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BUSINESS PLAN

MR. ERGO SDN BHD

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Business Plan prepared February 2014

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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 21, 315 words.

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1.0 EXECUTIVE SUMMARY

1.1 The Opportunity

There are approximately 23,522,482 people out of the Malaysia population are experiencing back pain problem according to a statistic posted at 15th February 2014.

The factors that contribute to back pain problems including **prolonged sitting hours, inappropriate sitting posture, and the psychological pressure** that causing from anxiety towards job. In fact, person who sitting too long will increase **the risk of death and risk of disease up to 40%** compared to those who sat for less than four hours a day.

1.2 The Description of Business

Our company is offering the multi-task chair with the **ergonomics and fitness** purpose. The purpose is helps to **correct the sitting position** by providing half-standing sitting position, **reduce the pressure** for the backbone by offering lumbar curve support and thus **reducing the back pain problem**. Besides, the multi-task chair with **fitness purpose** enable people to do some light exercise after a prolonged sitting hours in order to **reduce the psychological** pressure of the person and as the result of **increase the productivity**.

1.3 Competitive Advantage

Mr. Ergo's competitive advantages are based on the **differentiation, strong product positioning, lower price leadership** and **innovative product**.

1.4 The Target Market

The target markets of Mr. Ergo are **corporate company** such as hospitals, schools, university, and government institutes, **individuals** including architects and senior citizens and **retailers** such as Takashima, Tesco and Cosway.

1.5 The Management Team

The founders of the company will be appointed as the management team of Mr. Ergo. Ms. Liew Mei Yee is assigned as the Chief Administrative Officer; Mr. Daniel Tan Zhi Liang will be the Chief Operations and Quality Control Officer; Mr. Pung Jia Wei is assigned as the Chief Financial Officer; Ms. Tan Ee Teng will be the Chief Human Resource Officer whereas Ms. Teh Chee Yin is assigned as the Chief Marketing and Public Relations Officer.

1.6 Brief Summary of the Financial Projections

Table 1.1: Summary of the Financial Projections

Income statement

	1 st year	2 nd year	3 rd year
Gross profit	241,310	843,426	1,834,542
Expenses	(520,139)	(744,157)	1,577,261)
Profit after expenses	(278,829)	99,269	257,281
Tax	-	20,273	52,943
Net profit/(loss)	(278,829)	78,996	204,338

Cash flow statement

	1 st year	2 nd year	3 rd year
Cash available	778,657	1,533,041	3,984,115
Cash disbursement	(737,306)	(1,397,661)	(3,635,559)
Net cash flow	41,351	135,380	348,556

Balance sheet

	1 st year	2 nd year	3 rd year
Fixed cost	66,900	59,467	52,034
Current Asset	54,271	140,700	352,471
Total working capital	121,171	200,167	404,505
Capital	400,000	121,171	200,167
Net profit/(loss)	(278,829)	78,996	204,338
Total owner's equity	121,171	200,167	404,505

1.7 Description of What The Business Needs

Each founder will be contributing RM 40,000 in the business with a total of RM 200,000 for business set up. Capital will be mainly used in purchasing machinery and also other registration of the business and application of Investment Tax Allowance.

1.8 Exit Strategy for Investors

All property and assets under Mr. Ergo will be sold to indirect competitors and distribute the earnings among all investors.

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 our company is Mr Ergo Sdn Bhd which we mainly produce and selling ergonomic furniture. The word “Ergo” originally came from the word ‘Ergonomics’. The name of the company, “Ergo” has its own meaning which related to nature of the business which means a special design that is creating an object to fit and bring comfort to the consumer. Ergonomic is physically stressed placing on joint, muscles, nerves, tendons and bones which are the factor can affect the comfort and health of people. When referring to the business, ergonomic means that a furniture that comes with healthy elements which brings benefits to our customers.

2.1.1.2 Logo

Figure 2.1 Logo of the company



The above figure is our logo design. It is designed in a simple form and we can only see two elements in the logo which is the name of our company and a body shape design. This matches our theme which is ergonomically based furniture. The white body shape represents ergonomic while the black body shape represents fitness. The word “Mr. Ergo” represents our company’s name. Meanwhile, both the elements is being surrounded by a circle which brings we care our customers from every aspect.

2.1.1.3 Location

Our production factory and operating office will be one-in-use and it will locate in Subang Industrial Park. Our operating hour is from 9am to 6pm with an hour of lunch time on 1pm-2pm, thus our total productive hour is 8 hours. The reason we chosen Subang Industrial Park is because it is one of the most furniture manufacturer and factory which is located near to Shah Alam where most of our material supplier are majority located over this area. Besides, the labor force in Selangor area was also

marked our reason of our selection. The labor force of the worker who worked under manufacturing industry within Selangor was the most compare with other states. Other than that, this area has more professionals working at compare with other states which are nearer to our target market. That is all the reasons that we choose Subang Industrial Park instead of other areas to locate our manufacturing factory and operating office.

2.1.2 Nature of business/Products or services offer

To avoid developing or compounding back problems, it's important to have an office chair that's ergonomic and that supports the lower back and promotes good posture (Spine-Health, 2014). Mr Ergo realize the common problems of people and this is the reason why we establish this company. Mr Ergo Sdn Bhd is a company that mainly produce and selling ergonomic product which brings along healthy elements. The idea and design of our products will be ergonomically-based. Meanwhile, the first product of Mr Ergo will be a multitask chair which enables customers to sit while doing exercise at the same time. This is a new innovation in Malaysia that designed to supporting the human body ergonomically in a half standing position. As people have had constant sitting long time causing them to have sitting disease, it provides a sense of high status for company to design and offer the product. Generally, the multi-task chair is focus on the idea of aligning human back bones by positioning their body in a correct way. We will be focusing on lumbar back support which is at the lowest part of the spine. The idea is generated from the problem of people keep sitting down for a prolonged period of time has a great opportunity of compromising their health. For that reason, it gives Mr Ergo Sdn.Bhd a new concept of designing the multi-task chair to help people to reduce their sitting time and produce a chair that is multifunctional. Unlike the traditional chair, our multi-task chair provides customers the flexibility of sitting and standing while doing their work. With this multi-task chair, it supports customer body while in standing position and diverse their body weight evenly. The multi-task chair can be adjusted for everyone regardless their weight and height. Mr Ergo Shd. Bhd. believes that the people are paying lesser attention on the negative

cause of prolonged sitting which it provide us a needs to introduce this multi-task chair for them. This multi-task chair will be selling at a cheaper price which is RM285 through our direct channel and RM250 to RM280 through the retailers. And, the reason that we set a lower than market price is not only to compete the market share from our competitor at the start-up period but also allows our customer to take precaution action of their health with a cheaper price.

2.1.3 Company vision, missions and objectives.

VISION

As we move towards our goal to become a top fitness ergonomic furniture company in Malaysia, we will continuously encouraging people the important of seating posture to their health. It will be a visionary and optimistic goal that seeing every home in Malaysia and even ASEAN countries to have our Mr Ergo Sdn Bhd products.

MISSION

Mr Ergo Sdn Bhd provides ergonomic furniture which includes healthy elements for individuals who seek for a happy and healthy lifestyle because we give our customer the best of quality and most creative solutions to their problems and lifestyle. Our 4S missions:

- i. Superior – Only the best materials in term of quality and price will choose as our products.
- ii. Standardize – Every member of the company should respect the company policy and no one can ride on it.
- iii. Sustain – Relationship with external and internal walk a longer path.
- iv. Safety – The most basic responsibility we should provide to all of our employees.

OBJECTIVES

The main objectives for Mr Ergo Sdn Bhd for the first three years of established are:

- i. Creating a better health awareness of customers in ergonomic way.
- ii. Creating the products with the concept of ergonomic, fitness, innovative and modern.
- iii. Becoming the most well-known global provider of ergonomic product.
- iv. Linking of quality and purposefulness with Mr Ergo brand.

FUTURE PLAN

The future plans of Mr Ergo are:

- i. Exporting Mr Ergo's product to all over ASEAN in 3 years' time.
- ii. Launching a new product in 3 years' time.
- iii. Reaching the top brand leader in ergonomic industry in 3 years' time.

2.2 The Opportunity

2.2.1 Problem to solve or need to be filled

Back pain is a universal phenomenon especially in Malaysia. There are approximately 23,522,482 people out of the population of Malaysia having back pain problem which mean half of the Malaysia population is experienced an episode of back pain during their lifetime (Right Diagnosis, 2014). So potentially, there are numerous common causes of back pain.

Nowadays, the fasten path of inflation in Malaysia tiring everyone busy in working which increase their workload to have continuous long hours of sitting or standing. Normally, the minimum working hours for the resident in Malaysia is 8 hours per day. Sitting too long will increase the risk of death and they also found out that adult who sat for 11 hours or more a day had a 40% increased risk of dying in the next three years than those who sat for less than four hours a day (Sifferlin, 2012). Plus, many other risks may come together with this problem.

People who sit for prolonged periods have a higher risk of disease than those who move muscles every now and then in a non-exercise manner (Walsh, 2011). When people tend to spend most of their time on working they are less likely to have extra time to exercise. Another factor that can contribute to back pain includes the poor posture while sitting for prolonger of time. Back pain is as common among those who require works and sit for long period of time such as business owner, professional, office worker and other individuals.

The last factor is psychological factors. It may include depression, anxiety, stress, job dissatisfaction, boredom, tension and the body responds to everyday physical demands. These are the stresses that can found in workplaces. Although, they can be managed with counseling however it won't be effective once the tension, job

dissatisfaction, depression and other not eliminate in workplace. Resolving these psychological factors will able to help a person to improves chances of recovering from back pain naturally.

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

A correct diagnosis should be established in order to have a successful manage in back pain problem. Among the problems, we can see the opportunity to introduce our first product which is multitask chair.

To solve the problem of sitting long period of time we come out a special design that is creating an ergonomic chair to fit and bring comfort to the consumer. Our Ergonomic chair is like focus on standing ,at the same time it is stressed placing on joint, muscles, nerves, tendons and bones designed to effectively reduce fatigue on our back and improve our spinal health. We had found out that standing is healthier than sitting long hour. ABC News mentioned that standing while working is helps them to stay focused and avoid the feeling of nap in the afternoon (Roberts & Hopper, 2010). Here it comes, we are design a chair that can let customer sit and stand in the same time.

With its ergonomically designed, it is highly supportive backrests and corrects customer sitting posture. While sitting on a chair, people will always moving their body to lessen the muscle strain and fatigue. Together with adjustable seat high, screw and **lumbar back support** that can fit all kind of body shape, weight and size. It offers a customized chair to accommodate every individual body requirements. We provide a multi-task chair which enables our customer sitting long hours in a more comfort, enjoying and relax condition.

Our team of product designers, technicians and management are committed to creating high quality designs that employ scientifically ergonomic principles in our seating products. We are aiming to help reduce the back pain rate in Malaysia so that

people will solve their long-term back pain problem and our multi-task chair is able to cure their backbone naturally instead of overcome an operation.

2.3 Competitive Advantage

2.3.1 Description of the business model

Figure 2.2 Business Model of Mr Ergo Sdn Bhd

<p>Key Partners</p> <p><u>Stainless Steel Supplier</u> - Hong Yep Stainless Steel Sdn Bhd - Amalgamated Industrial Steel Bhd - Teakita Shaanteak Sdn Bhd</p> <p><u>Cushion Suppliers</u> - Yap's Cushion Decor Sdn Bhd - Ever Green Cushion Sdn Bhd Hobby -Auto&Cushion Supplies Sdn Bhd</p> <p><u>Logistic Company</u> -APP Global Logistics Consortium Sdn Bhd -Pioneer Movers -ECX Global Forwarding (M) Sdn Bhd</p>	<p>Key Activities</p> <p><u>Assembly</u> -Manufacturing -Quality Checking -Packaging</p>	<p>Value Proposition</p> <p><u>Multitask Chair</u> -Correcting Sitting Posture -Reducing Backache Problem</p>	<p>Customer Relationship</p> <p><u>Customer Retention</u> -Sales Promotion -Pricing Discount -After sales service</p>	<p>Customer Segments</p> <p><u>Corporate</u> -Hospitals -Universities -Government Institutes -Primary and Secondary Schools</p> <p><u>Individuals</u> -Accountants -Engineers -Small Business Owners</p>
<p>Key Resources</p> <p><u>Tangible Assets</u> -Physical Building -Skilled Employees</p> <p><u>Intangible Assets</u> -Trademark -Patent</p>		<p>Channels</p> <p><u>Customer Interface</u> -Mr Ergo Office -www.mrergo.my -Health Today Malaysia, Health Life -Shopping Centre</p>		<p><u>Intermediaries</u> -Aiken -Cosway</p>
<p>Cost Structure</p> <p><u>Purchase Materials</u> -Stainless Steel -Cushion</p> <p><u>Manufacturing</u> - Rental of Factory - Salaries</p> <p><u>R&D Cost</u> - New Product Development</p>			<p>Revenue Streams</p> <p><u>Activities</u> -Selling of Multitask Chair</p> <p><u>Payment</u> -Cash & Credit Card</p>	

Business model is all about how our company operating in transferring the resources into valuable products and business. A good business model will help to create a sustainable business value for a company.

2.3.1.1 Key Partner

(a) Suppliers

As a new startup, Mr Ergo Sdn Bhd has limitation in producing the product by ourselves. Therefore, we need to seek for suppliers to supply the raw materials for each part of our product. Our product, multitask chair is mainly made up from stainless steel and also cushion. Hence, we need to maintain a good and long term relationship with both cushion and stainless steel suppliers around the area so that we can enjoy the first-served benefits from them and prevent lacking of raw materials in the future as well. Besides, by establishing a good network with every supplier is actually mutually beneficial for both parties, where this help us reduce the misunderstanding of communication about the specifications of production parts.

(b) Logistic Company

Asides from seeking the raw materials suppliers, Mr Ergo also need to partner with logistic company to help us in distribution channel and to deliver our products in bulk to customers and to our retailers as well. Therefore, maintaining a good relationship with all the parties is critical in our business supply chain.

(c) Partners and other key relationship

We also value the relationships with our others partners such as bankers, accounting firm, lawyer firms and any others. Besides, valuable relationship with medical professionals should be enhancing since we needs their professional ideas and suggestions for our ergonomic products. We believe that a good relationship with them can enable us to deliver better value of product to our customers as well.

2.3.1.2 Key Activities

The key activity for Mr Ergo Sdn Bhd is mainly on assembly line. We need to create the value proposition for the company by ourselves. The activities include assembling the multi-task chair after receiving the raw materials from the suppliers. Lastly, the finished product will need to go through quality checking process and all the multi-task chair will packaged in well form as the delivering process have too many uncertainty to defecting the products. These are the main activities for Mr Ergo Sdn Bhd which is assembling, quality checking and also packaging. All these activities are done before the value proposition created in which it also represent the value that Mr Ergo is creating.

2.3.1.3 Key Resources

(a) Tangible Assets

Our tangible assets include our physical building and also our skilled employees. Our office, factory and warehouse are all-in-one use and this is easy for our operation. Besides, our office is located in Shah Alam which is a suitable place for us as its more nearer to most of our supplier and this help us to reduce the logistic cost. Furthermore, with this strategic location it helps us to more easily approach to our target market as Shah Alam is located in the centre of Kuala Lumpur.

Another tangible asset is skilled employees. In order to match with ergonomic-focused, every of our employees need to understand about the concept of ergonomic. We give out training to our employees so that they will have further understanding about the concept. We have research and development team who seek the new concept and idea for our product in future and also design expert who help us in modify the appearance of our product. Since we are in ergonomic furniture industry the concept knowledge and relevance know-how of our employees will step upon the success of our business. Though, we need to build a holistic customer support service system which we believe will need to last for a long period of times.

b) Intangible Assets

Intangible assets that we possess will differentiate us from other companies. These intangible assets must hard to be imitated. We will have our research and development process before any of our products is introducing to the market which it ensure our product is unique and required a long times to imitate. All of our product design will be registered patent while our company name, Mr Ergo Sdn Bhd will be registered as trademark to prevent our company name being misused and any non-company-will.

2.3.1.4 Value Proposition

Value proposition is about why a customer should buy the product or service. The value proposition for Mr Ergo is about how we solve the customer problems and how we create the value as we compare to others similar products. The value proposition for Mr Ergo is creating from our product, multitask chair. There are two values our customer may found from this multitask chair:

(a) Correcting Sitting Posture

Multitask chair can help to correct the sitting posture of people by helping them to sit in a half standing position. Many people do not encounter that a wrong sitting posture can cause a serious backache problem to them. Therefore, our multi-task chair enables customer to sit in a half standing position which it should be the correct sitting posture. Besides, if they sit in a correct posture for a long period of time, they will get to be a way from many disease especially backache problem.

(b) Reducing Backache Problem

Backache problem rate is gradually increasing nowadays and multitask chair are the solution to reduce this rate. Our multi-task chair is focusing on lumbar back support which we focus on the lowest part of the spine. Backache problem is normally causing from the lowest part of their spine and we can reduce their problem by proving a lumbar support in our chair.

2.3.1.5 Customer Relationship

(a) Sales Promotion

We believe that sales promotion is necessary to exercised which to boost our company sales in short term. It is because sales promotion is one of the most effective promotion tools to introduce new product and clear out the stock by attract customers' attention. Our sales promotion goal tends to increase short term sales and attracting new user to purchase our product.

We will maintain the relationship with our customers by giving out coupon and voucher as an incentive to them. They will get a reducing selling price after the discounted rate once they shown coupon or voucher to the retailers during their purchasing.

(b) Pricing Discount

Customers always seek for reductions on the price of goods or services temporarily. By using quantity discount and trade discount strategy, it is effective to the competitor's customers who are looking for new ergonomic furniture. Giving out discount can be known as a way to attracting the new customers.

(c) After Sales Service

We will provide after-sales service which is warranty card to our customers. A warranty period of two years will be effective from the date of purchasing. All returned product will first depends it causes and if it is indirectly or technical deflection on the product spares part we will repair it by our technical man. If it is unable to repair, a new product will be replaced for without any charges. The reverse distribution channel will be using for defective returned product, both to the retailers or direct to factory is applicable.

Other than that, we will have phone calls with all the customers for the purpose of mini survey on the experience in using our products after three months they had purchased. Through this way, we are able to gain more valuable and rare feedback from them and it enhance a better relationship between our company and customer as well. There will be always a hotline during office hour for our customers to call in and serve with any inquiries.

2.3.1.6 Channels

(a) Mr Ergo Office

Our office allows us to have a face to face communication with the customers (retailers). A group of well-trained sales person and management to serve the customers (retailers) by explain the product's features and benefit. Additionally, we are able to demonstrate our product to them in a corrective way. Through this, we can get direct comment and feedback from customers (retailers).

(b) www.mrergo.my

We will be doing e-commerce on our website where our customers may receive the information from here and also e-purchasing. Besides, our website will act as a platform which allows the customers to leave down their comments or feedback for our further improvements and developments.

(c) Health Today Malaysia, Health Life

We will advertise our company and product through magazine. There are many health and fitness magazines in Malaysia such as Health Today Malaysia, Health Life and others. In addition, newspaper is one of the useful information delivery channels thus we will also advertise our products on the newspaper such as The Star, Sin Chew Daily and myMetro across with our new product. Customers may get to know more details of us through magazine and newspaper.

(d) Shopping Centre

We will be having trade show in shopping center. Hence, with the trade show exhibited our products we are highly and straight to reach our target market and create brand awareness more widely to the public. The range of audiences is huge to attend our trade shows, some may have knowledge about our product, which it given us an opportunity directly communicate with our clients and seek opinion about our offering.

2.3.1.7 Customer Segment

(a) Corporate

We will target our products to corporate level user like hospitals, universities, government institutes, corporate business and also primary and secondary schools teachers. Our multi-task chairs are able to help improve the employee productivity and increase their efficiencies. Plus, they will buy in bulk which accounted a larger sales volume for us.

(b) Individuals

We also target on high income individuals which estimated around or above RM5000. And, this is because when their basic necessity is fulfilled our product is their lifestyle needs. Those potential target individuals include architects, accountants, doctor, professor, entrepreneur, and any individuals who pursue this particular health and fitness concerned lifestyle.

(c) Intermediaries

We also targeted on our retailers who will mainly buy our products in bulk. These retailers include fitness equipment outlets for example Takashima and also pharmacies like AIKEN. The selling price set for intermediaries is RM190 for which they are able to mark-up our product to around RM250 to RM 285. As they are estimated accounted to roughly 65% of our total sales, thus it is important for us to maintain a good relationship with them.

2.3.1.8 Cost Structure

(a) Purchase Materials

The main cost for Mr Ergo Sdn Bhd is purchasing of materials for our multitask chair. Two main components that made up of multi-task chair are RM40 for stainless steel and RM40 for cushion. We will choose the supplier based on Approved Supplier List (refer Chapter 5) for each raw materials and fulfill the criteria that we have set which include quality and price.

(b) Operation

Our cost component also includes the cost for operation. Firstly is the rental expense for which our factory will operate the production line. Rental will be the fixed cost that that paid every month and this becomes one of our operation cost. Furthermore, we also need to bear the cost of depreciation for our tangible asset like building, vehicles and equipment. Besides that, operation cost that incurred also includes salary of employee. We need to pay salary for 7 permanent employees includes 5 management personnel and also a varied number of foreign workers. These three made up the operation cost for Mr Ergo Sdn Bhd.

(c) R&D Cost

We will launch a new product for Mr Ergo Sdn Bhd in 3 years' time and this will incurred an amount of expenses for new product development. Furthermore, the worker time and equipment using life will spend in research and development in order to modify our current multitask chair model. A continuous research and development will enable us produce a better fitting and new innovative ergonomic product to our customer.

2.3.1.9 Revenue Stream

(a) Activities

Mr Ergo generate the revenue from selling our company product which is multi-task chair. The selling price of this multi-task chair will be RM285 and the revenue generated is sufficient enough to cover the cost incurred. The revenue that we earn will be used to cover fluctuate of inflation in the cost of product raw materials, operation expenses and R&D expenses. Besides that, some of the revenue will be used to cover other expenses of Mr Ergo. The remaining will become our company net profit and bring forward to next operating year.

(b) Payment

Customers are able to make the payment of our product through either cash or credit card. They can make the cheque payment at our office or bank in to our company's account. This payment will become our revenue to operate the business.

2.3.2 How the business will create sustainable competitive advantage

The competitive advantage of Mr Ergo Sdn Bhd will be analyzed in SWOT analysis.

STRENGTH

(a) Differentiation

One of the competitive strength for us in this ergonomic furniture industry is the differentiation of our product features. Our company, Mr Ergo produces only ergonomically-based furniture and it includes the fitness elements. Our first product, multi-task chair aims to correct the sitting posture of people while exercising on the same multi-task chair. Our company focused on human factors, which means

ergonomics-focused. Multi-task chair is being produced to meet the needs of certain customer's backache problem. Our multi-task chair different from other normal office chair that is more tiring when sitting long hours and non-exercising. So, this solves the need of people who have no time to exercise or lazy to stand up move around.

Besides, in term of adjustment, our multi-task chair is designed based on different customer height. The entire back region of the chair is adjustable in a certain range to meet the customer most comfortable angle. Furthermore, we are also available different colors for customer's preference to their chair.

This makes us different from others furniture industry and our customers can have their own customized unique product compare to others.

(b) Strong Product Positioning

We solve our customer's problems by fulfilling their needs and meeting their expectations. Our product is entering the market with a strong positioning. Our product, the multi-task chair has both ergonomic seating posture plus the fitness features in order to solve the difference needs of customers. Besides, the outlook of the chair is unique, attractive and convenient to bring anywhere. Other than the product itself, we also ensure that we delivering the product to our customers on time. We make sure that our customers receive our product within 14 days after they paid their order. A well-established positioning will enable Mr Ergo to enjoy a long term prosperity.

(c) Lower Price

The price of our products (RM285) will be slightly lower than other furniture in the market. We will be using price skimming strategy as our main purpose is to reach a large market share in short time. Furthermore, the market price for the existing ergonomic chair is around the range of RM800 to RM2000. Hence, we achieve a

critical competitive advantage with this lower price. Customers will tend to choose our product which is lower price but with more product features.

WEAKNESS

(a) New Startup

As a new startup, we will definitely have smaller capital available (roughly RM400,000) for our company compare to the competitors. With this small startup capital, we will unable to compete with large companies which have more complete machineries and equipment. This becomes one of our weaknesses because we have less advantage in production site. Additionally, the marketing campaign that we can launch is limited as well, for example the trade show can be held once per year. Furthermore, as a new start up, we have no well-developed network with the external partners and internal management system. This is a weakness for us as the trial and error of system takes a considerable time to develop it. Skillfulness of the workers in the assembly line might increase the cost of defection of product in the early stage as well.

OPPORTUNITY

(a) Innovative product

Compare to existing ergonomic chair in the market, our multi-task chair is a way more innovative than others as we include many other features onto our multi-task chair. Despite the lumbar support region which every existing ergonomic chair have, we also include a knee support region which enable people to post a half standing position. Furthermore, we also have a “spring for fitness” which enables people to exercise while sitting (please refer chapter 4 for “spring for fitness). The innovation of our product enables us to attract more market share as people are curiosity. This becomes one of our opportunities to expose a larger market share to build up our brand awareness.

(b) Increasing of Health Concern

The arising on health concern among people becomes one of our opportunities as they will look for a solution like our multi-task chair for their problems. Our product is a health concern product and therefore we have great opportunity on market growth. We will be using this opportunity to expose to more health concern customers. Greater attention will be paid compare to other existing competitors as we have more product features.

THREATS

(a) New Entrants

New entrants become one of our threats. New competitors will realize about the common problems of people and they will see the opportunity in ergonomic industry as it less considered less player. We will overcome this threat by creating customer loyalty through superior product quality and good customer service. We will need to retain our customers providing more benefits and new products. Once the customers' expectations are meeting regardless of service or product, they will tend to stay with us rather than choosing competitors product. This helps us to overcome the threat of new entrants in long term.

2.4 Current Status and Requirements

There's a lot of information and advices from the doctor or expert on the problem of people seating posture. However, for the related product like "ergonomic chair" that currently already marketed is much more new and unique product in the customer minds. Plus, our product is going to use standing-like ergonomic chair and it will be another new designation in the industry.

PROJECTED MILESTONE:

Table 2.1: Projected Milestone

No.	Events	Beginning date	Ending date	Duration
1.	Protocol designation	15/08/2013	15/08/2013	1 days
2.	Business plan	15/08/2013	27/2/2014	6 and a half months
3.	Propose business to banker and investor	28/2/2014	28/2/2014	1 days
4.	Funding approved and received	28/ 2/2014	15/3/2014	15 days
5.	Business registration from Suruhanjaya Syarikat Malaysia (SSM)	17/5/2014	17/5/2014	1 days
6.	Product patent registration from MyIPO	18/5/2014	18/5/2014	1 days
7.	Factory renovation	16/5/2014	1/6/2014	15 days
8.	Web hosting	20/5/2014	20/5/2014	1 days
11..	Start of mass production	1/6/2014	-	-
12.	Advertising and promotion	1/7/2014	-	-
13.	1 st year accounting year	1/6/2014	31/5/2015	1 year
14.	2 nd year accounting year	1/6/2015	31/5/2016	1 year
15.	3 rd year accounting year	1/6/2016	31/5/2017	1 year
16.	Financial breakeven for Multi-	1/6/2014	1/4/2017	2 years and

	task chair			11 months
17.	Promotional sales (1 st season)	1/12/2015	31/12/2015	1 month
18.	Promotional sales (2 nd season)	1/12/2016	31/12/2016	1 month

For our factory, we will be first located at Subang Industrial Park and this is because of the large potential market size.

Besides that, we will outsource the web registration, designation, database and maintenance to Spanlogic, thus we believe it can done within a day. For the wholesale parts in B2B, we will make personal selling to those wellness store and center. And in B2C, we will distribute our multi-task chair through Malaysia wellness store because of its niche and the beginning date will simultaneously with B2B selling.

While one of the concerned parts for our investor/banker, our company first product multi-task chair financial breakeven year will project on 1st July 2016.

Our projection for 1st year will suffer loses of RM278, 829, 2nd year profit will be RM78, 996 and 3rd year profit will be RM204, 338

3.0 INDUSTRY ANALYSIS

3.1 Industry Description

3.1.1 Industry Trends

The Malaysia furniture industry today has upgraded from a traditional, domestic cottage-based production in the beginning years in 1980s into a technologically advanced multi-billion ringgit industry. (MATRADE, 2014)The industry has the potential to increase exports for a bigger global market share.

Malaysia furniture manufacturers nowadays emphasize on the product finishing, design and quality for products produced under own-brand. (MATRADE, 2014) Hence, the companies have combined the use of wide range of materials such as glass, metal, plastics, bamboo, rattan and other composite materials with the combination of rubber wood or other wood species.

Bar Chart 3.1 Types of Furniture Materials

Source: The Official Portal of Malaysia External Trade Development Corporation, 2013

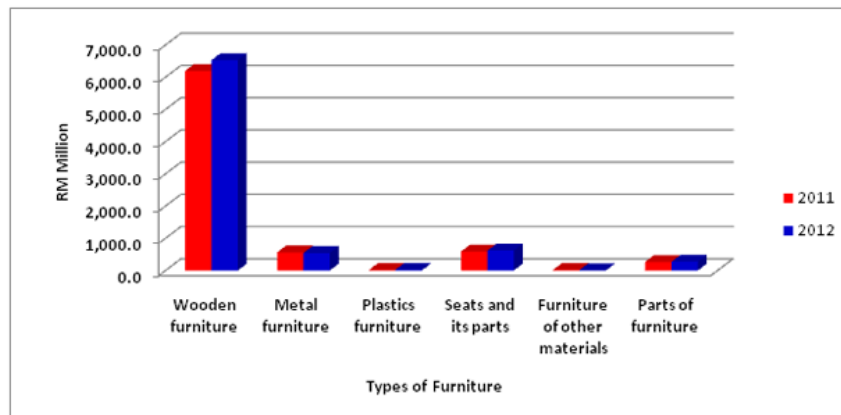


Figure 3.1 Malaysian Furniture Materials

Rubberwood

- 85% of total wood furniture exports
- Moderate hardness, light to moderate weight
- Easy to machine and nail,
- Allows limitless palette of design options (such as finishing, staining, lacquering, painting, laminating etc)

Metal

- Modern technology in Malaysian furniture industry
- Exports of high quality and in large volume
- Designed for heavy duty use and style

Plastic

- Mass low cost applications
- Inexpensive plastic furniture
- Markets for children, fun and avant-grade

Rattan

- Catering to a niche of exotic tropical furniture aficionados
- Variety of creativity shown in rattan design

Upholstery

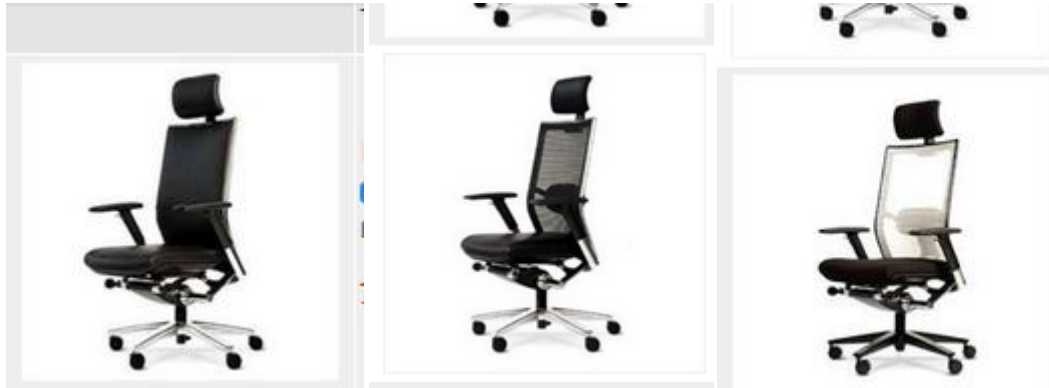
- Variety of coverings including different fabrics, leathers, faux suede and microfibre.

Source: Developed from research

Our product is using the metal materials to manufacture the multi-task chair. This is because metals can be use for heavy duty use and also styling. Compared with wood material, it is more light and easy to be carried. Moreover, the design of the chair will not be limited if compared to the wood materials.

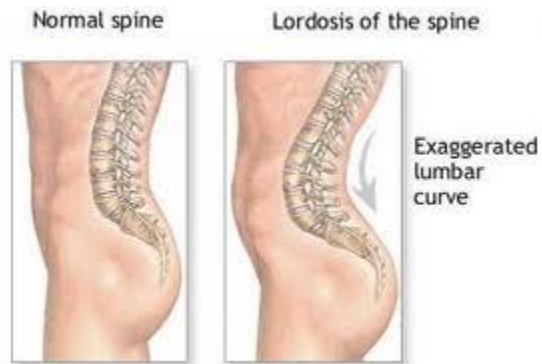
However, most of the Malaysian furniture industry is more to functional purpose. There are a small group of furniture manufacturers that are focus on ergonomic chairs. The purpose of this type of chair is to create the best sitting position to human and protect their backbone from causing health problems. Research shows that they are more focus on ergonomic office furniture rather than home furniture.

Figure 3.2 Euro Ergonomic Office Chairs



Source: Retrieved from <http://www.lelong.com.my/kx/ergonomic+chair.htm>, 2014

From the figure above, we can see that the design of the chair is focus on the backseat part of the chairs. The best design for the backseat of ergonomic chair is lumbar curve. According to the definition given by Spine- Health, the lumbar spine is the spine curves inward toward the abdomen of the lower back. It starts about five or six inches below the shoulder blades, and connects with the thoracic spine at the top and extends downward to the sacral spine (Spine-Health, 2014).

Figure 3.3 Lumbar Spine

Source: Spine-Health – Lumbar Spine Anatomy and Pain, 2014

Based on the statistic from the Social Security Organization (Perkeso), a total of 268 cases involving musculoskeletal disorders were reported in 2011, compared with only 14 cases in 2006. This high rate of disease in Malaysia has increased the awareness of the particular sectors due to the lack of ergonomic health. Most of them are suffered at their work or home places that are beyond with their limitations, abilities and needs (IEA, 2014).

Besides, there is also International Ergonomics Association that mainly research for the solution of ergonomic health problems. Hence, ergonomic furniture is definitely the best solution for the market.

The normal ergonomics chairs in the market are normally only having lumbar curve design as their main selling point and feature. Our product not only includes the lumbar curve design, but also focusing on the sitting degree of the chair. The reason why we are setting our chair to 30 degree is because the angle enabled spines to be positioned in a neutral form which results in less pain and injury. Therefore, our product is based on half-standing position. The knee supporting part of the product can help to prevent the individual to be fall down due to 30 degree of sitting cushion.

Furthermore, our product has includes the fitness furniture too. Whenever the customer feels tired or stress causing from the pressure at workplace, they can do some small exercises to help them to relieve the stress. Simple exercise such as ‘twist and turn’ can help to stretch their body. The main purpose of this feature can help to increase the flexibility and stability. As a result, the productivity of that individual can be increased in terms of psychological or physically.

In conclusion, ergonomic and human factors are becoming more important in 21st century compared with when it was first introduced in 19th century.

3.1.2 Industry size

Since there is a small group of ergonomics pioneers in the industry, we have decided to include the fitness features into our multi-task chair in order to compete with our potential indirect competitors such as OASIS Furniture Industries Sdn Bhd. High technology makes our lives more efficient and exciting. Yet, the enchantment with technology caused us to overlook human risk factors.

The ergonomics furniture only consists of a small group of manufacturers and suppliers. The few main manufacturers and suppliers are mentioned as follow:

1. OASIS Furniture Industries SdnBhd
2. Benithem SdnBhd
3. Gozzo Direction
4. Integrated Capacity Sdn Bhd
5. Euro Chairs Manufacturing (M) SdnBhd
6. Bristol Industries SdnBhd

Table 3.1 Year of establishment and locations of indirect competitors

No.	Indirect Competitors	Establishment (year)	Location
1	Euro Chairs Manufacturing (M) Sdn Bhd	1987	Rawang, Selangor
2	Bristol Sdn Bhd	1980 (1993)	Selangor
3	Integrated Capacity Sdn Bhd	1997	Puchong, Selangor
4	OASIS Furniture Industries Sdn Bhd	1998	Kluang, Johor
5	Benithem Sdn Bhd	1999	Johor
6	Gozzo Direction	2006	Klang, Selangor

Euro Chairs Manufacturing (M) Sdn Bhd and Gozzo Direction are specialized in designing ergonomic office chairs and distribute them around Malaysia. Their products are more focus on the design and color of the chairs. However, in order to achieve the ergonomic purpose, they had included the lumbar curve design for the backseat of the chair. Other than that, their ergonomic office chairs are more towards functional purpose only.

Bristol Sdn Bhd is an office furniture supplier that established in 1980s. However, they had started to introduce ergonomic office chairs in 1993 by offering few types of designs. In other words, this company does not specialized in producing ergonomics chairs but they did offer a series of ergonomic chairs among their product line.

The other indirect competitors including Integrated Capacity Sdn Bhd, Benithem Sdn Bhd and OASIS Furniture Industries Sdn Bhd are also selling ergonomics office chair among their product lines too. Other than ergonomic office chairs, they did provide various type of office furniture such as office table, and office lounge furniture.

These competitors are expanding their product line to ergonomic office chairs but not only focus in it. Moreover, the normal design of these ergonomics chairs is based on lumbar curve design support only.

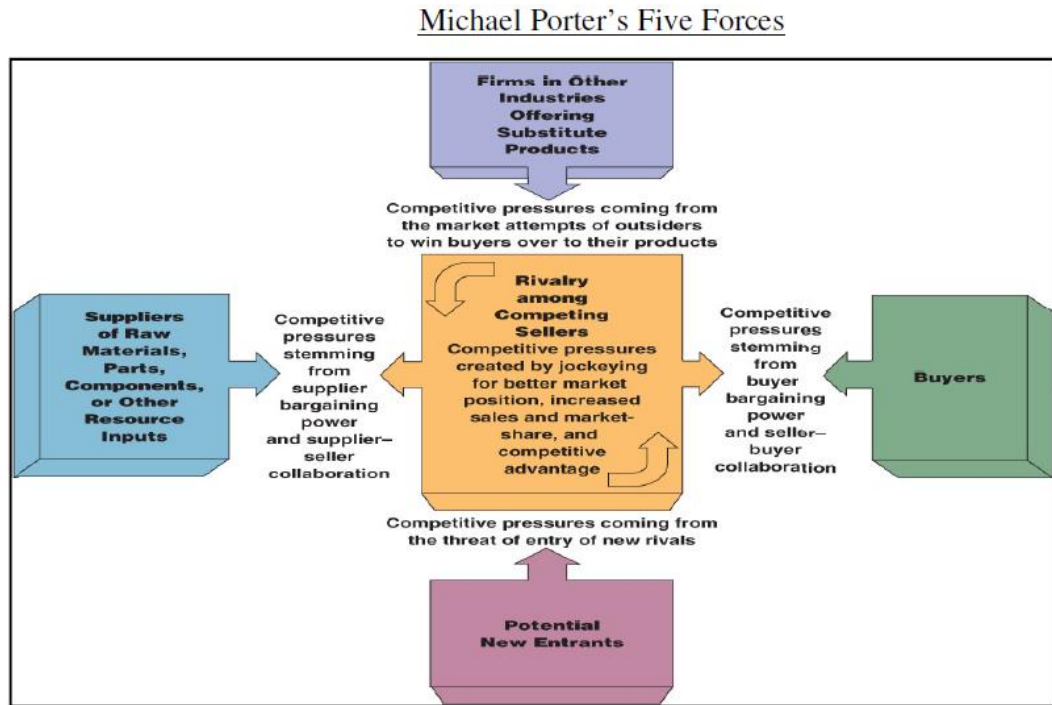
Thus, we can conclude that the above of the lists are our main indirect competitors because they are offering the similar products with us only. Our main feature of product is the ergonomic chair with lumbar curve and half standing position support, plus the fitness purpose.

(Please refer to the competitor analysis in Chapter 3.3.1 Competitive Analysis Grid for Ergo for more analysis)

3.1.3 Industry Effectiveness

In order to provide a better understanding about the industry effectiveness of fitness furniture in Malaysia, Michael Porter's Five Forces was being enforced in our company.

Figure 3.4 Porter’s Five Forces



Source: Thompson, A. A., Jr., Strickland III, A.J., & Gamble, J.E. (2010). *Crafting and executing strategy – Concept and cases* (17thed.) New York: McGraw – Hill Irwin

Table 3.2 Portal’s 5 Forces Analysis on Fitness Furniture Industry

Attractiveness

Competitive Forces	Industry Threats Level			Attractiveness of Industry
	Low	Medium	High	
Bargaining power of Suppliers			X	Less Attractive
Bargaining power of buyers	X			Attractive
New entrants threat		X		Moderate
Threat of substitutes products		X		Moderate

Competitive rivalry among competitors	X			Attractive
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Source: Developed for research

a) Bargaining power of suppliers

The bargaining power of suppliers in this industry is tend to be high because we are not the only customer to the suppliers. Although we are outsourcing the different parts of the chairs to different suppliers, but their bargaining power to control the price over us is high. For instance, the cushion part of the chair is allocated to one of the suppliers which are YAP’s Cushion Décor SdnBhd whereas the other supplier (HengYep Stainless Steel SdnBhd) is responsible to produce the knee support part of the chair. However, their business will not be affect by us because they can still always supply to other competitors such as Euro Chairs, OASIS Furniture, Benithem Industries, Bristol Industries and Integrated Capacity.

In this case, suppliers are more likely to have the power to bargain with us for the price and quality. On the other hand, we can always compare the price and quality from different providers in order to reach a low cost. The other suppliers are Amalgamated Industrial Steel Bhd, Teakita Shaanteak SdnBhd, Ever Green Cushion Sdn Bhd and Hobby Auto & Cushion Supplies Sdn Bhd. As a result, the switching cost to supplier is low.

b) Bargaining power of buyers

In this case, the buyers have less power to force lower down the price, or forcing to increase the demand and services quality. In order words, we are able to control the product price. The reason why we can control the price is because there is not much substitute products in this industry. The potential substitution products are fitness equipment, Yoga equipment and also

equipment in Gym room. We do not have direct competitors too in the industry. Our indirect competitors are selling similar products with us only which is providing lumbar curve designs support. However, our product is able to differentiate itself from other products in the industry.

Nevertheless, our target customers are professionals and individuals such as doctors and pharmacists. In other words, the buyers are not concentrated. They cannot pressure on us to lower down the cost because they are less likely to buy in bulks.

c) New entrants threat

The threats of new entrants can be considered as medium because the barrier of entry is quite high in fitness furniture industry. First of all, the number of indirect competitors in the industry can be considered as high as we have the main 7 companies that competing with us.

Secondly, we may face a high capital requirement compare to us because of the cost disadvantage independent of size. This means that the companies still in competitive position compared to us because they are the market leaders in the market.

Thirdly, we may have not enough access to the distribution channel too due to the strong relationship between indirect competitors and suppliers. New entrants must either enter on a large scale or accept a cost disadvantage and consequently lower profitability. This is not a favorable situation to us.

d) Threats of substitute products

As we mentioned above, there is quite less substitute products in fitness furniture industry. Thus, the threat of substitute products is medium. When

people are aware of the backbone problems caused of daily sitting position, they are less likely to bargain for the price of the chair. This is because our product can offer them the best sitting position and secure their backbone by using lumbar curve cushion. Other than that, our product also provides fitness purpose to customers so that they can do some exercise whenever they feel tired at work or home. Furthermore, the introduction of substitute products can be prevented too because they do not have how-to-do knowledge and skills. Additional, the existing ergonomics chairs in the market are only focused in lumbar curve designs. However, the threats of people going to gym or buying massage chair might be one of the substitute product to our product.

e) Competitive rivalry among competitors

The rivalry among competitors can be determined through the following factors:

i. Number and balance of competitors

There is no direct competitor in ergonomic furniture industry, so price cutting strategy to gain more customers is not needed. Besides, pricing cutting only occurred when the competitors in the industry are about same size and there is no clear market leader. In this case, we can obviously obtain a stable position in the market because there is no much substitute products that familiar with our product.

ii. Degree of difference between products

Our product definitely can be differed from the competitors in the industry. For instance, we offer the option to adjust the degree of the chair according to the people's body. Moreover, our product is able to create awareness of people about the securing backbone problems. Most of the healthcare products in the market do not concern much in securing backbone and the problems may occur due to backache

problems. Compare to the existing product in the market, they only offered office chairs with lumbar curve designs support only.

iii. Growth rate of an industry and

The growth rate of this industry can be determined as slow. We do not have to fight for the share in the market by lowering down our costs or increase our quality to get customers. As a result, we can be concluded that the rivalry among competitors is low.

iv. Level of fixed cost

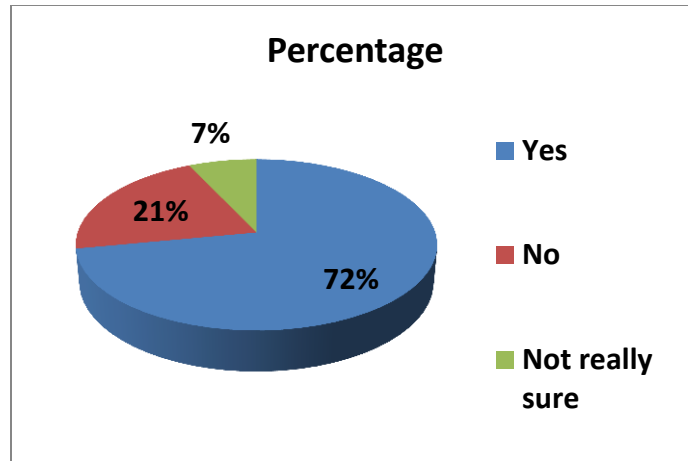
Since our product is manufacture by different manufacturer, we can actually reach a low fixed cost by comparing the prices from them and select the lowest price. Therefore, we do not have to reach a high volume sale in order to break even.

In conclusion, most of the competitive forces are favorable to us. The fitness furniture industry is attractive to us to grab the opportunity with our strengths.

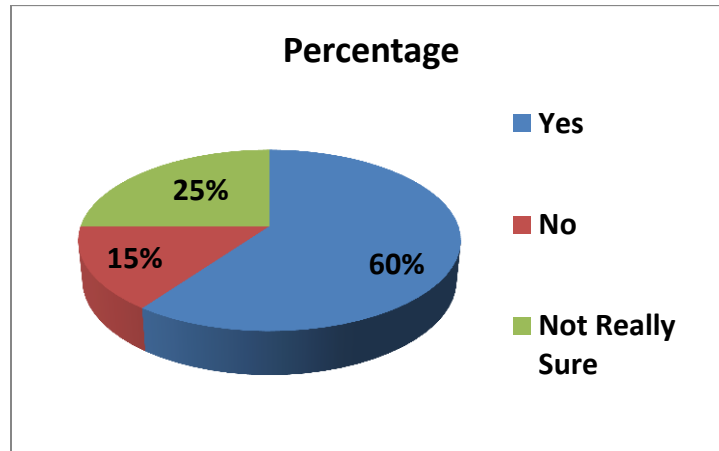
3.1.4 Profit Potential

We have been distributed our survey to 400 qualified respondents which including doctors, business owners, lecturers, office staffs and engineers.

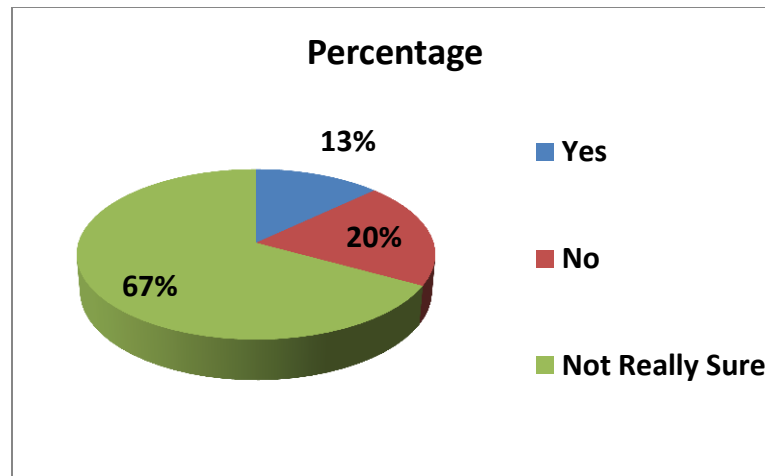
According to our survey, there is 72% of the respondents agree that they get tired after sitting for long hour no matter at home or at workplace. Also, 60% of them experienced backbone problems due to long sitting hours. The reason why they are experiencing the backbone problems is because they do not have a correct sitting position. The result is shown in our survey analysis which is 67% of them do not know that whether their sitting position is correct or not and 20% of them agreed that their sitting position is incorrect.



Pie Chart 3.1 Do You Getting Tired After Long Hours of Sitting?

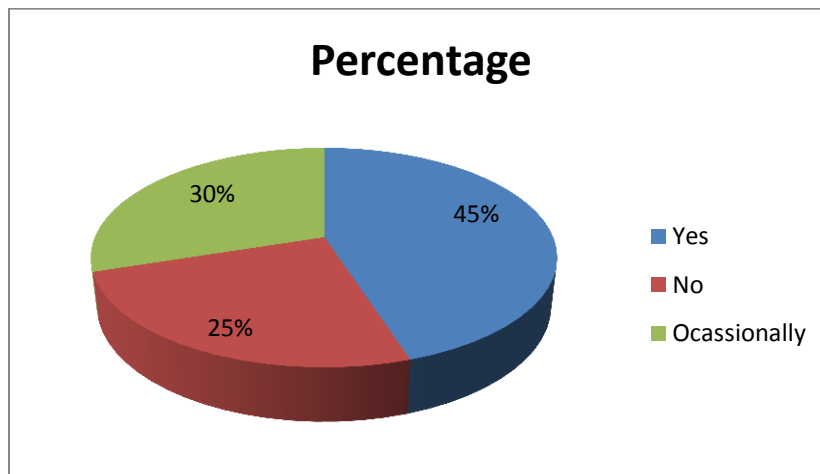


Pie Chart 3.2 Do You Experiencing Any Backbone Problems that Caused from Long Hours Sitting?

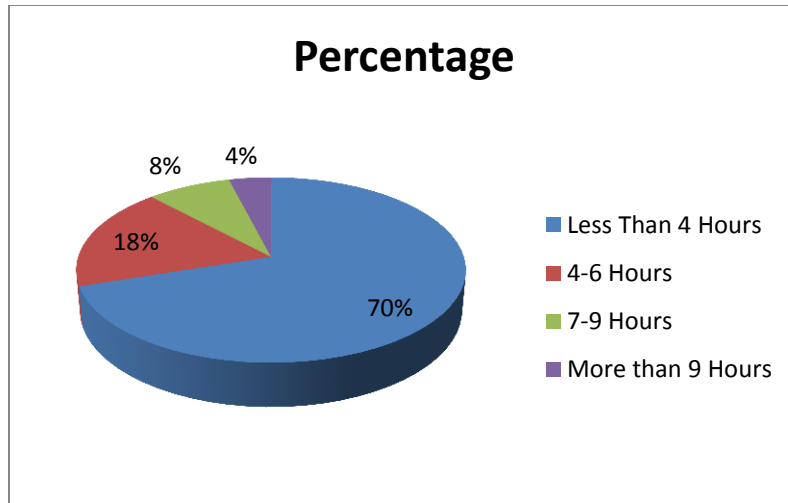


Pie Chart 3.3 Do You Think That Your Sitting Posture is Correct?

Moreover, lack of exercise may increase the stress of people in daily routines too. Although 45% of the respondents have done some light exercise after long hours of sitting, but there is 55% of them do not exercise or occasionally exercise only. According to the data, 70% of them spent less than 4 hours to exercise in a week whereas only 9% of respondents spent more than 9 hours for exercise.



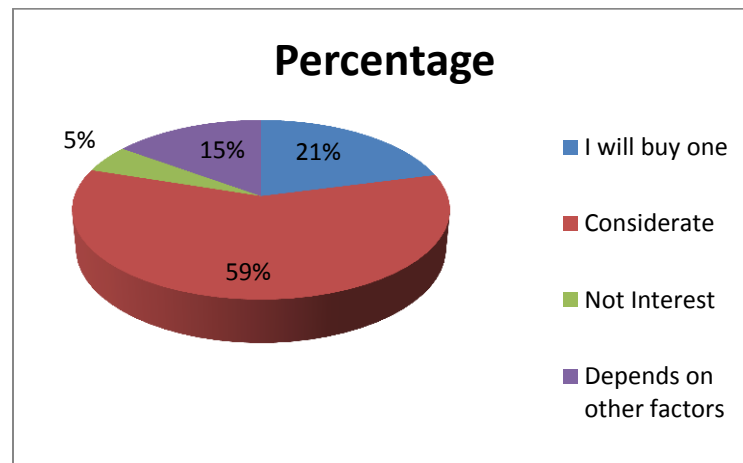
Pie Chart 3.4 Do You Do Some Light Exercise after Long Hours of Sitting?



Pie Chart 3.5 How Much Time You Spend Doing Exercise In A Week?

We can conclude that the awareness about securing their backbone problems is weak according to the increased number of musculoskeletal diseases from 14 cases in 2006 to 194 cases in 2012 and also based on our survey analysis of 100 respondents.

However, 59% of the respondents will consider purchasing an ergonomic chair which includes the fitness feature after they aware of the importance of protect their backbone through correct sitting position. Data also shows that 21% of the respondents will buy the ergonomic chair.



Pie Chart 3.6 Are You Willing to Spend On a Multitask Chair Which Would Enable You to Sit In a Correct Posture and Exercise of The Same Time?

In short, by increasing the awareness of securing backbone problems through correct sitting position shows high profits potential of the market.

(Refer to the Appendix 3 for the FULL Survey Result Analysis)

3.2 Target Market

(a) Corporates

In our business plan, the potential target market will be those corporate including schools, universities, hospitals and government institutes. As compare to others developed countries, the awareness level of back pain issue in Malaysia is low among the employees while the Occupational Safety and Health (OSH) practitioner is still putting effort in the process to promote and to enhance awareness level. Mainly back pain is affected their health, cause them absence or lower productivity.

Refer to the in-house report of an automotive manufacturing company in Malaysia in Year 2007 stated that there was an increase number of worker suffering back pain from year 2005 to year 2006. It provides evidence that one of the reasons of back pain is time pressure in standing and longer hours of sitting in from of computer use (Deros, Daruis, & Ismail, 2010). This issue is being never take any action by the corporate company in helping the employees in solving the problem. Once their employees is suffering back pain their employees productivity will reduce and always absence due to the sickness causing poor company performance.

It has provide opportunity for our furniture company to target on corporate company, we hope that throughout the cooperation and dealing with these corporate company will able to increase the awareness of company to care on their employees back pain problem. Therefore, we encourage employers should be providing the multi-task chair in the working areas to reduce the workers absenteeism.

(b) Individuals

We also target on high income individuals which their income is above RM5000 and they are health concern. Those potential target individuals include architects, and accountants. They are sitting in an office chair for a prolonged period of time which is causing them to have back pain and back problem.

A static posture may increase stress in the back, shoulders, arms and legs, and in particular, can increase the pressure to the back muscles and spinal discs which can lead to back pain (John J. Triano, 2010).

Additional, senior citizens is one of our potential individual customers too. This is because the ergonomic chair can help them to reduce the back pain and thus reduce the backbone pressure in long term.

As time passes, poor sitting posture, poor office ergonomics, and prolonged sitting can cause undue strain to your back and damage spinal structures (WEN, 2013). Hence, our company has realized that an office furniture chair and table that a professionals and officer use will direct affect their health. This category of consumers must have a strong interest with our ergonomically designed equipment multi-task chair. We will introduce our products to them which will help them to solve their needs. These individuals may get to buy our products through our website or can pay a visit to our warehouse.

(c) Retailers

We also targeted on our retailers who will mainly buy our products in bulk. These retailers include fitness equipment outlets for example Takashima and also pharmacies like AIKEN. We will be selling our products in lower price to them and we will also maintain a good relationship with them. The potential retailers are listed below:

1. Takashima - <http://www.takasimafitness.com/#>

Takashima was founded at 1994 as the fitness equipment supplier in Asia such as Thailand, Singapore, Brunei, Indonesia and Malaysia. It has around 80 outlets in Malaysia with selling massage chair, fitness equipment and other wellness equipment.

2. Cosway - <http://www.cosway.com.my/default.htm>

Cosway was formed since December 1979. Today, it has grown to become one of Asia's Largest Network Marketing Company with selling various products such as health care product, skin care product, organic food, cosmetic, fragrances and personal care product etc.

3. FitLife - <http://www.fitlife.com.my/>

FitLife offers various ranges of fitness and wellness product and has over 10 years of experience in fitness market. Besides, their products are focus on eco-friendly.

4. Health Stream – www.healthstream.com.my

Health Stream was founded in year 1999 in Klang, Selangor to deliver fitness equipment around Malaysia. They focus on the efficiency and effectiveness after sales service to customers.

5. Tesco – www.tesco.com.my

Tesco is selling various ranges of products from groceries to wellness equipment. They have more than 43 Tesco and Extra Tesco Stores.

The minimum requirements to be our retailers are that they must own at least 3 outlets around Malaysia, and provide effective and efficient services to customers and order in bulks (minimum 100).

3.3 Competitive Position within Target Market

3.3.1 Competitive Analysis Grid for Ergo

Mr. Ergo is facing competitors' forces from the furniture companies in Kuala Lumpur even though our products are differentiated. We do not have a direct competitor in our industry but we do have 7 competitors who sell similar products with us. The diagram below shows the competitor analysis with Mr. Ergo in our industry.

Table 3.3 Competitive Analysis Grid for Mr Ergo

Name	Mr. Ergo	OASIS Furniture	Benithem Sdn Bhd	Euro Chairs	Bristol Industries	Integrated Capacity	Gozzo Direction
Product features	Adjust people's sitting gestures into a standing mode. Lumbar curve design plus fitness feature.	Ergonomic office chair with lumbar curve support.	Executive office chairs and corporate and office chair with lumbar curve design support.	Various Ergonomic offices chairs with lumbar curve design support.	Different type of office chairs designs with lumbar curve support.	Different type of office chairs designs with lumbar curve support.	Ergonomic offices chairs with few designs of lumbar curve support.
Brand-name recognition	Low	High	High	High	Medium	Medium	Medium
Access to distribution channels	Moderate	High	High	High	Medium	Medium	Medium
Quality of products	Moderate	High	Moderate	Moderate	Moderate	Moderate	Moderate
Year of Establish	2014	1998	1999	1987	1980 (1993)	1997	2006
Market Position	New Entrant.	Market Leader.	Market Leader.	Market Leader	Contender	Contender	Contender
Product Customization	Yes	No	No	No	No	No	No

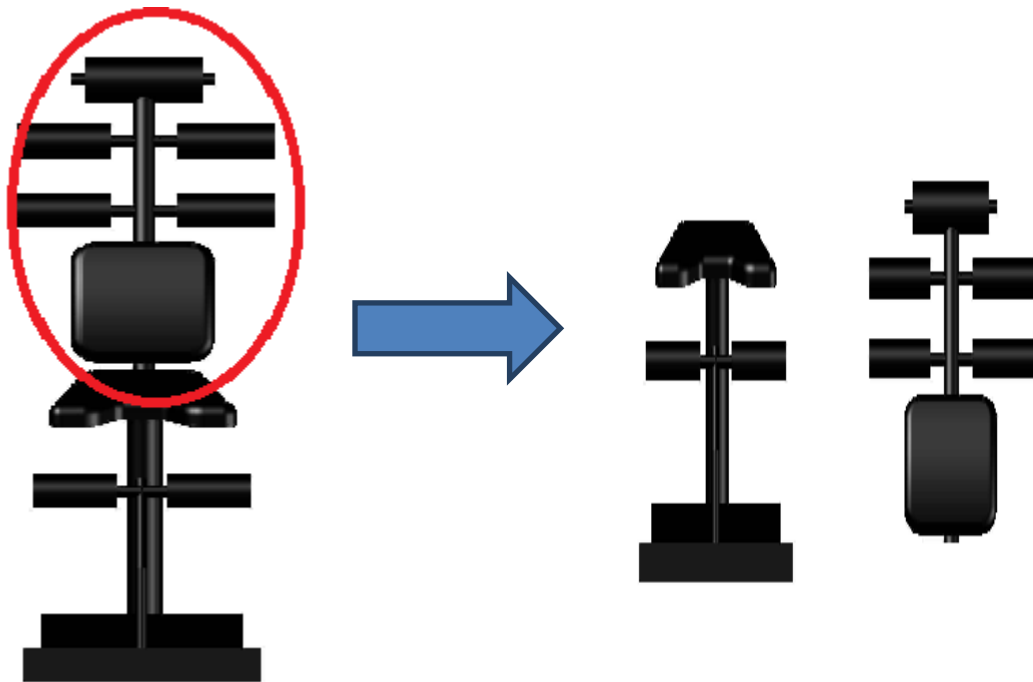
4.0 MARKETING PLAN

4.1 Product Feasibility

4.1.1 UPPER PART

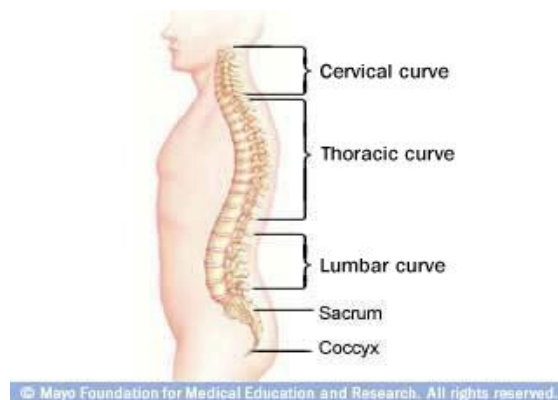
There will have 2 types of upper part to be used for different functions which mean the entire back region that above the seat is removable. The upper parts and lower part of the chair is connected by a trigger point behind the seat. We will use screw to tighten the trigger point between upper and lower part of this multitask chair.

Figure 4.1 Back Region Support for Lumbar Chair



For the material in back support region, we will use cushion materials for the entire back support. As we can see from above, we provide support from the top which is neck support until the lumbar support. However, we will be mainly focused on supporting lumbar curve part. The depth of the lumbar curve will be around 0.6 to 2.0 and the angle will be approximately 100 to 110 degree. It is concave inward in shape. A lumbar roll which is also made from cushion is aim to give a comfortable support on our customer's lumbar curve based on their needs. The lumbar roll will be bigger and concave in size in order to support the lumbar spine.

Figure 4.2 Spinal Cord



The reason why we focused on lumbar support is because nowadays people work in an office setting and they have been sitting on office chair which is lack of proper back support for a long period of time. This will cause stress to their spine and cause lower back pain. A lumbar back support helps the user promote a good sitting posture by simply connecting the gap between lumbar spine and seat, supporting the natural inward curve of the lower back. A normal office chair doesn't have any lumbar support and this cause the lumbar spine and large muscles to withhold greater effort to on proper curvature and alignment. After the muscles tired, the head and the upper back tend to lean forward. Hence, our lumbar support also aims to help the muscles to relieve the stress of keeping the spine naturally curved. This will brings a lot of benefits especially for those who need to sit for a long period of time.

Besides lumbar support, we also provide medium level backrest which includes thoracic curve support and also cervical which is neck support. This level of backrest needs to be about 26'' high to accommodate the 95th percentile man. These two curve support is also made from cushion but is the way smaller than lumbar roll. We aim to give our customers a comfortable chair by providing them a full back support despite lumbar support only. They can rest or even have a small nap on the chair when they feel tired.

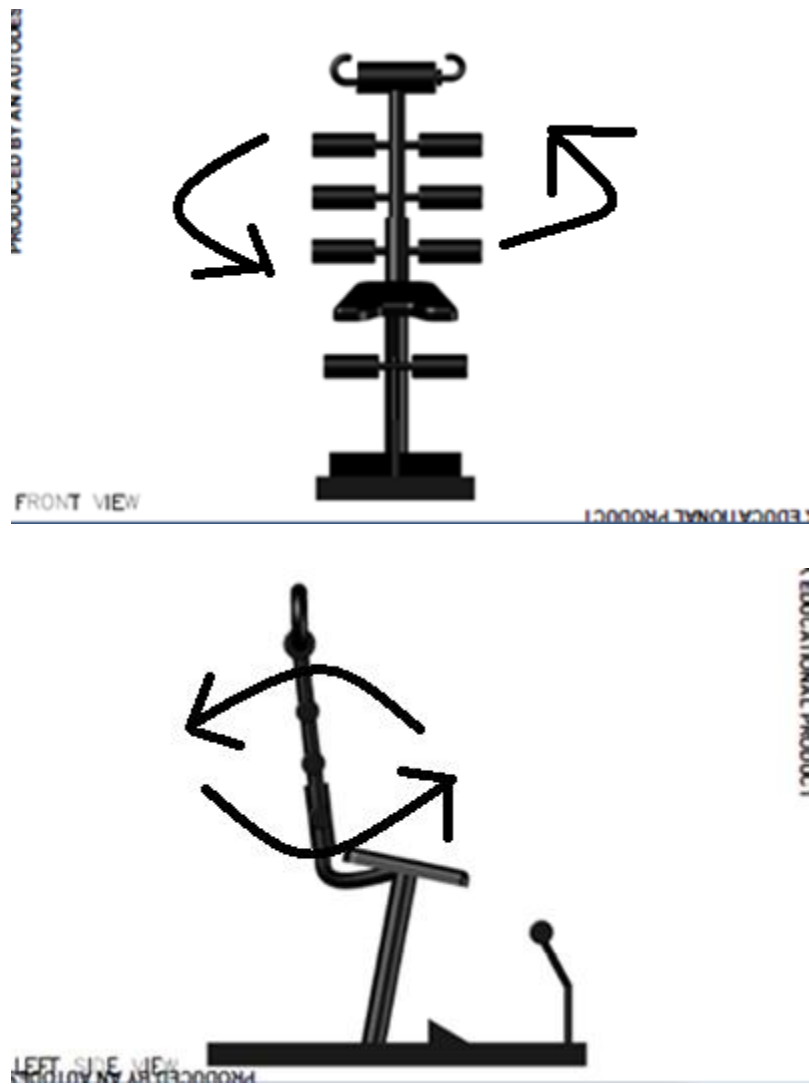
Figure 4.3 Spring for Fitness



‘Spring for Fitness’ is our second design of this multitask chair. The design of ‘Spring for Fitness’ is similar to Lumbar chair, however the material we using inside the back region will change to spring coil. We remove the lumbar board and add in the handle that uses for balance the user body while ‘twisting’. The purpose of this ‘Spring for Fitness’ is to enable our user to change the back region of the chair into exercisable at the same time could continue their work. By ‘twisting’ our back it enhancing the core function of our multitask chair that is exercise while work in a place plus correcting the posture of the user. It is because to correctly adjusting the sitting posture, it is necessary to exercise our back for every long hour of sitting. Besides, it helps to

relieve stress of work by just simply changing this ‘Spring for Fitness’ to let your body to have some stretch out.

Figure 4.4 Twist and Turn



Trigger point- Adjust screw

We will use adjust screw that normally appeared in most of the gym equipment where its use to adjust the weight. The reason why we use the concept of this adjust screw is because it is easy for the user to mount and dismount our back region part.

Figure 4.5 Trigger Point



4.1.2 LOWER PART

Figure 4.6 Side View of Multitask Chair



As mentioned above, our chair has been separated into two parts, for lower part we have seat pan, knee support region and also lower support region.

Seat Pan

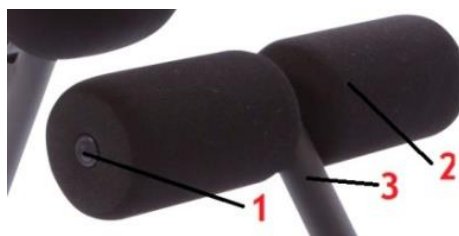
For seat pan which is made up of cushion will be in a customized shape. This is to ensure that customers have a comfortable sitting. Our seat pan will be slope 30 degree downward which enables customers to pose in a half standing position. Furthermore, sloping of 30 degree has enabled the spines to be positioned in a neutral form which results in less pain and injury.

Lower Support Region

Meanwhile, for our lower support region will be very simple which is only made up of stainless steel to support the whole multitask chair.

Knee support region:

Figure 4.7 Materials and Measurement for Knee Support Region



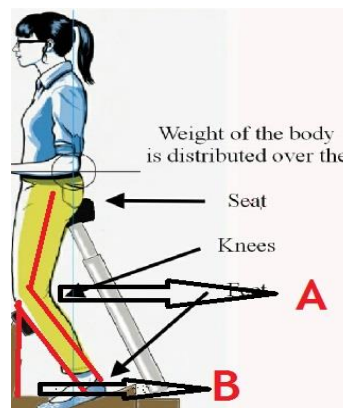
For the material in knee support region, we will use foam (As shown in no. 2) for the entire outer region in which cover the steel which made the bone of the chair (As shown in no. 1). The reason of using foam is because it able achieves the purpose of

this part that is sustain the force of pressing and it comfortable to support more than 50% of body balance. Due to its flexibility, so even though the person was heavier than one another but it will not twist out. Plus, the original supply of foam is good for our overall multi-task chair design which better than cotton which the leather cover like sofa.

While for the overall rough measurement for this knee support region will be width 16 to 17 inch, radius is 1 inch and the height of this part from ground will be 16 inch. For the cap (As shown in no. 1) will be the connection for stable between foam and steel.

(Roughly 1 inch = 2.5cm)

Figure 4.8 Purpose for Knee Support Region



The main reason for the use of this knee support region is to benefit the entire posture of sitting that we are highly encouraged from our core idea- Yoga. With the posture designed for this chair, the entire body balance will not only supported by the seat pan but diversified to the knee support region. The leg will be straightened as 145 degree as shown in Degree A (Degree B: 23 degree or roughly half of 45 degree). As the seat pan will design more downwards, thus the entire body balance will be now have more than 50% on this part than those normal chair in the market.

4.1.3 Concept Testing

Concept testing is the using a series of analysis on quantitative and qualitative to evaluate the consumer response on our multi-task chair prior the introduction to the market. We have distributed 400 surveys to individuals which include lecturers, doctors, business owners, accountants and also engineers throughout Malaysia. Through our market research, we found out that majority of our respondents is interested with our concept, 59% of them will consider buying this product and 21% of them will buy this product. The figure shows us a high interest from respondent and we believe that this product will have potential growth rate. Furthermore, we also received some comments from the professionals through the survey, they agreed with this idea because of long duration of sitting. Besides, some respondents will depend on other factors for example price and the functionality of our product. Therefore, we will modify our product to satisfy the needs and fulfill their expectations. Hence, we get a good response from majority of the respondents and this is a golden opportunity for us to produce this product as a solution to solve their needs.

4.2 Pricing Strategy

(a) Pricing Method

In this competitive industry, our product's price must be able to attract customer and at the same time able to cover our incurred cost. Hence, we will be using target return pricing method. We set our product's price by mark up the cost of the producing the product which it result in attaining the certain level of profit given a specified target of sales volume. We will be able to meet our company profit objectives by using this pricing method. Profit will be low during first startup of our company and we aim to reach break-even in 3 years' time.

(b) Penetration Strategy

During the initial stage which means new launch of our product, we will be implementing market penetration strategy. This strategy also known as cost based-pricing. The list price of our product is determined by adding a markup of 20% to the product's cost. The purpose of using this penetration strategy is to penetrate into large population because of its attraction of low price. This will help us to build a strong customer base. Furthermore, penetration strategy can also help us to build up our brand reputation and at the same time cover our incurred cost.

(c) Price skimming

In beginning year, we will charge a higher initial price for our unique chair. The purpose of setting high price is to maximum profit before any substitute products appear. At the same time high price give a sign of good quality. This strategy does not encourage or attract competitors to enter the market. Besides that, customer satisfies with our chair will lead to increase demand thus our company will lower down the price in order to attract more potential customer especially price-sensitive segment. Therefore, the selling price in year 1 and year 2 is RM190 while the price will reduce in year 3 which is RM145. Lowering the price can significant in helping sales volume increase and reduce cost per unit in producing.

(d) Price Discount strategy

i. Quantity Discount Pricing

We will be giving discount in total price for the customers who buy in bulks. This is to retain our regular customers and encourage repeat purchase of them. For example we will be giving out a 20% of discount in total price for customers who buy 5 chairs and above. This is to show our appreciation and care to our customers.

ii. Trade Discount Pricing

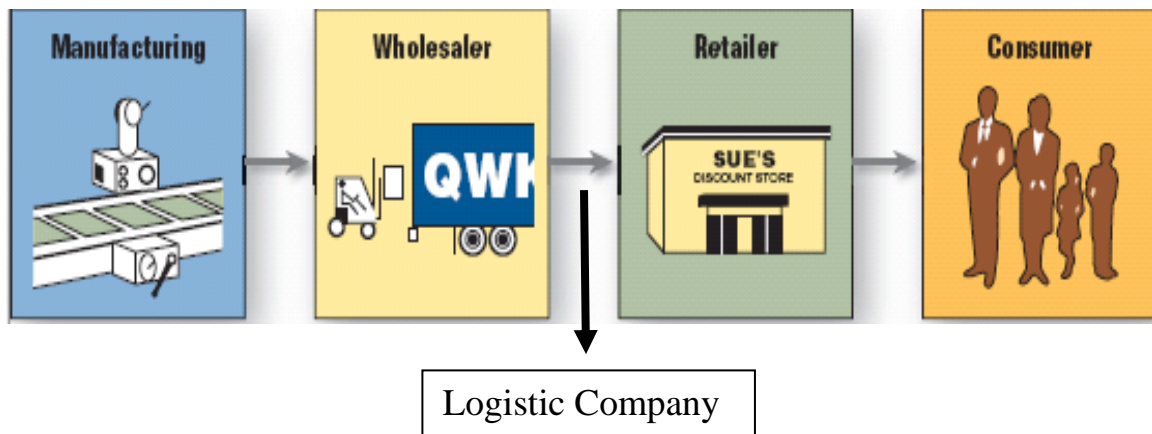
This pricing strategy is mainly for our corporate parties for example our retailers and suppliers. Trade discount is given during the purchase of our product. The purpose of this pricing strategy is to maintain a good relationship with each party. Furthermore, trade discount pricing brings benefits as well for example our retailers will purchase more of our product because of lower price and also because of the maintenance of our relationship.

iii. Seasonal Pricing Strategy

Seasonal pricing will be implemented by offering a special price of product in specified time. For example, we will be selling product in a lower price during Christmas. This is to induce our sales and earn more profit. Furthermore, this pricing strategy can also help us to attract more target market.

4.3 Channels of Distribution

In this chapter, we will discuss about the channel management of our product. Distribution channel management is crucial for our business management because it is difficult to change within a short time period. Our company is using the hybrid channel for our distribution management. Hybrid channel is a combination of direct and indirect channels by using direct sales to large accounts and a wholesaler to smaller accounts. The tasks of our product manager including leading generation, qualifying sales leads, pre-sales marketing activity, closing the sales, after sales services and account management.

Figure 4.9 Indirect Distribution of Channel

The figure above shows the indirect channel of distribution. We will assign with few suppliers to manufacture the parts of our product according to their material category. For instance, one of the manufacturers (YAP's Cushion Décor Sdn Bhd) will mainly responsible for producing the cushion part of the product whereas the other manufacturer (HongYep Stainless Steel Sdn Bhd) will focus in producing the backseat support part of the chair. We still have few choices of suppliers in order to compare in terms of price and quality. Production cost reduction is the main reason why we are separating the parts of product to manufacture. Hence, we are able to control our supplier. Besides, we can also secure our production process by using separated suppliers. Suppliers may become our potential competitor if they have modified the concept of our product and reproduce their own product.

The suppliers will in charge of transferring the parts from suppliers in stage 1 to our warehouse. Then, our assembly line workers will be doing the setup task for the chairs. After setting up the chairs into finished good, Pioneer Movers (the logistic company that we assigned) will ship the product to respectively retail outlets in Peninsular Malaysia. Before shipping the product, our company will actually conduct a series of tests in order to ensure the quality of our product such as weight capacity

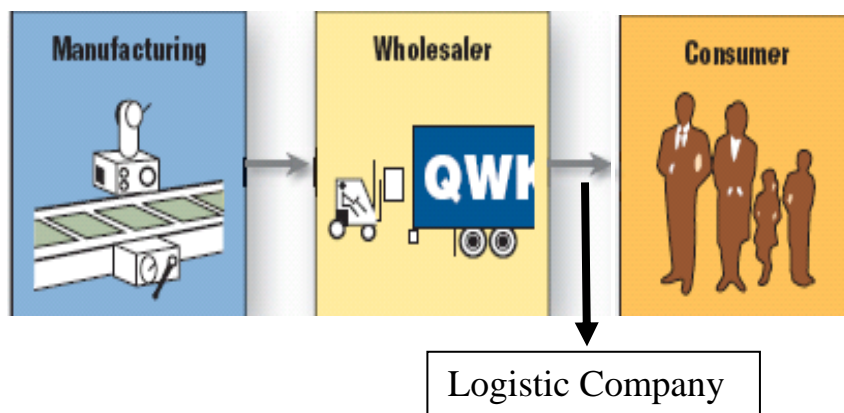
testing. The role of wholesaler provides us an efficient way to reach multiple small retailers and stores.

Our retailers are mainly those healthcare outlets and professionals such as Aiken Pharmacy, Takashima fitness equipment outlets and clinics. The reason why we are targeting those retailers is because they have enough knowledge of backbone secure problems. Nothing is more effective and efficient than the recommendations of these professionals. Moreover, these professionals may purchase our product too. For example, pharmacist who have to stand whole day long can reduce their stress by using the multitask chair.

Lastly, retailers resell our product to consumers through their outlets. Consumers can also provide feedbacks to retailers so that they can provide information for us to improve our product in future to meet the customer's requirement.

However, we have omitted the distributor channel in our distribution channel. The reason why we are doing so is because of the selling price issues. In this situation, we have to lower down our price margin again if we are going to distribute our product to distributors. Therefore, to avoid lower down the profit margin, we have decided to omit the distributor channel and straight contact with retailers such as Takashima, Aiken and Cosway.

Figure 4.10 Direct Distribution of Channel



We are also using the direct distribution of channel management for our product. After the manufacturing company transferred the separated parts of product from suppliers to our warehouse, the assembly workers are responsible to setup the chairs into finished product.

Our target markets also including the individuals that concern about their backbone problems. Therefore, we provide online shopping option to our customers too through our website. Consumer can log on to our official website to purchase the chair with warranty guarantee. The benefits of providing online purchase option are save time and cost consuming. Consumer might not have time to go to the healthcare outlets such as the retailers stated in indirect distribution channel. They can straight away purchase with us through our website. Furthermore, they can also found the product video and specifications from our website too.

Pioneer Movers will be sending the parcel to them directly within our delivery period after they made the payment. For instance, we will deliver all the products on the second and fourth week of the month. They might enjoy some cash discounts too if they purchase directly with us.

Nevertheless, clients are always welcomed to our warehouse to purchase the product directly.

4.4 Promotion and Advertising

The need to select a promotion and advertising for a product arises from the intensity of competition in the market. A timely publicity, targeted advertising and sales promotion is play an important role to stimulate the product's sales growth especially for a new innovation product.

(a) Sales Promotion

We believe that choosing sales promotion can lead our product sales lift up temporarily. It is because sales promotion is one of the most effective promotion tools to introduce new product, clear out the stock by attract customers' attention. Our sales promotion goal tends to increase immediate customer sales and produce result quickly.

i. Coupon and voucher

We will distribute some online printable coupon and voucher through the mail and internet to customers. Besides that, customer can also get the coupon envelopes from magazine and Clipping coupons from newspapers. It is the most popular way for our customer to obtain the coupon and voucher. We believe that it is the effective short-term technique to persuade our target end users. It is because some price conscious customers are willing to spend their time to claim the savings as we are offering incentives for people who want to save money. It is one of the great techniques in price competition. In this way we are able to attract new customers or to develop customer loyalty.

ii. Discount

Customers are always looking for some reductions on the price of goods or services temporarily. We are going to lure individual, household, professional and customer who want to buy a multi-task chair away from our competitor to purchase our product by using quantity discount and trade discount strategy. It is the effective strategy to boost our product sales. To be more effective we will promote the discounts through social media or print media. For example, we have designed a poster to inform customer about our discount offering. The product price reduction temporarily will be offered in some special

festival and public holiday thus enable customer to buy with a low price and encourage customers to keep coming back to our business.

(b) Outdoor Advertising

Trade show is open to public. Companies from specific industry can reserve the booth to demonstrate their latest innovation product to customer. Thus it is suitable for us to participate in the trade show to promote our existing and new invention product. Trade show enables us to do advertise on our product to people who are interested same industry. We are highly and straight to reach our targeted market and create brand awareness. The range of audiences are huge attend the trade shows, some may have knowledge about our product, it is give us opportunity directly communicate with our clients and seek opinion about our offering. It is a simple way to get into the market. It is an effective relationship builder by create client base through business cards. Otherwise, it is also direct selling to the target market as we are demonstration our product and visual presentation disseminate information of our product to customer so that it is easy to reach potential customer. We will also distribute some coupon and voucher to the attendance to encourage them to buy our product. Since our product concept still new in Malaysia, we think this event will help us to attract more customers to have a visit to our booths seeking for further information.

(c) Print Media

Print media tend to have longstanding and have loyal reader. The reader will subscribe magazine and newspaper for long period of time as we can found them in home or office for months and years. It is a good place to advertise to local customers and it gives a sense credible to the customer about our product information. Consumers are more engaged when reading printed material by repeats look and reader the advertisement for two times more.

We will advertise our company and product through magazine. There are many health magazines in Malaysia such as Health Today Malaysia, Health Life and other. Magazine reader often buy magazine that take interest in message related to the magazine theme. In addition, Newspaper is one of the information delivery channels thus we will also advertise our products on the newspaper such as The Star, Sin Chew Daily and myMetro across with our new product.

(d) Online advertising

Internet advertising provides companies a low cost ways to delivery product information to customer.

i. Social Network advertising

Social networking sites such as Facebook and Twitter can direct display advertisement purchases. It is simple and customer drop down the message and comment to our chat box. We can post picture and update the information daily in a fast speed so that customer can always get the latest update information.

ii. Website

We are not only selling our product through our company own webpage, it is not enough to build brand awareness while we also sell through some established trading website such Groupon, Mydeal and etc. For example, we will offer 50 units at the end of December 2015 and 150 units in 2016 through Groupon. It is a free service for us and our customer to trade. Every day, Groupon will send an email to the subscribers, describing the deal-of-the-day in that metro area. Groupon is very popular with consumers who is willing to spend money to get a discount because it provides motivated of group of consumers. They also spread daily discount quickly through email and

customer can share links to their friend. In this case, we know that by using website we are target customer more wide and quickly.

4.5 Global Expansion

To achieve our objective to grow in market, we need to push the selling volume and grow in turnover. So, Our Company had adopted one of the growth strategies market expansions. We want to assess to more potential customer and enlarge our target market. In year 1 and year 2 our product will focus selling in Malaysia. While in the third year, we will export our chair to those Asian countries such as Vietnam, Thailand, China and etc. A successful business is needed for effective sales and promotion, our company not only focus on localize but also focus on international trading. For overseas market, our company has to be careful in designing channel distribution .To been more understood and close to customer our management decided to set up joint venture. It allows our local business to sell product to target market. Arrangement like joint venture is permitting our partner to produce our product locally. It is because our management will clarify every decision and strategy with overseas partners so that our partner can advise us about the local trading conditions and what types of promotion activity is suitable. Throughout the exporting, the company estimate that logistic expense increase 20% in year 2 and 40% in year 3. At the same time, the exporting business lead company to boost sales approximately 200%. Thus, the exporting plan designed is best practices as it is aim to maximize our company ability to pursue a sustainable revenue and meet the growth objectives.

5.0 PRODUCTION PLAN

LOCATION

Our production factory and operating office will be one-in-use and it will locate in Subang Industrial Park. Our daily operation is from Monday to Saturday and operating hour is from 9am to 6pm with an hour of lunch time on 1pm-2pm, thus our total productive hour is 8 hours. While for Saturday, we will work from 9am to 1pm (4 hours) and the reason we operate until Saturday but not only weekday is because we would like to achieve better cost efficiencies on our salary expense to the production rate as we are a start-up company who haven't achieve a better economies of scale in the overall operation.

Why we choose Selangor as our first factory location is because it is second most furniture plant located which lower than Johor. Besides that, Selangor have the most labor force who worked under manufacturing industry compare with Johor which is more easily to find the skilled worker and related position. Other than that, this area has more professionals located like Petaling Jaya, Shah Alam, and Kuala Lumpur which easier for us to reach our target market and create a better understanding of market.

The reason we choose Subang Industrial Park is because this location is in the middle point between Klang Valley and Shah Alam. Klang Valley located most of the furniture plant while Shah Alam locate most of our supplier and target market. Besides, the overall distance between these 3 locations is not far too, from Klang Valley to Subang Industrial Park is 14km and from Subang Industrial Park to Shah Alam is 6km.

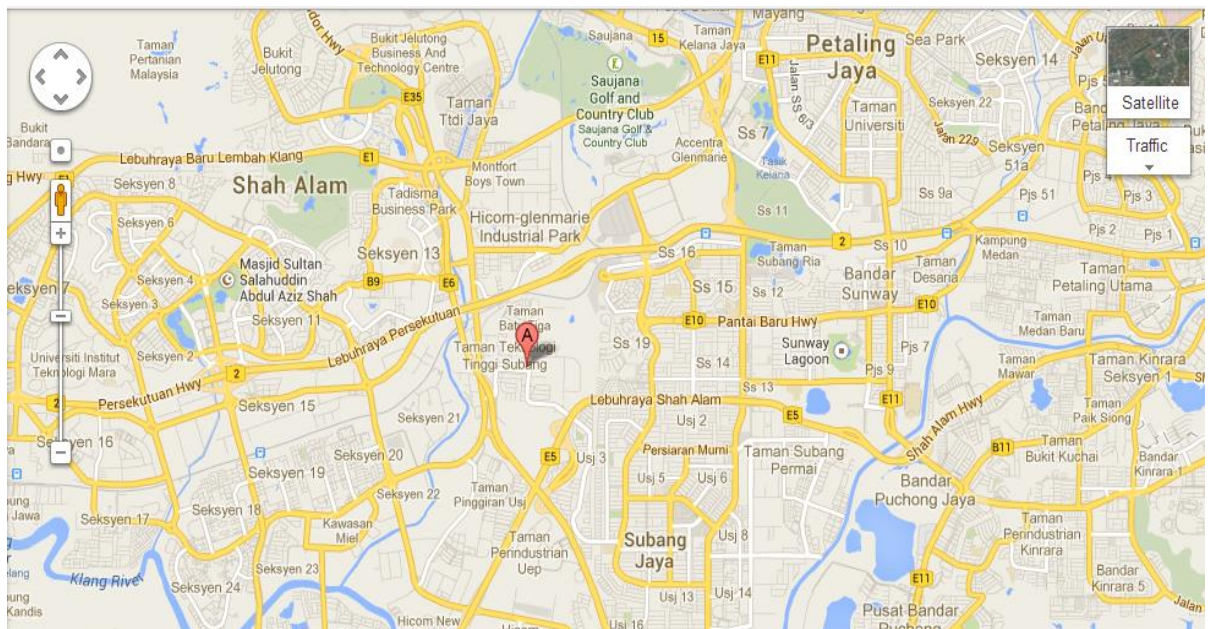
We have narrow a location for our factory and a small factory size is appropriate for a start-up company which we does not have much product categories and division. Additionally, small factory size allows a cheaper lease price, lesser utilities fees and maintenance fees.

Target location/ lot of factory for lease in Subang Industrial Park:

- Subang Industrial Park Selangor (RM2, 800)

The above factory lease is posted on Propwall.com by Mr Carlos Chai on 21 Feb 2014. The factory is built up 1,450 square feet (20 feet x 70 feet) as stated on the website and asking price is RM2, 800 monthly. Contact of Mr. Carlos Chai is email: ccjrealty85@gmail.com and contact number: 0102892171.

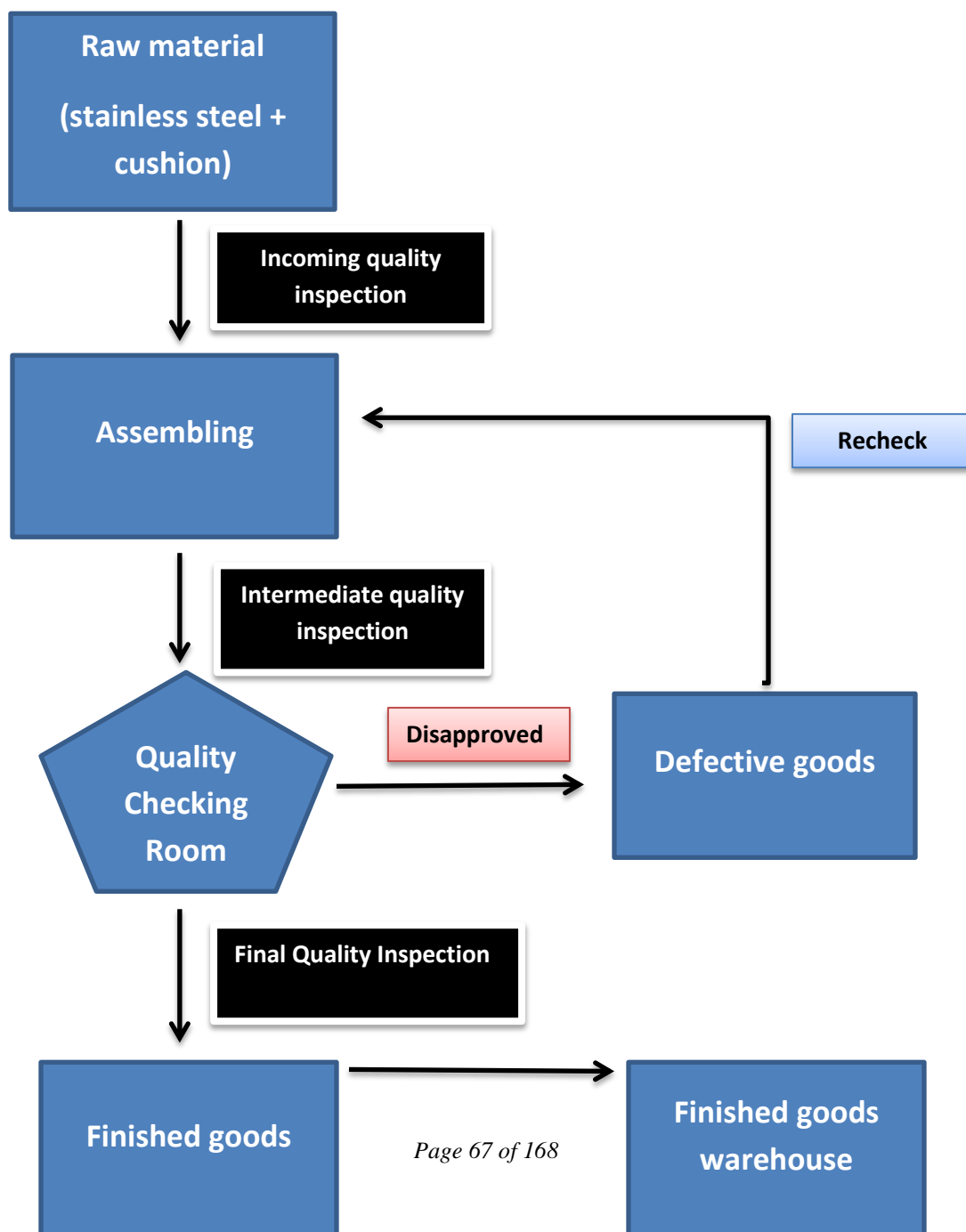
Figure 5.1 Map



5.1 Manufacturing Process

Our supplier of material for Cushion part and Stainless Steel part will outsource to others as it will increase the efficiency of our production by reducing the complexity of work. After we received the materials that needed, we are responsible for assembling the product in final stage/ finished stage.

Manufacturing process



5.2 Labor Pool

In the labor pool of our first structure, we will make our staffing as smaller and technical-oriented labor as possible. The location of our factory and office was set in Subang Industrial Park as this location has greatest availability of relevance labor force than other area in Malaysia. Based on statistic.com in Malaysia, company that employed 5 to 50 full-time employees under manufacturing sector categorized as small enterprise and it fulfill our company structure to become small and specific.

Our total staffing will planning to hire 7 permanent employee and it included 5 of us as the management. The assembly line hired from foreign worker agency will varied according to the production planning each month. As our assumption of 3rd year sales forecast is increasing 200%, thus the number of supervisor that we are hired will increase from 1 to 2 to handle the large amount of assembly line workers.

Basically our 1st year staffing will divided into few designations:

Table 5.1 Designation for Management Team

No./ Title	Designation	Min. Requirement	No. of vacancies
1.	Management	Bachelor's Degree	5
3.	Advisor/ Quality Control	Bachelor's Degree	1
4.	Supervisor/ Carpenter	Diploma	1
6.	Assembly Line	Foreign worker agency	vary

We will issue the recruit notice based on the average salary that posted on JobStreet.com as its closer to the market value for the respective position. However,

the salary might vary according the situation when we posted our recruit notice as the factory will operate in need of labour for the beginning period.

Table 5.2 Job Scope for each Designation

No./ Title	Designation	Job Scope	Salary (RM)
1.	Advisor/ Quality Control Specialist	<ul style="list-style-type: none"> • In charge in all planning of product design and production. • Responsible for new product development • Responsible for selection of materials. • Responsible for the quality control process of all products. • Acted as consultant of the company. • Required related field experience at least 5 years. 	2, 100
2.	Supervisor/ Carpenter	<ul style="list-style-type: none"> • Responsible for the works of Technician and Assembly Line workers. • Overview the production line including productivity rate. • Responsible for all the 	1, 800

		<p>action in production line.</p> <ul style="list-style-type: none"> • Required to reporting to administration staff monthly. • Required related field experience at least 2 years. 	
3.	Assembly Line	<ul style="list-style-type: none"> • Responsible for the alignment of all the production line. • Responsible for the packaging of the products. 	RM21 per worker per day

Aside the government SOCSO protection there will have an additional insurance issued by company to each of our every employee (except foreign worker) and all the insurance expenses will paid by our company. The insurance company we chosen is Tokio Marine Life Insurance Malaysia Bhd and Tel: 03-20596188. The purpose of this employee insurance is to protect our employee safety during the working hour and in the work field.

(i) *Foreign worker*

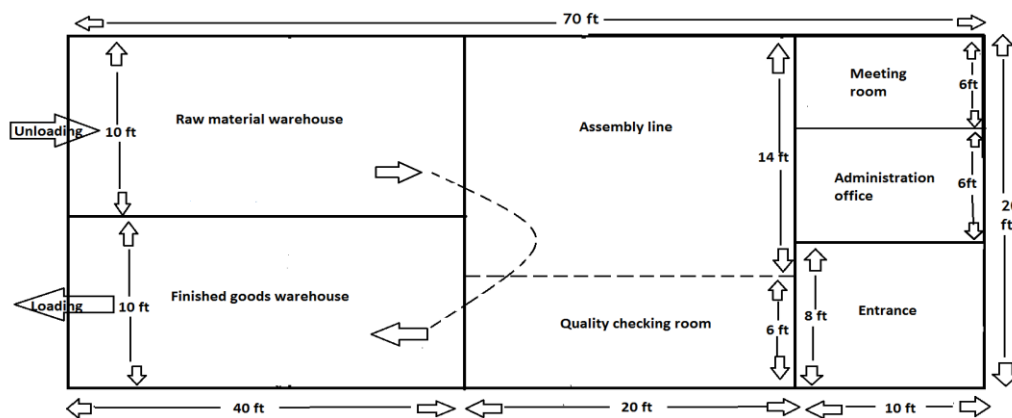
Our assembly line will outsource to foreign worker agency Growth Process Group of Companies (GPGC). And the reason we outsource the foreign worker to third party is because it could skip the unnecessary troublesome cause to the company efficiency and profitability plus it will be more cost effective in long term. The coverage of GPGC's service charge for RM 2000 per year including insurance, levy, PLKS,

government processing fees and Visa service fee. The foreign worker is paid based on a basis of RM21 per day.

5.3 Physical Plant

For our factory, there will divide into 5 different functional parts including assembly line, quality checking room, raw materials warehouse, finished goods warehouse and administration office. Our raw material warehouse is a place use for unloading the raw material and stores the raw material before it goes to assembling line. Assembly line will be the area that most of our worker that assembly the stainless steel material and cushion together with the machine and equipment that we have bought. Before sending our multi-task chair to the market we will ensure every one of it was inspected through our quality checking room for our product standardization in functionality and appearance. Thus, all of our finished goods will placed in finished goods warehouse waiting for delivery. Lastly, the administration office will be used for our daily operation work including accounting and meeting room will be used for discussion with suppliers and clients. Our entire warehouse logistic system is shown as the arrow below:

Figure 5.2 Physical Plant Layouts



Note: 1ft = 0.3048 meter

5.4 Machineries and Equipment

Table 5.3 Machineries and Equipment's Cost

No.	Item	Price (RM)	Quantity (unit)
1.	Water Dispenser	600	1
2.	Printer, Scanner, Fax, Photocopy Machine	1580	1
3.	Air Conditioner	1500	2
4.	Office Meeting Table	688	1
5.	Admin Table	155	7
6.	PC	1,500	6
7.	Stationery	200	Lump sum
8.	Phone	15	6
9.	TV	1000	2
10.	Security system (CCTV and alarm system)	2000	1
11.	Document rack	40	10
12.	White board	30	1
13.	Punch card machine	380	1
14.	Fire extinguisher	300	2
15.	Business card	0.25	500
16.	Company t-shirt	20	19
17.	First-aid kit	40	1
18.	Garbage bin	15	4

Table 5.4 Production cost

The production tools are varied based on number of workers hired.

No.	Production tools	Price for each/ each set (RM)
1.	Cutter	10
2.	Hammer	20
3.	Cordless Screwdriver (Bosch GSR Pro Drive Professional)	180
4.	Sand bag (250kg)	150
5.	Measuring tapes	80
6.	Screws	0.30

No.	Production equipment	Price for each (RM)
1.	Hand Pallet truck	1450
2.	Scrap plastic	20 per 50 kg

5.5 Name of suppliers of raw materials

The location of suppliers of raw materials is important in our value chain as it will affect our selection for the factory selection and its logistic cost. Thus, our Approved Supplier List will base on ISO 9000 certification and few other criteria which include:

- Parameter of 150km of our factory
- Quality certification
- Price (Stainless steel: RM40 & Cushion: RM40)
- Included delivery service to our factory

Approved Supplier List

- Raw material supplier
- Sub-part supplier
- Miscellaneous part supplier

As we mentioned there will be 2 main raw materials that we will be using which is stainless steel and cushion and following are the potential supplier that around Subang Industrial Park:

(i) *Stainless steel:*

- Hong Yep Stainless Steel Sdn Bhd
Address: No. 44 Jln U5/4 (Tc), Seksyen U5, Sg Buloh Batu Tiga, Shah Alam, Selangor, 40150.
- Amalgamated Industrial Steel Bhd
Address: Lot 6, Jln Playar 15/1, Section 15, Shah Alam, Selangor, 40000

- Teakita Shaanteak Sdn Bhd

Address: 7, Jln Mesra 1, Batu Tiga Lama, Shah Alam, Selangor, 40150

(ii) *Cushion:*

- PJ: Yap's Cushion Décor Sdn Bhd

Address: No. 24, Jln SS25/28, Tmn Mayang, Petaling Jaya, Selangor, 47301

- Ever Green Cushion Sdn Bhd

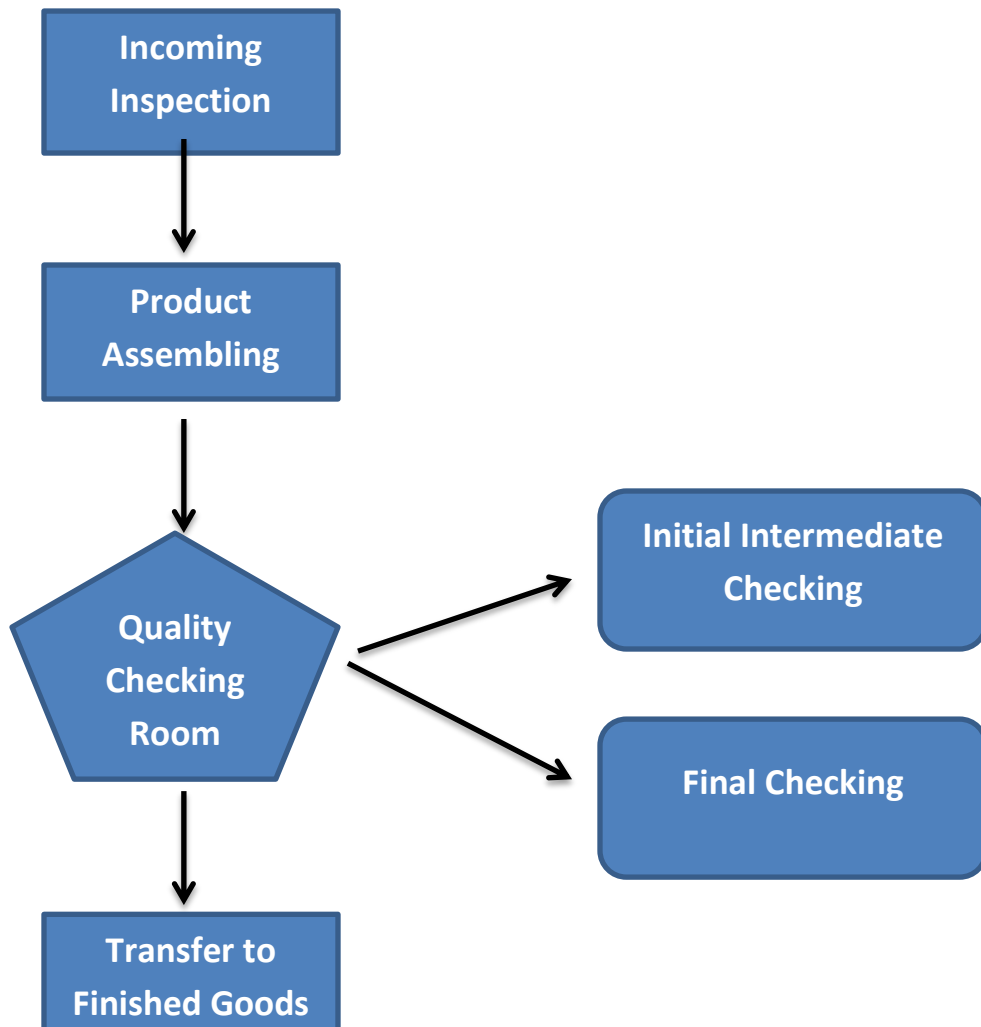
Address: No. 10, Jln Desa Serdang 5, Tmn Desa Serdang, Serdang Lama, Seri Kembangan, Selangor, 43300

- Hobby Auto & Cushion Supplies Sdn Bhd

Address: Lot 13 & 15 (Ground Floor) Block C, Megamas Business Centre, Kpg Baru Jln Gelen Ku 19/K, Sg Buloh, Selangor, 47000.

5.6 Quality Control

Presenting the best quality of product is always our main concerned whenever we designing and develop a new product model. We will introduce the following method to ensure our manufacturing process, production rate and the specific skills that required every one of us to meet the quality standard. Following will be our quality checking process:



(i) ***Random checking (Incoming Inspection)***

As our raw materials will be manufactured and delivered from our supplier, it is necessary to have random checking on the raw materials. This random checking will exercise by our supervisor once upon a time as supplier is filtered through our Approved Supplier List with the particular criteria. Our supervisor will check the raw material during unloading process which through observation only.

(ii) ***Production and defection control (Intermediate Checking)***

Check sheet is one of the easiest ways of recording the quality progress and as our company model was less than 50 people thus it will be suitable for our quality control method. This method will basically function as our quantitative and qualitative standards in manufacturing process. For quantitative it will act as our production rate to record the daily production which you may refer it from table 1 in Appendix. While for the qualitative will be ensuring the step by step assembly work and to detect the defection rate, refer table 2 in Appendix. This intermediate checking will go through by our Chief Operating Officer and second man will be Quality Advisor. As our assembly line worker required not much academic experience thus it was necessary to provide basic education and training of the technical knowledge to them. Let our worker understand our basic product function and structure will reduce the defection rate in the production line. Besides, we will give a safety handbook to our employee in working place especially with the machinery equipment around the factory.

(iii) ***Quality checking room (Final checking)***

We will separate a quality checking room from our factory plant which will be responsible by our advisor also known as our quality control specialist to use for various quality control and standard inspection. We will make sure the measurement control and load bearing capacity inspection done after the assembly. Then, checks

for the quantity of every component in the package, marking of quality standard approve and the entire appearance of our furniture before and after the packaging. As the company profit is growing, we will consider purchasing the advanced machine for our quality inspection.

- Measurement control

We will use measuring tapes as it correctly measure the length and width of entire chair plus cheaper compare with other tools. However, it may lead time and extra effort needed from our labour.

- Durability testing

We will use 250 KG of sand bag for use of weight capacity testing. The sand bag will drop on chair seat 2m height from ground and tested the maximum capacity that the chair can bear. Thus, this testing will guarantee for user who weight below 250 KG.

(iv) *International Organization for Standardization (ISO)*

We will apply ISO Certification as it is well-known quality management organization. Through its principles and audit, we believe it will enable our organization become qualitative and assurance in term of our product, system and management which as a promise to the customer. There are various types of best known standards which the following will be a few that we will apply for:

- ISO 9001:2008 Quality Management

It set out the basic requirement for quality management system.

- ISO 14000 Environmental Management

Identify and control the organization environmental impact and its improvement.

(v) *OHSAS 18001*

Aside from ISO, we will set out our standard according The Health and Safety & OHSAS Guide. It is a code of practice from international occupational health and safety management specification. With this system, it will eliminate any direct or indirect cause of employee safety, health, abuse and other non-promote procedures and action happened in our working area.

5.7 Customer Support

5.7.1 Company's Website

We will establish an official website for our company to act as a medium between us and the customers. In the website, customers can obtain the latest information and preview of our products. The details of company will be also included in the website for the easy communication with the suppliers and customers. Besides, it will also act as a platform to gain the feedback and suggestion from the customers. It is always the best way to collect the opinion from customers to make further improvement on our product and achieve higher customers' satisfaction by that. In the website, there will be some sections such as Q&A section and Enquiries section which for answering the customer's doubts and a platform for them to submit their request of information.

5.7.2 After-sales Service

We will provide after-sales service which is warranty to our customers. A warranty period of two years will be effective from the date of purchasing. Thus, customers can claim from us for any natural or technical deflection on the product. If it is unable to repair, a new product will be replaced for that without any chargers. For the delivery

services, we will have our own transports which are van and car to go to the customer's place for the repairing purpose. So customers have no worries for the transportation during the claiming process.

Other than that, we will have phone calls with all the customers for the purpose of mini survey on the experience in using our products after three months they had purchased. Through this way, we are able to gain more valuable and rare feedback from them. This also could create a better relationship between us and them. There will be always a hotline for customer to call in and let us have the chance to serve them our best services.

5.7.3 Demo

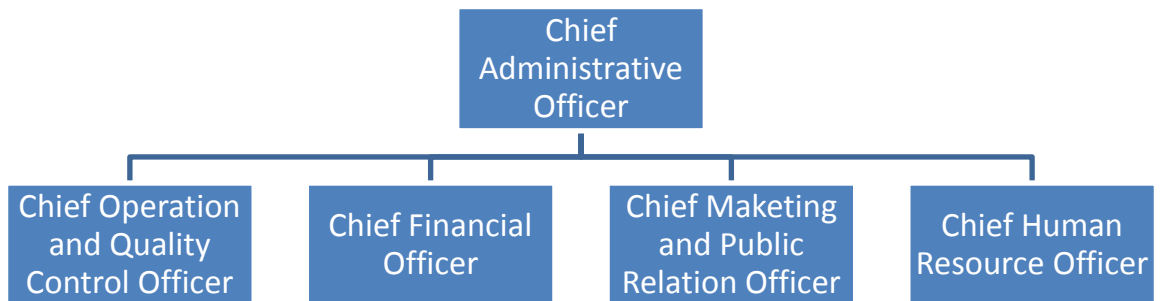
When customers visit our office, we will have well-trained sales person to serve the customers by explain the product's features and benefit and able to carry out a demo to them for the correct way to use our product. Furthermore, we will have some road shows in the city and there will be demo of using our products during that. So the customers are able to more understand our products and using it well. On the spot, customers can collect more information from our staffs.

6.0 MANAGEMENT TEAM

6.1 Management Team

The top management team position of Mr. Ergo is hold by five members; they are Ms. Liew Mei Yee, Mr. Daniel Tan Zhi Liang, Ms. Teh Chee Yin, Ms. Tan Ee Teng and Mr. Pung Jia Wei. Each of them has their own experiences and abilities to contribute to the company.

Figure 6.1 Management Team



Source: Developed from research

6.1.1 Chief Administrative Officer

Ms. Liew Mei Yee will be assigned to be the company chief administrative officer. By pursuing in Bachelor of Business Administrative (HONS) Entrepreneurship, she is able to transfer the knowledge that she has learned into actions and plans to lead the company. Besides, her forethought ability allows her to make some crucial decisions and guide the management team. Her good leadership skills and open minded personality are able to unite the management team and gain respect. Moreover, Ms. Liew's 2 years supervisory working experiences proved that she is the best candidate for the position in Mr. Ergo.

Hence, the main job scope of Ms. Liew is to overview the entire operation of the operations of Mr. Ergo including manufacturing and marketing efforts. Additional, she is also hold the power to decide the company direction and planning.

6.1.2 Chief Operation and Quality Control Officer

Mr. Daniel Tan Zhi Liang will be the chief operation and quality control officer in Mr. Ergo. He was graduated in Bachelor of Business Administrative (HONS) Entrepreneurship and used to hold the post of vice chairperson in society. His father owned a furniture factory company and Mr. Tan is helping his father all the time to operate some daily routines. In other words, he has learned some types of operations and also the quality control in his father's company. With the experiences that he gained, he is the ideal candidate to control the operation of Mr. Ergo and check for the quality of product.

Besides, Mr. Tan believed that effectiveness and efficiency is the main tool for company's operations. Therefore, he always does his best to make sure that the process of combining the parts of products is on the track. His skills in machinery also allow him to control the operation of the company. Furthermore, his

perfectionism pursues him to keep improving so that the company's operation will not be affected.

In short, Mr. Tan is holding the power regarding the operation issues and also responsible for materials purchasing. Besides, the task of ensure the logistics chain is also under the responsibility of Mr. Tan.

6.1.3 Chief Financial Officer

Mr. Pung Jia Wei is graduated in Bachelor of Business Administrative (HONS) Entrepreneurship in Universiti Tunku Abdul Rahman. He will be assigned to be the chief financial officer of Mr. Ergo. Mr. Pung was the treasurer of two societies when he was in the university. Hence, he has the experiences about the inventory management and financial management too. The comprehensive knowledge and understanding of financial processes allows him to involve in company financial planning and budgeting. Moreover, he is always aware of the financial events in business around world and keeps updating the information. His reputation, knowledge and experiences convinced us that he is capable and eligible to hold the chief financial officer post.

Therefore, Mr. Pung's job scopes are compiling the company annual financial statement, analyzing the future uncertainty and economic conditions.

6.1.4 Chief Marketing and Public Relation Officer

Ms. Teh Chee Yin, who holding the chief marketing and public relation officer position, was graduated in Bachelor of Business Administrative (HONS) Entrepreneurship in Universiti Tunku Abdul Rahman. Throughout her university life, she was appointed as the vice chairperson and committee member of societies and took part in many events. As a result, she has a good communication skill to maintain the relationship with others.

Nevertheless, Ms. Teh used to assign as event executive during her undergraduate industrial training in an event management company. Her job scope was to organize event progress and communicate with external parties such as vendors and clients. Therefore, she has a good relationship with the external parties. A good relationship with external parties also allowed her to know more interesting facts and it might enhance her knowledge. Hence, she is the eligible person to hold the chief marketing and public relation officer position.

Ms. Teh is responsible for the marketing of the company's product and services, customer supports and public relations issues.

6.1.5 Chief Human Resource Officer

Ms. Tan Ee Teng is designed to be the chief human resource officer in Mr. Ergo. She finished her Bachelor of Business Administrative (HONS) Entrepreneurship at Universiti Tunku Abdul Rahman. She was also held the position of chairperson and secretary in respectively societies. As a result, she is able to manage the human resources of company and communicate with them as well.

Ms. Tan also have the ability in assigning tasks to others according to their own abilities and responsibility. Moreover, she is able to handle the customer dissatisfaction well too. Her open minded and thoughtful personality is able to help the employees to solve their problems.

Therefore, she is the best candidate for the position of chief human resource officer.

6.2 Key Professional Service Provider

6.2.1 Law Firm

Company's name: Legal Alliance Sdn Bhd

Address: M-3-19, Plaza Damas, Sri Hartamas, Kuala Lumpur, Selangor, Malaysia

Telephone number: 60362075735

Fax: 60362075734

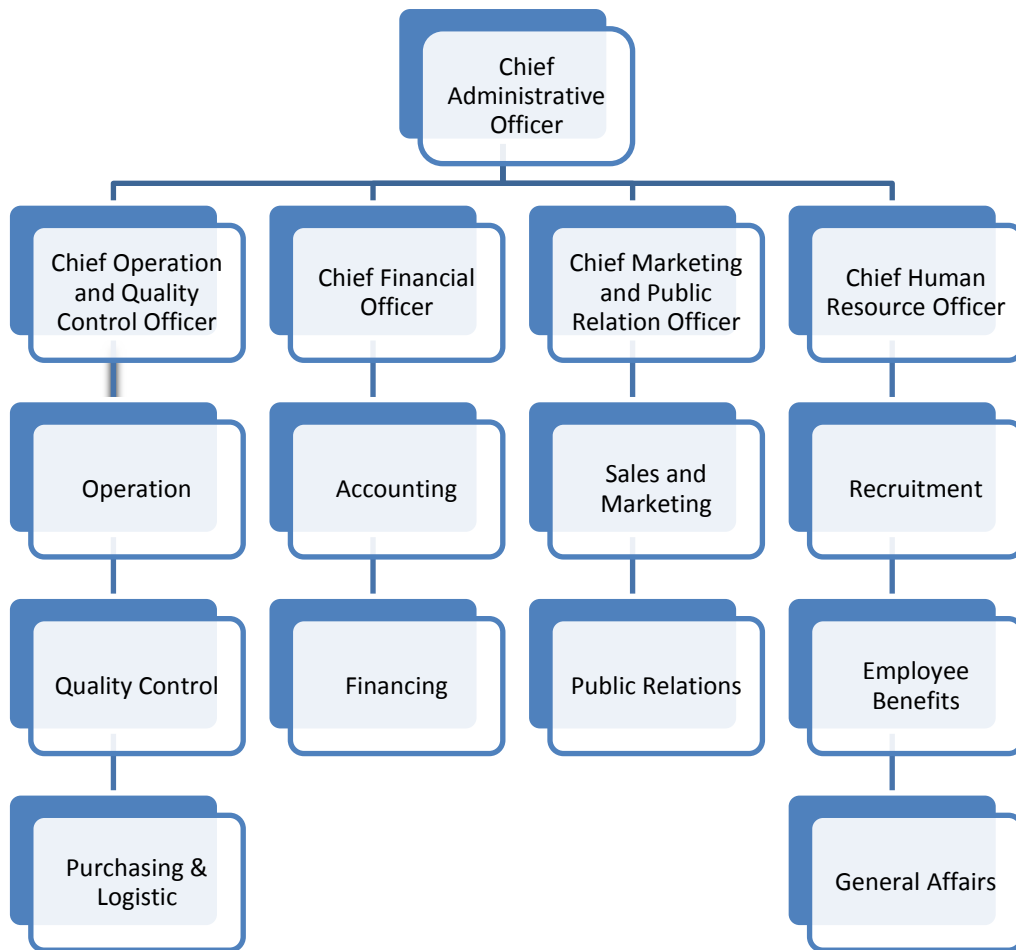
Email ID: legalalliance999@gmail.com

The service provided by Legal Alliance Sdn Bhd includes advocates and solicitors, registered trade mark and agent and all issues related to the rules and regulations of government. Legal Alliance Sdn Bhd will ensure that all the legal procedures and documents are compiled and well prepared by following government rules and regulations. Besides, any legal issue that regarded to Legal Alliance Sdn Bhd will be referred to Legal Alliance Sdn Bhd as well.

7.0 COMPANY STRUCTURE, INTELLECTUAL PROPERTY, AND OWNERSHIP

7.1 Company Structure

Figure 7.1 Organization Chart



7.1.1 Chief Administrative Officer

Chief Administrative Officer acts as the most important person in our company. He or she must have the influencing power towards the management team because all important decisions will be made by her. The company's vision, mission, objectives and all strategic planning will be set by chief administrative officer. Furthermore, chief administrative officer also need to set rules and regulations for all employees in the company so that all employees will work in a proper manner. A responsible chief administrative officer will ensure that each individual department is giving their best possible output to achieve the organizational target and he or she will devising new policies frequently for the goodwill of the organization.

7.1.2 Chief Operation and Quality Control Officer

There are three main activities under this department which includes operation, quality control and purchasing & logistic.

The fundamental of the operation department is the creation of the product. It oversees the whole process of the production which brings profits and revenue to the company. This is a vital department in the company because it not only affects the profit of the company but also influential towards the reputation of Mr. Ergo.

Quality control division's main task is to evaluate the quality of raw materials and as well as the finished products. The personnel are required to monitor the quality of the product by using various methods like production evaluation and daily reporting. The process of quality control is to prevent defective products to be supplied to the market which will affect the company's reputation.

Furthermore, purchasing and logistic division are responsible in the raw materials purchasing process. The process includes sourcing parts, negotiating with suppliers and also presenting the findings. This is to ensure that every production reached the

word class level in term of the quality. Besides, this division responsible in transporting various part of materials back to the factory and also deliver the finished products to the market. We implemented “Just In Time” production and logistic division to ensure that the products will be delivered in time to the market and be reliable to them.

7.1.3 Chief Financial Officer

The financial department plays a vital role in the company because it controls the financial flow which will affect the operation of the company. The main task of financial department is to analyze the company current net earning based on the sales and expenses, and also forecast whether the company will make good profit in the future. Meanwhile, others duties of the department include budget oversight, financial reporting and directing financial activities.

The financial department needs to control the cash flow in order to maintain the growth of profitability of the company and they also need to prepare an appropriate monthly account and report to present to shareholders. Financial department makes a great contribution in improvement of the company and risk management by examining the effectiveness and efficiency of the operation. Besides, financial department also need to be alert and high understanding in prevent financial risk.

7.1.4 Chief Marketing and Public Relation officer

The sales and marketing division is responsible to implement various marketing strategies and techniques to improve sales and profits. The responsible personnel have to execute the sales process and also direct communicate with the customers. They must understand the needs of the customers and help to solve the customer’s problems and doubt by delivering the appropriate information to the customers. Hence, the salesperson must have high understanding about the products so as to conduct the demo to the customers.

Furthermore, the public relations are required to maintain the image of the company by monitoring the publicity and to maintain a good relationship with various stakeholders. Their job is to find out the expectations of the stakeholders and reporting the company's status to them. Besides, they are also responsible in organizing press media or new product launching which having direct contact with public.

7.1.5 Chief Human Resource Officer

The human resource department is required to conduct the interview to recruit the right person and place them in a right position based on their abilities. Besides, human resource department also required to provide necessary training and development to the employees in order to increase their efficiency and effectiveness in the workplace.

Human resource department also responsible in handling employee's benefits questions such as holidays and various working compensation. The personal are required to increase the employee's job and working conditions satisfaction. Satisfied employees will be loyal to company which will directly increase the production of the company.

General affairs division is also under HR department. The job of the division is to perform the overall administration including the organization and personnel management, the document administration and so on.

7.2 Legal Structure

Due to high start-up capital and expenses, Mr. Ergo will be formed as a private limited company. All of us are the shareholders of the company. A mutual agreement between all shareholders must be reached before a decision can be made.

A private limited company allows the company to have separate legal entity which means limited liability. This reduces the risk of the shareholders by limiting the exposure to the amount of share capital they subscribed for. They are not liable for the amount that beyond their shareholdings provided there is no fraud or other malpractice.

The registration of the company will be followed by incorporation and governed by the Companies Act 1965.

7.3 Intellectual Property

7.3.1 Trademark

Mr. Ergo Sdn Bhd will be registered as a trademark to prevent our company's name and logo being misused.

7.3.2 Patent

Mr. Ergo will register patent for our product design to protect our design being imitated. Our products fulfill the requirements (multipurpose products incorporating with healthy concept) which we believe that the design should be patented to prevent being copied. We understand that the protection period for a patent is 20 years from the date of filing and between the periods, we have the exclusive right to stop others to copy and manufacture, use and selling our products in Malaysia without our permission or consent. Besides, we will renew the patent annually for the continuous protection, commencing on the 2nd year after grant. We will keep renewing the patent until the maximum of 20 years from the date of filing.

8.0 FINANCIAL PLAN

8.1 Capital required for the next 3 years

Total fund required is RM400, 000

Investor will invest in RM200, 000

Each entrepreneur will invest in RM40, 000 with a total up of RM200, 000.

Besides all the investor and entrepreneur fund, we will seek for government and relevance organization funding and incentives in Malaysia which recommended by Malaysian Timber Industry Board for furniture firm. This funding and incentives will only be our backup plan for capital requirement thus it will not include in our financial projection. Following will be parties that we will submit the incentive application:

- Malaysian Investment Development Authority (MIDA)
- Malaysian Industrial Development Finance Berhad (MIDF)
- Ministry of Science technology and Innovation (MOSTI)

Start-up cost: 1. General cost + 2. Operation cost + 3. Van and Car

Table 8.1 General Cost

No.	Item	Price (RM)	Quantity (units)	Total (RM)
1.	Pattern registration fees	1390	1	1390
2.	Trade mark registration fees	2580	1	2580
3.	Domain name registration fees (Godaddy.com)	45	1	45
4.	Telephone and Internet deposit	200	3	600
5.	Electricity and water deposit	1,000	3	3,000
6.	Rental deposit	2,800	2	5,600
7.	Renovation	10,000	-	10,000
8.	Business card	0.25	500	125
9.	Company T-shirt	20	19	380
	Total			23,720

Table 8.2 Operation Cost

No.	Items	Price (RM)	Quantity (units)	Total (RM)
1.	Security system (CCTV and alarm system)	2000	1	2000
2.	Table	155	7	1085
3.	Office meeting table	688	1	688
4.	Air conditioner (2 horse)	1500	2	3000
5.	Stationery	200	-	200
6.	PC	1,500	6	9000
7.	TV	1000	2	2000
8.	Printer/scanner/fax/photocopy machine	1580	1	1580
9.	Water dispenser	600	1	600
10.	Phone	15	6	90
11.	First-aid kit	40	1	40
12.	White board	30	1	30
13.	Punch card machine	380	1	380
14.	Garbage bin	10	4	40
	Total			20,733

Table 8.3 Van and Car

No.	Items	Price (RM)	Quantity	Total (RM)
1.	Van	16,800	1	16,800
2.	Car	36,800	1	36,800
	Total			53,600

Total start-up cost = RM 23,720 + RM 20,733 + RM 53,600

= RM 98,053

Table 8.4 Yearly Expenses

No.	Items
1.	Material cost
2.	Logistic expenses
3.	Trade name registration
4.	Employee salary
5.	SOCSSO
6.	Employee Provident Fund
7.	Public holiday and OT cost
8.	Online store development and maintenance
9.	Rental
10.	Utilities
11.	Cleaning expenses
12.	Maintenance for fire extinguisher
13.	Insurance
14.	Audit consultation fees
15.	Lawyer consultation fees
16.	Marketing and advertising
17.	R&D
18.	Production tools
19.	Production equipment
20.	Allowance for petrol and toll
21.	Scrap plastic
22.	Depreciation (10%)
23.	Schedule waste management
24.	Miscellaneous
25.	Road Tax
26.	Car & Van Insurance
27.	Car & Van Maintenance

The production tools are varied based on number of workers hired.

Table 8.5 Production Tools

No.	Production tools	Price for each/ each set (RM)
1.	Cutter	10
2.	Hammer	20
3.	Cordless Screwdriver (Bosch GSR Pro Drive Professional)	180
4.	Sand bag (250kg)	150
5.	Measuring tapes	80
6.	Screws	0.30

Hand pallet truck is assumed its lifetime for 1 year. The durability of hand pallet truck is 1200 units per truck.

Scrap plastic is assume to get a 1000 units per 50kg

Table 8.6 Production Equipment

No.	Production equipment	Price for each (RM)	1 st year (RM)	2 nd year (RM)	3 rd year (RM)
	Production rate		2204 units	6694 units	22075 units
1.	Hand Pallet truck	1450	2	6	19
2.	Scrap plastic	20 per 1 set of 50 kg	3	7	23
	Total cost		2960	8840	28, 010

The equipment needed and its cost according to production rate for:

1st year:

Equipment cost	Cordless Screwdriver	4	4	4	4	4	4	8	8	8	8	8	12	76	13680
	Cutter	4	4	4	4	4	4	8	8	8	8	8	12	76	760
	Hammer	4	4	4	4	4	4	8	8	8	8	8	12	76	1520
	Sand Bag	2			2			4			4			12	1800
	Measuring tapes	2			2			4			4			12	960
	Screws	1100	1210	1330	1460	1600	1160	1930	2120	2330	1890	2810	3100	22040	6612
															25332

2nd year:

Equipment cost	Cordless Screwdriver	8	12	12	12	12	16	16	20	20	24	24	28	204	36720
	Cutter	8	12	12	12	12	16	16	20	20	24	24	28	204	2040
	Hammer	8	12	12	12	12	16	16	20	20	24	24	28	204	4080
	Sand Bag	4			8			8			10			30	4500
	Measuring tapes	4			8			8			10			30	2400
	Screws	2730	3750	3530	4540	4270	5480	5150	6620	6270	7430	8170	9000	66940	20082
															69822

3rd year:

Equipment cost	Cordless Screwdriver	28	36	36	40	44	48	52	60	64	72	72	84	636	114480
	Cutter	28	36	36	40	44	48	52	60	64	72	72	84	636	6360
	Hammer	28	36	36	40	44	48	52	60	64	72	72	84	636	12720
	Sand Bag	14			20			26			34			94	14100
	Measuring tapes	14			20			26			34			94	7520
	Screws	10510	11170	12680	13540	15310	16430	18490	19910	22330	24140	26970	29270	220750	66225
															221405

8.2 Overview of the financial projections

8.2.1 Inflation rate

As a nation growth, there will have a steady inflation and according to tradingeconomic.com Malaysia is grow in average of 3.5% inflation rate. Thus, following expenses will calculate with an inflation rate of 3.5% each year:

- Material cost
- Utilities (Electricity, Water, Internet and Phone)
- Marketing and advertising
- Cleaning expenses
- Maintenance for fire extinguisher
- Insurance
- Miscellaneous
- Petrol and toll
- Scrap Plastic

8.2.2 Production rate, sales forecast and inventory

Assumptions and remarks for production planning and sales estimation:

- As estimated that our sales will generate 65% from indirect channel and 35% from direct channel. As our production of multitask gradually achieving economies of scale at 3rd year, we will reduce our selling price of multitask chair at 3rd year from RM285 to RM255 for direct channel while indirect channel will reduce from RM190 to RM145.
- In calculation of 3 years Pro Forma Income Statement, all of our closing stock is assumed selling to indirect channel which is multiply with RM190.
- For year 2014 and 2014, the actual production calculation is based on 10% increment of monthly production planning. Meaning for that, the first 2 years of production rate and sales estimation is based on 10% monthly incremental.
- The box fill with yellow color on year 2014 and 2015 shows the adjustment of actual production based on inventory level.
- For year 2016, the actual production calculation is based on 10% increment of monthly sales minus beginning inventory. Means, the production is based on monthly forecasted sales quantity.
- As we mentioned earlier, we will exporting our product to other ASEAN countries thus it is assumed that our sales estimation on 3rd year is increase 200%.
- As our closing stock for Dec 2015 supposedly to be 78 units, we will having 50 units for our promotional sales at its month which the closing stock become 28 units.
- With the promotional strategy on Dec 2015, our closing stock for Dec 2016 supposedly to be 127 units and there will have 100 units using for promotional sales at its month which the closing stock become 27 units.

Beginning Inventory, Production Rate, Sales Estimation and Ending Inventory for

1st year:

2014															
	Items	Jan	Feb	Mac	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total Qty	Total cost
Production & Sales cost	Beginning Inventory		10	21	33	46	60	15	31	48	67	21	43	395	
	Production Planning	110	121	133	146	160	176	193	212	233	256	281	310	2331	
	Actual Production	110	121	133	146	160	116	193	212	233	189	281	310	2204	176320
	Sales	100	110	121	133	146	161	177	195	214	235	259	285	2136	
	Ending Inventory	10	21	33	46	60	15	31	48	67	21	43	68	463	

2nd year:

2015															
		Jan	Feb	Mac	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total Qty	Total cost
Production & Sales cost	Beginning Inventory	68	28	59	34	72	42	87	48	101	58	64	70	731	
	Production Planning	341	375	412	453	498	548	603	663	729	802	882	970	7276	
	Actual Production	273	375	353	454	427	548	515	662	627	743	817	900	6694	554263.2
	Sales	313	344	378	416	457	503	554	609	670	737	811	942	6734	
	Ending Inventory	28	59	34	72	42	87	48	101	58	64	70	28	691	

3rd year:

2016															
		Jan	Feb	Mac	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total Qty	Total cost
Production & Sales cost	Beginning Inventory	28	70	38	81	49	95	63	111	80	130	101	153	999	
	Production Planning	1079	1187	1306	1435	1580	1738	1912	2102	2313	2544	2798	3080	23074	
	Actual Production	1051	1117	1268	1354	1531	1643	1849	1991	2233	2414	2697	2927	22075	1891827.5
	Sales	981	1079	1187	1305	1436	1580	1738	1911	2103	2313	2544	2900	21077	
	Ending Inventory	70	38	81	49	95	63	111	80	130	101	153	27	998	

Table 8.7 Public Holiday and OT cost based on 10% of production rate

No.	Items	1 st year (RM)	2 nd year (RM)	3 rd year (RM)
	Production cost	176, 320	554, 264	1, 891,828
1.	Public Holiday (10%)	17, 632	55, 427	189, 183
2.	OT Cost (10%)	17, 632	55, 427	189, 183
	Total	35, 264	110, 854	378, 366

8.2.3 Salary, EPF and SOCSO

Our salary structure will be increment for 10% in 2nd years and 15% in 3rd year (with EPF and SOCSO). Supervisor will increase to 2 at 3rd year as the number of foreign worker needed to be handle is increased. Foreign workers are restricted with GPGC's contract thus there will have no salary increase for foreign workers.

Table 8.8 Salaries for Three Years

No.	Position	Salary for 1 st year (RM)	Salary for 2 nd year	Salary for 3 rd year
1.	Management	2000 x 5	2200 x 5	2530 x 5
2.	Advisor (R&D)	2100	2310	2660
3.	Supervisor	1800	1980	2280 x 2
	12 months	13, 900 x 12	15, 290 x 12	RM19, 870 x 12
	TOTAL	166, 800	183, 480	RM 238, 440

With the Malaysia government law regulation, every worker should register an EPF (KWSP) account under www.kwsp.gov.my. In our company, all the employees will register an EPF account but it does not included internship and foreign workers. According to KWSP structure, employer will pay 13% for each employee and

employee itself will pay 11%. Thus, the following table is calculating the company KWSP expenses with the employee salary increment of 4% for each year.

Table 8.9 EPF (KWSP) 13% that paid by company

No.	Position	1 st year (RM)	2 nd year (RM)	3 rd year (RM)
1.	Management	260 x 5	286 x 5	329 x 5
2.	Advisor	273	300	346
3.	Supervisor	234	257	297 x 2
	12 months	1807 x 12	1987 x 12	2585 x 12
	TOTAL	21, 684	23, 844	31, 020

Table 8.10 Rate of SOCSO (PERKESO)

No.	Position	2014 (RM)	2015 (RM)	2016 (RM)
1.	Management	43.90 x 5	50.60 x 5	57.40 x 5
2.	Advisor	46.10	52.90	59.60
3.	Supervisor	39.40	43.90	50.60 x 2
	12 months	305 x 12	350 x 12	450 x 12
	Total	3, 660	4, 200	5, 400

Table 8.11 Salary after EPF and SOCSO

No.	Position	2014 (RM)	2015 (RM)	2016 (RM)
1.	Management	1696.10 x 5	1863.40 x 5	2143.60 x 5
2.	Advisor	1780.90	1957.10	2254.40
3.	Supervisor	1526.60	1679.10	1932.40 x 2
	12 months	11, 788 x 12	12, 953.20 x 12	16, 837.20 x 12
	Total salary after EPF and SOCSO	141, 456	155, 438.40	202, 046.40

Number of foreign worker needed and its cost for:

1st year:

	Items	Jan	Feb	Mac	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total Qty
Labor cost	No of worker needed	2	2	2	2	4	2	4	4	4	4	4	6	40
	Total working hour	48	48	48	48	48	48	48	48	48	48	48	48	576
	Salary per hour	21	21	21	21	21	21	21	21	21	21	21	21	252
	Total workers cost	2016	2016	2016	2016	4032	2016	4032	4032	4032	4032	4032	6048	40320

2nd year:

	Items	Jan	Feb	Mac	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total Qty
Labor cost	No of worker needed	4	6	6	6	6	8	8	10	10	12	12	14	102
	Total working hour	48	48	48	48	48	48	48	48	48	48	48	48	576
	Salary per hour	21	21	21	21	21	21	21	21	21	21	21	21	252
	Total workers cost	4032	6048	6048	6048	6048	8064	8064	10080	10080	12096	12096	14112	102816

3rd year:

	Items	Jan	Feb	Mac	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total Qty
Labor cost	No of worker needed	16	16	18	20	22	24	26	28	32	34	38	42	316
	Total working hour	48	48	48	48	48	48	48	48	48	48	48	48	576
	Salary per hour	21	21	21	21	21	21	21	21	21	21	21	21	252
	Total workers cost	16128	16128	18144	20160	22176	24192	26208	28224	32256	34272	38304	42336	318528

Foreign worker salary and service charge by GPGC:

(Service charge is RM500 per worker)

Table 8.12 Salaries for Foreign Workers

No.	Items	1st year (RM)	2nd year (RM)	3rd year (RM)
	Number of workers hired	40	102	320
1.	Salary	40, 320	102, 816	318, 528
2.	Service charge	20, 000	51, 000	160, 000
	Total	60, 320	153, 816	478, 528

Table 8.13 Total Salary

No.	Position	1st year (RM)	2nd year (RM)	3rd year (RM)
1.	Permanent Employees	141, 456	155, 438.40	202, 046.40
2.	Foreign workers	60, 320	153, 816	478, 528
	Total	201, 776	309, 255	680, 575

Assumptions and remarks

- The product cost for both stainless steel and cushion is estimated RM40 each and total up RM80 for material cost. Assume that the material cost will increase according the inflation rate.
- Our rental on Subang Industrial Park is RM2, 800 and total up RM33, 600 annually. The rental contract will signed based on 3 years basis which it include the condition of any raise of rental fees within the contracted the 3 years period is prohibited.
- Based on our estimation of mileage cost plus extra charge, the logistic expenses is estimated RM6, 000 per month. The quotation will be increase as the sales and production is increase gradually year by year. Thus, we will increase the estimated logistic expenses to 20% for 2nd year and 40% for 3rd year.
- Utilities that included electricity, water, phone bill and Internet are estimated to be RM 400 per month and total RM4, 800 per year. It is assume that the SME was successfully granted us half of the expenses which is RM2400 per year.
- The cleaning expenses estimated is RM100 once a week and RM400 per month.
- Company will purchase a basic insurance for permanent employee which estimated of RM 100 per person.
- As fire extinguisher will need to renew for every year, thus there will cost RM300 for a renewal of fire extinguisher plus service charge.
- The marketing and advertising will give a budget of RM5, 000 per month and RM60, 000 per year.
- For other miscellaneous, it is appropriate to given RM500 per month and total RM6, 000 per year.
- Assume that the depreciation of fixed assets is calculated in straight-line method with 10% each year.

- The scheduled waste management of company resources is estimated RM2400 each year. It is included the wastage of subpart for example paint and production tools, mismanagement of resources, disaster and others factors. All the wastage will dispose to Kualiti Alam Sdn Bhd.
- Our online store development will outsource to a company Spanlogic for the initial cost of RM2, 000 and it will start for charging the maintenance fees for RM500 annually on 2nd year onwards.
- The audit consultation fees are assume to be RM5, 000 and will not fluctuate with inflation rate.
- As a protection in legal action and other contract with our partnership, we will estimate a budget of RM3, 000 each year for Lawyer Consultation Fees.
- Corporate tax rate is calculated by 20% on 2015 with the current budget issue while 19% on 2016 and onwards is the latest update from government new budget issued.
- Allowance for petrol and toll is roughly RM2, 000 per month
- Our research and development cost will estimated RM48, 000 for first year and incremented in 20% each year. 2nd year will be RM57, 600 and 3rd year will be RM69, 120.

Value of

- Van RM16, 800
- Car RM36, 800

Road tax for Van RM90 and Car RM70 = RM160

Insurance for Van RM 950 and Car RM1, 600 = RM2550

Assume the car and van maintenance is RM1000 for each.

Table 8.14 Depreciation on operation cost (Straight line method) 10%

	1 st year		2 nd year		3 rd year	
	Acc. Depr	NBV	Acc. Depr	NBV	Acc. Depr	NBV
Operation cost (RM20, 733)	2, 073	18, 660	4, 146	16, 587	6, 219	14, 514
Car (RM36, 800)	3, 680	33, 120	7, 360	29, 440	11, 040	25, 760
Van (RM16, 800)	1, 680	15, 120	3, 360	13, 440	5, 040	11, 760
Total	7, 433	66, 900	14, 866	59, 467	22, 299	52, 034

8.3 Pro Forma Income Statement (3 years)

Financial Statement 1: Pro Forma Income Statement

	Year 1		Year 2		Year 3		2016	
	Direct (RM)	Indirect (RM)	Direct (RM)	Indirect (RM)	Direct (RM)	Indirect (RM)	Direct (RM)	Indirect (RM)
Sales (in units)	746	1390	2334		4350		7337	13640
Direct: unit price RM285	212,610		665,190		1,870,935			
Indirect: unit price RM190	264,100	476,710	826,500		1,491,690	1,977,800		3,848,735
(-) COGS								
Opening stock	-		12,920			5,320		
Material cost	176,320	RM80	554,264	RM82.80	1,891,828	RM85.70		
Logistic expense	72,000		86,400		120,960			
Less: Closing stock	(12,920)	(235,400)	(5,320)	(648,264)	(3,915)	(2,014,193)		
Gross Profit		241,310			843,426			1,834,542
Expenses								
General Cost	23,720		-		-			
Trade name registration	60		60		60			
Employee salary	201,776		309,255		680,575			
SOCSSO	3,660		4,200		5,400			
Employee Provident Fund	21,684		23,844		31,020			
Public Holiday and OT Cost	35,264		110,854		378,366			
Online Store O/M	2,000		500		500			
Rental	33,600		33,600		33,600			
Utilities	2,400		2,484		2,571			
Cleaning expenses	4,800		4,968		5,142			
Maintenance for fire extinguisher	600		621		643			
Insurance	1,900		1,967		2,036			
Audit Consultation Fees	5,000		5,000		5,000			
Lawyer Consultation Fees	3,000		3,000		3,000			
Marketing & Advertising	60,000		62,100		64,274			
R&L	48,000		57,600		63,120			
Production tools	25,332		69,822		221,405			
Production equipment	2,960		8,840		28,010			
Allowance for petrol and toll	24,000		24,840		25,710			
Scrap plastic	240		249		258			
Depreciation: 10%	7,433		7,433		7,433			
Schedule waste management	2,000		2,000		2,000			
Miscellaneous	6,000		6,210		6,428			
Road tax	160		160		160			
Car & Van Insurance	2,550		2,550		2,550			
Car & Van Maintenance	2,000	(520,139)	2,000	(744,157)	2,000	(1,577,261)		
Gross Profit - Expenses		(278,829)			99,269			257,281
Add: Depreciation		-			7,433			7,433
Taxable income		-			106,702			264,714
Tax (20% & 19%)		-			(20,273)			(52,943)
Profit after tax		-			86,429			211,771
Less: Depreciation		-			(7,433)			(7,433)
Net Profit/ Loss		(278,829)			78,996			204,338

8.4 Cash Flow Projections (3 years)

Financial Statement 2: Cash Flow Projections

	2014		2015		2016	
Cash on Hand (400,000 - 98,053)		301,947		41,351		135,380
Gross Profit		476,710		1,491,690		3,848,735
Total Cash Available		778,657		1,533,041		3,984,115
Cash Disbursement						
Company tax	Nil		20,273		52,943	
Material cost	176,320		554,264		1,891,828	
Logistic expense	72,000		86,400		120,960	
Trade name registration	60		60		60	
Employee salary	201,776		309,255		680,575	
SOCSD	3,660		4,200		5,400	
Employee Provident Fund (KWSP)	21,684		23,844		31,020	
Public Holiday and OT Cost	35,264		110,854		378,366	
Online store dvlp & mtrc	2,000		500		500	
Rental	33,600		33,600		33,600	
Utilities	2,400		2,484		2,571	
Cleaning expenses	4,800		4,968		5,142	
Maintenance for fire extinguisher	600		621		643	
Insurance	1,900		1,967		2,036	
Audit consultation fees	5,000		5,000		5,000	
Lawyer consultation fees	3,000		3,000		3,000	
Marketing & Advertising expense	60,000		62,100		64,274	
R&D	48,000		57,600		69,120	
Production tools	25,332		69,822		221,405	
Production equipments	2,960		8,840		28,010	
Allowance for petrol and toll	24,000		24,840		25,710	
Scrap plastic	240		249		258	
Schedule waste management	2,000		2,000		2,000	
Miscellaneous	6,000		6,210		6,428	
Road Tax	160		160		160	
Car & Van Insurance	2,550		2,550		2,550	
Car & Van Maintenance	2,000	(737,306)	2,000	(1,397,661)	2,000	(3,635,559)
Net Cash Flow		41,351		135,380		348,556

8.5 Pro Forma Balance Sheet (3 years)

Financial Statement 3: Pro Forma Balance Sheet

	2014		2015		2016	
	Acc. Depr	NBV	Acc. Depr	NBV	Acc. Depr	NBV
Fixed Asset						
Operation cost (RM20, 733)	2073	18660	4,146	16,587	6,219	14,514
Car (RM36, 800)	3680	33120	7,360	29,440	11,040	25,760
Van (RM16, 800)	1680	15120	3,360	13,440	5,040	11,760
Total Fixed Cost		66900		59,467		52,034
Current Asset						
Inventory	12,920		5,320		3,915	
Cash/ Bank	41,351	54,271	135,380	140,700	348,556	352,471
Total Current Asset		121,171		200,167		404,505
Working Capital						
Financed by:						
Owners' equity						
Capital	400,000		121,171		200,167	
Net Profit/ Loss	(278,829)	121,171	78,996	200,167	204,338	404,505

8.6 Payback period and exit strategy

8.6.1 Payback

Table 8.15 Net Present Value (NPV) and Payback Period

Year	Cash flow (RM)	Discount rate	(DR+1) ^t	Net present value (RM)
0	(400,000)	8%		(400,000)
1 st	41,351	8%	1.08	38,287.96
2 nd	135,380	8%	1.16	116,706.90
3 rd	348,556	8%	1.25	278,844.80
				33,837

Payback:

$$= \text{RM}33,837 - \text{RM}278,844 / \text{RM}278,844$$

$$= 2.88 \text{ years} / 2 \text{ years and 11 months}$$

As investors/bankers group and entrepreneurs group will both fund 50% of the capital requirement, thus the payback period for both groups is 1 years and 6 months.

ROI:

$$(\text{RM}278,829) / \text{RM}400,000 = (69.70\%)$$

$$\text{RM}78,996 / \text{RM}400,000 = 19.75\%$$

$$\text{RM}204,338 / \text{RM}400,000 = 51.08\%$$

8.6.2 Exit Strategy

As this business is not running smoothly in the future, we are plan to selling off our entire business ownership and all assets to potential buyers or competitors like OASIS. It is because selling off our business ownership to same or similar line of business is more objective. Plus, it can retain the existing customer and employee which enable this business operating or even profitable in the future. We will base on the market value to selling off the business ownership and divide the total buying price to the percentage of funding for each investor and entrepreneur.

9.0 CRITICAL RISK FACTORS

9.1 Management Risks

Lack of Business Skills and Experience

None of any business is going to be easy. Each business unit is inevitable to face challenges and risks. Being a 'young' partnership management team, our management team is lack of field experience and business relationship skill in managing our company. It is because there will have many uncertainty and problems arise along the business operation that five of entrepreneurs ourselves cannot predicted and failure handling. It is a significant weakness for a business management team who operate in the very early period.

Conflict between Partners

Conflict is another inevitable part of business life when there are incompatible issues happened between each other. Partners may have struggle due to different opinions while making the business decision. If unhealthy conflict continues unresolved or not eliminated for long period of time, partners are likely to left the management team or dissolve the partnership relationship. The effect of poor conflict management may give a negative impact on operations and difficulty in achieving the company vision and mission.

9.2 Marketing Risks

Low Brand Recognition

In this strong competition marketing, our company is threatened from the existing competitor. There's no doubt for our company might face some obstacles such as the low brand recognition for our new innovation product. The customer might not familiar with our brand name of the product which might give us less appeal when customer making the relevance product purchasing decision. As compare to the competitor who has higher brand recognition, they have established a well reputation, larger capital, and superior customer's data, skillful and knowledgeable in retain their customer loyalty than our company. Consumer may perceive risk and unfamiliar about our product. Hence, it is a challenging issue that our company needs to concern in choosing appropriate strategies to penetrate into the market.

Market entry strategy

Our products are considered as brand new product in Malaysia. Failure in selection of an appropriate pricing, marketing, or distribution strategy is a major potential risk. For example, with an inappropriate promotional strategy in ineffective way or wrong target audiences might lead to loss of potential customer and profits. Thus it is important in chosen media and channel to build customer awareness. Another reason is our competitors already have their existing customers and brand loyalty therefore the competitors are less likely to spend on advertising. However, our company is a new established firm and it needs to put more effort and spending in marketing campaign through promotion and advertising. This will lead to increment of expenses in running the business and thus reduce the competitiveness in other operation area.

9.3 Operating Risks

Employee lack of Experience, Knowledge and Skills

Our company is lack of experienced workers in handling equipment and tools. As the equipment and tools have different use and function, thus workers may find it difficult to handle new equipment and tools which they are not familiar with. Hence, we may face difficulty in production process and operating management and it may increase our wasted resources. Lacking specific knowledge and skill are critical in all business process phases, and this problem can become the weakness of our company.

Staffing management

Supervisor is responsible in staffing. Sometimes, it is hard for them to control on employee behavior. Employees are likely to proposing complaint to management on different issues. New employees and workers possess less loyalty at the earlier stage of the business operation. The increase of sick leave or absenteeism may cause the shortage of manpower in which they are all hardly to find any replacement in shorter time. Except for the permanent employee, the foreign worker from GPGC might take time to replace even though they are working in daily basis. Employee absenteeism without notice is a major potential problem that company need to concern. Besides that, conflict between employees may arise in company. If the conflict and complaint cannot solve by supervisor, it will make trouble to the business operation. However, it is also difficulty in hired an experience supervisor to manage the foreign worker due to the communication constraint.

9.4 Financial Risk

To launch a new product to market, we need to invest huge amount of capital in dealing with suppliers, hire employees, marketing, purchasing and so on. We need to have sufficient capital in the begging of our day-to-day business operation. However, the unpredictable economic downturn might affect our company financial planning. During inflation and economic downturn, customer purchasing power is reducing. In that moment, they are likely to save money rather than spending. In fact the demand for product may drop critically during this period of time. This scenario may lead our company generate low profit or even worse, facing losses.

9.5 Intellectual Property Infringement

Counterfeit products

Counterfeit products are likely to have a fake company logo and brands to attract customers. When our product has been launched in market, our product design or features can be copied or imitate by our competitor. It is result in intellectual property infringement like patent infringement or trademark infringement occurs when someone uses our intellectual property without our permission. Counterfeit product tends to decrease our product uniqueness and affect our company reputation for being low quality.

9.6 Other Risks as Appropriate

Fire safety in the workplace

Many unexpected circumstances may happen in the workplace which might cause fires or explosions. Situation that may cause in fire such as electricity short circuit, electrical equipment, wood, paper, plastic, lighting and accidents which can cost our company to have a huge lost.

Burglary and Theft

Running a business is risk as you cannot predict what will happen and you cannot entirely control people behavior. For example, crime such as burglary and theft can be committed by either internal staff or external people. Even if happened internally also hardly to be traced.

9.7 Contingency Plan

Management Risk

In order to solve the problem of inexperience, our management needs to boost our skills base. We are encouraging our team management to attend management training courses, seminar, risk management courses, negotiation training courses and leadership program to upgrade our management ability. Those training courses are designed to improve our leadership and management skills including time management, conflict management, developing mindset, problem solving, presentation strategies, communication and strategic planning. Thus, all those skills and courses are needed in develop our ability to meet our business objectives.

Besides that, we have to make sure that our management operates without conflict and more fairness. Management should follow company rules, policies and standard operating procedures as guidance. So that everything operates under a clear and orderly condition.

Marketing Risk

We can increase our brand recognition by conducting marketing analysis. The market analysis present useful information about the industry and market which our business wants to enter. We can get the useful information including our customer purchasing trends, spending power and competitor information. Based on the analysis, we can reduce business failure as we able to understand about our customers' needs and select appropriate market entry strategies to penetrate into the target market.

The most important is narrow down our target market into a manageable size. Next, we are trying to target specific people with advertisement and promotion in generating brand awareness to our product. For example, there are many new social websites and they will offer a free service, and online advertizing available. In this way, we can directly reach our potential customer by advertising, giving discount, voucher and coupon through print media, newspaper and trade show. When our product is appear more and more times to the potential customer, it will increase our product brand recognition and profits.

Operating risks

Employee training and development program will be providing every three month. Employee will attend the program selectively to improve their ability and performance. Besides, hire an experience supervisor will help in control our staff effectively as they know how to build relationship and dealing with employee's complaint. They are representing company in management of employee concern, problem and complaints. To meet employee needs, management and supervisor shall

constantly meet with worker to show their concern. We will increase permanent employee salaries 10% for 1st year and 20% for 2nd year accordingly to enhance their motivation and loyalty. Other additional incentive such as health insurance, vacations and OT claim will give to appreciate their effort.

Financial risk

To reduce financial risk, our company accounting and finance department are also playing important role. They are responsible for the day to day accounting transaction of the business. Furthermore, they have to calculate all the employees' salaries, company earning, cash payment, income tax and so on. They are helping our company in checking and monitor company expenses is exceed the budget so that it is always have sufficient cash flow in daily operation. Therefore, an excellent accounting and finance department is needed to provide information to assist our management in making accurate budget planning.

Intellectual property protection

Our company will register for the trademark and patent to protect our product imitate by other people. Register for trademark and patent prevent other designing or merchandising similar product under a clearly different mark. Hence, we can protect our company reputation and profitability. If any intellectual property infringement detected we can take legal action to court against the party. It is the ownership right that we can use to protect our product from imitate.

Other contingency plan

We need to prevent our company from fire and keep people safe. Fire detection and warning systems will be install in our factory area especially assembly line to alert people when there's fire. Once the alarms active from smoke and heat it is alert that somewhere is on fire. Next, firefighting equipment must be installed, tested and train our staff to use them so that they know how to use them in critical moment. Fire drills training will be given at least one times per year to train them about the fire risk management. To minimize burglary and theft occur in company installing Closed-Circuit Television (CCTV) must be implementing.

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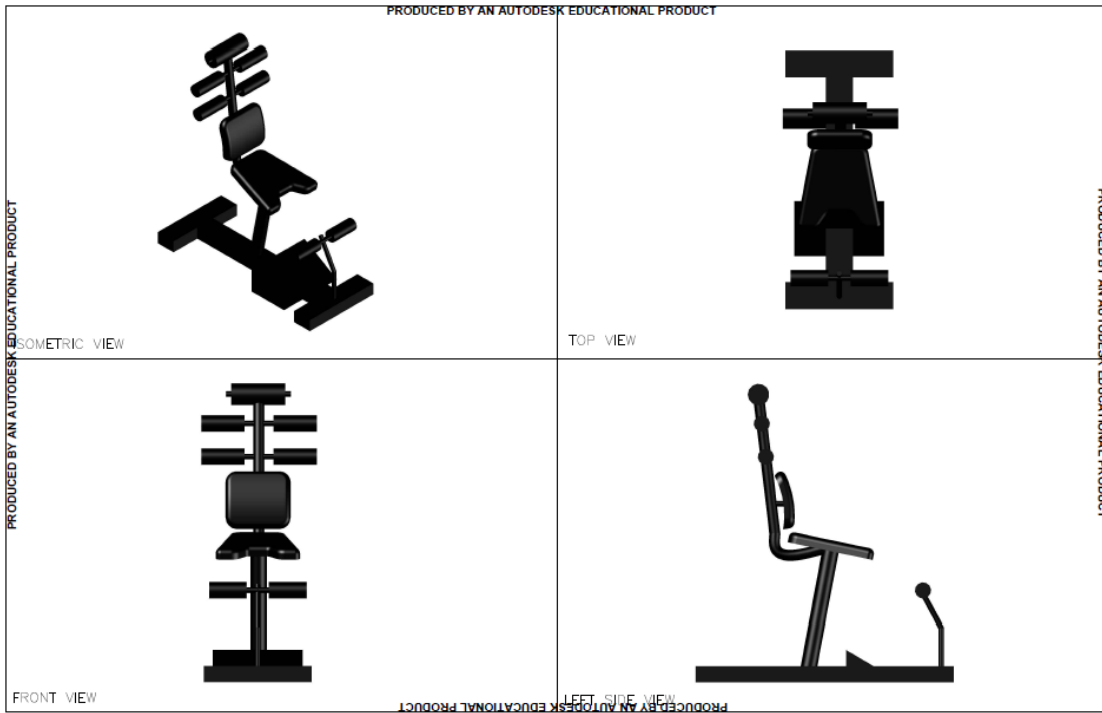
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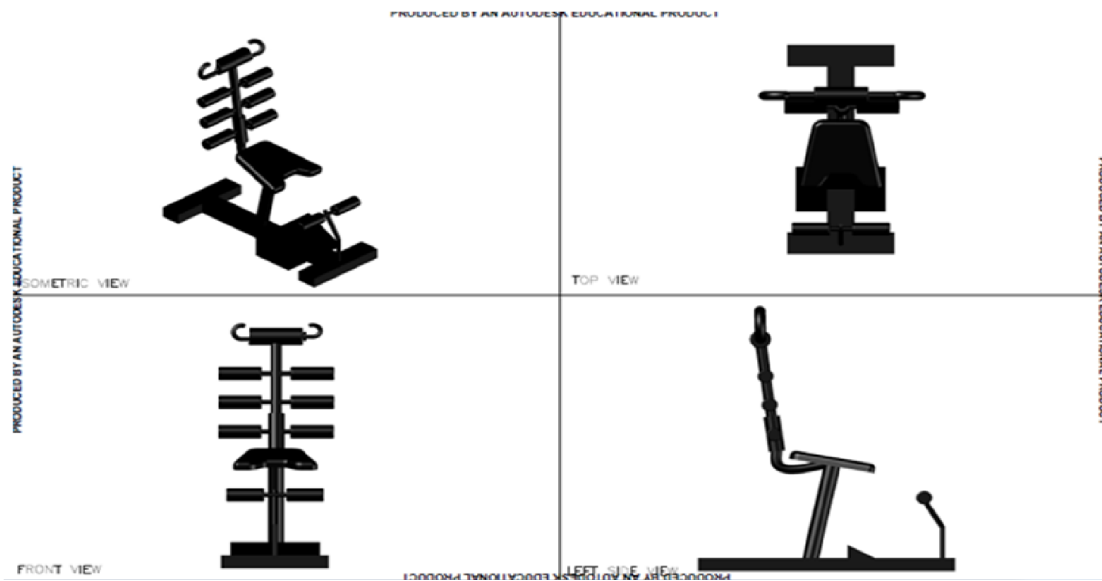
Yusof, M. (2003, December 3). Spare a thought for ergonomics. *New Straits Times*. Retrieved February 10, 2014, from <http://www.nst.com.my/streets/johor/spare-a-thought-for-ergonomics-1.179942>

Appendix 1: Design of Multitask Chair

Lumbar Chair



Spring for Fitness



Appendix 2: Questionnaire



UNIVERSITI TUNKU ABDUL RAHMAN

Faculty of Business and Finance

BACHELOR OF BUSINESS ENTREPRENEURSHIP (HONS)

FINAL YEAR PROJECT

TITLE OF RESEARCH:

Multitask Chair

Private University Undergraduates

Survey Questionnaire

Dear respondents,

We are undergraduates of Bachelor of Business Entrepreneurship (Hons) from Universiti Tunku Abdul Rahman (UTAR). The purpose of this survey is to determine consumer's needs, preferences, and pricing perspectives of our new product, Multitask Chair. This multitask chair is mainly targeted to office workers and professionals. The main function of our chair is to correct the sitting posture of our customers and to allow for exercise at the same time.

All the information that you provide will be kept private and confidential.

Thank you for your cooperation.

Instructions:

- 1) There are only **TWO** sections in this questionnaire. Please answer **ALL** the questions in **ALL** sections.
Section A pertains to the respondents' demographic profile.
Section B pertains to the respondents' opinions and preferences toward our product.
- 2) Completion of this questionnaire will take you around 5 to 10 minutes.
- 3) The contents of this questionnaire will be kept **private and confidential**.

Section A

Demographic Profile

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

1. Gender :

[] Male [] Female

2. Ethnic Group :

[] Chinese [] Indian
[] Malay [] Others

3. Age :

[] 25 to 30 years old [] 31 to 35 years old
[] 36 to 40 years old [] 41 to 45 years old
[] 46 to 50 years old [] 51 years old & above

4. Job / Occupation :

[] Business Owner
[] Office Staff
[] Professionals (Doctor, Engineer, Lecturer, etc.)

5. Monthly
Income :

[] RM 2000 - RM 3000
[] RM 3001 - RM 4000
[] RM 4001 - RM 5000
[] > RM 5000

Section B

General Opinion and Personal Preference:

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

6. How much time do you spend sitting in a day?

- < 4 hours
- 4 hours - 6 hours
- 7 hours - 9 hours
- > 9 hours

7. Do you get tired after sitting for long hours?

- Yes
- No

8. Do you experience any backbone problems that caused by long hour of sitting?

- Yes
- No

9. Do you think that standing is healthier than sitting?

- Yes
- No

10. Do you do some light exercises after long hours of sitting?

- Yes
- No

11. How much time do you spend doing exercises in a week?

- < 4 hours
- 4 - 6 hours
- 7 - 9 hours
- > 9 hours

12. Do you prefer to exercise at your workplace or at other places away from your working area?

- Workplace
- Non- workplace

13. Do you think that your sitting posture is correct?

- Yes
- No

14. Are you willing to spend on a multitask chair which would enable you to sit in a correct posture and exercise at the same time?

- Yes
- No

15. How much would you spend on this multitask chair?

- < RM 100
- RM 100 - RM 150
- RM151 - RM 200
- RM 201 - RM 300
- > RM 300

16. Will you purchase / promote this multitask chair for your employees / office staff in your company?

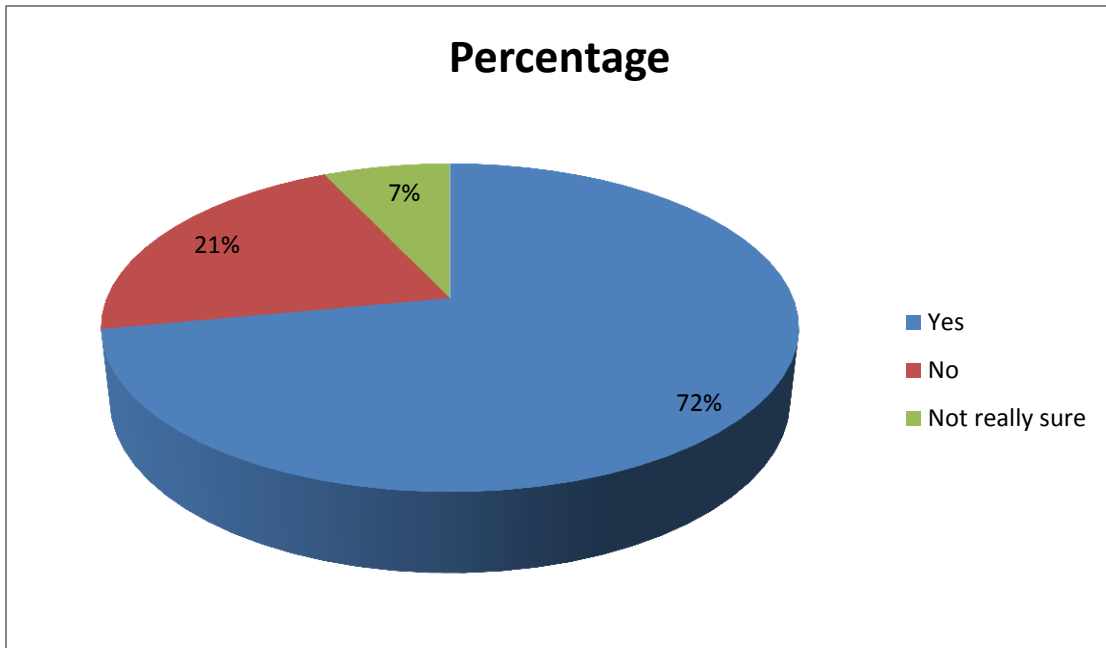
- Yes No

17. Please drop your comments in the box about this multitask chair.

(eg. Design, function, price, improvement, additional features)

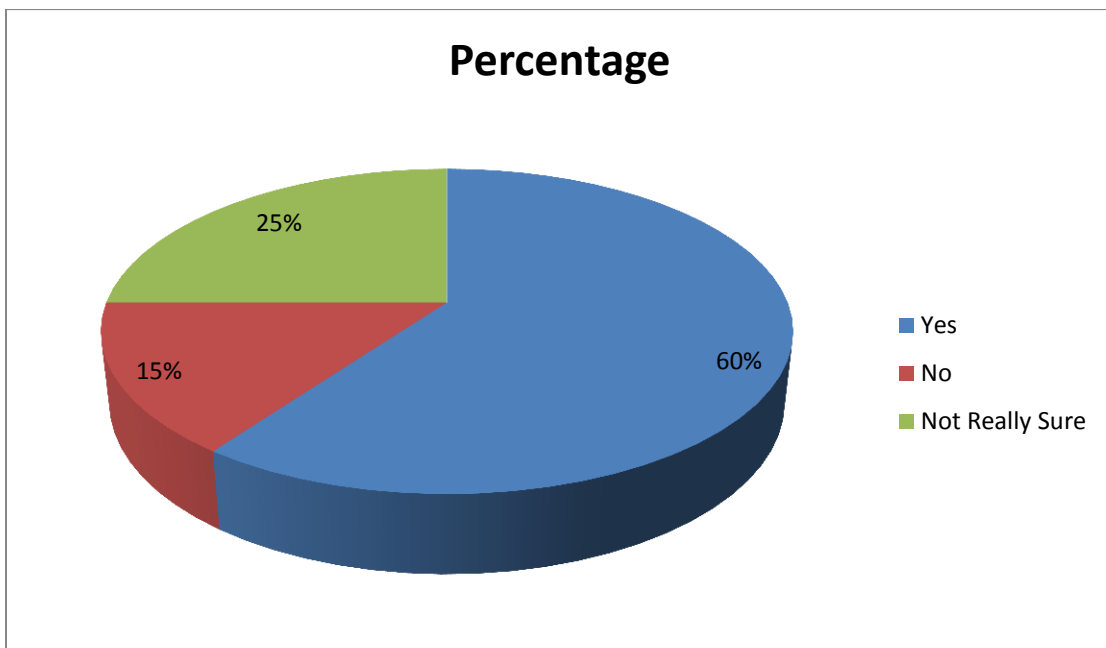
Appendix 3: Survey Response for Multitask Chair

Do You Get Tired After Sitting Long Hour?



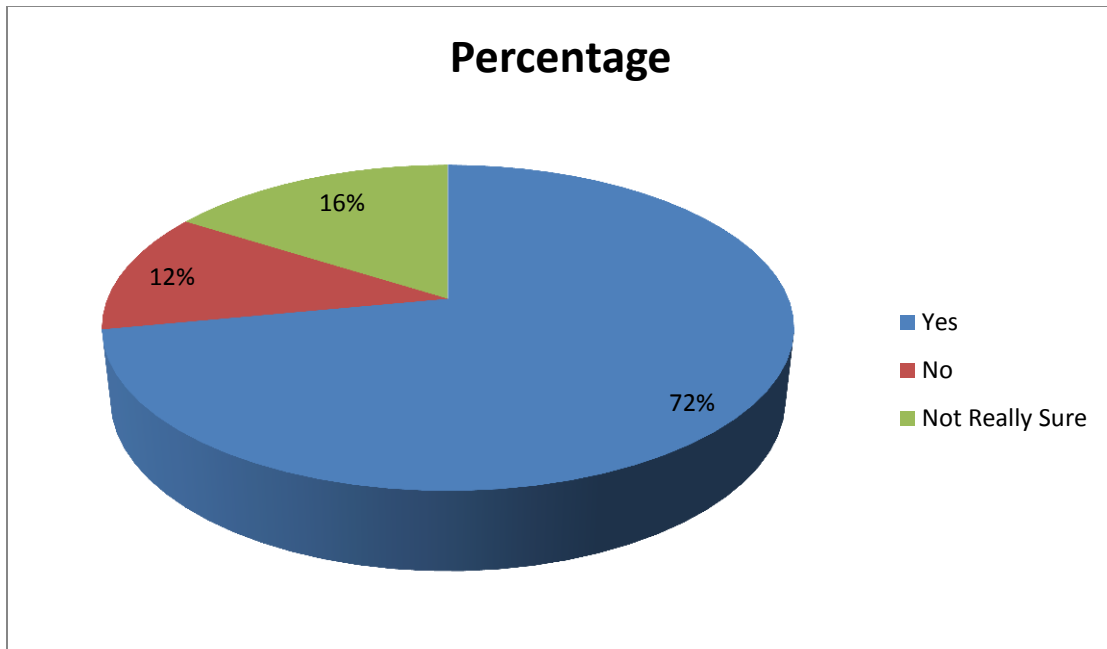
Source: Developed For Research

Do You Experience Any Backbone Problems That Caused By Long Hour of Sitting?



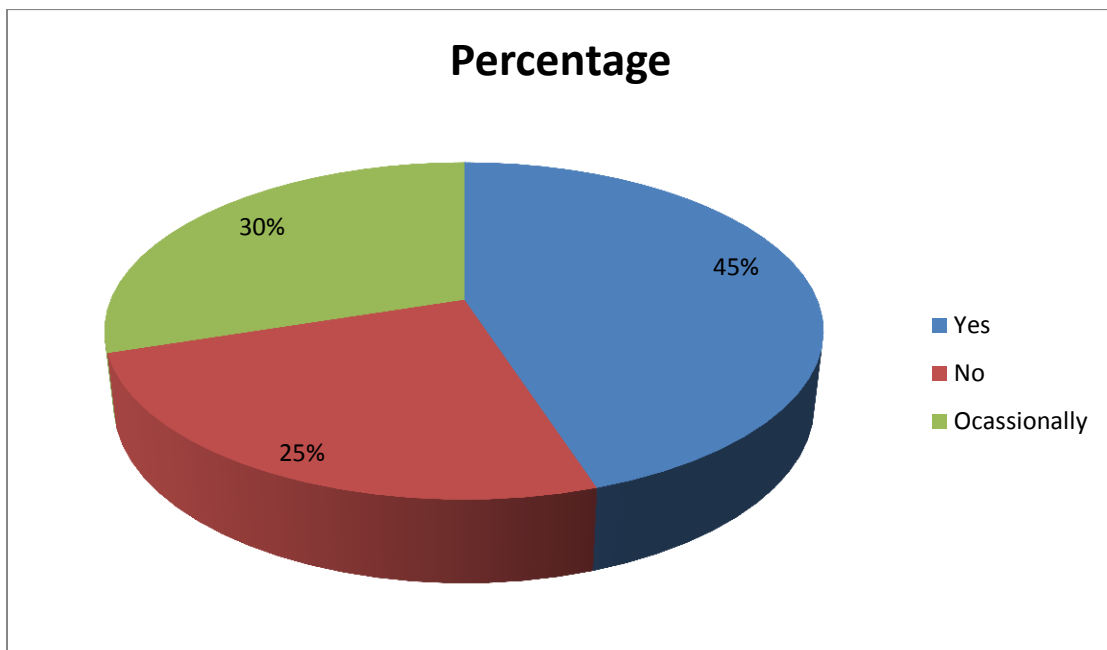
Source: Developed For Research

Do You Think That Standing is Healthier than Sitting?



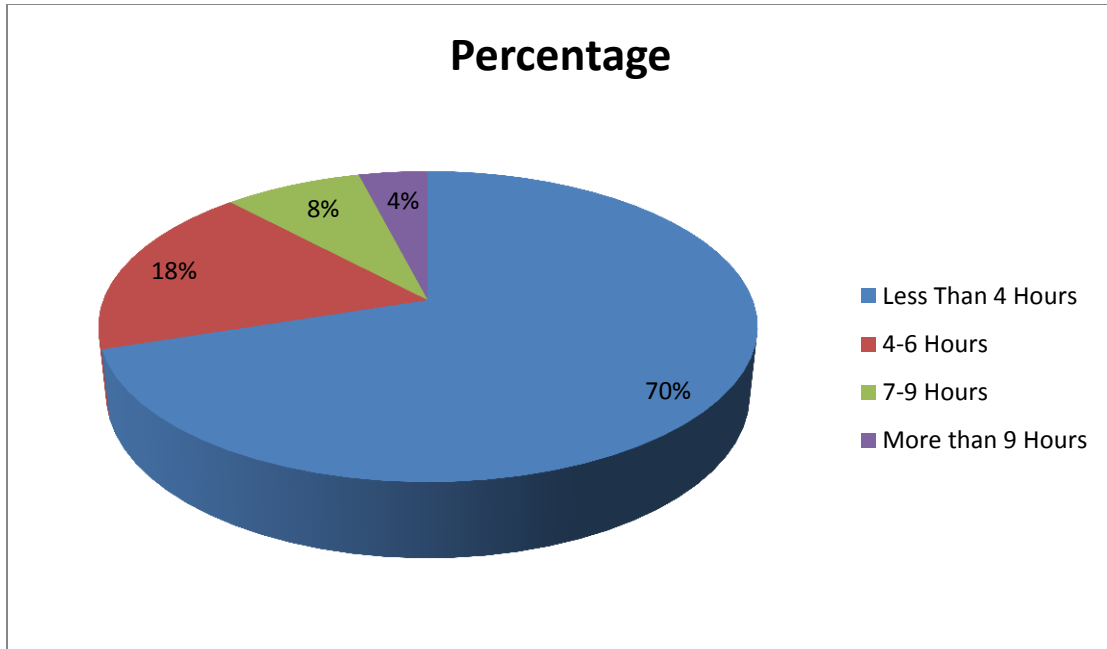
Source: Developed For Research

Do You Do Some Light Exercise After Long Hours Of Sitting?



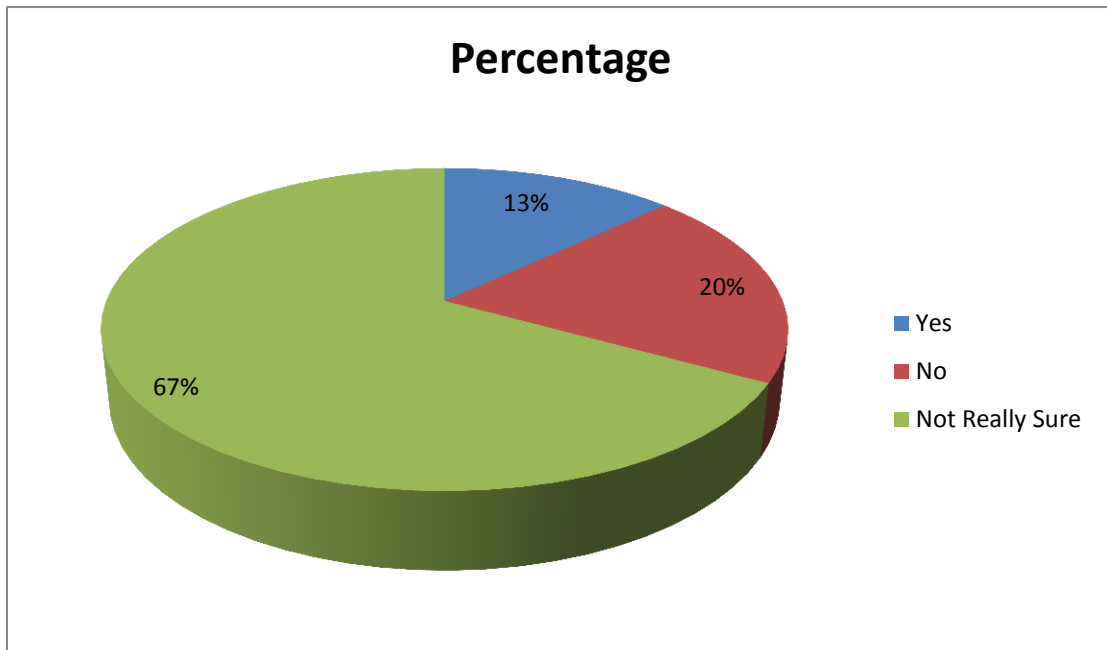
Source: Developed For Research

How Much Time You Spend Doing Exercise In A Week?



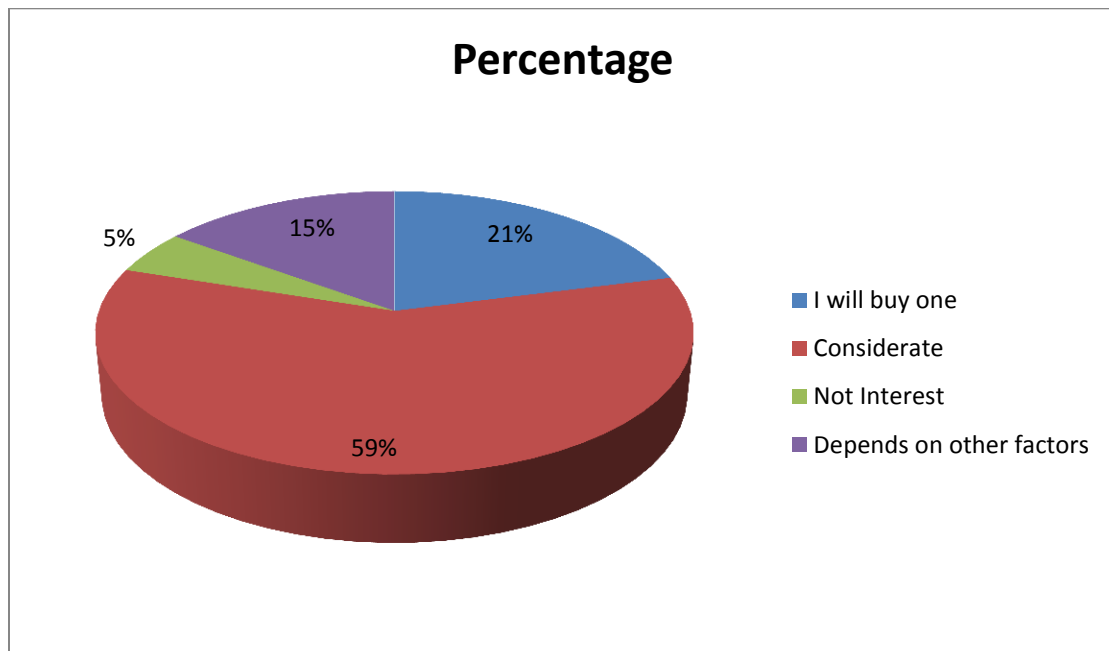
Source: Developed For Research

Do You Think That Your Sitting Posture is Correct?



Source: Developed For Research


Are You Willing to Spend On a Multitask Chair Which Would Enable You to Sit In a Correct Posture and Exercise of The Same Time?



Source: Developed For Research

Appendix 4: Location

<http://www.propwall.my/classifieds/1908385/subang-industrial-park-subang-factory-for-rent-by-carlos-chai>



Subang Industrial Park, Subang

Posted by Carlos Realty on 21-Feb 2014

Asking	RM 2,800	Furnishing	Unfurnished
Built-up	1,400 sf	Layout	-NA-
Listing	For Rent	Type	Factory
Views	7	Lease	12-Month

Carlos:

"

20' x 72' FACTORY WITH FULL MEZZANINE FLOOR EXTENSION (I.5 storey).

- *Extended 1st floor come with aircond and partly furnish.
- *1st floor is partition into an office and store.
- *2unit clean and renovated bathroom.
- *Front & back c/w auto roller shutter.
- *Good location.
- *Easy access to Federal, Kesas, North South, LDP highway!
- *Ideal to use for Aluminium and Glass fabricator, Kitchen cabinet fabricator....
- *Use as Store & Office for Importer, Distributor, Trading company.....

type C

"

@item negotiable
 sms/WhatsApp Chat (REPLY ASAP)
 0102892171/ccjrealty85@gmail.com (24HRS)
 ++++++++

Business/Income Opportunity : Drop Mail : ccjrealty85@gmail.com

Appendix 5: Labour Pool

GPGC foreign worker agency: Insurance, service charge and foreign worker salary
http://www.gpgc2u.com/group_worker_4.php

COUNTRY	INSURANCE GUARANTEE (RM)	SERVICE FEE (RM / WORKER)	SALARY REQUIRED (PER DAY) (COMPULSORY) (RM / WORKER)
NEPAL	750.00	500.00	21.00 + Overtime
VIETNAM	1500.00	500.00	21.00 + Overtime
MYANMAR	750.00	500.00	21.00 + Overtime
CAMBODIA	250.00	500.00	21.00 + Overtime
INDIA	750.00	500.00	21.00 + Overtime
BANGLADESH	500.00	500.00	21.00 + Overtime
INDONESIA	250.00	500.00	22.00 + Overtime

Appendix 6: Quality Control

Equipment for quality control



Measuring tapes



Sand bag

Check Sheet (http://en.wikipedia.org/wiki/File:Check_sheet_for_motor_assembly.svg)

Table 1 (Example of check sheet for production rate)

Number of raw material, work in progress and finished goods in factory

	Mon	Tue	Wed	Thurs	Fri	Sat	TOTAL
Stainless Steel							
Cushion							
Assembling							
Quality checking room							
Finished goods							
TOTAL							

Table 2 (Example of check sheet for defection rate)

	Mon	Tue	Wed	Thurs	Fri	Sat	Total
Incoming inspection							
Product assembling							
Initial Intermediate checking							
Final checking							
Finished goods warehouse							
Total							

Recognition

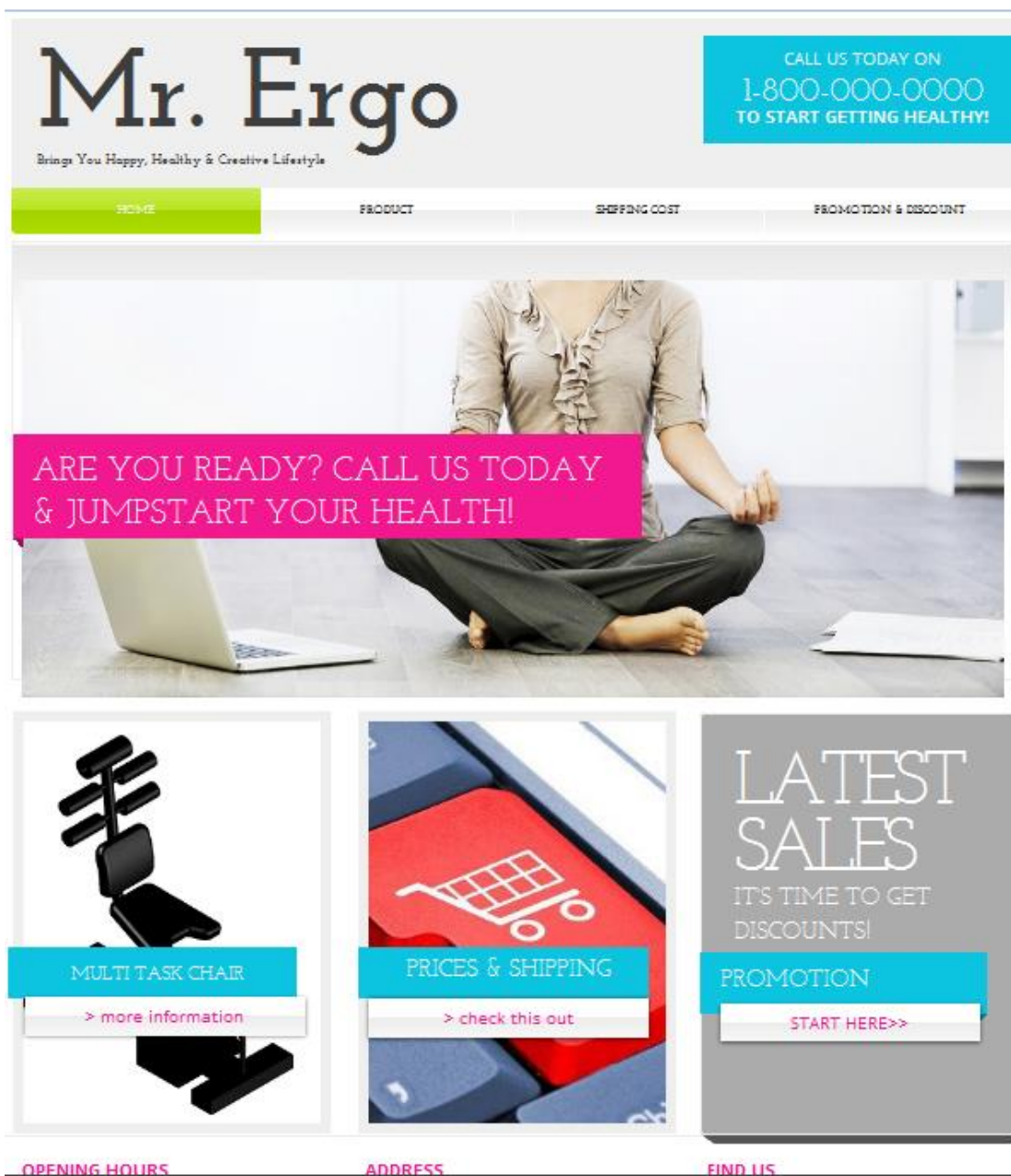


ISO 9000- Quality Management. Retrieved 16 February 2014, from http://www.iso.org/iso/iso_9000

ISO 14000- Environmental Management. Retrieved 16 February 2014, from <http://www.iso.org/iso/iso14000>

The Health and Safety & OHSAS Guide of 18001. Retrieved 16 February 2014, from <http://www.ohsas-18001-occupational-health-and-safety.com/>

Appendix 7: Company's Website



Appendix 8: Resume of Management Team

RESUME OF LIEW MEI YEE

A. Personal Particulars

NAME : Liew Mei Yee
AGE : 23
DATE OF BIRTH : 1990/07/22
NIRC : 900722-08-5346
NATIONALITY : Malaysia
GENDER : Female
RACE : Chinese
RELIGION : Buddhist
MARITAL STATUS : Single



B. Contact Info

ADDRESS : 168 Jerlun New Village, 33000 Kuala Kangsar, Perak
MOBILE NO : 017-5449116
EMAIL ADDRESS : myyee90@gmail.com

C. Education Qualification

I. Primary School

INSTITUTION : SJK (C) Jerlun
DURATION : 1997- 2002

II. Secondary School

INSTITUTION : S.M.J.K.TSUNG WAH
DURATION : 2003- 2007

III. Bachelor Degree

INSTITUTION : Universiti Tunku Abdul Rahman
COURSE : Bachelor (Hons) of Business Administration Entrepreneurship
DURATION : 2010-2014

CGPA : 3.0

D. Working Experiences

COMPANY 1 : SJK (C) Kuala Rui
POSITION : Temporary Teacher
DURATION : Start Date: 2010-01-00 End Date: 2010-03-00

E. Personal Qualities

- Responsibility
- Self driven
- Creativity
- Goal-oriented
- Sociable

II. Language Proficiency

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

F. Reference

NAME : Mr. Oon Kam Hoe
COMPANY : Universiti Tunku Abdul Rahman Perak Campus
POSITION : Head of Entrepreneurship Department
CONTACT : +6012 – 262 4352
EMAIL : oonkh@utar.edu.my

RESUME OF DANIEL TAN ZHI LIANG

A. Personal Particulars

NAME : Daniel Tan Zhi Liang
AGE : 22
DATE OF BIRTH : 1992/07/20
NIRC : 900720-02-5057
NATIONALITY : Malaysia
GENDER : Male
RACE : Chinese
RELIGION : Buddish
MARITAL STATUS : Single



B. Contact Info

ADDRESS : A-42, Tmn PadiEmas, Jln Alor Mengkudu, 05400 Alor
Setar, Kedah
MOBILE NO : 010-3782088
EMAIL ADDRESS : daniel_tan_liang@hotmail.com

C. Education Qualification

I. Primary School

INSTITUTION : SJK (C) KeatHwa (H)
DURATION : 1999 - 2004

II. Secondary School

INSTITUTION : S.M.J.K. KeatHwa
DURATION : 2005 - 2009

III. Bachelor Degree

INSTITUTION : Universiti Tunku Abdul Rahman
COURSE : Bachelor (Hons) of Business Administration Entrepreneurship
DURATION : 2010 -2014

CGPA : 2.9

D. Extra-Curricular Activities, Achievements and Involvements

Society/Involvement	Position	Institution	Award/Achievement	Year
Young Entrepreneurship Society	Vice Chairperson	UTAR PERAK	Waltz with love II Masquerade Night	2013
Entrepreneurship Society	Committee	UTAR PERAK	Entrepreneurial Talk	2013

E. Working Experiences

COMPANY 1 : BrandMe Associate Sdn Bhd

POSITION : Intern

DURATION : Start Date: 2013-10-01 End Date: 2013-12-31

F. Personal Qualities

- Responsibility
- Self driven
- Systematic
- Goal-oriented
- Active
- Cheerful

II. Language Proficiency

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

G. Reference

NAME : Mr. Oon Kam Hoe
COMPANY : Universiti Tunku Abdul Rahman Perak Campus
POSITION : Head of Entrepreneurship Department
CONTACT : +6012 – 262 4352
EMAIL : oonkh@utar.edu.my

RESUME OF PUNG JIA WEI

A. Personal Particulars

NAME : Pung Jia Wei (Joseph)
AGE : 22
DATE OF BIRTH : 1992/07/20
NIRC : 920720-01-7065
NATIONALITY : Malaysia
GENDER : Male
RACE : Chinese
RELIGION : -
MARITAL STATUS : Single



B. Contact Info

ADDRESS : 23, JLN BACANG 21, PASIR GUDANG, JOHOR.
MOBILE NO : 016-7141277
EMAIL ADDRESS : josephpung720@gmail.com

C. Education Qualification

I. Primary School

INSTITUTION : SJK (C) Masai
DURATION : 1999- 2004

II. Secondary School

INSTITUTION : SMK Dato' Penggawa Timur
DURATION : 2005- 2009

III. Bachelor Degree

INSTITUTION : Universiti Tunku Abdul Rahman
COURSE : Bachelor (Hons) of Business Administration Entrepreneurship
DURATION : 2010-2014
CGPA : 3.0

D. Extra-Curricular Activities, Achievements and Involvements

Society/Involvement	Position	Institution	Award/Achievement	Year
Young Entrepreneurship Society	Treasurer	UTAR PERAK	Waltz with love Annual Dinner	2013
Entrepreneurship Society	Treasurer	UTAR PERAK	Survival Rockz	2013

E. Working Experiences

COMPANY 1 : Top Link Asia Event & Management Sdn Bhd

POSITION : Internship

DURATION : 2013/10- 2013/12

F. Personal Qualities

- Responsibility
- Interactive and well communication skill
- Leadership
- Creativity
- Goal-oriented
- Analytical

II. Language Proficiency

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

G. Reference

NAME : Mr. Oon Kam Hoe
COMPANY : Universiti Tunku Abdul Rahman Perak Campus
POSITION : Head of Entrepreneurship Department
CONTACT : +6012 – 262 4352
EMAIL : oonkh@utar.edu.my

RESUME OF TEH CHEE YIN

A. Personal Particulars

NAME : Teh Chee Yin
AGE : 22
DATE OF BIRTH : 1992/02/13
NIRC : 920213-08-6410
NATIONALITY : Malaysia
GENDER : Female
RACE : Chinese
RELIGION : Buddha
MARITAL STATUS : Single



B. Contact Info

ADDRESS : 3, Lorong Ps 19/39, Kampung Boyan, 34000 Taiping, Perak.
MOBILE NO : 011-3609 5896
EMAIL ADDRESS : yin_tcy@live.com.my

C. Education Qualification

I. Primary School

INSTITUTION : SJK (C) Hua Lian 1
DURATION : 1999- 2004

II. Secondary School

INSTITUTION : Sekolah Menengah Jenis Kebangsaan Hua Lian
DURATION : 2005- 2009

III. Bachelor Degree

INSTITUTION : Universiti Tunku Abdul Rahman
COURSE : Bachelor (Hons) of Business Administration Entrepreneurship
DURATION : 2010-2014
CGPA : 3.0

D. Extra-Curricular Activities, Achievements and Involvements

Society/Involvement	Position	Institution	Award/Achievement	Year
Young Entrepreneurship Society	Committee	UTAR PERAK	Waltz with love Meet with Entrepreneur FBF Prom Night	2013
Entrepreneurship Society	Vice Chairperson	UTAR PERAK	Apprentice Challenge Entrepreneurial Talk	2013

E. Working Experiences

COMPANY 1 : BED (Egate) Caf éand Bistro
 POSITION : Waitress and Bar
 DURATION : 2013/05 – 2013/06

COMPANY 2 : China House Heritage Cafe
 POSITION : Waitress
 DURATION : 2013/10-2013/11

COMPANY 3 : OMG Bistro
 POSITION : Waitress and Bar
 DURATION : 2014/01 – present

F. Personal Qualities

- Hardworking
- Responsible for the job and worker
- Caring for the employees and business partner
- Good leadership skills and communication skill
- Good Public Relation Skills
- Open minded
- Willing to challenge
- High adaptation

II. Language Proficiency

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

G. Reference

NAME : Mr. Oon Kam Hoe
COMPANY : Universiti Tunku Abdul Rahman Perak Campus
POSITION : Head of Entrepreneurship Department
CONTACT : +6012 – 262 4352
EMAIL : oonkh@utar.edu.my

RESUME OF TAN EE TENG

A. Personal Particulars

NAME : Tan Ee Teng
AGE : 22
DATE OF BIRTH : 1992/05/11
NIRC : 920511-07-5146
NATIONALITY : Malaysia
GENDER : Female
RACE : Chinese
RELIGION : Buddha
MARITAL STATUS : Single



B. Contact Info

ADDRESS : G-14, Block C, Taman Pulasan, 14000 Bukit Mertajam,
Penang
MOBILE NO : 017-4735762
EMAIL ADDRESS : blaineteng@gmail.com

C. Education Qualification

I. Primary School

INSTITUTION : SRJK(C) Keow Kuang
DURATION : 1999- 2004

II. Secondary School

INSTITUTION : SMJK(C) Jit Sin
DURATION : 2005- 2009

III. Bachelor Degree

INSTITUTION : Universiti Tunku Abdul Rahman
COURSE : Bachelor (Hons) of Business Administration Entrepreneurship
DURATION : 2010-2014

CGPA : 3.0

D. Extra-Curricular Activities, Achievements and Involvements

Society/Involvement	Position	Institution	Award/Achievement	Year
Young Entrepreneurship Society	Secretary	UTAR PERAK	Waltz with love Meet with Entrepreneur Bar Camp Apprentice Talk	2013
Entrepreneurship Society	Chairperson	UTAR PERAK	Entrepreneurial Talk Survival Rock	2013

E. Working Experiences

COMPANY 1 : Tao Authentic Asian Cuisine

POSITION : Server

DURATION : 2009/11-2010/04

COMPANY 2 : Great Eastern

POSITION : Insurance Agent

DURATION : 2012/03-2013/02

COMPANY 3 : TSL& Associates

POSITION : Assistant

DURATION : 2013/10-2013/12

F. Personal Qualities

- Hardworking
- Responsible for the job and worker
- Caring for the employees and business partner
- Good leadership skills and communication skill
- Good Management Skill and Good Documentation

II. Language Proficiency

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

G. Reference

NAME : Mr. Oon Kam Hoe
COMPANY : Universiti Tunku Abdul Rahman Perak Campus
POSITION : Head of Entrepreneurship Department
CONTACT : +6012 – 262 4352
EMAIL : oonkh@utar.edu.my

Appendix 9: Form 13A, 6, 48A, 9, 49, TM 5

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>SEARCH RESULT 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

CLARIFICATION

1. Single letters included in the name stand for:
2. If the proposed name is not in Bahasa Malaysia or English, please clarify:
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:
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):
5. If the proposed name is a trade mark, state whether written consent has been obtained from the owner (please attach consent):
6. If the proposed name is to be used for change of name of an existing corporation, state the following:

Existing name:

Company:
7. The nature of the business carried on or to be carried on by the company

(Am. P.U.(A) 80 /1993:s.5)
8. Other comments:

(Am. P.U.(A) 80 /1993:s.5)

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]

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
into shares 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)

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 (name of proposed corporation) . I attach herewith an office copy of the court order.

(6) I hereby consent to act as director of..... (Nama Syarikat) .

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

Subscribed and solemnly declared by the
abovenamed at..... in the State
of this..... day
of, 19.....

Before me

.....

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]

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]

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]

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)]

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.)

.....

<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>.....</p>
<p>6. Full name and address of applicant:</p> <p>Name :</p> <p>.....</p> <p>Address :</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>7. Full name and address of agent (if any):</p> <p>Name :</p> <p>.....</p> <p>Address :</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>8. Agent's Registration No. (if known):</p> <p>.....</p>
<p>9. Agent's own reference:</p> <p>.....</p>

Appendix 10: Business Registration Form


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

BORANG A				
KAEDAH-KAEDAH PENDAFTARAN PERNIAGAAN 1957 (KAEDAH 3) PENDAFTARAN PERNIAGAAN				
BORANG PERCUMA				
MAKLUMAT CAWANGAN (* Ruangan yang wajib)				
BIL	ALAMAT CAWANGAN	BANDAR	POSKOD	NEGERI
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

BORANG A		BORANG PERCUMA
KAEDAH-KAEDAH PENDAFTARAN PERNIAGAAN 1957 (KAEDAH 31) PENDAFTARAN PERNIAGAAN		
MAKLUMAT PEMILIK (* Ruangan yang wajib)		
1. * NAMA PEMILIK	<input style="width: 100%;" type="text"/>	
2. * TARIKH LAHIR	<input style="width: 100%;" type="text"/>	
3. * KERAKYATAN	<input type="checkbox"/> MALAYSIA <input type="checkbox"/> PENDUDUK TETAP (nyatakan negara asal) <input style="width: 100%;" type="text"/>	
4. * NO. PENGENALAN PERIBADI	5. *WARNA	
KAD PENGENALAN (LAMA)	<input style="width: 100%;" type="text"/>	<input type="checkbox"/> BIRU
MYKAD	<input style="width: 100%;" type="text"/> - <input style="width: 20px;" type="text"/> - <input style="width: 20px;" type="text"/>	<input type="checkbox"/> MERAH
(i.e.: 810226-02-5601)		<input type="checkbox"/> LAIN-LAIN
MYPR	<input style="width: 100%;" type="text"/> - <input style="width: 20px;" type="text"/> - <input style="width: 20px;" type="text"/>	<input style="width: 100%;" type="text"/>
(i.e.: 810226-02-5601)		
PASPORT	<input style="width: 100%;" type="text"/>	
POLIS	<input style="width: 100%;" type="text"/>	
TENTERA	<input style="width: 100%;" type="text"/>	
6. * JANTINA	<input type="checkbox"/> LELAKI <input type="checkbox"/> PEREMPUAN	
7. * BANGSA	<input type="checkbox"/> MELAYU <input type="checkbox"/> BUMIPUTERA SABAH <input type="checkbox"/> BUMIPUTERA SARAWAK <input type="checkbox"/> CINA <input type="checkbox"/> i. KADAZAN <input type="checkbox"/> i. BIDAYUH <input type="checkbox"/> INDIA <input type="checkbox"/> ii. IBAN <input type="checkbox"/> ii. BAJAU <input type="checkbox"/> LAIN-LAIN <input type="checkbox"/> iii. DUSUN <input type="checkbox"/> iii. MELANAU <small>(sila nyatakan)</small>	
8. * ALAMAT KEDIAMAN	<input style="width: 100%;" type="text"/>	
9. * BANDAR	<input style="width: 100%;" type="text"/>	
10. * POSKOD	<input style="width: 100%;" type="text"/>	
11. * NEGERI	<input style="width: 100%;" type="text"/>	
12. TELEFON	<input style="width: 100%;" type="text"/>	FAKS <input style="width: 100%;" type="text"/>
13. E-MEL	<input style="width: 100%;" type="text"/>	
14. * PEMILIKAN	<input type="checkbox"/> PEMILIKAN TUNGGAL <input type="checkbox"/> PERKONGSIAN	
	TANDATANGAN PEMILIK	

BORANG A KAEDAH-KAEDAH PENDAFTARAN PERNIAGAAN 1957 (KAEDAH 3) PENDAFTARAN PERNIAGAAN		BORANG PERCUMA
MAKLUMAT JENIS PERNIAGAAN (* Sila isi sekurang-kurangnya satu)		
	NO. KOD JENIS PERNIAGAAN	PERIHAL
1.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
2.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
3.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
4.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
5.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
6.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
7.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
8.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
9.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
10.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
PENGESAHAN OLEH PEMILIK TUNGGAL/ RAKAN KONGSI (* Ruangan yang wajib)		
Saya/Kami yang bertandatangan di bawah ini mengesahkan ketepatan semua kenyataan yang dibuat dalam borang ini dan mengakui bahawa saya/kami adalah pemilik/rakan kongsi bagi perniagaan yang bernama		
_____ NAMA	_____ NO. KAD PENGENALAN DAN WARNA	_____ TANDATANGAN/CAP IBU JARI KANAN
Bertarikh _____ haribulan _____		

Appendix 11: SOCSO Registration Form (8A)



**BORANG
8A
PERTUBUHAN KESELAMATAN SOSIAL**

JADUAL CARUMAN BULANAN
UNTUK CARUMAN BULAN

Jumlah caruman untuk bulan di atas hendaklah dibayar
tidak lewat daripada

Bayaran Tunai.
 Bayaran cek. No. cek

No. Kod Majikan

Nama dan Alamat Majikan

Amaan	Bilangan Pekerja	Lembaran
RM		

CATATAN: Cap Bank

- NO. PENDAFTARAN KESELAMATAN SOSIAL ADALAH NOMBOR KAD PENGENALAN PENDAFTARAN NEGARA.
- Tandakan X di ruangan (2) jika pekerja telah berhenti kerja dan maulakan tarikh berhenti kerja di ruangan (3).
- Isikan tarikh mula kerja untuk pekerja yang tidak sekularisasi sahaja di ruangan (3). Pendaftaran pekerja sekularisasi hendaklah juga dibuat dalam borang ini.
- Jika tidak caruman BAWAH cuti tanpa gaji masukkan angka 00.00 di ruangan (6).
- Jika ada butiran-butiran yang tidak dapat diisi betul, jangan buat perubahan di borang ini, sila beritahu PERKESO secara bertulis.
- Sila pastikan tulisan/angka/cap tidak menyertuh mana-mana garisan/kuadran/code yang disediakan.
- Format untuk tarikh, mulailah berhenti kerja adalah seperti contoh 01/07/2000.

NO. KAD PENGENALAN PENDAFTARAN NEGARA Lihat Catatan (1)	TKH MULU/TKH BERHENTI KERJA hh/mm/ (3)	KEPULUHAN PERKESO (4)	NAMA PEKERJA (MENGIKUT KAD PENGENALAN) (5)	CARUMAN (6)	
				RM	SEN

Jumlah muka surat ini

PERHATIAN:
1. Sila fotostat Borang 8A untuk rekod tuan.
2. 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 : _____

Appendix 12: Mr Ergo's Business Cards

