RM200
- RM200-RM300
- RM300-RM400
- More than RM400

**11. How long do you spend in supermarket?**

- Less than 10 minutes
- 10 - 20 minutes
- 20 – 30 minutes
- More than 30 minutes

**12. Do you agree that shopping in retail store is time-consuming?**

- Yes
- No

**13. Do you have online purchase experience(s)?**

- Yes
- No

**14. Do you own any smartphone(s) or tablet(s)?**

- Yes
- No

**15. The reason you choose a supermarket or convenience store:**

- Convenient
- Prompt Service
- Good Customer Service
- Value Purchasing
- Other:

**16. Which categories do you spend in supermarket or convenience store?  
(Can choose more than one option)**

- Household Products
- Foods
- Health Care Products
- Stationery
- Apparels
- Other:

**17. The purpose of purchasing in supermarket or convenience store is for:**

- Personal Usage
- Household Usage

**18. Do you agree that drive-through is time-saving service?**

- Yes
- No

**19. Have you ever reloaded credit into any member card(s)? (e.g.: Touch 'n Go, Starbucks Card)**

- Yes
- No

**20. Do you own a Touch 'n Go card?**

- Yes
- No

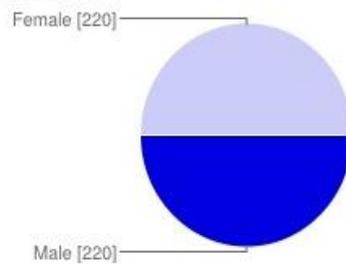
## Appendix N

**Figure 4.2 Online Survey Questionnaires Results**

**455** responses

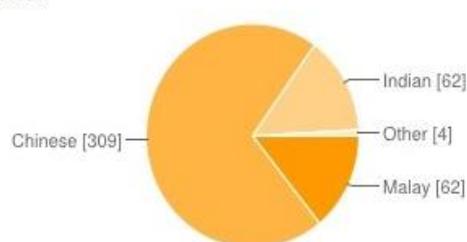
### Summary

#### 1. Gender



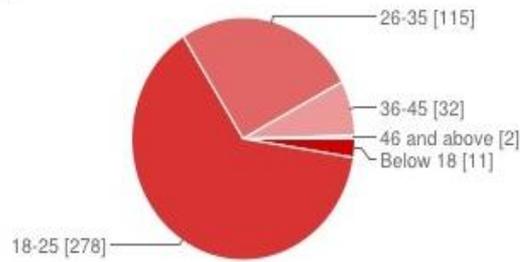
Male	220	50%
Female	220	50%

#### 2. Race



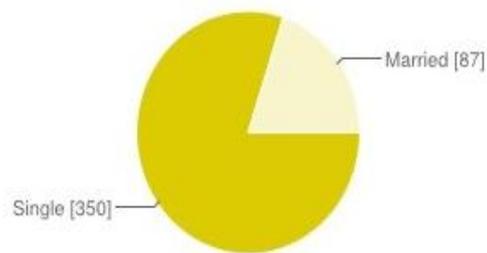
Malay	62	14%
Chinese	309	71%
Indian	62	14%
Other	4	1%

### 3. Age



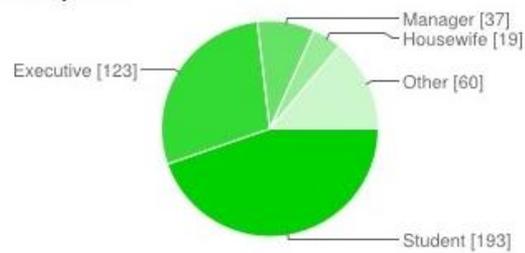
Below 18	<b>11</b>	3%
18-25	<b>278</b>	63%
26-35	<b>115</b>	26%
36-45	<b>32</b>	7%
46 and above	<b>2</b>	0%

### 4. Marital Status



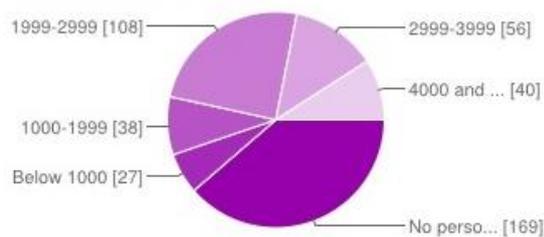
Single	<b>350</b>	80%
Married	<b>87</b>	20%

### 5. Occupation



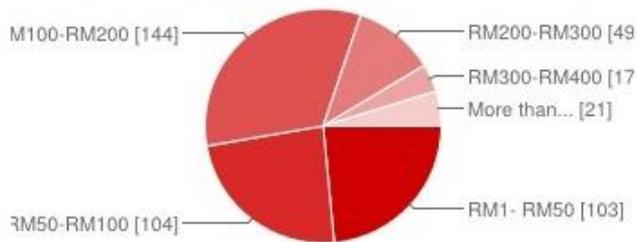
Student	<b>193</b>	45%
Executive	<b>123</b>	28%
Manager	<b>37</b>	9%
Housewife	<b>19</b>	4%
Other	<b>60</b>	14%

### 6. Income per month (RM)



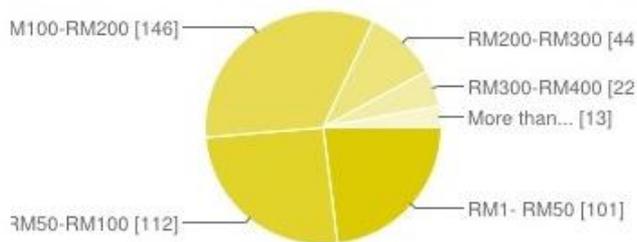
No personal income	<b>169</b>	39%
Below 1000	<b>27</b>	6%
1000-1999	<b>38</b>	9%
1999-2999	<b>108</b>	25%
2999-3999	<b>56</b>	13%
4000 and above	<b>40</b>	9%

**9. How much do you spend in convenience store per month?**



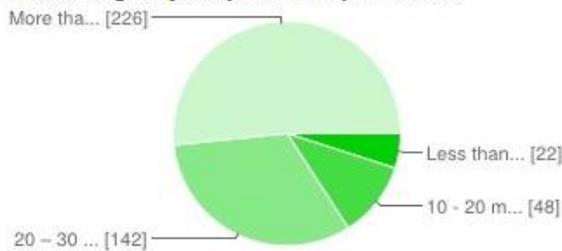
RM1- RM50	<b>103</b>	24%
RM50-RM100	<b>104</b>	24%
RM100-RM200	<b>144</b>	33%
RM200-RM300	<b>49</b>	11%
RM300-RM400	<b>17</b>	4%
More than RM400	<b>21</b>	5%

**10. How much do you spend in supermarket per month?**



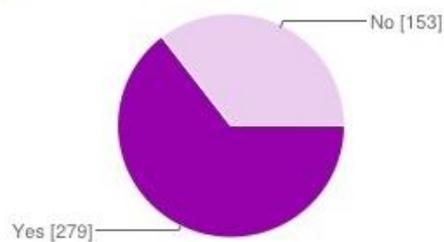
RM1- RM50	<b>101</b>	23%
RM50-RM100	<b>112</b>	26%
RM100-RM200	<b>146</b>	33%
RM200-RM300	<b>44</b>	10%
RM300-RM400	<b>22</b>	5%
More than RM400	<b>13</b>	3%

**11. How long do you spend in supermarket?**



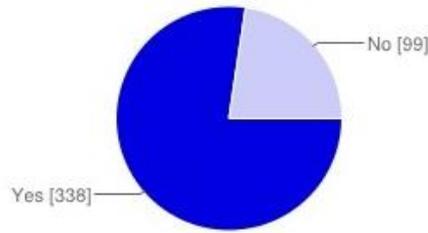
Less than 10 minutes	<b>22</b>	5%
10 - 20 minutes	<b>48</b>	11%
20 - 30 minutes	<b>142</b>	32%
More than 30 minutes	<b>226</b>	52%

**12. Do you agree that shopping in retail store is time-consuming?**



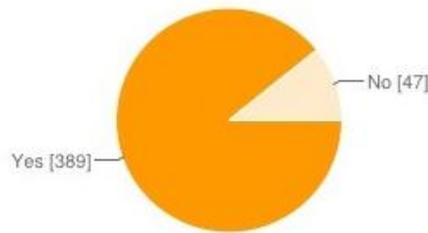
Yes	<b>279</b>	65%
No	<b>153</b>	35%

13. Do you have online purchase experience(s)?



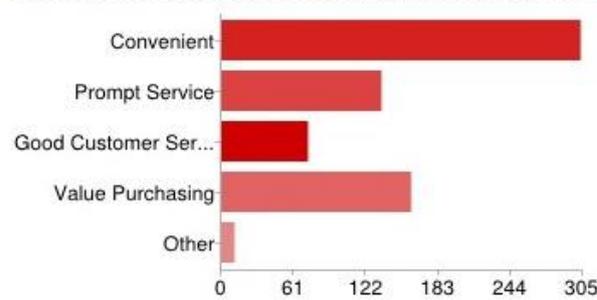
Yes	338	77%
No	99	23%

14. Do you own any smartphone(s) or tablet(s)?



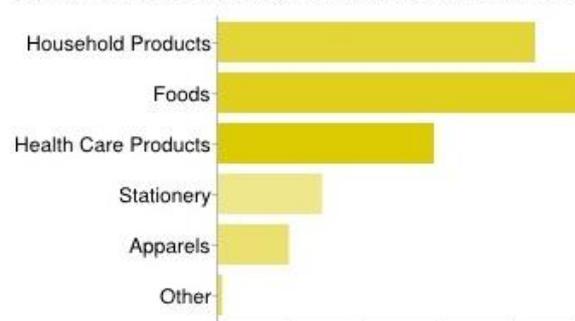
Yes	389	89%
No	47	11%

15. The reason you choose a supermarket or convenience store:



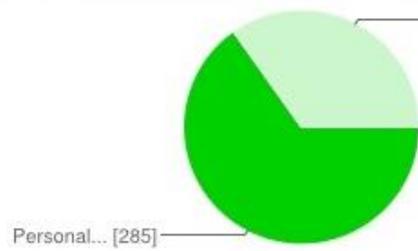
Convenient	303	44%
Prompt Service	135	20%
Good Customer Service	73	11%
Value Purchasing	160	23%
Other	11	2%

16. Which categories do you spend in supermarket or convenience store? (Can choose more than one option)



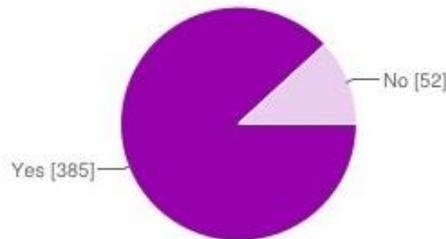
Household Products	317	29%
Foods	364	34%
Health Care Products	216	20%
Stationery	104	10%
Apparels	71	7%
Other	4	0%

17. The purpose of purchasing in supermarket or convenience store is for:



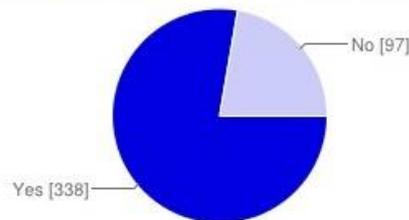
Personal Usage	285	65%
Household Usage	152	35%

18. Do you agree that drive-through is time-saving service?



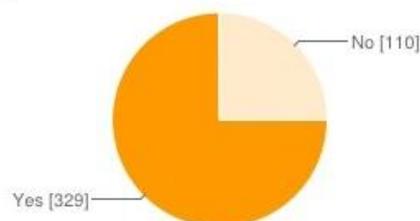
Yes	385	88%
No	52	12%

19. Have you ever reloaded credit into any member card(s)? (e.g.: Touch 'n Go, Starbucks Card)



Yes	338	78%
No	97	22%

20. Do you own a Touch 'n Go card?



Yes	329	75%
No	110	25%

## Appendix O

Figure 4.3 Price tag



Appendix P

Figure 4.4 QR Code

**DINO**  
drive-in-and-out

# TOILETRIES PRODUCTS

Simplest Purchasing Process: Select - Pay - Collect

Product Name	Price
DISPRIN Regular Strength 12 x 24's	14 <sup>99</sup> each
BORSTOL Cough Mixture 100ml	23 <sup>99</sup> each
REVLON Body Spray (All variants) 90ml	17 <sup>99</sup> each
NIVEA Roll-On 50ml	12 <sup>99</sup> each
DETTOL Antiseptic Liquid 750ml	32 <sup>99</sup> each
DAWN Body Cream 450ml	13 <sup>99</sup> each
NIVEA Body Lotion 400ml	26 <sup>99</sup> each
SECUREX Medicated Soap (All variants) 4 x 200g	7 <sup>49</sup> Unit price when bought in bulk pack
DETTOL No Touch Hand Wash System 250ml (All variants)	39 <sup>99</sup> each
WELLA Pro Series Shampoo 500ml (All variants)	33 <sup>99</sup> each

Experience Speedy Purchasing Process in DINO now!

Visit our store @DINO: Lot 10, Jalan Bukit Minyak, Seberang Perai Tengah, 14000, Bukit Mertajam, Pulau Pinang. (Phone/Fax) 04-5391538/ 04-5391838

Appendix Q

Figure 4.5 Vouchers



Appendix R

Figure 4.6 Banners of DINO



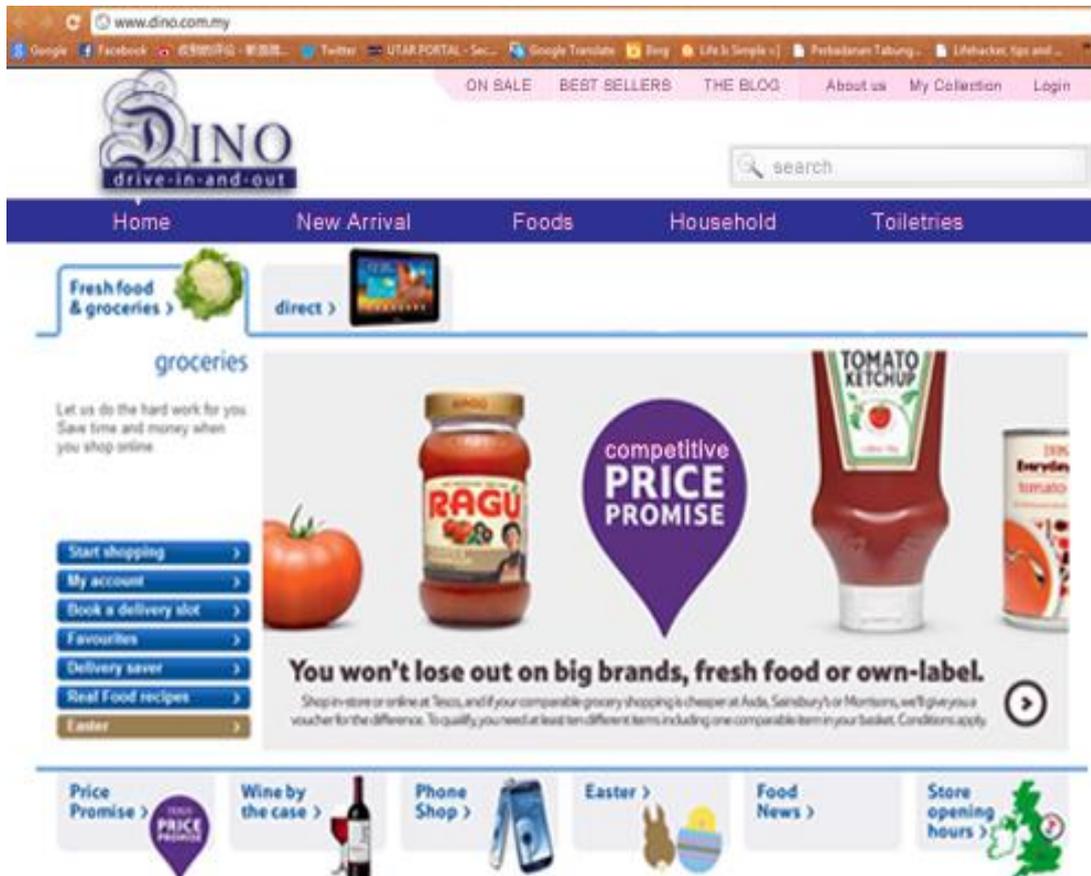
Appendix S

Figure 4.7 Flyers of DINO

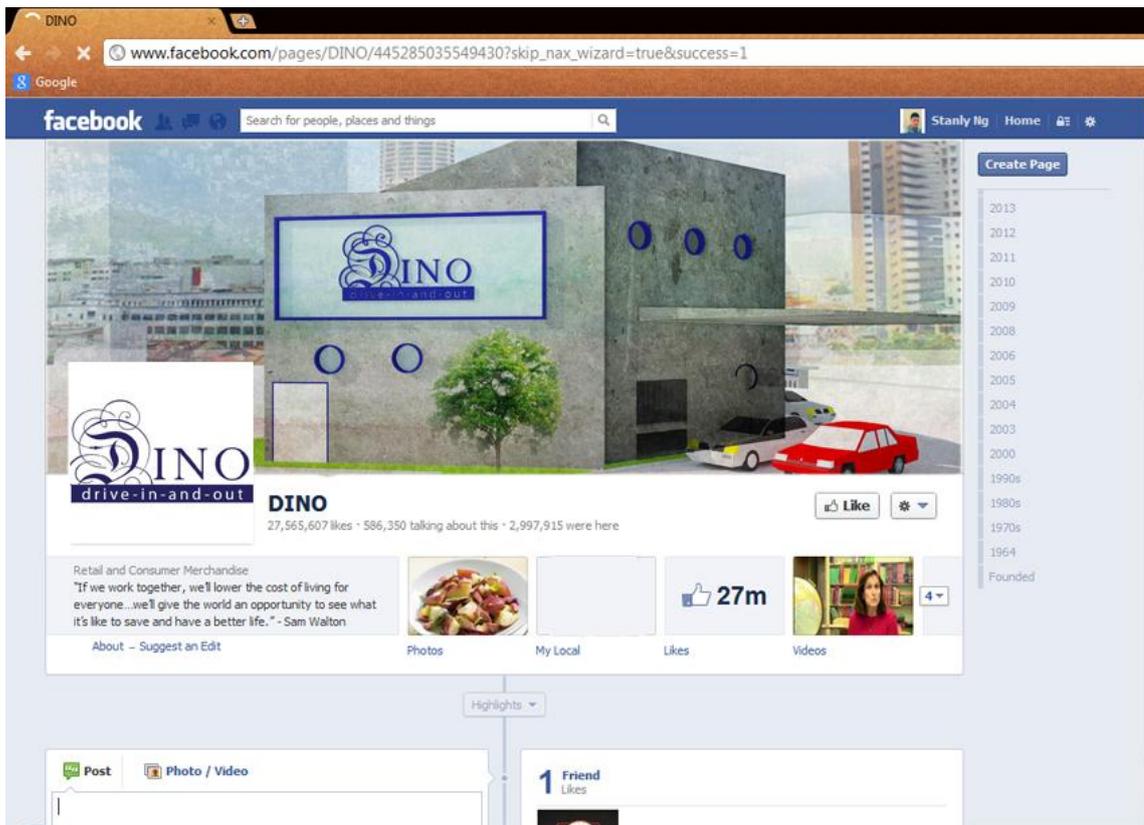


## Appendix T

Figure 4.8 Company Website



**Figure 4.9 Social Networking Official Site**



## Appendix U

**Figure 4.10 DINO Corporate T- Shirt**



## Appendix V

Figure 4.11 DINO Team Management Name Card



**Appendix W**

**Figure 5.1 Outlook of DINO**



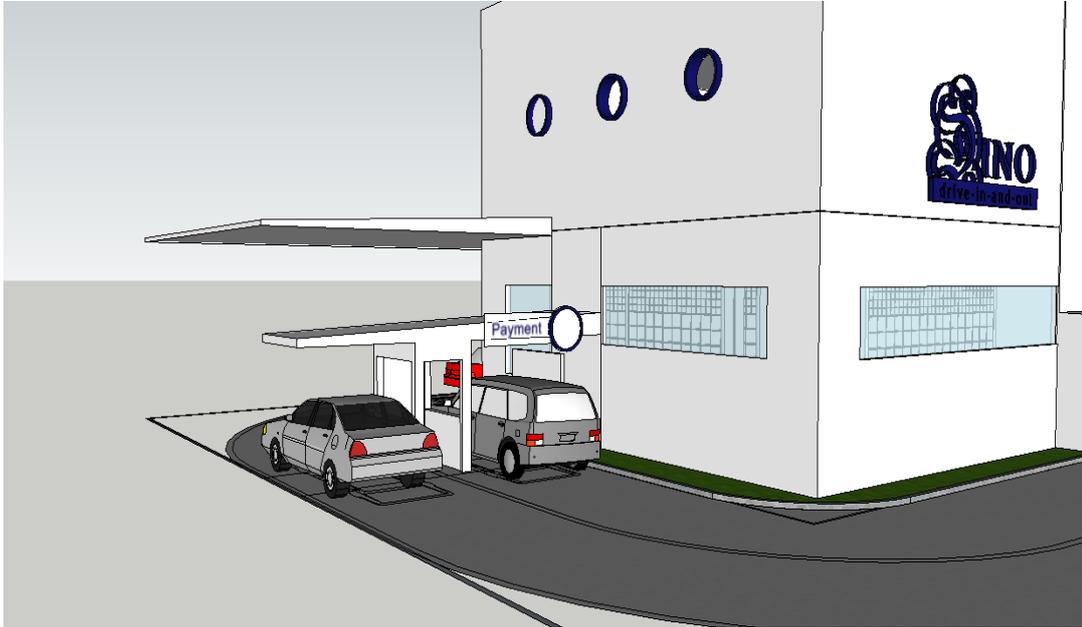
## Appendix X

**Figure 5.2 First Stop (SELECTION)**



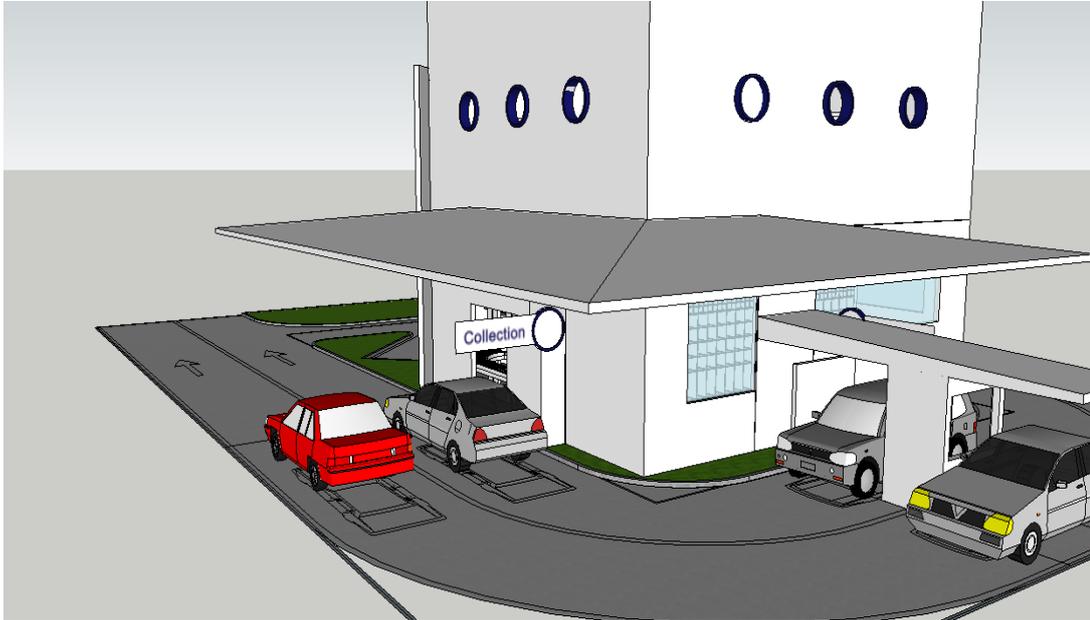
## Appendix Y

**Figure 5.3 Second Stop (PAYMENT)**



## Appendix Z

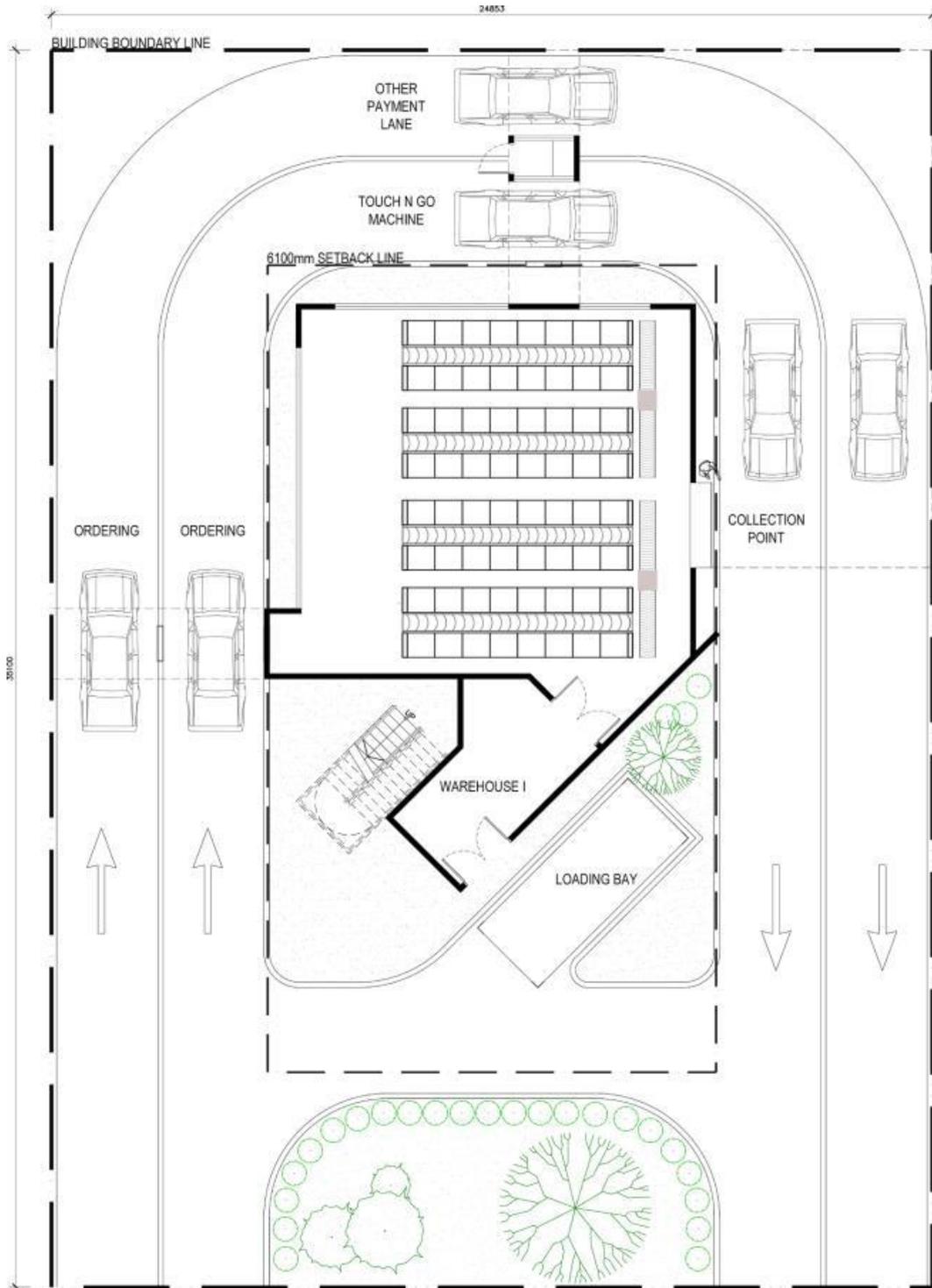
**Figure 5.4 Third Stop (COLLECTION)**



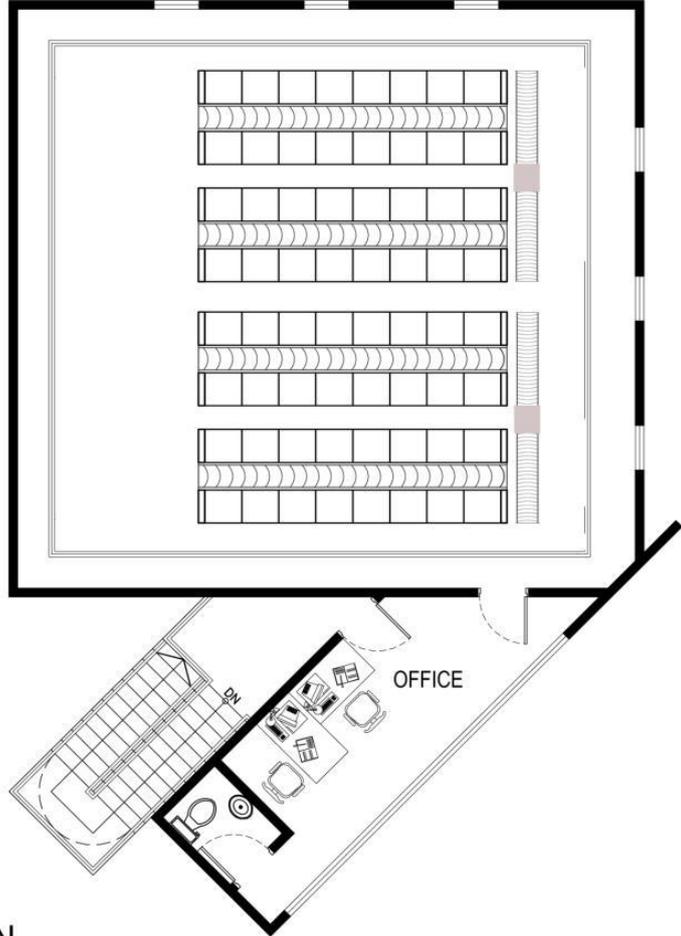
## Appendix AA

**Figure 5.6 Layout of ASRS and Floor Plan**





1 GROUND FLOOR PLAN  
SCALE 1:100

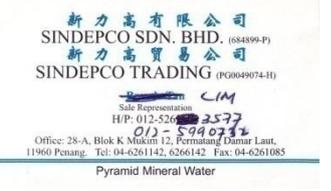


2 FIRST FLOOR PLAN  
- SCALE 1 : 100

## Appendix AB

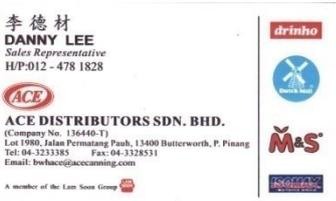
Figure 5.7 Suppliers List

No	Supplier Name	Category Product Supplied
1	<p><b>Old Town White Coffee</b></p> 	- Food, Beverage & Tobacco (Food items)
2	<p><b>Nibong Tebal Enterprise Sdn.Bhd</b></p> 	- Household Supplies (Paper Products)
3	<p><b>Unilever (Malaysia) Holdings Sdn.Bhd</b></p> 	- Toiletries
4	<p><b>NSBC Trading</b></p> 	- Household Supplies ( Household Cleaning Supplies)
5	<p><b>U-Nite Dairy (M) Sdn. Bhd</b></p> 	- Food, Beverage & Tobacco (Beverages, Candy & Gum)

6	<p><b><u>Super Food Marketing Sdn. Bhd</u></b></p>  <p>李恩洁 Jenny Lee See Chiet Sales Representative</p> <p>HP (6016) 488 2338 Tel (604) 501 6071 Fax (604) 501 6070</p> <p>27 Ground Floor, Jalan Limau Manis 4, Taman Limau Manis, 14000 Bukit Mertajam, Penang</p> <p>www.super.com.sg www.superpenang.com.my www.goldagle.com.my</p> <p>A Super Group Member</p>	<p>- Food, Beverage &amp; Tobacco (Food items, Meat, Seafood &amp; Eggs)</p>
7	<p><b><u>Soongifa Trading (B'worth) Sdn.Bhd</u></b></p>  <p>順義發貿易(北海)有限公司 SOONGIFA TRADING (B'WORTH) SDN. BHD. (198481-P) 2410, Jalan Perusahaan, Kawasan Perusahaan Prai, 13600 Prai, Penang Tel: 04-397 7335 Fax: 04-397 7335</p> <p>劉齡禧 Christina Low Senior Sales &amp; Operation Executive (Frontiers &amp; General Division) HIP : 012-521 8456</p> <p>Anlene ferleaf Annum</p>  <p>順義發貿易(北海)有限公司 (198481-P) SOONGIFA TRADING (B'WORTH) SDN. BHD.</p> <p>王秀鳳 Billy Heng Sales Representative (Pepsi Division) 012-510 8456</p> <p>PEPSI</p> <p>2410, Jalan Perusahaan, Kawasan Perusahaan Prai, 13600 Prai, Penang Tel: 04-3977335, 3997375, 012-515 7335, 012-521 8456 Fax: 04-3977335</p>	<p>- Food, Beverage &amp; Tobacco (Beverages)</p>
8	<p><b><u>Pok Brothers Sdn. Bhd</u></b></p>  <p>POK BROTHERS SDN BHD (18861-T) (CONSUMER DIVISION)</p> <p>呂永萍 Looi Sook Peng Sales Representative (Non-Food Division) H/P : 012 - 270 7844</p> <p>Goodmaid</p> <p>54-2-2, Wisma Sri Mata, Jalan Van Praagh, 11600 Penang, Malaysia Tel: (604) 282 3926 Fax: (604) 283 7579 Email: pbc.penang@pokbrothers.com</p>	<p>- Food, Beverage &amp; Tobacco (Food items)</p>
9	<p><b><u>Tohtonku Sdn.Bhd</u></b></p>  <p>FOLLOW ME®</p> <p>朱添來 Tino Chee Thim Loy Sales Representative H/P: 012-425 7903</p> <p>脫通苦有限公司 TOHTONKU SDN. BHD.</p> <p>186, Jalan Burma, 10350 Pulau Pinang. Tel: 04-2287161, 2287193 Fax: 04-2294990</p>	<p>- Toiletries</p>
10	<p><b><u>Sindepco Sdn. Bhd</u></b></p>  <p>新力高有限公司 SINDEPCO SDN. BHD. (684899-P) 新力高貿易公司 SINDEPCO TRADING (PG0049074-H)</p> <p>陳文龍 Sale Representative H/P: 012-526 2577 012-599 0734</p> <p>Office: 28-A, Blok K Mukim 12, Permatang Damar Laut, 11960 Penang. Tel: 04-6261142, 6266142 Fax: 04-6261085</p> <p>Pyramid Mineral Water</p>	<p>- Food, Beverage &amp; Tobacco (Beverages)</p>

11	<p><b><u>Permanis Sandilands Sdn. Bhd</u></b></p>  <p>Permanis Sandilands Sdn Bhd (17296-P)</p> <p><b>S.C.Chin</b> Sales Representative</p> <p>Plot 81, Jalan Perusahaan, Bukit Tengah Industrial Park, 14000 Pulau Pinang. Tel : (604) 502 2286 (Main) Fax : (604) 502 2301 www.permanis.com.my</p> <p><i>PEPSI ✓</i></p> <p>H/P : 012-464 9538 </p>	<ul style="list-style-type: none"> <li>- Food, Beverage &amp; Tobacco (Beverages)</li> </ul>
12	<p><b><u>SP Hua Hong Sdn. Bhd</u></b></p>  <p>SP HUA HONG SDN. BHD. (480394)</p> <p>Syahirah 蔡莉清 ALICE L. C. NG Sales Representative H/P : 017-476 1669</p> <p>  </p> <p>Plot 712, Jalan Batik 3/2, Taman Bcok, 08000 Sg. Petani, Kedah. Tel : 04-4416 241 Fax : 04-442 1057</p>	<ul style="list-style-type: none"> <li>- Toiletries</li> </ul>
13	<p><b><u>Lavens Trading</u></b></p> <p>樂文貿易 LAVENS TRADING</p> <p>李世來 LEE SAY LYE 019-5117926</p> <p>40, Persiaran Halaman Ampang 6, Halaman Ampang Mewah, 31400 Ipoh, Perak. Tel/Fax: 05-3114493 Email: lavens@tm.net.my</p> <p>Jobber For:    </p>	<ul style="list-style-type: none"> <li>- Health &amp; Beauty (Toiletries)</li> <li>- Food, Beverage &amp; Tobacco (Foods and Beverages)</li> </ul>
14	<p><b><u>Munchworld Marketing Sdn. Bhd</u></b></p>  <p>李亞萬 Lee Ah Bang Sales Representative H/P : +6019 400 7890 E-mail : mwmbm@munchy.com.my</p> <p>安全世界 (經銷) 有限公司 MUNCHWORLD MARKETING SDN. BHD. Lot 9366, Batu 7, Simpang 3, Tongkang Pecah, 83010 Batu Pahat, Johor, Malaysia</p>	<ul style="list-style-type: none"> <li>- Food, Beverage &amp; Tobacco (Food items)</li> </ul>
15	<p><b><u>Jasmine Food (Prai) Sdn. Bhd</u></b></p>  <p><i>Ooi</i> <i>012-682 1833</i></p> <p>JASMINE FOOD (PRAI) SDN.BHD. (348277-D) "Bring you the Natural Goodness of Mother Earth and The Freshness of " No. 3286, Jalan Mengkuang, Pemanti, 14400 Bukit Mertajam, Penang. Tel : +604-522 2488 Fax : +604-522 2495 Website: www.jasmine.com.my</p> <p>A subsidiary of  Padliaran Nasional Berhad</p>	<ul style="list-style-type: none"> <li>- Food, Beverage &amp; Tobacco (Grains, Rice &amp; Cereals)</li> </ul>

16	<p><b><u>Markins Corporation Sdn. Bhd</u></b></p>  <p>TEH KOK HIN Sales Representative H/P: 012-454 7094</p> <p>郑国興</p> <p>MARKINS CORPORATION SDN BHD</p> <p>No. 6465, Jalan Ayer Ditik 2, Kawasan Perindustrian Ringan, Taman Ria Jaya, 08000 Sungai Petani, Kedah.</p> <p>Tel: (+604) 441 8908 Fax: (+604) 441 8910 Email: sp@markins.com.my</p>	<p>- Food, Beverage &amp; Tobacco (Food items)</p>
17	<p><b><u>Julie's Marketing Sdn. Bhd</u></b></p>  <p>Ooi Hoo Joo Sales Manager (General Trade) H/P: 012-481 7031 Email: hjooh@jules.com.my</p> <p>BRANCH 6465, Jalan Ayer Ditik 2, Kaw Perindustrian Ringan, Taman Ria Jaya, 08000 Sg Petani, Kedah. Tel: 04-441 8908 - Fax: 04-441 8910</p> <p>HEADQUARTERS AG 6876, Jalan Industri 4, Kawasan Perindustrian Alor Gajah, 78000 Alor Gajah, Melaka. Tel: 06-556 1401 - Fax: 06-556 2476 Email: hq@jules.com.my</p>	<p>- Food, Beverage &amp; Tobacco (Foods items)</p>
18	<p><b><u>Maxima Foods Marketing Sdn. Bhd</u></b></p>  <p>方光謹 HING KWANG KENG (73429)</p> <p>李明潤 Lee Beng Lon H/P: 016-414 5091</p> <p>MAXIMA FOODS MARKETING (P)01141990</p> <p>No. 130, Jalan Pasar, 34300 Bagin Serai, Perak. Tel: 05-7214541, 05-7215241 Fax: 05-7214541 Email: maximafood@yahoo.com</p>	<p>- Food, Beverage &amp; Tobacco (Foods items)</p>
19	<p><b><u>Gentle Supreme Sdn. Bhd</u></b></p>  <p>Allan Ong Teng Loon Sales Representative H/P : 016 - 400 9787</p> <p>GENTLE SUPREME SDN. BHD. (001) NO. 877522-03</p> <p>No. 9-1, Jalan 3/116D, Kuchai Entrepreneurs' Park, Jalan Kuchai Lama, 58200 Kuala Lumpur. Tel : 03-7980 2623, 7981 4640 Fax: 03-7987 0373 Email: gsupreme@mjaring.net</p>	<p>- Food, Beverage &amp; Tobacco (Pasta &amp; Noodles)</p> <p>- Household Supplies ( Household Cleaning Supplies)</p>
20	<p><b><u>Aintai Agencies Sdn. Bhd</u></b></p>  <p>AITAI AGENCIES SDN BHD 1004, Jalan Makmur 1/7, Kawasan Perindustrian Makmur, 09600 Lunas, Kedah. Tel: 604-484 3428 Fax: 604-484 2428 Email: aintai@pd.jaring.my</p>	<p>- Household Supplies ( Household Cleaning Supplies)</p>

21	<p><b><u>Ace Distributors Sdn. Bhd</u></b></p>  <p>李德材 DANNY LEE Sales Representative H/P-012 - 478 1828</p> <p>ACE DISTRIBUTORS SDN. BHD. (Company No. 136440-T) Lot 1980, Jalan Permatang Pauh, 13400 Butterworth, P. Pinang Tel: 04-3233383 Fax: 04-3328531 Email: bwface@aceceasing.com</p> <p>A member of the Lam Soon Group</p>	<ul style="list-style-type: none"> <li>- Food, Beverage &amp; Tobacco (Beverages)</li> </ul>
22	<p><b><u>Bean Seng NT Sdn. Bhd</u></b></p>  <p>綿成有限公司 BEANSENG NT SDN. BHD. (431802-W)</p> <p>宋涌海 SUNG CHENG HAI Executive Sales Representative H/P: 012-523 9656 / 6464-9999999</p> <p>No. 4, Jalan Industri 2, Kawasan Industri Bukit Puncok, 14300 Nibong Tebal Tel : 04-593 8513 / 04-593 2175 / 04-594 1868 Fax : 04-593 4957 Email : beanseng_nt@yahoo.com</p> <p>綿成有限公司 BEANSENG NT SDN. BHD. (431802-W)</p> <p>孙东平 SUN TONG PENG H/P: 017-545 8212</p> <p>No. 4, Jalan Industri 2, Kawasan Industri Bukit Puncok, 14300 Nibong Tebal Tel : 04-593 8513 / 04-593 2175 / 04-594 1868 Fax : 04-593 4957 Email : beanseng_nt@yahoo.com</p>	<ul style="list-style-type: none"> <li>- Food, Beverage &amp; Tobacco (Condiments &amp; Sauces, Cooking &amp; Baking Ingredients)</li> <li>- Health and Beauty (Toiletries)</li> </ul>
23	<p><b><u>Ban Chuan Trading Co. Sdn. Bhd</u></b></p>  <p>萬泰貿易有限公司 BAN CHUAN TRADING CO. SDN. BHD. (4893-X)</p> <p>421, Jalan Padang Lalang, 14000 Bukit Mertajam, Penang. Tel : 04-638 1502 Fax: 04-639 2118 e-mail : banchuan@streamyx.com TAN LEE Seo 016-4719040</p>	<ul style="list-style-type: none"> <li>- Food, Beverage &amp; Tobacco (Beverages)</li> </ul>
24	<p><b><u>F &amp; N Beverages Marketing Sdn. Bhd</u></b></p>  <p>Lim Boon Chuan Market Representative 林文川</p> <p>tel +604 314 8600 fax +604 331 0427 did +604 314 8638 mobile +6012 597 2867</p> <p>F&amp;N Beverages Marketing Sdn. Bhd. Formerly known as F&amp;N Coca-Cola (M) Sdn Bhd 3724, Jalan Sungai Nipjar, 12100 Butterworth, Pulau Pinang, Malaysia</p> <p>A member of the FRASER AND NEAVE GROUP</p>	<ul style="list-style-type: none"> <li>- Food, Beverage &amp; Tobacco (Beverages)</li> </ul>
25	<p><b><u>Yee Lee Marketing Sdn. Bhd</u></b></p>  <p>TEH LIP SEN Sales Representative h/p : 016 - 477 6896</p> <p>義利行銷有限公司 Yee Lee Marketing Sdn Bhd (984133-A) No 868, Mukim 13 (Plot 41), Jalan Perusahaan Bukit Minyak, Kawasan Perusahaan Bukit Minyak, 14100 Bukit Tengah, Seberang Perai Tengah, Penang. Tel : 04-507 9033 / 508 4033 Fax : 04-508 9033</p>	<ul style="list-style-type: none"> <li>- Household Supplies ( Household Cleaning Supplies)</li> <li>- Toiletries</li> </ul>

27	<p><b><u>Chew Commercial Sdn. Bhd</u></b></p> 	- Food, Beverage & Tobacco (Beverages)
28	<p><b><u>Aik Moh Sdn. Bhd</u></b></p> 	- Food, Beverage & Tobacco (Beverages)

## APPENDIX AC

**Figure 5.8 Products List**

<b><u>Products List</u></b>			
<b><u>Food, Beverages &amp; Tobacco</u></b>			
<b><u>Beverages</u></b>			
<b>Item</b>	<b>Brand</b>	<b>Size</b>	<b>Selling Price</b>
			<b>(RM)</b>
<b><u>Alcohol Drinks</u></b>	Anglia Shandy	320mlx6	11.75
<b><u>(Can)</u></b>	Carlsberg	320ml	7.29
		320mlx6	38.45
	Tiger	320mlx6	40.59
		320ml	7.25
	Heineken	320mlx6	46.85
		320ml	8.35
	Royal Stout	320mlx6	39.55
		320ml	6.75
	Guinness	320mlx6	39.45
		320ml	8.3
<b><u>Alcohol Drinks</u></b>	Carlsberg	325ml	6.69
<b><u>(Bottle)</u></b>		640ml	14.15
	Tiger	325ml	7.35
	Heineken	640ml	18.79
	Guinness	640ml	16.15
	Royal Stout	325ml	6.25
<b><u>Drinks</u></b>	CocaCola	325ml	1.55
<b><u>Soft Drinks</u></b>		500ml	2.25
		1.5L	3.29
	7-Up	500ml	1.75

		1.5L	2.69
	100-plus	325ml	1.55
		500ml	2.15
		1.5L	3.15
	Sprite	325ml	1.55
		500ml	2.15
		1.5L	3.45
	Mirinda	1.5L	2.39
	F&N grapes	1.5L	2.15
	Sarsi	1.5L	2.99
	A&W	1.5L	3.45
	MoutainDew	1.5L	2.75
	Kickapoo	1.5L	2.75
	Pepsi	1.5L	3.15
<b><u>Energize Drinks</u></b>	Red Bull	325mlx6	15.15
		325ml	2.99
	Livita	150mlx6	12.25
		150ml	2.15
<b><u>Other Drinks</u></b>	Yeo's Laichee	6x250ml	6.25
		1L	2.39
	Yeo's Cincau	300ml	1.45
	Yeo's Sugar cane	300ml	1.45
	Yeo's wtr chestnut	300ml	1.45
	Soya-Vsoy	300ml	1.89
-	Yeo's	6x250ml	6.25
		1L	2.65
	Seasons	6x250ml	5.75
		1L	2.65
	Homesoy	6x250ml	5.75
		1L	3.15

	Justea	300ml	1.45
	Nescafe	6x240ml	9.99
		240ml	1.99
	Milo	6x240ml	9.99
		240ml	1.85
<b><u>Juice</u></b>	Tropicana	1.5L	7.25
	Twister		
	Peel Fresh	2L	9.25
		1L	7.25
	Sunkist	1L	6.25
<b><u>Milk</u></b>	Datch Lady	1L	6.55
	Gooday	1L	6.25
	HL	1L	7.25
<b><u>Drink</u></b>	Nescafe	40x20g	16.25
<b><u>(3 in 1)</u></b>	Alicafe	20x30g	19.75
	Milo	20x33g	13.59
		30x33g	21.59
	Vico	18x32g	13.49
		15x32g	10.15
	Horlick	10x32g	10.99
		10x30g	13.99
<b><u>Drink (Packing)</u></b>	Nescafe	50g	6.25
-		200g	14.99
		300g	27.95
	Milo	200g	6.45
		400g	8.99
		1kg	16.99
		1.5kg	32.99
		2kg	35.99
	Horlick	1kg	22.75
		1.8kg	37.45
	Vico	400g	6.99

		500g	14.99
		1.2kg	24.85
		1.4kg	22.85
<b><u>Junk Drink</u></b>	Ribena	600ml	8.49
		1L	12.99
		2L	25.85
	Sunquick	330ml	6.49
		850ml	12.99
<b><u>Yogurt Drink</u></b>	Dutch Lady	700ml	4.99
	Bliss	700ml	4.99
<b><u>Yogurt</u></b>	Marigold	125ml	1.99
	Dutch Lady	140ml	1.99
	Nestle	135ml	1.99
	Calcium	4x60ml	5.35
<b><u>Cultured milk drink</u></b>	Calcium	5x134ml	5.35
	Vitagen	5x134ml	5.35
	Fernleaf	4x134ml	5.35
-	Yakult	5x134ml	4.99
<b><u>Food items</u></b>			
<b>Item</b>	<b>Brand</b>	<b>Size</b>	<b>Selling Price</b>
			<b>(RM)</b>
<b><u>Bread</u></b>	Massimo	400g	2.59
		600g	3.50
	Gardenir	400g	2.40
		600g	3.40
	High-5	2.4	5.50
<b><u>Biscuit (Tin)</u></b>	KRAFT	800g	14.99
	Hwa Tai	800g	13.99
<b><u>Biscuit (Packing)</u></b>	Munchy's Lexus	190g	5.49
	Munchy's	330g	3.55

	Classic Cream Cracker		
	Hwa Tai Cream Cracker	168g	3.59
	Hup Seng Cream Cracker	425g	4.99
<b><u>Snack (Bottle)</u></b>	Pringles	150g	5.79
	Jack n' Jill	160g	4.99
	Jacker	160g	4.59
	Mister Potato -	160g	4.99
		130g	3.45
<b><u>Snack (Packing)</u></b>	Jack n' Jill	60g	2.19
	Mister Potato	75g	2.99
	Twisties	70g	1.99
<b><u>Breakfast Cereal</u></b>	Koko crunch	330g	8.99
<b><u>( Nestle)</u></b>	Honey Star	300g	8.99
	Milo	330g	8.99
<b><u>Cereal Oat</u></b>	Nestum - 3 in 1	18x30g	10.25
	- Original	250g	4.99
		500g	7.99
	Quakers	425g	9.25
		900g	10.99
		1kg	11.79
		1.35kg	14.45
<b><u>Candy &amp; Gum</u></b>			
<b>Item</b>	<b>Brand</b>	<b>Size</b>	<b>Selling Price</b>
			<b>(RM)</b>
<b><u>Chocolate</u></b>	Cadbury	175g	6.55
		40g	2.59
	Kit -Kat	102g	3.15
		46g	5.45

<b><u>Condiments &amp; Sauces</u></b>			
<b>Item</b>	<b>Brand</b>	<b>Size</b>	<b>Selling Price</b>
			<b>(RM)</b>
<b><u>Chilli Sauce</u></b>	Kimball	500g	3.49
		340g	3.15
	Life	725g	4.65
		340g	2.99
<b><u>Ketchup</u></b>	Tamin	330g	3.35
	Jalen	325g	3.79
	Kipas Udang	345ml	5.15
	Yuen Chun	750ml	8.35
		370ml	4.49
	Lee Kum Kee	500ml	5.55
<b><u>Oyster Sauce</u></b>	Maggi	340g	4.99
		500g	6.55
	Lee Kum Kee	770g	10.19
		500g	8.59
<b><u>Mayonese</u></b>	Lady's Choice	230g	6.45
		940g	19.25
		250g	7.59
<b><u>Pasta Sauce</u></b>	Prego	397g	7.69
		680g	12.25
	Kimball	350g	4.95
<b><u>Honey</u></b>	Capilano	350g	15.99
		400g	14.75
	Eva	500g	8.45
<b><u>Cooking &amp; Baking Ingredients</u></b>			
<b>Item</b>	<b>Brand</b>	<b>Size</b>	<b>Selling Price</b>
			<b>(RM)</b>
<b><u>Oil</u></b>	Saji	2kg	6.55
		5kg	13.88

	Sri Murni	2kg	6.55
		5kg	13.88
	Cap Helang	2Kg	8.59
		5Kg	15.29
	Labour	2kg	8.59
		5kg	15.29
<b><u>Salt</u></b>	Halagel	400g	0.60
		350g	0.90
		600g	1.50
	Ajinomoto	150g	3.70
		300g	5.30
		1kg	11.50
		72g	2.30
<b><u>Coarse Grain Sugar</u></b>	Sugar Prai	1kg	2.50
		2kg	5.00
<b><u>Flour</u></b>	Cap Lili	1kg	1.35
	Cap Kunci	1kg	1.35
	Cap Sauh	1kg	2.60
<b><u>Pasta &amp; Noodles</u></b>			
<b>Item</b>	<b>Brand</b>	<b>Size</b>	<b>Selling Price</b>
			<b>(RM)</b>
<b><u>Noodle Cup</u></b>	Mamee	60g	1.65
	Cintan	67g	1.99
	Maggi	66g	1.99
<b><u>Instant Noodle</u></b>	Cintan	5x75g	4.15
	Mamee	5x76g	3.45
	Maggi	5x83g	5.19
	Mi Sedaap	5x70g	3.99
<b><u>Daily Products (Dips &amp; Spreads)</u></b>	Ayam Brand - Mayonnaise light	320g	5.25
<b><u>Mayonnaise</u></b>	-	320g	5.25

	Chili Tuna		
	-	320g	5.25
	Mayonnaise		
<b><u>Butter</u></b>	Planta	240g	4.88
		480g	7.25
		1kg	12.45
		2.5kg	26.99
	Daisy	500g	5.25
		250g	3.15
		2.5kg	24.85
<b><u>Peanut butter</u></b>	Lady's Chioice	500g	14.25
		150g	6.15
	Nutella	375g	18.65
		750	32.15
	Skippy	340g	12.25
<b><u>Canned Foods</u></b>	Campbell	420g	4.19
	Kimball Tomato	425g	4.15
	Mushroom - Ayam Brand	420g	5.35
	- Double Swallow	425g	3.45
	Baked Bean - TST	230g	2.15
		425g	2.55
	- Rex	425g	3.35
	- Ayam Brand	230g	2.19
		425g	2.99
<b><u>Instant Food</u></b>	Campbell	3 packets	3.99
<b><u>Grains, Rice &amp; Cereals</u></b>			
<b>Item</b>	<b>Brand</b>	<b>Size</b>	<b>Selling Price</b>

			(RM)
<b><u>Rice</u></b>	Jati	5kg	13.00
		10kg	26.00
	Rambutan	5kg	13.00
		10kg	26.00
	Jasmine	5kg	13.00
		10kg	26.00
<b><u>Meat, Seafood &amp; Eggs</u></b>			
<b>Item</b>	<b>Brand</b>	<b>Size</b>	<b>Selling Price</b>
			(RM)
<b><u>Egg</u></b>	LTK Omega Plus	10 s	5.95
	Nutri Plus	10s	5.45
<b><u>Sardin</u></b>	King Cup	155g	2.99
		230g	3.95
		425g	6.45
	Ayam Brand	155g	4.15
		230g	5.15
		425g	7.25

<b><u>Household Supplies</u></b>			
<b><u>Household Cleaning Supplies</u></b>			
<b>Item</b>	<b>Brand</b>	<b>Size</b>	<b>Selling Price</b>
			(RM)
<b><u>Floor Cleaner</u></b>	Ajax Fabuloso	2L	10.99
	Zip	1.8L	8.95
	Good maid	2L	11.45
<b><u>Air Fresher</u></b>	Ambi Pur	300g	7.95
	Glade	320g	7.95

	Air Wick	300g	8.19
<b><u>Dish Cleaner</u></b>	Glo	900ml	4.99
	Sunlight	1L	7.59
	Laboor	900ml	3.45
<b><u>Fabric Softener</u></b>	Softlan	500ml	4.19
		2L	6.19
		3L	10.95
	Daia	2L	6.25
<b><u>Detergent</u></b>	Top	1.8kg	9.99
		2.7kg	17.15
	Breeze	2.8kg	21.75
		4.4kg	31.85
	Dynamo	1.7L	14.15
		1.9L	14.95
		2.8L	19.99
-	Downy	900ml	11.35
		370ml	6.15
	Vanish	1L	12.35
		500ml	7.15
<b><u>Washing Powder</u></b>	Fab	750kg	5.15
		4kg	24.85
	Top	1kg	6.15
		4kg	24.85
	Breeze	4kg	23.99
		2.5kg	16.55
	Daia	2.5kg	16.15
		1kg	5.25
	Kuat Harimau	800g	3.65
		4kg	15.49
<b><u>Bleach</u></b>	Cocorex	1kg	4.15

<b>Toiletries</b>				
<b>Item</b>	<b>Brand</b>	<b>Size</b>	<b>Market Price</b>	<b>Selling Price</b>
			<b>(RM)</b>	<b>(RM)</b>
<b><u>Body Shampoo</u></b>	Dettol	250ml	8.40	8.65
		625ml	15.90	16.55
		950ml	20.00	20.85
	Lifebuoy	300ml	5.40	5.55
		500ml	9.50	9.99
		1L	13.90	14.45
	Johnson n' Johnson	750ml	13.90	14.45
	Dove	1L	25.90	26.99
	Lux	700ml	15.80	16.45
<b><u>Toothbrush</u></b>	Adult - Oral B		7.80	7.99
	- Colgate		4.90	4.99
	- Morning Kiss		3.50	3.65
	- Darlie		2.70	2.75
	- Systema		6.90	6.99
	Kids - Kodomo		3.50	3.65
	- Darlie		6.40	6.55
	- Colgate		5.40	5.65
<b><u>Toothpaste</u></b>	Colgate	90g	5.59	5.89
		160g	9.49	9.99
		250g	11.00	11.45
		2x200g	9.80	10.15
	Darlie	200g	9.45	9.99
		90g	4.85	5.25
		2x250g	16.99	17.69
	Sensodyne	100g	12.90	13.45

		120g	15.90	16.55
<b><u>Mouth Wash</u></b>	Listerine	80ml	3.70	3.99
		250ml	8.90	8.99
		750ml	23.90	24.85
<b><u>Face Wash</u></b>	Safi	50ml	5.90	5.99
		100ml	9.90	10.25
	Olay	50ml	5.90	5.99
		100ml	10.90	11.35
<b><u>Shampoo</u></b>	Head & Shoulder	675ml	32.90	34.25
		350ml	13.90	14.45
		180ml	11.90	12.45
	Clear (Women)	700ml	30.50	31.75
		350ml	18.50	19.25
		180ml	11.00	11.45
	Clear (Men)	340ml	18.50	19.25
		180ml	15.50	16.15
		100ml	11.00	11.45
	Dove	375ml	14.90	15.49
		175ml	9.90	10.29
	Pantene	165ml	9.90	10.29
		340ml	14.90	15.49
		480ml	20.90	21.79
	Sunsilk	650ml	18.90	19.65
		320ml	12.90	13.45
		160ml	7.30	7.59
	Rejoice	600ml	14.90	15.49
		320ml	12.90	13.45
		170ml	7.30	7.59
<b><u>Facial foam</u></b>	Garnier (men)	100ml	13.90	14.45
		50ml	6.90	7.15
	Biore	100g	12.90	13.45

		50g	7.50	7.8
	Vaseline	100g	13.90	14.45
	Dashing	100g	14.90	15.49
<b><u>Hygiene Product</u></b>	Dettol	750ml	22.00	22.88
		500ml	17.90	18.65
		250ml	12.50	12.99
	Premier cotton	100g	4.90	5.15
<b><u>Medicine</u></b>	Panadol	16s	9.10	9.49
		30s	7.79	8.15
		50s	13.00	13.55
	Pill Chi Kit Teck	12pcs	12.00	12.45
<b><u>Medicine</u></b>	Mopiko	20g	9.10	9.45
	Vicks	10g	3.90	3.99
		25g	6.90	6.99
	Cold Fever	4 pieces	9.90	10.35
		6 pieces	15.90	16.55
	King To Pei Pa Koa	75ml	7.00	7.25
		150ml	9.60	9.95
	Woods	50ml	6.00	6.15
		100ml	8.80	8.99

**\*Prices are subject to change without prior notice.**

## Appendix AD

**Figure 5.9 Machinery and Equipment List**

No	Items Image	Items Name	Unit Price (RM)	Quantity (pcs)	Total Price (RM)
W1		Office Table	120	4	480
W2		Office Chair	80	4	320
W3		Cabinet	240	2	480
W4		Computer (Server)	3,500	2	7,000

W5		Computer (Desktop)	2,000	1	2,000
W6		Multipurpose Printer	250	1	250
W7		Wireless Router Modem	150	1	150
W8		Online CCTV System	2,000	1	2,000

W9		Alarm System	700	1	700
W10		Vacuum Cleaner	300	1	300
W11		Punch Card Machine	488	1	488
W12		Autopay Machine	5,000	1	5,000

W13		Touch n Go Device	1,500	1	1,500
W14		ASRS	300,000	1	300,000
W15		Touch Screen Device	1,000	2	2,000
W16		Walkie- Talkie	100	4	400

W17		Sign Board	200	5	1,000
W18		Water Filter	200	1	200
W19		Telephone	200	1	200

## Appendix AE

### Resume of the Management Team

(i)

#### RESUME OF TENG LI VERN

##### Personal Particulars



Name : TENG LI VERN  
 Gender : FEMALE  
 I/C : 901211-07-5618  
 Date of Birth : 11 DECEMBER 1990  
 Place of Birth : BUKIT MERTAJAM  
 Marital Status : SINGLE  
 Race : CHINESE  
 Religion : BUDDHIST  
 Permanent Address : 26, JALAN SUNGAI DAUN  
 1, TAMAN NIBONG TEBAL JAYA 14300 NIBONG  
 TEBAL, SEBERANG PERAI SELATAN, PULAU  
 PINANG.  
 Mobile No. : 012-5729839  
 Email : [tenglv1990@hotmail.com](mailto:tenglv1990@hotmail.com)

##### Educational Background

**2010 to present** : **University Tunku Abdul Rahman, Malaysia**  
 BACHELOR DEGREE OF BUSINESS  
 ADMINISTRATION  
 (HONS) ENTREPRENEURSHIP  
**2008 – 2009** : **SMK TUNKU ABDUL RAHMAN**  
 PRE-U (FORM 6)

##### Additional Skills

##### Soft skills

1. Business Ethics (Integrity & Ethics)
2. Advanced Negotiation Skills (Communication & Language)
3. Taking Responsibility: Take Charge! (Emotional Intelligence, Teamwork & Leadership)
4. Power Selling NLP for Marketing and Sales (Communication & Language)
5. The Effective Leader (Emotional Intelligence, Teamwork & Leadership)
6. A Crash Course in Taking Notes and Making Notes (Communication & Language)
7. Critical Thinking, Problem Solving and Decision Making (Critical & Strategic Thinking)

### Working Experiences

Company Name : Mezzanine Learning Center  
 Date : 2009  
 Position Title : Manager's assistant

Company Name : Kindergarten Nibong Tebal  
 Date : 2009  
 Position Title : Teacher

Company Name : Aliran Segar Sdn. Bhd  
 Date : 2012  
 Position Title : Business Development Manager's assistant

### Languages

Written: English, Malay and Chinese  
 Spoken: English, Malay, Mandarin and Hokkien

### Extracurricular Activities

#### Secondary

Institute : SMK Tunku Abdul Rahman  
 Society/ Club : Science and Mathematics Club  
 Position : Vice President  
 Society/ Club : Finance Club  
 Position : Treasurer  
 Society/ Club : Environmental Cadet  
 Position : Secretary  
 Society/ Club : Scouts  
 Position : Secretary  
 Society/ Club : Sport Club  
 Position : Secretary

#### Tertiary

Institute : University Tunku Abdul Rahman  
 Society/Club : Music Club  
 Position : Active member  
 Society/Club : Young Entrepreneurship Club  
 Position : Active Member

#### Referee

1. Mr. Teng Wah Chee ( Managing Director)  
 Aliran Segar Sdn. Bhd.  
 58, Tingkat 1, Jalan Besar, Taman Merbah,  
 14300 Nibong Tebal, Seberang Perai,  
 Pulau Pinang, Malaysia.  
 Phone No: 019- 5532961

(ii)

**RESUME OF NG CHEE YEW****Personal Particulars**

**Name** : NG CHEE YEW  
**Gender** : MALE  
**Date of Birth** : 1991-03-07  
**Residency Status** : MALAYSIA  
**Marital Status** : SINGLE  
**Race** : CHINESE  
**Religion** : BUDDHIST  
**Permanent Address**: 5, JALAN BAHAGIA,  
 14 TAMAN SERI BAHAGIA,  
 56000, KUALA LUMPUR.  
**Mobile Number** : 016-9818210  
**E-mail** : [energy\\_3791@hotmail.com](mailto:energy_3791@hotmail.com)

**Educational Background**

**2010 to present**      **University Tunku Abdul Rahman, Malaysia**  
 BACHELOR DEGREE OF BUSINESS  
 ADMINISTRATION (HONS)      ENTREPRENEURSHIP  
**2004-2009**          **CONFUCIAN PRIVATE SECONDARY SCHOOL**  
 UEC

**Additional Skills****2.) Attended Soft Skills Programs:**

- Business Ethics (Integrity & Ethics)
- Advanced Negotiation Skills (Communication & Language)
- Taking Responsibility: Take Charge! (Emotional Intelligence, Teamwork & Leadership)
- Power Selling NLP for Marketing and Sales (Communication & Language)
- The Effective Leader (Emotional Intelligence, Teamwork & Leadership)
- A Crash Course in Taking Notes and Making Notes (Communication & Language)

**Working Experiences**

Company Name: Vision International Properties  
 Date: 2012  
 Position Title: Marketing Intern

Company Name: 100c Steamboat Restaurant  
 Date: 2011  
 Position Title: Service Crew

### Languages

Written: English, Malay and Chinese

Spoken: English, Malay, Mandarin and Cantonese

### Extracurricular Activities

#### Secondary

Institute: Confucian Private Secondary School

Society: Counseling Society

Positions: Treasurer, Secretary, Vice President, President

Institute: Confucian Private Secondary School

Society: Mathematics Society

Positions: Activity Organizer

#### Tertiary

Institute : University Tunku Abdul Rahman

Society/Club : Music Club

Position : Active member

Society/Club : Young Entrepreneurship Club

Position : Active Member

### Referees

	<u>Name</u>	<u>Company</u>	<u>Designation</u>	<u>Email</u>	<u>Contact Number</u>	<u>Relationship</u>
1	Encik Mohamad Fared bin Mohamad Makmor	University Tunku Abdul Rahman	Lecturer	faredm@utar.edu.my	05-4688888 Extension : 4567	Adviser and Advisee
2	Ng Chai Yen	Confucian Private Secondary School	Class Teacher	cheyne.ng.9@facebook.com	019-3687791	Teacher and Student
3	Christopher Stanley	Vision International Properties	Marketing Manager	chris@viproperties.com	012-6010888	Manager and Intern

(iii)

**RESUME OF SHIRLYN NG XUE LIN****Personal Particulars**

Name : SHIRLYN NG XUE LIN  
 Gender : FEMALE  
 I/C : 880401-08-6350  
 Date of Birth : 1 APRIL 1988  
 Place of Birth : TAIPING  
 Residency Status : MALAYSIA  
 Marital Status : SINGLE  
 Race : CHINESE  
 Religion : BUDDHIST  
 Permanent Address : 45, TAMAN AUN SAY,  
 34000 TAIPING,  
 PERAK.  
 Mobile No. : 012-5118007  
 Email : purplebarneynyum2@yahoo.com

**Educational Background**

**2010 to present** : **University Tunku Abdul Rahman, Malaysia**  
 BACHELOR DEGREE OF BUSINESS  
 ADMINISTRATION (HONS) ENTREPRENEURSHIP  
  
**2006 – 2009** : **UNGKU OMAR POLYTECHNIC**  
 DIPLOMA IN ACCOUNTING

**Additional Skills**Soft skills

8. Business Ethics (Integrity & Ethics)
9. Advanced Negotiation Skills (Communication & Language)
10. Taking Responsibility: Take Charge! (Emotional Intelligence, Teamwork & Leadership)
11. Power Selling NLP for Marketing and Sales (Communication & Language)
12. The Effective Leader (Emotional Intelligence, Teamwork & Leadership)
13. A Crash Course in Taking Notes and Making Notes (Communication & Language)
14. Critical Thinking, Problem Solving and Decision Making (Critical & Strategic Thinking)

**Working Experiences**

Company Name : Paragon City Hotel, Ipoh

Date : 2010

Position Title : Receptionist

Company Name : KPMG Ipoh

Date : 2008

Position Title : Audit Trainee

Company Name : The Store Supermarket, Taiping

Date : 2005-2006

Position Title : Assistant of Merchandising Department

**Languages**

Written: English, Malay and Chinese

Spoken: English, Malay, Mandarin and Hokkien

**Extracurricular Activities**Secondary

Institute : SMK Teknik Taiping

Society/ Club : English Club

Position : Treasurer

Society/ Club : Persatuan Pandu Puteri

Position : Secretary

Tertiary

Institute : University Tunku Abdul Rahman

Society/Club : Music Club

Position : Active member

Society/Club : Young Entrepreneurship Club

Position : Active Member

Referee

1. Mr. Ng Chirk Yeow ( General Manager)

Izumi (M) Sdn. Bhd.

Lot 2915, Jalan Perusahaan Dua,

Kamunting Industrial Estate,

34600 Kamunting,

Taiping,

Perak.

Phone No: 012-5183

(iv)

**Resume of Tee Wan Ting****Personal Particulars**

**Name** : TEE WAN TING  
**Gender** : FEMALE  
**Date of Birth** : 1990-05-18  
**Residency Status** : MALAYSIA  
**Marital Status** : SINGLE  
**Race** : CHINESE  
**Religion** : BUDDHIST  
**Permanent Address** : LOT 210, MDLD 6853,  
 LORONG 16, TAMAN SRI PERDANA,  
 91100, LAHAD DATU, SABAH.  
**Mobile Number** : 012-6177518  
**E-mail** : [claire\\_en@hotmail.com](mailto:claire_en@hotmail.com)

**Educational Background**

**2010 to present**      **University Tunku Abdul Rahman, Malaysia**  
 BACHELOR DEGREE OF BUSINESS  
 ADMINISTRATION (HONS) ENTREPRENEURSHIP  
  
**2005 to 2007**        **Lahad Datu Middle School, Sabah**  
 SENIOR ONE – SENIOR THREE (UEC)  
  
**2002 to 2004**        **Kian Kok Middle School, Sabah**  
 JUNIOR ONE – JUNIOR THREE

**Additional Skills****Attended Soft Skills Programs:**

- Business Ethics (Integrity & Ethics)
- Advanced Negotiation Skills (Communication & Language)
- Power Selling NLP for Marketing and Sales (Communication & Language)
- The Effective Leader (Emotional Intelligence, Teamwork & Leadership)
- 

**Working Experiences**

Company Name: Symphony CorporateHouse Sdn Bhd  
 Date: 2012  
 Position Title: Secreterial Intern

### Languages

Written: English, Malay and Chinese

Spoken: English, Malay , Mandarin and Cantonese

### Languages

#### Secondary

Institute: Kian Kok Middle School

Society: Chinese Society

Positions: Secretary

Institute: Kian Kok Middle School

Society: String Orchestra Society

Positions: Violinist

Institute: Lahad Datu Middle School

Society: Chinese Society

Positions: Vice President

Institute: Lahad Datu Middle School

Society: School Magazine

Positions: Associate Editor

#### Tertiary

Institute : University Tunku Abdul Rahman

Society/Club : Music Club

Position : Active member

Society/Club : Young Entrepreneurship Club

Position : Active Member

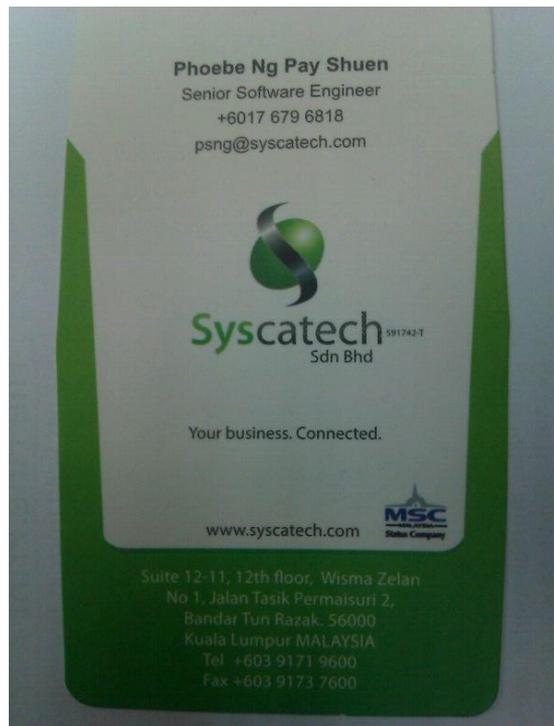
### Referees

	<u>Name</u>	<u>Company</u>	<u>Designation</u>	<u>Email</u>	<u>Contact Number</u>	<u>Relationship</u>
1	Mr Suresh a/l Nodeson	University Tunku Abdul Rahman	Lecturer	suresh@utar.edu.my	05-4688888 Extension : 4588	Adviser and Advisee
2	Ms Stephanie See	Symphony CorporateHouse Sdn Bhd	Senior Manager	Stephanie.see@symphony.com.my	03-78418203	Manager and Intern

## Appendix AF

**Figure 6.1 Name Cards of Key Professional Services Providers**

### Name Card of IT Consultant



### Name Card of Legal and Law Consultant



Name Card of Accountancy, Auditing and Taxation Services

	<b>KHOR MANAGEMENT CONSULTANT</b> (PG 0283598-M) ACCOUNTING ; TAXATION ; COMPANY SECRETARIES ; MANAGEMENT CONSULTANCY ; ISO QUALIFICATION CONSULTANT ; BANKING FACILITY ARRANGEMENT ; GOVERNMENT GRANTS APPLICATION ; BUSINESS FEASIBILITIES STUDY ; WEBSITES WRITE-UP ; COMPANY FORMATION.
	<p align="center"> <b>STEVEN KHOR 许威振</b> 会计师兼工商管理学士            Certified Practising Accountant            B. FIN. ADMIN. (UNE); A.A.S.A. (AUST.); CPA(AUST.)         </p>
<hr/> <p>           OFFICE : 22, SOLOK MERBUK, TAMAN BAHAGIA, 14300 NIBONG TEBAL,            SEBERANG PERAI SELATAN, PENANG, MALAYSIA.            TEL : 04-5932496 FAX : 04-6588251            H/P : 016-4953035            Email : ockhor@gmail.com         </p>	

Insurance Services

 <b>許錫輝有限公司</b> <b>S. H. KHOR SDN. BHD.</b> (73964-A)	
General Agent For AIA Bhd (ROC No. 790895-D) We transact all lines of Insurance	<p align="center"> <b>許宸緯</b>  <b>Khor J. Yeu</b>            Managing Director  <b>H/P: 012-477 8052</b> </p>
303-4-9, Block B, Krystal Point, Jalan Sultan Azlan Shah, 11900 Sungai Nibong, Penang.	<p align="center">           Tel: +604-646 5175 / 6465109            Fax: +604-646 5170            E-mail: khorjy99@gmail.com         </p>

**Appendix AG**

**Figure 7.3 Borang 13 A**

**P.U. 173/66  
COMPANIES REGULATIONS, 1966  
SECOND SCHEDULE (Regulation 3)**

**FORM 13A. Request For Availability Of Name.**

FORM 13A  
Companies Act 1965  
(Section 22 (6))

REQUEST FOR AVAILABILITY OF NAME

Our Ref .....

Reference No. (Leave Blank)

.....

SECTION A: TO BE COMPLETED BY APPLICANT  
IN BLOCK LETTERS

† PROPOSED NAME ..... (MAXIMUM 50 CHARACTERS)

<p>PURPOSE .....</p> <p>.....</p> <p>N-NEW INCORPORATION F-REGISTRATION OF FOREIGN COMPANY C-CHANGE OF NAME</p> <p>NAME OF APPLICANT:</p> <p>ADDRESS OF APPLICANT:</p> <p>TELEPHONE No:</p>	<p>TYPE .....</p> <p>.....</p> <p>S-LIMITED BY SHARES G-LIMITED BY GUARANTEE</p> <p>U-UNLIMITED COMPANY</p> <p>.....</p>
---	--

REQUEST DATE: ..... ..	<i>Signature of Applicant</i>
------------------------------	-------------------------------

† If proposed name requires further clarifications, the applicant is required to fill up Section C.

**SECTION B: FOR THE REGISTRY'S USE ONLY**

SEARCH RESULT AVAILABILITY:.... /..... /.....  A-AVAILABLE R-REJECTED S-SUBJECT TO QUERY  REMARKS:	DATE PROCESSED:...../...../..... PROCESSED BY: ..... DATE ENTERED:..... /..... /..... ENTERED BY .....
---	---

**SECTION C: TO BE COMPLETED BY APPLICANT**

<p><b>CLARIFICATION</b></p> <p>1. Single letters included in the name stand for:</p> <p>2. If the proposed name is not in Bahasa Malaysia or English, please clarify:</p> <p>3. If the proposed name contains a proper name, state whether it is the name of a director of the company or the proposed company:</p> <p>4. If proposed name is similar to that of a related or associated corporation †, state whether written consent has been obtained from the said corporation (please attach consent):</p> <p>5. If the proposed name is a trade mark, state whether written consent has been obtained from the owner (please attach consent):</p> <p>6. If the proposed name is to be used for change of name of an existing corporation, state the following:</p> <p>Existing name: .....</p> <p>Company: .....</p> <p>7. The nature of the business carried on or to be carried on by the company .....</p> <p><i>(Am. P.U.(A) 80 /1993:s.5)</i></p> <p>8. Other comments:</p> <p><i>(Am. P.U.(A) 80 /1993:s.5)</i></p>
--

Notes:

† For definition of "related corporation" and "associated corporation", please see Companies Act 1965, and International Accounting Standards respectively.

Use additional sheets if necessary.

*[Ins. P.U.(A) 16 / 1986:s.13]*

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## Appendix AH

### Figure 7.4 Registration for Trademark

INTELLECTUAL PROPERTY DIVISION – TRADE MARK TM1  
TRADE MARK REGISTRY  
TRADE MARKS ACT 1976  
TRADE MARK REGULATIONS 1997

**FORM OF AUTHORISATION AND  
REQUEST TO ENTER , ALTER OR SUBSTITUTE AND ADDRESS FOR SERVICE**

This form must be filed whenever an agent is appointed or when one agent is substituted for another (Subregulations 10(1),10(2), 10(3) and 11(2))

1. Trade Mark No.     :
2. Class                 :
3. Full Name and Address of Proprietor:
4. Full Name and Address of Agent (if any):
ROZARITA KAMAL & CO 36, Jalan Anggerik 2D, Prima Beruntung 48300 Bukit Beruntung, Selangor, Malaysia.
5. Agent's Registration No. (if known) :
6. Agent's own reference:
7. I request that all communications concerning the above trade mark be sent to the address indicated , which is address for service .
Note : Enter (3) or (4) as appropriate in the box. <span style="float: right;">_____ 4 _____</span> An address for service must be in Malaysia. The full postal addresses of parties must be given.
Signature : _____
Name of signatory (in block letters) : _____
Date : _____



## Appendix AI

**Figure 7.5 Borang A- Registration for Business**

<b>BORANG A</b>		<b>BORANG PERCUMA</b>
KAEDAH-KAEDAH PENDAFTARAN PERNIAGAAN 1957 (KAEDAH 3) PENDAFTARAN PERNIAGAAN		
(* Ruangan yang wajib)		
<b>NO. KELULUSAN NAMA</b>	<input type="text"/>	
Saya/Kami orang yang bertanggungjawab menyerahkan untuk pendaftaran butir-butir yang berikut berhubung perniagaan yang tersebut di bawah ini.		
<b>MAKLUMAT PERNIAGAAN (* Ruangan yang wajib)</b>		
<b>1. * NAMA PERNIAGAAN</b>	<input type="text"/>	
<b>2. * TARIKH PEMULAAN PERNIAGAAN</b>	<input type="text"/>	(hh/bb/tttt)
<b>3. * PERJANJIAN PERKONGSIAN</b>	<input type="checkbox"/> <b>ADA</b> (lampirkan salinan perjanjian)	
	<b>TARIKH</b>	<input type="text"/> (hh/bb/tttt)
	<input type="checkbox"/> <b>TIADA</b>	
<b>4. * ALAMAT TEMPAT UTAMA PERNIAGAAN</b>	<input type="text"/>	
	<input type="text"/>	
	<b>BANDAR</b>	<input type="text"/>
	<b>POSKOD</b>	<input type="text"/>
	<b>NEGERI</b>	<input type="text"/>
<b>5. TELEFON</b>	<input type="text"/>	<b>FAKS</b> <input type="text"/>
<b>6. E-MEL</b>	<input type="text"/>	
<b>7. ALAMAT SURAT-MENYURAT</b> (jika berlainan daripada di atas)	<input type="text"/>	
	<input type="text"/>	
	<b>BANDAR</b>	<input type="text"/>
	<b>POSKOD</b>	<input type="text"/>
	<b>NEGERI</b>	<input type="text"/>

**BORANG A**  
KAEDAH-KAEDAH PENDAFTARAN PERNIAGAAN 1957  
(KAEDAH 3)  
PENDAFTARAN PERNIAGAAN

**BORANG  
PERCUMA**

**MAKLUMAT CAWANGAN (\* Ruangan yang wajib)**

BIL	ALAMAT CAWANGAN	BANDAR	POSKOD	NEGERI
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

**BORANG A**  
 KAEDAH-KAEDAH PENDAFTARAN PERNIAGAAN 1957  
 [KAEDAH 3]  
 PENDAFTARAN PERNIAGAAN

**BORANG  
PERCUMA**

**MAKLUMAT PEMILIK (\* Ruangan yang wajib)**

<b>1. * NAMA PEMILIK</b>	<input style="width: 100%;" type="text"/>		
<b>2. * TARIKH LAHIR</b>	<input style="width: 100%;" type="text"/>		
<b>3. * KERAKYATAN</b>	<input type="checkbox"/> MALAYSIA	<input type="checkbox"/> PENDUDUK TETAP (nyatakan negara asal)	<input style="width: 100%;" type="text"/>
<b>4. * NO. PENGENALAN PERIBADI</b>	<b>5. *WARNA</b>		
KAD PENGENALAN (LAMA)	<input style="width: 100%;" type="text"/>		
MYKAD	<input style="width: 15%;" type="text"/> - <input style="width: 15%;" type="text"/> - <input style="width: 15%;" type="text"/>	<input type="checkbox"/> BIRU	<input style="width: 100%;" type="text"/>
	(i.e.: 810226-02-5601)	<input type="checkbox"/> MERAH	
MYPR	<input style="width: 15%;" type="text"/> - <input style="width: 15%;" type="text"/> - <input style="width: 15%;" type="text"/>	<input type="checkbox"/> LAIN-LAIN	
	(i.e.: 810226-02-5601)		
PASPORT	<input style="width: 100%;" type="text"/>		
POLIS	<input style="width: 100%;" type="text"/>		
TENTERA	<input style="width: 100%;" type="text"/>		
<b>6. * JANTINA</b>	<input type="checkbox"/> LELAKI	<input type="checkbox"/> PEREMPUAN	
<b>7. * BANGSA</b>	<input type="checkbox"/> MELAYU	<input type="checkbox"/> BUMIPUTERA SABAH	<input type="checkbox"/> BUMIPUTERA SARAWAK
	<input type="checkbox"/> CINA	<input type="checkbox"/> i. KADAZAN	<input type="checkbox"/> i. BIDAYUH
	<input type="checkbox"/> INDIA	<input type="checkbox"/> ii. IBAN	<input type="checkbox"/> ii. BAJAU
	<input type="checkbox"/> LAIN-LAIN (sila nyatakan)	<input type="checkbox"/> iii. DUSUN	<input type="checkbox"/> iii. MELANAU
<b>8. * ALAMAT KEDIAMAN</b>	<input style="width: 100%;" type="text"/>		
<b>9. * BANDAR</b>	<input style="width: 100%;" type="text"/>		
<b>10. * POSKOD</b>	<input style="width: 100%;" type="text"/>		
<b>11. * NEGERI</b>	<input style="width: 100%;" type="text"/>		
<b>12. TELEFON</b>	<input style="width: 40%;" type="text"/>	FAKS	<input style="width: 40%;" type="text"/>
<b>13. E-MEL</b>	<input style="width: 100%;" type="text"/>		
<b>14. * PEMILIKAN</b>	<input type="checkbox"/> PEMILIKAN TUNGGAL	<input type="checkbox"/> PERKONGSIAN	<b>TANDATANGAN PEMILIK</b>

**BORANG A**  
 KAEDAH-KAEDAH PENDAFTARAN PERNIAGAAN 1957  
 [KAEDAH 3]  
 PENDAFTARAN PERNIAGAAN

**BORANG  
PERGUMA**

**MAKLUMAT JENIS PERNIAGAAN (\* Sila isi sekurang-kurangnya satu)**

	NO. KOD JENIS PERNIAGAAN	PERIHAL
1.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
2.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
3.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
4.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
5.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
6.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
7.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
8.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
9.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
10.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>

**PENGESAHAN OLEH PEMILIK TUNGGAL/ RAKAN KONGSI (\* Ruangan yang wajib)**

Saya/Kami yang bertandatangan di bawah ini mengesahkan ketepatan semua kenyataan yang dibuat dalam borang ini dan mengaku bahawa saya/kami adalah pemilik/rakan kongsi bagi perniagaan yang bernama

NAMA

NO. KAD PENGENALAN DAN WARNA

TANDATANGAN/CAP IBU JARI KANAN

Bertarikh \_\_\_\_\_ haribulan \_\_\_\_\_

## Appendix AJ

### Figure 7.6 Borang PNA42

#### **Syarat-syarat Kelulusan**

1. Permohonan nama perniagaan yang tidak memenuhi syarat di bawah akan ditolak:
  - a. Nama perniagaan tidak bersesuaian dengan jenis perniagaan yang dijalankan.
  - b. Nama yang dipohon telah digunakan oleh peniaga lain.
  - c. Menggunakan nama diri yang bukan nama sebenar pemilik.
  - d. Menggunakan perkataan yang dikawal oleh Pendaftar.
  - e. Nama yang tertakluk di bawah Kaedah Pendaftaran Perniagaan 1957 (Pindaan 2002).
2. Nama yang diluluskan tidak boleh dipinda/ditambah perkataan atau huruf.
3. Kelulusan ini tidak boleh dipindah milik kepada orang lain.
4. Permohonan baru perlu dibuat jika perniagaan tidak didaftarkan selepas tamat tempoh kelulusan nama perniagaan.
5. Permohonan yang mempunyai perniagaan lain yang telah tamat tempoh laku Sijil Perakuan Pendaftarannya hendaklah memperbaharui Sijil Perakuan itu dahulu atau memfailkan Borang 'C'.

**KELULUSAN INI TERBATAL JIKA SATU ATAU SEMUA SYARAT DI ATAS TIDAK DIPATUHI.**

## Appendix AK

### **Figure 7.8 Tenancy Agreement**

\*\*\*\*\*  
SAMPLE TENANCY AGREEMENT  
\*\*\*\*\*

**THIS AGREEMENT** is made the \_\_\_\_\_

**BETWEEN**

**ASIAN HERITAGE ROW SDN BHD** (Company No: 599909-K) of Suite 11-09 Heritage House, 33 Jalan Yap Ah Shak, Kuala Lumpur 50300 ("the **Landlord**") of the first part

**AND**

\_\_\_\_\_ (Company No: XXXXXX) of No. XX Jalan Doraisamy, Kuala Lumpur 50300 ("the **Tenant**") of the other part.

**WHEREBY IT IS AGREED AS FOLLOWS:**

**1. AGREEMENT TO LET**

The Landlord agrees to let the Demised Premises to the Tenant ("the **Tenancy**") for a term of three (3) years at a monthly rental of Ringgit Malaysia Fifteen Thousand (RM15,000.00) only, payable in advance clear of all deductions, on the first day of each calendar month subject to the agreements and powers implied in the National Land Code and subject to the stipulations, modifications, terms and conditions hereinafter contained;

**2. THE TENANT HEREBY COVENANTS WITH THE LANDLORD** as follows:

- (a) To pay the reserved rent on the days and in the manner aforesaid.
- (b) To pay before the execution of this Agreement a deposit of Ringgit Malaysia Forty Five Thousand (RM 45,000.00) only ("the **Security Deposit**") to be refunded to the Tenant upon the expiry of this Tenancy subject to the right of the Landlord to set off the same or deduct therefrom all sums of money to the Landlord due hereunder or requisite to remedy any breach or default on the part of the Tenant and a further deposit of the sum of Ringgit Malaysia Fifteen Thousand (RM15,000.00) only ("the **Utilities Deposit**") to cover any liability for all outgoings unpaid at the time of termination of this Tenancy for any reason. The Security Deposit shall not without the previous consent of the Landlord in writing be deemed to be or treated as payment of the monthly rental for the Demised Premises.
- (c) To pay and discharge all existing and future charges for the supply of water, electricity, telephone and other utility services and for conservancy payable in respect of the Demised Premises during the term of this Tenancy hereby created and for this purpose, the Landlord may utilize the Utilities Deposit to set off the same or deduct there from all sums of money due to the Landlord hereunder or requisite to remedy any breach or default on the part of the Tenant with any balance outstanding to be refunded to the Tenant as soon as practicable upon

the expiry of this Tenancy. The Utilities Deposit shall not without the previous consent of the Landlord be deemed to be or treated as payment of the monthly rental for the Demised Premises.

- (d) Not to make or permit to be made any alterations, renovations or additions in the construction or arrangement of the Demised Premises nor to alter the facade of the Demised Premises, nor to erect build or suffer to be erected or built any additional structure or building whatever without the previous consent in writing of the Landlord and in furtherance, to submit all design, layout and renovation plans to the Landlord for approval before commencing any works whatsoever.
- (e) To keep and maintain the Demised Premises and all parts thereof (whether altered, renovated or otherwise pursuant to Clause 2(d) above or kept in its original state) including all doors, windows, glass, shutters, locks and fastenings and other fixtures and additions thereto in a tenable state of repair and conditions throughout the term of this Tenancy and whenever the Dewan Bandaraya Kuala Lumpur requires it be done, to paint such part of the Demised Premises as shall be required by it to the extent and in the manner stipulated by it failing which the Landlord may but shall not be obliged to do so carry out the requirement of the Dewan Bandaraya Kuala Lumpur and the cost thereof shall be a debt due by the Tenant to the Landlord and the provisions of Clause 2(b) hereof shall apply.
- (f) In the event of the quit rent, rates and assessments and other outgoings in respect of the Demised Premises being increased in excess of that payable in the year 2008, the Tenant shall be liable for such increase and shall pay the same to the Landlord on demand.
- (g) To permit the Landlord or its agents with or without workmen and others to enter upon the Demised Premises or any part thereof at all reasonable hours for the purposes of viewing the condition thereof provided always that the Landlord shall except in the case of extreme urgency for the purpose of protecting the safety of the Demised Premises give prior 48 hours written notice of the intention of the Landlord to enter upon the Demised Premises for the aforesaid purpose and thereupon the Landlord may serve upon the Tenant notice in writing specifying any repairs necessary to be done and for which the Tenant is liable under the stipulations on the Tenant's part hereinafter contained, and the Tenant shall within two (2) weeks after service of such notice proceed diligently with the execution of such repairs.
- (h) To obtain at its own cost and expense all licences, consents, approvals, permissions, permits and other certificates and authorities (public or private) necessary for the carrying on of its business at the Demised Premises and to maintain and keep the same current, valid and subsisting.

- (i) Not to do or permit to be done upon the Demised Premises anything which may be or become a nuisance or annoyance to or in any way interfere with the quiet and comfort of the occupants of adjoining buildings and not to use the same for any illegal or immoral purpose provided that if the Tenant carries on business within the terms of its license from the relevant authorities and the noise level is within the level normally associated with such business it shall not per se constitute a breach of this clause but, without limitation to the rest of this Agreement, the provisions of Clause 2(m) below shall apply.
- (j) The Tenant shall take effective steps and precautionary measures to prevent any fighting, disorderly behaviour, misconduct or any activity of any indecent or immoral nature or any activity which causes disrepute or which in the opinion of the Landlord is undesirable or unsuitable. In the event there is any fighting, disorderly behaviour, misconduct or any activity of any indecent or immoral nature or any activity which causes disrepute or which in the opinion of the Landlord is undesirable or unsuitable whether by the Tenant or its servant or agents, customers, invitees or licensees in the Demised Premises, the provisions of Clause 2(m) below shall apply (without limitation to the rest of this Agreement).
- (k) The Tenant is strictly not to assign, sub-lease, sub-let and/or license the use of the Demised Premises to any other party(ies).
- (l) Not to do or permit to be done anything whereby any insurance on the Demised Premises against damage by fire may become void or voidable whereby the rates of premium may be increased and to repay to the Landlord all sums paid by way of increased premium and all expenses incurred by the Landlord in or about any renewal of such policy or policies of insurance rendered necessary by a breach of this covenant.
- (m) At all times to be responsible for and indemnify and keep the Landlord fully indemnified against all damages, losses, costs, expenses, actions, demands, proceedings, charges, claims, liabilities and/or prosecution whatsoever and howsoever made against or suffered or incurred or instituted against or by the Landlord arising directly or indirectly out of any breach or non-observance by the Tenant of any of the covenants or other provisions of this Tenancy or any matters to which this demise is subject for which the Tenant is liable, by any person or authority arising therefrom.
- (n) To insure and keep insured the Demised Premises against public liability (with the Landlord named as the beneficiary), loss or damage by fire (including caused by electricity or lightning), flood, storm or tempest and to pay all premium for the purpose.
- (o) Upon the termination of this Tenancy, to peaceably and quietly deliver up to the Landlord vacant possession of the Demised Premises in its original condition (or, subject to Clause 2(p) below, in the same tenantable/habitable condition subsisting after alteration, renovation or other works carried out pursuant to Clause 2(d) above) save and except if otherwise agreed by the Landlord.

- (p) Upon termination of this Tenancy, (unless stated otherwise in writing by the Landlord) the Tenant shall at its own cost restore the front facade, staircases and the dividing wall on both floors of the Demised Premises to their original architectural designs and states as soon as possible after the expiry of this Agreement.

**3. THE LANDLORD HEREBY COVENANTS WITH THE TENANT** as follows:

- (a) Subject to Clause 2(f) above, to pay all quit rent, rates and assessments and other outgoings in respect of the Demised Premises payable by the Landlord.
- (b) To permit the Tenant, punctually paying the monthly rent hereby reserved and observing the several stipulations and covenants on its part herein contained, and the Tenant's servants and visitors to enjoy the Demised Premises without any disturbance by the Landlord or those lawfully claiming under the Landlord.
- (c) To refund the Security and the Utilities Deposits to the Tenant, less any sum or sums due and owing by the Tenant arising out of the obligations herein contained, as soon as practicable upon the expiry of this Tenancy.

**4. PROVIDED ALWAYS AND IT IS HEREBY EXPRESSLY AGREED BETWEEN THE PARTIES HERETO** as follows:

- (a) If the rent hereby reserved or any part thereof shall at any time be in arrears and unpaid for Seven (7) days after becoming payable (whether the same shall have been formally demanded or not) or any covenant or stipulation on the Tenant's part herein contained shall not be performed or observed or if the Tenant shall become a bankrupt or enter into any composition with the creditors of the Tenant or suffer any distress or execution to be levied upon the Tenant's goods, then in every such case it shall be lawful for the Landlord at any time thereafter to re-enter upon the Demised Premises or any part thereof in the name of the whole and thereupon this Tenancy shall absolutely determine but without prejudice to the right of action of the Landlord in respect of any antecedent breach of the covenants and stipulations on the part of the Tenant herein contained.
- (b) In the event of re-entry by the Landlord or other legal action taken by the Landlord to enforce the terms herein contained or towards recovery of the arrears of rent and for the rent of the remaining period of the term of this Tenancy herein or any other payments payable, the Tenant shall pay all legal costs incurred by the Landlord by reason thereof on a solicitor and client basis.
- (c) Without prejudice to the rights, powers and remedies of the Landlord as otherwise provided in this Agreement, the Tenant shall pay to the Landlord late payment charges by way of interest on all moneys due but unpaid for seven (7) days by the Tenant to the Landlord under this Agreement such interest to be computed from the due date for the payment of such moneys until the date of actual payment in full and to be recoverable in like manner as rent in arrears

calculated at the rate of twelve per cent (12%) per annum or such other comparable rate as the Landlord may designate in its absolute discretion at the time of such default of payment on daily rest.

- (d) In the event that the Demised Premises or any part thereof shall at any time during the term of this Tenancy be destroyed or damaged by fire, riot or civil commotion and/or act of God or otherwise so as to be unfit for occupation or use, the rent hereby reserved or a fair proportion thereof shall be suspended from the time it is unfit for occupation until the Demised Premises shall again be rendered fit for occupation and use. Provided Always that if the Demised Premises is for any reason not rendered fit for occupation within three (3) months of the occurrence of such event, then either party may by notice in writing terminate this Tenancy forthwith.
- (e) The Tenant herein confirms that they have inspected the Demised Premises and shall lease the Demised Premises from the Landlord on an "as is where is" basis and the Tenant shall be solely and wholly responsible for the structural and material integrity and safety of the Demised Premises and any and all installation, alteration, renovation, maintenance or other works carried out whether pursuant to Clause 2(d) above or otherwise and shall keep all of the same in good and substantial repair and condition and, without limitation to the rest of this Agreement, the provisions of Clause 2(n) below shall apply.
- (f) Nothing herein contained shall imply that the Demised Premises are suitable for the carrying on of the Tenant's business or that the Landlord is obliged to apply for approval from the relevant authorities for the carrying on of the Tenant's business in the Demised Premises. Nothing contained in this Tenancy shall imply or to be treated as a warranty to the effect that the use of the Demised Premises for the purposes abovementioned is in compliance with all law and regulation now or from time to time in force.
- (g) The Tenant in its letterhead, business cards, correspondences, packaging and promotional materials shall insert the name "Asian Heritage Row" immediately below its company and/or outlet/business name.
- (h) The Tenant shall use its best efforts to support, participate and take active part in all marketing, advertising and promotion efforts in respect of the Asian Heritage Row and agrees that such may involve additional fees and charges which shall be the subject of prior mutual agreement.
- (i) In furtherance of the objectives of Clause 4(h) above and for no other reason, the Landlord is desirous of obtaining sponsorship support for various promotional and publicity events by way of bulk purchasing of cigarettes and draft beer for the Asian Heritage Row and the Tenant hereby agrees to exclusively purchase all its supplies of cigarettes and draft beers from those suppliers that may be nominated by the Landlord from time to time.

- 
- (j) Save and except for the provisions of Clause 4(a) above, the Landlord may by way of written notice forthwith terminate this Agreement in the event the Tenant is in material breach of its obligations hereunder and such breach, if capable of remedy, has not been remedied at the expiry of thirty (30) days following written notice to that effect having been served on the Tenant indicating the steps required to be taken to remedy such breach.
  - (k) Any notice required to be served hereunder or in anywise in connection with this Tenancy shall be sufficiently served on the Tenant if left addressed to the Tenant upon the Demised Premises or if dispatched by prepaid registered post to the Tenant's last known address and shall be sufficiently served on the Landlord if delivered to the Landlord or dispatched to the Landlord by registered post. Any notice sent by registered post shall be deemed to have been served at the time when in due course of post it would be delivered at the address to which it is sent.
  - (l) For the purpose of this Agreement, any act, default or omission of the agents or servants of either party shall be deemed to be of the act, default or omission of such party.
  - (m) Time wherever mentioned shall be of the essence of this Agreement.
  - (n) The Tenant shall pay its own solicitor's fees and costs together with the stamp fees of the Tenancy Agreement and also reimburse the Landlord for the Landlord's legal fees and costs in connection to the preparation of this Agreement.
  - (o) No failure or delay by the Landlord in exercising any right, power or remedy under this Agreement shall operate as a waiver thereof, nor shall any single or partial exercise of the same preclude any further exercise thereof or the exercise of any other right power or remedy. Without limiting the foregoing no waiver by the Landlord of any breach of any provision hereof shall be deemed to be a waiver of any subsequent breach of that or any other provision hereof.
  - (p) This Agreement embodies the entire understanding of the parties and there are no other arrangements between the parties relating to the subject matter of this Agreement. No amendment or modification of this Agreement shall be valid or binding on any party unless the same is made in writing, refers expressly to this Agreement and are mutually agreed by both parties.

IN WITNESS WHEREOF the parties hereto have hereunto set their hands the day and year first above written.

SIGNED by )  
 )  
for and on behalf of the Landlord )  
 )  
In the presence of: )

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SIGNED by )  
 )  
for and on behalf of the Tenant )  
 )  
In the presence of: )

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## APPENDIX AL

**Table 8.3 Explanation of Forecast Sales in Year 2014 to Year 2018**

### **Start-up Capital**

#### **Note 1**

<b><u>Building Renovation</u></b>			
<b>Item</b>	<b>Unit</b>	<b>Price</b>	<b>RM</b>
<b><u>Repainting:</u></b>			
Paint	10	RM80/5 liter	800
Wages	2	RM180/day	360
Installation of Circuit	1	RM400	400
Road Devider		RM500	500
Lighting		3000	3000
Decoration		3000	3000
			8060

#### **Note 2**

<b><u>Furniture &amp; Fittings</u></b>			
<b>Item</b>	<b>Unit</b>	<b>Price</b>	<b>RM</b>
Office Table	4	RM120	480
Office Chair	4	RM80	320
Cabinet	2	RM240	480
			1280

**Note 3**

<b><u>Electronic Appliances</u></b>			
<b>Item</b>	<b>Unit</b>	<b>Price</b>	<b>RM</b>
Computer (Server)	2	RM3,500	7000
Computer (Desktop)	1	RM2,000	2000
Multipurpose printer	1	RM250	250
Wireless Router Modem	1	RM150	150
Online CCTV system	1	RM2000/set	2000
Alarm System	1	RM700/set	700
Vacuum Cleaner	1	RM300	300
Punch Card Machine	1	RM488	488
			12888

**Note 4**

<b><u>Equipment &amp; Machinery</u></b>			
<b>Item</b>	<b>Unit</b>	<b>Price</b>	<b>RM</b>
ASR System Deposit (2 mths)	2	RM3,575	RM7,150
Autopay Machine	1	RM5,000	RM5,000
Software System	1	RM8,000	RM8,000
Touch and Go Device	1	RM1,500	RM1,500
Touch Screen Device	2	RM1,000	RM2,000
Walkie-Talkie	4	RM100	RM400
Sign Board	5	RM200	RM1,000
Water Filter	1	RM200	RM200
			RM25,250

**Note 5**

<b><u>Inventory</u></b>			
<b>Item</b>	<b>Unit</b>	<b>Price</b>	<b>RM</b>
Foods		RM41,000	RM41,000
Household Products		RM35,000	RM35,000
Health Care Product		RM24,000	RM24,000
			RM100,000

**Note 6**

<b><u>Legal Expenses</u></b>			
<b>Item</b>	<b>Unit</b>	<b>Price</b>	<b>RM</b>
Partnership Registration Fees	1	RM70	RM70
Trademark Protection	1	RM2,000	RM2,000
			RM2,070

**Note 7**

<b><u>Rental Deposit</u></b>			
<b>Item</b>	<b>Unit</b>	<b>Price</b>	<b>RM</b>
Deposit	2	RM10,000	RM20,000
Advanced Rental	1	RM10,000	RM10,000
			RM30,000

**Note 8**

<b><u>Utility Deposit</u></b>			
<b>Item</b>	<b>Unit</b>	<b>Price</b>	<b>RM</b>
Water	1	RM20	RM20
Electricity	1	RM3,000	RM3,000
Telephone & Internet	1	RM200	RM200
			RM3,220

**Note 9**

<b><u>Uniform</u></b>			
<b>Item</b>	<b>Unit</b>	<b>Price</b>	<b>RM</b>
Staffs	12	RM30	RM360
Backup	8	RM30	RM240
			RM600

**Note 10**

<b><u>Advertising</u></b>			
<b>Item</b>	<b>Unit</b>	<b>Price</b>	<b>RM</b>
Banners	20	RM30	RM600
Loyalty Card	1000	RM2	RM2,000
Vouchers	1000	RM0.05	RM50
Brochures	2000	RM1.15	RM2,300
			RM4,950

**Note 11**

<b><u>Miscellaneous Expenses</u></b>			
<b>Item</b>	<b>Unit</b>	<b>Price</b>	<b>RM</b>
Cleaning Utility		RM100	RM100
			RM100

## Sales Estimation

**Table X.X Sales Estimation**

<b>Year</b>	<b>Population of Bukit Mertajam, Penang</b>	<b>Percentage of people visit our store</b>	<b>No. of people</b>	<b>Estimated spending/ person</b>	<b>Total Sales/ mth</b>	<b>Total Sales/ year</b>
					(RM)	(RM)
<b>2014</b>	13000	5%	650	100	65,000	780,000
<b>2015</b>	13178	7%	922	110	101,471	1,217,656
<b>2016</b>	13376	10%	1338	120	160,509	1,926,111
<b>2017</b>	13563	11%	1492	130	193,951	2,327,416
<b>2018</b>	13766	12%	1652	140	231,277	2,775,322

According to the Statistic Malaysia (Statistic Malaysia, 2011), the growth rate of the population of Penang is 13.7%. Hence, according to Appendix F the population of Bukit Mertajam in year 2010 is about 13,000 people. The result of our survey shows that about 56% of 457 people will visit convenience store once or twice a week. However, to secure our position and to reduce the risk of over-estimating, we assume only 5% of total population will visit our store. Whereby, as the result of the survey, most of them will spend between RM100-RM150 in convenience store. Thus for year 2014, there will be 650 customers visit our store. We estimate they will spend RM100 per visit and the average of first year monthly sales is RM65,000. Hence, the first year total sales will be RM780,000. Moreover, we increase the population of Bukit Mertajam according to the growth rate and we increase 2 percents of people will visit our in year 2015. In addition, the spending of customer increases RM10 each year due to the inflation and the growing of purchasing power of Malaysians. The table above shows the calculation of hoe we forecast DINO's sales. Whereby the forecast sales of DINO show in Table 8.2 had been round up to ease the calculation.

## Appendix AM

**Table 8.6 Contribution of EPF (13%) and SOCSO (2%)**

<b>Year</b>	<b>Total Salary of 4 Managers</b>	<b>Total Salary of 4 General Workers</b>	<b>Total Salary paid to employees each year</b>	<b>13% Contribution to EPF</b>	<b>2% Contribution to SOCSO</b>
<b>2014</b>	RM96000	RM43200	RM139200	RM18096	RM2784
<b>2015</b>	RM96000	RM43200	RM139200	RM18096	RM2784
<b>2016</b>	RM96000	RM45600	RM141600	RM18408	RM2832
<b>2017</b>	RM96000	RM45600	RM141600	RM18408	RM2832
<b>2018</b>	RM96000	RM48000	RM144000	RM18720	RM2880

## Appendix AN

**Table 8.9 Pro Forma Monthly Income Statements for Year 2014 to Year 2018**

<b>Pro Forma Income Statement for Year 2014 (Monthly)</b>													
Description	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
	(RM)												
<b>Income</b>													
Foods	16400	22550	22550	20500	30750	24600	26650	22550	34850	36900	26650	34850	319800
Household Products	14000	19250	19250	17500	26250	21000	22750	19250	29750	31500	22750	29750	273000
Health Care Products	9600	13200	13200	12000	18000	14400	15600	13200	20400	21600	15600	20400	187200
<b>Total Sales</b>	<b>40000</b>	<b>55000</b>	<b>55000</b>	<b>50000</b>	<b>75000</b>	<b>60000</b>	<b>65000</b>	<b>55000</b>	<b>85000</b>	<b>90000</b>	<b>65000</b>	<b>85000</b>	<b>780000</b>
<b>(-) Cost of Goods Sold:</b>													
<b>Foods:</b>													
Opening Stock	41000	30340	15682	1025	700	1213	1223	1901	1244	1092	607	1285	97312
(+) Purchases	-	-	-	13000	20500	16000	18,000	14000	22500	23500	18000	22000	167500
Goods Available for Sale	41000	30340	15682	14025	21200	17213	19223	15901	23744	24592	18607	23285	264812
(-) Closing Stock	30340	15682	1025	700	1213	1223	1901	1244	1092	607	1285	633	56945
COGS	10660	14658	14657	13325	19987	15990	17322	14657	22652	23985	17322	22652	207867
<b>Household Products:</b>													
Opening Stock	35000	25900	13388	876	501	1439	789	1002	1490	1153	1678	891	84107
(+) Purchases	-	-	-	11000	18000	13000	15000	13000	19000	21000	14000	20000	144000
Goods Available for Sale	35000	25900	13388	11876	18501	14439	15789	14002	20490	22153	15678	20891	228107
(-) Closing Stock	25900	13388	876	501	1439	789	1002	1490	1153	1678	891	1554	50661
COGS	9100	12512	12512	11375	17062	13650	14787	12512	19337	20475	14787	19337	177446

<b>Health Care Products:</b>													
Opening Stock	24000	17760	9180	600	600	900	1540	900	1320	1060	520	380	58760
(+) Purchases	-	-	-	7800	12000	10000	9500	9000	13,000	13500	10000	13500	98300
Goods Available for Sale	24000	17760	9180	8400	12600	10900	11040	9900	14320	14560	10520	13880	157060
(-) Closing Stock	17760	9180	600	600	900	1540	900	1320	1060	520	380	620	35380
COGS	6240	8580	8580	7800	11700	9360	10140	8580	13260	14040	10140	13260	121680
<b>Total COGS</b>	<b>26000</b>	<b>35750</b>	<b>35749</b>	<b>32500</b>	<b>48749</b>	<b>39000</b>	<b>42249</b>	<b>35749</b>	<b>55249</b>	<b>58500</b>	<b>42249</b>	<b>55249</b>	<b>506993</b>
<b>Gross Profit</b>	<b>14000</b>	<b>19250</b>	<b>19251</b>	<b>17500</b>	<b>26251</b>	<b>21000</b>	<b>22751</b>	<b>19251</b>	<b>29751</b>	<b>31500</b>	<b>22751</b>	<b>29751</b>	<b>273007</b>
<b><u>Wages and Salaries:</u></b>													
Manager A	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Manager B	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Manager C	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Manager D	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Worker A	900	900	900	900	900	900	900	900	900	900	900	900	10800
Worker B	900	900	900	900	900	900	900	900	900	900	900	900	10800
Worker C	900	900	900	900	900	900	900	900	900	900	900	900	10800
Worker D	900	900	900	900	900	900	900	900	900	900	900	900	10800
EPF	1508	1508	1508	1508	1508	1508	1508	1508	1508	1508	1508	1508	18096
SOCOSO	232	232	232	232	232	232	232	232	232	232	232	232	2784
<b><u>Utilities:</u></b>													
Water	20	20	20	20	20	20	20	20	20	20	20	20	240
Electricity	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	36000
Telephone & Internet	200	200	200	200	200	200	200	200	200	200	200	200	2400
<b><u>Legal Expenses:</u></b>													

Auditing Fee	-	-	-	-	-	-	-	-	-	-	-	1500	1500
Business License	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	
<b>Depreciation:</b>													
Building Renovation	-	-	-	-	-	-	-	-	-	-	-	806	806
Furniture & Fittings	-	-	-	-	-	-	-	-	-	-	-	128	128
Electric Appliances	-	-	-	-	-	-	-	-	-	-	-	1289	1289
Equipment & Machinery	-	-	-	-	-	-	-	-	-	-	-	2810	2810
<b>Other Expenses:</b>													
ASRS lease payment	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	42,900
Rental	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	120,000
Commision to TnG	-	-	-	-	-	-	-	-	-	-	-	15600	15,600
Promotion & Advertising	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	18,000
Property Insurance	200	200	200	200	200	200	200	200	200	200	200	200	2400
Maintanence Fee (Server)	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12,000
Miscellaneous	-	-	-	-	-	-	-	-	-	-	-	100	100
<b>Total Expenses</b>	<b>32835</b>	<b>32835</b>	<b>32835</b>	<b>32835</b>	<b>32835</b>	<b>32835</b>	<b>32835</b>	<b>32835</b>	<b>32835</b>	<b>32835</b>	<b>32835</b>	<b>55068</b>	<b>416,253</b>
<b>Net Profit/Net Loss</b>	<b>-18835</b>	<b>-13585</b>	<b>-13584</b>	<b>-15335</b>	<b>-6584</b>	<b>-11835</b>	<b>-10084</b>	<b>-13584</b>	<b>-3084</b>	<b>-1335</b>	<b>-10084</b>	<b>-25317</b>	<b>-143,246</b>

<b>Pro Forma Income Statement for Year 2015 (Monthly)</b>													
<b>Description</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>Total</b>
	<b>(RM)</b>	<b>(RM)</b>	<b>(RM)</b>	<b>(RM)</b>	<b>(RM)</b>	<b>(RM)</b>	<b>(RM)</b>	<b>(RM)</b>	<b>(RM)</b>	<b>(RM)</b>	<b>(RM)</b>	<b>(RM)</b>	<b>(RM)</b>
<b><u>Income</u></b>													
Foods	51865	41615	37515	35465	35465	33415	33415	37515	49815	51865	41615	49815	499380
Household Products	44275	35525	32025	30275	30275	28525	28525	32025	42525	44275	35525	42525	426300
Health Care Products	30360	24360	21960	20760	20760	19560	19560	21960	29160	30360	24360	29160	292320
<b>Total Sales</b>	<b>126500</b>	<b>101500</b>	<b>91500</b>	<b>86500</b>	<b>86500</b>	<b>81500</b>	<b>81500</b>	<b>91500</b>	<b>121500</b>	<b>126500</b>	<b>101500</b>	<b>121500</b>	<b>1218000</b>
<b><u>(-) Cost of Goods Sold:</u></b>													
<b>Foods:</b>													
Opening Stock	633	921	1371	986	934	882	662	942	1057	1177	965	1415	11945
(+) Purchases	34000	27500	24000	23000	23000	21500	22,000	24500	32500	33500	27500	31500	324500
Goods Available for Sale	34633	28421	25371	23986	23934	22382	22662	25442	33557	34677	28465	32915	336445
(-) Closing Stock	921	1371	986	934	882	662	942	1057	1177	965	1415	535	11847
COGS	33712	27050	24385	23052	23052	21720	21720	24385	32380	33712	27050	32380	324598
<b>Household Products:</b>													
Opening Stock	1554	775	1184	1168	989	810	769	728	1412	1271	992	901	12553
(+) Purchases	28000	23500	20800	19500	19500	18500	18500	21500	27500	28500	23000	27500	276300
Goods Available for Sale	29554	24275	21984	20668	20489	19310	19269	22228	28912	29771	23992	28401	288853
(-) Closing Stock	775	1184	1168	989	810	769	728	1412	1271	992	901	760	11759
COGS	28779	23091	20816	19679	19679	18541	18541	20816	27641	28779	23091	27641	277094
<b>Health Care Products:</b>													
Opening Stock	620	1386	1552	778	284	790	576	862	588	1134	900	1066	10536
(+) Purchases	20500	16000	13500	13000	14000	12500	13000	14000	19,500	19500	16000	19000	190500
Goods Available for Sale	21120	17386	15052	13778	14284	13290	13576	14862	20088	20634	16900	20066	201036

(-) Closing Stock	1386	1552	778	284	790	576	862	588	1134	900	1066	1112	11028
COGS	19734	15834	14274	13494	13494	12714	12714	14274	18954	19734	15834	18954	190008
<b>Total COGS</b>	<b>82225</b>	<b>65975</b>	<b>59475</b>	<b>56225</b>	<b>56225</b>	<b>52975</b>	<b>52975</b>	<b>59475</b>	<b>78975</b>	<b>82225</b>	<b>65975</b>	<b>78975</b>	<b>791700</b>
<b>Gross Profit</b>	<b>44275</b>	<b>35525</b>	<b>32025</b>	<b>30275</b>	<b>30275</b>	<b>28525</b>	<b>28525</b>	<b>32025</b>	<b>42525</b>	<b>44275</b>	<b>35525</b>	<b>42525</b>	<b>426300</b>
<b><u>Wages and Salaries:</u></b>													
Manager A	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Manager B	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Manager C	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Manager D	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Worker A	900	900	900	900	900	900	900	900	900	900	900	900	10800
Worker B	900	900	900	900	900	900	900	900	900	900	900	900	10800
Worker C	900	900	900	900	900	900	900	900	900	900	900	900	10800
Worker D	900	900	900	900	900	900	900	900	900	900	900	900	10800
EPF	1508	1508	1508	1508	1508	1508	1508	1508	1508	1508	1508	1508	18096
SOCSSO	232	232	232	232	232	232	232	232	232	232	232	232	2784
<b><u>Utilities:</u></b>													
Water	22	22	22	22	22	22	22	22	22	22	22	22	264
Electricity	3300	3300	3300	3300	3300	3300	3300	3300	3300	3300	3300	3300	39600
Telephone & Internet	220	220	220	220	220	220	220	220	220	220	220	220	2640
<b><u>Legal Expenses:</u></b>													
Auditing Fee	-	-	-	-	-	-	-	-	-	-	-	1500	1500
Business License	80	NIL	80										

<b><u>Depreciation:</u></b>														
Building Renovation	-	-	-	-	-	-	-	-	-	-	-	-	806	806
Furniture & Fittings	-	-	-	-	-	-	-	-	-	-	-	-	128	128
Electric Appliances	-	-	-	-	-	-	-	-	-	-	-	-	1289	1289
Equipment & Machinery	-	-	-	-	-	-	-	-	-	-	-	-	2810	2810
														0
<b><u>Other Expenses:</u></b>														0
ASRS lease payment	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	42900
Rental	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	120000
Commision to TnG	-	-	-	-	-	-	-	-	-	-	-	-	24360	24360
Promotion & Advertising	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	18000
Property Insurance	200	200	200	200	200	200	200	200	200	200	200	200	200	2400
Maintanance Fee (Server)	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
Miscellaneous	-	-	-	-	-	-	-	-	-	-	-	-	115	115
<b>Total Expenses</b>	<b>33237</b>	<b>33157</b>	<b>64165</b>	<b>428972</b>										
<b>Net Profit/Net Loss</b>	<b>11038</b>	<b>2368</b>	<b>-1132</b>	<b>-2882</b>	<b>-2882</b>	<b>-4632</b>	<b>-4632</b>	<b>-1132</b>	<b>9368</b>	<b>11118</b>	<b>2368</b>	<b>-21640</b>	<b>-2672</b>	

<b>Pro Forma Income Statement for Year 2016 (Monthly)</b>													
<b>Description</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>Total</b>
	<b>(RM)</b>												
<b><u>Income</u></b>													
Foods	76137	65805	61746	59696	59655	57646	57646	61705	74046	76055	65846	74087	790070
Household Products	64995	56175	52710	50960	50925	49210	49210	52675	63210	64925	56210	63245	674450
Health Care Products	44568	38520	36144	34944	34920	33744	33744	36120	43344	44520	38544	43368	462480
<b>Total Sales</b>	<b>185700</b>	<b>160500</b>	<b>150600</b>	<b>145600</b>	<b>145500</b>	<b>140600</b>	<b>140600</b>	<b>150500</b>	<b>180600</b>	<b>185500</b>	<b>160600</b>	<b>180700</b>	<b>1927000</b>
<b><u>(-) Cost of Goods Sold:</u></b>													
<b>Foods:</b>													
Opening Stock	535	1046	773	1138	836	560	1090	1120	1012	1382	1446	1410	12348
(+) Purchases	50000	42500	40500	38500	38500	38000	37,500	40000	48500	49500	36500	47500	507500
Goods Available for Sale	50535	43546	41273	39638	39336	38560	38590	41120	49512	50882	37946	48910	519848
(-) Closing Stock	1046	773	1138	836	560	1090	1120	1012	1382	1446	1410	753	12566
COGS	49489	42773	40135	38802	38776	37470	37470	40108	48130	49436	36536	48157	507282
<b>Household Products:</b>													
Opening Stock	760	1013	999	1238	614	1013	1027	541	1302	1216	1015	901	11639
(+) Purchases	42500	36500	34500	32500	33500	32000	31500	35000	41000	42000	23000	36500	420500
Goods Available for Sale	43260	37513	35499	33738	34114	33013	32527	35541	42302	43216	24015	37401	432139
(-) Closing Stock	1013	999	1238	614	1013	1027	541	1302	1216	1015	901	865	11744
COGS	42247	36514	34261	33124	33101	31986	31986	34239	41086	42201	23114	36536	420395
<b>Health Care Products:</b>													
Opening Stock	1112	1143	605	611	1397	1199	765	1331	1353	679	1741	1187	13123
(+) Purchases	29000	24500	23500	23500	22500	21500	22500	23500	27,500	30000	24500	24500	297000
Goods Available for Sale	30112	25643	24105	24111	23897	22699	23265	24831	28853	30679	26241	25687	310123

(-) Closing Stock	1143	605	611	1397	1199	765	1331	1353	679	1741	1187	633	12644
COGS	28969	25038	23494	22714	22698	21934	21934	23478	28174	28938	25054	25054	297479
<b>Total COGS</b>	<b>120705</b>	<b>104325</b>	<b>97890</b>	<b>94640</b>	<b>94575</b>	<b>91390</b>	<b>91390</b>	<b>97825</b>	<b>117390</b>	<b>120575</b>	<b>84704</b>	<b>109747</b>	<b>1225156</b>
<b>Gross Profit</b>	<b>64995</b>	<b>56175</b>	<b>52710</b>	<b>50960</b>	<b>50925</b>	<b>49210</b>	<b>49210</b>	<b>52675</b>	<b>63210</b>	<b>64925</b>	<b>75896</b>	<b>70953</b>	<b>701844</b>
<b><u>Wages and Salaries:</u></b>													
Manager A	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Manager B	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Manager C	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Manager D	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Worker A	950	950	950	950	950	950	950	950	950	950	950	950	11400
Worker B	950	950	950	950	950	950	950	950	950	950	950	950	11400
Worker C	950	950	950	950	950	950	950	950	950	950	950	950	11400
Worker D	950	950	950	950	950	950	950	950	950	950	950	950	11400
EPF	1534	1534	1534	1534	1534	1534	1534	1534	1534	1534	1534	1534	18408
SOCISO	236	236	236	236	236	236	236	236	236	236	236	236	2832
<b><u>Utilities:</u></b>													
Water	24.20	24.20	24.20	24.20	24.20	24.20	24.20	24.20	24.20	24.20	24.20	24.20	290
Electricity	3630	3630	3630	3630	3630	3630	3630	3630	3630	3630	3630	3630	43560
Telephone & Internet	242	242	242	242	242	242	242	242	242	242	242	242	2904
<b><u>Legal Expenses:</u></b>													
Auditing Fee	-	-	-	-	-	-	-	-	-	-	-	1500	1500
Business License	80	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	80
<b><u>Depreciation:</u></b>													
Building Renovation	-	-	-	-	-	-	-	-	-	-	-	806	806

Furniture & Fittings	-	-	-	-	-	-	-	-	-	-	-	128	128
Electric Appliances	-	-	-	-	-	-	-	-	-	-	-	1289	1289
Equipment & Machinery	-	-	-	-	-	-	-	-	-	-	-	2810	2810
<b>Other Expenses:</b>													
ASRS lease payment	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	42900
Rental	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	120000
Commision to TnG	-	-	-	-	-	-	-	-	-	-	-	38540	38540
Promotion & Advertising	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	18000
Property Insurance	200	200	200	200	200	200	200	200	200	200	200	200	2400
Maintanence Fee (Server)	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
Miscellaneous	-	-	-	-	-	-	-	-	-	-	-	132	132
<b>Total Expenses</b>	<b>33821</b>	<b>33741</b>	<b>78946</b>	<b>450179</b>									
<b>Net Profit/Net Loss</b>	<b>31174</b>	<b>22434</b>	<b>18969</b>	<b>17219</b>	<b>17184</b>	<b>15469</b>	<b>15469</b>	<b>18934</b>	<b>29469</b>	<b>31184</b>	<b>42155</b>	<b>-7993</b>	<b>251665</b>
<b>Pro Forma Income Statement for Year 2017 (Monthly)</b>													
<b>Description</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>Total</b>
	<b>(RM)</b>												
<b>Income</b>													
Foods	89872	79622	75522	73472	73431	71381	71422	75481	87822	89872	79581	87822	955300
Household Products	76720	67970	64470	62720	62685	60935	60970	64435	74970	76720	67935	74970	815500
Health Care Products	52608	46608	44208	43008	42984	41784	41808	44184	51408	52608	46584	51408	559200
<b>Total Sales</b>	<b>219200</b>	<b>194200</b>	<b>184200</b>	<b>179200</b>	<b>179100</b>	<b>174100</b>	<b>174200</b>	<b>184100</b>	<b>214200</b>	<b>219200</b>	<b>194100</b>	<b>214200</b>	<b>2330000</b>

<b><u>(-) Cost of Goods Sold:</u></b>													
<b>Foods:</b>													
Opening Stock	753	836	1082	1993	1236	1006	1108	1184	1121	1037	1620	1892	14868
(+) Purchases	58500	52000	50000	47000	47500	46500	46,500	49000	57000	59000	52000	56500	621500
Goods Available for Sale	59253	52836	51082	48993	48736	47506	47608	50184	58121	60037	53620	58392	636368
(-) Closing Stock	836	1082	1993	1236	1006	1108	1184	1121	1037	1620	1892	1308	15423
COGS	58417	51754	49089	47757	47730	46398	46424	49063	57084	58417	51728	57084	620945
<b>Household Products:</b>													
Opening Stock	865	1497	1317	912	1007	762	1154	1024	1141	1258	890	732	12559
(+) Purchases	50500	44000	41500	42000	40500	40000	39500	42000	42000	49500	44000	44500	520000
Goods Available for Sale	51365	45497	42817	42912	41507	40762	40654	43024	43141	50758	44890	45232	532559
(-) Closing Stock	1497	1317	912	1007	762	1154	1024	1141	1258	890	732	1074	12768
COGS	49868	44180	41905	41905	40745	39608	39630	41883	41883	49868	44158	44158	519791
<b>Health Care Products:</b>													
Opening Stock	633	1438	1143	797	1062	1122	1462	787	1067	1347	1152	872	12882
(+) Purchases	35000	30000	29000	29000	28000	27500	26500	29000	29,000	34000	30000	30500	357500
Goods Available for Sale	35633	31438	30143	29797	29062	28622	27962	29787	30067	35347	31152	31372	370382
(-) Closing Stock	1438	1143	797	1062	1122	1462	787	1067	1347	1152	872	1092	13341
COGS	34195	30295	29346	28735	27940	27160	27175	28720	28720	34195	30280	30280	357041
<b>Total COGS</b>	<b>142480</b>	<b>126229</b>	<b>120340</b>	<b>118397</b>	<b>116415</b>	<b>113166</b>	<b>113229</b>	<b>119666</b>	<b>127687</b>	<b>142480</b>	<b>126166</b>	<b>131522</b>	<b>1497777</b>
<b>Gross Profit</b>	<b>76720</b>	<b>67971</b>	<b>63860</b>	<b>60803</b>	<b>62685</b>	<b>60934</b>	<b>60971</b>	<b>64434</b>	<b>86513</b>	<b>76720</b>	<b>67934</b>	<b>82678</b>	<b>832223</b>
<b><u>Wages and Salaries:</u></b>													
Manager A	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Manager B	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Manager C	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000

Manager D	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Worker A	950	950	950	950	950	950	950	950	950	950	950	950	11400
Worker B	950	950	950	950	950	950	950	950	950	950	950	950	11400
Worker C	950	950	950	950	950	950	950	950	950	950	950	950	11400
Worker D	950	950	950	950	950	950	950	950	950	950	950	950	11400
EPF	1534	1534	1534	1534	1534	1534	1534	1534	1534	1534	1534	1534	18408
SOCOSO	236	236	236	236	236	236	236	236	236	236	236	236	2832
<b><u>Utilities:</u></b>													
Water	26.60	26.60	26.60	26.60	26.60	26.60	26.60	26.60	26.60	26.60	26.60	26.60	319
Electricity	3993	3993	3993	3993	3993	3993	3993	3993	3993	3993	3993	3993	47916
Telephone & Internet	266	266	266	266	266	266	266	266	266	266	266	266	3194
<b><u>Legal Expenses:</u></b>													
Auditing Fee	-	-	-	-	-	-	-	-	-	-	-	-	1500
Business License	80	NIL	80										
<b><u>Depreciation:</u></b>													
Building Renovation	-	-	-	-	-	-	-	-	-	-	-	-	806
Furniture & Fittings	-	-	-	-	-	-	-	-	-	-	-	-	128
Electric Appliances	-	-	-	-	-	-	-	-	-	-	-	-	1289
Equipment & Machinery	-	-	-	-	-	-	-	-	-	-	-	-	2810
<b><u>Other Expenses:</u></b>													
ASRS lease payment	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	42900
Rental	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	120000
Commision to TnG	-	-	-	-	-	-	-	-	-	-	-	-	46600
Promotion & Advertising	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	18000

Property Insurance	200	200	200	200	200	200	200	200	200	200	200	200	2400
Maintenance Fee (Server)	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
Miscellaneous	-	-	-	-	-	-	-	-	-	-	-	152	152
<b>Total Expenses</b>	<b>34211</b>	<b>34131</b>	<b>87416</b>	<b>462935</b>									
<b>Net Profit/Net Loss</b>	<b>42509</b>	<b>33840</b>	<b>29729</b>	<b>26672</b>	<b>28554</b>	<b>26803</b>	<b>26840</b>	<b>30303</b>	<b>52382</b>	<b>42589</b>	<b>33803</b>	<b>-4738</b>	<b>369288</b>
<b>Pro Forma Income Statement for Year 2018 (Monthly)</b>													
<b>Description</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>Total</b>
	<b>(RM)</b>												
<b>Income</b>													
Foods	105944	95653	91594	89503	89462	87453	87494	91512	103894	105944	95653	103894	1148000
Household Products	90440	81655	78190	76405	76370	74655	74690	78120	88690	90440	81655	88690	980000
Health Care Products	62016	55992	53616	52392	52368	51192	51216	53568	60816	62016	55992	60816	672000
<b>Total Sales</b>	<b>258400</b>	<b>233300</b>	<b>223400</b>	<b>218300</b>	<b>218200</b>	<b>213300</b>	<b>213400</b>	<b>223200</b>	<b>253400</b>	<b>258400</b>	<b>233300</b>	<b>253400</b>	<b>2800000</b>
<b>(-) Cost of Goods Sold:</b>													
<b>Foods:</b>													
Opening Stock	1308	1444	1270	1234	1057	1407	1063	1192	1209	1678	1314	1140	15316
(+) Purchases	69000	62000	59500	58000	58500	56500	57,000	59500	68000	68500	62000	67500	746000
Goods Available for Sale	70308	63444	60770	59234	59557	57907	58063	60692	69209	70178	63314	68640	761316
(-) Closing Stock	1444	1270	1234	1057	1407	1063	1192	1209	1678	1314	1140	1109	15117
COGS	68864	62174	59536	58177	58150	56844	56871	59483	67531	68864	62174	67531	746199
<b>Household Products:</b>													
Opening Stock	1074	1288	1212	1389	1226	1586	1060	1012	1234	1586	1300	1024	14991

(+) Purchases	59000	53000	51000	49500	50000	48000	48500	51000	58000	58500	52800	58000	637300
Goods Available for Sale	60074	54288	52212	50889	51226	49586	49560	52012	59234	60086	54100	59024	652291
(-) Closing Stock	1288	1212	1389	1226	1586	1060	1012	1234	1586	1300	1024	1376	15293
COGS	58786	53076	50823	49663	49640	48526	48548	50778	57648	58786	53076	57648	636998
<b>Health Care Products:</b>													
Opening Stock	1092	1282	1387	1037	982	943	1168	1378	1059	1029	1219	1324	13900
(+) Purchases	40500	36500	34500	34000	34000	33500	33500	34500	39,500	40500	36500	39500	437000
Goods Available for Sale	41592	37782	35887	35037	34982	34443	34668	35878	40559	41529	37719	40824	450900
(-) Closing Stock	1282	1387	1037	982	943	1168	1378	1059	1029	1219	1324	1294	14102
COGS	40310	36395	34850	34055	34039	33275	33290	34819	39530	40310	36395	39530	436798
<b>Total COGS</b>	<b>167960</b>	<b>151645</b>	<b>145209</b>	<b>141895</b>	<b>141829</b>	<b>138645</b>	<b>138709</b>	<b>145080</b>	<b>164709</b>	<b>167960</b>	<b>151645</b>	<b>164709</b>	<b>1819995</b>
<b>Gross Profit</b>	<b>90440</b>	<b>81655</b>	<b>78191</b>	<b>76405</b>	<b>76371</b>	<b>74655</b>	<b>74691</b>	<b>78120</b>	<b>88691</b>	<b>90440</b>	<b>81655</b>	<b>88691</b>	<b>980005</b>
<b>Wages and Salaries:</b>													
Manager A	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Manager B	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Manager C	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Manager D	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Worker A	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
Worker B	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
Worker C	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
Worker D	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
EPF	1560	1560	1560	1560	1560	1560	1560	1560	1560	1560	1560	1560	18720
SOCOSO	240	240	240	240	240	240	240	240	240	240	240	240	2880
<b>Utilities:</b>													
Water	29.25	29.25	29.25	29.25	29.25	29.25	29.25	29.25	29.25	29.25	29.25	29.25	351

Electricity	4392	4392	4392	4392	4392	4392	4392	4392	4392	4392	4392	4392	52709
Telephone & Internet	293	293	293	293	293	293	293	293	293	293	293	293	3516
<b><u>Legal Expenses:</u></b>													
Auditing Fee	-	-	-	-	-	-	-	-	-	-	-	1500	1500
Business License	80	NIL	80										
<b><u>Depreciation:</u></b>													
Building Renovation	-	-	-	-	-	-	-	-	-	-	-	806	806
Furniture & Fittings	-	-	-	-	-	-	-	-	-	-	-	128	128
Electric Appliances	-	-	-	-	-	-	-	-	-	-	-	1289	1289
Equipment & Machinery	-	-	-	-	-	-	-	-	-	-	-	2810	2810
<b><u>Other Expenses:</u></b>													
ASRS lease payment	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	3,575	42900
Rental	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	120000
Commision to TnG	-	-	-	-	-	-	-	-	-	-	-	56000	56000
Promotion & Advertising	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	18000
Property Insurance	200	200	200	200	200	200	200	200	200	200	200	200	2400
Maintenance Fee (Server)	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
Miscellaneous	-	-	-	-	-	-	-	-	-	-	-	175	175
<b>Total Expenses</b>	<b>34870</b>	<b>34790</b>	<b>97498</b>	<b>480264</b>									
<b>Net Profit/Net Loss</b>	<b>55570</b>	<b>46865</b>	<b>43401</b>	<b>41615</b>	<b>41581</b>	<b>39865</b>	<b>39901</b>	<b>43330</b>	<b>53901</b>	<b>55650</b>	<b>46865</b>	<b>-8807</b>	<b>499741</b>

## Appendix AO

**Table 8.10 Monthly Cash Flow Projection from Year 2014 to Year 2018**

<b><u>Cash Flow Statement for the year 2014 (Monthly)</u></b>													
Description	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
	(RM)	(RM)											
Cash on Hand	11582	-7253	-20838	-34422	-49757	-56341	-68176	-78260	-91844	-94928	-96263	-106347	-692847
<b><u>Cash Flow From</u></b>													
<b><u>Operating Activities:</u></b>													
<b><u>Sources of Cash</u></b>													
Net Income/ Net Loss	-18835	-13585	-13584	-15335	-6584	-11835	-10084	-13584	-3084	-1335	-10084	-25317	-143246
Decrease in account receivable	—	—	—	—	—	—	—	—	—	—	—	—	0
<b><u>Depreciation:</u></b>													
Building Renovation	—	—	—	—	—	—	—	—	—	—	—	806	806
Furniture & Fittings	—	—	—	—	—	—	—	—	—	—	—	128	128
Electric Appliances	—	—	—	—	—	—	—	—	—	—	—	1289	1289
Equipment & Machinery	—	—	—	—	—	—	—	—	—	—	—	2810	2810
<b><u>Uses of Cash</u></b>													
Decrease in account payable	—	—	—	—	—	—	—	—	—	—	—	—	0
<b><u>Cash Flow From</u></b>													
<b><u>Investing Activities:</u></b>													

<b>Uses of Cash</b>													
<b>Total Cash Flow</b>	<b>-18835</b>	<b>-13585</b>	<b>-13584</b>	<b>-15335</b>	<b>-6584</b>	<b>-11835</b>	<b>-10084</b>	<b>-13584</b>	<b>-3084</b>	<b>-1335</b>	<b>-10084</b>	<b>-20284</b>	<b>-138213</b>
<b>Cash Position</b>	<b>-7253</b>	<b>-20838</b>	<b>-34422</b>	<b>-49757</b>	<b>-56341</b>	<b>-68176</b>	<b>-78260</b>	<b>-91844</b>	<b>-94928</b>	<b>-96263</b>	<b>-106347</b>	<b>-126631</b>	<b>-126631</b>
<b>Cash Flow Statement for the year 2015 (Monthly)</b>													
<b>Description</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>Total</b>
	<b>(RM)</b>	<b>(RM)</b>	<b>(RM)</b>										
Cash on Hand	-126631	-115593	-113225	-114357	-117239	-120121	-124753	-129385	-130517	-121149	-110031	-107663	-1430664
<b>Cash Flow From</b>													
<b>Operating Activities:</b>													
<b>Sources of Cash</b>													
Net Income/ Net Loss	11038	2368	-1132	-2882	-2882	-4632	-4632	-1132	9368	11118	2368	-21640	-2672
Decrease in account receivable	—	—	—	—	—	—	—	—	—	—	—	—	0
<b>Depreciation:</b>													
Building Renovation	—	—	—	—	—	—	—	—	—	—	—	1612	1612
Furniture & Fittings	—	—	—	—	—	—	—	—	—	—	—	256	256
Electric Appliances	—	—	—	—	—	—	—	—	—	—	—	2578	2578
Equipment & Machinery	—	—	—	—	—	—	—	—	—	—	—	5620	5620
<b>Uses of Cash</b>													
Decrease in account payable	—	—	—	—	—	—	—	—	—	—	—	—	0
<b>Cash Flow From</b>													

<b>Investing Activities:</b>													
<b>Uses of Cash</b>													
<b>Total Cash Flow</b>	<b>11038</b>	<b>2368</b>	<b>-1132</b>	<b>-2882</b>	<b>-2882</b>	<b>-4632</b>	<b>-4632</b>	<b>-1132</b>	<b>9368</b>	<b>11118</b>	<b>2368</b>	<b>-11574</b>	<b>7394</b>
<b>Cash Position</b>	<b>-115593</b>	<b>-113225</b>	<b>-114357</b>	<b>-117239</b>	<b>-120121</b>	<b>-124753</b>	<b>-129385</b>	<b>-130517</b>	<b>-121149</b>	<b>-110031</b>	<b>-107663</b>	<b>-119237</b>	<b>-119237</b>
<b>Cash Flow Statement for the year 2016 (Monthly)</b>													
<b>Description</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>Total</b>
	<b>(RM)</b>												
Cash on Hand	-119237	-88063	-65629	-46661	-29442	-12258	3210.8	18679.6	37613.4	67082.2	98266	140421	3982.8
<b>Cash Flow From</b>													
<b>Operating Activities:</b>													
<b>Sources of Cash</b>													
Net Income/ Net Loss	31174	22434	18969	17219	17184	15469	15469	18934	29469	31184	42155	-7993	251665
Decrease in account receivable	—	—	—	—	—	—	—	—	—	—	—	—	0
<b>Depreciation:</b>													
Building Renovation	—	—	—	—	—	—	—	—	—	—	—	2418	2418
Furniture & Fittings	—	—	—	—	—	—	—	—	—	—	—	384	384
Electric Appliances	—	—	—	—	—	—	—	—	—	—	—	3867	3867
Equipment & Machinery	—	—	—	—	—	—	—	—	—	—	—	8430	8430
<b>Uses of Cash</b>													

Decrease in account payable	—	—	—	—	—	—	—	—	—	—	—	—	0
<b>Cash Flow From</b>													
<b>Investing Activities:</b>													
<b>Uses of Cash</b>													
<b>Total Cash Flow</b>	<b>31173.8</b>	<b>22433.8</b>	<b>18968.8</b>	<b>17218.8</b>	<b>17183.8</b>	<b>15468.8</b>	<b>15468.8</b>	<b>18933.8</b>	<b>29468.8</b>	<b>31183.8</b>	<b>42154.8</b>	<b>7105.8</b>	<b>266764</b>
<b>Cash Position</b>	<b>-88063</b>	<b>-65629</b>	<b>-46661</b>	<b>-29442</b>	<b>-12258</b>	<b>3210.8</b>	<b>18679.6</b>	<b>37613.4</b>	<b>67082.2</b>	<b>98266</b>	<b>140421</b>	<b>147527</b>	<b>147527</b>
<b>Cash Flow Statement for the year 2017 (Monthly)</b>													
<b>Description</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>Total</b>
	<b>(RM)</b>	<b>(RM)</b>	<b>(RM)</b>										
Cash on Hand	147527	190036	223876	253605	280277	308832	335635	362475	392778	445160	487750	521553	3949503
<b>Cash Flow From</b>													
<b>Operating Activities:</b>													
<b>Sources of Cash</b>													
Net Income/ Net Loss	42509	33840	29729	26672	28554	26803	26840	30303	52382	42589	33803	-4738	369288
Decrease in account receivable	—	—	—	—	—	—	—	—	—	—	—	—	0
<b>Depreciation:</b>													
Building Renovation	—	—	—	—	—	—	—	—	—	—	—	3224	3224
Furniture & Fittings	—	—	—	—	—	—	—	—	—	—	—	512	512

Electric Appliances	—	—	—	—	—	—	—	—	—	—	—	5156	5156
Equipment & Machinery	—	—	—	—	—	—	—	—	—	—	—	11240	11240
<b>Uses of Cash</b>													
Decrease in account payable	—	—	—	—	—	—	—	—	—	—	—	—	0
<b>Cash Flow From</b>													
<b>Investing Activities:</b>													
<b>Uses of Cash</b>													
<b>Total Cash Flow</b>	<b>42509.2</b>	<b>33840.2</b>	<b>29729.2</b>	<b>26672.2</b>	<b>28554.2</b>	<b>26803.2</b>	<b>26840.2</b>	<b>30303.2</b>	<b>52382.2</b>	<b>42589.2</b>	<b>33803.2</b>	<b>15394.2</b>	<b>389420</b>
<b>Cash Position</b>	<b>190036</b>	<b>223876</b>	<b>253605</b>	<b>280277</b>	<b>308832</b>	<b>335635</b>	<b>362475</b>	<b>392778</b>	<b>445160</b>	<b>487750</b>	<b>521553</b>	<b>536947</b>	<b>536947</b>
<b><u>Cash Flow Statement for the year 2018 (Monthly)</u></b>													
<b>Description</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>Total</b>
	<b>(RM)</b>	<b>(RM)</b>											
Cash on Hand	536947	592517	639383	682784	724399	765981	805846	845747	889078	942979	998630	1045495	9469786
<b>Cash Flow From</b>													
<b>Operating Activities:</b>													
Net Income/ Net Loss	55570	46865	43401	41615	41581	39865	39901	43330	53901	55650	46865	-8807	499741
Decrease in account receivable	—	—	—	—	—	—	—	—	—	—	—	—	0
<b>Depreciation:</b>													
Building Renovation	—	—	—	—	—	—	—	—	—	—	—	4030	4030
Furniture & Fittings	—	—	—	—	—	—	—	—	—	—	—	640	640

Electric Appliances	—	—	—	—	—	—	—	—	—	—	—	6445	6445
Equipment & Machinery	—	—	—	—	—	—	—	—	—	—	—	14050	14050
<b><u>Uses of Cash</u></b>													
Decrease in account payable	—	—	—	—	—	—	—	—	—	—	—	—	0
<b><u>Cash Flow From</u></b>													
<b><u>Investing Activities:</u></b>													
<b><u>Uses of Cash</u></b>													
<b>Total Cash Flow</b>	<b>55570.4</b>	<b>46865.4</b>	<b>43401.4</b>	<b>41615.4</b>	<b>41581.4</b>	<b>39865.4</b>	<b>39901.4</b>	<b>43330.4</b>	<b>53901.4</b>	<b>55650.4</b>	<b>46865.4</b>	<b>16358.4</b>	<b>524906</b>
<b>Cash Position</b>	<b>592517</b>	<b>639383</b>	<b>682784</b>	<b>724399</b>	<b>765981</b>	<b>805846</b>	<b>845747</b>	<b>889078</b>	<b>942979</b>	<b>998630</b>	<b>1045495</b>	<b>1061853</b>	<b>1061853</b>