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BUSINESS PLAN

WE CARE SDN. BHD.

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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 17262.

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1.0 EXECUTIVE SUMMARY

1.1 The Opportunity

The accident rate in Malaysia has kept increasing from year to year. Driver drowsiness or fatigue while driving may be one of the major factors that caused the accident rate increase. When the driver feels drowsy or fatigue, their alertness level and respond time will decrease and make them unaware the road condition. As a result these may increase the risk of driver to be involved in an accident. We Care hence discovered an opportunity in order to help these drivers by reducing their risk of involve in an accident due to fatigue problem.

1.2 The Description of the Business

We Care is a company that selling anti-fatigue related products. The core product is Fatigue Monitoring Device. We target this product to all the drivers. The main function of Fatigue Monitoring Device is to make the driver alert when they feel drowsy. Our company is trying to help to reduce the risk of driver to be involved in an accident and provide our potential customers a safer driving environment. We Care will continue to do more research and innovations to target on fatigue problem and issues.

1.3 Competitive Advantage

There is a competitive advantage when the firm has the ability to deliver more benefits than competing products of the competitors or similar benefits with a lower cost (Wang, Lin, & Chu, 2011). Our company is the first mover in introducing the fatigue monitoring device in Malaysia market as there are still no similar products exist. Our company will continuously doing innovation to benefit the society in the future. Hence the product variety and availability will be our competitive advantage to potential competitors. Besides, we provide 24/7 of purchasing availability for our customer through internet and with good customer service and quality control for example quick reply toward feedback and inquiries, presentation on how to use our system and also trial program. Furthermore, our product is similarly lower cost than other fatigue monitoring device available in foreign market.

1.4 Target Market

The target markets of our company are individual drivers as well as large companies such as transportation companies and logistic companies. For example taxi drivers, intercity bus drivers and normal car users. We are focusing on the people who drive frequently especially those who do not have good quality sleep and having fatigue problem in driving long distance, as well as feeling hard to focus in driving under the bright sunlight or at night.

1.5 The Management Team

We Care is formed by four members and all of the board members in We Care has sufficient experience and skills to be in their post.

Kathryn Low Pui Yee is appointed as Managing Director. She is responsible to overlook the daily operation and establish the core business strategy. With her excellent leadership skill, she is able to develop good strategic plans that lead the company operation toward success. She is also responsible to coordinate the efforts of various departments, such as legal, finance, marketing and sales, to meet company goals. Other than that, she has to oversee other managers or department heads, and often report to top executives and boards of directors.

The second member is Lee AI Chen who is appointed as Finance and Administration Manager. She is responsible for the financial health of an organization. The department that she lead has to produce financial reports, direct investment activities, and develop strategies and plans for the long-term financial goals of We Care Company. At the same time, she has to assist management in making financial decisions.

Next, Alex Lim Chee Siang is appointed as Operation, R&D Manager. He is assigned to manage and increase the effectiveness and efficiency of support services such as Human Resource, IT and finance through improvements in each function as well as coordination and communication between support and business functions. Besides, he is in charge of supervising and coaching the office manager on a weekly basis. He plays a significant role in long-term planning, including an initiative geared toward operational excellence.

Lastly, KK Tain Kah Kit is appointed as Sales and Marketing manager. He is responsible to manage the customer services as well as the sales and marketing of the company. He needs to accomplish business development activities by researching and developing marketing opportunities, planning marketing strategies and also implementing sales plans. At the same time, he also has to manage the sales staff in performing their sales activities.

1.6 Brief Summary of the Financial Projections

Table 1.1: Summary of the Financial Projections

Year	Sales (RM)	Profit (RM)
2014	1,166,399	50,975.82
2015	1,410,084	178,448.89
2016	1,643,902	190,641.28

Source: Developed for this Final Year Project.

We assume the business of We care is making losses in the three years. The sales revenue is projected to grow 17% in the second year and further 14% increase in the third year in contrast to the second year. The first year will be less profit since there are lots of expenses in the beginning of starting the new business. After that, there will have dramatically increased in profit compared with first year to second year but there are slow in growth from 2015 to 2016.

1.7 Description of What the Business Needs

Our company will need an initial capital of RM400, 000 in order to start up. Therefore Low Pui Yee, Lee Ai Chien, Lim Chee Siang and Tain Kah Kit will each contribute RM100, 000. The shares of the company will be allocated following to the capital contribution percentage of each member.

1.8 Exit Strategy for Investors

For any investors or business angels who are interested to invest in our business, an agreement will be signed and it will become the reference for dissolving in the relevant business. Partners can also buy or sell their share to other partners or to any of the investors that are interested in our business. Other than that, as for the exit strategy for investors we will also liquidate our business by selling our assets and equipments of the company to party that are interested. Other than that, by selling our company also is one of the best exit strategies as the interested parties would have to pay the partners of We Care the negotiated payment before the changing of the ownership of the company.

2.0 THE BUSINESS

2.1 The Description of the Business

2.1.1 The Name, Logo, and Location of the Proposed Business.

2.1.1.1 Name of the company

The name of the proposed company is We Care. The reason why we named it as We Care is because we wish to tell our customers that we care of their lives and we care about the benefit that we provide for our customers.

2.1.1.2 Logo

Figure 2.1: Company Logo



The 3 circles in the logo symbolize perfection, focus and growth. We Care promised to give out their products and services as perfect as it could. Customers are the top focus of We Care hence every decision, service and the process of innovation is centered on customers' needs and wants. Growth will be the long term aim of We Care Company to be continually expanding into international well known company. The red color of the first circle represents enthusiasm. We Care promotes enthusiasm among worker in order to give the best of them to the company and customers. The yellow color of second circle represents intellectual. We Care welcome intelligent workers and nurture intellectual among workers. The green color of third circle represents safety and it is the biggest circle because We Care put customers safety in the first place as it is the company which selling accident prevention gadget and as the name of the company that shows “we care of your life”.

2.1.1.3 Location

Figure 2.2: Company Location



Adapted: <http://www.propwall.my>

Kuala Lumpur is the most populous city in Malaysia. It is the federal city of Malaysia which has a population about 1.6 million as in 2012. It is the economic and business centre of Malaysia and one of the fastest growing metropolitan regions in Malaysia, in terms of economy and population (World Capital Institute, 2012). People in Kuala Lumpur are mostly the first to expose to the high technology products rather than other cities. Therefore in the beginning stage, our company chooses to be located at Kepong, Kuala Lumpur. The company addresses No. 65-0-3, Jalan 1/17, Fadason Business Centre, Taman Fadason, Kepong, Kuala Lumpur. It is a double storey shop-office and for rent at RM4600 per month. It size for ground floor is 22' x 80' while 22' x 80' for 1st floor therefore in total is 3500 square feet for both floors(Gan,2013).

Fadason, Kepong is a strategic location which it served with an established network of roads that connects to multiple highways such as LDP, MRR2, and Duke Highways. Via Jalan Kuching it is easily accessible to KLCC and it just take a few minutes to travel to the populated community of Mont Kiara, Sri Hartamas, Ampang, Bangsar, TTDI, Damansara, etc. Above of the shop lot, there is a potentially serve customers for about 200 serviced apartments. Besides, the shop lot is also surrounded with mature and established township to give a great deal of business opportunities toward our business.

Since we will operate our business in a double storey shop-office, the first floor will be used as factory for manufacturing the products and half of the ground floor as the retail store for sales and half of the ground floor for administrative purpose. After our company had gained own brand identity, we will start to expand our company to other states in Malaysia for example Penang, Johor and Melaka.

(Refer to Appendix A for Location Map)

2.1.2 Nature of Business/ Product or Service Offer

We Care is selling accident prevention gadget and some additional service which helps in the operation of the business. We are selling the Fatigue Monitoring Device for individual drivers. This product has 2 main functions which are anti-doze alarm and engine speed control. For the future operation We Care is planning to invent more new products as well as develop our own fatigue monitoring system and sell it to large companies in which about 2 or 3 years times. The system enables management of the buyers companies to control over their human resource, for users to stay focused while driving and minimize the risk of involving in an accident. Besides, We Care is providing customers with other services like maintenance of the device, and presentations on the usage of the device and trial program for the device. We Care are continuously innovating and inventing new products in order to provide greater safety level to the customers.

(Refer to Appendix B for Product Package)

2.1.3 Company Mission and Objectives

Our company mission statement is “Profitable growth through quality products and services and to give the best insurance value for consumers.” We build value for our customers through the continuous innovation and improvement of the product in order to provide superior benefits to the users.”

Our objectives are:

- 1) Earn the first billion profits in 1 year time.
- 2) Be the leading company in this fatigue management device market.
- 3) Innovate more fatigue monitoring products such as facial detection fatigue monitoring system

2.2 The opportunity

2.2.1 Problem to Solved or Need to be Filled

The road accident rate had increased by 255% and cause nearly 100,000 deaths over the 15 years from 1995 to 2010 (Sarani, Roslan, & Saniran, 2012). There are a lot of factors that that causes those accidents happen, it may be the responsibility of government due to inadequate design of road, poor construction or even human error such reckless driving, speeding, fatigue driving, overloading and others (Yap, 2008). According to the result from the Multiple Regression Analysis, it shows that the high fatigue level and the excess working schedule has resulted in an extra 40.4% possibility that could lead to bus collisions and accidents (Abdullah & Ho, 2011). In conclusion, bus drivers in Malaysia are having a high accident rate due to problems of unable to concentrate and fatigueness. At the same time, the study shows that prolong driving had significantly induced drivers' fatigue level exclusively it monotonous environment. Reaction time also will affected by fatigue that slowed by 18 percent while stopping distance increased by 7.6 percent in a sleep deprived individual (Tippayanate, 2006).

2.2.2 How the proposed business solves the problem or filled the needs

In order to solve the problem, We Care has developed the fatigue monitoring device. This device helps to alert the drivers on their fatigue level during their

journey. This device can assist customers through the alarm sound that alert them toward their sleepiness and act as speed controller where it slow down the driving speed when they are falling asleep while driving.

This device is sold in a package where It contains 4 components. They are transmitter chip which is inside a small black box, receiver inside the dongle, car charger as well as cap or spectacle based on the customer's preference. The transmitter is to be inserted in the spectacle or cap with special design that common uses nowadays and wear on the head of the user. In the other hand, the transmitter is connected to the car through car charger.

When the drowsiness level falls into the danger zone and the driver accidentally fall asleep, the device will alert the driver by ringing or vibrate to ensure they stay conscious and focus while driving. When the driver's head drop down, it will create a signal to the transmitter in the cap or spectacle. The transmitter will then pass this signal to the receiver in order to perform the two functions as mentioned above.

2.3 Competitive Advantages

2.3.1 Description of the Business Model

Currently in the business world, there are various types of business model in the retail industry which includes e-commerce. In order to gain as much of the

market share as possible in this competitive environment, our products will come in various forms and with reasonable price for customers to purchase via the internet. Our business is dedicated to customers who are busy and prefer convenience style of purchasing products. We have conducted a SWOT analysis to identify our strengths, opportunities in the market which enable us to have more advantages when competing against our competitors. Besides that, our company We Care is applying the first mover strategy where being a first mover can create an overwhelming advantage which fellow customers will acknowledge We Care as the pioneer of this business in Malaysia.

Table 2.1: SWOT Analysis

<p><u>Strength</u></p> <ul style="list-style-type: none"> • Simple purchase procedures • Available 24hours. • Low operating cost. • First mover 	<p><u>Weakness</u></p> <ul style="list-style-type: none"> • Low brand equity • Low market awareness
<p><u>Opportunity</u></p> <ul style="list-style-type: none"> • People nowadays like online purchasing due to its convenience • People are more safety precautions nowadays 	<p><u>Threat</u></p> <ul style="list-style-type: none"> • Easy to duplicate by others • Our competitors also can start doing e-commerce style of selling

2.3.1.1 Core Strategy

In almost all of the successful business there is a good core marketing strategy. This strategy will be the main strategy of any company to enable

them to achieve the maximum positive differentiation over the competition in the industries and meeting customer needs. As for We Care, our marketing strategy is based on the interaction of our business, the customer and the competition. The core marketing strategies that We Care are applying which is operational excellence.

Product Leadership

The concept of Product Leadership mainly concentrates on offering customers the best product. Being the product leader in Malaysia, We Care will continue to innovate year after year. The primary competition is not about price or customer service, it is about product performance. The strict quality control of We Care will definitely ensure that the quality of our product is high and it will satisfy our target customers.

2.3.1.2 Value Proposition

A value proposition is the solution to the customer's problem. It often goes hand in hand with the problem we are solving. The customer often has the thought of that they are a customer and when they have a problem they demand for a solution. When if customers have a problem, We Care's customer service team will provide them with the best solution possible to ensure customer is satisfied with our product and service. The value of the proposition that We Care focuses on being usability, reducing risk and accessibility.

Usability

Nobody will want to buy a product or service that they can't even figure out how to use it. This element is crucial and demanding in technology and electronics where customers expect this value proposition built in functionality. We Care have targeted customers that are focusing on the usability of the product. Our fatigue monitoring device is easy to use and our customer service team is always ready to answer any doubts of our customers regarding the usability of our product.

Reducing Risk

Reducing risk is also one of the core value propositions of We Care as the fatigue monitoring devices that we provide can reduce the risk of accident of drivers when they are in a fatigue condition. Drivers who are feeling insecure driving in a tiring condition will definitely like to have a fatigue monitoring device. It is because its accident preventive function can give them a sense of safety.

Accessibility

Customers nowadays prefer fast and convenient. Therefore, having a high accessibility is what customer asking for and this is what We Care can provide to customers. By having a shop lot and an online website, the customer gains easy access over our product. They can acquire information or even purchase our product easily via online or pay a visit to our shop.

2.3.1.3 Value Network

Value network can be defined as a set of connections between organizations and individuals interacting with each other to benefit the entire group. A value network enables of buying and selling of products as well as sharing of information. However, in business and commerce perspective, value networks are an example of an economic ecosystem. Member in the value network relies on each others grow and increase their value. Value network members can consist of external members such as customers or internal members such as research and development teams. For instance, the core Value Network of We Care is established and maintaining relationship with customers.

Establish and Maintaining Relationship

We Care is currently focusing on constitutes good customer service by having all our employees to follow a golden rule which is treating customers as you wish to be treated . But nowadays, good customer service is no longer enough to ensure success of a business. Customers expect good customer services, and if it is not delivered, customers don't come back. Customer satisfaction will lead to Customer loyalty and through that to customer retention. By providing excellent customer satisfaction We Care would hope to earn the word of mouth that spreads about the positive thing about our company. Communication is an essential part of establishing a good relationship with customers. We Care can communicate with customers through the internet through our website and via phone calls through our customer service hotline. By providing a platform to communicate with customers, the relationship between We Care and customers will be maintained as the customer service team will attend to customers' problems from time to time.

2.3.2 How the Business will create a Sustainable Competitive Advantage

2.3.2.1 Product Variety and Availability

The product we offer to the customer comes and can be attached in different form including cap, headband, spectacles, sunglasses, and etc. Each of this offer variety types of products attachment to satisfy the different preference of customers. The product's availability is an important element to retain customer satisfaction. In order to fulfill customer demand for our products, our operation department will ensure efficient stock replenish be done before we allow customers to order our product via our website.

2.3.2.2 First Mover

Our company We Care is applying the first mover strategy where being a first mover can create an overwhelming advantage which is customer will acknowledge us as the first company and will have the perception that we are the best. We are going to be the first company to sell the road-safety system in Malaysia, by using our system, drivers that need to drive long hours on the road will not fall asleep easily and will be alerted by our system as they lowered their heads when they feel sleepy. A beeping sound will rang to wake them up.

2.3.2.3 24/7 of Purchasing Availability

According to the statistic of IDC Malaysia, in year 2008, the online buyers in Malaysia had exceeded 7.4 million. In year 2012, there are 10.5 million online buyers. This statistic shows the rapid increment of online buyers in Malaysia.

One of the advantages of selling our product online is to save costs as we no need to hire additional staff to do the selling. We care website will also be selling our product 24 hours a day and 7 days a week as our target is to fulfill customer needs whenever they need our product. Customers can select the types of attachment they want the product to be in. Most importantly, We Care is focusing on gaining more customer loyalty. Therefore, the delivery service of We Care is very efficient that the items that customer desire will reach on time.

(Refer to Appendix C for We Care's Website)

2.3.2.4 Excellence Customer Support and Quality Control

Regarding all the customer doubts, we have a customer service center that will answer and clarify the questions asked by our customers. We are confident that most of the customers will satisfy with our product. Thus, by having customer service line we can have interaction with the customers and will gain their trust which will result to a better brand loyalty. All the customer's order will be processed on the same date they order, therefore the product will get to the customer on time. Other than that, we do have a strict quality control of our product before selling them to the customer to avoid bad reputation and reduction of customer's satisfaction and loyalty towards We Care.

2.4 Current Status and Requirement

2.4.1 Projected Milestones

Table 2.2: Project Milestones

Date (MM/2013- 2014)	Duration (Months)	Task Nature
06	1	<ul style="list-style-type: none"> • Preparation and completion of business plan • Registration of business • Application of funds, loans or grants
07	1	<ul style="list-style-type: none"> • Arrangement of meetings with potential business partners • Release of prototype • Establishment of manufacturing plant
08	1	<ul style="list-style-type: none"> • Start production line of Fatigue Monitoring Device • Recruitment of sales team and training
09	1	<ul style="list-style-type: none"> • Preparation for advertising, promotional and sales kits • Establishment of company website • Commencement of business
10	12	<ul style="list-style-type: none"> • Analyze the response and feedback from customers • Continuous improvement work on anti-fatigue related products
10	1	<ul style="list-style-type: none"> • Preparation of annual report • Meeting with investors

11	3	<ul style="list-style-type: none">• Planning for future development
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Source: Developed for this Final Year Project.

3.0 INDUSTRY ANALYSIS

3.1 Industry Description

3.1.1 Industry trend

In the year of 2005, traffic accidents had taken 6,000 lives in Malaysia and cost the country RM1.5 billion of loss in terms of medical cost, productivity, property damage and other expenses (Esmaeeli, 2010). Malaysian Institute of Road Safety Research had reported 414,421 accidents happened in the year 2010 (Thye, 2012). So, we can briefly understand the significant problem of road safety have to improve by following up the industry trend. To identify the current industry trend, we will use the PEST analysis to determine and understand the growth rate of the current market. According to Kotler (1998), PEST analysis is a useful tool that analysis the market growth rate, business position and direction of the operation through political, economic, social, and technological environment.

3.1.1.1 Political environment

Current National Government policy for Road Safety

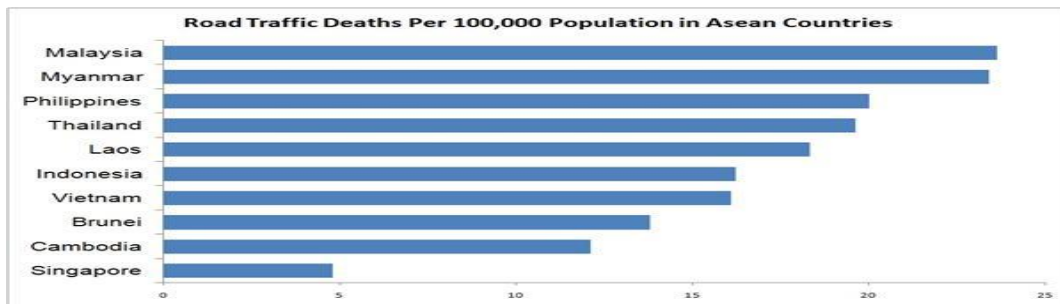
- Currently Malaysian's strategies to reduce disabilities from injuries and accident are accident reduction and prevention; and injury reduction. Accident reduction and prevention involves the application of "Three Es": education, engineering and enforcement whereas injury reduction involves

the application of appropriate safety policies, vehicle and road engineering approaches, medical and trauma management.

- Government has provided nationwide road safety targets by 2011 as follows:
 - 10 deaths per 100,000 population
 - 2 deaths per 10,000 registered vehicles
 - 10 deaths per billion vehicle kilometers travelled
- Furthermore, under Ministry of Transportation of Malaysia, a 'Road Safety Plan 2006-2011' have been drafted and agreed by the Government to provide guidelines and initiatives for road safety in Malaysia by providing 9 road safety strategies.

From several policies, we know that the government is concerned about the problem of road safety but those strategies is giving failure result. The following chart shows the death rate per 100,000 populations at 2011 and Malaysia having highest death rate over ASEAN countries.

Figure 3.1: Road Traffic Deaths per 100,000 Populations in Asean Countries



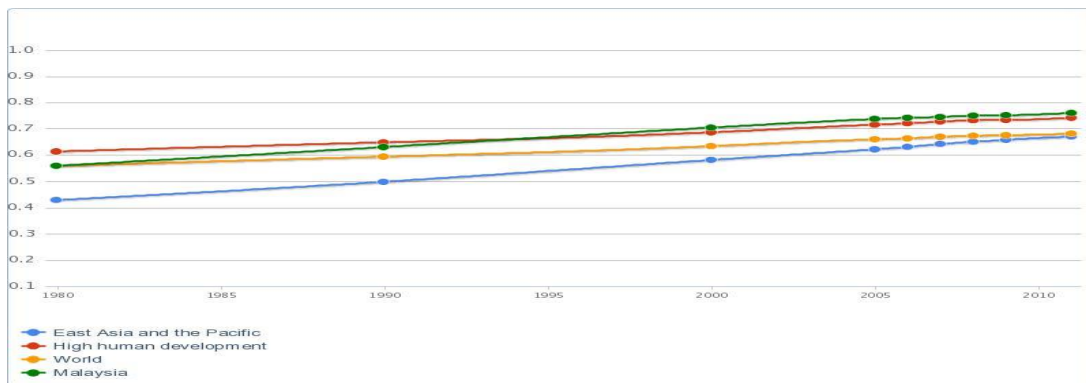
Adapted: Who GSRRS (2009) Global Status Report on Road Safety

From the graph we know that the road traffic death in Malaysia is 24 per 100,000 populations and this was a big gap from the road safety targets of the government side. Thus, it provides the opportunities for We Care to work parallel to the goals of the government's policy and having more chance that can support from government.

3.1.1.2 Economic environment

Malaysia Human Development Index

Figure 3.2: Human Development Index of Malaysia

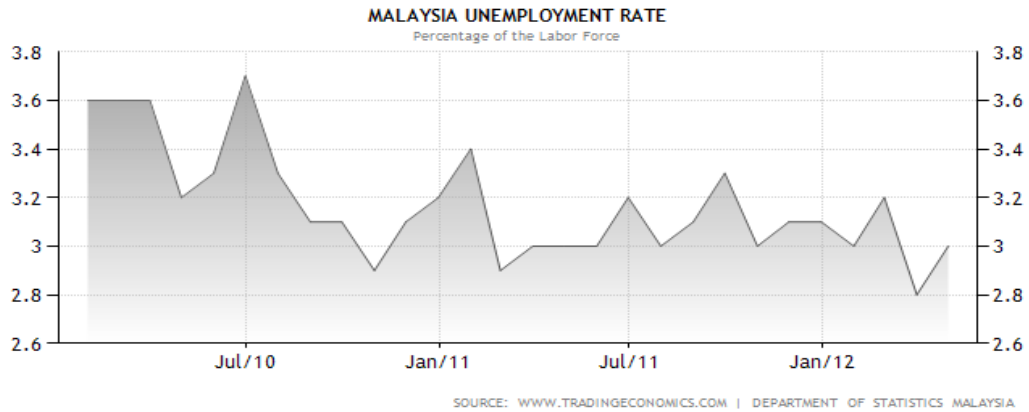


Adapted: United Nations Development Program (2013)

The chart shows the rate of HDI from 1980 to 2011 compared with the world, and East Asia and the Pacific. The HDI measure through the three basic dimensions of human development: health, education, and income. From the chart, we understand the HDI of Malaysia is 0.761 and the highest compare with others. Thus, this represents Malaysia citizens having higher income thus they have high purchasing power

3.1.1.3 Malaysian unemployment rate

Figure 3.3: Malaysia Unemployment Rate



Adapted from: Trading Economics (2013)

From the chart again we can know that the unemployment rate of Malaysia has decreased from 3.6% to 3.0% since year 2010 to 2012. This data show out the economics of Malaysia is becoming well since citizen are having a low employment rate. It indicates that the continued growth of Malaysia economy is the opportunity for our organization.

3.1.2 Industry Size

Table 3.1: General Road Accident Data in Malaysia (1995 – 2010)

Year	Population	Vehicles Registered	Vehicle Involved	Road Length	Road Accidents	Road Casualties	Road Deaths	Vehicle Ownership (Person per vehicle)
1995	20,096,700	6,802,375	275,430	62,221	162,491	52,152	5,712	3.0
1996	21,169,000	7,686,684	325,915	64,511	189,109	53,475	6,304	2.8
1997	21,665,600	8,550,469	373,526	66,108	215,632	56,574	6,302	2.5
1998	22,179,500	9,141,357	366,932	66,741	211,037	55,704	5,740	2.4
1999	22,711,900	9,929,951	390,674	67,069	223,166	52,937	5,794	2.3
2000	23,263,600	10,598,804	441,386	68,770	250,429	50,200	6,035	2.2
2001	23,795,300	11,302,545	483,351	74,217	265,175	50,473	5,849	2.1
2002	24,526,500	12,068,144	507,995	74,641	279,711	49,552	5,891	2.0
2003	25,048,300	12,819,248	555,634	79,667	298,653	52,741	6,286	2.0
2004	25,580,000	13,828,889	596,533	71,814	326,815	54,091	6,228	1.8
2005	26,130,000	15,026,660	581,136	71,814	328,264	47,012	6,200	1.7
2006	26,640,000	15,790,732	635,024	72,781	341,252	35,425	6,287	1.7
2007	27,170,000	16,813,943	668,173	73,032	363,319	33,999	6,282	1.6
2008	27,730,000	17,971,901	671,078	73,419	373,071	32,274	6,527	1.5
2009	28,310,000	19,016,782	705,623	100,002	397,330	31,417	6,745	1.5
2010	28,910,000	20,188,565	760,433	111,378	414,421	28,269	6,872	1.4

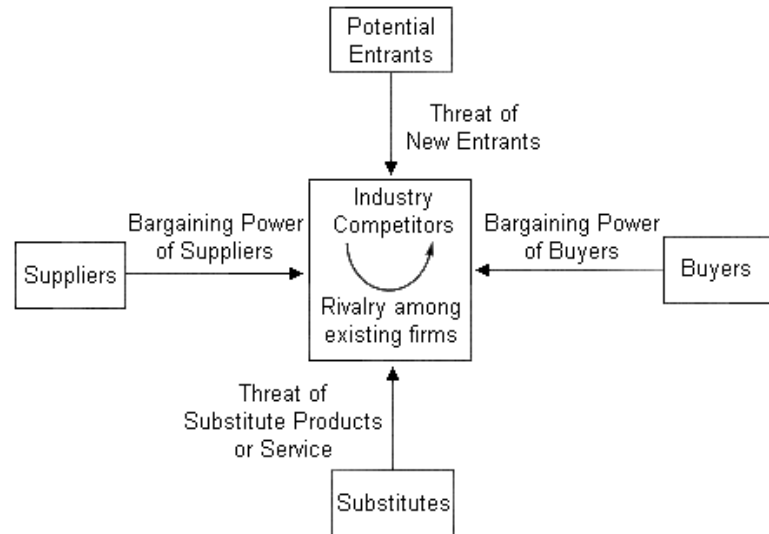
Adapted: Malaysian Institute of Road Safety Research

The table above shows the general road accident data in Malaysia and the number of road users in Malaysia from the year 1995 to the year 2010. The total of vehicle registered in Malaysia increased every year from 6,802,375 in the year of 1995 to 20,188,565 of vehicle registered in the year of 2010. This has shown a rapid increment of the road user in Malaysia. On the other hand, the total accident happens in Malaysia showed us a large increment as well from 162,491 cases in the year of 1995 to 414,421 cases of road accident in the year of 2010. There is a rapid increment of almost 3 times more vehicles registered as Malaysia road users and increment of almost 4 times of accident cases in Malaysia. Our potential market size is based on the number of road users in Malaysia. This shows that there is a need of our product as our potential market size expanded year to year. Since there is a need from the market toward our product, We Care could get a great amount of potential return on investment in this industry.

3.1.3 Industry Attractiveness

We Care Company will be using the Porter's Five Forces of competitive forces to analyze attractiveness of the industry. By using the five forces to analyze the industry, it will help to understand the industry structure and reveal the current profitability of related industries (Porter, 2008). Therefore, the company can be positioned effectively the organization's strategic position.

Figure 3.4: Porter's Five Forces



Adapted: Havard Business Review - The Five Competitive Forces That Shape Strategy.

3.1.3.1 Threat of New Entrants

The threat of new entrants for We Care is low.

- **Protected Intellectual Property**

The design of Fatigue Monitoring Device has been patented. This has created the legal barrier to the new competitors to enter this market. The design patent would protect the design of Fatigue Monitoring Device from the new competitors to come out a similar product. Therefore, this situation has deterred them to enter this market. Besides that, through the effective design patent, We Care can successfully protect the market. So, the patented design of Fatigue

Monitoring Device is a barrier to prevent the new competitors entering the market.

3.1.3.2 Bargaining Power of Buyers

The bargaining power of buyer in the industry is moderate.

- **Quantity Purchase**

Basically, the quantity that customers purchase will influence their bargaining power when negotiate with the company. When customers buy the product in small quantity, they do not attain much of bargaining power. At this situation, the company is gaining the upper hand when selling and negotiating with the customers. On the other hand, when customers buy the product in bulk through the association, they will have high bargaining power. If the company does not meet their requirements, they will switch to other competitors. As a result, the company will lose the business which means that company will lose a great number of customers.

3.1.3.3 Bargaining Power of Suppliers

The bargaining power of suppliers in the industry is low as well.

- **High Availability of Suppliers**

The availability of the suppliers in the industry will influence the bargaining power of suppliers. When there is a lot of supplier in the market, the bargaining power of supplier will be low. So, the suppliers only have little influence on the setting of prices in the industry. In Malaysia, there are a myriad of raw material for electronic devices suppliers in the industry like Technocom Systems Sdn Bhd, Beyonics Technology Sdn Bhd, Yamaha Electronics Manufacturing (M) Sdn Bhd, and so on. Thus, our company has the advantage over the suppliers to get better offers and choices which mean that we able to look for better prices and quality of the raw materials from the suppliers.

3.1.3.4 Threat of substitutes

The threat of substitutes in the industry is moderate.

- **Low Substitution in Market**

Since our company is the pioneer of manufacture the drowsiness detection devices in the market, so currently threat of substitutes is relatively low. The Fatigue Monitoring Device is considered as a new product in the market, thus the availability of the similar products is low as well. Although the anti-doze alarm through online sales, this does not affect our company. The reasons are Fatigue Monitoring Device has more features and customer can choose to place the device at the spectacle or cap. Therefore, customers are difficult to find the substitution of the Fatigue Monitoring Device on the market.

3.1.3.5 Competitive Rivalry

Competitive rivalry in the industry is considered low as well.

- **Brand Identity**

The competition in the industry is relatively low because our company is the first company that produces anti-fatigue device for drivers. For this reason that our company able to create the brand identity among the customers and become stronger the customer brand preference. Simultaneously, this also strengthens our company brand name in the industry and gain the market share. Due to this reason has contributed to the company to dominate the market and has the sustainable competitive advantage. Therefore, the competitive rivalry is considered low in the industry.

3.1.4 Profit Potential

Based on the graph provided for the total amount of drivers accumulated in Malaysia (See table 3.2), there are total of 12,763,452 drivers in Malaysia for the year 2011 and the figure for the total amount of drivers is increasing rapidly in every year. This figure is included include all types of licenses for any vehicles such commercial vehicles, public service vehicle, passenger vehicles and etc. (Road Transport Department, 2013). The figure of the new motor vehicles registered in Malaysia is increasing again for the first six months of 2012 to 301224 units (Malaysian Automotive Association, 2012). Since our target market is the drivers which consist of the total 12,763,452 people in Malaysia for the year 2011 which increasing rapidly every year, we

can see that there is a potential growth in the market and hence it represents a high profitability of the market toward the company.

Table 3.2: Assume Calculation based amount of drivers in 2011

Total Target Market:	12,763,452 drivers
Estimated Potential Customer Rate:	5%
Total Potential Customers:	638,1726 drivers
Estimated Minimum Profit per Customers:	RM 100
Total Potential Profit:	RM 100 x 638,1726 = RM 638,172,600

Above calculation is only based on estimation

Source: Developed for this Final Year Project.

By referring on the calculation above, we will have a profit potential of an estimation of **RM 638,172,600**. This is just an estimation of the profit that might get from 5% of the drivers in the year 2011 for those customers who are interested in purchasing our products. According to Table 3.2, from 2005 until 2011, there is continued growth of the number of drivers without declining in each of the year. Hence, we assume that the amount of potential customers will continuously increase as the needs of transport is essential for people and large companies nowadays.

Table 3.3: Total Drivers Accumulated by Years

Year	Total Drivers Accumulated
2005	9928238
2006	10351332
2007	10769531
2008	11227144
2009	11697306
2010	12236254
2011	12763452

Source: Road Transport Department.

3.2 Target Market

The target market refers to a group of potential customers that an organization decides to approach them and to sell the product or service to them (Boone & Kurtz, 2011). The target markets for the Fatigue Monitoring Device are the individual drivers and professional drivers.

3.2.1 Individual Drivers

In the business plan, the individual driver is one of the potential segments that We Care targeted is the individual drivers who often drive on the road for a

long period of time. For example, those driving cars to work in the urban area such as Kuala Lumpur, Johor and Penang, they will be trapped in a traffic jam especially when go to work and get off of work. This monotonous driving condition will make driver tired and sleepy, then high possibility will cause drowsy driving. Since the Fatigue Monitoring Device could help them stay alert when they feel fatigued and prevent accident from occurring, they would be our potential customers that we are going to serve and satisfy in the future.

3.2.2 Professional Drivers

We Care has also targeted at the professional drivers in big companies such as the bus drivers, logistics drivers and others. These groups of professional drivers have to drive on long distance journeys. The long driving duration will increase the risk of falling asleep while driving the vehicle. Other than that, the work shift also is one of the factors that cause the drowsy driving. For instance, these professional drivers have to work during the midnight. Due to the irregular working hours, this will have an effect toward their sleep quality and increase their tiredness and sleepiness (Williamson, Feyer, & Friswell, 1996). Therefore, our company's product will help to alert these professional drivers when they feel drowsy. At the same time, this product can reduce the accident rate that cause by the drowsy driving.

3.3 Competitive Position within Target Market

3.3.1 Competitive Analysis Grid for We Care

Table 3.4: Competitive Analysis Grid

Name	We Care	Destined Resources	My Seven My Enterprise
Year of Establishment	2013	2010	2013
Location	Kepong, Kuala Lumpur	Klang, Selangor	Sungai Besar, Selangor
Price	Moderate (about RM 200+)	Low (About RM100+)	Low (About RM50+)
Product features	Simple, user friendly with various functions	Simple, one function	Simple, one function
Brand-name recognition	Low	Low	Low
Access to distribution channels	High	High	High
Quality of products	High	Low	Low
Customer service	High	Low	Low
Company competitive advantage	Good brand image and affordable price	Available 24 hours and everywhere	Available 24 hours and everywhere
Promotion and Advertising	High	Low	Low
Product innovation	High	Low	Low

(Adapted from: Barringer, B.R., & Ireland, R. D. (2008). Entrepreneurship: Successfully launching new ventures (2nd Ed.). New Jersey: Pearson)

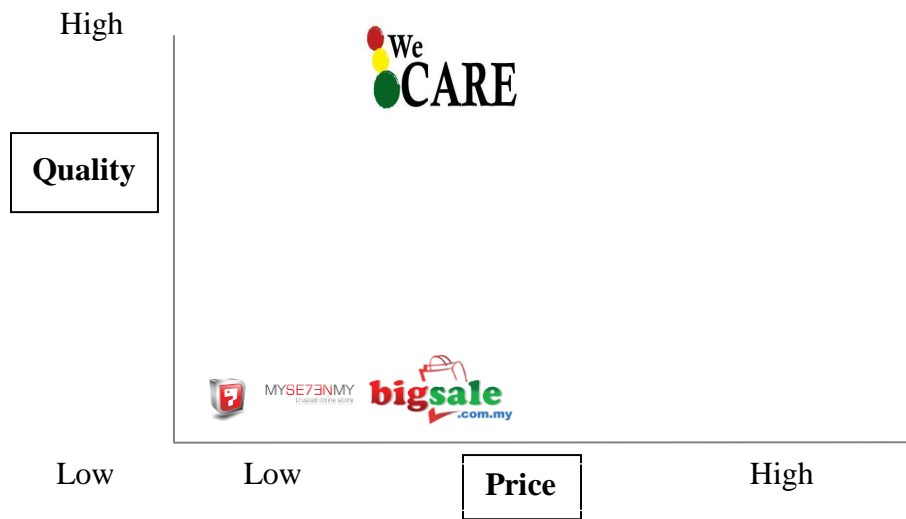
We Care is the first mover company introduce fatigue monitoring device in Malaysia. Hence, it has no direct competitor in Malaysia. Therefore, We Care has been labeled as the pioneer in Malaysia. The competitors we can possibly find are mostly indirect competitors such as internet sellers that are selling anti doze alarms. Above are two of the internet sellers which name Destined Resources (Destined Resource, 2013) and My Seven My Enterprise (My Seven My Enterprise, 2012). Although fellow internet sellers are offering cheaper prices and the convenience of obtaining the product, but the quality that they provide may not be good compared to We Care.

Customer service is also one of the most crucial elements that will attract interest of customers. We Care provide full service from the pre-purchase until the post purchase service for the customers for example trial, product demonstration, maintenance service and etc. The Internet sellers do not ensure good customer services for customer service and post purchase services. They just deliver the goods to the customers. If there is any error happened to the delivering process for example loss of good, the seller does not bear toward the cost. There is no warranty, trial or maintenance service provided. Hence it may results customers to incur unnecessary risks, costs and time purchase their desirable products especially when they order from the foreign company's web site.

Besides, We Care has a competitive advantage as it has a higher brand recognition and product differentiation compare to internet sellers. With the good quality of product, We Care could be the best choice of Malaysian customers by offering the customers with the finest quality of products.

3.3.2 Positioning Map

Figure 3.5: Positioning Map of We Care



Source: Developed for this Final Year Project.

4.0 MARKETING PLAN

4.1 Product/Service Feasibility Analysis

4.1.1 Full description of the product or service offer

The main product of We Care is fatigue monitoring device. This fatigue monitoring device comprises of two main components which are the transmitter that insert into cap or spectacle and the receiver which connect to car via car charger. The transmitter is a small chip that package in a small black box that will be mounted on the spectacle or cap. The function of the transmitter is to detect the angle of head tilt. There is an accelerometer that located in the transmitter chip which functions as a sensor to track the tilting angle. When the accelerometer senses any tilting angle, it will convert it into voltage and this voltage acts as will trigger the transmitter to creating a signal to be sent to the receiver.

On the other hand, the receiver which is packaged inside the dongle has to connect to the car via attach to the car charger in order to function. Once the receiver received the signal from the transmitter, it will start to analyze the data and send out the output to the alarm system. The alarm only will sound when the voltage is changing out of the default range. The default voltage range is $1.15V < V_x < 0.9V$ or $1.2V < V_y < 1.2V$.

In addition, the receiver has also another function which is a motor speed controller that is a software program inside the receiver. This program will connect to the vehicle engine in order to manipulate the vehicle's speed. The purpose of the motor speed controller is to slow down the speed of the vehicle when the driver having fatigue problem while driving. The motor controller is functioning simultaneously with the alarm system to slow down the vehicle's speed. This function will only work when the alarm is sounded which means that the processor has detected the driver in fatigue situation. When the vehicle's speed has been slow down, this can reduce the impact if an accident happens. If the alarm does not sound, the vehicle's speed will be maintained as normal speed.

4.1.2 Concept testing

Introducing new products in a business are costly and risky. The main reason for most of the companies to fail in their new product is due to the lack of conducting sufficient market research during product development. Product concept testing is an essential element of We Care as the company is bringing new technology products to market. Hence, We Care has conducted a market research before introducing the Fatigue Monitoring Device on the market to identify problems and come out with solutions as well as to understand customer requirements. Activities that We Care are doing before launching the products are coming out with the early concept development, initial product design, run some free beta tests on the prototype. Based on the result of distributed survey, 72.4% of the people will consider buying our Fatigue Monitoring Device.

(Refer to Appendix D and E for the Market Research Result)

4.1.3 Usability testing

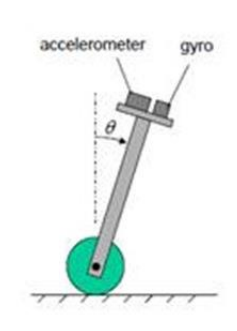
4.1.3.1 Does Human Head Tilt When Sleep Sitting?

Human head will not stay upright while sleeps in sitting or standing position. It is because human unable to lock out their supportive joints long enough to allow for hours of uninterrupted sleep while remaining upright. Our body muscles involve a general relaxation when we are in sleeping mode, including the responsibility for holding a person standing vertically. It is because the would-be sleeper's mind has greatly shut down, it stops providing all the subtle and not-so-subtle adjustments which keep standing us in balance. In essence, once the brain, joints and muscles stop working, It will not keep a person upright (Pollick, 2012).

4.1.3.2 How the alarming system in the fatigue monitoring device works

Assuming the head of a tired driver, he or she definitely will tilt his or her head in any direction when he or she falls asleep while driving. Inside the fatigue monitoring device, there is a sensor named accelerometer which situated around any part of the head in order to keep track of the tilting angle. The sensor functions exactly as the diagram below.

Figure 3.6: Sensor Diagram



Once it senses any tilting in angle, it converts it into voltage and this voltage acts as the input for the wireless transmitter. The voltage will feed into the transmitter and transmit the data in unguided media, wireless. The other end of the product is a receiver which is located inside the dongle that connects to the car using a car charger. This receiver will analyze the data and send out another output for the alarm system. The output from the receiver will act as the input for the alarm system and the speed controller. The amplitude of the alarm and the slow down the speed of the vehicle will be determined by the tilting angle of the driver.

4.2 Pricing strategy

There are two main pricing tactics that are being used by We Care. There is a price skimming strategy to price our products and psychological pricing strategy to boost our sales.

4.2.1 Skimming pricing strategy

We Care will be using skimming pricing strategy as our core strategy for our target market. Skimming pricing strategy gets used when the customers are willing to pay for the high price just for the product's benefits (Ferrell & Hartline, 2011). Since our product is considered as an innovative product in the market, it allows us to have the chance to set the price with higher profit margin. At the same time, most consumers perceives that high price comes along with high quality thus this can help to build out the brand image when enter the markets. Other than that, the Fatigue Monitoring Device have the ability to help our target customer to reduce down their risk of getting involved in an accident. Thus our product lets them have the confident and willing to pay for a high price.

4.2.2 Psychological pricing strategy

Psychological pricing is one of the tactics that create an optical illusion that helps the company to avoid customer's discover the resistance price thresholds (Heshmat, 1993). This strategy is more emphasized on the customers' psychological field toward the products. Since our product is charged at high price thus we need to use this pricing strategy to let customer felt that the value of the product is greater than what they pay. We Care may set as RM299 rather than RM300 that let our customers have the illusory feeling that the price is still under range of RM200.

4.2.3 Product Pricing

Table 4.1: Product pricing

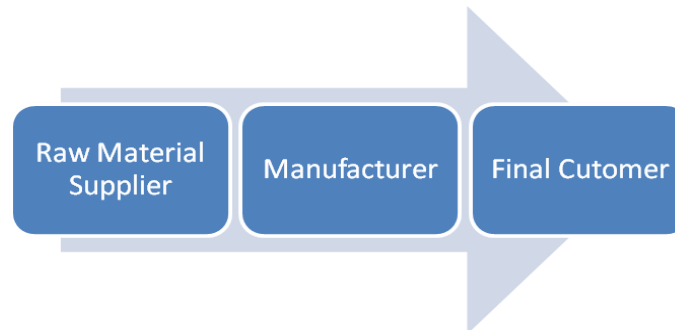
	Per unit	In bulk (discount rate)
Fatigue monitoring device	RM299	>10 units = 5% >50 units = 10% >100 units = 15%

Source: Developed for this Final Year Project.

4.3 Channels of Distribution

The distribution channel is defined as the network of people, institutions or agencies involved in the flow of a product to the customer, together with the promotional, informational, financial and other services associated with making the product attractive and convenient to purchase and repurchase (O'Shaughnessy, 1988).

Figure 4.1: Channel of Distribution



Source: Developed for this Final Year Project.

There are two types of distribution channel available in order to sell products and service to the consumer which is a direct and indirect channel. We Care had chosen to use the direct distribution channel at the beginning stage. Direct distribution channel is the distribution channel where manufacturer directly sell its final product to its final customer without any intermediaries involved (M. C. Cant, 2009). The reason We Care chooses this distribution channel is because all our production, storing and selling process are done in the same building and we sell our products to final customer directly after production.

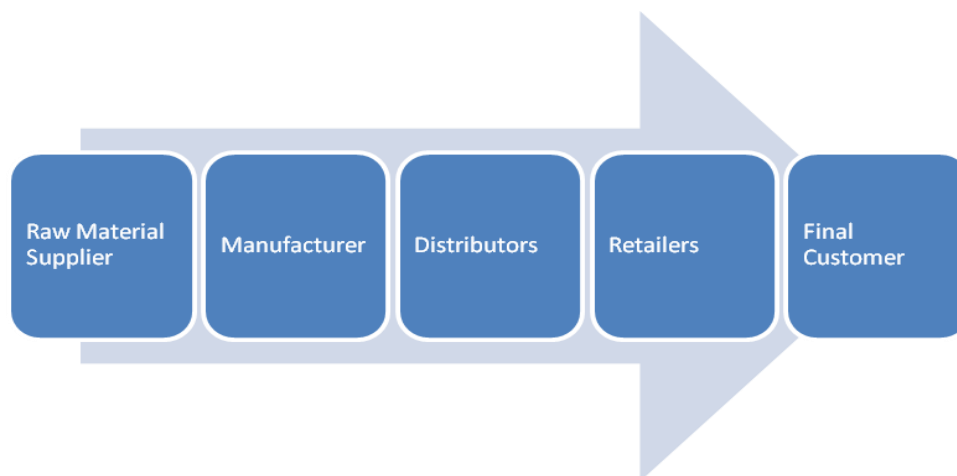
Direct marketing is cheaper than mass market communication. By using this distribution channel, We Care could reduce some of the additional costs such as transportation cost, intermediaries cost and labor cost. This distribution channel also helps us to save time by delivering goods that may cost our company opportunity costs.

4.3.1 Direct Distribution Channel

By using direct distribution channel, it allows our company to have flexible targeting of the customers. It enables us to talk directly with our customers, identify their interests and preferences and segment our target markets well. By communicating with the customers, our company may eventually build up long term or good relationship with our customers. This will increase the success rate compare with trying to do surveys or communicating with customers in the mass market (Isobel Doole).

Besides, it also provides us with the ease of management of the business. It provides us better control power and accountability. It gives us ease to measure and evaluate results as we know exactly how our business operates daily. Moreover it also eases us in the planning, forecasting and budgeting process for our future business campaigns.

Figure 4.2: Future Channel of Distribution



Source: Developed for this Final Year Project.

4.3.2 Indirect Distribution Channel

As our business grows bigger, We Care might slowly adopt the indirect channel by adding in retailer and distributors. Indirect channel is defined as the channel when a manufacturer sent the products to the retailer through the distributor it is known as indirect distribution (Rolnicki, 1998). It is because when our business grows bigger, the geographical distance between each store might be high and it costs a lot of time, manpower and money for our company to deliver the final product to places that are far from the factory. We may need help from distributors and retailer to help us to deliver and sell our product national wide in order to reach our customers effectively and efficiently. By using this type of distribution channel, we can save money as we can transfer the cost of doing business to distributors and retailers (Rolnicki, 1998). Indirect channel also gives advantages such as allowing higher margin and profit earning and lower down the amount of time used in managing the business (Isobel Doole).

4.4 Promotion and Advertising

Promotion and advertising are important methods that help the business to increase the sales volumes, image of product and brands as well as to ensure continuous survive of the company in the industry. Thus, We Care has chosen several promotions and advertising techniques to apply in the business.

4.4.1 Promotion

Promotion is the marketing efforts designed to change or reinforce ideas and behavior of the customers, through communication and persuasion (Vieceli & Valos).

4.4.1.1 Quantities Discount

Quantities Discount able to give customer great amount of discount in bulk sales and it can help firm to reduce selling expense and increase their stock turnover rate (Sahaf, 2008). Since We Care has targeted on the big companies like logistic companies that need a large amount of products in their purchase thus we can provide promotion discount for those bulk buyers. The discount rate of bulk buying is mentioned in section 4.2.3 for further detailed discuss.

4.4.1.2 Coupon and Rebates

Since We Care is still a newly start up business, thus coupons and rebates would be the one of good promotional programs to increase the sales volume and also create brand awareness (Allen, 2006). A customer with a coupon may enjoy discounts on our products and those coupons may come from a contest or newspaper and other possible method that we ready for them. Other than that, rebates have the similar effect and also a good way to attract customer to purchase our product because they may get part of the money back.

4.4.1.3 Product Demonstration

Although this promotion method considers the high cost compare with advertising cost per target reach but product demonstration are proving more effective than any advertising method (Allen, 2006). We Care will target for larger logistic companies and let our sales team to propose our product to them. At the same time, sales team will provide sampling demonstration to them and hence can grab more time for persuasion and have a higher chance to get large volume orders.

4.4.2 Advertising

Advertising is a paid form of communication that attempt to inform and persuade viewers (O'Guinn, Allen, & Semenik, 2008).

4.4.2.1 Internet Advertising

Compared to using a television advertisement, We Care planned to have the internet advertisement sometimes more effective to reach audiences and also save more cost (Shaila , M.D., & Sanjay, 2007). We Care will use website

banner advertisements on other popular website in order to grants the brand and product awareness from people. At the same time, We Care will use keyword advertising in search engine and directory site thus the potential customer will easily able to get information about our product. Other than this, We Care will create few short videos that alert the driver about the importance of using our products. Those videos may consist of warning, reminder, humor composition elements that let the audience to remember deeply. Those video also may widely spread through social networking website such as Facebook, YouTube, and so on. Since our product is still in the early stage of product life cycle thus this may raise the product awareness for our target customers too.

4.4.2.2 Magazine

Advertising thru magazines have longer life span compare to other methods and it can reach specific market segment in the national coverage (Botha, Strydom, Bothma, & Brink, 2004). We Care may advertise the product on several kinds of magazines such as car, accessories magazine, healthcare magazine and so on that may have the chance to reach our target customers. For car magazine, the customer may know our product when they have the intention to buy a new car and looking information through the magazine.

4.4.2.3 Mobile Marketing

We Care will use mobile application as one of the channels to reach customers. This mobile app can help the customer individualizing their personal profile to determine their personal risk level as well as provide information on how to effectively increase their sleeping quality and reduce fatigue problem happened frequently. Other than that, this app will have the push notification feature to advertise our product in order to create awareness for our brand name. We Care will also collaborate with other application developers which can advertise short advertisement through different applications.

4.5 Application of promotion tools

We Care are not only targeting for walk in customers. It also targets for large companies such as logistic companies, public transport companies, carrier companies and others. We Care has come out with a good marketing plan for targeting on different segments of the customer for each quarter in the future of 3 years. By referring to the section 3.2 in this report, there are the details of the target group in every quarter of our target market for logistic companies. At the same time, section 8.2 had mentioned the estimated sales that needed different marketing strategies to target those companies. So We Care will apply several marketing tools mentioned in section 4.4 to ensure the estimated sales can be sustainable increase and achievement.

4.5.1 Marketing promotion tool

1. Great Discount on Bulk Purchase in the 1st year
 - a. Provide extra discount more than the amount listed in the 4.2 in this period, in order to value up our brand and let target group more confident to try our products since We Care still fresh to the industry.

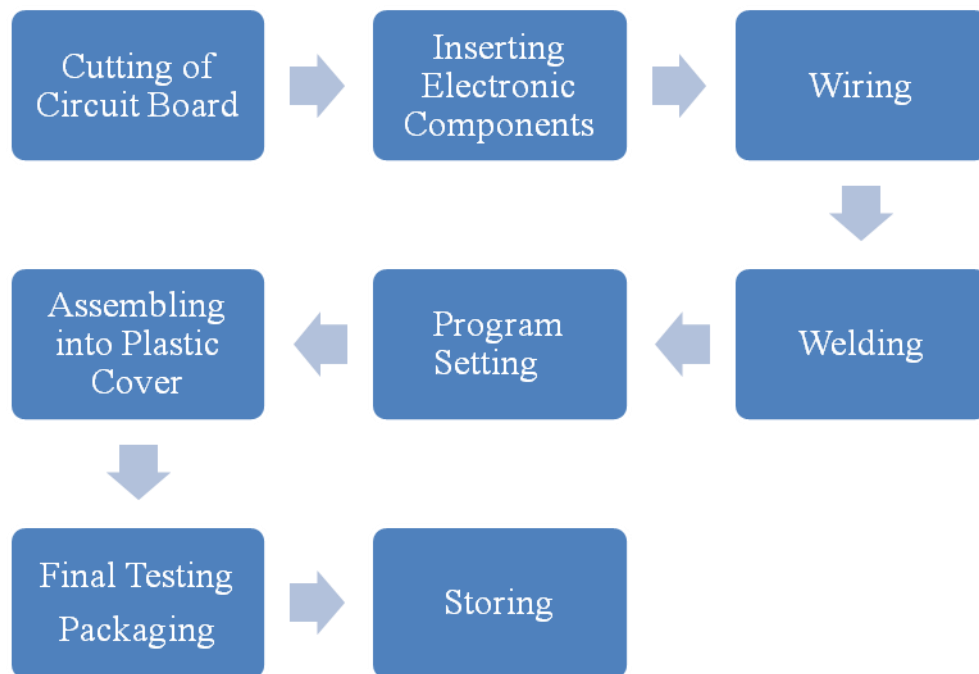
2. Prolong the Guarantee Services for 2 years
 - a. Provide customer more value by giving them a long period of warranty so this can indirectly increase their confidence to use our product.
 - b. Beside that can grant goodwill for our brand as a new player in this industry.

3. Provide a longer period for testing product in the 1st year
 - a. Allow target group trying sample product in longer period thus they can understand the importance and benefit by using the fatigue monitoring devices.

5.0 PRODUCTION PLAN / OPERATION PLAN

5.1 Manufacturing Process

Figure 5.1: We Care Product Manufacturing Process



Source: Developed for this Final Year Project.

5.1.1 Description of Manufacturing Process

From the beginning of the process is the cutting of circuit board. In order to lower down the material cost, We Care bought in the big size circuit board and resizes it into a smaller size by using cutter machine.

Then through the conveyor machine, the circuit boards separate and distribute equally into two different stations for the insertion the electronic components. One of it is for the process of creating transmitter which will be inserted into the cap or spectacle while the other one is for a receiver which is the alarm that connects into the car through car charger. Both the processes are the same but only the electric components to be insert is different.

The robot arms will pick all the electronic components and place it on the circuit board. After that the conveyor will send both electrical components to the wiring machine for wiring purposes. When the wiring process is finished, it is sent to welding machine to do welding to fix the wires and electrical components in position. Then the circuit board is sent to do program setting so that the alarm will function when it met certain condition. Followed by assemble of the circuit board into the plastic covers that bought from sub-contractor.

When everything is done, final testing will be done in order to make sure every chip produced is working properly. If there is no problem, the chip will be packed into one set in a box with the car charger. All final products are packed in a large box and sent to the store room for storing purposes. The final product is then available for sales.

There are few things that we had sub-contracted to other companies which are the design of the packaging boxes as well as the caps and spectacles that are specially made to place in the transmitter chip.

5.2 Availability of Qualified Labour Pool

Labor pool means a group of individuals who are qualified for the specific position in the organization. The organization's operations will be affected by the quality of the labor pool. Therefore, the qualified labor pool will ensure the company's operation can run effectively and efficiently and maximize value to the customers.

Table 5.1: List of Labor Pool and Job Description

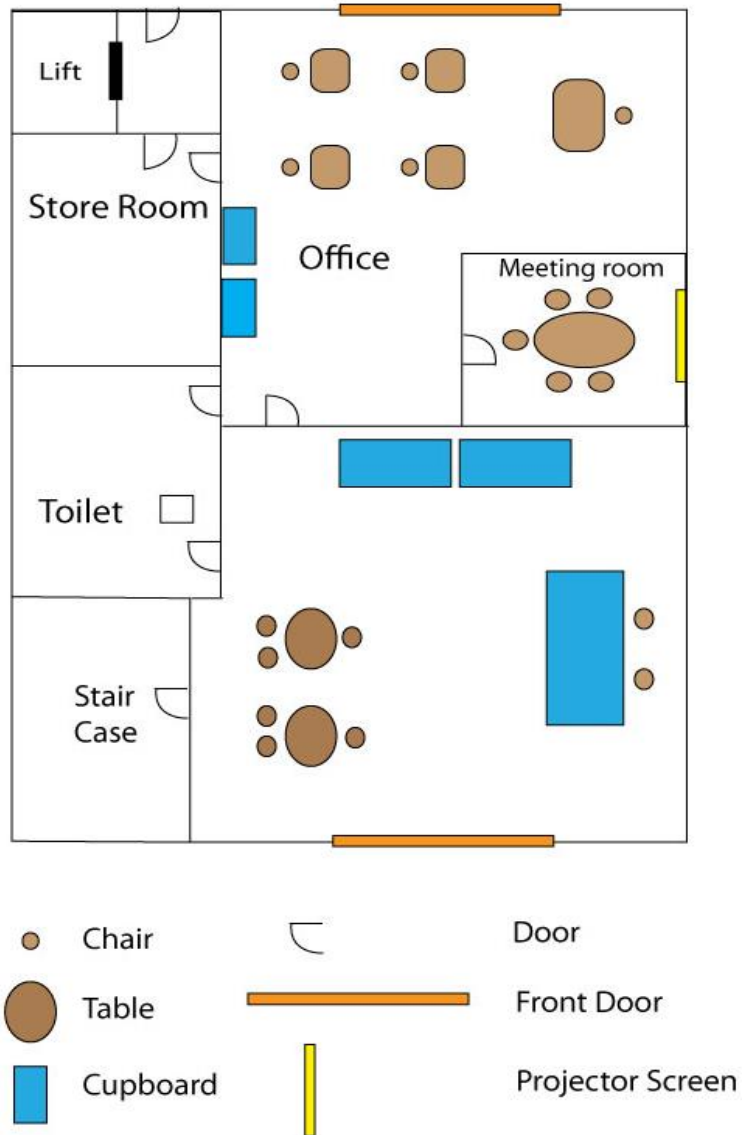
Position	No of Vacancy	Job Description	Job Requirement
Quality Control Manager	1	<ul style="list-style-type: none"> • Promote quality achievement and performance improvement throughout the organization. • Monitor product quality at every stage of production and give timely feedback to the production team for 	<ul style="list-style-type: none"> • Candidate must possess at least a Bachelor's Degree in Engineering (Industrial/ Mechanical) or equivalent. • At least 2 years of working experience in the related field.

		<p>quality deviations.</p> <ul style="list-style-type: none"> • Conduct failure investigation works, plan testing / inspection, evaluate results and provide recommendations. 	
Technician	1	<ul style="list-style-type: none"> • Weekly checking and maintenance of the machinery and others technician related work. 	<ul style="list-style-type: none"> • Candidate must possess at least a Diploma in Engineering (Mechanical) or equivalent. • At least 2 years of working experience in the related field.
Production Assembler	5	<ul style="list-style-type: none"> • Assembly of product includes duties ranging from operating machinery, using hand tools, moving product from one work area to another and packing product. 	<ul style="list-style-type: none"> • Candidate must possess at least a SPM qualification or equivalent. • Minimum one year production experience. • Ability to read and comprehend procedures written in English.

Sales Executives	3	<ul style="list-style-type: none"> • Responsible for promotion and sales of the company's suite of products and services. • Identify and develop business initiatives and strategies to increase sales volume. • Build new clientele as well as provide services to existing accounts. • Meet monthly, quarterly and annual sales and profit targets. 	<ul style="list-style-type: none"> • Candidate must possess at least a Diploma in Marketing / Business or equivalent. • Proactive, self-motivated, energetic and enthusiastic. • Good communication and interpersonal skills. • Able to conduct product presentation to customers.
Administrator	1	<ul style="list-style-type: none"> • Perform general administrative duties and clerical support. • Support day to day sales operations and customer inquiries. 	<ul style="list-style-type: none"> • Candidate must possess at least a SPM qualification or equivalent. • At least 1 year(s) of working experience in the related field.

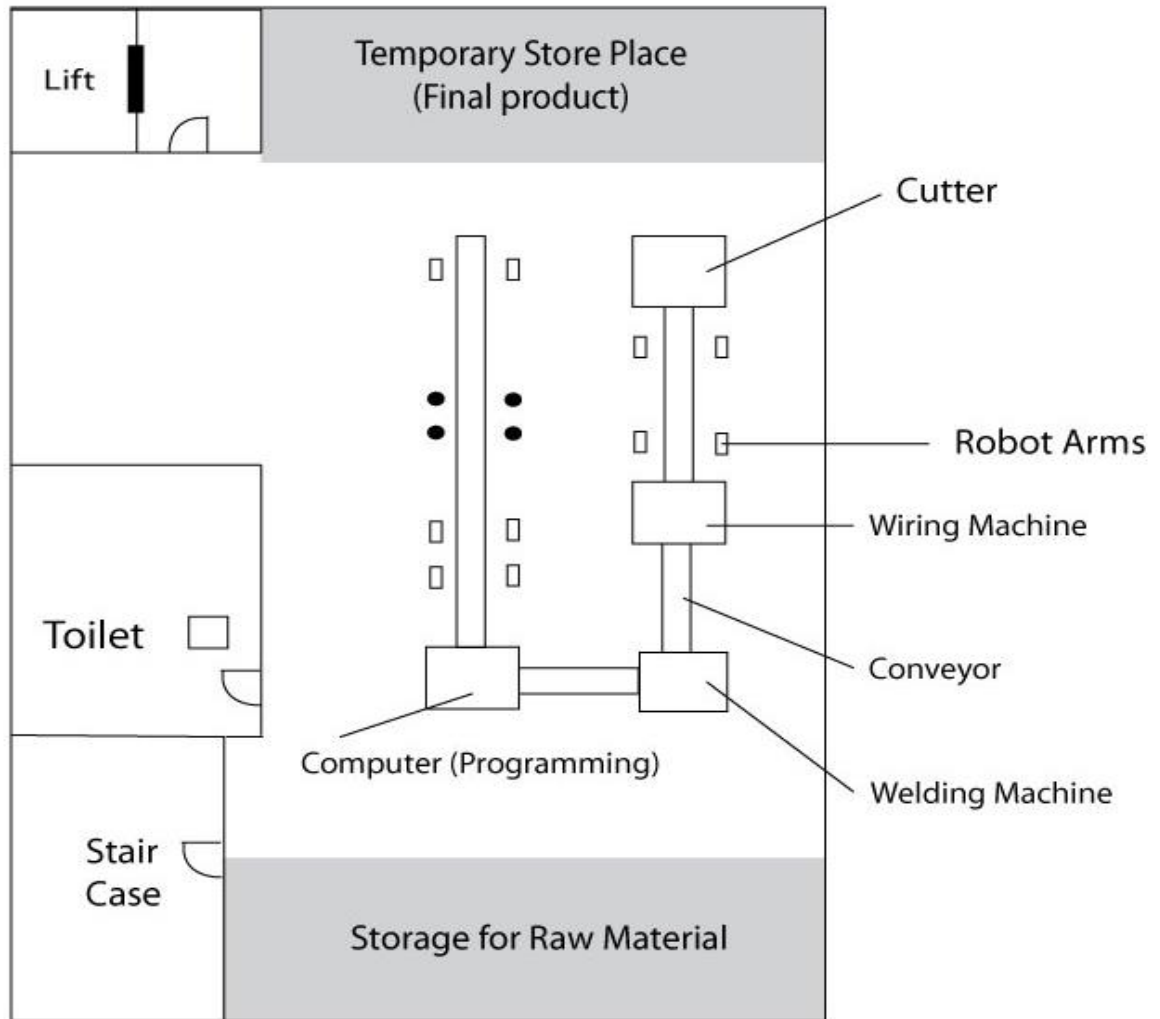
5.3 Physical Plant

Figure 5.2: Layout of Ground Floor (Sales and Office)



Source: Developed for this Final Year Project.

Figure 5.3: Layout of First Floor (Manufacture Products)



● Worker


⌋ Door

Source: Developed for this Final Year Project.

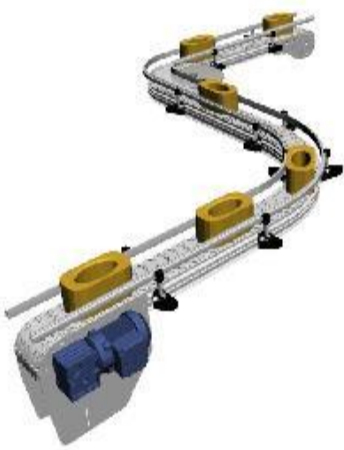
5.4 Machineries and Equipment

Table 5.2: List of machineries and Equipment


Printed Circuit Board Laser Cutting Machine

	Supplier	LPKF Laser & Electronics
	Origin	Germany
	Addresses	Osteriede 7 30827 Garbsen Germany
	Models	LPKF MicroLine 6000 P
	Acquisition Method	Fully Acquisition
	Price	RM 8000


Conveyor Belt

	Supplier	Modu System
	Origin	Malaysia
	Addresses	7, JalanSaham 23/3 40000 Shah Alam, Selangor, , Malaysia
	Models	Plastic Chain Conveyor System
	Acquisition Method	Fully Acquisition
	Price	RM 5800


Chips Welding Machine

	Supplier	Beijing Torch S&T Co., Ltd.
	Origin	China
	Addresses	12I Factory Building, No. 15, Jingsheng South 4th Street, Jinqiao Science And Technology Industrial Base, Zhongguancun High-Tech Park, Tongzhou District, Beijing, China (Mainland)
	Models	VIP 580
	Acquisition Method	Fully Acquisition
	Price	RM 2500

Electrical Wiring Machine

	Supplier	KMDigitech Co., Ltd.
	Origin	South Korea
	Addresses	940, Gosaek-dong, Gwonseon-gu, Suwon-Si, Gyeonggi-do, South Korea
	Models	KM-SS101
	Acquisition Method	Fully Acquisition
	Price	RM 2500

Robot Arm/ Packaging Machine

	Supplier	T. J. Snow Inc
	Origin	Tennessee
	Addresses	120 Nowlin Ln P. O. Box 22847 Chattanooga, TN 37422
	Models	ES165N
	Acquisition Method	Fully Acquisition
	Price	RM 2500

5.5 Names of suppliers of raw materials



Raw Material: Circuit board, Speaker, Wireless transmitter, Receiver, Processor, Accelerator, Battery, On/Off button

Supplied by: Ace High Technology Design Center Sdn. Bhd.

Location : Unit 3.2, 5th Floor, Block A, The Mines Waterfront Business Park, No. 3, Jalan Tasik, The Mines Resort City, 43300, Seri Kembangan, Selangor Darul Ehsan, Malaysia.

Tel : 03-8941 3241

Fax: 03-8941 3206

Email: info@aceeng.co.jp



Raw Material: Cap, headband

Supplied by: Universal Bag Industry Sdn Bhd

Location: No 20, Jalil Link Block 2, Jalan Jalil Jaya 2, Bukit Jalil, 57000 Kuala Lumpur.

Tel: 603-89987399

Fax: 603-89987388

Email: sales@universalbag.com.my



Raw Material: Sunglasses and Spectacles

Supplied by: Malaya Optical

Location: 71, ss21/37 Damansara Utama, 47400 Petaling Jaya, Selangor

Tel: 03-7728 0228/ 03-7710 8550

5.6 Quality Control

Quality control is a vital aspect of the organization because it can ensure that the organization can meet the needs and expectations of customers. So, quality control is a keystone to continued success for the organization. According to Kinicki and Williams (2009), quality control has been defined as the strategy which managing each production stage in order to minimize the errors.

We Care has employed the Juran quality management philosophy as to achieve the company mission that is providing a quality product to the customer. This philosophy is known as the Juran Trilogy and it focuses on three components which are quality planning, quality control and quality improvement.

(Refer to Appendix F for the Juran Trilogy diagram)

5.6.1 Quality Planning

Quality planning means a structured planning process to meet the goals of new breakthrough and to ensure that customer needs and wants are met when designing the products and services (Juran & Godfrey, 1999). At first, We Care will establish the project with the clear goals, direction, and the infrastructure required. Then, the company will do the market segmentation and identify the customer needs. We Care has to fully understand the customer needs in order to create a product that can meet the customer's requirements. Hence, this process can close the design gap. Develop the process is the next step, with the quality planning, it can ensure that the process able to deliver the product consistently from time to time. The last step is to develop process control which means to keep the operation process full capability. Indirectly, the operational gap can be closed. In a nutshell, We Care can delight the customers on a continuing basis because the quality planning can make sure that all the processes can be executed well.

5.6.2 Quality Control

According to Juran and Godfrey (1999), quality control is a common managerial process to provide the stability when conducting the operation. In other words, quality control means to prevent the undesirable change and to "maintain the status quo". At this stage, quality control is a process to evaluate the actual process, for instance, to compare the actual performance to goals or standards. For example, the Quality Control Manager will be taking part in this process while the manager will be inspecting the products to ensure that the product quality is achieving the company quality standards. When the actual product performance cannot match the expectations, We Care will take an action on the difference and do the modification in order to deliver the product with the superior performance to the customer. During this stage, We Care able to increase the control and reliability of the company operation as well as to fully utilize the company existing skills and resources.

5.6.3 Quality Improvement

For the quality improvement in the Juran Trilogy is the process through reduce or to eliminate defects and wastes as well as to reduce the cost of poor quality when attainment of unprecedented levels of performance (Juran & Godfrey, 1999). At this stage, We Care will identify the projects that need to make improvement. Likewise, the product does not meet the quality standard, the company will establish the project improvement teams to modify the product and enhance the product functions and features. These project

improvement teams will be organized and handle for the specific project. When the project has been completed, the project team will be disbanded. We Care will send these project teams for training as well as provide them with the efficient resources. As a result, We Care will be able to achieve the competitive standards and specifications as well as to offer high quality product to the customer. In addition, the company also can reduce the wastage and operation cost.

5.7 Customer Support

Having a solid customer relationship management (CRM) is crucial to build long term relationship with customers. A company that has a good management of communication with customer will no doubt creating a strong customer relationship with the customer. The ultimate goal of customer relationship is to ensure that the customer is satisfied so that they will continue to purchasing the product of our company and spread the positive comment about our company to other potential customers. In order to achieve this, We Care will be focusing the customer support to acquire and ensure that every customer is satisfied with our product and services.

5.7.1 Customer Hotline

We Care will be having a customer service hotline for everyone that has doubt and inquiries to clarify. We Care will be applying a toll free hotline to ensure all the potential customers can call in for free and with a smooth line that will definitely increase the convenience level for fellow customers. Two of our company sales executives will be on standby to receive the phone calls during working hours which is from 9am to 5pm in weekdays. Other than calling to

ask for any inquiries regarding our product, customers can also call to complain or give opinions, feedbacks as well as suggestions on what We Care can improve. The contact number of the customer hotline is 03-6531235

5.7.2 Online Customer Services

The customer can acquire relevant information that they require regarding of our product and services from the website. Our team of sales executives will be in charge of managing our company website in explaining and answering every question that fellow customers would like to know about the product and services that We Care provides. There are two methods that We Care is using to communicate with the customer which are instant chat box and email inquiries. A customer could visit our website www.wecare.com.my to have a direct two way communication with us or sent their inquiries and feedback via the email info@wecare.com.my. Through this customer support method, customers would be more confidence toward the benefits and values that We Care provide.

6.0 MANAGEMENT TEAM

6.1 Management Team

All successful organizations must have some strengths and weaknesses. A strong management team is an important strength of an organization. They are the one whose have the duty to lead the company toward the route of success. The quality, qualification and experiences of the management team are also one of the criteria that an investor will consider when making their investment decision. We Care is having a strong management team where each of them has diverse expertise in different areas.

There are 4 founders of We Care Company and each of them is responsible for the different departments in the top management of the company such as Managing Director of company, Sales and Marketing Department, Operation, R&D department, and Finance and Accounting department. They are Kathryn Low Pui Yee, KK Tain Kah Kit, Alex Lim Chee Siang, and Lee Ai Chen. All of them have their respective duty in leading the company toward achievement of the company's mission and vision, as well as maximizing shareholders ' wealth.

Figure 6.1: Management Team



Source: Developed for this Final Year Project.

6.1.1 Kathryn Low Pui Yee – Managing Director

Kathryn Low Pui Yee is born in the year of 1991 in Petaling Jaya, Selangor. She is the second child of the family. Kathryn is pursuing her studies in the tertiary education in Universiti Tunku Abdul Rahman for a degree in Bachelor of Business Administration (Hons) Entrepreneurship. She is an active student who joins lots of activities that allow her to improve and learn some personal soft skill such as leadership skill, communication skill and ability to collaborate with people. She has been experienced to be a sole proprietor before. She started a company which sells customized printed T-shirt in the year 2008 to 2011. Besides she has done her industrial training in an international company which is Q-dees Group. With her good experience of starting a new business and event management skill, we believe that she has

the ability to lead the management team in the right way and inspire the workforce to work along with her in a good working environment.

6.1.2 KK Tain Kah Kit – Sales & Marketing Manager

KK Tain Kah Kit is born in the year of 1991 in Sungai Buloh, Selangor. He is the second child among his siblings and the only son in the family that bear most of the responsibility to take care of the family members and he is an independent person. Currently he is pursuing his final semester for a degree in Bachelor of Business Administration (Hons) Entrepreneurship. He has been working as a part timer for different companies since he is 16 years old. Because of this, he accumulates a lot of working experience in the sales and marketing field that may strongly support the company front office performances. Besides, he has been finished his industrial training in Symphony Group which is an outsourcing listed company that further extend his industrial knowledge and networking. Based upon his great knowledge and networking in sales and marketing field, he is able to help We Care company to attract more new customer and increases the market share of We Care.

6.1.3 Alex Lim Chee Siang – Operation, R&D Manager

Alex Lim Chee Siang is raising and born in the royal town of Klang. Being the eldest son of the family of 3 siblings, he is responsible to show a good

example to his fellow siblings. He is a very helpful person especially in the business matter whenever we ask opinion from him. He is a little bit into the currency and stock market as well. He is currently studying in Universiti Tunku Abdul Rahman in his final semester of degree in Bachelor of Business Administration (Hons) Entrepreneurship. The main reason he has chosen this course is due to his passionate of being a successful entrepreneur in the future and to bring great service to the community and country and of course to be rich. He actually owns a small business of the mini poultry farm that is located in Tawau, Sabah. Although the farm is still in the growing stage but the potential for the market to grow is there. With his experience of running a small business in Sabah, we believe that he has the ability to operate We Care in the good way. At the same time, he willing to discover all the unknown and creative ideas, so R&D department will have the greater potential becomes more effective under his control.

6.1.4 Lee Ai Chen – Financial and Accounting Manager

Lee Ai Chen is born in the year of 1989 in Johor. She is the fifth child among her siblings and pursuing her tertiary study in University Tunku Abdul Rahman. She is currently pursuing her final semester for a degree in the course of Bachelor of Business Administration (Hons) Entrepreneurship. She has completed her three months industrial training in October 2012. During her practical training, she has exposed to a lot of "how to" about the administrative matters and was asked to it practically. Hence, she can provide both clerical and administrative support to the We Care Company. Besides that, she also has exposed in the field of accounting. This has provided her the knowledge in preparing and interpreting accounts and financial statements. In addition she has practical toward this position where she has been involved in

many events in her school life as the position of treasurer. She is responsible to manage the budgets and income control, cash flow and expenditure of those events. Therefore, she has the ability to hold the position of Finance and Administration Manager.

6.2 Key Professional Service Providers

6.2.1 Law Firm

Company's Name : Skrine

Address : Unit 50-8-1, 8th Floor, Wisma UOA Damansara,
50, Jalan Dungun, Damansara Heights,
50490, Kuala Lumpur, Malaysia.

Telephone : +603 2081 3999

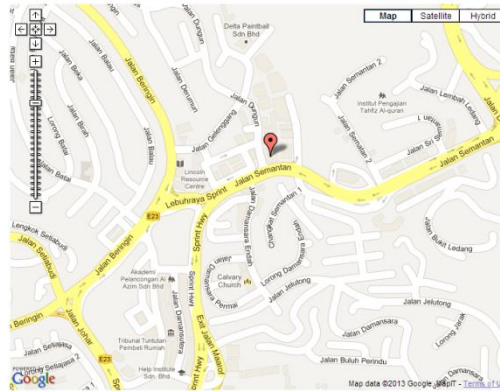
Fax : +603 2094 3211

Email : skrine@skrine.com

Skrine is one of the largest law firms in Malaysia which providing a comprehensive range of legal services with a depth of experience in the legal matters that acquired through its 50 years of practice. Skrine has divided into three principal divisions which are Corporate, Dispute Resolution and Intellectual Property. Therefore, Skrine ensures all the legal procedures and documents are well-prepared and according to the government rules and

regulations. In addition, the Skrine also responsible for handling the legal issues that We Care's management team will encounter in the future.

Figure 6.2: Location of Skrine Law Firm



6.2.2 Accounting Firm

Company's Name : Young & Leonard

Address : Unit A-3-1 (A) 3rd Floor, 8 Avenue,
Jalan Sungai Jernih 8/1, Seksyen 8,
46050 Petaling Jaya, Selangor, Malaysia.

Telephone : +603 7956 1308

Fax : +603 7956 1039

Email : corporate@yongleonard.com

Yong & Leonard is a local small to medium sized chartered accountant firm which established on the 10th August 1976. Yong & Leonard has a team of experiences and dedicated members in providing the seamless one stop corporate service. This accounting firm is providing a variety of services such

as audit assurances, business advisory and taxation. Yong & Leonard will assist We Care's management team in dealing with the business registration process and financial decision in order to establish a reliable business record. Besides that, Yong & Leonard will help We Care to prepare the yearly accounting record so as to meet the government policies and stakeholder view.

Figure 6.3 Location of Yong & Leonard Accounting Firm



7.0 COMPANY STRUCTURE, INTELLECTUAL PROPERTY, AND OWNERSHIP

7.1 Organizational Structure

Organizational structure is a specific form of relationships which formed during the organizing process that established to classify the roles, responsibility, authority and relations amongst the personnel in the firm (Dr.R.K.Singla, 2008). A studies had shown that organizational structure have relevant and predictable influences toward the performance and future of a an organization (Csaszar, 2009). Hence it is very important for We Care to have an organization structure to define the role, coordination, and power of control of each employee in order to be a successful company.

7.1.1 Organizational Chart

Figure 7.1 Organizational Chart of We Care



Source: Developed for this Final Year Project

7.1.2 Description of Organizational Structure

Since We Care is a newly formed company which is a small size company, we choose to use functional organization structure. Functional organization structure groups each portion of the organization according to its function such as marketing, operation and finance to work toward a common goal. All power of control, budget allocation and decision making power are staying with the functional managers.

The advantage for using functional organizational structure is tasks are clearly defined as all employees knows who they report to. Another benefit is that it allows workers to focus on their field of expertise as the employees are arranged accordingly by their skills, knowledge and resources. Besides, with this organizational structure, employees tend to have more faith and a feeling of job security in the organization. The functional organizational structure is highly efficient for communicating, coordinating and completing department projects (Usmani, 2012).

For We Care Company, there is a Managing Director from the top of the hierarchy of the organizational structure who control and in charge of the overall decision making of the organization. The Managing Director owns the authority and span of control in all the departments in the organization. The Managing Director is assisted by 3 managers from different department that are Marketing and Sales manager, Operation, R& D manager as well as Account and Financial manager. These managers will be responsible for their own departments and will work together with the staff under their management to achieve the goal of the company.

7.2 Legal Structure

The legal structure of We Care will be based on the general partnership governed by the Partnership Act 1961 of Malaysia for the legal structure of the organization's existence. We Care will be an organization registered as a "SDN BHD" company.

7.2.1 Details of Partners

Table 7.1: List Partner

Partners Number	Name of Partner
1	Kathryn Low Pui Yee
2	Lee Ai Chen
3	KK Tain Kah Kit
4	Alex Lim Chee Siang

Source: Developed for this Final Year Project.

7.2.2 Legal Structure of We Care

Table 7.2: Legal Structure

Legal Standings	We Care will not be separated by all the individuals who own the organization.
Liability	Owners possess unlimited liability on We Care.
Succession	Once individual owners changes ownership, dies, bankrupt or partnership dissolved.
Formation	Partnership agreement between partners of We Care. Registered with the Registrar of Business.
Ownership	Jointly owned by the partners of the organization.
Management	All partners will be entitled to participate in the management of the organization
Profits	Shared according to the shares owned by partners.
Taxation	Profits of We Care will be taxed on the personal income of all the partners.

7.2.3 Ownership Structure of Business

Table 7.3: List of Ownership

Owner	Percentage of Shares (%)
Kathryn Low Pui Yee	25% shares ownership
Lee Ai Chen	25% shares ownership
Tain Kah Kit	25% shares ownership
Alex Lim Chee Siang	25% shares ownership

In terms of ownership of We Care, all four of the shareholders will share the equal percentage of shares which is 25%. The contribution of capital in forming the organization will be equal. All the shareholders of the organizations will be a member of the management team to ensure that We Care is on the right track to maximize the shareholder's wealth. Thus, all the partners of We Care will be liable for the debts owned by We Care based on their percentage on shares ownership in this general partnership structure of the organization.

7.3 Intellectual Property

7.3.1 Trademark

We Care Sdn Bhd. will be registered as a trademark as a recognizable sign and design to represent our product and services from others. That trademark

will be used as our company logo, and brand name in every products and prevent unauthorized person to misuse it.

7.3.2 Patent

We Care will register the patent for fatigue monitoring device and avoid the chance being imitated. After We Care had registered patent that relates to our product thus we will grants the exclusive right to exploit the patent invention. Hence, We Care can continuous develop the better benefit and function of this device without the risk the technology being stolen. With the effect of patent can be last for 20 years and allow We Care to invent more high tech products with the basic of monitoring devices.

8.0 FINANCIAL PLAN

8.1 Capital Requirements for the Next Three (3) Year

All founders of We Care will contribute a total amount of RM400,000.00 as the initial capital for the set up of the company. Each of the founders will contribute RM100,000.00 and in return each of them will get an equal share of 25%.

Table 8.1: Source of Fund

No	Source of Capital	RM
1	Kathryn Low Pui Yee	100, 000.00
2	Lee Ai Chen	100, 000.00
3	KK Tain Kah Kit	100, 000.00
4	Alex Lim Chee Siang	100, 000.00
	Total Investment	400, 000.00

Source: Developed for the research

Table 8.2: Start-up Cost

No	Start Up Expenses	RM
1.	Rental Deposit (one month)	4, 600.00
2.	Renovation	110, 000.00
3.	Business Registration Fees	1, 160.00
4.	Company's Name Registration Fees	60.00
5.	Electricity and Water Deposit	800.00
6.	Registration for Trade Mark	2, 330.00
7.	Signboard	210.00
8.	Domain Name Registration Fee	1, 999.00
9.	Manufacturing	
	Tools and Machinery	157, 100.00
10.	Display Store and Office	
	Furniture and fitting	5, 760.00
	Fire Extinguisher (2 units)	196.00
	Computers (8 units)	5, 600.00
	Credit card reader	500.00
	Stationery	1, 194.00
	Photostat machine	2, 000.00
	Air conditioners (4 units)	4, 800.00
	Office phone (7 units)	490.00
	Security system	3, 000.00
	Point of sale system	2, 000.00

11.	Other Operating Expenses	
	Uniform (30units)	600.00
	Business Card	80.00
12.	Total Miscellaneous Expenses	
	Reserves for contingencies	5, 000.00
	Total Start Up Cost	309, 479.00

Source: Developed for the research

Table 8.3: Funding Aspect

Total Funding	RM400, 000.00
Total Start Up Cost	RM309, 479.00
Start Up Cash Available	RM90, 521.00

Source: Developed for the research

8.2 Overview of Financial Projection

8.2.1 List of Assumptions:

1. We estimate the sales for each month as the below:

Table 8.4: Estimated Sales

Year 2014

Quarter	1			2		
Month	1	2	3	4	5	6
Sales (Units)	251	261	268	291	308	321
Sales (RM)	75049	78039	80132	87009	92092	95979

Quarter	3			4		
Month	7	8	9	10	11	12
Sales (Units)	348	361	381	368	375	368
Sales (RM)	104052	107939	113919	110032	112125	110032

Year 2015

Quarter	1			2		
Month	1	2	3	4	5	6
Sales (Units)	338	348	365	344	368	385
Sales (RM)	101062	104052	109135	102856	110032	115115

Quarter	3			4		
Month	7	8	9	10	11	12
Sales (Units)	401	405	418	441	448	455
Sales (RM)	119899	121095	124982	131859	133952	136045

Year 2016

Quarter	1			2		
Month	1	2	3	4	5	6
Sales (Units)	411	401	441	408	465	468
Sales (RM)	122889	119899	131859	121992	139035	139932

Quarter	3			4		
Month	7	8	9	10	11	12
Sales (Units)	425	485	475	492	512	515
Sales (RM)	127075	145015	142025	147108	153088	153985

(Note: Refer to 4.5, the explanation of the sustained growth of We Care estimated sales.)

2. The initial capital allowances and annual allowance for the types of asset are as below:

Table 8.5: List of Initial Capital Allowance

Type Of Asset	Initial Allowance (%)	Annual Allowance (%)
Heavy Machinery / Motor Vehicle	20	20
Plant and Machinery	20	14
Computer and ICT Equipment	20	40
Others	20	10

Source: Inland Revenue Board Malaysia

1. **Heavy Machinery** - Bulldozers, cranes, ditchers, excavators, graders, loaders, rippers, rollers, rooters, scrappers, shovels, tractors, vibrator wagons and so on.
2. **Motor Vehicles** - All types of motorized vehicles such as motorcycles, airplanes, ships and so forth.
3. **Plant and Machinery** - General plant and machinery not included under heavy machinery such as air conditioners, compressors, lifts, laboratory and medical equipment, ovens and so forth.
4. **Others** - Office equipment, furniture and fittings.

Source: Inland Revenue Board Malaysia

3. Manufacturing overhead – 10 % of sales
4. Ending inventory for the month will be 10% of next month budgeted sales.
5. Carriage outward cost RM 900 per month and assumes to increase 5 % per year.

6. Research & Development cost – 2 % of sales
7. Legal and professional fees will be RM 2000 annually.
8. Repair and maintenance fee will be RM 1250 semiannually.
9. Insurances fee will be RM 250 monthly.
10. One month rental deposit will be paid in advance.
11. Carriage inwards assume to be RM500 per month for the first year and increase 5% per year.
12. Rental fees for the office and manufacturing factory will be RM 4600 per month.
13. Utility fees which include electricity, water, telephone and internet will increase 5% per annum.
 - Internet and telephone bill will be RM400 per month.
 - Electricity bill assumes to be RM 200 per month.
 - Water bill assumes to be RM50 per month
14. Company tax is 26% per annum (Inland Revenue Board Of Malaysia , 2012).
15. Sales and marketing expenses:
 - Advertising fees will be RM 20,000 annually.
 - Market research cost assumed to be 1 % of sales
 - Selling expense will be 2 % of sales.
16. General and Administration Expense
 - Business registration fee is RM1160 and renewal is RM60 per year (Suruhanjaya Syarikat Malaysia, 2013).
 - Company name registration fee is RM60 and renewal is RM60 per year (Suruhanjaya Syarikat Malaysia, 2013).
 - Trademark registration for We Care's Logo is RM2330 and renewal is required for every 10 years (Tiger Intellectual Sdn Bhd, 2013).

- Website Design and domain name registration cost RM 1999 in a package and require renewal fees of RM707 per year (Exabytes Network Sdn. Bhd., 2013).
- Miscellaneous such as stationery, petty cash and others estimated to be RM 500 per month.

17. Monthly Salary

Table 8.6: List of Salary

No	Position	Salary (RM)	No. of Worker	Total (RM)
1	Quality Control Supervisor	2800	1	2800
2	Technician	1400	1	1400
3	Production Assembler	900	5	4500
4	Sales Executives	1000	3	3000
5	Administrator	1200	1	1200
6	Managers	3500	4	14000

Source: Developed for this Final Year Project.

(Note 1: Sales Executives have commissions when they hit the target of selling the products which includes in selling expense.)

(Note 2: Salary will be increased by 7% on a yearly basis)

18. SOCSO

(SOCSO contribution rates will be different as refer to Appendix H.)

Below are the SOCSO payments for each position in the first year.

Table 8.7: List of SOCSO payments

No	Position	Range of salary (RM)	SOSCO payment (RM)
1	Quality Control Supervisor	$2700 < x \leq 2800$	48.15
2	Technician	$1300 < x \leq 1400$	23.65
3	Production Assembler	$800 < x \leq 900$	14.85
4	Sales Executives	$900 < x \leq 1000$	16.65
5	Administrator	$1100 < x \leq 1200$	20.15
6	Managers	$x > 2900$	51.65

Adapted: PERKESO (2013)

19. EPF

EPF contribution rates will fix at 13% of gross salary of all employees. Below are the EPF payments for each position in the first year.

Table 8.8: List of EPF payments

No	Position	Salary	EPF payment (RM)
1	Quality Control Supervisor	2800	364
2	Technician	1400	182
3	Production Assembler	900	117
4	Sales Executives	1000	130
5	Administrator	1200	156
6	Managers	3500	455

20. Depreciation

Table 8.9: List of Depreciation

No	Items	Depreciation rates (%)
1	Furniture and equipment	10% per year using the straight line method
2	Machinery	15% per year using the straight line method

8.3 Pro Forma Income Statement Three Years

Table 8.10: List of Financial Statements

Financial Statement 1: Pro Forma Income Statement for the Year 2014-2016

Income Statement	2014	2015	2016
Sales	1166399.00	1410084.00	1643902.00
(-)Cost of Goods Sold (COGS)			
Manufacturing Overhead	116639.90	141008.40	164390.20
Beginning Finished Good Inventory	38583.72	59351.64	58191.84
Purchases of Raw Material	418485.79	418696.63	581760.28
Carriage Inward	6000.00	6300.00	6615.00
Total	579709.41	625356.67	810957.32
(-) Ending Finished Good Inventory	42168.00	50707.02	59246.04
Cost of Good Sold	537541.41	574649.65	751711.28
Gross Profit	628857.59	835434.35	892190.72
Operating Expenses			
General and Administration Expenses	11549.00	6827.00	6827.00
Sales and Marketing Expense	58791.88	66239.22	73316.76
Insurance	2400.00	2400.00	2400.00
Rental	55200.00	55200.00	55200.00
Salary (Office & Overhead)	369837.00	395623.68	423173.52
Repairs/ Maintenance	2500.00	2500.00	2500.00
Legal and Professional Fee	2000.00	2000.00	2000.00
Carriage Outward	10800.00	11340.00	11907.00
Utilities	7800.00	8190.00	8599.56
Research & Development cost	23327.98	28201.68	32878.04
Total Expenses	544205.86	578521.58	618801.88
Net Profit Before Tax	84651.73	256912.77	273388.84
(+)Depreciation	25671.00	25671.00	25671.00
Taxable income	110322.73	282583.77	299059.84
(-) Income Taxes (26%)	28683.91	73471.78	77755.56
(-) Depreciation	25671.00	25671.00	25671.00
Net Profit / Loss	55967.82	183440.99	195633.28

8.4 Pro Forma Cash Flow Statement for three year

Financial Statement 2: Cash Flow Projection of December for the Year 2014-2016

Cash Flow Projection for 3 Years	2014 (RM)	2015 (RM)	2016 (RM)
Cash On Hand	237825.14	551080.82	913188.06
Cash Receipt	110032.00	136045.00	153985.00
Total Cash Available	347857.14	687125.82	1067173.06
<u>Cash Paid Out</u>			
Purchase of Raw Materials	38151.50	38151.50	54154.25
Carriage Inward	500.00	525.00	551.25
Research & Development Cost	2200.64	2720.90	3079.70
General and Administration Expenses	500.00	500.00	500.00
Sales and Marketing Expenses	5300.96	6018.35	6619.55
Rental	4600.00	4600.00	4600.00
Utilities	650.00	682.50	716.63
Legal and Professional Fee	2000.00	2000.00	2000.00
Carriage Outward	900.00	945.00	992.25
Repairs/ Maintenance	1250.00	1250.00	1250.00
Insurance	200.00	200.00	200.00
Salary and Wages	30819.75	32968.64	35264.46
Tax	3582.52	6268.13	7979.98
Total Cash Paid Out	90655.37	96830.02	117908.07
Cash Position	257201.77	590295.80	949264.99

8.5 Pro Forma Balance Sheet for three year

Financial Statement 3: Pro Forma Balance Sheet for the Year 2014-2016

Balance Sheet	2014		2015	
	(RM)	(RM)	(RM)	(RM)
<u>Fixed Asset</u>	Acc. Dep.		Acc. Dep.	
Machinery (Book Value: RM157100)	23565.00	133535.00	47130.00	109970.00
Furniture and Equipment (Book Value: RM 21060)	2106.00	18954.00	4212.00	16848.00
Total Fixed Cost		152489.00		126818.00
<u>Current Asset</u>				
Bank/Cash	257201.77		590295.80	
Closing Stock	3584.28		4322.22	
Total Current Asset	260786.05		594618.02	
<u>Current Liability</u>				
Tax	3582.52		6268.13	
Total Current Liability	3582.52		6268.13	
Working Capital		257203.53		588349.89
		409692.53		715167.89
Financed by				
Owners' Equity				
Capital		401635.36		699467.07
Net Profit / (Loss)		8057.17		15700.82
Total Owners' Equity		409692.53		715167.89

Balance Sheet	2016	
	(RM)	(RM)
<u>Fixed Asset</u>	Acc. Dep.	
Machinery (Book Value: RM157100)	70695.00	86405.00
Furniture and Equipment (Book Value: RM 21060)	6318.00	114742.00
Total Fixed Cost		201147.00
<u>Current Asset</u>		
Bank/Cash	949264.99	
Closing Stock	5376.42	
Total Current Asset	954641.41	
<u>Current Liability</u>		
Tax	7979.98	
Total Current Liability	7979.98	
Working Capital		946661.43
		1147808.43
Financed by		
Owners' Equity		
Capital		1127235.42
Net Profit / (Loss)		20573.01
Total Owners' Equity		1147808.43

8.6 Payback Period and Exit Strategy

8.6.1 Payback Period

Table 8.11: Payback Period

Year	Cash Flow (RM)	Cumulative Cash Flow (RM)
0	400000.00	(400000.00)
1 st	257201.77	(142798.23)
2 nd (a)	590295.80	447497.57 (b)
3 rd	949264.99 (c)	1396762.56

Payback Period

$$=a + (b/c)$$

$$=2 + (949264.99 / 447497.57)$$

$$=2 + 0.47$$

$$=2.47 \text{ years}$$

Our payback period will be approximately two-and-a-half years.

8.6.2 Exit Strategy

8.6.2.1 Liquidation

We Care will choose to liquidate its assets when the business is struggling to sustain its business. At some point, if your business is struggling, it is the right idea to shut the doors instead of going after more funding. All partners of We Care should be agreeing to liquidate all of our assets and equipment of the company before it is implemented. Assets on We Care such as our office equipments, machines, raw materials and it will be sold for money to liquidate the company for temporary sustain. The liquidation value is limited and usually only can be sold to used-office equipment dealers, although an auction is sometimes viable. As an exit strategy, liquidation should be approached with professional assistance and some important guidelines. This event of liquidation would happen when the organization's losses have exceeded 60 percent of the capital requirement by all the partners of We Care.

8.6.2.2 Sell The Company

The founders of We Care may choose to sell the company in order to retire or use the proceeds to start a new venture. When We Care has achieve the maturity stage in its product, fellow partners of We Care would come to an agreement to sell off the business to another

interested party that would like to continue the operations of We Care. The selling price of the company would be the highest in its maturity stage. The interested parties would have to pay the partners of We Care the negotiated payment before the changing of the ownership of the company. The partners of We Care have the freedom to either stay in the new management with the interested parties or choose to sell out their part of the business upon receiving their part of the payment after the selling. Other than that, partners of We Care can also buy or sell their share to other partners or to any of the investors that are interested in our business.

9.0 CRITICAL RISK FACTORS

9.1 Management Risk

The management risk is defined as the commitment, skills, and capabilities of the business owners as well as the management team of the company (Standard Bank, 2013).

9.1.1 Lack of Business Skills and Experience

We Care is managed by four partners who are fresh graduates. This management team is considered as lack of actual experience in running a business. Most of the management team's business knowledge is gained from the business concepts and theories that learned during tertiary study. Hence, We Care will face the management risk or issue due to the management team lack of experience in handling the business operation problem. In addition, the disputes may emerge over the decision making process because the management team cannot achieve the consensus.

9.1.2 Conflict of Interest

The conflict of interest means that the divergent concepts, understandings or circumstances such as different judgments, incompatible goals and so on (Brenkert & Beauchamp, 2009). The management which also the founders may have conflicts of interest and some dissatisfied with the performance or attitude of each others. This issue may due to the possibilities of sleeping partners that always wait for fruits of success and not willing to contribute in We Care. This kind of risk may demoralize the whole management team and cause the entire business into a bad situation.

9.2 Marketing Risks

Marketing is a very important element in your business that transforms production activities into financial returns. Marketing risk has been created by many unanticipated forces, such as weather, market trends and government actions can lead to uncertainty of costs, prices and demand in the market. Marketing risk is mostly related to the price risk and market availability. Hence, Price risk is related to the volatility of the product or input prices. Market availability risk is related to the loss of market access due to competition or loss of a major customer, and the loss of marketing power due to the small size of sellers relative to buyers. (UVA, 2004)

9.2.1 Lack of Promotional Fund

Promotion is one of the most important things to be done in order for the potential customers to know more about the product of We Care. We Care is still a new established company, therefore, We Care would have the risk of insufficient fund to run the promotion in the long term.

9.2.2 Low Brand Recognition and Customer Loyalty

Brand recognition is very important especially for new company in the market. Low brand recognition and low customer loyalty will definitely be a marketing risk for We Care as the company is still new. Low brand recognition will cause a business to grow slow in a market and may lead to loss of sales in case a new similar product show up in the market.

9.3 Operating Risks

An operational risk is a negative event or effect occurs as a result of an organization's daily activities. It is the organization's failures to take appropriate actions in a timely manner of any events and actions would cause operational failure (Societies of Actuaries, 2009). It is the uncertainty related to losses resulting from insufficient systems or controls, human error or improper management (King, 1998). The most effective way of prevention and avoidance against operational risks is to define the

business strategy, evaluate the current capabilities of the organization and develop a contingency plan to establish a centralized operational risk capability (Shochat & Fallen, 2012). Below are some operational risks that We Care might face in the future.

9.3.1 Machinery Breakdown or Malfunction

A sudden breakdown or malfunction of machinery may delay the process of manufacturing goods if not fixed right away. Besides, this problem may incur additional cost to the company for example fixing cost, the cost of losing potential customers and cost of defective products.

9.3.2 The Fast Changing Technology Trend

Technologies are becoming more and more advances nowadays, the asset we bought may not be applicable or up-to-date in the future. Besides, the product we sell may not be marketable too in the future. Since We Care is a technology company, we need the most advance machinery in order to produce higher quality product for our customers. This advancement of technology may incur us a high cost in order to keep our company ahead with the technology trend.

9.3.3 Thief and Robbery

Thief and robbery cases are unpredictable. It may be done by an insider or an outsider. This may incur losses to our company in the form of lost of stock or money. Sometime there might also have some other cost incur such as maintenance and fixing costs of spoiled facilities causes by robbery cases. Without proper prevention action may expose our company in great risk of thief and robbery that cost us in a great amount of lost of money.

9.4 Financial Risks

A company will face the financial risk when the company has exposed to the financial markets, the transactions with others and reliance on processes, system and people (Horcher, 2005). Hence, the company will be in the adverse situation if failed to analysis the financial risk.

9.4.1 Interest Rate Risk

According to Horcher (2005), interest rate risk refers to profitability or asset values will has an adverse impact that affected by changes in the interest rate. When the company borrows money from the financial institution, the company will face the interest rate risk because the interest rate fluctuates

from time to time. The adjustable interest rates can increase the company's cost of funds. In other words, high interest rates will increase the We Care's cost of business operations. Therefore, the financial status of We Care may be affected by the fluctuations in interest rates.

9.4.2 Economic Risk

Economic risk is the probability that mismanagement of the economy by the government that caused change the business environment which will hinder the firm's performance and operating (Longenecker, Moore, Palich, & Petty, 2006). For instance, the mismanagement of the economy will cause inflation. When inflation happens in the country, the price of raw materials will increase and the purchasing power of the consumer will decrease. Since, the company unable to control the economic risk factors, We Care's profitability will be affected.

9.5 Intellectual Property Infringement

The intellectual property infringement can be defined as an act that intrude or violate of the intellectual property right of We Care. In Malaysia, the government has an effective legal system of protection of intellectual property which covered by the Trade Description Act of 1972, the Patent Act of 1983, the Copyright Act of 1987 and the Industrial Designs Act of 1996 (International Business Publications, 2008).

9.5.1 Trademark Infringement

Infringement of a trademark means the registered trademark has been unauthorized use. In other words, the registered trademark has been attached without the authorized user's permission or consent. We Care might face the risk of trademark infringement if another organization is using We Care's logo design and brand name in respect of the same or similar goods. When the company's logo design or brand name has been unauthorized use, this circumstance is more likely to mislead consumers as to the source of the product.

9.5.2 Patent Infringement

The patent infringement refers to a patented invention or a patented product has been unauthorized use, make or sell that without obtaining permission from the patent holder. We Care might face the issue of patent infringement which the company's invention product, the fatigue monitoring device might unauthorized use, make or sell by the other competitors. Since the fatigue monitoring device is the main product of We Care, the violation of the invention patent that might lead to the loss of business of the company.

9.6 Contingency Plans

9.6.1 Management Risk

In order to solve the problem of inexperience in managing company among the management team, the management team should attend the seminars and training programs such as leadership program, soft skills program, and team management program from time to time. Furthermore, the code of conduct must be established for the purpose to guide on business standards and practices. Other than that, We Care also need to establish the standard operating procedures as a measurement of employee disciplines and human resource management.

Furthermore, We Care have the plan to solve the risk of sleeping partners and cause the conflicts of interest which is a form of “vote and warning” policy. The mainly purposely of this policy is to get the majority vote from those founders to warn the sleeping partners. Since We Care still a newly start up firm and need more support to make it grows. Although the sleeping partner having the highest authority or hold the most share in We Care but he or she will still get warning letter when they are not contributing. There are two maximum warning letters will be give hence the authority and position of the sleeping partner will be freeze and penalty.

9.6.2 Marketing Risk

Marketing is the part of your business that transforms production activities into profits. However, many unanticipated forces, such as natural causes, market trends and government actions, can lead to uncertainty and that causes marketing risks. Marketing risk largely concerns price risk and market availability.

However, for We Care, the main marketing risks that we are currently facing are the lack of brand recognition for our potential customers and the lack of money to run promotional campaigns and activities. Brand recognition can be slowly built up when customers notice that how good is our product compare to others. When fellow consumers that had used our product feel satisfied they will introduce it to people around them as well. Brand recognition also comes from a lot of promotional activities. Through promotional campaigns and activities, consumers will be more aware of our brand and products.

9.6.3 Operating Risk

In order to avoid sudden breakdown, our company should do maintenance work and check up on the machines regularly in order to prolong their lifespan and maintain the machines' performance. Besides, we should have experienced worker who knows well on the machines in manufacturing site so that when there is any problem with the machine he or she can react fast and try to fix it to keep the production run smoothly.

To prevent our company from left behind from the technology trend, our company should concentrate more on research and development of the newest technology in order to make new product. We Care should always be up-to-date to news about the technology breakthrough. Our company should focus on adding more value to the customers by adding in more technology advance things in the product. We may also send our worker for some training or talks in IT courses to increase their knowledge in this field.

We may reduce the risk of involving in these cases by adding in security system, CCTV in our storefront. Our store should remain not less than 2 people so that they could take care of the store and each other well.

9.6.4 Financial Risk

In order to minimize the financial risk, finance and accounting departments play a significant role in reducing the possibility of occurrence particular financial risk. We Care will provide the finance and accounting personnel to attend the finance and accounting training courses so they are well prepared to protect the company from any economic downturn. They will gain the knowledge and confidence to meet the challenges of today's economy through attending these courses. Besides that, they should identify the cost incur for a particular project. Other than that, they should also collaborate with other departments such as procurement department and sales and marketing department with the intention to minimize the cost.

9.6.5 Intellectual Property Infringement

With the purpose to protect the trademark for the company's name and logo, We Care will register the company's name and logo of Intellectual Property Corporation of Malaysia. The registered trademark will be protected under the Trade Marks Act 1976 and the Trade Marks Regulations 1997 (Ministry of International Trade and Industry [MITI], 2008). On the other hand, We Care will file the invention patent to prevent the fatigue monitoring device from unauthorized use, make or sell by the other competitors. The invention patent is under protection of the Patents Act 1983 and the Patents Regulations 1986 (MITI, 2008).

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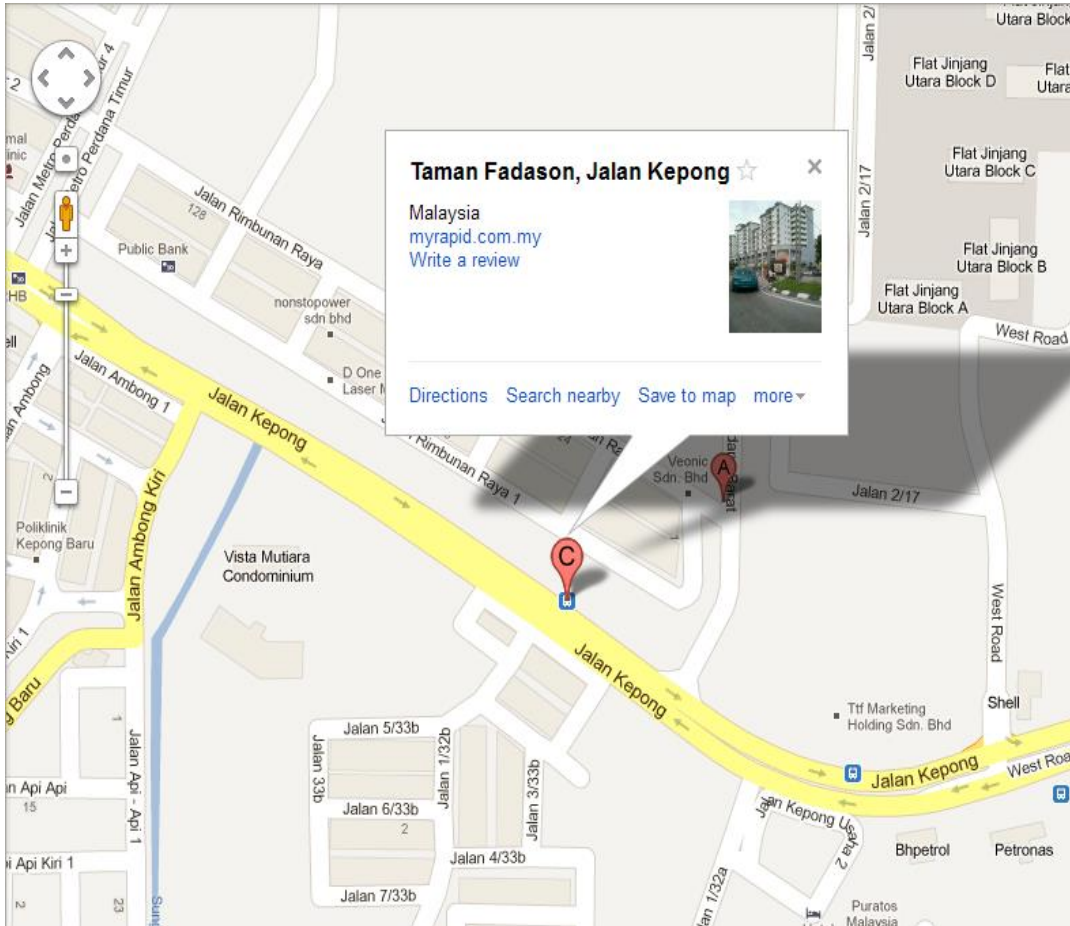
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11.0 APPENDICES

Appendix A: Location Map



Appendix B: Product Package



Appendix C: We Care’s Website

We CARE

We Care product | We Care app | Driver fatigue | About us

“20% of all traffic accidents are caused by tiredness”
 Swedish National Road and Transport Research Institute, Sweden 2008.

Buy We Care Products
Go to the shop

How it works
The short explanation

Buy iPhone App
Go to iTunes App Store

Business solutions
Take care of your employees

We Care Products
Driving while tired is a lethal combination causing of traffic accidents. We Care products are designed specially to prevent driver from fatigueness and helps to reduce the risk of fatigue-related accidents. [Read more »](#)

You're the expert
We are on a continuous mission to improve our products. Get an overview of our current research and sign up to participate. [Read more »](#)

Test yourself
Are you aware of your own risk? Test how predisposed you are towards driver fatigue. [Read more »](#)

The media writes ...

The New York Times
Simpler Antidote for Heavy Eyelids
[Read review »](#)

FT FINANCIAL TIMES
A Clever and Potentially Life-Saving little Beeper
[Read review »](#)
[Read more »](#) [Automotive News](#) [CBS](#)

iPhone App
We Care App
[Read more »](#)

Available on the iPhone
App Store

Did you know, that taking a break for a power nap (of up to 20 minutes) is the best solution when you feel tired when driving due to a lack of sleep?

We Care
Contact
Management
The story
Press
News

We Care Product
How it works
Product support
Shopping Terms

We Care App
How it works
Extra features
App support

Fatigue Driving
Important to know
Test yourself

Follow us on **facebook**

Sign up for the newsletter:

We Care | No. 65-0-3, Jalan 1/17, Fodason Business Centre, Taman Fodason, Kepong, 52000, Kuala Lumpur | 03-6531235 | Terms of use | Contact: info@wecare.com

Appendix D: Survey Form

Section A:

Demographic Profile:

Please provide the appropriate information by placing a tick (√) in the box [] to represent your answer.

1. Gender:

<input type="checkbox"/> Male	<input type="checkbox"/> Female
-------------------------------	---------------------------------

2. Ethnicity:

<input type="checkbox"/> Malay	<input type="checkbox"/> Indian
<input type="checkbox"/> Chinese	<input type="checkbox"/> Others

3. Age:

<input type="checkbox"/> 18 to 25 years old	<input type="checkbox"/> 26 to 33 years old
<input type="checkbox"/> 34 to 41 years old	<input type="checkbox"/> 42 to 49 years old
<input type="checkbox"/> 50 to 57 years old	<input type="checkbox"/> 58 years old and above

4. Highest Education Level:

<input type="checkbox"/> Primary school (UPSR)	<input type="checkbox"/> Secondary school (SRP, PMR, SPM, O-Levels)
<input type="checkbox"/> STPM, A-Levels	<input type="checkbox"/> Diploma/ Advanced Diploma
<input type="checkbox"/> Bachelor Degree	<input type="checkbox"/> Others: _____

5. Years of Working Experience:

<input type="checkbox"/> < 1 year	<input type="checkbox"/> 1-3 year(s)
<input type="checkbox"/> 4-6 years	<input type="checkbox"/> 7-9 years
<input type="checkbox"/> 10-12 years	<input type="checkbox"/> > 12 years

6. Average Monthly Income:

<input type="checkbox"/> < RM 1,500	<input type="checkbox"/> RM 1,500-RM 2,500
<input type="checkbox"/> RM 2,501-RM 3,500	<input type="checkbox"/> RM 3,501-RM 4,500
<input type="checkbox"/> RM 4,501-RM 5,500	<input type="checkbox"/> > RM 5,500

Section B:

General Opinion:

Please provide the appropriate information by placing a tick (√) in the box [] to represent your answer.

1. Have you ever heard of any product or devices that may reduce the rate of road accident?
 Yes No

2. What do you think will be the main reason causing road accident?
 Sleepy Drunk
 Careless of drivers

3. How do you stay awake when driving?
 Caffeine Music / Audiobooks
 Snacking Talking
 Others
Please state: _____

4. What are the symptoms that you may show when you are tired?
 Yawning Obtuse
 Low concentration level Others
Please state: _____

5. If there is a product that may reduce the rate of road accident, will you purchase it?
 Yes No

6. Where would you like to put on the device?
 To be worn on headband To be worn on spectacle
 To be put on the cap

7. What is the most that you would be willing to pay for the device?
 < RM 150 RM 150-RM 250
 RM 251-RM 350 > RM 350

8. Where would you be most likely to purchase the device?

Tv ads

Chain store

Online

Supermarket

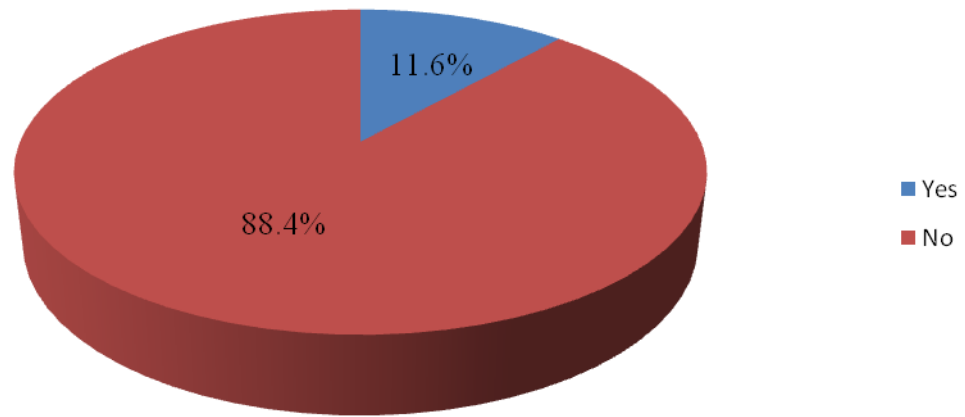
Mail order catalog

Others

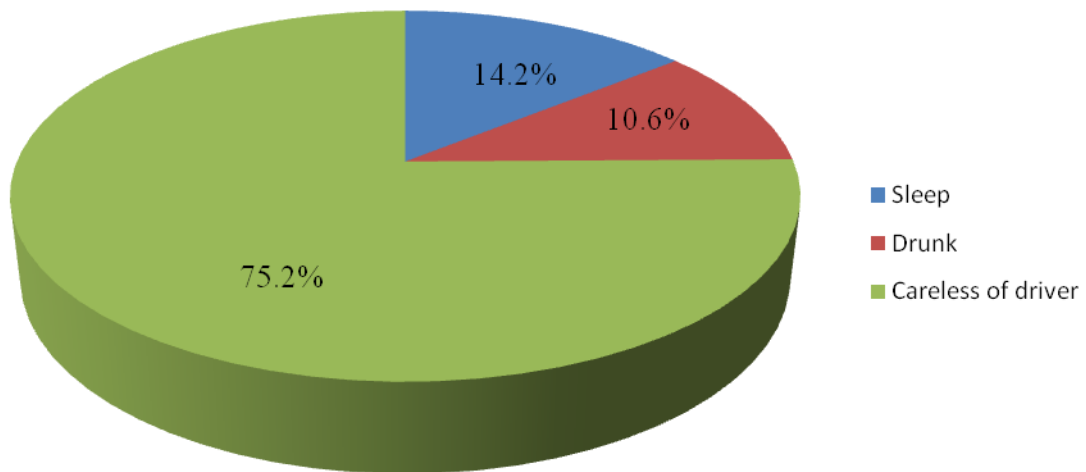
Please state:

Appendix E: Survey Result

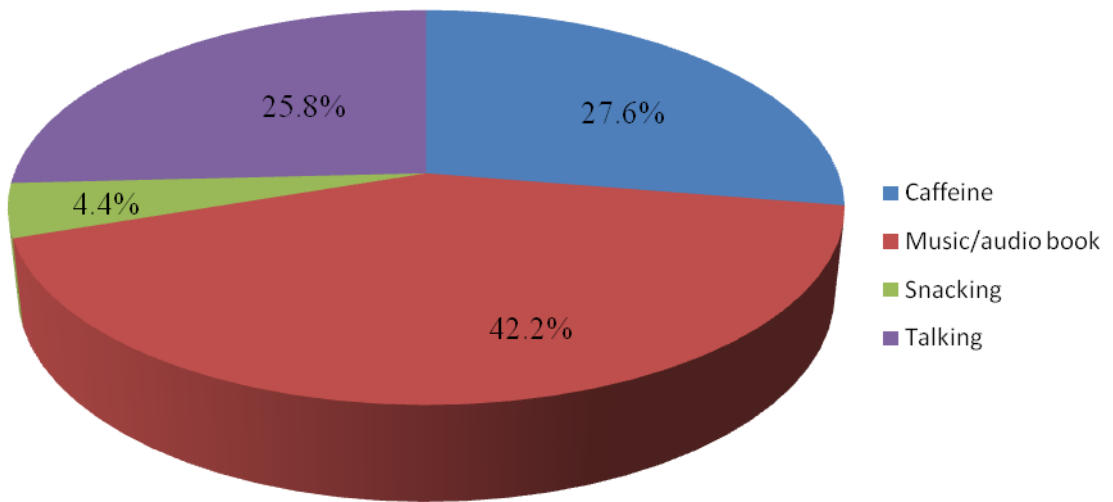
Have you ever heard of any product or devices that may reduce the rate of road accident?



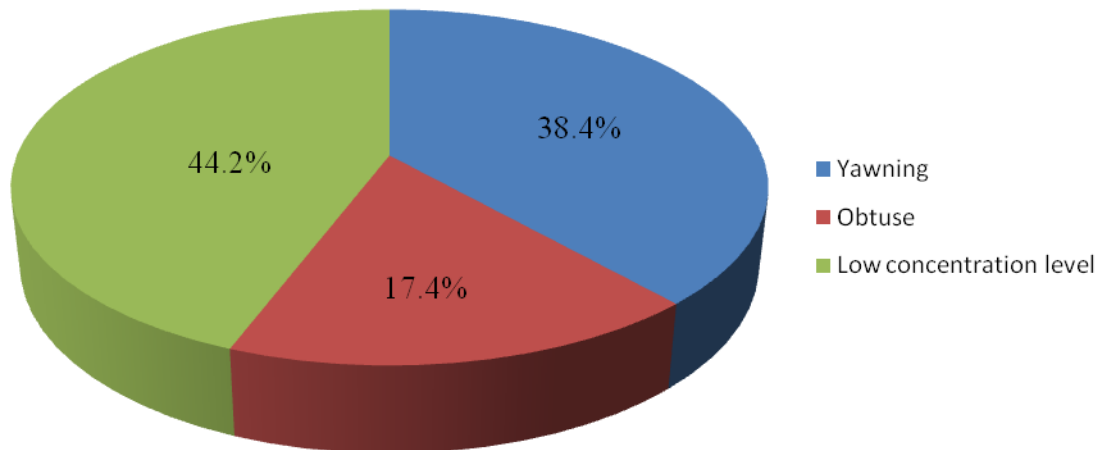
What do you think will be the main reason causing road accident?



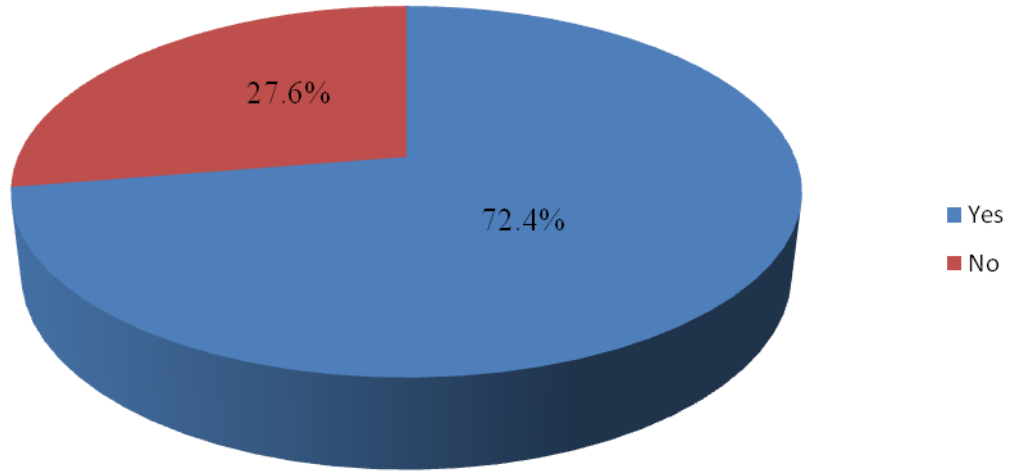
How do you stay awake when driving?



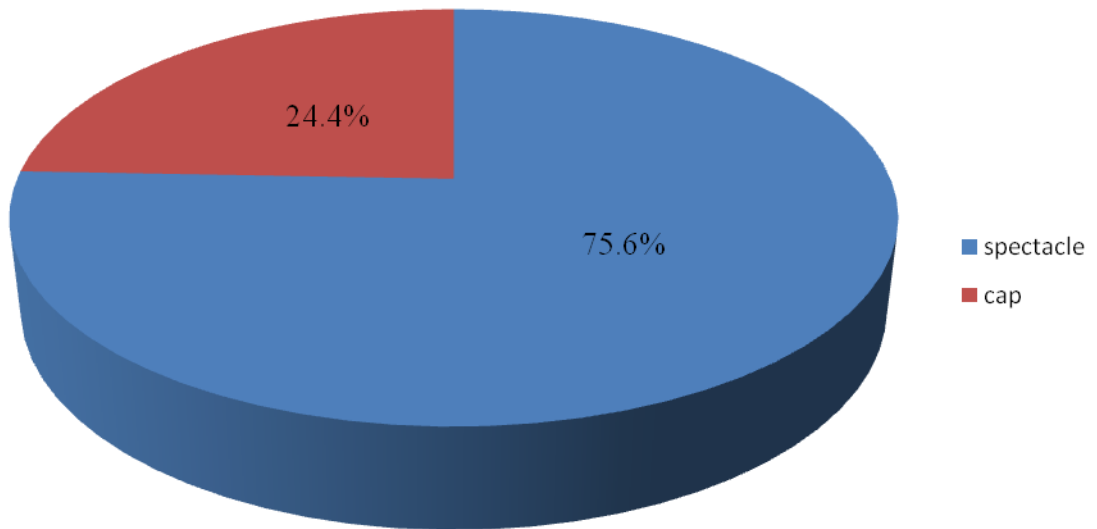
What are the symptoms that you may show when you are tired?



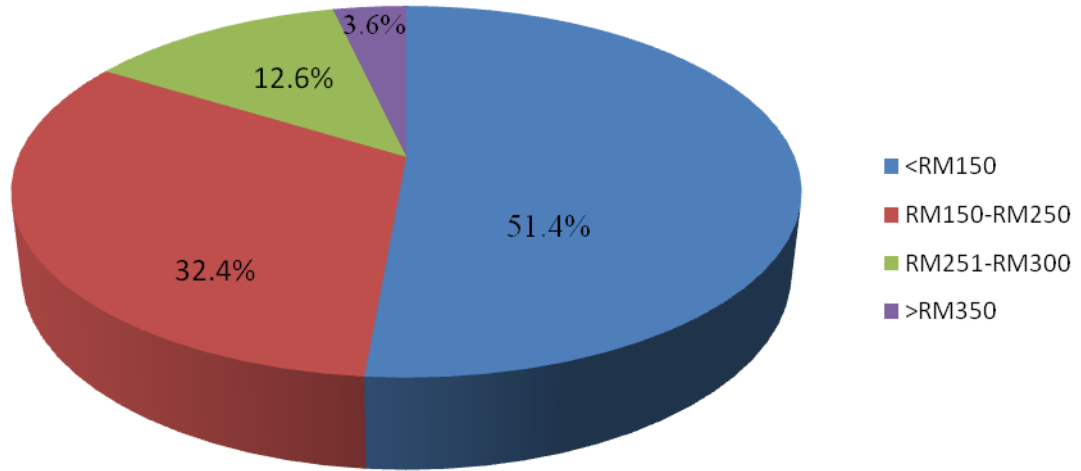
If there is a product that may reduce the rate of road accident, will you purchase it?



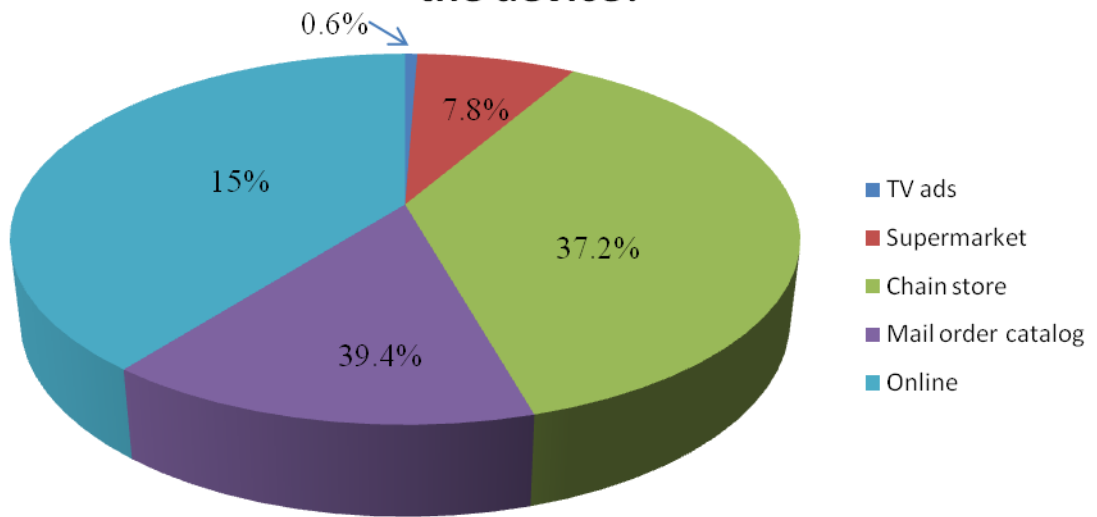
Where would you like to put on the device?



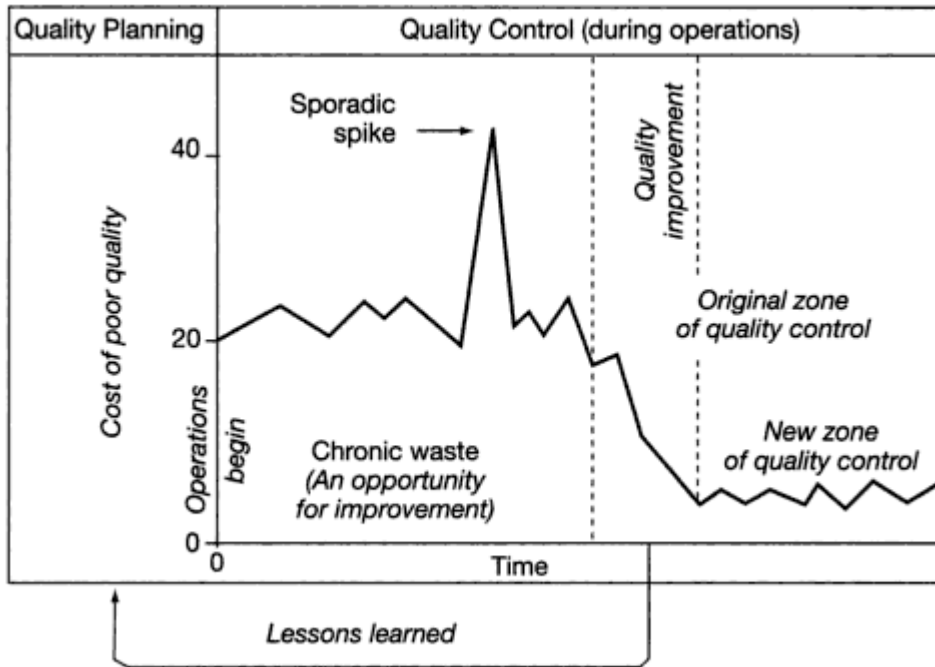
What is the most that you would be willing to pay for the device?



Where would you be most likely to purchase the device?



Appendix F: The Juran Trilogy Diagram



Adapted from: Barringer, B. R., & Ireland, R. D. (2008). *Entrepreneurship: Successfully launching new ventures* (2nd Ed.). New Jersey: Pearson

Appendix G: Office Equipments

			
<p>1 unit of credit card reader</p>	<p>RM 500 each</p>	<p>8 units of computer sets</p>	<p>RM 700 each</p>
			
<p>1 units of Photostat machine</p>	<p>RM 2000 each</p>	<p>6 units of air conditioner</p>	<p>RM 1200 each</p>

			
20 units of chairs	RM 40 each	2 unit of office phone	RM 70 each
			
1 unit of office alarm system	RM 250 each	2 units of office tables sets	RM 800 each

			
<p>4 units of office table</p>	<p>RM 200 each</p>	<p>1 unit of trolley</p>	<p>RM 100 each</p>
			
<p>1 units of point of sale system</p>	<p>RM 2000 each</p>	<p>Stationary sets</p>	<p>RM1194</p>

Appendix H: SOCSO Contribution List

BIL	GAJI BULANAN		(JENIS PERTAMA)			(JENIS KEDUA)
			BENCANA PEKERJAAN DAN ILAT			BENCANA PEKERJAAN SAHAJA
			SYER MAJIKAN	SYER PEKERJA	JUMLAH CARUMAN	JUMLAH CARUMAN OLEH MAJIKAN SAHAJA
		RM	RM	RM	RM	RM
1.	Gaji hingga	30/-	0.40	0.10	0.50	0.30
2.	Apabila gaji melebihi tetapi tidak melebihi	30/- 50/-	0.70	0.20	0.90	0.50
3.	Apabila gaji melebihi tetapi tidak melebihi	50/- 70/-	1.10	0.30	1.40	0.80
4.	Apabila gaji melebihi tetapi tidak melebihi	70/- 100/-	1.50	0.40	1.90	1.10
5.	Apabila gaji melebihi tetapi tidak melebihi	100/- 140/-	2.10	0.60	2.70	1.50
6.	Apabila gaji melebihi tetapi tidak melebihi	140/- 200/-	2.95	0.85	3.80	2.10
7.	Apabila gaji melebihi tetapi tidak melebihi	200/- 300/-	4.35	1.25	5.60	3.10
8.	Apabila gaji melebihi tetapi tidak melebihi	300/- 400/-	6.15	1.75	7.90	4.40
9.	Apabila gaji melebihi tetapi tidak melebihi	400/- 500/-	7.85	2.25	10.10	5.60
10.	Apabila gaji melebihi tetapi tidak melebihi	500/- 600/-	9.65	2.75	12.40	6.90
11.	Apabila gaji melebihi tetapi tidak melebihi	600/- 700/-	11.35	3.25	14.60	8.10
12.	Apabila gaji melebihi tetapi tidak melebihi	700/- 800/-	13.15	3.75	16.90	9.40
13.	Apabila gaji melebihi tetapi tidak melebihi	800/- 900/-	14.85	4.25	19.10	10.60
14.	Apabila gaji melebihi tetapi tidak melebihi	900/- 1,000/-	16.65	4.75	21.40	11.90
15.	Apabila gaji melebihi tetapi tidak melebihi	1,000/- 1,100/-	18.35	5.25	23.60	13.10
16.	Apabila gaji melebihi tetapi tidak melebihi	1,100/- 1,200/-	20.15	5.75	25.90	14.40
17.	Apabila gaji melebihi tetapi tidak melebihi	1,200/- 1,300/-	21.85	6.25	28.10	15.60
18.	Apabila gaji melebihi tetapi tidak melebihi	1,300/- 1,400/-	23.65	6.75	30.40	16.90
19.	Apabila gaji melebihi tetapi tidak melebihi	1,400/- 1,500/-	25.35	7.25	32.60	18.10
20.	Apabila gaji melebihi tetapi tidak melebihi	1,500/- 1,600/-	27.15	7.75	34.90	19.40
21.	Apabila gaji melebihi tetapi tidak melebihi	1,600/- 1,700/-	28.85	8.25	37.10	20.60
22.	Apabila gaji melebihi tetapi tidak melebihi	1,700/- 1,800/-	30.65	8.75	39.40	21.90

Appendix I: Cost for Display Store StationeryFinancial DataCost for Display Store Stationery

Items	Unit Price (RM)	Quantity	Total (RM)
Ball Pen	0.80	20	16.00
Pencil	0.40	5	2.00
Stapler	3.50	2	7.00
Paper Clips	2.00 per box	1	2.00
Correction Pen	5.90	2	11.80
Eraser	0.50	2	1.00
Scissor	3.90	2	7.80
Tape	4.80	2	9.60
Ink Pad	8.90	2	17.80
Calculator	37.90	2	75.80
4" x 8" Receipt Book	65 per package	1	65.00
Total			215.80

Cost of Office Stationery

Items	Unit Price (RM)	Quantity	Total (RM)
Ball Pen	29.50 per box	1	29.50
Pencil	19.50 per box	1	19.50
Stapler	3.50	10	35.00
Staples Nails	10.00 per box	1	10.00
Paper Clips	2.00 per box	10	20.00
Correction Pen	5.90	10	59.00
Glue	1.00	5	5.00
Paper Punch Hole	16.20	5	81.00
Scissors	3.90	5	19.50
Tape	4.80	10	48.00
Eraser	0.50	10	5.00
Ruler	0.50	10	5.00
Ink Pad	8.90	5	44.50
Marker Pen	2.50	20	50.00
Marker Refill Ink	4.90	20	98.00
Paper Cutter	59.00	1	59.00
Envelope	0.10	250	25.00
Arch File	5.50	20	110.00
Clip Board	3.90	10	39.00
Magnetic Whiteboard	99.00	3	297.00
Whiteboard Duster	5.00	6	30.00
Dustbin	15.00	7	105.00
Total			1194.00

Appendix J: Financial Statements**Pro Forma Income Statement for the Year 2014**

Year 2014	Jan	Feb	Mar	Apr	May	Jun
	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)
Sales	75049.00	78039.00	80132.00	87009.00	92092.00	95979.00
Cost of Goods Sold (COGS)						
Manufacturing Overhead	7504.90	7803.90	8013.20	8700.90	9209.20	9597.90
Beginning Finished Good Inventory	0.00	2740.92	2846.34	3057.18	3268.02	3373.44
Purchases of Raw Material	31963.34	27725.46	28705.87	31088.36	32722.37	34461.80
Carriage Inward	500.00	500.00	500.00	500.00	500.00	500.00
Total	39968.24	38770.28	40065.41	43346.44	45699.59	47933.14
Ending Finished Good Inventory	2740.92	2846.34	3057.18	3268.02	3373.44	3689.70
Cost of Good Sold	37227.32	35923.94	37008.23	40078.42	42326.15	44243.44
Gross Profit	37821.68	42115.06	43123.77	46930.58	49765.85	51735.56
Operating Expenses						
General and Administration Expenses	6049.00	500.00	500.00	500.00	500.00	500.00
Sales and Marketing Expense	4251.47	4341.17	4403.96	4410.18	4762.76	4879.37
Insurance	200.00	200.00	200.00	200.00	200.00	200.00
Rental	4600.00	4600.00	4600.00	4600.00	4600.00	4600.00
Salary (Office & Overhead)	30819.75	30819.75	30819.75	30819.75	30819.75	30819.75
Repairs/ Maintenance						1250.00
Legal and Professional Fee						
Carriage Outward	900.00	900.00	900.00	900.00	900.00	900.00

Utilities	650.00	650.00	650.00	650.00	650.00	650.00
Research & Development cost	1500.98	1560.78	1602.64	1740.18	1841.84	1919.58
Total Expenses	48971.20	43571.70	43676.35	43820.11	44274.35	45718.70
Net Profit Before Tax	-11149.52	-1456.64	-552.58	3110.47	5491.50	6016.86
(+)Depreciation	2139.25	2139.25	2139.25	2139.25	2139.25	2139.25
Taxable income	-9010.27	682.61	1586.67	5249.72	7630.75	8156.11
(-) Income Taxes (26%)	0.00	177.48	412.53	1364.93	1984.00	2120.59
(-) Depreciation	2139.25	2139.25	2139.25	2139.25	2139.25	2139.25
Net Profit / Loss	-11149.52	-1634.12	-965.11	1745.54	3507.51	3896.27

Year 2014	Jul	Aug	Sep	Oct	Nov	Dec
	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)
Sales	104052.00	107939.00	113919.00	110032.00	112125.00	110032.00
Cost of Goods Sold (COGS)						
Manufacturing Overhead	10405.20	10793.90	11391.90	11003.20	11212.50	11003.20
Beginning Finished Good Inventory	3689.70	3795.12	4005.96	3900.54	4005.96	3900.54
Purchases of Raw Material	36928.63	38478.30	39943.64	38942.15	39374.37	38151.50
Carriage Inward	500.00	500.00	500.00	500.00	500.00	500.00
Total	51523.53	53567.32	55841.50	54345.89	55092.83	53555.24
Ending Finished Good Inventory	3795.12	4005.96	3900.54	4005.96	3900.54	3584.28
Cost of Good Sold	47728.41	49561.36	51940.96	50339.93	51192.29	49970.96
Gross Profit	56323.59	58377.64	61978.04	59692.07	60932.71	60061.04

Operating Expenses						
General and Administration Expenses	500.00	500.00	500.00	500.00	500.00	500.00
Sales and Marketing Expense	5121.56	5238.17	5417.57	5300.96	5363.75	5300.96
Insurance	200.00	200.00	200.00	200.00	200.00	200.00
Rental	4600.00	4600.00	4600.00	4600.00	4600.00	4600.00
Salary (Office & Overhead)	30819.75	30819.75	30819.75	30819.75	30819.75	30819.75
Repairs/ Maintenance						1250.00
Legal and Professional Fee						2000.00
Carriage Outward	900.00	900.00	900.00	900.00	900.00	900.00
Utilities	650.00	650.00	650.00	650.00	650.00	650.00
Research & Development cost	2081.04	2158.78	2278.38	2200.64	2242.50	2200.64
Total Expenses	44872.35	45066.70	45365.70	45171.35	45276.00	48421.35
Net Profit Before Tax	11451.24	13310.94	16612.34	14520.72	15656.71	11639.69
(+) Depreciation	2139.25	2139.25	2139.25	2139.25	2139.25	2139.25
Taxable income	13590.49	15450.19	18751.59	16659.97	17795.96	13778.94
(-) Income Taxes (26%)	3533.53	4017.05	4875.41	4331.59	4626.95	3582.52
(-) Depreciation	2139.25	2139.25	2139.25	2139.25	2139.25	2139.25
Net Profit / Loss	7917.71	9293.89	11736.93	10189.13	11029.76	8057.17

Note: Calculation in details of General and Administrative Expense

General and Administrative Expense 2014	Jan	Feb	Mar	Apr	May	Jun
Business Registration Fee	1160.00					
Business Registration Renewal Fee						
Company Name Registration Fee	60.00					
Company Name Registration Renewal Fee						
Intellectual Property Registration	2330.00					
Web Site Design and Domain Name Registration Fee	1999.00					
Web Site Design and Domain Name Registration Renewal Fee						
Miscellaneous	500.00	500.00	500.00	500.00	500.00	500.00
Total	6049.00	500.00	500.00	500.00	500.00	500.00
General and Administrative Expense 2014	Jul	Aug	Sep	Oct	Nov	Dec
Business Registration Fee						
Business Registration Renewal Fee						
Company Name Registration Fee						
Company Name Registration Renewal Fee						
Intellectual Property Registration						
Web Site Design and Domain Name Registration Fee						
Web Site Design and Domain Name Registration Renewal Fee						
Miscellaneous	500.00	500.00	500.00	500.00	500.00	500.00
Total	500.00	500.00	500.00	500.00	500.00	500.00

Note: Calculation in details of Sales and Marketing Expense

Sales and Marketing Expenses (2014)	Jan	Feb	Mar	Apr	May	Jun
Advertising Fee	2000.00	2000.00	2000.00	2000.00	2000.00	2000.00
Market Research Cost	750.49	780.39	801.32	670.00	920.92	959.79
Selling Expense	1500.98	1560.78	1602.64	1740.18	1841.84	1919.58
Total	4251.47	4341.17	4403.96	4410.18	4762.76	4879.37

Sales and Marketing Expenses (2014)	Jul	Aug	Sep	Oct	Nov	Dec
Advertising Fee	2000.00	2000.00	2000.00	2000.00	2000.00	2000.00
Market Research Cost	1040.52	1079.39	1139.19	1100.32	1121.25	1100.32
Selling Expense	2081.04	2158.78	2278.38	2200.64	2242.50	2200.64
Total	5121.56	5238.17	5417.57	5300.96	5363.75	5300.96

Note: Calculation in details of Salary

No	Position	Salary per Worker	EPF per Worker	SOCSO per Worker
1	Quality Control Supervisor	2800	364.00	48.15
2	Technician	1400	182.00	23.65
3	Production Assembler	900	117.00	14.85
4	Sales Executives	1000	130.00	16.65
5	Administrator	1200	156.00	20.15
6	Managers	3500	455.00	51.65

No	Position	No of worker	Total Salary	Total EPF	Total SOCSO
1	Quality Control Supervisor	1	2800.00	364.00	48.15
2	Technician	1	1400.00	182.00	23.65
3	Production Assembler	5	4500.00	585.00	74.25
4	Sales Executives	3	3000.00	390.00	49.95
5	Administrator	1	1200.00	156.00	20.15
6	Managers	4	14000.00	1820.00	206.60
			26900.00	3497.00	422.75

Note: Calculation in details of Utilities Fee

Utilities Fee 2014	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Internet and Telephone Bills	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00
Electricity Bill	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00
Water Bill	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00
Total	650.00	650.00	650.00	650.00	650.00	650.00	650.00	650.00	650.00	650.00	650.00	650.00

Note: Calculation in details of Research and Development Cost

R&D 2014	Jan	Feb	Mar	Apr	May	Jun
Sales	75049.00	78039.00	80132.00	87009.00	92092.00	95979.00
2% of Sales	1500.98	1560.78	1602.64	1740.18	1841.84	1919.58

R&D 2014	Jul	Aug	Sep	Oct	Nov	Dec
Sales	104052.00	107939.00	113919.00	110032.00	112125.00	110032.00
2% of Sales	2081.04	2158.78	2278.38	2200.64	2242.50	2200.64

Note: Calculation in details of Production

Year 2014 (Units)	Jan	Feb	Mar	Apr	May	Jun
Budgeted Sales	251	261	268	291	308	321
Desired Ending Inventory	26	27	29	31	32	35
Total	277	288	297	322	340	356
Beginning Inventory	0	26	27	29	31	32
Planned Production	277	262	270	293	309	324

Year 2014 (Units)	Jul	Aug	Sep	Oct	Nov	Dec
Budgeted Sales	348	361	381	368	375	368
Desired Ending Inventory	36	38	37	38	37	34
Total	384	399	418	406	412	402
Beginning Inventory	35	36	38	37	38	37
Planned Production	349	363	380	369	374	365

Materials Budget 2014	Jan	Feb	Mar	Apr	May	Jun
Raw Materials Required	277	262	270	293	309	324
Desired Ending Inventory	26	27	29	31	32	35
Total Raw Materials Required	303	289	299	324	341	359
(-) Beginning Inventory	0	26	27	29	31	32
Raw Materials To Be Purchased	303	263	272	295	310	327
Unit Cost (RM)	105.42	105.42	105.42	105.42	105.42	105.42
Total Materials Purchased (RM)	31963.34	27725.46	28705.87	31088.36	32722.37	34461.80
Materials Budget 2014	Jul	Aug	Sep	Oct	Nov	Dec
Raw Materials Required	349	363	380	369	374	365
Desired Ending Inventory	36	38	37	37	37	34
Total Raw Materials Required	385	401	417	406	411	399
(-) Beginning Inventory	35	36	38	37	37	37
Raw Materials To Be Purchased	350	365	379	369	374	362
Unit Cost (RM)	105.42	105.42	105.42	105.42	105.42	105.42
Total Materials Purchased (RM)	36928.63	38478.30	39943.64	38942.15	39374.37	38151.50

Note: Calculation in details of Depreciation Cost

Depreciation	Monthly Cost (RM)
Furniture and Equipment	175.50
Machinery	1963.75
Total	2139.25

Pro Forma Income Statement for the Year 2015

Year 2015	Jan	Feb	Mar	Apr	May	Jun
Sales	101062.00	104052.00	109135.00	102856.00	110032.00	115115.00
Cost of Goods Sold (COGS)						
Manufacturing Overhead	10106.20	10405.20	10913.50	10285.60	11003.20	11511.50
Beginning Finished Good Inventory	3584.28	3689.70	3900.54	3584.28	3900.54	4111.38
Purchases of Raw Material	31963.34	27725.46	28705.87	31088.36	32722.37	34461.80
Carriage Inward	525.00	525.00	525.00	525.00	525.00	525.00
Total	46178.82	42345.36	44044.91	45483.24	48151.11	50609.68
Ending Finished Good Inventory	3689.70	3900.54	3584.28	3900.54	4111.38	4216.80
Cost of Good Sold	42489.12	38444.82	40460.63	41582.70	44039.73	46392.88
Gross Profit	58572.88	65607.18	68674.37	61273.30	65992.27	68722.12
Operating Expenses						
General and Administration Expenses	1327.00	500.00	500.00	500.00	500.00	500.00
Sales and Marketing Expense	5031.86	5121.56	5274.05	5085.68	5300.96	5453.45
Insurance	200.00	200.00	200.00	200.00	200.00	200.00
Rental	4600.00	4600.00	4600.00	4600.00	4600.00	4600.00
Salary (Office & Overhead)	32968.64	32968.64	32968.64	32968.64	32968.64	32968.64
Repairs/ Maintenance						1250.00
Legal and Professional Fee						
Carriage Outward	945.00	945.00	945.00	945.00	945.00	945.00
Utilities	682.50	682.50	682.50	682.50	682.50	682.50

Research & Development cost	2021.24	2081.04	2182.70	2057.12	2200.64	2302.30
Total Expenses	47776.24	47098.74	47352.89	47038.94	47397.74	48901.89
Net Profit Before Tax	10796.64	18508.44	21321.48	14234.36	18594.53	19820.23
(+) Depreciation	2139.25	2139.25	2139.25	2139.25	2139.25	2139.25
Taxable income	12935.89	20647.69	23460.73	16373.61	20733.78	21959.48
(-) Income Taxes (26%)	3363.33	5368.40	6099.79	4257.14	5390.78	5709.46
(-) Depreciation	2139.25	2139.25	2139.25	2139.25	2139.25	2139.25
Net Profit / Loss	7433.31	13140.04	15221.69	9977.22	13203.75	14110.77

Year 2015	Jul	Aug	Sep	Oct	Nov	Dec
Sales	119899.00	121095.00	124982.00	131859.00	133952.00	136045.00
Cost of Goods Sold (COGS)						
Manufacturing Overhead	11989.90	12109.50	12498.20	13185.90	13395.20	13604.50
Beginning Finished Good Inventory	4216.80	4322.22	4427.64	4638.48	4743.90	14231.88
Purchases of Raw Material	37139.47	38478.30	39943.64	38942.15	39374.37	38151.50
Carriage Inward	525.00	525.00	525.00	525.00	525.00	525.00
Total	53871.17	55435.02	57394.48	57291.53	58038.47	66512.88
Ending Finished Good Inventory	4322.22	4427.64	4638.48	4743.90	4849.32	4322.22
Cost of Good Sold	49548.95	51007.38	52756.00	52547.63	53189.15	62190.66
Gross Profit	70350.05	70087.62	72226.00	79311.37	80762.85	73854.34

Operating Expenses						
General and Administration Expenses	500.00	500.00	500.00	500.00	500.00	500.00
Sales and Marketing Expense	5596.67	5632.85	5749.46	5955.77	6018.56	6018.35
Insurance	200.00	200.00	200.00	200.00	200.00	200.00
Rental	4600.00	4600.00	4600.00	4600.00	4600.00	4600.00
Salary (Office & Overhead)	32968.64	32968.64	32968.64	32968.64	32968.64	32968.64
Repairs/ Maintenance						1250.00
Legal and Professional Fee						2000.00
Carriage Outward	945.00	945.00	945.00	945.00	945.00	945.00
Utilities	682.50	682.50	682.50	682.50	682.50	682.50
Research & Development cost	2397.98	2421.90	2499.64	2637.18	2679.04	2720.90
Total Expenses	47890.79	47950.89	48145.24	48489.09	48593.74	51885.39
Net Profit Before Tax	22459.26	22136.73	24080.76	30822.28	32169.11	21968.95
(+) Depreciation	2139.25	2139.25	2139.25	2139.25	2139.25	2139.25
Taxable income	24598.51	24275.98	26220.01	32961.53	34308.36	24108.20
(-) Income Taxes (26%)	6395.61	6311.75	6817.20	8570.00	8920.17	6268.13
(-) Depreciation	2139.25	2139.25	2139.25	2139.25	2139.25	2139.25
Net Profit / Loss	16063.65	15824.98	17263.56	22252.28	23248.94	15700.82

Note: Calculation in details of General and Administrative Expenses

General and Administrative Expenses 2015	Jan	Feb	Mar	Apr	May	Jun
Business Registration Fee						
Business Registration Renewal Fee	60.00					
Company Name Registration Fee						
Company Name Registration Renewal Fee	60.00					
Intellectual Property Registration						
Web Site Design and Domain Name Registration Fee						
Web Site Design and Domain Name Registration Renewal Fee	707.00					
Miscellaneous	500.00	500.00	500.00	500.00	500.00	500.00
Total	1327.00	500.00	500.00	500.00	500.00	500.00
General and Administrative Expenses 2015	Jul	Aug	Sep	Oct	Nov	Dec
Business Registration Fee						
Business Registration Renewal Fee						
Company Name Registration Fee						
Company Name Registration Renewal Fee						
Intellectual Property Registration						
Web Site Design and Domain Name Registration Fee						
Web Site Design and Domain Name Registration Renewal Fee						
Miscellaneous	500.00	500.00	500.00	500.00	500.00	500.00
Total	500.00	500.00	500.00	500.00	500.00	500.00

Note: Calculation in details of Sales and Marketing Expenses

Sales and Marketing Expenses (2015)	Jan	Feb	Mar	Apr	May	Jun
Advertising Fee	2000.00	2000.00	2000.00	2000.00	2000.00	2000.00
Market Research Cost	1010.62	1040.52	1091.35	1028.56	1100.32	1151.15
Selling Expense	2021.24	2081.04	2182.70	2057.12	2200.64	2302.30
Total	5031.86	5121.56	5274.05	5085.68	5300.96	5453.45

Sales and Marketing Expenses (2015)	Jul	Aug	Sep	Oct	Nov	Dec
Advertising Fee	2000.00	2000.00	2000.00	2000.00	2000.00	2000.00
Market Research Cost	1198.89	1210.95	1249.82	1318.59	1339.52	1360.45
Selling Expense	2397.78	2421.90	2499.64	2637.18	2679.04	2720.90
Total	5596.67	5632.85	5749.46	5955.77	6018.56	6081.35

Note: Calculation in details of Salary

No	Position	Salary per Worker	EPF per Worker	SOCSO per Worker
1	Quality Control Supervisor	2996	389.48	51.65
2	Technician	1498	194.74	25.35
3	Production Assembler	963	125.19	16.65
4	Sales Executives	1070	139.10	18.35
5	Administrator	1284	166.92	21.85
6	Managers	3745	486.85	51.65

No	Position	No of worker	Total Salary	Total EPF	Total SOCSO
1	Quality Control Supervisor	1	2996.00	389.48	51.65
2	Technician	1	1498.00	194.74	25.35
3	Production Assembler	5	4815.00	625.95	83.25
4	Sales Executives	3	3210.00	417.30	55.05
5	Administrator	1	1284.00	166.92	21.85
6	Managers	4	14980.00	1947.40	206.60
			28783.00	3741.79	443.75

Note: Calculation in details of Utilities Fee

Utilities Fee 2015	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Internet and Telephone Bills	420.00	420.00	420.00	420.00	420.00	420.00	420.00	420.00	420.00	420.00	420.00	420.00
Electricity Bill	210.00	210.00	210.00	210.00	210.00	210.00	210.00	210.00	210.00	210.00	210.00	210.00
Water Bill	52.50	52.50	52.50	52.50	52.50	52.50	52.50	52.50	52.50	52.50	52.50	52.50
Total	682.50	682.50	682.50	682.50	682.50	682.50	682.50	682.50	682.50	682.50	682.50	682.50

Note: Calculation in details of Research and Development Cost

R&D 2015	Jan	Feb	Mar	Apr	May	Jun
Sales	101062.00	104052.00	109135.00	102856.00	110032.00	115115.00
2% of Sales	2021.24	2081.04	2182.70	2057.12	2200.64	2302.30

R&D 2015	Jul	Aug	Sep	Oct	Nov	Dec
Sales	119899.00	121095.00	124982.00	131859.00	133952.00	136045.00
2% of Sales	2397.98	2421.90	2499.64	2637.18	2679.04	2720.90

Note: Calculation in details of Production

Year 2015 (Units)	Jan	Feb	Mar	Apr	May	Jun
Budgeted Sales	338	348	365	344	368	385
Desired Ending Inventory	35	37	34	37	39	40
Total	373	385	399	381	407	425
Beginning Inventory	34	35	37	34	37	39
Planned Production	339	350	362	347	370	386

Year 2015 (Units)	Jul	Aug	Sep	Oct	Nov	Dec
Budgeted Sales	401	405	418	441	448	455
Desired Ending Inventory	41	42	44	45	46	41
Total	442	447	462	486	494	496
Beginning Inventory	40	41	42	44	45	46
Planned Production	402	406	420	442	449	450

Materials Budget 2015	Jan	Feb	Mar	Apr	May	Jun
Raw Materials Required	339	350	362	347	370	386
Desired Ending Inventory	35	36	35	37	39	40
Total Raw Materials Required	374	386	397	384	409	426
(-) Beginning Inventory	34	35	36	35	37	39
Raw Materials To Be Purchased	340	351	361	349	372	387
Unit Cost (RM)	105.42	105.42	105.42	105.42	105.42	105.42
Total Materials Purchased (RM)	31963.34	27725.46	28705.87	31088.36	32722.37	34461.8
Materials Budget 2015	Jul	Aug	Sep	Oct	Nov	Dec
Raw Materials Required	402	406	420	442	449	450
Desired Ending Inventory	41	42	44	45	45	41
Total Raw Materials Required	442.6	448	464	487	494	491
(-) Beginning Inventory	40	41	42	44	45	45
Raw Materials To Be Purchased	403	407	422	443	449	446
Unit Cost (RM)	105.42	105.42	105.42	105.42	105.42	105.42
Total Materials Purchased (RM)	37139.47	38478.3	39943.64	38942.15	39374.37	38151.5

Note: Calculation in details of Depreciation Cost

Depreciation	Monthly Cost (RM)
Furniture and Equipment	175.50
Machinery	1963.75
Total	2139.25

Pro Forma Income Statement for the Year 2016

Year 2016	Jan	Feb	Mar	Apr	May	Jun
Sales	122889.00	119899.00	131859.00	121992.00	139035.00	139932.00
Cost of Goods Sold (COGS)						
Manufacturing Overhead	12288.90	11989.90	13185.90	12199.20	13903.50	13993.20
Beginning Finished Good Inventory	4322.22	4216.80	4638.48	4322.22	4954.74	4954.74
Purchases of Raw Material	43169.49	42990.28	45899.87	44223.69	48957.05	48609.16
Carriage Inward	551.25	551.25	551.25	551.25	551.25	551.25
Total	60331.86	59748.23	64275.50	61296.36	68366.54	68108.35
Ending Finished Good Inventory	4216.80	4638.48	4322.22	4954.74	4954.74	4533.06
Cost of Good Sold	56115.06	55109.75	59953.28	56341.62	63411.80	63575.29
Gross Profit	66773.94	64789.25	71905.72	65650.38	75623.20	76356.71
Operating Expenses						
General and Administration Expenses	1327.00	500.00	500.00	500.00	500.00	500.00
Sales and Marketing Expense	5686.67	5596.67	5955.77	5659.76	6171.05	6197.96
Insurance	200.00	200.00	200.00	200.00	200.00	200.00
Rental	4600.00	4600.00	4600.00	4600.00	4600.00	4600.00
Salary (Office & Overhead)	35264.46	35264.46	35264.46	35264.46	35264.46	35264.46
Repairs/ Maintenance						1250.00
Legal and Professional Fee						
Carriage Outward	992.25	992.25	992.25	992.25	992.25	992.25
Utilities	716.63	716.63	716.63	716.63	716.63	716.63

Research & Development cost	2457.78	2397.98	2637.18	2439.84	2780.70	2798.64
Total Expenses	51244.79	50267.99	50866.29	50372.94	51225.09	52519.94
Net Profit Before Tax	15529.15	14521.26	21039.43	15277.44	24398.11	23836.77
(+) Depreciation	2139.25	2139.25	2139.25	2139.25	2139.25	2139.25
Taxable income	17668.40	16660.51	23178.68	17416.69	26537.36	25976.02
(-) Income Taxes (26%)	4593.78	4331.73	6026.46	4528.34	6899.71	6753.77
(-) Depreciation	2139.25	2139.25	2139.25	2139.25	2139.25	2139.25
Net Profit / Loss	10935.37	10189.53	15012.97	10749.10	17498.40	17083.00

Year 2016	Jul	Aug	Sep	Oct	Nov	Dec
Sales	127075.00	145015.00	142025.00	147108.00	153088.00	153985.00
Cost of Goods Sold (COGS)						
Manufacturing Overhead	12707.50	14501.50	14202.50	14710.80	15308.80	15398.50
Beginning Finished Good Inventory	4533.06	5165.58	5060.16	5165.58	5376.42	5481.84
Purchases of Raw Material	46005.29	50981.11	50327.51	52319.95	54122.63	54154.25
Carriage Inward	551.25	551.25	551.25	551.25	551.25	551.25
Total	63797.10	71199.44	70141.42	72747.58	75359.10	75585.84
Ending Finished Good Inventory	5165.58	5060.16	5165.58	5376.42	5481.84	5376.42
Cost of Good Sold	58631.52	66139.28	64975.84	67371.16	69877.26	70209.42
Gross Profit	68443.48	78875.72	77049.16	79736.84	83210.74	83775.58

Operating Expenses						
General and Administration Expenses	500.00	500.00	500.00	500.00	500.00	500.00
Sales and Marketing Expense	5812.25	6350.45	6260.75	6413.24	6592.64	6619.55
Insurance	200.00	200.00	200.00	200.00	200.00	200.00
Rental	4600.00	4600.00	4600.00	4600.00	4600.00	4600.00
Salary (Office & Overhead)	35264.46	35264.46	35264.46	35264.46	35264.46	35264.46
Repairs/ Maintenance						1250.00
Legal and Professional Fee						2000.00
Carriage Outward	992.25	992.25	992.25	992.25	992.25	992.25
Utilities	716.63	716.63	716.63	716.63	716.63	716.63
Research & Development cost	2541.50	2900.30	2840.50	2942.16	3061.76	3079.70
Total Expenses	50627.09	51524.09	51374.59	51628.74	51927.74	55222.59
Net Profit Before Tax	17816.39	27351.63	25674.57	28108.10	31283.00	28552.99
(+) Depreciation	2139.25	2139.25	2139.25	2139.25	2139.25	2139.25
Taxable income	19955.64	29490.88	27813.82	30247.35	33422.25	30692.24
(-) Income Taxes (26%)	5188.47	7667.63	7231.59	7864.31	8689.79	7979.98
(-) Depreciation	2139.25	2139.25	2139.25	2139.25	2139.25	2139.25
Net Profit / Loss	12627.92	19684.00	18442.98	20243.79	22593.22	20573.01

Note: Calculation in details of General and Administrative Expenses

General and Administrative Expenses 2016	Jan	Feb	Mar	Apr	May	Jun
Business Registration Fee						
Business Registration Renewal Fee	60.00					
Company Name Registration Fee						
Company Name Registration Renewal Fee	60.00					
Intellectual Property Registration						
Web Site Design and Domain Name Registration Fee						
Web Site Design and Domain Name Registration Renewal Fee	707.00					
Miscellaneous	500.00	500.00	500.00	500.00	500.00	500.00
Total	1327.00	500.00	500.00	500.00	500.00	500.00

General and Administrative Expenses 2016	Jul	Aug	Sep	Oct	Nov	Dec
Business Registration Fee						
Business Registration Renewal Fee						
Company Name Registration Fee						
Company Name Registration Renewal Fee						
Intellectual Property Registration						
Web Site Design and Domain Name Registration Fee						
Web Site Design and Domain Name Registration Renewal Fee						
Miscellaneous	500.00	500.00	500.00	500.00	500.00	500.00
Total	500.00	500.00	500.00	500.00	500.00	500.00

Note: Calculation in details of Sales and Marketing Expenses

Sales and Marketing Expenses (2016)	Jan	Feb	Mar	Apr	May	Jun
Advertising Fee	2000.00	2000.00	2000.00	2000.00	2000.00	2000.00
Market Research Cost	1228.89	1198.89	1318.59	1219.92	1390.35	1399.32
Selling Expense	2457.78	2397.78	2637.18	2439.84	2780.70	2798.64
Total	5686.67	5596.67	5955.77	5659.76	6171.05	6197.96

Sales and Marketing Expenses (2016)	Jul	Aug	Sep	Oct	Nov	Dec
Advertising Fee	2000.00	2000.00	2000.00	2000.00	2000.00	2000.00
Market Research Cost	1270.75	1450.15	1420.25	1471.08	1530.88	1539.85
Selling Expense	2541.50	2900.30	2840.50	2942.16	3061.76	3079.70
Total	5812.25	6350.45	6260.75	6413.24	6592.64	6619.55

Note: Calculation in details of Salary

No	Position	Salary per Worker	EPF per Worker	SOCSSO per Worker
1	Quality Control Supervisor	3205.72	417.74	51.65
2	Technician	1602.86	208.37	28.85
3	Production Assembler	1030.41	133.95	18.35
4	Sales Executives	1144.9	148.84	20.15
5	Administrator	1373.88	178.60	23.65
6	Managers	4007.15	520.93	51.65

No	Position	No of worker	Total Salary	Total EPF	Total SOCSSO
1	Quality Control Supervisor	1	3205.72	416.74	51.65
2	Technician	1	1602.86	208.37	28.85
3	Production Assembler	5	5152.05	669.77	91.75
4	Sales Executives	3	3434.70	446.51	60.45
5	Administrator	1	1373.88	178.60	23.65
6	Managers	4	16028.00	2083.72	206.60
			30797.21	4003.71	462.95

Note: Calculation in details of Utilities Fee

Utilities Fee 2016	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Internet and Telephone Bills	441.00	441.00	441.00	441.00	441.00	441.00	441.00	441.00	441.00	441.00	441.00	441.00
Electricity Bill	220.50	220.50	220.50	220.50	220.50	220.50	220.50	220.50	220.50	220.50	220.50	220.50
Water Bill	55.13	55.13	55.13	55.13	55.13	55.13	55.13	55.13	55.13	55.13	55.13	55.13
Total	716.63	716.63	716.63	716.63	716.63	716.63	716.63	716.63	716.63	716.63	716.63	716.63

Note: Calculation in details of Research and Development Cost

R&D 2016	Jan	Feb	Mar	Apr	May	Jun
Sales	122889.00	119899.00	131859.00	121992.00	139035.00	139932.00
2% of Sales	2457.78	2397.98	2637.18	2439.84	2780.70	2798.64

R&D 2016	Jul	Aug	Sep	Oct	Nov	Dec
Sales	127075.00	145015.00	142025.00	147108.00	153088.00	153985.00
2% of Sales	2541.50	2900.30	2840.50	2942.16	3061.76	3079.70

Note: Calculation in details of Production

Year 2016 (Units)	Jan	Feb	Mar	Apr	May	Jun
Budgeted Sales	411	401	441	408	465	468
Desired Ending Inventory	40	44	41	47	47	43
Total	451	445	482	455	512	511
Beginning Inventory	41	40	44	41	47	47
Planned Production	410	405	438	414	465	464

Year 2016 (Units)	Jul	Aug	Sep	Oct	Nov	Dec
Budgeted Sales	425	485	475	492	512	515
Desired Ending Inventory	49	48	49	51	52	51
Total	474	533	524	543	564	566
Beginning Inventory	43	49	48	49	51	52
Planned Production	431	484	476	494	513	514

Materials Budget 2016	Jan	Feb	Mar	Apr	May	Jun
Raw Materials Required	410	405	438	414	465	464
Desired Ending Inventory	41	44	41	47	46	43
Total Raw Materials Required	451	449	479	461	511	507
(-) Beginning Inventory	41	41	44	41	47	46
Raw Materials To Be Purchased	410	408	435	420	464	461
Unit Cost (RM)	105.42	105.42	105.42	105.42	105.42	105.42
Total Materials Purchased (RM)	43169.49	42990.28	45899.87	44223.69	48957.05	48609.16
Materials Budget 2016	Jul	Aug	Sep	Oct	Nov	Dec
Raw Materials Required	431	484	476	494	513	514
Desired Ending Inventory	48	48	49	51	51	51
Total Raw Materials Required	479	532	525	545	564	565
(-) Beginning Inventory	43	48	48	49	51	51
Raw Materials To Be Purchased	436	484	477	496	513	514
Unit Cost (RM)	105.42	105.42	105.42	105.42	105.42	105.42
Total Materials Purchased (RM)	46005.29	50981.11	50327.51	52319.95	54122.63	54154.25

Note: Calculation in details of Depreciation Cost

Depreciation	Monthly Cost (RM)
Furniture and Equipment	175.50
Machinery	1963.75
Total	2139.25

Appendix K: Cash Flow StatementsCash Flow Projection for Year 2014

Cash Flow Statement Year 2014	Jan	Feb	Mar	Apr	May	Jun
Cash On Hand	90521.00	84135.46	90199.82	97037.07	107272.67	119883.95
Cash Receipt	75049.00	78039.00	80132.00	87009.00	92092.00	95979.00
Total Cash Available	165570.00	162174.46	170331.82	184046.07	199364.67	215862.95
<u>Cash Paid Out</u>						
Purchase of Raw Materials	31963.34	27725.46	28705.87	31088.36	32722.37	34461.80
Carriage Inward	500.00	500.00	500.00	500.00	500.00	500.00
Research & Development Cost	1500.98	1560.78	1602.64	1740.18	1841.84	1919.58
General and Administration Expenses	6049.00	500.00	500.00	500.00	500.00	500.00
Sales and Marketing Expenses	4251.47	4341.17	4403.96	4410.18	4762.76	4879.37
Rental	4600.00	4600.00	4600.00	4600.00	4600.00	4600.00
Utilities	650.00	650.00	650.00	650.00	650.00	650.00
Legal and Professional Fee						
Carriage Outward	900.00	900.00	900.00	900.00	900.00	900.00
Repairs/ Maintenance						1250.00
Insurance	200.00	200.00	200.00	200.00	200.00	200.00
Salary and Wages	30819.75	30819.75	30819.75	30819.75	30819.75	30819.75
Tax	0.00	177.48	412.53	1364.93	1984.00	2120.59
Total Cash Paid Out	81434.54	71974.64	73294.75	76773.40	79480.72	82801.09
Cash Position	84135.46	90199.82	97037.07	107272.67	119883.95	133061.86

Cash Flow Statement Year 2014	Jul	Aug	Sep	Oct	Nov	Dec
Cash On Hand	133061.86	151279.35	171156.30	194390.55	215477.46	237825.14
Cash Receipt	104052.00	107939.00	113919.00	110032.00	112125.00	110032.00
Total Cash Available	237113.86	259218.35	285075.30	304422.55	327602.46	347857.14
Cash Paid Out						
Purchase of Raw Materials	36928.63	38478.30	39943.64	38942.15	39374.37	38151.50
Carriage Inward	500.00	500.00	500.00	500.00	500.00	500.00
Research & Development Cost	2081.04	2158.78	2278.38	2200.64	2242.50	2200.64
General and Administration Expenses	500.00	500.00	500.00	500.00	500.00	500.00
Sales and Marketing Expenses	5121.56	5238.17	5417.57	5300.96	5363.75	5300.96
Rental	4600.00	4600.00	4600.00	4600.00	4600.00	4600.00
Utilities	650.00	650.00	650.00	650.00	650.00	650.00
Legal and Professional Fee						2000.00
Carriage Outward	900.00	900.00	900.00	900.00	900.00	900.00
Repairs/ Maintenance						1250.00
Insurance	200.00	200.00	200.00	200.00	200.00	200.00
Salary and Wages	30819.75	30819.75	30819.75	30819.75	30819.75	30819.75
Tax	3533.53	4017.05	4875.41	4331.59	4626.95	3582.52
Total Cash Paid Out	85834.51	88062.05	90684.75	88945.09	89777.32	90655.37
Cash Position	151279.35	171156.30	194390.55	215477.46	237825.14	257201.77

Cash Flow Projection for Year 2015

Cash Flow Statement Year 2015	Jan	Feb	Mar	Apr	May	Jun
Cash On Hand	257201.77	274635.86	297970.26	324421.71	344368.27	368364.38
Cash Receipt	101062.00	104052.00	109135.00	102856.00	110032.00	115115.00
Total Cash Available	358263.77	378687.86	407105.26	427277.71	454400.27	483479.38
Cash Paid Out						
Purchase of Raw Materials	31963.34	27725.46	28705.87	31088.36	32722.37	34461.80
Carriage Inward	525.00	525.00	525.00	525.00	525.00	525.00
Research & Development Cost	2021.24	2081.04	2182.70	2057.12	2200.64	2302.30
General and Administration Expenses	1327.00	500.00	500.00	500.00	500.00	500.00
Sales and Marketing Expenses	5031.86	5121.56	5274.05	5085.68	5300.96	5453.45
Rental	4600.00	4600.00	4600.00	4600.00	4600.00	4600.00
Utilities	682.50	682.50	682.50	682.50	682.50	682.50
Legal and Professional Fee						
Carriage Outward	945.00	945.00	945.00	945.00	945.00	945.00
Repairs/ Maintenance						1250.00
Insurance	200.00	200.00	200.00	200.00	200.00	200.00
Salary and Wages	32968.64	32968.64	32968.64	32968.64	32968.64	32968.64
Tax	3363.33	5368.40	6099.79	4257.14	5390.78	5709.46
Total Cash Paid Out	83627.91	80717.60	82683.55	82909.44	86035.89	89598.15
Cash Position	274635.86	297970.26	324421.71	344368.27	368364.38	393881.23

Cash Flow Statement Year 2015	Jul	Aug	Sep	Oct	Nov	Dec
Cash On Hand	393881.23	421829.36	449658.42	479209.34	514542.10	551080.82
Cash Receipt	119899.00	121095.00	124982.00	131859.00	133952.00	136045.00
Total Cash Available	513780.23	542924.36	574640.42	611068.34	648494.10	687125.82
Cash Paid Out						
Purchase of Raw Materials	37139.47	38478.30	39943.64	38942.15	39374.37	38151.50
Carriage Inward	525.00	525.00	525.00	525.00	525.00	525.00
Research & Development Cost	2397.98	2421.90	2499.64	2637.18	2679.04	2720.90
General and Administration Expenses	500.00	500.00	500.00	500.00	500.00	500.00
Sales and Marketing Expenses	5596.67	5632.85	5749.46	5955.77	6018.56	6018.35
Rental	4600.00	4600.00	4600.00	4600.00	4600.00	4600.00
Utilities	682.50	682.50	682.50	682.50	682.50	682.50
Legal and Professional Fee						2000.00
Carriage Outward	945.00	945.00	945.00	945.00	945.00	945.00
Repairs/ Maintenance						1250.00
Insurance	200.00	200.00	200.00	200.00	200.00	200.00
Salary and Wages	32968.64	32968.64	32968.64	32968.64	32968.64	32968.64
Tax	6395.61	6311.75	6817.20	8570.00	8920.17	6268.13
Total Cash Paid Out	91950.87	93265.94	95431.08	96526.24	97413.28	96830.02
Cash Position	421829.36	449658.42	479209.34	514542.10	551080.82	590295.80

Cash Flow Projection for Year 2016

Cash Flow Statement Year 2016	Jan	Feb	Mar	Apr	May	Jun
Cash On Hand	590295.80	613625.49	635383.24	663898.37	686214.06	717615.96
Cash Receipt	122889.00	119899.00	131859.00	121992.00	139035.00	139932.00
Total Cash Available	713184.80	733524.49	767242.24	785890.37	825249.06	857547.96
Cash Paid Out						
Purchase of Raw Materials	43169.49	42990.28	45899.87	44223.69	48957.05	48609.16
Carriage Inward	551.25	551.25	551.25	551.25	551.25	551.25
Research & Development Cost	2457.78	2397.98	2637.18	2439.84	2780.70	2798.64
General and Administration Expenses	1327.00	500.00	500.00	500.00	500.00	500.00
Sales and Marketing Expenses	5686.67	5596.67	5955.77	5659.76	6171.05	6197.96
Rental	4600.00	4600.00	4600.00	4600.00	4600.00	4600.00
Utilities	716.63	716.63	716.63	716.63	716.63	716.63
Legal and Professional Fee						
Carriage Outward	992.25	992.25	992.25	992.25	992.25	992.25
Repairs/ Maintenance						1250.00
Insurance	200.00	200.00	200.00	200.00	200.00	200.00
Salary and Wages	35264.46	35264.46	35264.46	35264.46	35264.46	35264.46
Tax	4593.78	4331.73	6026.46	4528.43	6899.71	6753.77
Total Cash Paid Out	99559.31	98141.25	103343.87	99676.31	107633.10	108434.12
Cash Position	613625.49	635383.24	663898.37	686214.06	717615.96	749113.84

Cash Flow Statement Year 2016	Jul	Aug	Sep	Oct	Nov	Dec
Cash On Hand	749113.84	773816.74	808107.66	840647.72	875391.47	913188.06
Cash Receipt	127075.00	145015.00	142025.00	147108.00	153088.00	153985.00
Total Cash Available	876188.84	918831.74	950132.66	987755.72	1028479.47	1067173.06
Cash Paid Out						
Purchase of Raw Materials	46005.29	50981.11	50327.51	52319.95	54122.63	54154.25
Carriage Inward	551.25	551.25	551.25	551.25	551.25	551.25
Research & Development Cost	2541.50	2900.30	2840.50	2942.16	3061.76	3079.70
General and Administration Expenses	500.00	500.00	500.00	500.00	500.00	500.00
Sales and Marketing Expenses	5812.25	6350.45	6260.75	6413.24	6592.64	6619.55
Rental	4600.00	4600.00	4600.00	4600.00	4600.00	4600.00
Utilities	9716.63	716.63	716.63	716.63	716.63	716.63
Legal and Professional Fee						2000.00
Carriage Outward	992.25	992.25	992.25	992.25	992.25	992.25
Repairs/ Maintenance						1250.00
Insurance	200.00	200.00	200.00	200.00	200.00	200.00
Salary and Wages	35264.46	35264.46	35264.46	35264.46	35264.46	35264.46
Tax	5188.47	7667.63	7231.59	7864.31	8689.79	7979.98
Total Cash Paid Out	102372.10	110724.08	109484.94	112364.25	115291.41	117908.07
Cash Position	773816.74	808107.66	840647.72	875391.47	913188.06	949264.99

Appendix L: Balance Sheet Statements

Balance Sheet for the Year 2014

Balance Sheet 2014	Jan		Feb		Mar	
	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)
Fixed Asset	Acc. Dep.		Acc. Dep.		Acc. Dep.	
Machinery (Book Value: RM157100)	1963.75	155136.25	3927.50	153172.50	5891.25	151208.75
Furniture and Equipment (Book Value: RM 21060)	175.50	20884.50	351.00	20709.00	526.50	20533.50
Total Fixed Cost		176020.75		173881.50		171742.25
Current Asset						
Bank/Cash	84135.46		90199.82		97037.07	
Closing Stock	2740.92		2846.34		3057.18	
Total Current Asset	86876.38		93046.16		100094.25	
Current Liability						
Tax	0.00		177.48		412.53	
Total Current Liability	0.00		177.48		412.53	
Working Capital		86876.38		92868.68		99681.72
		262897.13		266750.18		271423.97
Financed by						

Owners' Equity					
Capital		274046.65		268384.30	272389.08
Net Profit / (Loss)		-11149.52		-1634.12	-965.11
Total Owners' Equity		<u>262897.13</u>		<u>266750.18</u>	<u>271423.97</u>

Balance Sheet 2014	Apr		May		Jun	
	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)
<u>Fixed Asset</u>	Acc. Dep.		Acc. Dep.		Acc. Dep.	
Machinery (Book Value: RM157100)	7855.00	149245.00	9818.75	147281.25	11782.50	145317.50
Furniture and Equipment (Book Value: RM 21060)	702.00	20358.00	877.50	20182.50	1053.00	20007.00
Total Fixed Cost		<u>169603.00</u>		<u>167463.75</u>		<u>165324.50</u>
<u>Current Asset</u>						
Bank/Cash	107272.67		119883.95		133061.86	
Closing Stock	3268.02		3373.44		3689.70	
Total Current Asset	<u>110540.69</u>		<u>123257.39</u>		<u>136751.56</u>	
<u>Current Liability</u>						
Tax	1364.93		1984.00		2120.59	
Total Current Liability	<u>1364.93</u>		<u>1984.00</u>		<u>2120.59</u>	
Working Capital		<u>109175.76</u>		<u>121273.39</u>		<u>134630.97</u>

		278778.76		288737.14		299955.47
Financed by						
Owners' Equity						
Capital		277033.22		285229.63		296059.20
Net Profit / (Loss)		1745.54		3507.51		3896.27
Total Owners' Equity		278778.76		288737.14		299955.47

Balance Sheet 2014	Jul		Aug		Sep	
	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)
Fixed Asset	Acc. Dep.		Acc. Dep.		Acc. Dep.	
Machinery (Book Value: RM157100)	13746.25	143353.75	15710.00	141390.00	17673.75	139426.25
Furniture and Equipment (Book Value: RM 21060)	1228.50	19831.50	1404.00	19656.00	1579.50	19480.50
Total Fixed Cost		163185.25		161046.00		158906.75
Current Asset						
Bank/Cash	151279.35		171156.30		194390.55	
Closing Stock	3795.12		4005.96		3900.54	
Total Current Asset	155074.47		175162.26		198291.09	
Current Liability						
Tax	3533.53		4017.05		4875.41	

Total Current Liability	3533.53		4017.05		4875.41	
Working Capital		151540.94		171145.21		193415.68
		314726.19		332191.21		352322.43
Financed by						
Owners' Equity						
Capital		306808.48		322897.32		340585.50
Net Profit / (Loss)		7917.71		9293.89		11736.93
Total Owners' Equity		314726.19		332191.21		352322.43

Balance Sheet 2014	Oct		Nov		Dec	
	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)
Fixed Asset	Acc. Dep.		Acc. Dep.		Acc. Dep.	
Machinery (Book Value: RM157100)	19637.50	137462.50	21601.25	135498.75	23565.00	133535.00
Furniture and Equipment (Book Value: RM 21060)	1755.00	19305.00	1930.50	19129.50	2106.00	18954.00
Total Fixed Cost		156767.50		154628.25		152489.00
Current Asset						
Bank/Cash	215477.46		237825.14		257201.77	
Closing Stock	4005.96		3900.54		3584.28	

Total Current Asset	219483.42		241725.68		260786.05	
Current Liability						
Tax	4331.59		4626.95		3582.52	
Total Current Liability	4331.59		4626.95		3582.52	
Working Capital		215151.83		237098.73		257203.53
		371919.33		391726.98		409692.53
Financed by						
Owners' Equity						
Capital		361730.20		380697.22		401635.36
Net Profit / (Loss)		10189.13		11029.76		8057.17
Total Owners' Equity		371919.33		391726.98		409692.53

Balance Sheet for the Year 2015

Balance Sheet 2015	Jan		Feb		Mar	
	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)
<u>Fixed Asset</u>	Acc. Dep.		Acc. Dep.		Acc. Dep.	
Machinery (Book Value: RM157100)	25258.75	131571.25	27492.50	129607.50	29456.25	127643.75
Furniture and Equipment (Book Value: RM 21060)	2281.50	18778.50	2457.00	18603.00	2632.50	18427.50
Total Fixed Cost		150349.75		148210.50		146071.25
<u>Current Asset</u>						
Bank/Cash	274636.86		297970.26		324421.71	
Closing Stock	3689.70		3900.54		3584.28	
Total Current Asset	278326.56		301870.80		328005.99	
<u>Current Liability</u>						
Tax	3363.33		5368.40		6099.79	
Total Current Liability	3363.33		5368.40		6099.79	
Working Capital		274963.23		296502.40		321906.20
		425312.98		444712.90		467977.45
Financed by						

Owners' Equity					
Capital		417879.67		431572.86	452755.76
Net Profit / (Loss)		7433.31		13140.04	15221.69
Total Owners' Equity		<u>425312.98</u>		<u>444712.90</u>	<u>467977.45</u>

Balance Sheet 2015	Apr		May		Jun	
	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)
<u>Fixed Asset</u>	Acc. Dep.		Acc. Dep.		Acc. Dep.	
Machinery (Book Value: RM157100)	31420.00	125680.00	33383.75	123716.25	35347.50	121752.50
Furniture and Equipment (Book Value: RM 21060)	2808.00	18252.00	2983.50	18076.50	3159.00	17901.00
Total Fixed Cost		143932.00		141792.75		139653.50
<u>Current Asset</u>						
Bank/Cash	344368.27		368364.38		393881.23	
Closing Stock	3900.54		4111.38		4216.80	
Total Current Asset	348268.81		372475.76		398098.03	
<u>Current Liability</u>						
Tax	4257.14		5390.78		5709.46	
Total Current Liability	4257.14		5390.78		5709.46	
Working Capital		344011.67		367084.98		392388.57

		487943.67		508877.73		532042.07
Financed by						
Owners' Equity						
Capital		477966.45		495673.98		517931.30
Net Profit / (Loss)		9977.22		13203.75		14110.77
Total Owners' Equity		487943.67		508877.73		532042.07

Balance Sheet 2015	Jul		Aug		Sep	
	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)
Fixed Asset	Acc. Dep.		Acc. Dep.		Acc. Dep.	
Machinery (Book Value: RM157100)	37311.25	119788.75	39275.00	117825.00	41238.75	115861.25
Furniture and Equipment (Book Value: RM 21060)	3334.50	17725.50	3510.00	17550.00	3685.50	17374.50
Total Fixed Cost		137514.25		135375.00		133235.75
Current Asset						
Bank/Cash	421829.36		449658.42		479209.34	
Closing Stock	4322.22		4427.64		4638.48	
Total Current Asset	426151.58		454086.06		483847.82	
Current Liability						
Tax	6395.61		6311.75		6817.20	

Total Current Liability	6395.61		6311.75		6817.20	
Working Capital		419755.97		447774.31		477030.62
		<u>557270.22</u>		<u>583149.31</u>		<u>610266.37</u>
Financed by						
Owners' Equity						
Capital		541206.57		567324.33		593002.81
Net Profit / (Loss)		16063.65		15824.98		17263.56
Total Owners' Equity		<u>557270.22</u>		<u>583149.31</u>		<u>610266.37</u>

Balance Sheet 2015	Oct		Nov		Dec	
	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)
Fixed Asset	Acc. Dep.		Acc. Dep.		Acc. Dep.	
Machinery (Book Value: RM157100)	43202.50	113897.50	45166.25	111933.75	47130.00	109970.00
Furniture and Equipment (Book Value: RM 21060)	3861.00	17199.00	4036.50	17023.50	4212.00	16848.00
Total Fixed Cost		131096.50		128957.25		126818.00
Current Asset						
Bank/Cash	514542.10		551080.82		590295.80	
Closing Stock	4743.90		4849.32		4322.22	

Total Current Asset	519286.00		555930.14		594618.02
Current Liability					
Tax	8570.00		8920.17		6268.13
Total Current Liability	8570.00		8920.17		6268.13
Working Capital		510716.00		547009.97	588349.89
		641812.50		675967.22	715167.89
Financed by					
Owners' Equity					
Capital		619560.22		652718.28	699467.07
Net Profit / (Loss)		22252.28		23248.94	15700.82
Total Owners' Equity		641812.50		675967.22	715167.89

Balance Sheet for the Year 2016

Balance Sheet 2016	Jan		Feb		Mar	
	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)
<u>Fixed Asset</u>	Acc. Dep.		Acc. Dep.		Acc. Dep.	
Machinery (Book Value: RM157100)	49093.75	108006.25	51057.50	106042.50	53021.25	104078.75
Furniture and Equipment (Book Value: RM 21060)	4387.50	16672.50	4563.00	16497.00	4738.50	16321.50
Total Fixed Cost		124678.75		122539.50		120400.25
<u>Current Asset</u>						
Bank/Cash	613625.49		635383.24		663898.37	
Closing Stock	4216.80		4638.48		4322.22	
Total Current Asset	617842.29		640021.72		668220.59	
<u>Current Liability</u>						
Tax	4593.78		4331.73		6026.46	
Total Current Liability	4593.78		4331.73		6026.46	
Working Capital		613248.51		635689.99		662194.13
		737927.26		758229.49		782594.38
Financed by						

Owners' Equity					
Capital		726991.89		748039.96	767581.41
Net Profit / (Loss)		10935.37		10189.53	15012.97
Total Owners' Equity		<u>737927.26</u>		<u>758229.49</u>	<u>782594.38</u>

Balance Sheet 2016	Apr		May		Jun	
	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)
<u>Fixed Asset</u>	Acc. Dep.		Acc. Dep.		Acc. Dep.	
Machinery (Book Value: RM157100)	54985.00	102115.00	56948.75	100151.25	58912.50	98187.50
Furniture and Equipment (Book Value: RM 21060)	4914.00	16146.00	5089.50	15970.50	5265.00	15795.00
Total Fixed Cost		118261.00		116121.75		113982.50
<u>Current Asset</u>						
Bank/Cash	686214.06		717615.96		749113.84	
Closing Stock	4954.74		4954.74		4533.06	
Total Current Asset	691168.80		722570.70		753646.90	
<u>Current Liability</u>						
Tax	4528.34		6899.71		6753.77	
Total Current Liability	4528.34		6899.71		6753.77	
Working Capital		686640.46		715670.99		746893.13

		804901.46		831792.74		860875.63
Financed by						
Owners' Equity						
Capital		794152.36		814294.34		843792.63
Net Profit / (Loss)		10749.10		17498.40		17083.00
Total Owners' Equity		804901.46		831792.74		860875.63

Balance Sheet 2016	Jul		Aug		Sep	
	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)
Fixed Asset	Acc. Dep.		Acc. Dep.		Acc. Dep.	
Machinery (Book Value: RM157100)	60876.25	96223.75	62840.00	94260.00	64803.75	92296.25
Furniture and Equipment (Book Value: RM 21060)	5440.50	15619.50	5616.00	15444.00	5791.50	15268.50
Total Fixed Cost		111843.25		109704.00		107564.75
Current Asset						
Bank/Cash	773816.74		808107.66		840647.72	
Closing Stock	5165.58		5060.16		5165.58	
Total Current Asset	778982.32		813167.82		845813.30	
Current Liability						
Tax	5188.47		7667.63		7231.59	

Total Current Liability	5188.47		7667.63		7231.59	
Working Capital		773793.85		805500.19		838581.71
		885637.10		915204.19		946146.46
Financed by						
Owners' Equity						
Capital		873009.18		895520.19		927703.48
Net Profit / (Loss)		12627.92		19684.00		18442.98
Total Owners' Equity		885637.10		915204.19		946146.46

Balance Sheet 2016	Oct		Nov		Dec	
	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)
Fixed Asset	Acc. Dep.		Acc. Dep.		Acc. Dep.	
Machinery (Book Value: RM157100)	66767.50	90332.50	68731.25	88368.75	70695.00	86405.00
Furniture and Equipment (Book Value: RM 21060)	5967.00	15093.00	6142.50	14917.50	6318.00	114742.00
Total Fixed Cost		105425.50		103286.25		201147.00
Current Asset						
Bank/Cash	875391.47		913188.06		949264.99	

Closing Stock	5376.42		5481.84		5376.42
Total Current Asset	880767.89		918669.90		954641.41
<u>Current Liability</u>					
Tax	7864.31		8689.79		7979.98
Total Current Liability	7864.31		8689.79		7979.98
Working Capital		872903.58		909980.11	946661.43
		<u>978329.08</u>		<u>1013266.36</u>	<u>1147808.43</u>
Financed by					
Owners' Equity					
Capital		958085.29		990673.14	1127235.42
Net Profit / (Loss)		20243.79		22593.22	20573.01
Total Owners' Equity		<u>978329.08</u>		<u>1013266.36</u>	<u>1147808.43</u>

Appendix M: Business Name Card

Managing Director 
Kathryn Low Pui Yee

No. 65-0-3, Jalan 1/17,
Fadason Business Centre,
Taman Fadason, Kepong,
52000, Kuala Lumpur.

Phone: 03-6531235
Fax: 03-6531224
Email: info@wecare.com.my

www.wecare.com.my

**Sales & Marketing
Manager** 
KK Tain Kah Kit

No. 65-0-3, Jalan 1/17,
Fadason Business Centre,
Taman Fadason, Kepong,
52000, Kuala Lumpur.

Phone: 03-6531235
Fax: 03-6531224
Email: info@wecare.com.my

www.wecare.com.my

**Finance &
Administration
Manager** 
Lee Ai Chen

No. 65-0-3, Jalan 1/17,
Fadason Business Centre,
Taman Fadason, Kepong,
52000, Kuala Lumpur.

Phone: 03-6531235
Fax: 03-6531224
Email: info@wecare.com.my

www.wecare.com.my

**Operationn and
R&D Manager** 
Alex Lim Chee Siang

No. 65-0-3, Jalan 1/17,
Fadason Business Centre,
Taman Fadason, Kepong,
52000, Kuala Lumpur.

Phone: 03-6531235
Fax: 03-6531224
Email: info@wecare.com.my

www.wecare.com.my

Appendix N: Resume

RESUME OF KATHRYN LOW PUI YEE

A. Personal Particulars

NAME : Low Pui Yee
AGE : 22
DATE OF BIRTH : 16 October 1991
NIRC : 911016-10-6086
NATIONALITY : Malaysian
GENDER : Female
RACE : Chinese
RELIGION : Buddhist
MARITAL STATUS : Single



B. Contact Info

ADDRESS : 22A, Jalan Putra Bahagia, 8/2P, Putra Heights,
47650, Subang Jaya, Selangor
PHONE : 03-51924226
MOBILE NO : 016-6361213
EMAIL ADDRESS : Copykath@hotmail.com

C. Education Qualification

I. Primary School

INSTITUTION : SJK(C) KheBeng
DURATION : 1998- 2003

II. Secondary School

INSTITUTION : SMK AlamMegah 2
DURATION : 2004-2008

III. Pre-University

INSTITUTION : University Tunku Abdul Rahman
 COURSE : Foundation in Art
 DURATION : 2009 - 2010

IV. Bachelor Degree

INSTITUTION : Universiti Tunku Abdul Rahman
 COURSE : Bachelor of Business Administration (Hons)
 Entrepreneurship
 DURATION : 2011- 2013
 CGPA :

D. Extra-Curricular Activities, Achievements and Involvements

Society / Involvement	Position	Institution	Award / Achievement	Year
Chinese Society	Assistant Treasurer	SMK AlamMega h 2	-3 rd Place in Caligraphy Competition -Champion in School Poetry reading Competition	2007-2008
Scrabble Club	Vice President	SMK AlamMega h 2	-Champion of Scrabble Competition in School	2007-2008
Dance Club	Member	UTAR		2009-2010

Entrepreneurship Society	Member	UTAR		2011
Young Entrepreneurship Society	Assistant secretary	UTAR	Organised few activities	2011-2013

Soft Skills Courses

Courses	Institution	Year
Business Grammar	UTAR	2011
Innovative Marketing Tools from Blue Ocean Strategy	UTAR	2013

E. Working Experiences

COMPANY : Q-Dees Worldwide Edusystem (M) Sdn. Bhd.
 POSITION : Internship
 DURATION : 3 months

F. Personal Qualities

I. Personal Value

- Fast Learning and hardworking
- Good leadership skill and communication skill.

II. Language Proficiency

Language	Written (Excellent, Good, Fair, Poor)	Spoken (Excellent, Good, Fair, Poor)
English	Fair	Good
Malay	Good	Fair
Chinese	Excellent	Excellent
Cantonese	Fair	Excellent
Japanese	Fair	Fair

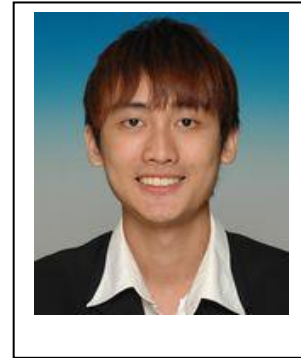
G. Reference

NAME : Mohamad Fared bin MohamadMakmor
COMPANY : UniversitiTunku Abdul Rahaman
POSITION : Lecturer
CONTACT : +6013-6417582
EMAIL : faredm@utar.edu.my

RESUME OF KK TAIN KAH KIT

A. Personal Particulars

NAME : Tain Kah Kit
AGE : 22
DATE OF BIRTH : 30 November 1991
NIRC : 911130-14-5775
NATIONALITY : Malaysian
GENDER : Male
RACE : Chinese
RELIGION : Buddhist
MARITAL STATUS : Single



B. Contact Info

ADDRESS : 23, Jalan BRP 7/1D Bukit Rahman Putra 47000
Sungai Buloh, Selangor Darul Ehsan.
PHONE : 03-61569917
MOBILE NO : 017-2981345
EMAIL ADDRESS : kktain@hotmail.com

C. Education Qualification

I. Primary School

INSTITUTION : SJK(C) Desa Jaya
DURATION : 1998- 2001
INSTITUTION : SJK(C) Sungai Buloh
DURATION : 2001- 2003

II. Secondary School

INSTITUTION : SMK Bukit Rahman Putra

DURATION : 2004-2006
 INSTITUTION : SMK Bandar Utama (3)
 DURATION : 2006-2008

III. Pre-University

INSTITUTION : University Tunku Abdul Rahman
 COURSE : Foundation in Art
 DURATION : 2009 - 2010

IV. Bachelor Degree

INSTITUTION : Universiti Tunku Abdul Rahman
 COURSE : Bachelor of Business Administration (Hons)
 Entrepreneurship
 DURATION : 2011- 2013
 CGPA :

D. Extra-Curricular Activities, Achievements and Involvements

Society / Involvement	Position	Institution	Award / Achievement	Year
Taekwando Society	Member	SMK BRP		2004-2006
Dance Club	Member	UTAR		2009-2013
Wushu Club	Member	UTAR		2011-2013
Entrepreneurship Society	Member	UTAR		2011-2013
Young Entrepreneurship Society	Member	UTAR	Organised activity -Marketing Coordinator of Fund Raising	2011-2013

Crime Prevention Society	Member	UTAR	Organised activity -Technician Manager of Interaction Day 2011 -Treasurer of Taiping Jail Trip	2011-2013
--------------------------	--------	------	--	-----------

Soft Skills Courses

Courses	Institution	Year
Free talks : 1) Are You Job Ready? 2) Business Ethics	UTAR	2011
Free talks 1) AgensiKauselling Dan PengurusanKredit(AKPK) Personal Financial Briefing 2) Genting Malaysia Berhad – Career Talks	UTAR	2011
Seminar "Business Corruption, Offences and Prevention"	UTAR	2011
Free Talk: UTAR Towards Holistic Development of Young Graduates	UTAR	2011
Information Literacy Workshop	UTAR	2011
Powered Yourself with Mobile Internet	UTAR	2013
Applying Critical Thinking in the Workplace	UTAR	2013
The Effective Leader	UTAR	2013

E. Working Experiences

COMPANY : Pizza Hut Call Center
 POSITION : Customer Service Agent
 DURATION : 2 months
 YEAR : 2006

COMPANY : Symphony Property
 POSITION : Property Agent
 DURATION : 2 months
 YEAR : 2008

COMPANY : Sushi King Sdn. Bhd.
 POSITION : Services Crew
 DURATION : 4 months
 YEAR : 2009

COMPANY : OriginalFakeSdn. Bhd.
 POSITION : Promoter
 DURATION : 3 months
 YEAR : 2009

COMPANY : (Different Companies)
 POSITION : Freelancer Promoter (Part Time)
 DURATION : 2 years
 YEAR : 2010-2012

COMPANY : Symphony CorporateHouseSdn. Bhd
 POSITION : Internship

DURATION : 3 months
 YEAR : 2012

F. Personal Qualities

I. Personal Value

- Fast Learning and hardworking
- Good leadership skill and communication skill.

II. Language Proficiency

Language	Written (Excellent, Good, Fair, Poor)	Spoken (Excellent, Good, Fair, Poor)
English	Fair	Good
Malay	Good	Fair
Chinese	Excellent	Excellent
Cantonese	Fair	Excellent
Japanese	Fair	Fair

G. Reference

NAME : Mohamad Fared bin MohamadMakmor
 COMPANY : UniversitiTunku Abdul Rahaman
 POSITION : Lecturer
 CONTACT : +6013-6417582
 EMAIL : faredm@utar.edu.my

RESUME OF ALEX LIM CHEE SIANG

A. Personal Particulars

NAME : Lim Chee Siang
AGE : 24
DATE OF BIRTH : 11-02-1989
NIRC : 890211-43-5037
NATIONALITY : Malaysian
GENDER : Male
RACE : Chinese
RELIGION : Buddhist
MARITAL STATUS : Not married



B. Contact Info

ADDRESS : 16,JalanBatuNilam,Bandar Bukit Tinggi,41200,Selangor
PHONE : 03-33241579
MOBILE NO : 016-6516058
EMAIL ADDRESS : alexdimelo@hotmail.com

C. Education Qualification

I. Primary School

INSTITUTION : SMJK(C)HIN HUA
DURATION : 1996-2002

II. Secondary School

INSTITUTION : SMK LA SALLE KLANG
DURATION : 2002-2007

III. Pre-University

INSTITUTION : Tunku Abdul Rahman College

COURSE : A levels
 DURATION : 2008-2010
 IV. Bachelor Degree
 INSTITUTION : University Tunku Abdul Rahman
 COURSE : Entrepreneurship
 DURATION : 2011-2013
 CGPA : 2.7

D. Extra-Curricular Activities, Achievements and Involvements

Society / Involvement Position	Institution	Award / Achievement	Year
Entrepreneurship			
Interaction Day Chairman	UTAR		2011
Community Service Eco Photo Taking	Vice Chairman	UTAR	2010

Soft Skills Courses

Courses	Institution	Year
Presentation Skills	UTAR	2011
Get That Job	UTAR	2012
Successful Negotiation	UTAR	2012

E. Working Experiences

COMPANY :
 POSITION :
 DURATION :

COMPANY :
 POSITION :
 DURATION :

F. Personal Qualities

I. Personal Value

- Honest
- Loyal
- Kind
-

II. Language Proficiency

Language	Written	Spoken
	(Excellent, Good, Fair, Poor)	(Excellent, Good, Fair, Poor)
English	Good	Good
Malay	Good	Good
Chinese	Good	Good

G. Reference

NAME : Mohamad Fared bin MohamadMakmor
COMPANY : UniversitiTunku Abdul Rahaman
POSITION : Lecturer
CONTACT : +6013-6417582
EMAIL : faredm@utar.edu.my

RESUME OF LEE AI CHEN

A. Personal Particulars

NAME : Lee Ai Chen
AGE : 24
DATE OF BIRTH : 23/02/1989
NIRC : 890223-23-5008
NATIONALITY : Malaysian
GENDER : Female
RACE : Chinese
RELIGION : Buddhism
MARITAL STATUS : Single



B. Contact Info

ADDRESS : 47, Jalan Ng Hoe Liat, Bukit Bakri, 84200 Muar, Johor.
PHONE : 06-9866857
MOBILE NO : 017-3600723
EMAIL ADDRESS : aclee_89@hotmail.com

C. Education Qualification

I. Primary School

INSTITUTION : SJK (C) Pu Nan
DURATION : 1996-2001

II. Secondary School

INSTITUTION : SMK Convent
DURATION : 2002-2006

III. Pre-University

INSTITUTION : SMK Dato' Sri Amar DiRaja

COURSE : STPM
DURATION : 2007-2008

INSTITUTION : UniversitiTunku Abdul Rahman
COURSE : Foundation In Arts
DURATION : 2009-2010

IV. Bachelor Degree

INSTITUTION : UniversitiTunku Abdul Rahman
COURSE : Bachelor of Business Administration (Hons)
Entrepreneurship
DURATION : 2011-2013
CGPA :

D. Extra-Curricular Activities, Achievements and Involvements

Society / Involvement	Position	Institution	Award / Achievement	Year
SPBT	Treasurer	SMK Dato' Sri Amar DiRaja		2007-2008
Koperasi	Committee	SMK Dato' Sri Amar DiRaja		2007-2008
Entrepreneurship Society	Committee	UTAR		2011-2012
Young Entrepreneurship Society	Member	UTAR		2010-2013
Young Entrepreneurship Society Interaction Day	Treasurer	UTAR		2010

Halloween Party	Banquet Assistant	UTAR		2010
Entrepreneurship Society Recruitment Drive	Chairman	UTAR		2012

Soft Skills Courses

Courses	Institution	Year
Critical Thinking, Problem Solving and Decision Making	UTAR	2011
Personal Financial Management	UTAR	2011
Business Grammar	UTAR	2011
Innovative Marketing Tools from Blue Ocean Strategy	UTAR	2013
Work Ethics in Workplace	UTAR	2013

E. Working Experiences

COMPANY : EFFU SdnBhd
 POSITION : Promoter
 DURATION : 26/11/2011 - 31/12/2012

F. Personal Qualities

I. Personal Value

- Highly responsibility and commitment.
- Able to learn and work independently or team.
- Good leadership skill and communication skill.

II. Language Proficiency

Language	Written (Excellent, Good, Fair, Poor)	Spoken (Excellent, Good, Fair, Poor)
English	Good	Good
Malay	Good	Good
Chinese	Excellent	Excellent

G. Reference

NAME : Mohamad Fared bin MohamadMakmor
COMPANY : UniversitiTunku Abdul Rahaman
POSITION : Lecturer
CONTACT : +6013-6417582
EMAIL : faredm@utar.edu.my

Appendix O: Business Registration Forms

FORM 6

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

FORM 6. Declaration Of Compliance.

FORM 6
Companies Act 1965
(Section 16 (2))

Company No.

DECLARATION OF COMPLIANCE
..... (NAME OF COMPANY)

I,, *I/C No./ Passport No,
of..... sincerely declare the following:

1. I am the person named in the articles as the first secretary of (Name of Company).
2. All the requirements of the Companies Act 1965 and of the Companies Regulations in respect of matters precedent to the registration of the company and incidental to its registration have been complied with.
3. As from the date of its incorporation, the registered office of the company will be situated at in the State of Post Code.....
4. The first directors named in the articles of the company are as follows:

# Name	Address	I/C No./ Passport No.	Date of Birth

--	--	--	--

5. The principal objects for which the company is incorporated are as follows:

- 1
- 2
- 3

6. The authorised capital of the company is RM divided intoshares of RM each.

Declared at this..... day of.....

.....
(Name)
(*Licence No./ Prescribed
Body Membership No.)

*Strike out whichever is inapplicable.

If the director is of the female gender, insert "(f)" against her name.

(Subs. P.U.(A) 313 /1998:s.3)

FORM 9

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

FORM 9. Certificate Of Incorporation Of Private Company.

FORM 9
Companies Act 1965

(Section 16(4))

Company No.

CERTIFICATE OF INCORPORATION OF PRIVATE COMPANY

This is to certify that is, on and from
the19 incorporated under the
Companies Act 1965, and that the company is * and that the
company is a private company.

Given under my hand and seal,
at this day
of.....,19

.....
Registrar of Companies

*Insert whether company is
(a) a company limited by shares;
(b) an unlimited company.

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

FORM 13A

**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>REQUEST DATE:</p>	<p>TYPE</p> <p>...</p> <p>S-LIMITED BY SHARES G-LIMITED BY GUARANTEE</p> <p>U-UNLIMITED COMPANY</p> <p>..... <i>Signature of Applicant</i></p>
---	--

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

SECTION B: FOR THE REGISTRY'S USE ONLY

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

SECTION C: TO BE COMPLETED BY APPLICANT

<p><i>CLARIFICATION</i></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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FORM 48A

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

**FORM 48A. Statutory Declaration By A Person Before Appointment
As Director, Or By A Promoter Before Incorporation Of
Corporation.**

FORM 48A
Companies Act, 1965
(Section 16 (3A) and 123 (4))

Company No.

STATUTORY DECLARATION BY A PERSON BEFORE
APPOINTMENT AS DIRECTOR, OR BY A PROMOTER
BEFORE INCORPORATION OF CORPORATION

..... (NAME OF COMPANY)

I, *I/C No. /*Passport
No. of do solemnly and sincerely declare that -

(1) I am not an undischarged bankrupt.

(2) I have not been convicted whether within or without Malaysia of any offence

- (a) in connection with the promotion, formation or management of a corporation;
- (b) involving fraud or dishonesty punishable on conviction with imprisonment for three months or more, or
- (c) under section 132, 132A or under section 303, within a period of five years preceding the date of this declaration.

(3) I have not been imprisoned for any offence referred to in paragraph (2) hereof within the period of five years immediately preceding the date of this declaration.

* (4) I am an undischarged bankrupt but have been granted leave by the court under section 125 to act as a director of (name of corporation) .

* (5) I have been granted leave by the court under section 130 to be director of (name of corporation) or a promoter of a proposed corporation..... (name of proposed corporation) or both a director of..... (name of corporation) and a promoter of

This Statutory Declaration shall be lodged with the Registrar of Companies and the Official Receiver.

* Strike out whichever is inapplicable.

†If the declaration is made in another country, it must be made under the law relating to statutory declaration of oaths prevailing in that country.

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

FORM 49

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

**FORM 49. Return Giving Particulars In Register Of Directors,
Managers And Secretaries And Changes Of Particulars.**

FORM 49
Companies Act, 1965
(Section 141(6))

Company No.

RETURN GIVING PARTICULARS IN REGISTER OF DIRECTORS, MANAGERS AND
SECRETARIES AND CHANGES OF PARTICULARS
..... (NAME OF COMPANY)

DIRECTORS*

<i>Full Name §</i>	<i>National Race †</i>	<i>Date of Birth</i>	<i>Residential Address</i>	<i>Business Occupation (if any)</i>	<i>Particulars of other Directorships £</i>	<i>Nature of Appointment, or Change and Relevant Date #</i>	<i>Identity Card No. / Passport No. ¶</i>

MANAGERS AND SECRETARIES*

<i>Office in Company</i>	<i>Full Name §</i>	<i>Nationality/ Race †</i>	<i>Residential Address</i>	<i>Other Occupation (if any)</i>	<i>Nature of Appointment or change and Relevant Date #</i>	<i>Identity Card No. / Passport No. ¶</i>

Dated this day of 19

Signature of @Director/@ Secretary

Footnotes to Form 49

*Where a director is also a manager or secretary his particulars are to be given under each of the headings "Directors" and "Managers and Secretaries"

§ Insert full name and any former name of the officer concerned. If the director is of the female gender insert "(f)" against her name. In the case of a person appointed as an alternate to another director insert "alternate to (name of director)" against his name.

† If Malaysia, state whether the officer is a Malay, Chinese, Indian or others.

£ Insert particulars of any other directorship of public companies or companies which are subsidiaries of public companies held by the director, but not particulars of directorships held by a director in a company that is a related corporation of that company. Where a person is a director in one or more subsidiaries of the same holding company, it is sufficient to disclose that the person is the holder of one or more directorships in that group of companies and the group may be described by the name of the holding company with the addition of the word "Group". If no other directorships, state so.

Insert in relation to a new officer "Appointed w. e. f. ." or "In place of *name of former officer*". Insert in relation to a former officer "Died on . Resigned w. e. f. ." "Removed on....." or as the case may be "Retired on....."RELEVANT DATE SHOULD BE INSERTED. If there is a change in the other prescribed particulars, state nature of change and relevant date.

¶ State also the relevant type code of the identity card/passport after the relevant numbers i. e. Blue I/C-(B) ,, Red I/C-(R) Military I/D-(Z) , Police I/D-(M) , Passport-(P) .

@ Strike out whichever is inapplicable.

Note-A complete list of directors or managers shown as existing in the last particulars delivered should always be given. A note of the changes since the last list should be made in column #.

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

TM 5

INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA
TRADE MARKS REGISTRY
TRADE MARKS ACT 1976
TRADE MARKS REGULATIONS 1997
APPLICATION FOR REGISTRATION OF A MARK
[Subregulation 18(1)]

TM 5

Applicant's* or Agent's* file reference:
** Delete whichever not applicable*

1. Application is hereby made for the registration of a:

trade mark defensive trade mark certification trade mark

Note: Please tick the box appropriate to the kind of mark which registration is desired. In the case of a trade mark, please attach a copy of the oath, sworn statement or statutory declaration evidencing that the applicant is the true owner. In the case of a certification trade mark, please attach a copy of the rules governing its use. In the case of a defensive trade mark, please attach a copy of the statement of case verified by a statutory declaration.

[Please enclose five (5) copies of the Form with the application]

2. Representation of mark:

Note: If the space provided is insufficient, the representation may be made on a separate sheet and firmly attached to this Form. Please ensure that the representation is clear and comply fully with regulation 34 and the size of the trade mark shall not exceed 10 x 10 cm.

If the mark is coloured and is to be limited according to the colour, please tick this box:

If the application is for a series of trade marks under section 24, please specify the number of series in this box:

Note: Any application made for a series of trade marks exceeding two trade marks is subject to an additional fee of RM50.00 per trade mark.

3. Limitations, etc.:

(Insert below any conditions, disclaimers or other limitations to which the registration will be subjected to. If the mark contains or consists of a word or words in non-Roman characters or in a language other than English language or the national language, please provide a certified transliteration and translation as appropriate.)

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<p>4. Class:</p> <p>5. List of goods or services: <i>(Goods or services falling within more than one international class are subject to separate applications. Please use a separate sheet if necessary.)</i></p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>6. Full name and address of applicant:</p> <p>Name :</p> <p>Address :</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>NRIC No./Company Registration No./Passport No.:</p> <p><i>(as a personal reference number)</i></p> <p><i>If the applicant is a partnership, please state the full names of all the partners.</i></p> <p><i>If the applicant resides abroad, please provide an address for service in Malaysia (Column 7).</i></p>
<p>7. Full name and address of agent (if any):</p> <p>Name :</p> <p>Address :</p> <p>.....</p> <p>.....</p> <p>.....</p> <p><i>Note: If this is the address for service, please file Form TM 1 together with this Form.</i></p>
<p>8. Agent's Registration No. (if known):</p>
<p>9. Agent's own reference:</p>

10. International Convention priority claim: *If priority date is claimed under International Convention or a bilateral arrangement, please give details below and attach the relevant documents.*

Convention country in which the trade mark was first filed:

Date: No. (if any):

11. Date of first use of the mark in Malaysia (if any):

12. Declaration: *I/We claim to be the bona fide proprietor of the mark whose registration is applied for and, where the mark has not been used in Malaysia, that the application is made in good faith and that I am/we are entitled to be registered as the proprietor of the mark.*

An agent signing this Form on behalf of the applicant shall satisfy himself as to the truth of the declaration.

Signature:

Name of signatory (in block letter):

Telephone No.: E-mail:

Date:

Note: If the applicant is a partnership, please state the full names of all the partners.

IN THE MATTER of the *Trade Marks Act, 1976* and
the *Trade Marks Regulations, 1997*

and

IN THE MATTER of application for the Registration of
a Mark in Malaysia.

STATUTORY DECLARATION

I, _____ (a), [NRIC No. _____ (b)] of full age and care of
_____ (c).

Malaysia, do solemnly and sincerely declare that:

1) I am _____ (d)(Company Registration No.) of
_____ (e), Malaysia
(hereinafter referred to as the "Applicant") and I am duly authorized to make this Statutory Declaration on behalf of the
Applicant. The facts deposed herein are true to the best of my knowledge, information and belief.

2) The Applicant is the bona fide proprietor of the mark; a representation of which appears below and the Applicant is
entitled to be registered as the proprietor of the same in Class(s) _____.

(representation of trademark)

3) The Applicant hereby appoints _____ of _____ of _____ to be the Trade Mark
Agents for the filing, prosecution and registration of the above mark and all other matters related thereto.

AND I make this solemn declaration conscientiously believing the same to be true and by virtue of the Statutory
Declarations Act 1960.

Subscribed and solemnly declared by the)
abovenamed, _____)

this day of _____)

At _____)

Before me,
Commissioner for Oaths

- a. insert name of declarant
- b. I.C or passport number
- c. insert address of declarant
- d. insert designation of declarant
- e. insert name of company

FORM 8A



PERTUBUHAN KESELAMATAN SOSIAL

JADUAL CARUMAN BULANAN

UNTUK CARUMAN BULAN [] [] 2 0 1 []
[] [] [] [] []

Jumlah caruman untuk bulan di atas hendaklah dibayar tidak lewat daripada

<input type="checkbox"/> Bayaran Tunai. <input type="checkbox"/> Bayaran cek. No. cek	Amaun RM	Bilangan Pekerja	Lembaran
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No. Kod Majikan

Nama dan Alamat Majikan

- CATATAN
Cap Bank
- NO. PENDAFTARAN KESELAMATAN SOSIAL ADALAH NOMBOR KAD PENGENALAN PENDAFTARAN NEGARA.
 - Tandakan X di ruangan (2) jika pekerja telah berhenti kerja dan masukkan tarikh berhenti kerja di ruangan (3).
 - Isikan tarikh mula kerja untuk pekerja yang tidak tersenarai sahaja di ruangan (3). Pendaftaran pekerja sedemikian hendaklah juga dibuat dalam borang 2.
 - Jika tiada caruman sebab cuti tanpa gaji masukkan angka 00.00 di ruangan (6).
 - Jika ada butti-butir yang didapati tidak betul, jangan buat pindaan di borang ini, sila beritahu PERKESO secara bertulis.
 - Sila pastikan tulisan/angka/cap tidak menyentuh mana-mana garisan/kotak/barcode yang disediakan.
 - Format untuk tkh, mula/tkh, berhenti kerja adalah hhhbtttt contoh 01072000.

NO KAD PENGENALAN PENDAFTARAN NEGARA Lihat Catatan (1)	TKH MULA/TKH BERHENTI KERJA hhbbtttt (2) (3)	KEGUNAAN PERKESO (4)	NAMA PEKERJA (MENGIKUT KAD PENGENALAN) (5)	CARUMAN (6)	
				RM	SEN

Jumlah muka surat ini [] [] [] [] [] [] [] []

PERHATIAN:

- Sila fotostat Borang 8A untuk rekod tuan.
- Untuk mendapatkan khidmat penceramah PERKESO, sila mohon di alamat e-mel berikut :- perkeso@perkeso.gov.my

* JUMLAH BESAR RM [] [] [] [] [] [] [] []

Tandatangan :
Nama Penuh : No. Tel & Cap Majikan :