

ECOG SOLUTION SDN BHD  
No.18, Jalan Sama Gagah 5,  
Taman Telok Gedong,  
Pelabuhan Utara,  
42920 Klang,  
Selangor Darul Ehsan.  
(Phone/Fax) 07-5561234



**BUSINESS PLAN**

**ECOG SOLUTION SDN BHD**

**BY**

Yeoh Ching Ee  
Seow Wei Pei  
Chuah Chen Yang  
Sin Ee Lin  
Nang Yu Chin  
EMAIL: [ecogsolution@gmail.com](mailto:ecogsolution@gmail.com)

Business Plan prepared July 2014  
By Yeah Ching Ee, Seow Wei Pei, Chuah Chen Yang, Sin Ee Lin, Nang Yu Chin

**Copyright @ 2014 ALL RIGHTS RESERVED.**

No part of this Business Plan may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, graphic, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior consent of the authors.

## 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 24,214 words.

<b>Name of Student:</b>	<b>Student ID:</b>	<b>Signature:</b>
1. Yeoh Ching Ee	10ABB06233	_____
2. Seow Wei Pei	10ABB05540	_____
3. Chuah Chen Yang	10ABB03668	_____
4. Sin Ee Lin	10ABB06246	_____
5. Nang Yu Chin	10ABB02435	_____

Date: 04 August 2014

## **ACKNOWLEDMENT**

First and foremost, we would like to thank Universiti Tunku Abdul Rahman (UTAR) for the privilege and opportunity to conduct this business plan in our course structure. Upon the knowledge and skills we learned in this business plan, we know the importance of completing this business plan as a team through communication between each other which plays an important element in it. Throughout the learning and knowledge we gained in UTAR, we are able to apply it in this business plan. Not only that, we are given the chance to expose ourselves to the actual business plan in the business world.

We would like to express our sincere gratitude to our supervisor, Ms. Khor Hooi Ching for her guidance and constructive comments on our business plan. With her guidance and direction towards our team, it gives us the encouragement and motivation to conduct this business plan. Ms Khor Hooi Ching guidance is valuable in our completion of this business plan.

Not only that, we would like to take this opportunity to express our sincere gratitude to Entrepreneurial Project Coordinator, Ms. Ng Yin Kuan for her valuable information and advices in conducting this business plan. With her guidance, we are able to complete this business plan on time and successfully

We would like to express our gratitude to every party or individual involved in making our business plan to be successful.

Last but not least, we will like to thank our families for their support mentally and physically in assisting us in the completion of our business plan.

Thank you.

## TABLE OF CONTENTS

	<b>PAGE</b>
Copyright Page.....	ii
Declaration.....	iii
Acknowledgement.....	iv
Table of Contents.....	v
List of Tables.....	x
List of Figures.....	xii
List of Charts.....	xiii
List of Financial Data.....	xiv
List of Appendices.....	xv
<b>1.0 EXECUTIVE SUMMARY.....</b>	<b>1</b>
1.1 The Opportunity.....	1
1.2 The Description of the Business.....	1-2
1.3 Competitive Advantage.....	2
1.4 The Target Market.....	2
1.5 The Management Team.....	2
1.6 Brief Summary of the Financial Projections.....	3-4
1.7 Description of What the Business Needs.....	4
1.8 Exist Strategy for Investors.....	4
<b>2.0 THE BUSINESS.....</b>	<b>5</b>
2.1 The Description of the Business.....	5
2.1.1 The Name, Logo and Location of the proposed business.....	5
2.1.1.1 Name of the company.....	5-6
2.1.1.2 Logo.....	6
2.1.1.3 Location.....	6-7
2.1.2 Nature of the Business/Products or services offer....	7-8

2.1.3	Company missions and objectives.....	8-9
2.2	The Opportunity.....	9-10
2.2.1	Problem to solve or need to be filled.....	9-10
2.2.2	How the proposed business solves problem or filled the need.....	10-11
2.3	Competitive Advantage.....	12
2.3.1	Description of the business model.....	12
2.3.1.1	Key Partner.....	13-14
2.3.1.2	Key Resources.....	14-15
2.3.1.3	Key Activity.....	15
2.3.1.4	Value Proposition.....	15-16
2.3.1.5	Customer Relationship.....	17
2.3.1.6	Channel.....	17-18
2.3.1.7	Customer Segment.....	18-19
2.3.1.8	Cost Structure.....	19-20
2.3.1.9	Revenue Stream.....	20
2.3.2	How the Business will create sustainable Competitive Advantage.....	21-25
2.4	Current Status and Requirements.....	25
2.4.1	Project Milestones.....	25-27
3.0	INDUSTRY ANALYSIS.....	28
3.1	Industry Description.....	28
3.1.1	Industry Trends.....	28-31
3.1.2	Industry Size.....	32-35
3.1.3	Industry Effectiveness.....	35-37
3.1.4	Profit Potential.....	37-39
3.2	Target Market.....	40-42
3.3	Competitive Position within Target Market.....	42
3.3.1	Competitive Analysis Grid for EcoG Solution... ..	42-43
4.0	MARKETING PLAN.....	44
4.1	Product Feasibility.....	44-45

4.1.1	Garden Bed.....	46-47
4.1.2	Plastic Board.....	48
4.1.3	Solar water pump.....	49-50
4.1.4	Rechargeable Battery.....	50-51
4.1.5	Timer.....	51-52
4.1.6	Concept Testing.....	52-53
4.2	Pricing Strategy.....	53-54
4.3	Channel of Distribution.....	54-55
4.4	Promotion and Advertising.....	56-60
4.5	Global Expansion.....	61
5.0	PRODUCTION PLAN.....	62-63
5.1	Manufacturing Process.....	64-65
5.2	Availability of Qualified Labor Pool.....	66
5.3	Physical Plant.....	67
5.4	Machinery and Equipment.....	68
5.5	Name of Supplier and Raw Material.....	69-70
5.6	Quality Control.....	71
5.6.1	Quality Control Equipment.....	71-72
5.6.2	Education and Training.....	72-73
5.6.3	Reliable Supplier.....	73-74
5.7	Customer Support.....	74-76
5.7.1	Company's Website.....	74
5.7.2	Delivery Service.....	75
5.7.3	After-Sales Service.....	75-76
5.7.4	Demonstration.....	76
5.7.5	Company phone number.....	76
6.0	MANAGEMENT TEAM.....	77
6.1	Management Team.....	77
6.1.1	General Manager.....	78-79
6.1.2	Accounting and Financial Manager.....	79
6.1.3	Marketing and Public Relation Manager.....	80

6.1.4	Operations and Quality Control Manager.....	80-81
6.1.5	Human Resource Manager.....	81
6.1.6	Shareholders.....	81-82
6.2	Key Professional Service Provided.....	82
6.2.1	Law Firm.....	82
6.2.2	Accounting and Audit Firm.....	82-83
6.2.3	Government Department.....	83
7.0	COMPANY STRUCTURE, INTELLECTUAL PROPERTY AND OWNERSHIP.....	84
7.1	Company Structure.....	84
7.1.1	General Manager.....	85
7.1.2	Operation and Quality Control Manager.....	85-86
7.1.3	Accounting and Finance Manager.....	86
7.1.4	Marketing and Public Relation Manager.....	87
7.1.5	Human Resource Manager.....	87-88
7.2	Legal Structure.....	88-89
7.3	Intellectual Property.....	89
7.3.1	Trademark.....	89
7.3.2	Registered Design and Specification.....	89-90
8.0	FINANCIAL PLAN.....	91
8.1	Capital required for the next 5 years.....	91-93
8.2	Overview of the financial projections.....	94-103
8.3	Pro Forma Income Statement (5 years).....	104-105
8.4	Cash Flow Projections (5 years).....	106
8.5	Pro Forma Balance Sheet (5 years).....	107
8.6	Payback period and exist strategy.....	108
8.6.1	Payback.....	108
8.6.2	Exist Strategy.....	108



9.0 CRITICAL RISK FACTORS.....	109
9.1 Management Risks.....	109
9.2 Marketing Risks.....	110
9.3 Operating Risks.....	110
9.4 Financial Risk.....	111
9.5 Intellectual Property Infringement.....	111-112
9.6 Other Risks as Appropriate.....	112-113
9.7 Contingency Plan.....	113-115
References .....	116-117
Appendices.....	118-173

**LIST OF TABLES**

	<b>PAGE</b>
Table 1.1: Brief Summaries Of The Financial Projections.....	3-4
Table 2.1 :Project Milestones.....	26
Table 3.1 :List Of Competitor.....	33
Table 3.3 :Competitive Analysis Grid For EcoG Solution.....	43
Table 4.1 :Specification Of Solar Panel.....	49
Table 4.2 :Specification Of Water Pump.....	49
Table 5.1 :Machinery And Equipment.....	68
Table 8.1 :Start Up Cost.....	92-93
Table 8.2 :Start-Up Cash Available.....	93
Table 8.3 :Sales Estimation Of traditional Pot Seller.....	95-96
Table 8.4 :Quality Sales Of Our Product.....	96
Table 8.5 :Quality Sales And Inventory Of Our Product.....	97
Table 8.6 :Percentage Of Depreciation.....	98
Table 8.7 :Depreciation For Car And Lorry (20% Straight Line Method).....	98
Table 8.8 :The Monthly Salary For One Permanent Worker And The Level Of Position . .....	99
Table 8.9 :Salaries for permanent workers for total 5 years in different level of position.....	100
Table 8.10 :Estimated Sales Commission.....	100
Table 8.11 :EPF Paid By Our Company.....	101
Table 8.12 SOCSO Paid By Our Company.....	101

Table 8.13: Total Salary And Service Charge For Foreign Workers.....	102
Table 8.14 :Total Salaries.....	102
Table 8.15 :Payback.....	108

<b>LIST OF FIGURES</b>	<b>PAGES</b>
Figure 2.1: Logo of the Company	6
Figure 2.2: Business Model of EcoG Solution Sdn Bhd	12
Figure 3.1: Porter’s Five Forces	36
Figure 4.3: Picture of Corrugated Plastic Sheet	48
Figure 4.1: Front View of the Garden Bed	49
Figure 4.2: Back View, Right View and Left View of the Garden Bed	47
Figure 4.4: Picture of Corrugated Plastic Sheet Partition	48
Figure 4.5: Picture of Solar Panel	50
Figure 4.6: Picture of Water Pump	50
Figure 4.7: Sample of 9V Rechargeable Battery	51
Figure 4.8: Picture of LCD Programmable Timer	52
Figure 5.1: Map	63
Figure 5.2: Manufacturing Process	65
Figure 5.3 : Physical plant	67
Figure 6.1: Management Team	77
Figure 7.1: Organization Chart	84

**LIST OF CHART**

	<b>PAGE</b>
Pie Chart 3.2: Will You Find It Troublesome To Water Your Plant	40
Bar Chart 3.1: Number of Flower Plants Planted	28
Bar Chart 3.2: Number of Vegetable Plante	29
Bar Chart 3.3: Number of Foliage Planted	29
Bar Chart 3.4: Number of Ornamental Plants	29
Bar Chart 3.5: Distribution of Flower Producer By Category of Producer Malaysia	32
Pie Chart 3.1: Do you like home Gardening	35
Bar Chart 3.6 : Production of Plant Produce	39
Pie Chart 6.1 : Equity of Management Team	78
Pie Chart 8.1: Sources of Funds	91

**LIST OF FINANCIAL STATEMENTS**

	<b>PAGE</b>
Financial Statement 1: Pro Forma Income Statement	104-105
Financial Statement 2: Cash Flow Projections	106
Financial Statement 3: Pro Forma Balance Sheet	107

**LIST OF APPENDICES**

	<b>PAGE</b>
Appendix 1: Design of Ezy Pot	118
Appendix 2: Questionnaire	119-125
Appendix 3: Survey Response for Multitask Chair	126-132
Appendix 4: Location	133-134
Appendix 5: Labour Pool	135
Appendix 6: Quality Control	136-138
Appendix 7: Equipment Purchase	139-142
Appendix 8: Company Website	143
Appendix 9: Product Brouchers	144-145
Appendix 10: Complain Form	146
Appendix 11: Feedback Form	147
Appendix 12: Uniform	148
Appendix 13: Resume of Management Team	149-158
Appendix 14: Form 13A,6,,48A,9,49,TM5	159-172
Appendix 15: EcoG Solution Business Card	173

## 1.0 EXECUTIVE SUMMARY

### 1.1 The Opportunity

Most people who love gardening or prefer to have plants in their house are experiencing various problems that discourage them to do gardening or planting. So, to those garden or plant lovers may feel obligated due to these problems that discourage them from doing what they desire.

There is the existence of consumer interest towards gardening or planting, but due to these reasons which will in fact influences the gardening trend in Malaysia typically to those who stays in a limited space area available for them to plant like the condominiums or apartments.

The factors that contribute to the lack of interest of the consumer towards gardening or planting includes factors like **space constraint, water source problem, lack of time, inconvenience and** considering gardening as **chore** that discourages them from this recreational activity. In fact, today 32% of consumers treat gardening as chore(Global Garden Report, 2011).

### 1.2 The description of Business

EcoG Solution is offering a garden bed with multi-function features which provide the element of convenience to them. Our product, Ezy Pot includes the automated watering system which uses the solar panel with a compartment for water storage. The main purpose of creating this Ezy Pot is to provide a garden-



like feeling or a medium for people to plant. It is **space saving** because it provides an ideal, compact and a portable size that allows our consumer to place their desired location. In fact, it solves the water source problem during the watering process for the plants since our product, Ezy Pot comes with a self storage water compartment which acts as a water source for the process of watering the plants without the need of finding or using traditional gardening tools like pipes or through a water hose. With the features of the automated watering system that comes with a timer and a solar panel, it brings **convenience** and creates a **burden-free** product whereby it solves the problems that consumers are facing like the **lack of time** or to those consumers who consider gardening as a **chore**.

### 1.3 Competitive Advantage

EcoG Solution Sdn Bhd competitive advantages are based on the elements of **space saving, decoration, convenience, differentiation** and **saves water**.

### 1.4 The Target Market

The target markets of EcoG Solution Sdn Bhd are **individuals** who stay in the condominium, facing lack of space for gardening, working adult as well as those who travel often, **organization** such as universities and corporate business and **intermediaries** such as AEON, TESCO and Mr. DIY.

### 1.5 Management Team

Each founders of EcoG Solution are appointed in EcoG Solution's management team. Mr. Yeoh Ching Ee is assigned as the General Manager, Mr. Seow Wei Pei will be the Marketing Manager, Mr. Chuah Chen Yang will be the Operational Manager, while Ms. Sin Ee Lin will be the finance and accounting manager, and Mr. Nang Yu Chin will be assigned as the Human Resource Manager.

## 1.6 Brief Summary of the Financial Projections

**Table 1.1: Brief Summaries of The Financial Projections**

	<b>Year 1 (RM)</b>	<b>Year 2 (RM)</b>	<b>Year 3 (RM)</b>	<b>Year 4 (RM)</b>	<b>Year 5 (RM)</b>
<b>Gross Profit</b>	412,373.28	750,141.66	951,357.75	1,206,556.86	1,530,197.55
<b>(+) Other Revenue</b>	10,585.22	19,320.63	24,503.23	31,076.03	39,411.92
<b>Total Revenue</b>	422,958.50	769,462.29	975,860.98	1,237,632.89	1,569,609.47
<b>(-) Expenses</b>	(604,664.59)	(805,506.80)	(969,520.67)	(1,099,495.32)	(1,318,456.25)
<b>(-) Tax</b>	-	-	(1,268.06)	(27,627.51)	(50,230.64)
<b>Net Profit (Loss)</b>	(181,706.09)	(36,044.51)	5,072.25	110,510.06	200,922.58

### Cash Flow Statement

	<b>Year 1 (RM)</b>	<b>Year 2 (RM)</b>	<b>Year 3 (RM)</b>	<b>Year 4 (RM)</b>	<b>Year 5 (RM)</b>
<b>Cash In Hand</b>	400,000.00	42,311.37	1,194.75	2,288.05	134,933.75
<b>Cash Flow From Operating Activities</b>	(189,869.63)	(41,116.62)	1,093.30	132,645.70	245,364.02
<b>Cash Flow From Non-Operating Activities</b>	(167,819.00)	-	-	-	-
<b>Net Cash Flow</b>	42,311.37	1,194.75	2,288.05	134,933.75	380,297.77

## Balance Sheet

	<b>Year 1 (RM)</b>	<b>Year 2 (RM)</b>	<b>Year 3 (RM)</b>	<b>Year 4 (RM)</b>	<b>Year 5 (RM)</b>
Fixed Asset	142,157.10	124,495.20	106,833.30	89,171.40	71,509.50
Current Asset	52,864.91	12,430.40	14,380.71	148,128.28	394,891.50
<b>Total Asset</b>	<b>195,022.01</b>	<b>136,925.60</b>	<b>121,214.01</b>	<b>237,299.68</b>	<b>466,401.00</b>
Current Liabilities	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00
Owner's Equity	193,522.01	135,425.60	119,714.01	235,799.68	464,901.00
<b>Total Equity and Liabilities</b>	<b>195,022.01</b>	<b>136,925.60</b>	<b>121,214.01</b>	<b>237,299.68</b>	<b>466,401.00</b>

### 1.7 Description of What The Business Needs.

Each founder of EcoG Solution Sdn Bhd will be contributing RM50,000 and the shareholders will contribute a total of RM 150,000 which the total sum for this business would be RM400,000. The primary usage of EcoG Solution capital will be used in the purchase of machinery, labor force, relevant business registration and the application of Investment in Tax Allowance

### 1.8 Exit Strategy for Investors

EcoG Solution will execute the contingency plan if the business turns sour. EcoG Solution will use the liquidation strategy where all property or assets that is under EcoG Solution will be liquidated by selling off to parties whom are interested and the earning from the sales will be paid to debtors and then the remaining earning will be distributed equally among the EcoG Solution investors according to their shares in the company.

## **2.0 THE BUSINESS**

### **2.1 The Description of the Business**

#### **2.1.1 The Name, Logo and Location of the Proposed Business**

##### **2.1.1.1 Name of the Company**

EcoG Solution Sdn Bhd will be the name of our company. Our product is a garden bed, Ezy Pot where it provides an automated watering system which uses a solar panel system. With the features in Ezy Pot, it will bring convenience to our customers, which encourages them to plant or to do gardening. The word “Eco” in our company name reflects the meaning of Eco-Friendly features and element in Ezy Pot whereas the “G” is meant by the Green Environment we are trying to achieve through Ezy Pot. In this Ezy Pot, we have found a way to solve the water source problem and space constraint problem. This is why we create the word “Solution” which represents our Ezy Pot that serves a multi-function features that acts as a solution to every problem. Due to our concern towards the environment, our desire in creating and achieving a more positive environmental outcomes is strong. Thus we use the word of Eco-friendly combined with the Green Environment to come out the word of “EcoG” as our company name.

### **2.1.1.2 Logo**

**Figure 2.1 Logo of the Company**



Nature often represents the color green and it reflects the generalization of the green color . So, our company logo emphasizes on the presence of the leaf to express the concern that people should bring a more concern to the mother nature. We use this icon because the green color of the leaf has the obvious connection with plant life and vegetables. This color has developed a strong link that connects to all things and brings it together in an environmentally friendly manner. Whereas the blue color represents the water storage of Ezy Pot in order to water the plant that can improve the process of planting or gardening. The word “solution” represents the element and features that our EzyPot which acts as a solution provider whereby it helps in solving the water source problem or water crisis and the space problem that the customer faced.

### **2.1.1.3 Location**

Our company emphasizes on assembly business and it will be located in Klang, Selangor. This place consists of many factories and it is a free commercial zone. Thus, the company location is in a strategic place whereby it is located near to our suppliers. This will be a cost advantage for us because it is easy for us to get the materials from them in terms of distance wise. Since our company is located

in Klang, it is easy for our company to import materials from another country. Our company, EcoG Solution Sdn Bhd will be situated at Taman Teluk Gedung Indah, Port Klang. The rental of the shop is RM3000 per month. The location that we have chosen will bring convenience to our company as our finished product can be delivered to KL area or Subang Jaya which the distance is near and sell it straight to the end user or customers, where it will improve our delivery efficiency and thus improving customer satisfaction towards our product, Ezy Pot.

### **2.1.2 Nature of business/Products or service offer**

To avoid the trouble of watering the plants or treating gardening as a commitment, it is important to eliminate these troubles to nurture the interest of the consumer towards gardening or attract them into the gardening field. In other word, convenience is the key selling point we are offering to people. According to Garden Global Report 2011, 32% of the consumer treated gardening as a chore. Upon the awareness and knowledge of this problem, hence we establish this company. EcoG Solution is a company that produces an advance flower pot where it brings convenience to people. Ezy Pot is the first product of EcoG Solution which is portable and automatically water the plants itself thru the self-automated watering system. This is a new innovation in Malaysia that is designed specifically to ease the problems of consumer in gardening in terms of space constraint or the trouble to water the plant. Ezy Pot focuses on bringing convenience to people, which will make their life easier. The features and functionality of Ezy Pot are generated from the problems most people are facing in gardening. With these reasons, it gives an insight knowledge of developing this new concept which will provide a new level of experience in gardening to people. Unlike traditional flower pot or traditional watering system that serves only 1 functionality, we provide a multi-function features to our consumer to improve their standard of living. In this Ezy Pot, commitments like taking care of the plants will be reduced since Ezy Pot will do the function in such way that it helps our consumer to take care of their plants with a low maintenance effort. EcoG

Solution believes that because of factors like troublesome or space constraint, people are paying less attention towards gardening which influences their interest towards gardening. Knowing the benefits of gardening, their preference towards gardening may still be influenced due to the impact of these factors. Ezy Pot will be sold at the price of RM63.45 in our direct channel while the price of RM52.89 will be sold through our retailers. The pricing we set is competitive comparing to other traditional pot product. Hence, Ezy pot is able to compete in the market and providing a multi-function features that will bring convenience to our customers.

### **2.1.3 Company vision, missions and objectives.**

#### **Vision**

“Your Ultimate Gardening Solution”

Produce space saving yet convenience gardening tools.

#### **Mission**

EcoG Solution Sdn.Bhd’s. is looking forward to provide our customer with a/an:

- 1) Convenience and satisfying experience in the gardening profession
- 2) Whole new level of experience in gardening
- 3) Convenience EZY Pot, excellent services, latest information and gardening knowledge
- 4) Passion that able to enrich their quality of life through the convenience of gardening tools that provided by EZY Pot.

#### **Company Objective**

The main objectives for EcoG Solution SdnBhd for the first three years of established are:

- 1) Reduce water wastage during the process of watering the plants
- 2) Promote an innovating way of gardening

- 3) Produce EZY Pot which is space saving
- 4) Provide quality yet affordable price for Ezy Pot
- 5) Concept of innovative, modern, and user friendly perspective

## **2.2 The Opportunity**

### **2.2.1 Problem to solve or need to be filled**

Despite of the increasing rate of development in condominiums and apartments, those who are staying in it finds it hard to have a garden due to the limited space area. Because of this reason, gardening is no longer in their mindset. However, it's possible to have a garden in the balcony area but with an expensive price being charged with engaging professional gardening service. Not many people are willing to pay such a price to have a garden unless those who loves gardening. Hence, the space constraint discourages people to garden indirectly. Not having an appropriate area is a problem for those who wants to garden. In short, different preference, needs and purposes makes the garden design (King,1979).

According to EUROMONITOR INTERNATIONAL, for Malaysia's consumer seldom treat basic gardening activity such as planting, watering, fertilizing and pruning their plants as a valued pastime. This is true for consumers who stays in condominiums or apartments because they are facing the problem like a space constraint for gardening. But for those who owns a space for gardening, their preference to engage professional service is high. Comparing to those people who live in rural areas, they treat gardening as their pastime whereby their preference in natural products is high. It has been a cause for stress and worry for passionate gardener(Global Garden Report, 2011).

Moreover, with the hectic lifestyle they are facing in the cities, this had minimized their interest even more in gardening. In other word, working couples do not have the sufficient time to do these recreational activity



processes especially when it comes to watering the plant. Despite the importance of watering the plant, this may discourage them to plant or to do gardening. When it comes to gardening, a certain commitment is needed because the survival of the plants is dependent on the weather, fertilizer and most importantly the water. This may be problematic for those consumers who travel often. 40% of consumers who likes garden has insufficient time in taking care of their garden. Long working hours and vacations minimizes the time they spend in gardening (Global Garden Report, 2011).

The source of water pipe or hose is limited when it comes to staying in apartment or condominiums. Hence, this may be a problem to water the plants if there's no appropriate water pipe source. Long hose or renovation of the water pipe may be needed in order to water their plants causing them to incur a much greater cost.

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

With the functionality in Ezy Pot, we are able to solve the problems faced by our customers. Despite the portability and the ideal size of our product, our consumer can easily place Ezy Pot anywhere they want. This can ease the problem of space constraint for gardening. Hence, space constraint will no longer be an excuse for them not to do gardening. There is no need to engage in professional gardening service as our product serve both criteria of beautifying and gardening elements. Visual preference is affected by spatial quality and degree of maintenance ( Kaplan& Kaplan, 1989).

To those people who have a hectic lifestyle or travel often may now enjoy the process of gardening as our product serves its uniqueness of automated watering system equipped with the water storage. Whereby our consumer can worry less to water their plants because it is an automated watering system. It also can be considered maintenance free for our consumer as not much action

is needed, unlike traditional pot where our consumer has the obligation to clean the dirt or water stains after the watering process.

As our product has a water storage that acts as a source of water, where pipe or hose is no longer needed. This will ease the trouble to find a water source for or even spending money on renovation for the water source to be in an ideal place in order to water the plants.

Our product emphasizes on bringing the element of convenience to our customer when it comes to gardening, indirectly motivating them to love gardening. With the convenience that our product provide, this can increase their perception on gardening and increase their awareness towards the benefits of gardening. The benefit of nature includes public health strategy and as a preventive medicine (Frumkin& Louv,2007). Convenience that we are providing will be our main selling point to influence our customers to plant allowing them to know more about the benefits of gardening.

## 2.3 Competitive Advantage

### 2.3.1 Description of the business model

**Figure 2.2 Business Model of EcoG Solution SdnBhd**

<b>Key Partners</b> -HDPE Sheet -Corrugated Plastic Sheet -Solar Water Pump -Timer -Logistic Company	<b>Key Activities</b> -Assembly -Quality Checking -Packaging -Store in storage <b>Key Resources</b> -Human -Physical -Intellectual -Financial	<b>Value Proposition</b> <u>Ezy Pot</u> -Green Technology -Space Saving -Convenience -Portable	<b>Customer Relationships</b> -Customer Retention <b>Channel</b> -Direct -Indirect	<b>Customer Segment</b> -Individual -Corporate -Intermediaries
<b>Cost Structure</b> -Material Purchase      -Operation -R&D		<b>Revenue Stream</b> <u>Activity</u> -Selling of Solar auto watering garden bed		

EcoG SolutionSdn. Bhd. is using this 9 block canvas business model to show the business process of EcoG Solution in transferring our resources into a valuable product, Ezy Pot. A good practice of the business model will help the company to sustain the business value.

### **2.3.1.1 Key Partner**

#### **(a) Suppliers**

Our company emphasizes in an assembly line. Hence, the material parts will be supplied by our key suppliers that we find meticulously. Our product, Ezy Pot includes a solar water pump, HDPE sheet, corrugated plastic sheet and timer. So, maintaining a good relationship with all of our suppliers is one of EcoG Solution key priorities to gain a better communication between the supplier and EcoG Solution. Thus, we can reduce the risk of having a situation of scarcity in the raw materials. Establishing a good relationship with them helps to minimize uncertainty like errors in the requirement of our production materials. Besides that, it helps EcoG Solution to improve the production process due to the relationship with our supplier which leads to an efficiency in the lead time of material delivery and keeping the price of the material at a favorable rate.

The example of the raw material supplier is:

- HDPE Sheet
  1. Neu Plastics SdnBhd
  2. Natty Team Corporation (M) SdnBhd
- Corrugated Plastic Sheet
  1. Corlite Packaging Industries SdnBhd
- Solar Water Pump
  1. IWPump Solutions SdnBhd
  2. Amatech Engineering SdnBhd
  3. LEVERAGEDGE SDN. BHD
- Timer
  1. KVC Industrial Supplies SdnBhd
  2. SC Origin (M) SdnBhd

(b) Logistic Company

EcoG Solution needs to establish a good relationship with the logistics company as well. Logistic company plays an important role in our business channel, as their proficiency in their service helps us to deliver the products to our B2C and B2B customers. Therefore, it is crucial for EcoG Solution to maintain a good relationship with relevant parties in the supply chain of our business and is remained as our key priorities. The logistic company, we cooperate with are as below:

1. TASCO Berhad
2. Cougar Logistics Sdn. Bhd.
3. Gains Logistic

**2.3.1.2 Key Resources**

(a) Human

Our employees are one of our key resources in our company. Trainings will be provided for our employees to ensure they have the right skills and knowledge to complete the assigned work. We have top management, clerk, supervisor, salesman, quality control and foreign worker.

(b) Physical

Our company office, warehouse and production factory is in one building. Besides that, car and lorry are one of the crucial key resources of our company in terms of transportation to provide an effective and efficient on time delivery schedule.

(c) Intellectual

Intellectual resources for our company will be our brand name, our manufacturing process method and the design of Ezy Pot.

(d) Financial

The total startup capital for our company will be RM 400,000. Our company funds are raised through 5 top management individual whereby each individual will cover half of the capital which is RM50, 000 from each person and total RM250,000. Not only that, we will be finding investors to invest in the rest of our capital needed which is RM 150, 000.

**2.3.1.3 Key Activity**

The key activity of EgoG Solution is mainly in assembly line as we focus on outsourcing the materials from suppliers and assembles it together. After the assembling process, the finished product will be further inspected in the quality checking process to ensure that all of our products meet the standard requirement. Once the quality checking process is complete, the finished product will be packaged and stored in our warehouse. These processes are the main activity that our company emphasis on.

**2.3.1.4 Value Proposition**

(a) Green Solution

Our product, EzyPot is an environmental friendly product. It creates the values to maintain and preserve the environment. Nowadays, concern towards the environment is increasing among people and they are demanding a healthier lifestyle that would not harm the environment. Besides, by using environmental marketing mix in the product design and manufacture provide a long term competitive advantage (Maneesha, 2013). This product encourage and help people to save water in the process watering their plant which works best in fulfilling the societal needs.

(b) Space Saving

Space spacing is one of our key elements in Ezy Pot. Many people don't plant or even take gardening into consideration at their respective homes due to limitation of space area available for them to plant or to do gardening. Our product is portable and unique whereby our customers will only need a small space to place our product, Ezy Pot.

(c) Portable

Besides of space saving, Ezy Pot provides another benefit which is portable. Customer can place the Ezy anywhere they want. The size of Ezy Pot will ease their problem in the selection of their desired place.

(d) Convenience

Since the features and usage of Ezy Pot that will brings convenience to people, it certainly makes their life easier. Some customer may find planting or gardening as a commitment instead of enjoyment because the processes like watering their plants requires a continuous effort. Our product will automatically water the plant accordingly which is helpful to those people who are busy or not at home. This reduces their concern about their plant or treating gardening as a commitment. Ezy Pot works best for people who like to plant but have a very high mobility and those who travel often.

(e) Decoration

Our product, Ezy Pot has a very unique design. The shape and the unique design make our product appearance as valuable and a high class product. Ezy Pot can act as decoration in customer house, company and garden.

### **2.3.1.5 Customer Relationship**

#### **(a) After sales service**

We will be providing a warranty of 2 years for our customers. We will repair or exchange the defective product within the warranty period for our customer according to the rules and regulation. We are providing options to customers whereby they can either deliver their defective product to us by postal or by sending the defective product to the place where they purchase our product, Ezy Pot.

In addition, we provide extra service that includes useful suggestions and advices to our customer if they face any problem or inquires in the usage of our Ezy Pot. Customer can seek these services by calling our hotline service or via our company internet website.

#### **(b) Customer Hotline**

We will provide a customer hotline for any inquiries or any problem in Ezy Pot.,03-5561234.Besides, customers can seek our advice in term of placing the Ezy Pot in a suitable place of their respective homes.

### **2.3.1.6 Channel**

#### **(a) Direct Channel**

- Personal selling
  - Our company will employ salesman that will help us to promote Ezy Pot face-to-face to the customer and receive the



feedback from customer. In other word, representing EcoG Solution in reaching a larger customer base.

- Website
  - For direct channel, customer can directly purchase Ezy Pot in our website. We leave a special section in our website which allows our customer to fill in their comment and feedback of EzyPotfor our future improvement.

(b) Indirect Channel

- Retailer
  - Our company will be using retailer as our indirect channel in promoting Ezy Pot to the public. Through the channel of retailer, it can help to lower the operating cost for EcoG Solution.

**2.3.1.7 Customer segment**

(a) Individual and Family

We will target individuals or family who has limited space for gardening, typically to those who are living in a condominium or small house because our key selling point is space saving and convenience. This potential segment is for those who has a high preference towards gardening.

We will be targeting Ezy Pot to working adult who are busy and do not have the extra time to do the thing they enjoy like gardening. Because of this reason, it discourages them from planting or to do gardening.

(b) Corporate

We will target Ezy Pot to corporate level like government institution, school, university, constructor and corporate business. These particular groups serve a potential segment to EcoG Solution because will purchase in bulk since the quantity demanded from them is in a large quantity. Ezy Pot can help them to beautify their surroundings without the need to engage a professional gardening service charged with a high price.

(c) Intermediaries

We will target our product to both wholesaler and retailer. These types of customer will buy in large quantity from us in a slightly cheaper price and resell it to their customers. Some of the examples of retailers we are targeting are hardware shop, plant shop, and the hypermarket such as AEON and Tesco.

**2.3.1.8 Cost structure**

(a) Material purchase

All of the materials in EcoG Solution are outsourced and it is the main cost for the company. The 5 main components of our auto watering garden bed are the solar water pump (RM7), timer (RM5), HDPE sheet (RM3) and corrugated plastic sheet (RM1.50) The total cost for the Ezy Pot is RM 17.49, which include 6% of GST. We will choose our supplier based on the approved list of suppliers that can fulfill our requirements in terms of quality and the price of the raw material.

(b) Operation

The operation cost includes rental expenses and the utilities fees for the building for the production of Ezy Pot. The rental is the fixed cost and we

need to pay it even though our business is not operating. The second operation cost of our company is the salaries of employee that consist of 10 employees and foreign workers. In addition, logistic and transport will also be included in our operating cost. Lastly, we need to bear the cost of depreciation of the building, vehicle and machinery equipment. These costs made up the operation cost for EcoG Solution.

(c) Research and Development Cost

We will constantly improve our product and launched new product upon the succession in our Research and Development. Our goal is to launch a new product in 4 years time. Continuous effort in improving the production process will be taken in order to produce Ezy Pot in a more effective and efficient way. We will put a great focus in our Research and Development in producing a more innovative products from EcoG Solution in order to stay competitive in the market and gain the market share. This effort will incurred an amount of expenses which involves the labor work and the equipment for the development of our new product.

**2.3.1.9 Revenue Stream**

(a) Activity

Our company will generate revenue from sales of our Ezy Pot. We will sell our product through direct and indirect channel. The selling price for direct channel is RM 63.45 while in indirect channel the selling price would be RM 52.89. The revenue generated by the sales of Ezy pot can cover the cost of the raw material, operation cost, labor cost and R & D expenses. This revenue also can cover other expenses of the company and the remaining revenue will then be the profit of EcoG Solution.

\

### **2.3.2 How the business will create sustainable competitive advantage**

EcoG Solution's competitive advantage will be analyzed with SWOT analysis in order to differentiate the business from the competitors.

#### **STRENGTHS**

##### a) Differentiation

One of EcoG Solution competitive strength in the automatic watering plant system industry is our unique product features. Consumer expectation is the driver determinants of innovation in the market. With the features we are providing to our customer thru Ezy Pot, we can increase their standard of living and provide an opportunity for them to continually improve and make their life easier in terms of convenience. The EcoG Solution is the pioneer of making the automatic plant watering garden bed called Ezy Pot. This Ezy Pot solves the needs of consumers who have no time to take care of their plants. Ezy Pot will help them to save time, energy and resources. Besides, the Ezy Pot is designed based on consumer's problem which makes the Ezy Pot to be space saving and it is suitable to be placed anywhere either indoor or outdoor. It works best for condominium residents because their balcony can be an ideal place for the Ezy Pot.

Moreover, the Ezy Pot is designed in such way that the circulation of water works perfectly as the excess water during the watering process will drain down into the storage within the garden bed. In other words, it runs a 360 degree water circulation for a more effective and efficient water usage. This reduces the water consumption as it helps our consumers to save water from unnecessary waste of water. Our product is portable because it is tubeless and it works fine without a water source. Furthermore, this product saves energy as well due to the usage of solar panel that uses solar energy to generate the power for the automated watering system in Ezy Pot.

The Ezy Pot enables consumer to save time and energy to water plant which no traditional pot or watering method can replace these benefits we are providing to our consumer. By using this product, consumer's commitment towards planting or gardening will be reduced as they do not need to worry the watering process. With these features we are providing to our consumers, it will allow us to stay competitive and differentiate ourselves from our competition.

b) Reliability

The Ezy Pot does not only functions as a medium for customers to grow their plants, but it helps them to solve the problems they are facing or experienced in planting or gardening. The exterior design of Ezy Pot is attractive and fit perfectly in surrounding environments. As compared to our competitors' products, Ezy Pot is tubeless. Most of the competitors' products have a small tube which requires to connect directly to a water source in order to allow the water inflow towards their plants or gardens. Either way, consumers who use a traditional watering can may experience inconvenience due to the effort to fill in the traditional watering in order to water the plant. Improper position of watering the plant using the traditional watering can may lead to a back pain or tiredness to the customers. Due to the portability that Ezy Pot has, consumers can relocate it to any place they prefer repeatedly and do not need to worry about the problems of the need of water source nearby for the process of watering their plants or gardens. In fact, Malaysia awareness towards a sustainable green future is slowly uplifting. If traditional farming methods still continue, it might be too late in the effort to recover our priceless tropical ecosystem. Hence, traditional farming method need to be revised or further improved in achieving the balance of the ecosystem.

Additionally, we ensure that Ezy Pot will be delivered to our customers on time, within 14 working days after the confirmation order. These strong

positioning will enable EcoG Solution to enjoy continuous to stay competitive and set a clear differentiation between Ezy Pot and our competitor's products.

### **OPPORTUNITIES**

#### a) Innovative Product

Despite of the existence of variety automatic watering products in the market, the existing automatic plant watering system requires a tube to connect to the water tap in order to do the watering process. Compare to these products, our Ezy Pot is more innovative in the features because our product does not need to connect to the water tap in a cumbersome tube.

Another feature of Ezy Pot is the usage of solar energy to operate the water pump. It is eco-friendly and save the home electricity. The innovation that our product has enabled us to gain more market shares as it brings convenience to consumers. Thus, it becomes an opportunity for us to enter this industry and build up our brand awareness and recognition.

#### b) Global Environmental Issue

The rising global environmental issue and the increase of awareness among the society provides an opportunity for us introduce the Ezy Pot. Global warming and air pollution are among the environmental issues that raise the concern of many people. Due to these matters, the excessive carbon dioxide in the atmosphere makes the sun's heat to be trapped and increased the planet's temperature. So, people are encouraged to grow more plants to absorb the carbon dioxide which is the main cause of global warming issues.

Furthermore, plants help greatly in improving air quality and humidity level. With our product, everyone can give their contribution to the earth by growing plants, even for those who has the problem of space availability, typically those who stays in residential areas like in condominiums or apartments.

## **WEAKNESS**

### a) New Startup

The EcoG Solution is a new venture in the industry. We will be facing lesser capital availability as compared to our competitors. We only have roughly RM 400,000 for us to start up the business and with this limited capital, we are unable to compete with the larger scale of companies which has a strong establishment in terms of years in the market. They have more advanced and complete machines and equipments compared to us and this becomes our weakness. EcoG Solution will be in a less advantageous side and unfavorable position in terms of production.

Furthermore, as a new venture, we do not have a well developed network or establishment with the external business partners or internal management system in this industry. Thus, uncertainties like the trial and error of system may take some time to develop it. Besides, workers who are not established with a proper skill or knowledge in the assembly line increases the product defection cost in the early stage of our business.

## **THREATS**

### a) New Entrants

The new entrants will be our greatest threats. Those new ventures will pay a great attention in our product as they will analyze our product. As our product is getting more advanced than existing products in the market, this new venture will study our product and develop a more advance or similar like-type products which can lead to a greater threat to EcoG Solution.

We will try to overcome or minimize this threat by creating and sustaining customer loyalty through our customer service and maintaining a good

product quality. We will also try to improve our product by adding more features and innovative design to ensure that innovation is what our product is providing in the mindset of our customers. Once customers' expectations are met, they will have a higher tendency to stay with Ezy Pot. This helps EcoG Solution to minimize the potential threat of new entrants in the long term.

## **2.4 Current Status and Requirements**

### 2.4 Evolution of Flower Pots

#### **Ceramic Pot**

Ceramic Pot is the first few traditional medium for planting that are introduced in the market. It is heavy and costly.

#### **Plastic Pot**

Plastic pot is the improvement of ceramic pot whereby it is light and cheap. However, it could not withstand a large amount of weight and it is fragile.

#### **Ezy Pot**

Ezy Pot is the next revolution of the past traditional flowering pots. It is cheap and it can withstand a large amount of weight. Not only that, it provides a automated watering system with a water storage system which will bring convenience to the customer.

The traditional pot that is quite common in the market is well accepted by the majority of people and has a high demand for it. However, people need to manually use the water hose or traditional can in order to water their plants or gardens. Not only does the excess water will be leaked out, it will make the place dirty as well. Our product EzyPot, helps in reducing wastage of water as the automated watering garden bed is more advanced and it is designed in such way that the excess water will be flown down to the water storage. We believe this product can change the whole new level in the process of watering their plants or garden. This will be one of the planting equipment that will be a hot sale in the market.



2.4.1 Project Milestones

The projected milestones of EcoG Solution will be prepared along with the required achievements from the day we start up our business. Ezy Pot will be a new evolution of flower pots in the gardening industry.

Table 2.1 Project Milestones

<b>No.</b>	<b>Activities</b>	<b>Beginning date</b>	<b>Ending date</b>	<b>Duration</b>
1.	Business Plan	7/9/2014	31/1/2015	5 months
2.	Propose business plan to potential investor	2/2/2015	16/2/2015	15 days
3.	Funding received	18/2/2015	18/2/2015	1 days
4.	Business registration	19/2/2015	19/2/2015	1 days
5.	Find shop lot	20/2/2015	1/3/2015	10 days
6.	Shop lot renovation	7/3/2015	31/3/2015	1 month
7.	Establish company website	9/3/2015	19/3/2015	10 days
8.	Find suppliers	20/3/2015	30/3/2015	10 days
9.	Purchase tools and equipment	20/3/2015	30/3/2015	10 days
10.	Recruit workers	1/4/2015	15/4/2015	15 days
11.	Commencement of business	1/5/2015	1/5/2015	1 days
12.	Start production	1/5/2015	-	-
13.	Advertising and promotion	1/7/2015	-	-
14.	Financial breakeven for company	1/5/2015	1/6/2017	2 years and 1 month
15.	Export Ezy Pot to foreign country	5/4/2018	-	-

Our business center will be located in Klang area, because we want to ease the loading and unloading activities and also the delivery of our products to our customers. We also hope to ease our export activities in future, because the geographical area in Klang is surrounded by logistic companies and it will be an ideal place for logistic function purposes.

We will recruit local people for office job and hire foreign worker for the production line through foreign worker agency. Besides, we will also outsource the website establishment to XiMnet Malaysia Sdn Bhd and they will handle the

website maintenances and development for us.

For our B2B sales, we will find a salesman to approach those flower shops and also hypermarket to get business. While in B2C, we will sell our products online. After the customer's order has been confirmed, we will deliver the products to their respective locations.

In year 2018, we will expand our business to oversea by exporting our products to foreign country. In year 2019, our expected sales will increase because we will gain greater market share in foreign country.

One of the concerned parts for our investors is the deficit years whereby our company will be suffering losses in the first two years and break even at third year. From the third year onwards, which is the year 2017, our business will be generating profits.

## 3.0 INDUSTRY ANALYSIS

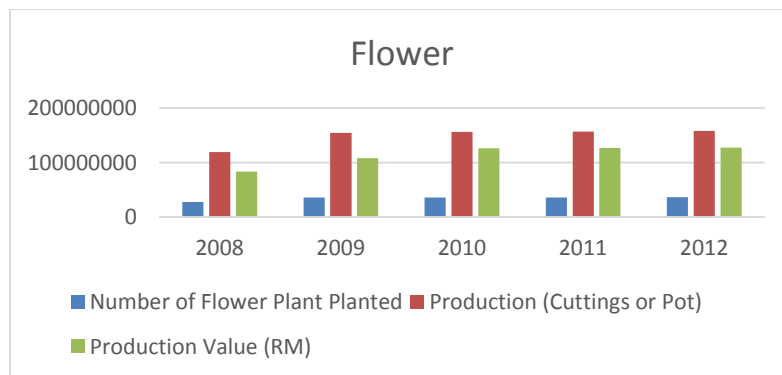
### 3.1 Industry Description

#### 3.1.1 Industry trends

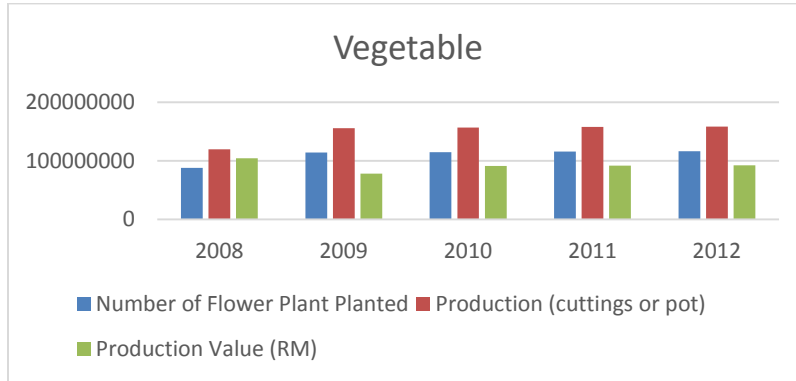
Gardening is the key to the future of the world(Shapiro & Harrisson, Jan 4 2000). The trend in gardening always exists as to each individuals perspective towards gardening is different because each serves a different purpose to them such as the benefits of gardening gained or for landscaping purpose.

The trend of gardening for the preference for plants shows a positive growth among consumers in Malaysia. Among the category of common plant in consumer preference are flower, vegetable, foliage and ornamental plants which in other word are called decoration plants. The positive growth of this category of plants shows a good indicator in this industry trend and gives a good insight knowledge to our company in determining the industry trend since our product, Ezy Pot acts as a medium for consumers to plant or to do gardening.

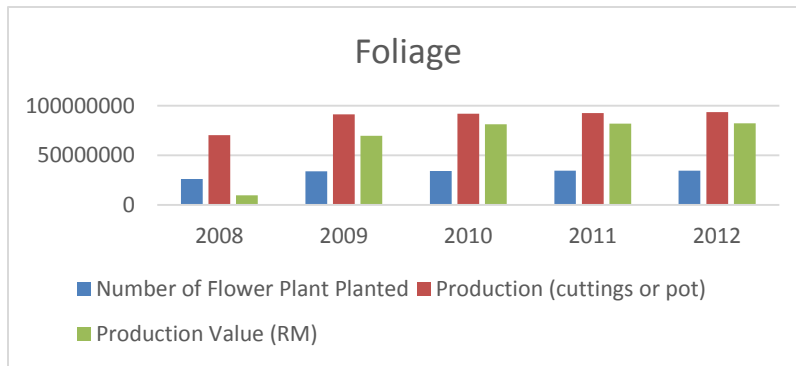
**Bar Chart 3.1: Number of Flower Plants Planted**



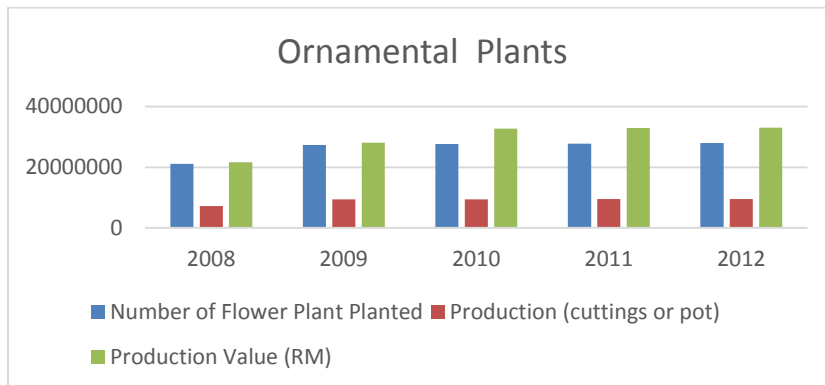
**Bar Chart 3.2: Number of Vegetable Planted**



**Bar Chart 3.3: Number of Foliage Planted**



**Bar Chart 3.4: Number of Ornamental Plants**



In fact, trends in gardening on their balcony are increasing. For those who are living in condominiums or apartments, these types of property are the staple for young married couple, especially for single professionals who prefer the mark of luxury has turned this high rise fuelled into a trendy necessity . By any means, balcony gardens are becoming fashionable and making the full use of the

limitation of space. Thus, creating a cozy and cranny amidst the hustling atmosphere in the city.

According to Chua trading, trend in gardening is growing. But 40% of consumers around the world faces problem of insufficient time in their home. This is a driving demand for smart and convenient tools. This is where our product comes in handy. The most coveted gardening tool is an automatic watering system and robotic mower resulting the increase of demand in automatic garden. Gardening planning and design should saves work and water (Shapiro & Harrison, Jan 4, 2000).

Even if to considered kitchen garden, urban farming and organic gardening are sets the examples of modern gardening trend that are spreading globally. But at the same time as more people experience the process of gardening as a joyful activity, they have insufficient time in taking care of our homes and gardens. And as time pressure increases, higher demand in smart and convenient methods to keep garden in shape is increasing, resulting a trend in demand for automated garden products. 26% of consumer covet automatic watering system tops the global wish list (Global Garden Report, 2011).

According to the survey of EUROMONITOR INTERNATIONAL, gardening trend in Malaysia is showing positive current growth in 2012 itself. It shows that the consumer attribute on their sophistication and disposable income is increasing and hence placing more emphasis on beautifying their homes. In fact, with the hectic lifestyle coupled with the improved disposable income saw consumers to increasingly outsource more strenuous and advance home and garden service.

It is obvious in the fragmented environment, for home and garden as it shows wide availability of foreign brands to local brands in home and garden because of the dominance of other non-grocery retailer. According to EUROMONITOR INTERNATIONAL, their survey shows that home improvement and gardening

center is in a rising prominence which is likely to gain from the positive economic conditions.

According to the data release from the Department of Statistics Malaysia(2010), RM3.8 billion is allocated in the agriculture sector in the year 2012. This proves that our product which is in the category of agriculture has the potential to survive and earn in the market. Agriculture is the foundation of a country's economy as it creates a major contribution to the national economy.

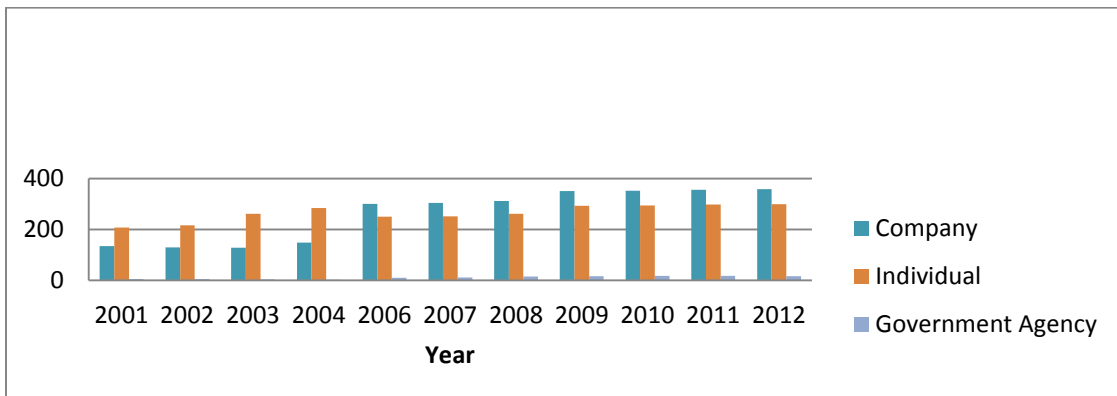
The trend on fertilizers is likely to influence our industry trend as our product serves a medium for our consumers to plant. In other words , the consumption of fertilizers shows an inverse relationship with our product as it shows that demand for people to plant exists. The trend of going eco-friendly is getting its awareness and it's the demand for organic food consumption is increasing as well. As health issue has arisen in the society, consumers now are looking for organic food that is more trustworthy and healthy. Thus, this results in increase of demand in organic fertilizer by agriculture sector such as farmers (Chong, 2009). Hence, with these market opportunity, our product is able to fulfill consumers need as our product serves as a medium for them to garden typically vegetables in this area. Based on the FAO fertilizer and plant nutrition bulletin, Malaysia has improved the usage of available organic waste, organic farming and integrated farming system. The demand of organic fertilizers is increasing, especially on vegetables farms, for ecological factors and because of consumer apprehension about hazards from mineral fertilizers (FAO, 2006).

**3.1.2 Industry size**

Gardening industry is broad because it consists a wide variety of equipments and tools like the traditional pot, landscaping to the watering system that includes a variety of products that contributes to gardening. Therefore, the size in this industry is large due to the needs of consumer to treat gardening as a recreational activity or the purpose of beautifying their homes.

The industry of automatic plant watering system and flower pot are considered large because people will like to grow plants or to have gardens at their surroundings for decoration purpose or for personal interest. This activity can even be found in many companies, as making the place lively and fresh is one of their reasons. As there are quite a number of sellers in the industry. Thus, to be able to differentiate from our competitor’s product we decided to use the solar energy to run the water pump for our product and design our product in such a way that it is portable in order to compete with our competitors. Knowing the industry size likely to be, it can be viewed in other way by determining the number of players in the industry which contributes to the industry size in Malaysia. The distribution of flower producers and area farms by category of producers shows a significant increase which gives a good indicator that the industry is attractive enough to draw company, individual or government agency to enter this industry.

**Bar Chart 3.5: Distribution of Flowers By Category of Producer Malaysia**



There are several types of automatic watering system and item-related selling in the market such as Adjustable Dripper, Hanging Sprinkler, Pop-up Sprinkler and Standing Sprinkler. These items are available at any automatic garden watering system specialist. Beside the automatic watering system, there are quite a number flower pots ranging from different varieties selling in the market. The few main suppliers in the industry are mentioned as follows:

1. HYDROMATE Automatic Watering Solutions
2. Sprinklerhouz
3. FARBEN Automatic Watering System
4. Kean Beng Lee Industries (M) SdnBhd(BABA)
5. BatuKonkrit Enterprise SdnBhd
6. My Pottery (M) SdnBhd

**Table 3.1 List of Competitor**

<b>No.</b>	<b>Competitors</b>	<b>Year Established</b>	<b>Location</b>
1.	HYDROMATE Automatic Watering Solutions	2005	Penang
2.	Sprinklerhouz	2011	Kuala Lumpur
3.	FARBEN Automatic Watering System	2005	Selangor
4.	BABA	1980	Penang
5.	BatuKonkrit Enterprise SdnBhd	2011	Johor
6.	My Pottery (M) SdnBhd	1984	Perak

HYDROMATE Automatic Watering Solutions provide irrigation & Automatic Watering System services to household only. The products they offer include different types of sprinkler and dripper. Their services include giving consultancy and guideline to customers including thenstalling the system is included in their service as well.



Sprinklerhouz focus on providing One Stop Centre sprinkler or irrigation services. Besides irrigation, they also provide additional services like a free consultation and customize a maintenance program to suit their customers' requirements, budget and suitability of the irrigation system. They also collaborate with landscape companies to provide the most cost efficient ways of All-in-One automatic irrigation system for customers to fulfill the project specification from planning to implementation.

FARBEN Automatic Watering System specializes in the development and manufacturing in equipments and systems of household automation for households. They offer variety of garden automation products. The smallest product is a DIY set where it aims small balcony in condominiums and the larger systems aims in the commercial projects like vegetable farms and park. Moreover, they also manufacture products like watering sets and offer installation service like design, install and maintain to their customer.

BABA is among the leading manufacturer in gardening supplies. They are selling many types of gardening gadgets to ease the gardening process. BABA is supplying a variety of pots, but the most excellent feature of their pots is biodegradable. Those biodegradable pots can break down by microorganisms in the soil. Thus, compared to normal plastic pots, their pots are more environmental friendly. Furthermore, their product price is cheap as well.

BatuKonkritEnterpriseSdnBhd offer variety of gardening product that include stone made flower pot, garden sets and others. They provide a custom made different kind of stone craft according to customer's requirement and it is suitable for in terms of exterior and interior application.

My Pottery (M) SdnBhd is a leading pottery manufacturer in Malaysia. It has a wide collection of Malaysia pottery and gardening products for wholesale to the

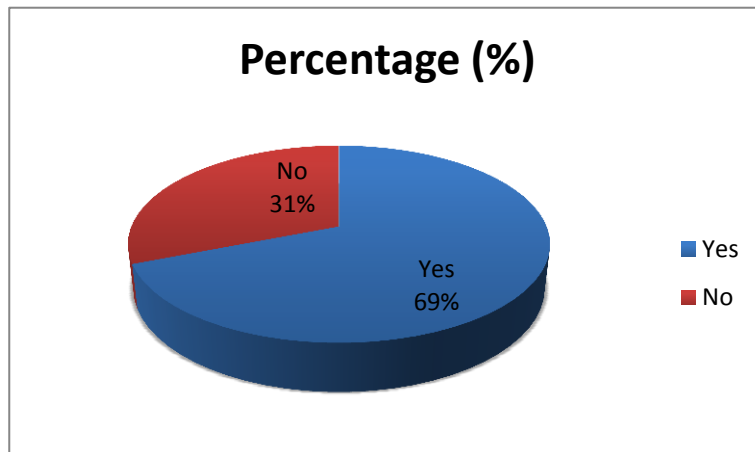
trade. The company has over 30 years of experience in the ceramic pot industry. Their product are designed for a wide range of customers in yard, lawn and more. The main feature of their product is frost-resistant.

Those flower pot supplier offers well designed flower pot for the nice decoration purpose, but the consumer need to water their plants manually. Our product has a nice appearance and works even better because of our automatic watering features.

So, we conclude that the list above is our main indirect competitors because they are offering the product which has a similar function with us but do not have feature like us. Our product features are automatic watering, portable, tube-free and eco-friendly.

According to our survey, 69% of the respondents likes home gardening. The data we obtained from our survey may not fully represent all, but it gives us the insight knowledge that the gardening industry is large because the preference towards gardening is high.

**Pie Chart 3.1: Do you like home Gardening**



### 3.1.3 Industry Effectiveness

The EcoG Company decides to implement the Porter Five Forces to examine the attractiveness of EcoG Solution. The Porter Five Forces are divided into 5 category which is the bargaining power of buyers, bargaining power of suppliers, threat of new entrants, threat of substitutes and competitive rivalry in the industry.

**Figure 3.1: Porter's Five Forces**



#### 3.1.3.2 Bargaining Power of Buyers

In this context, buyers have moderate bargaining power. This will force us to lower the price or even demand for a better product or service quality. Hence, give us lesser obligation to control our product price. This is due to the reason of the high number of substitute products in this industry. Our potential substitute products are traditional flower pots, automated watering system, artificial flowers and watering can.

We do not have direct competitors as we are the first to introduce this type of product in the market. There may be certain features that our indirect competitors are selling such as a medium for planting provided by traditional pots. However, due to our product uniqueness, Ezy Pot can differentiate itself from other competitor's products in this gardening industry.

### 3.1.3.3 Bargaining Power of Supplier

Bargaining power of supplier in this industry is high due to the technology advancement that only a certain supplier has. As the market is not yet explored, there's not much suppliers available in Malaysia. Due to range of limited suppliers in this industry, the bargaining power of supplier is high. However, we will continuously explore the approved list of suppliers so that we have more choices in the selection of suppliers. Hence, it will slowly reduce the bargaining power of supplier.

### 3.1.3.1 Threat of New Entrants

Threat of new entrants is considered low. This is because precise and high value technology is required in order to produce Ezy Pot. First of all, there is no company that provides the same functionality and features in Ezy Pot. It requires expertise skills, knowledge and experience in using such technology to produce Ezy Pot. Thus, due to the technology advancement we acquired, it is difficult for the competitors

### 3.1.3.4 Threat of Substitute Product

There is quite a number of substitute products in this industry. Thus, the context of threat in the substitute product is high. The presence of substitute products has lead to a moderate bargaining power of buyer. Hence, the low switching cost of buyer will lead to a high threat of substitute product. Although the threat of substitute product is high, our unique features are able to differentiate itself if compared to a traditional flower pot. However, this may not apply to customers who are price sensitive since the price is their main concern.

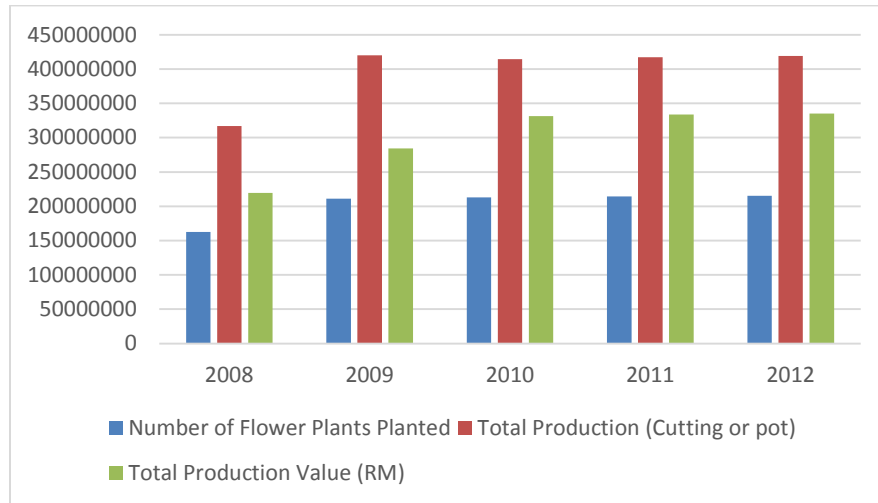
### 3.1.3.5 Competitive Rivalry

As the Ezy pot is the first pioneer in Malaysia, it gives us the privilege to differentiate from other substitute product despite of the uniqueness we have. So, the intensity of competitive rivalry is considered moderate. Our product has many different functions compared to the traditional flower pot. However, consumers may still cling on the traditional pot due to its long existence in the market that influences consumer mindset towards gardening. Through our marketing and advertising efforts in exposing and increasing the awareness of Ezy Pot to the public, EcoG Solution Company will have a stronger position in the market. Hence, the profit potential for our company will be increased.

### **3.1.4 Profit Potential**

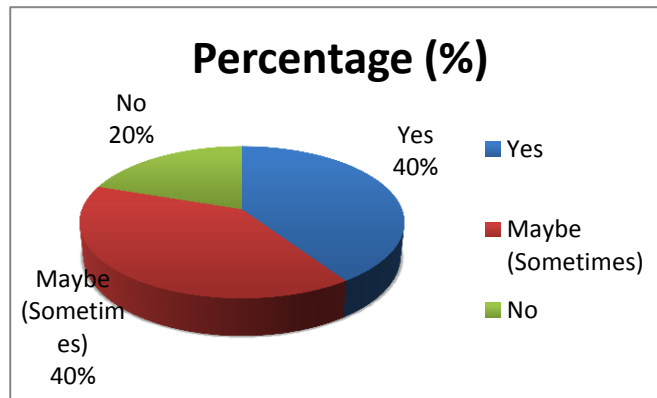
#### Profit potential

Based on the data from the Statistic Department of Malaysia, the number of flower plants planted and the total production which, includes the cutting or pot shows a positive growth throughout the year from 2008. This is a good indicator for EcoG Solution's profit potential since the production of plants shows a positive growth. In general, since the production of flower plants is increasing, this serves as a good opportunity for us to provide Ezy Pot because the need to plant the flower requires a medium. So, Ezy Pot does not only act as a medium for plants but also provide the variety of functionality in Ezy pot which includes the automated watering system and its portability size.

**Bar Chart 3.6 : Production of Plant Produce**

In addition, we used our survey to build a stronger foundation in determining the potential of Ezy Pot to be introduced in the market. We had distributed our survey to 384 respondents which includes key individuals who lived in a condominium or apartment like business owners, lecturers, doctors and office staffs. Although this data we obtained from this survey does not represent all, it still gives us an adequate insight of knowledge in determining the needs and problems people are facing. Thus, creating Ezy Pot that will solve their problems and provide convenience to them.

In general, 41% of respondent in our survey agree that it is considered troublesome when it comes to the process of watering the plants. This proves that Ezy Pot is worth purchasing because it provides the convenience to the customer whereby it water the plants automatically.

**Pie Chart 3.2: Will You Find It Troublesome To Water Your Plant**

### **3.2 Target market**

#### **(a) Individual and family**

We are targeting individuals or families that are living in a condominium or in a small house which has very limited space for gardening in their respective homes. The problem of planting or having a garden in a condominium depends greatly in the availability of home space. In such, the problem of space constraint in their homes discourages them from planting or to do gardening.

Besides, we are targeting working adult who likes gardening but finding it hard to put their commitment in their interest towards gardening. This may be due to the busy working hectic lifestyle or travel often. Based on our survey, this may be problematic for those consumers who travel often. 40% of consumers who likes garden has insufficient time in taking care of their garden. Long working hours and vacations minimizes the time they spend in gardening (Global Garden Report, 2011).

(b) Corporate

In our business plan, we will be targeting to corporate levels like government institution, school, university, constructor and corporate business as well.

According to the Tenth Malaysia Plan 2010- 2015, the prime minister of Malaysia, Dato' Sri Mohd Najib Bin Tun Abdul Razak stated that there are opportunities arise from emerging trends, where demand of green technology, products and services are increasing. They provided an opportunity for people to use the incentives in the Green Technology Financing Scheme which worth RM1.5 billion. These few statement can prove that Malaysia government is aware about the environment problem in Malaysia and will take action to save the environment so the Malaysia government can be one of our target market because our product meet what they wants.

In addition, the trend of "Going Green" in schools, universities and cooperate are already emerging. They want to educate their members in such way to plant as much as possible to save the environment. Not only does our product fits in the concept of "Going Green" but also the convenience Ezy Pot is providing. Besides that, outdoor environment have been said to enhance mental health in adolescents (Hanson, 1977).

(c) Intermediaries

We also will target our product to intermediaries such as wholesaler and retailer. These types of customer have a good brand recognition and draws a large number of customer traffic. They will buy in large quantity from us with low price and resell it to consumer. Besides, we will sell our product to these retailers at lower price and will maintain a good relationship with them. The well-known retailer can help our company to promote our product and increase the consumer confidence to buy our product. The potential retailers are listed at below:



- AEON
  - ✓ AEON CO.(M) BHD is a leading retailer in Malaysia. They sell various ranges of products from groceries to gardening equipment.
  
- Tesco
  - ✓ Tesco is one of the leading retailers in Malaysia and they have more than 43 Tesco and Extra Tesco Stores in Malaysia.
  
- MR, D.I.Y. Hardware shop
  - ✓ MR. D.I.Y is the retailing shop with the sole purpose of providing people with a convenience of one stop outlet for their shopping needs. They established in July 2005.

### **3.3 Competitive Grid Analysis**

#### **3.3.1 Competitive Analysis Grid for EcoG Solution**

Our company, EcoG Solution faces competitive pressure from the companies that provide similar feature like the automatic plant watering products and the traditional flower pots in Malaysia. However, with the features we are providing in Ezy Pot where it is able to differentiate from the competitor's product. We do not have a direct competitor but we do have main indirect competitors where the products they offered has the similar features like the Ezy Pot. The diagram below shows the competitor analysis of EcoG Solution.

**Table 3.3 Competitive Analysis Grid for EcoG Solution**

<b>Company Name</b>	<b>EcoG Solution</b>	<b>HYDROMATE Automatic Watering Solutions</b>	<b>Sprinklerhouz</b>	<b>FARBEN Automatic Watering System</b>	<b>BABA</b>	<b>BatuKonkrit Enterprise SdnBhd</b>	<b>My Pottery (M) SdnBhd</b>
<i>Product / Service Offer</i>	Provide an automatic watering garden bed which is portable and tubeless.	Provide variety of sprinkler and irrigation related accessories for automatic watering system.	Design the most efficient automatic irrigation system that suit customer's requirement and sell irrigation system components.	Provides automatic watering system that delivers the right quantity of water to all plants at the preset time.	Selling variety of pots which are biodegradable and some garden gadget.	Offer variety of concrete stone made flowers pot, decoration and garden sets.	Manufacture and distribute wide variety of high-fired, frost resistant, all weather outdoor garden pottery & planters.
<i>Brand Recognition</i>	Low	High	Moderate	High	High	Moderate	High
<i>Access to Distribution Channel</i>	Medium	Moderate	Moderate	Moderate	High	Medium	High
<i>Product Quality</i>	High	Medium	High	High	High	High	High
<i>Establish Year</i>	2015	2005	2011	2005	1980	2011	1984
<i>Market Position</i>	New Entrant	Market Leader	Contender	Market Leader	Market Leader	Contender	Market Leader
<i>Product Customization</i>	No	Yes	Yes	Yes	No	Yes	No

## **4.0 MARKETING PLAN**

### **4.1 Product Feasibility**

EZY pot is a garden bed where it is powered by a solar water pump that automatically waters the plant. Due to its size that is compact and ideal, it can be easily moved from one place to another according to our customer's preference spot. EZY Pot is designed in such way that it consists of 2 compartments which is the upper and lower compartment which is transparent to allow customers to see the condition of both compartments.

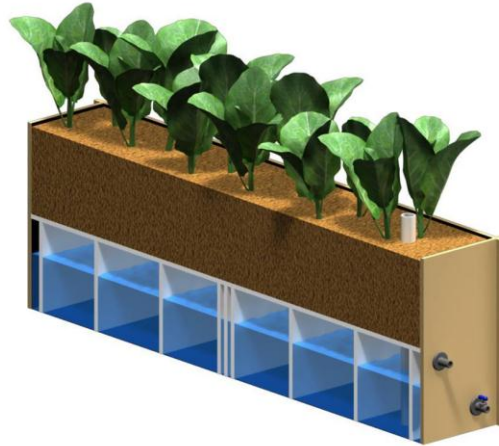
#### **Lower Compartment**

Lower compartment will be the water storage that is designed to store water in order to water the plant. With this water storage, customer can now worry less about the process of watering the plant since it is self automated. Ezy Pot has the capacity amount to store 10 liters of water where it can last for 3 months. In this compartment, it consists of the partition of corrugated plastic sheet which is designed in such way that it can blend in with the water storage and acts as a strong pillar to support the weight of the upper compartment which is the soil. In addition, submersible water pump is placed in this compartment because it is ideal in order to pump the water up to the water compartment.

#### **Upper Compartment**

Upper compartment will be the space where it stores the soil, acts as a medium for plants. The capacity of this compartment can withhold the weight of 6 KG of

soil and the size of it was 30cm x 30cm x 15cm (Wide x Length x Height). The compartment is designed perfectly to fit the soil level which includes the roots of the plants as well. The compartment is suitable for every type of soil and fulfills the needs of consumers on their preference in the selection of soil.



In this Ezy Pot, it runs a mechanism where it uses 360 degree circulation flow. The lower compartment which is the water storage will pump the water above the upper compartment. The water is flowing in such way that it does not only saves water, but saves energy as well. As the water is pumped up to the soil compartment, the excess water is flown back to the water storage through filtration, which is located in between the lower compartment and the upper compartment. This is why it runs in a 360 degree circulation flow. This circulation will saves water as compared to traditional gardening pot where the excess water is not fully utilized, resulting in a water wastage. There will be a small switch box located at the side of the EZY Pot the function to protect the switch, the battery and timer away from sunlight and water. The full function of the EZY Pot starts from the programmer timer to control the water pump. The timer will allow the flow of water by switching on the water pump and the water from water storage will be pumped up to the soil. This Cycle repeats everyday depending on the frequency that customer is going to set.

#### **4.1.1 Garden Bed**

This Ezy Pot is made of good quality plastic material, which is the HDPE Sheet. The materials we chose must withstand the weather condition in Malaysia. We choose HDPE sheet as our main material because the weather in Malaysia is hot and humid throughout the year. Besides, the HDPE sheet material is hard and shock resistant. We did not put wood material as our consideration due to the weather in Malaysia. This Ezy Pot comes in one size, which the height x length x width is 30cm x 30cm x30cm whereas the thickness is about 0.28mm. In the future, we will be providing a variety of different sizes of garden bed to our customer, allowing our customers to have more choice on their preferred size. Here are the picture of the EZY Pot.

**Figure 4.1 : Front View of the Garden Bed**





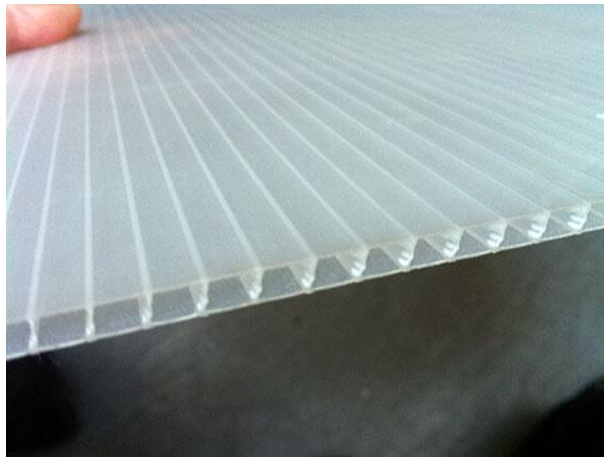
**Figure 4.2 :Back View, Right View, Left View**



#### **4.1.2 Plastic board**

Plastic board is used as a partition in the water storage to supporting the weight of the soil. In other words, this plastic board is called corrugated plastic sheet. This plastic sheet is suitable because it is lightweight and is strong, which can easily be cut with a utility knife. This allows our customer to move the Ezy Pot easily since it is not too heavy for our customer to carry. Besides that, corrugated plastic sheet can emerge in the water for a long period of time and will not spoil easily due to its water resistant ability. This corrugated plastic sheet fulfilled our requirement in the EZY Pot. Therefore, we have chosen corrugated plastic sheet for our partition. This corrugated plastic sheet will be shaped according to the design and measurement of our EZY Pot .

**Figure 4.3: Picture of corrugated plastic sheet**



**Figure 4.4: Picture of corrugated plastic sheet partition**



**4.1.3 Solar water pump**

Our Solar water pump systems consist of the combination of solar panel and DC water pump. The Solar panel is used to generate energy in order to run the water pump. By having a solar panel, it saves energy, saves the hassle of finding a power source and it is Eco-friendly. The solar panel is connected to a rechargeable battery for power storage. The rechargeable battery will provide electricity to the DC pump in order to pump the water up to the soil in order to complete the process of watering the plant. The theory of the solar panel is where the solar modules use light energy from the sun and generate electricity through the photovoltaic effect. Solar panel that we use is “mono crystalline solar module”. The solar panel will be supplied by our suppliers.

Besides that, the water pump is designed to pump the water out of the water storage and watering the plant in a more effective and efficient way. This water pump is a submersible pump where it must be placed in the water.

Table 4.1----- Specification of Solar Panel

Mono Crystalline Solar Module	
Model: AS180-07212A	Maxpower (Pmax) : 1.2W
Maximum power voltage (Vmp) : 7V	Open circuit voltage (Voc) : 7.6V
Maximum power current (Lmp) : 0.17A	Short circuit current (Lsc) : 0.19A
Dimension: 110mm x 110mm x 25mm	Maximum system voltage: 1000V

Table 4.2----- Specification of Water Pump

Solar Submersible Pump

Model: AS180-0712A	Input: DC 7V (150mA)
Maximum height: 100cm	Maximum water pump out: 180 L/H



**Figure 4.5: Picture of Solar Panel**



**Figure 4.6: Picture of Water Pump**



#### **4.1.4 Rechargeable Battery**

The Rechargeable battery is included in the EZY Pot. The voltage of the battery is 12V because it can store more energy to run the water pump. Besides that, 12V battery acts as an alternative power source in Ezy Pot because it can provide

sufficient energy to run the water pump for 2 days if the solar panel did not store any energy. This is very useful to our customers because if there is not much absorption of sunlight due to unforeseen weather, the battery will replace the power source in order to water the plants in Ezy Pot. The rechargeable battery that we provide will have a life span of one year. We will recommend our customer to change the battery yearly in order to ensure there is sufficient energy to run the water pump allowing the water pump to function in a good condition. This battery is stored in the switch box to avoid water the presence of water and sunlight.

**Figure 4.7: Sample of 9V Rechargeable Battery**



#### **4.1.5 Timer**

The timer is the key component of EZY Pot that control the function of water pump based on the time that have been pre-set. The timer that we provide is called LCD digital microcomputer control power timer switch time relay. The characteristic of this timer is programmable up to 17 times for weeks or days. The minimum interval that can be set in the timer is 1 minute. By using this timer, we allow our customer to to set their preferred time for the watering

process. We will provide guidance to our customers in our full user menu and proper guideline for customer convenience and satisfaction.

**Figure 4.8: Picture of LCD Programmable Timer**



#### **4.1.6 Concept Testing**

We used concept testing in order to understand and to evaluate customer's response towards our product, Ezy Pot before launching it to the market. Concept testing involves the usage of qualitative and quantitative method.

We had distributed our survey to 384 respondents which includes key individuals who lived in a condominium or apartment like business owners, lecturers, doctors and office staffs. Although this data we obtained from this survey does not represent it wholly, it still gives us an adequate insight of knowledge in determining the needs and problems people are facing. Throughout our research, 40% of the respondent find the process of watering the plants is troublesome. Even so, 31% of the respondent find gardening is time consuming while 27% of the respondent do not like gardening because of the space problem. This gives us more reason to introduce Ezy Pot to them ,which not only solves their problems but also provide convenience to them in gardening. In addition, we found out that majority of the respondent like and accept the idea and concept of Ezy Pot. In addition, 40% of our

respondent will purchase this product while 34% of the respondent are favorable to our product and might purchase our product, Ezy Pot. The data we obtained shows a significant result to us that there is interest from the respondent and we believe the potential growth rate of our product. Furthermore, we gained positive feedback from gardeners and professionals which gives us a good platform to understand their needs more. Upon the considerable understanding of this feedback, it gives us a good opportunity to produce Ezy Pot to solve their problems or needs.

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

## **4.2 Pricing Strategy**

The pricing strategy is important for the new business to be successful. Normally, it includes evaluating the price of the products and the service and how the price the company charge will fit in their marketing plan. The EcoG Solution Company has adopted two strategies. The first stage is the penetration strategy and the second stage is the value-based strategy.

### 4.2.1 Penetration Pricing

This pricing strategy will be used during the first introduction of Ezy Pot to the market. The penetration pricing is where the organization set a low price for their products in order to increase their sales and the market share. The organization might increase their product's price when the market share has reached the maximum and stable. Since EcoG Solution is the pioneer in Ezy Pot, the company will set a low price to attract more customers to purchase in order to boost the company's sales. The purpose of using this penetration pricing is to help us to reach a larger scale of customer base. By doing so, it can attract new customer to purchase their product as well as the best way to build the customer loyalty. Thus, it would encourage word-of-mouth recommendation for the product from the loyal customer. In addition, using this strategy can help us to

drive the competitors away and act as a barrier to entry. This is because those competitors would not decrease their product's price that might bring losses to their company's profit.

#### 4.2.2 Value-Based Strategy

This pricing strategy will be used once our customer base is large. The implementation of this pricing strategy will be based on the sales volume we target. Once the sales of Ezy Pot are getting higher and the awareness towards Ezy Pot is increasing, we will then use this pricing strategy. The value-based strategy is where the price is set based on the product's benefit. Hence, EcoG solution is able to charge a premium price of Ezy Pot to our customer. Charging the Ezy Pot in a premium price will improve customer loyalty because it shows the quality that Ezy Pot and the variety of benefits our customer can enjoy by purchasing this Ezy Pot. This will encourage a favorable perception among buyers. Knowing the functionality of Ezy Pot, this pricing strategy is suitable for customers who has a high preference for gardening since they treated gardening as their interest.

### **4.3 Channel of Distribution**

#### 4.3.1 Direct channel of distribution

Using the method of direct channel in distribution, EcoG Solution will sell the Ezy Pot directly to the end users. There will be no intermediaries involved in this channel and the ways to distribute the product includes face to face sales, computer sales, as well as mail order to our customers. Customer can purchase the Ezy Pot directly through our company website with a warranty guaranteed. The delivery of Ezy Pot to our customer will be arranged using transportation company. Among the direct channels, Internet is one of the effective ways to lower the company cost because the overhead cost can be reduced and allowing Ezy Pot to be marketed globally at the same time. It is convenient for our

customer due to its 24 hour availability for our customers to either shop online or to purchase order. Therefore, not only can our company's sales can be increased, but reputation based as well. Greater emphasis on this internet channel is important and will be beneficial to us.

Besides that, the personal selling is another form of direct channel of distribution that EcoG Solution will adopt. Through this form of distribution, it helps to foster and maintain the relationship between the company and its customers better. This improves our interaction with customers and it is more convincing to persuade customers. Feedback from customers can be received faster and handled in a more professional way. This allows EcoG Solution to have a better understanding of the customer needs in order to improve our product and thus creating the customer loyalty. Our salesman is equipped with relevant training and knowledge so that they are able to present well and share relevant knowledge in order to promote our product in a faster and more accurate way.

#### 4.3.2 Indirect channel of distribution

For indirect channel of distribution, EcoG Solution will distribute the product through retailers. By doing so it, EcoG Solution holds lesser inventory and reduces the inventory holding cost since the retailers will hold a certain amount of the Ezy Pot in their inventory. In other words, the company and retailers can share the cost through this process. Besides that, retailers provide a personal customer assistance in guiding them on the usage and features of Ezy Pot. This is very helpful to those customers who are a first time user. Basically, retailers are one of the distribution channels that are trusted by most customers. Their recognition and loyalty from their customers will indirectly draw the traffic to us. Retailers offer a post-sales service and added personal services which will lead in a repeat purchase in future by word of mouth, generating free advertisement for our behalf. Retailers that EcoG Solution Company will be targeting are Tesco, AEON and Mr. DIY.

## **4.4 Promotion and Advertising**

### **4.4.1 Promotions Strategy**

EcoG Solution promotional and advertising strategy is carefully studied due to the intensity of indirect competitors in this industry. As a new established company, we have not gained brand awareness and popularity from consumers. This is why we have to build up our company branding and product awareness. Besides that, the product that we offer is new in the market and we need to offer more promotion in order to promote our product to our customers. There are few promotion strategies that we will use to promote our product, such as:

#### **4.4.1.1 Road Show/Booth**

We will set up booth in shopping malls and in the leading retailer store. Tesco, Aeon, and Ace hardware store will be the examples of our target retailer store. All of these retailers have well established channel and stable customer source. The customer traffic in these places will allow our product to be explored and segment of the market into different location. Therefore, Ezy Pot will be able to reach a greater customer base in Malaysia in a faster way. Besides that, our company will design a special banner to draw customer attention. Furthermore, our company will conduct live explanation and demonstration of our product to the customer to gain product awareness and build their interest in Ezy Pot during the road show/ Booth.

#### **4.4.1.2 Voucher Promotion**

Our company will design voucher with different promotional method. This allows our customer to purchase the voucher and has the tendency to approach our company in order to exchange the goods. The voucher promotion method like discount voucher, free sample voucher, and a special deal promotion

voucher will be given to the customers. We believe that by using this promotional method, it will be able to attract more customers. We will be outsourcing the vouchers to big firm like Groupon, and MyiMart in order to promote Ezy Pot in a more effectively and efficiently to the market. We believe by appointing all these expert voucher selling firms, it will be effective and efficient in promoting Ezy Pot to people.

#### 4.4.1.3 Coupon Promotion

Our company will design coupon and distribute it to our customer through mail or internet. We will also attach our coupon in gardening magazines or in the newspaper in order to distribute it to our potential customer. We believe this method is effective in our short-term planning to advertise our company and product to the public. Coupon promotion will draw potential customers to us and it is one of the great technique in competing with other related product. By using this technique, our company able to attract new customer and build up company brand name as well as customer loyalty.

#### 4.4.1.4 Attending International Greentech& Eco Products Exhibition & Conferences Malaysia

International Greentech& Eco Product Exhibition & Conferences Malaysia (IGEM) is an exhibition that has been successfully conducted in the last 4 years in Malaysia. The objective of participating in this exhibition is to provide EcoG Solution a platform to launch, feature and showcase Ezy Pot which is a innovative green solution, eco-products and services. It is a exhibition where green products buyers and seller must attend in order to interact, transact and forge new partnerships as well as cross border collaboration to better improve the green technology industry. During this four days of exhibition have attract more then 600-companies/ organizations around the world and over 60,000 of visitor participating in this exhibition. Therefore, we choose to attend this exhibition in order to gain more



experience, interact with others business leader and promoting our EZY Pot. Besides that, this is a good platform where there are quite a numbers of government agency are endorsed in. For example such like Ministry of Plantation Industries and Commodities, Ministry of International Trade and Industry and Ministry of Agriculture & Agro-Based Industry, and

#### **4.4.2 Online Advertising**

In this era of globalization in technology, advertising in the Internet is a must for any company. The main goal of using online advertising is to reach a broader scope of customers either in local or around the world, interacting with our customers and providing the latest news about our company to our customers.. We provide an additional point of access for the people by using website and few social media as the tools of advertising. This will help us to gain brand name as well as brand recognition plus product awareness to our customers and potential customers.

##### **4.4.2.1 Website**

Our company will set up a website. This website will provide all the information that relates to our company and product that we are offering. By using this website, our company can further explain our product features and its benefit. The customer is able to understand the functionality of Ezy Pot. Our website includes company history, board of director, range of product, customer service, company location and company contact method. To gain a higher awareness among the people, we will be using established trading website like Groupon or Mydeal since their customer base is large. This platform will provide email or the latest news to their subscribers, informing the latest deal-of-the-day in the respective area. This will allow us to target our customer in a faster and larger scale.

#### 4.4.2.2 Facebook

Facebook is a good platform to introduce Ezy Pot to the public. Despite the large number of Facebook users, we can advertise Ezy Pot to the public. It is a low-cost yet effective marketing strategy for our company. Through Facebook, we will share pictures and videos to the public giving them a greater accessibility in viewing our product online without a physical visit to our store. Facebook provides a platform of instant interaction, which will be a very good customer service support. Our customer has the privilege to post their feedback or problem they faced by using personal message. This will allow us to reply instantly to them in order to satisfy our customers.

#### 4.4.2.3 YouTube

Our company will use YouTube as a channel to advertise our Ezy Pot. YouTube allows us to upload video and shared it to the public. Certain customer may prefer visual advertising of a product rather than viewing it in a brochure or leaflet. YouTube is estimated to have 14 billion video views in May 2010. With this amount of traffic in this platform we are able to increase the awareness of people towards Ezy Pot. Beside that, we will constantly upload videos to explain our new products or guidance in the functionality of Ezy Pot. By using this channel, our customer can keep up to date yet and without the trouble of visiting our store.

#### **4.4.3 Traditional advertising**

Traditional advertising like newspaper or magazine tend to have loyal reader and longstanding. The older generation still clings on to the print media like newspaper due to the rapid advancement of technology that makes them difficult to follow. By any means, focusing this type of groups may be hard if we were to used the online method. Therefore, we will publish our advertisement in the newspaper or a magazine at the ideal section in order to target the older generation. It is a good platform to

advertise because it may give a sense of credible information about our product. Therefore, a customer that wanted to find or understand more about home gardening will tend to search for this kind of magazine. Example of magazines that we would like to advertise are “Better Home and Gardens,” “Fine Gardening,” and “Organic Gardening.”

#### **4.4.4 Organize Campaign Awareness**

In order to advertise our product, our company will conduct campaigns to create public awareness from time to time. The campaign goal is to create the awareness on the environmental issue, benefit of gardening, and how to plant. During the campaign, we will provide demonstration and talk regarding on the issues of gardening. We will conduct different type and size of the campaign in the school and university. It provides an opportunity for us to explain how Ezy Pot can reduce the environmental issue and to promote the functionality of Ezy Pot that provides convenience to them.

#### **4.4.5 Exhibition**

There are different kinds of exhibition conducted every year. Every exhibition have their specific objective and theme. The goal of participating in the exhibition is to promote our product and our company to the public. This can attract those customers who have the similar interest in the field or gardening or planting. Through this participation, we can expand our network in the field of gardening. By having a strong establishment of relationship with another company, we can have a better understanding of their products and forecasting their actions in future. Gardening exhibitions Malaysia are conducted in the KLCC convention center on a yearly basis. By participating in the exhibition, it gives us a platform to introduce Ezy Pot to the public.

#### **4.5 Global Expansion**

One of our primary objective we want to achieve in future would be by expanding our Ezy Pot to the market on a worldwide scale. Thus, we need to push the selling point in terms of volume and grow our company's turnover. So, our company will emphasize one of the growth strategies for the market expansion of our product, Ezy Pot. Thru the efforts of promoting Ezy Pot to worldwide, we need to enlarge our target market and assess to more potential customers throughout the world. Hence, we will be focusing our Ezy Pot not only in Malaysia, but throughout the global market as well. In the first 3 year, we emphasize our effort more on the Malaysia's market while in fourth year, we will export our Ezy Pot to ASEAN countries like Vietnam and Thailand for the market test purpose. In this crucial period , we will put a great effort in the marketing and advertising of Ezy Pot in order to increase customer awareness towards Ezy Pot. We will be improving our management system as well since it involves the local and international market which needs a relevant and adequate knowledge towards the markets.

By penetrating foreign country, we need to have the adequate knowledge about the market and the purchasing behavior of the customers. Hence, in order to understand more of the foreign market, we have decided to set up a joint venture which allows a more convenient process in selling the Ezy Pot to the market in terms of the distribution channel. Through this joint venture, it allows us to penetrate the foreign market in an easier and faster way. In addition, we will allow our partner to produce our product partially in order to gain a greater market share. In this joint venture agreement, our partner is able to provide beneficial advises regarding the targeted market since their expertise towards the market is greater. Throughout the exporting of Ezy Pot to the foreign market, we estimate that logistic expenses increase 40% in year 4 and year 5. At the same time, the exporting of Ezy Pot helping company to increase approximately 26.8% of sales. Thus, through this penetration of global market in terms of exporting the Ezy Pot, will increase and maximize our company's revenue in a sustainable growth and achieve the growth objective of EcoG Solution Sdn Bhd.

## **5.0 PRODUCTION PLAN**

### **5.0 Location**

The location of EcoG Solution operating office and production factory will be in Klang. We will choose Klang, Selangor as our company location because Port Klang is a strategic location for our company business. The first reason is because we can get our raw material easily due to the strategic location whereby most of our raw material suppliers are located in Port Klang area. Moreover, in terms of labor force, areas like Port Klang stands an advantageous position due to its availability of labor force. Selangor has the most labor force who worked under manufacturing industry as compared to other states like Johor. This will improve our production schedule in a more effective and efficient manner due to its availability of labor force which includes either skilled workers or related-position workers.

Besides that, Port Klang is also near to Kuala Lumpur which will improve our delivery service of products to our customers. Thus, providing a more cost effective in terms of transportation and ensuring a speedy delivery of our product to our customers which will increase their satisfaction. In fact, the distance to our targeted intermediaries like AEON where it is located in an acceptable geographical area will improve our cost effectiveness as well in terms of transportation and loading point.

Furthermore, our daily operation is from Monday to Saturday. The working hour from Monday to Friday will be 9am to 6pm with a break time at 1pm to 2 pm. The working hour on Saturday will be from 9am to 1pm. Thus, our total

productive hour in average would be 7 hours. Our company will operate for 6 days per week because we want to achieve cost efficiency in our salary expenses and increase our production to achieve economies of scale and lowering down the overall expenses in our company.

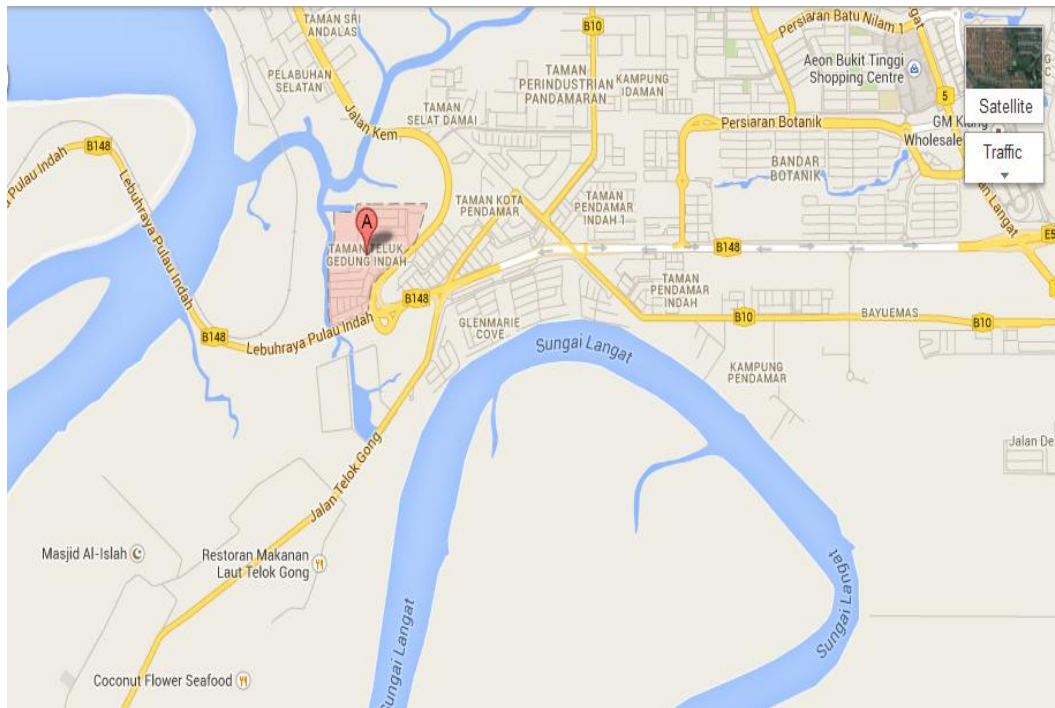
Since we are just a start-up company, the location of this shop lot is ideal for us in terms of our company finances. It provides a lower maintenance cost, lesser utilities fees and cheaper lease price. Given this appropriate size of shop lot, it will be manageable for us as well since we do not have much divisions or product categories.

The target location of our company:

- Taman TelukGedung Indah, Port Klang (RM 3,000 per month)

This location is leased by Propwall.com by Mr Dixon Tan on 10 October 2014. The shop lot is built up to 3,200 square feet as stated on the website and the asking price is RM 3,000 per month. The contact number of Mr Dixon Tan is 012-345 9227 and email:dtan88@gmail.com.

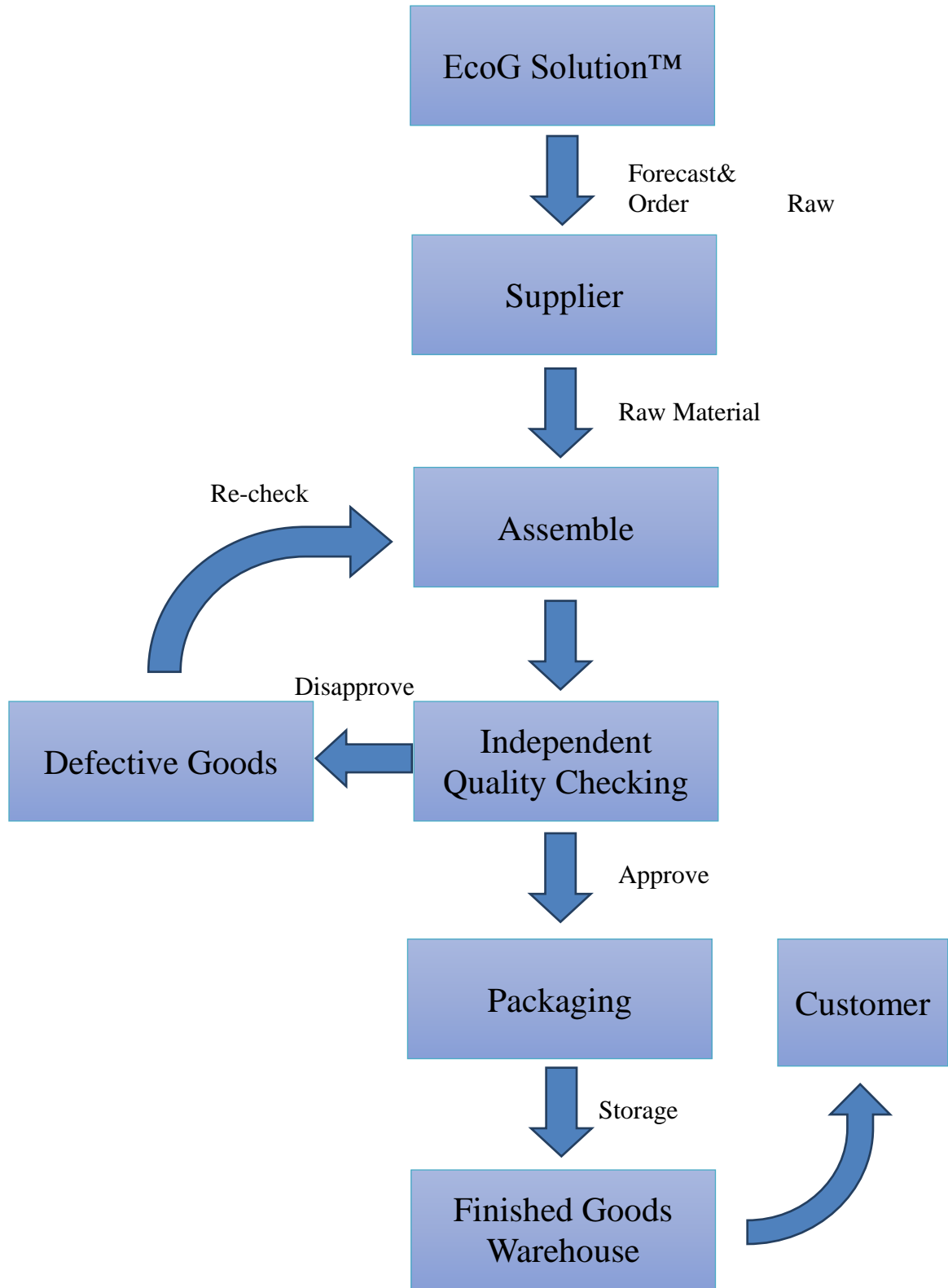
**Figure 5.1 Map**



## **5.1 Manufacturing Process**

All of the raw material include the solar pump will be outsource from other company. These will makes the whole manufacturing process become more efficiency and ease. We will use all the raw material to assembly our product and store it in the finish goods storage. Every raw materials are obtained from qualified supplier in order to ensure standard of quality is reached in producing Ezy Pot.

**Figure 5.2: Manufacturing Process**





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

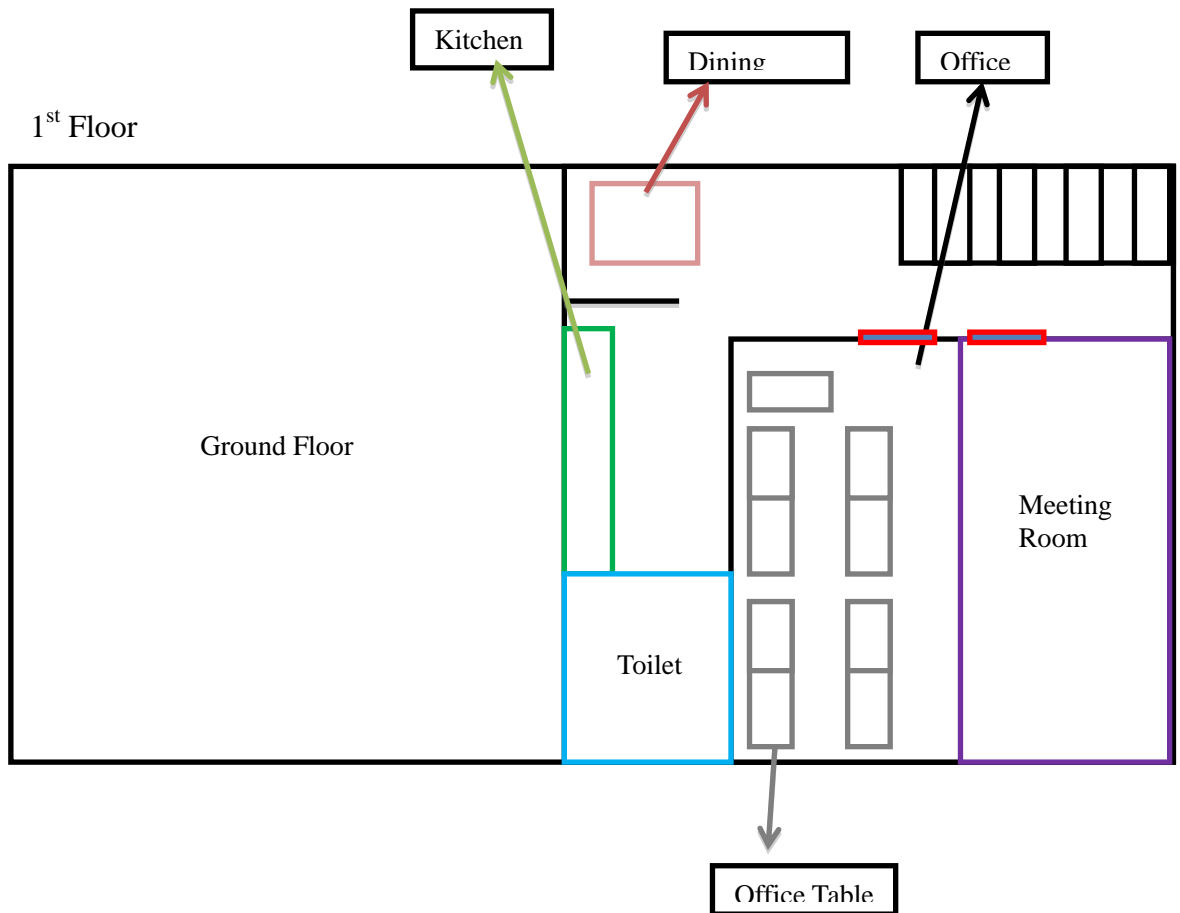
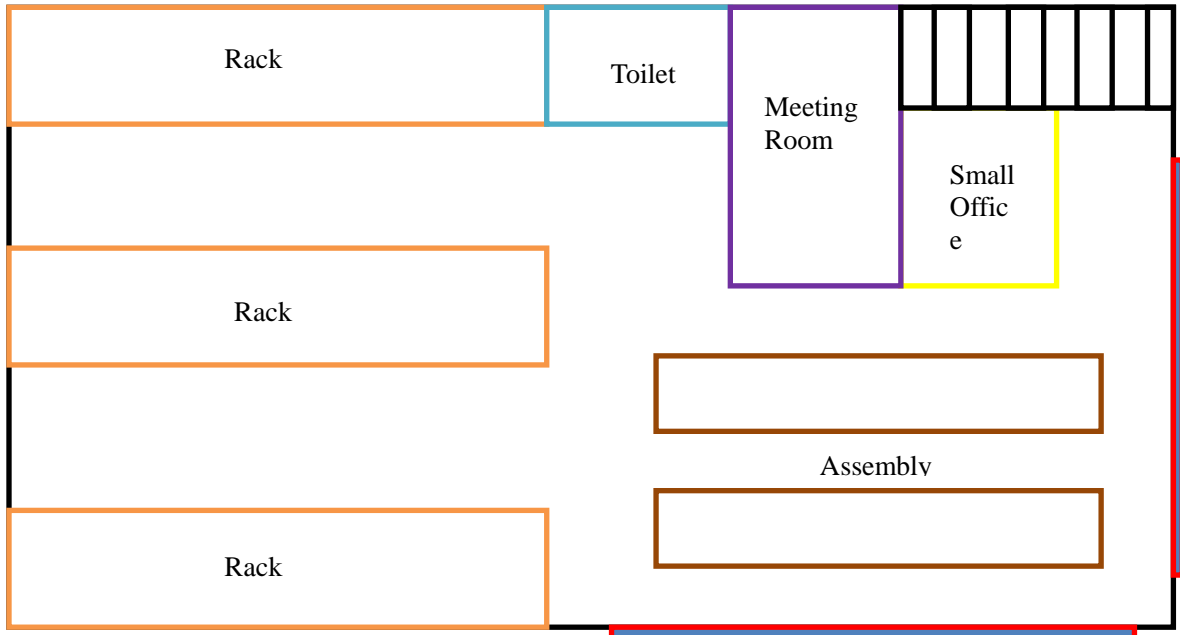
In the initial stage, we will be hiring one manager to oversee the whole operation and ensure every process is running smoothly. Besides, we will be hiring 7 people as operational personnel in manufacturing process consisting of two supervisors and five operators. The task of supervisors is to help the managers in any aspect, especially in operational side. Five operators will be helping the supervisor and help in the manufacturing process to reduce the workload of the manager. We will be hiring three salesmen to introduce our products and boost our product sales to the public. We will be hiring three clerks to help in our paper works.

We require our salesman to have a minimum SPM qualification and can communicate well in English, Malay and Chinese. Applicants who have a stronger dialect in English is preferred as most English speaking in Klang area and it would show a sense of sincerity indirectly. Our salesman will be guided by sufficient knowledge and skills to ensure that it wholly represents us to the public and customers has no doubt in their knowledge or skills.

As for operational workers, we do not really emphasis on educational level, but emphasis more on the experience wisely where it involves machine and tool handling. We do not plan to hire part time workers as each process of manufacturing and assembling process needs the right knowledge and skills to apply, so it will consume a considerable amount of time to teach the part timers.

With the right people working together focusing on each assigned task, we can definitely achieve our customer's expectation and satisfaction.

**Figure 5.3: Physical Plant**



**Table 5.1: Machinery and Equipment**

	<i>Machinery and Equipment</i>	<i>Qty</i>	<i>Unit Price (RM)</i>	<i>Total Price (RM)</i>
1.	Tables	8	250	2,000
2.	Chairs	16	120	1920
3.	Meeting table	1	400	400
4.	Shelf	4	50	200
5.	4 Drawer Filing Cabinet	3	300	900
6.	Air Conditioner	4	1500	6,000
7.	Print-Fax-Copy-Scan machine	1	1099	1,099
8.	Computer	8	2000	16,000
9.	Stationary	lump	-	500
10.	Office Phone	5	80	400
11.	Hand Pallet Truck	2	450	900
12.	Platform Trolley	2	450	900
13.	Pallet Racks	3	5000	15,000
14.	Tools	lump	-	5,000
	<b><i>Total</i></b>			<b>51,219</b>

## 5.5 Name of Supplier and Raw Material

The suppliers of EcoG Solution raw materials are vital in our business value chain because it contribute to our production cost. Thus, we will select our business partner based on their product and service offered in terms of the quality and price. We will select the supplier which their products have SIRIM certification and ISO 9000 certification or other relevant certification.

### *(i) HDPE Sheet*

- **Neu Plastics SdnBhd**

*Address:* No.17, Jalan Sultan Mohamad 3, KawasanPerindustrian Bandar Sultan Sulaiman, 42000 Port Klang, Selangor.

*Tel:*03-31763232

- **Natty Team Corporation (M) SdnBhd**

*Address:* 15, JalanAnggerikMokara 31/59 Kota Kemuning, 40460, Shah AlamBanting, Selangor, 40460

*Tel:*03-5122 7797

### *(ii) Corrugated Plastic Sheet (Partition)*

- **Corlite Packaging Industries SdnBhd**

*Address:* 6, JalanWawasan 1, KawasanPerindustrian Sungai Kapar Indah, Batu 6, JalanKapar, 42200 Klang, Malaysia.

*Tel:* 03-3290 4399

### *(iii) Solar Water Pump*

- **IWPump Solutions SdnBhd**

*Address:* No. 65-0-8, Fadason Business Centre, Taman Fadason, Off Jalan Kepong, 52000 Kuala Lumpur, Malaysia.

*Tel:* 03-6179 5050 / 03-6241 7695

- **Amatech Engineering SdnBhd**

*Address:* No.23, Jalan PJU 3/46, Sunway Damansara, 47810 Petaling Jaya, Selangor, Malaysia.

*Tel:* 03-78808772

- **LEVERAGEDGE SDN. BHD. (SimpliSolar)**

*Address:* 23-A, Jalan Tiara 2, Tiara Square, Taman Perindustrian UEP, 47600 Subang Jaya, Selangor, Malaysia.

*Tel:* 03-5103 2287

*(iv)Timer*

- **KVC Industrial Supplies SdnBhd**

*Address:* No. 4, Ground Floor, JalanMahogani 1, Bandar Botanik, 41200 Klang, Selangor DarulEhsan, Malaysia.

*Tel:*03-3324 6399

- **SC Origin (M) SdnBhd**

*Tel:* 03-8052-0078

## 5.6 Quality Control

Basic terminology in quality control process like Total Quality Control (TQC) will be used in EcoG Solution. The qualities of our product are assayed at various points of the manufacturing process. Before the manufacturing process begin, raw materials such as the solar pumped devices and the plastic materials are checked by separating defects one and the good one to reduce defective products and keeping the quality assurance there. Request of Restriction of Hazardous Substances (ROHS) are required by our supplier to ensure our product is safe to use. At the point of assemble point, knowledge based workers are assigned to assemble every component of the product to a finish product ensuring every step is taken seriously and carefully. The product inspection will be done where each Ezy Pot will be examined visually using a stereo microscope for fine details or ruler to make sure the measurement is correct. Before the packing of the final product, few sets of representative products will be tested. The individuals who are responsible in inspecting this product are provided with a list and description of product requirement or defects like cracks, which needed to ensure the desired quality is accomplished.

### 5.6.1 Quality Control Equipment

In each quality control process in Ezy Pot, we will be using equipments like Ruler, Electronic Scale and Quality checking machine. These equipments are essential in controlling the standard quality of each Ezy Pot produced.

#### **1) SGS**

SGS is the world's leading in the field of inspection and testing. Not only that, they are well recognized as a verification and certification company. So, EcoG Solution's machinery, equipments and system will be tested by SGS in order to ensure a standard quality is met. With their excellence and recognition as a

global benchmark for quality, this can increase and improve our customer's confidence or minimize customer doubts towards our product, Ezy Pot.

**(i) Factory acceptance test**

This is important because equipments are needed to be completed with the required quality before the delivery or final installation of Ezy Pot.

**(ii) Manufacturing inspection and technical inspection**

It is an assurance for the quality of our Ezy Pot which include machinery and equipments that needs to be manufactured in compliance with a range of statutory and contractual obligation in a professional verification and inspection.

**(iii) Non- destructive testing**

It determines the reliability of the standard of quality whereby SGS helps to monitor and improve the reliability of EcoG Solution processes and equipments.

5.6.2 Education and Training

Continuous training and knowledge is needed by each operators to ensure their set of skills in the assemble process so that it reaches our desired standard of products and provides a standard quality products. Thus, it is important to provide training to our workers and should not be neglected.

We will be engaging professional consultancy as well to know and manage better in our company. This will improve our management team and production of Ezy Pot in a more effective and efficient way. The consultancy company like Abeam Consulting and Mnzbc Consulting will act as our external consultant, providing advices and direction in our company.

Not only that, providing a training or program to our employees are important in order to create a successful, cost effective and profitable company. We will be

giving various trainings to the respective employees according to their involvement in each department thru training service provider company. Below are the example of training company, we will be engaging:

**(i) Training Malaysia**

Provides a range of programs and training kiosk to employees according to their respective field.

**(ii) Training Asia**

Emphasizes on the teamwork in a team building program to build a stronger bond between employees

**(iii) Malaysia Training.Net**

Providing a professional courses in Malaysia to improve employee knowledge and experience in their respective field

5.6.3 Reliable Supplier

Our supplier is trustworthy and has a set of standard quality as it need to check the ROHS test in every material of theirs to ensure high quality standards. The process to evaluate and approve our supplier are based on quantitative assessment in order to maintain a reliable yet trustworthy supplier. The quantitative assessment includes questionnaires, interviews, site visits or by having a supplier assessment form with score cards. By doing so, we can reduce the cost, risk and driving a continuous improvement. The suppliers of the raw material that is equipped with a ROHS result test is considered a reliable raw material since the test in the raw materials is conducted. Reliable supplier is those who has the criteria as below.

**(i) Familiarity with policies**

Familiarity with policies, laws and regulation related to contract process is important because this practice is necessary to follow the requirements in the laws and regulations structured by Government in enhancing the sustainability. With this knowledge that the supplier



has, it increases their reliability due to the laws and regulation required to be followed in order to be a supplier in Malaysia.

**(ii) Approved Supplier List**

It helps to provide information about the supplier in terms of the quality, cost and the delivery requirement over a period of time. It also supports the supplier certification programs with relevant information about the supplier. This criteria includes and complies with the process requirement of external Quality System like ISO 9001/9002. In fact, it can provide a fast visibility of the procurement if the supplier is assigned to an unfavorable status. Through this approved supplier list, we can build a strong relationship with the supplier which at the same time we are assured that the supplier is reliable and trustworthy.

## **5.7 Customer Support**

### 5.7.1 Company's Website

EcoG Solution will create a company website to provide the latest news and information to the customers. In the website, customers can also preview our products and all the details and information about the company in the website. The website serves as a medium between the company and customers, where the customers are able to provide feedback and opinion to the company. Customers can also make complaints if they are dissatisfied with the products and services of the company, and the feedback will pass to the upper management to review.

We will also include the Q&A and Enquiries section in the website which act as a platform to provide an answer in customer enquiries. Besides, customers can also purchase the products through this company website. After the customer had confirmed their order and made the payment, the products will deliver to them within 7 working days.

### 5.7.2 Delivery Service

For the customers who buy the products directly from EcoG Solution, the company will provide delivery service where customers do not have to carry the products they purchase. After customers had made the payment, company will deliver the products to their home. All the shipment risk and cost will be bear by the company until the product reach customers' hand. The courier service company that we partner is FedEx and Gdex because their service is excellent and their reputation is good also. However, when customers want to return or exchange the product, the risk and cost will be bear by customer themselves.

### 5.7.3 After-Sales Service

EcoG Solution highly cares about the long term relationship with the customers. A week after the customers had bought the products, company will give a phone call to them to ask whether they are facing any problems or any dissatisfaction and help them to solve the problem. EcoG Solution after sales service will have a high standard of our service and support are assured for the purchase of Ezy Pot. The company will ensure that every customer is satisfied with the products and services that the company provide. EcoG Solution employee will work closely with our customer by providing a prompt attention and repair of Ezy Pot. The after-sales service provides a favorable aspect to both customer and Eco G Solution because it provides a good opportunity for EcoG Solution to understand our customers thru their feedback and providing a satisfaction towards our customers

#### 5.7.3.1 Access Time

To ensure a good after-sales service experience to the customer, phone calls from customer will be answered in a time frame of 30 second.

#### 5.7.3.2 Action Time

Customers who want to replace their Ezy Pot under the warranty period will be done in few weeks time, minimizing their queue time to wait for the replacement of their Ezy Pot.

#### 5.7.4 Demonstration

The sales forces of the company will be well trained before they work as the sales people of the company. So, each of them clearly understand the products that EcoG Solution is selling and they can demonstrate the products to the customers to show how the products function or works, so that the customers can have better understanding of the products and buy the products that suit them.

Other than that, our company will also upload some video on Youtube about the demonstration of our products and teach customers how to use our products. In case customers forget the explanation by our salesperson, they can refer back to the video on Youtube.

#### 5.7.5 Company phone number

EcoG Solution will state the company phone number on the company website and on the user manual attached to products sold. So that customers who have inquiries can call our company number, 03-5561234 and we will try our best to solve their doubts. Customers who want to request support from the company also can give company a call and company will try to help them.

## 6.0 MANAGEMENT TEAM

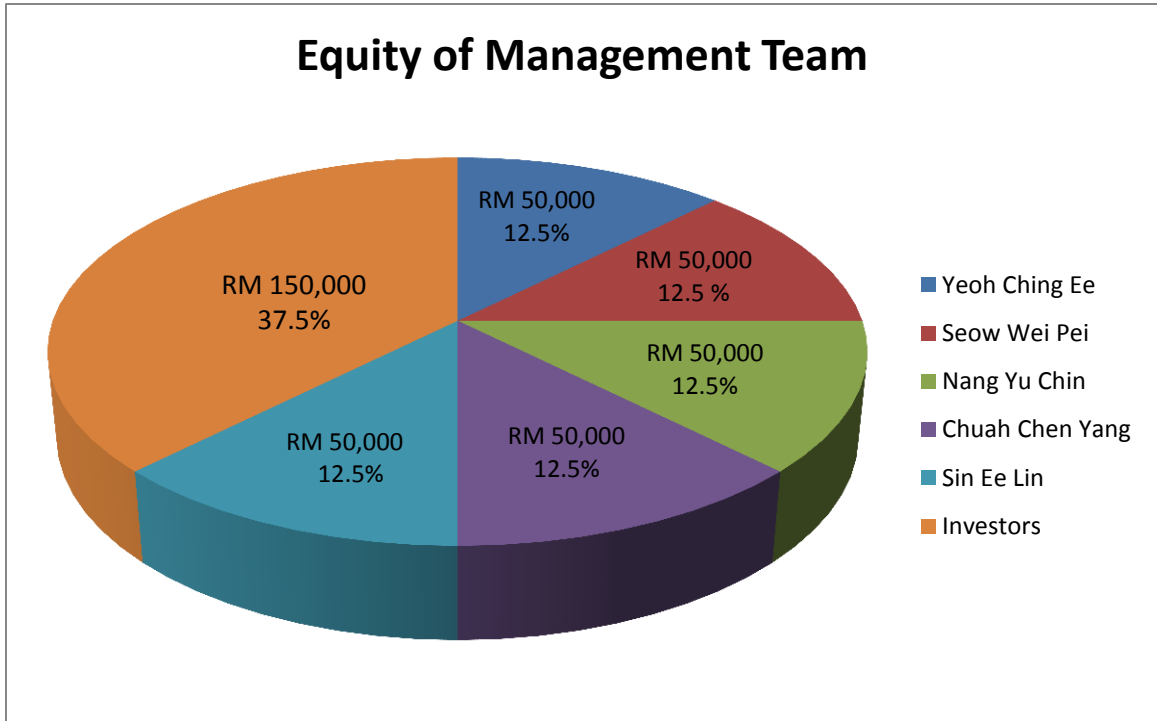
### 6.1 Management Team

EcoG solution Sdn.Bhd. is a private limited company. This business is wholly owned by five members and shareholders only. The five members which is, Mr. Yeoh ChingEe, Mr. Nang Yu Chin, Mr. Seow Wei Pei, Mr. Chuah Chen Yang and Ms. Sin Ee Lin have. 62.5 percent of EcoG Solution Sdn. Bhd. Shares are allocated by the five members while the remaining 37.5 percent of shares will be allocated by other shareholders. Mr Yeoh and other four member own the share equally and the profit is equally divided among the members as well as the others shareholders base on the percentage of share hold in hand.

**Figure 6.1 Management Team**



**Pie Chart 6.1 : Equity of Management Team**



**6.1.1 General Manager**

Mr. Yeoh Ching Ee will be assigned to be our company general manager (GM). He is a degree holder of Bachelor of Business Administration (HONS) Entrepreneurship at University Tunku Abdul Rahman. He is a high leadership acquires person. We believe he is able to use all the knowledge he have and share with us as well as providing guidance to the company and the management team. He is a person who is a fast and accurate decision maker, yet the decision he make is based on few perspective, which is the outcome, the current situation and how to achieve future objective or goal. He has a open-minded personalities and a good social skills. He knows how to manage and take care the surrounding people. This will create a good working environment, as the worker is happy to work with him. With the skill and knowledge he have, we believe his guidance can lead our management team as well as our worker to achieve our objective and goal now and even in the future.

His involvement in events and society during his undergraduate studies puts him in a more advantageous position because the knowledge and skills he gained upon the involvement. His internship in Kawaguchi Manufacturing SdnBhd gives him a better insight knowledge of managing operational tasks and solving every problem arised in a correct way. Due to Mr. Yeoh have different leader skills and personal experience, the rest of four board member have agree to appoint him as EcoG Solution Sdn. Bhd. general manager. Decision are vote out by all board member. The job Scope of Mr. YeohChingEe consist of the management and planning of the company upcoming direction and set up different objective as well as the mission that is needed to be accomplished by the other management team member.

#### 6.1.2 Accounting and Financial Manager

Ms. Sin Ee Lin is a degree holder of Bachelor of Business Administration (HONS) Entrepreneurship at University of Tunku Abdul Rahman (UTAR). She will be assigned to be the accounting and financial manager. Ms Sin was a treasurer of the few society during her undergraduate studies in UTAR. Beside that, she has the knowledge and experience of inventory management, financial management and accounting management during her internship in Robert Bosch (Malaysia) Sdn.Bhd. With her experience and knowledge learnt from Robert Bosch, we believe she is capable and eligible to handle and manage this position.

Job scope of Ms. Sin will be compiling the company annual financial report and in charge of the asset management. As well as planning and management for the future direction in term of financial perspective like investment, debt recovery strategy, prepare budgets for the coming years and capital to be reserved for emergency usage.

### 6.1.3 Marketing and Public Relation Manager

Mr. Seow Wei Pei is a degree holder of Bachelor of Business Administration (HONS) Entrepreneurship at University of Tunku Abdul Rahman (UTAR). He has a very socialize personalities and a high creativity attitude. He was appointed as the marketing and public relation committee member in different event that held in UTAR. This is because he has a good communication and social skill that will be very beneficial to the company when it comes to communication with the company's suppliers. Besides that, Mr. Seow has different kind of new and innovative idea that is able to apply in the marketing strategy that help to succession in the marketing planning.

His job scope will be an analyst and determining the marketing strategy to be used. The amount of product to be produced, the selling price as well as the decision which marketing channel to be used are all under his job scope. Beside that, he has the responsibility in customer support and the customer after sale-service.

### 6.1.4 Operations and Quality Control Manager

Mr. Chuah Chen Yang will be appointed as our company operations and quality control manager. Mr. Chuah is a degree holder of Bachelor of Business Administration (HONS) Entrepreneurship at University of Tunku Abdul Rahman (UTAR). Mr. Chuahas a strong passion towards machinery. As his strong interest in machinery and wide knowledge in machinery gives him a greater understanding which is very beneficial to the company. We believe Mr. Chuah is able to manage our company in setting up the operation in a more effective and efficient way. Besides that, we would like to appoint Mr.Chuah is in charged of quality control of our product as well as the operational management in the company.

Mr.Chuah job scope consists of managing product operation and quality control of our product. He has the responsibility in preparing the schedule of production and the process/sequences of production in order to achieve the cost efficient and less lead time to produce one product. Besides that, he holds the responsibilities of material purchasing and logistic management which includes innovating the new operation process of producing our product.

#### 6.1.5 Human Resource Manager

Mr. Nang Yu Chin will be appointed as human resource manager. He is a degree holder of Bachelor of Business Administration (HONS) Entrepreneurship at University of Tunku Abdul Rahman (UTAR). Mr. Nang has a number of involvement as a chairperson in a few events during his undergraduate studies in UTAR. Hence, he has the knowledge and skills in managing people, managing conflict between people. We believe he is able to handle our company human resource and increase our employee performance.

His job scope consists of management of human resource in our company, preparing our company employee database and providing relevant training to increase our employee performance and knowledge. He holds the responsibility of activity like recruiting, schedule the timetable of worker working hours and organizing company trip in order to motivate and increase the loyalty of employee towards our company.

#### 6.1.6 Shareholders

EcoG Solution Sdn. Bhd. will find investor to be part of our company shareholders. The main purpose of inviting investor in our company is mainly due to the capital management. By doing so, we can raise company's capital in order to carry out our business in a more effective and efficient way. Having a strong financial background allowed us to stand in a more advantageous position in managing our company. Besides, shareholders has the power to vote and make



decision during our general meeting regarding the company operation or company decision making.

## 6.2 Key Professional Service Provided

### 6.2.1 Law Firm

Company Name : Legal Alliance Sdn.Bhd  
Address : D-23-6, Plaza Sunway, Bandar Sunway, Selangor, Malaysia  
Telephone Number : +603808881288  
FAX : +604808881288  
Email : [LegalA88@gmail.com](mailto:LegalA88@gmail.com)

Legal Alliance Sdn.Bhd provides services that includes advocates and solicitors, registered trademark, contract preparation and hire agent and issues of government rules and regulation. Legal Alliance Sdn.Bhd. will prepare and compile all legal procedures and documents according to the rules and regulation set by the government. They will provide guidance and advises on legal issues that is related to EcoG Solution Sdn. Bhd.

### 6.2.2 Accounting and Audit Firm

Company Name : BDO Consulting Sdn. Bhd  
Address : 12<sup>th</sup> Floor, Menara Uni. Asia, 1008 Jalan  
Sultan Ismail, 50250 Kuala Lumpur  
Telephone Number : +603 2616 2888  
Fax : +603 2616 2970  
Email : [bdo@bdo.my](mailto:bdo@bdo.my)

BDO has 50 years of experience in Malaysia's the field of commercial landscape with has a strong reputation for their top quality professional services. BDO provides the service of audit, advisory and tax consultant The service they are

providing include in a broad range of service which include from personal engagement to corporate engagement. EcoG Solution Sdn. Bhd. will seek BDO to do the auditing as well fulfillment of any accounting and taxation enquires.

### 6.2.3 Government Department

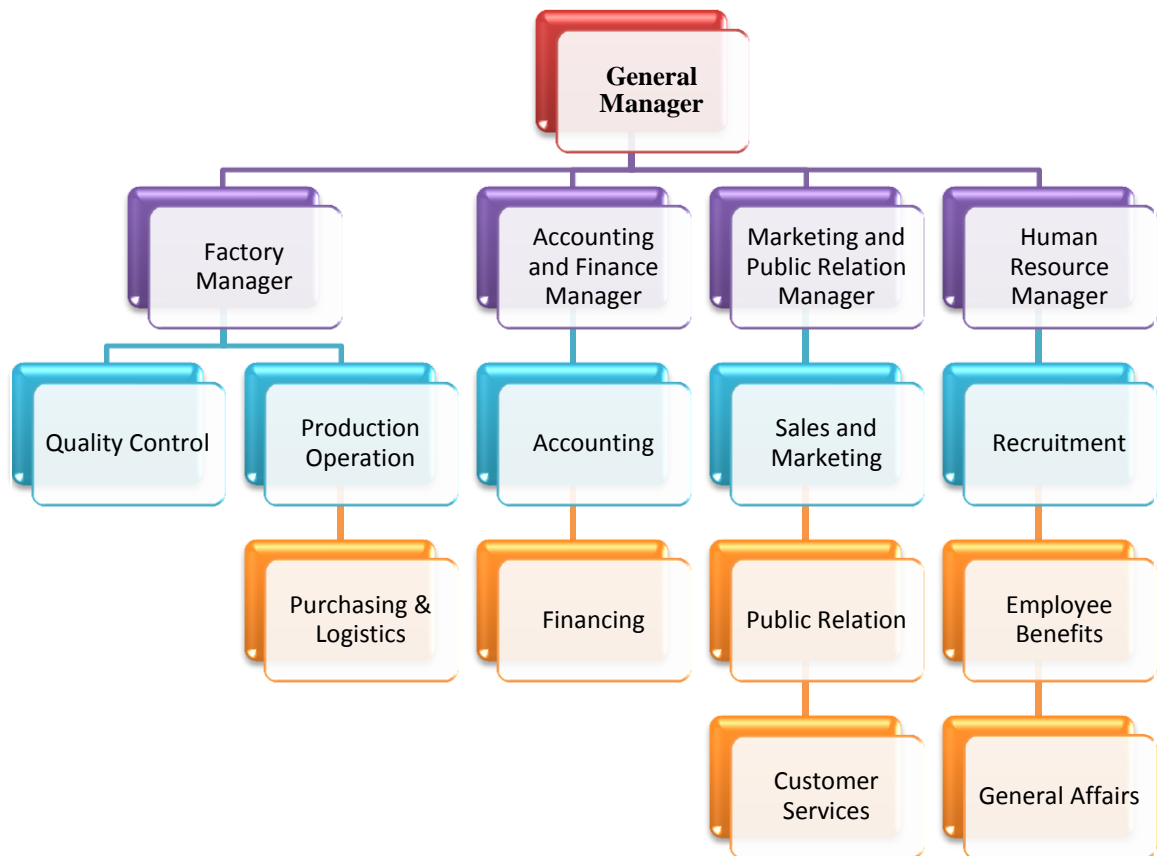
Department Name : Ministry of Energy, Green Technology and Water  
Address : Block E4/5, Government Complex Parcel E,  
Federal GOVERNMENT Adminstrative Centre,  
62668 Putrajaya Malaysia  
Telephone Number : 03-8000 8000  
Fax : 03-88893712  
Email : [webmaster@kettha.gov.my](mailto:webmaster@kettha.gov.my)  
GPS Coordinate : 2.942843, 101.708816

Under this department, we are able to receive the latest information regarding the green technology and receive the incentive from the government. For example, the tax incentive are being in charge by this ministry. Tax incentive able to provide EcoG Solution benefit in different segment. Besides that, having a good relationship with this ministry allow EcoG Solution to participate in the activity or programed that organizing by the ministry.

## 7.0 COMPANY STRUCTURE, INTELLECTUAL PROPERTY, AND OWNERSHIP

### 7.1 Organizational Structure

**Figure 7.2 Organization Chart**



### 7.1.1 General Manager

The general manager is considered as an important asset in the company. He or she has to provide a guidance in setting mission, vision and objective for the company stay on the right path to reach the goal. He or she needs to keep on track with the progress of the company to ensure the company is going on a right track. In fact, his or her involvement is needed when it comes to decision making on the strategic planning of the company. The general manager also needs to set rules and regulations for the company. The implementation of rules and regulations is to create an ideal working environment and to ensure all the personnel are performing well and thus, increases the productivity of the company. Another obligation of general manger is to ensure each individual in respective department is giving their best possible output and devising any new policies for the goodwill of the company.

### 7.1.2 Operation and Quality Control Manager

In this department, it consist of three main activity which involves the operation, quality control and purchasing & logistic.

The foundation of Ezy Pot is the fundamental in the operation department. This department oversees all the production process and minimizes all error and defection, ensuring the product's quality is good and standardize. This is an important department because without a good management in it, it will affect the profit of the company and also the brand name of EcoG Solution.

The main task of the quality control division involves the evaluation of raw material and the finished products as well. The personnel have the responsibility to supervise the quality of Ezy Pot. Various methods like statistical metrics, production evaluation and routine reporting will be practiced by the personnel.

Every process that is involved in the quality control needs to be prudent in order to prevent defective product from flowing out to the market. Failure to do so does not only influence company image, but influences customer's trust as well towards the company's product.

Other than that, purchasing and logistic division is responsible for the procurement process which includes sourcing parts and negotiating with suppliers. The objective is to get the lowest price yet high quality of the material. Besides, this division has the responsibility in managing the carriage of materials to the company's warehouse and the delivery of the products to customers.

#### 7.1.3 Accounting and Finance Manager

The Accounting and Finance Department plays an important role in EcoG Solution because this department manages EcoG Solution financial statement. The major task in this department is to record and evaluate the earnings and expenses of company as well as forecasting the company's future financial position. Moreover, this department is responsible in setting the financial report, direct financial activity and budget oversight.

Besides that, the finance department is required to manage the cash flow to sustain the profitability of business. They are required to prepare EcoG Solution account and report in a monthly basis for shareholder to review the company progress. By examining the operational efficiency and effectiveness, financial department plays an important role in improving the company and the management risk for EcoG Solution. Furthermore, this department provide advices to upper management about the risks and how to overcome or minimize the risks.

#### 7.1.4 Marketing and Public Relation Manager

This department is accountable in the implementation of marketing strategies to boost the sales of Ezy Pot and the overall profit for EcoG Solution. This key personnel are important in order to increase the sales of the company products because this department needs to create awareness and brand recognition for the customers. Executing the sales process in a fair and honest manner is a must when it involves a direct communication with our customers. They must recognize our customer needs and provide a solution for them. Delivering appropriate and relevant information to our customer will clear their doubts and improve their satisfaction towards EcoG Solution. Hence, EcoG Solution salespeoples are equipped with great knowledge and understanding of Ezy Pot in order to conduct the demo or to persuade the customers. Furthermore, the marketing department has the obligation to provide a customer service that provides services like giving advices and providing guidance on the product usage, handling complaints and so forth.

Other than that, the public relation division is required to manage and sustain the image and reputation of EcoG Solution. The personnel are responsible in monitoring the publicity, preserving a good relationship among the stakeholders and organizing the press media, exhibition and also events. In other word, public relation division represents the company in the public and acts as a spokesperson for the company.

#### 7.1.5 Human Resource Manager

The main obligation of human resource department is to recruit the right people for the right job position at the right time by conducting interviews with the applicants and having contacts of agent that deals with the foreign worker issues.

Besides recruitment, this department has the responsibility to provide relevant training and effective development program to our employees in order to enhance their skills and working performance. Each different department in the company is provided with different training and development program that is suitable for the employees. Additionally, this department is also responsible in taking care of employees' welfare issues such as employees' benefits and working compensation.

Employee satisfaction is one of the issues that should not be overlooked. The manager needs to ensure every worker is satisfied with their job because satisfied employees will have high performance that influences their productivity in the company and hence increase the production of the company.

Another division that is under HR manager's supervision is the general affairs division. The obligation of the general affairs officers is needed to be done in a transparency and integrity method which includes the management of organization and personnel, administration documents and more

## **7.2 Legal Structure**

EcoG Solution will form as a private limited company because of the high start-up cost and expenses. Five of us are the shareholder of this company.

This structure allows the organization to have separate legal identity, therefore reducing risk to the owners. Its provide a protection for the owner of the company by restraining the exposures to the sum of the share capital that they subscribed to. For the debt that exceed their shareholding, they are not liable but provided there is no bad practice of fraud or other malpractice.

The shareholder or the investor will not responsible for any task in EcoG Solution Sdn Bhd. The reason is our company already have a proper management

team so we do not need the investor to involve in our company, EcoG Solution Sdn Bhd. The shareholder only need to invest money and receive dividend at the end of the year. The dividend will based on the net profit of the company and the share of capital they subscribe to.

The rules and regulations of registration must be governed and incorporated by Companies Act 1965. Our company name will carry “SdnBhd” after our company name.

## **7.3 Intellectual Property**

### 7.3.1 Trademark

EcoGsolutionSdn. Bhd. will be registered as a trademark to prevent other party to misused our name and logo. A trade mark is a legal evident to prove that we are the mark owner. In Trademark law, we can take legal action for against the people who use our trademarks without our permission.

Besides that, trademark also can help consumer to identify the source and those responsible for our product, Ezy Pot. In addition, trademark also can help consumer to ease their purchase decision because the trademark can help consumer to define our company product quality.

### 7.3.2 Registered Design

A registered design that provides a legal right to give a protection in the product for the overall visual appearance. We will register for this registered design for our EzyPot to prevent others imitated our product design. The protection of this registered design initially are 5 years and it is extendable in 5 year basis. The maximum protection of the registered design will in 25 years.



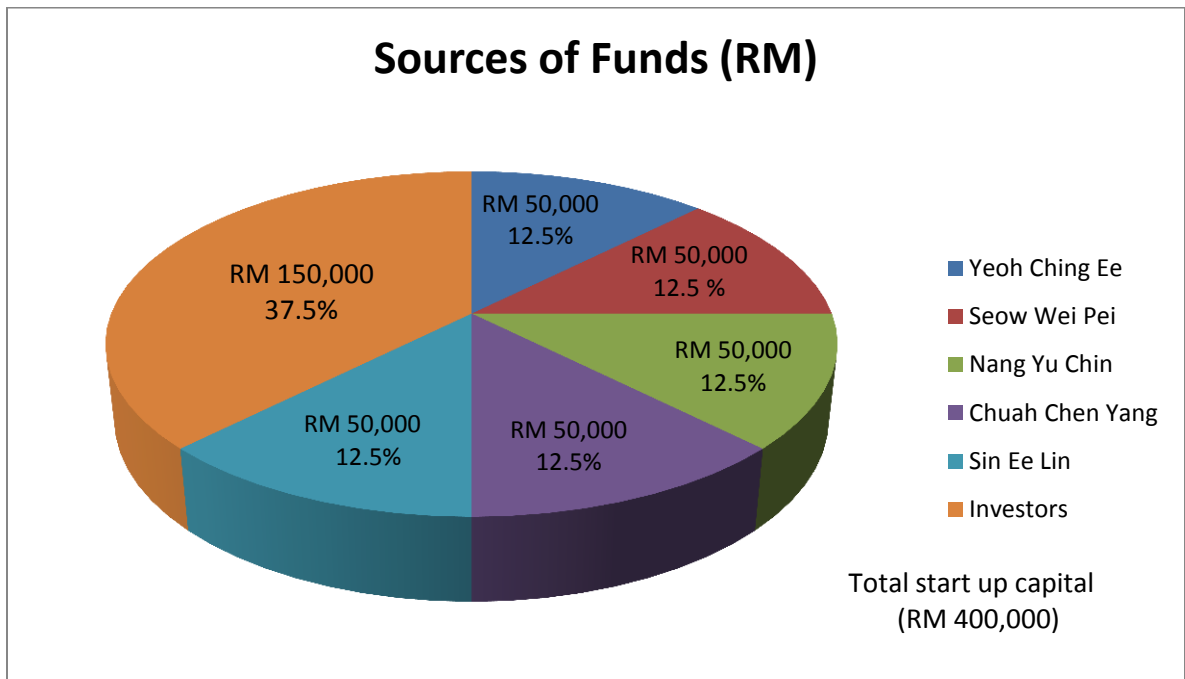
When we extend our business to another country, will also will register the design in that country in order to protect our product design. We can take legal action to those who imitate the design of our product, Ezy Pot.

## 8.0 FINANCIAL PLAN

### 8.1 Capital Requirements for Next 5 Years

We estimate that we will need the total fund of RM 400,000 in order to start up our business. We will find investors to invest total of RM 150,000 to our business and each founder of EcoG Solution will contribute an amount of RM 50,000 with the total of RM 250,000 to set up this company.

**Pie Chart 8.1: Sources of Funds**



**Table 8.1 Start-up Cost**

<i>No.</i>	<i>Type of Expenses</i>	<i>Price (RM)</i>	<i>Price (RM)</i>
	<b><i>Start-up Expenses</i></b>		
1.	Rental Deposit (2 months)	6,000	
2.	Renovation	40,000	
3.	New Business Registration Fee	60	
4.	Trademark Registration Fee	2,580	
5.	Domain Name Registration Fee	80	
6.	Utility Deposit	2,000	
			<b>50,720</b>
	<b><i>Manufacturing Cost</i></b>		
1.	Tools and equipment	5,000	
			<b>5,000</b>
	<b><i>Warehouse</i></b>		
1.	Hand Pallet Truck (2 units)	900	
2.	Platform Trolley (2 units )	900	
3.	Pallet Racks (3 units)	15,000	
			<b>16,800</b>
	<b><i>Office Equipment Cost</i></b>		
1.	Tables (8 units)	2,000	
2.	Chairs (16 units)	1920	
3.	Meeting table	400	
4.	Shelf	200	
5.	4 Drawer Filing Cabinet (3 units)	900	
6.	Air Conditioner (4 units)	6,000	
7.	Print-Fax-Copy-Scan machine (1 unit)	1,099	
8.	Computer (8 units)	16,000	
9.	Stationary	500	
10.	Office Phone (5 units)	400	

			<b>29,419</b>
	<b><i>Vehicle</i></b>		
1.	Proton Saga (year 2011)	23,800	
2.	Daihatsu V58R 4500KG (year 2008)	49,800	
			<b>73,600</b>
	<b><i>Miscellaneous Cost</i></b>		
1.	Internet Fee	130	
2.	Fire Extinguisher (FP-4)(4 units)	540	
3.	Employee Time Recording Finger Print Fingerprint Attendance Machine	400	
			<b>1,070</b>
	<b>Total Start-up Cost</b>		<b>176,609</b>

**Table 8.2 Start-up Cash Available**

<b>Total Funding</b>	<b>RM 400,000</b>
<b>Total Start-up Cost</b>	<b>RM 176,609</b>
<b>Start-up Cash Available</b>	<b>RM 223,391</b>

## 8.2 Overview of Financial Projection

### List of assumption

1. The inflation rate in our country will have a steady inflation which is 3.5% every year according to the tradingeconomics.com. Therefore, some of the cost will increase for 3.5% every year. The cost include:
  - Utilities expenses
  - Cleaning expenses
  - Miscellaneous cost
  - Insurance
2. The price of raw material and our product selling price will be subject to 6 % GST (Goods and Service Tax) that will start implement in Malaysia at 1 April 2015.
3. The estimated the number of product sales for each month.
  - We estimated 70% of our sales are come from indirect channel and 30% come from direct channel.
  - The selling price for our product for direct channel is RM 59.90 and for indirect channel is RM 49.90 which exclude the 6% GST. The selling price of our product will be RM 63.45 for direct channel and RM 52.89 for indirect channel after GST.
  - Sales Estimation  
We had conducted a research on the flower pot seller and suppliers, and we had studied about the monthly sales volume of the flower pot they sell.

Below is the table that shows the monthly sales of the suppliers:

**Table 8.3: Sales estimation of traditional pot seller.**

No.	Seller	Sales Quantities
1.	<b>Seng Huat Plant Nursery</b> <i>Lot 2286, Jalan Ong Yi How, 13400 Butterworth, Malaysia.</i>	Approximately 450
2.	<b>CSK Plastic Industries SdnBhd</b> <i>Lot 44697, JalanPusing, 31000 Batu Gajah, Perak, Malaysia.</i>	Approximately 610
3.	<b>Fah Lean Floral Trading SdnBhd</b> <i>No. 2 &amp; 2A, Jalan 1/3, Taman IndustriSelesa Jaya, 43300 Balakong, Selangor, Malaysia</i>	Approximately 520
4.	<b>Hock LokeSiew Nursery</b> <i>Lot 35156, Bandar Ipoh, Jalan Chin Chook San, 30450, Ipoh, Perak, Malaysia.</i>	Approximately 450
5.	<b>Green Garden Nursery</b> <i>Lot 760 Batu 5.5, Jalan Kuala Kangsar., Simpang, 34700 Taiping, Perak, Malaysia</i>	Approximately 470
6.	<b>Khor Chon Keang</b> <i>JalanLahatPasarMenglembu, <u>31450Menglembu</u>, Perak</i>	Approximately 500
7.	<b>Fragrance Nursery</b> <i>Batu 41, Jalan Kea Farm, Brinchang 39100 Cameron Highlands, Pahang.</i>	Approximately 530
8.	<b>Towyongi Pottery SdnBhd</b> <i>Lot 80, JalanJelapangBatu 10, PusatIndustriSeramikFasa 1, 31200 Chemor, Perak, Malaysia.</i>	Approximately 600
9.	<b>Thowlee Pottery &amp; Floral SdnBhd</b> <i>68, 11/2 Miles, Jalan Kuala Kangsar, 30010, Ipoh, Perak</i>	Approximately 420

10.	<b>WellgrowHorti Trading</b> <i>Lot 19, JalanSubang, 47000 Sungai Buloh, Selangor.</i>	Approximately 580
11.	<b>DelimaTani (M) SdnBhd</b> <i>Lot 49 &amp; 50 JalanSgBuloh, SgBuloh, 47000 Selangor.</i>	Approximately 850
12.	<b>Asiarise Holdings SdnBhd</b> <i>No. 6 JalanPenchala, Section 51, 46050 Petaling Jaya, Selangor</i>	Approximately 600
13.	<b>Asian Pottery Home Garden SdnBhd</b> <i>Lot 2652 JalanKebunBunga, 10350 Penang</i>	Approximately 460

After the research in sales of the flower pot seller listed above, we estimate that the beginning sales quantities of our company EcoG Solution is 500 units.

The below table are the estimated sales quantity for EcoG Solution.

**Table 8.4: Quantity sales of our product.**

Month	1	2	3	4	5	6	7	8	9	10	11	12	Total
Year													
1	500	550	605	666	732	805	886	974	1072	1179	1297	1427	10692
2	1455	1484	1514	1544	1575	1607	1639	1671	1705	1739	1774	1809	19516
3	1845	1882	1920	1958	1998	2037	2078	2120	2162	2205	2250	2295	24751
4	2340	2387	2435	2484	2533	2584	2636	2688	2742	2797	2853	2910	31390
5	2968	3028	3088	3150	3213	3277	3343	3410	3478	3547	3618	3691	39810
<b>Total</b>	9109	9331	9562	9802	10051	10310	10581	10864	11159	11468	11791	12131	126159

- The ending inventory level of each month will be 10% of the next month budgeted sales of the finished goods

**Table 8.5: Quantity sales and inventory of our product.**

Year 2015														
Items/ Months	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Qty	Total Cost (RM)
1 Beg Inv	0	55	61	67	73	81	89	97	107	118	130	143	1019	
2 production planning	555	556	611	672	739	813	895	984	1083	1191	1310	1429	10838	
3 Actual production	555	556	611	672	739	813	895	984	1083	1191	1310	1429	10838	189,556.62
4 Inventory	555	611	672	739	813	894	983	1082	1190	1309	1440	1572	11857	
5 Sales	500	550	605	666	732	805	886	974	1072	1179	1297	1427	10692	
6 End Inv (10% nxt mth sales)	55	61	67	73	81	89	97	107	118	130	143	146	1165	

Year 2016														
Items/ Months	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Qty	Total Cost (RM)
1 Beg Inv	146	148	151	154	158	161	164	167	170	174	177	181	1952	
2 production planning	1458	1487	1517	1547	1578	1610	1642	1675	1708	1742	1777	1813	19555	
3 Actual production	1458	1487	1517	1547	1578	1610	1642	1675	1708	1742	1777	1813	19555	344,570.49
4 Inventory	1604	1636	1668	1702	1736	1770	1806	1842	1879	1916	1955	1994	21506	
5 Sales	1455	1484	1514	1544	1575	1607	1639	1671	1705	1739	1774	1809	19516	
6 End Inv	148	151	154	158	161	164	167	170	174	177	181	185	1991	

Year 2017														
Items/ Months	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Qty	Total Cost (RM)
1 Beg Inv	185	188	192	196	200	204	208	212	216	221	225	229	2475	
2 production planning	1849	1886	1924	1962	2002	2042	2082	2124	2167	2210	2254	2299	24800	
3 Actual production	1849	1886	1924	1962	2002	2042	2082	2124	2167	2210	2254	2299	24800	436,987.65
4 Inventory	2034	2074	2116	2158	2201	2245	2290	2336	2383	2430	2479	2529	27275	
5 Sales	1845	1882	1920	1958	1998	2037	2078	2120	2162	2205	2250	2295	24751	
6 End Inv	188	192	196	200	204	208	212	216	221	225	229	234	2525	

Year 2018														
Items/ Months	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Qty	Total Cost (RM)
1 Beg Inv	234	239	243	248	253	258	264	269	274	280	285	291	3139	
2 production planning	2345	2392	2440	2489	2538	2589	2641	2694	2748	2803	2859	2916	31453	
3 Actual production	2345	2392	2440	2489	2538	2589	2641	2694	2748	2803	2859	2916	31453	554,205.63
4 Inventory	2579	2631	2683	2737	2792	2848	2905	2963	3022	3082	3144	3207	34592	
5 Sales	2340	2387	2435	2484	2533	2584	2636	2688	2742	2797	2853	2910	31390	
6 End Inv	239	243	248	253	258	264	269	274	280	285	291	297	3202	

Year 2019														
Items/ Months	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Qty	Total Cost (RM)
1 Beg Inv	297	303	309	315	321	328	334	341	348	355	362	369	3981	
2 production planning	2974	3034	3094	3156	3219	3284	3349	3416	3485	3554	3625	3691	39882	
3 Actual production	2974	3034	3094	3156	3219	3284	3349	3416	3485	3554	3625	3691	39882	702,870.63
4 Inventory	3271	3336	3403	3471	3541	3611	3684	3757	3832	3909	3987	4060	43863	
5 Sales	2968	3028	3088	3150	3213	3277	3343	3410	3478	3547	3618	3691	39810	
6 End Inv	303	309	315	321	328	334	341	348	355	362	369	369	4053	

- The cost of our product currently will be RM 16.50 (HDPE Sheet = RM3, Solar Panel + Pump = RM 7, Timer = RM5, Corrugated plastic sheet = RM1.50). The total cost of the raw material will be RM 17.49 which already



includes 6% of the GST. This 6% (RM 0.99 per unit) of GST can be claim back from government in the same year.

6. The net book value (NBV), road tax and insurance of the:

- Second hand Proton Saga = RM 23,800.
- Daihatsu V58R 4500KG = RM49, 800.

Road tax for car RM 70 + lorry RM 750 = RM820

Insurance for car RM 1,600 + lorry RM 1050 = RM 2650

The total are RM3, 470 (RM820 + RM2, 650) for one year.

7. Vehicles maintenance fees are estimated at RM 3,000 per year.

8. Depreciation rate per annum.

- All depreciation will calculate with straight line method.

**Table 8.6: Percentage of depreciation.**

Item	Percentage per annum
Office Equipment	10%
Car	20%
Lorry	20%

**Table 8.7: Depreciation for car and lorry (20% straight line method)**

Item	Purchase Price (RM)	First Year		Second Year		Third Year	
		NBV (RM)	Acc. Dep (RM)	NBV (RM)	Acc. Dep (RM)	NBV (RM)	Acc. Dep (RM)
Office Equip	29,419	26,477.10	2,941.90	23,535.20	5,883.80	20,593.30	8,825.70
Car	23,800.00	19,040.00	4,760.00	14,280.00	9,520.00	9,520.00	14,280.00
Lorry	49,800.00	39,840.00	9,960.00	29,880.00	19,920.00	19,920.00	29,880.00

9. Rental of the building is RM 3, 000 and total for 1 year is RM 36, 000. The rental will not rise in these 5 years because of the contract is 5 years contract. The contract includes the condition that the rental will not raise in this 5 years period.

- 2 month rental deposit will paid in advance.

10. Salaries, commission, EPF and SOCSO

- In our company, we will hire 5 types of permanent workers. The salaries of the permanent employee will increase by 10% every year.
- We don't have supervisor in year 1 and we will employ the supervisor start from year 2 because of the increase in sales and production.
- Salesman will get commission when their personal sales exceed certain quantity. The commission will based on the quantity selling which is 1 unit of product sales will receive RM 1.00 commission.

**Table 8.8: The Monthly Salary for One Permanent Worker and The Level of Position**

No.	Position	Management	Supervisor	Clerk	Quality Check	Salesman
	Year					
1	Year 1 / month	RM3,000.00	-	RM1,000.00	RM1,000.00	RM1,500.00
2	Year 2 / month	RM3,300.00	RM2,000.00	RM1,100.00	RM1,100.00	RM1,650.00
3	Year 3 / month	RM3,630.00	RM2,200.00	RM1,210.00	RM1,210.00	RM1,815.00
4	Year 4 / month	RM3,993.00	RM2,420.00	RM1,331.00	RM1,331.00	RM1,996.50
5	Year 5 / month	RM4,392.30	RM2,662.00	RM1,464.10	RM1,464.10	RM2,196.15
	Total	RM18,315.30	RM9,282.00	RM6,105.10	RM6,105.10	RM9,157.65

**Table 8.9: Salaries for permanent workers for total 5 years in different level of  
Position**

No.	Position	Management	Supervisor	Clerk	Quality Check	Salesman
	Year					
1	Year 1	RM36,000.00	-	RM12,000.00	RM12,000.00	RM18,000.00
2	Year 2	RM43,560.00	RM26,400.00	RM14,520.00	RM14,520.00	RM21,780.00
3	Year 3	RM47,916.00	RM29,040.00	RM15,972.00	RM15,972.00	RM23,958.00
4	Year 4	RM52,707.60	RM31,944.00	RM17,569.20	RM17,569.20	RM26,353.80
5	Year 5	RM57,978.36	RM35,138.40	RM19,326.12	RM19,326.12	RM28,989.18
	Number of worker	5	1	2	1	2
	Total	RM1,190,809.80	RM122,522.40	RM158,774.64	RM79,387.32	RM238,161.96

**Table 8.10: Estimated Sales Commission**

Year	Sales Quantity Forecast	Commission rate (RM1 /1 Quantity)
<b>2015</b>	10692	RM10,692.00
<b>2016</b>	19516	RM19,516.00
<b>2017</b>	24751	RM24,751.00
<b>2018</b>	31390	RM31,390.00
<b>2019</b>	39810	RM39,810.00

- According to the Malaysia Government rules and regulation, all permanent employees must register for the EPF account in any branches of KWSP office or their internet web site at [www.kwsp.gov.my](http://www.kwsp.gov.my). According to the structure of KWSP, employer must pay 13% of the gross salaries of the employee and the employees have to pay themselves at 11% of their gross salary.

**Table 8.11: EPF paid by our company:**

No.	Position	Management	Supervisor	Clerk	Quality Check	Salesman
	Year					
1	Year 1	RM390.00	RM0.00	RM130.00	RM130.00	RM195.00
2	Year 2	RM429.00	RM260.00	RM143.00	RM143.00	RM214.50
3	Year 3	RM471.90	RM286.00	RM157.30	RM157.30	RM235.95
4	Year 4	RM519.09	RM314.60	RM173.03	RM173.03	RM259.55
5	Year 5	RM571.00	RM346.06	RM190.33	RM190.33	RM285.50
	Total 5 year (x12)	RM28,571.87	RM14,479.92	RM9,523.96	RM9,523.96	RM14,285.93
	Number of worker	5	1	2	1	2
	Total	RM142,859.34	RM14,479.92	RM19,047.91	RM9,523.96	RM28,571.87

- In addition, our company also need to pay SOCSO for our employee. The contribution rate is 1.75% from employer's share and 0.5% employee's monthly wages.

**Table 8.12: SOCSO paid by our company**

No.	Position	Management	Supervisor	Clerk	Quality Check	Salesman
	Year					
1	Year 1	RM52.50	RM0.00	RM17.50	RM17.50	RM26.25
2	Year 2	RM57.75	RM35.00	RM19.25	RM19.25	RM28.88
3	Year 3	RM63.53	RM38.50	RM21.18	RM21.18	RM31.76
4	Year 4	RM69.88	RM42.35	RM23.29	RM23.29	RM34.94
5	Year 5	RM76.87	RM46.59	RM25.62	RM25.62	RM38.43
	Total 5 year (x12)	RM3,846.21	RM1,949.22	RM1,282.07	RM1,282.07	RM1,923.11
	Number of worker	5	1	2	1	2
	Total	RM19,231.07	RM1,949.22	RM2,564.14	RM1,282.07	RM3,846.21

- Besides of permanent workers, we also hire foreign worker to work in our operation department. We will hire 5 foreign workers in year 1, 10 in year

2, 15 workers in year 3 and 4 and 20 workers in year 5. The Salaries for foreign worker is RM950 per month and RM500 service charge per year for the agent. No EPF and SOCSO paid for the foreign workers.

- The salaries of the foreign worker will increase for 5% every year. The new join worker salaries will be RM 950 every month.

**Table 8.13: Total Salary and service charge for foreign workers.**

Item / Year	Year 1	Year 2	Year 3	Year 4	Year 5
Number of Existing Staff	0	5	10	15	15
Number of New Join Staff	5	5	5	0	5
Total Number of Staff	5	10	15	15	20
Salary for Existing Staff / Year	0.00	59,850.00	122,692.50	188,677.13	198,110.98
Salary for New join Staff / Year	57,000.00	57,000.00	57,000.00	0.00	57,000.00
Service charge(RM 500 per worker per year)	2,500.00	5,000.00	7,500.00	7,500.00	10,000.00
Total (RM)	59,500.00	121,850.00	187,192.50	196,177.13	265,110.98

**Table 8.14: Total Salaries**

No.	Position	Year 1	Year 2	Year 3	Year 4	Year 5	Total
1	Permanent employees	252,000.00	331,320.00	364,452.00	400,897.20	440,986.92	1,789,656.12
2	Foreign workers	59,500.00	121,850.00	187,192.50	196,177.13	265,110.98	829,830.61
	Total	311,500.00	453,170.00	551,644.50	597,074.33	706,097.90	2,619,486.73

11. All the utilities include water, electricity, phone bill and internet are estimated to be RM 800 for 1 month and RM9, 600 for 1 year.
12. The utilities fees include water, electricity and telephone bills will increase for 10% every year due to increase in usage and inflation rate.
13. The cleaning services are outsourced and the cleaning fees are estimated at RM100 per week and RM400 for 1 month. The cleaning expenses will increase for 3.5 % every year due to inflation rate.

14. Advertising budget will budget around RM 5,000 every month and RM60,000 for one year. It will increase for 10 % every year.
15. For the other miscellaneous cost, we estimated at RM400 per month and total is RM4,800 per year. This cost will increase for 3.5% due to inflation rate in Malaysia.
16. Budgeted research and development cost are estimated at RM 12,000 in first year and will increase for 10% in second year, third year, fourth year and fifth year.
17. The first year logistic cost is estimated at RM 5,000 per month and for is RM 60,000 per year. The quotation will increase for 20 % for the second year and 40 % for the third year and the remaining year due to the increasing in sales and production.
18. Company online web page store development cost is RM 1,500 for first year and RM 300 maintenance cost for the following year.
19. Lawyer consultant fees are estimated at RM 3,000 per year as a protection in legal action and contract with our supplier and customer.
20. Accountant consultant fees are estimated at RM 3,000 per year.
21. Auditing fees will be RM1500 per annum.
22. The other consultant cost is RM 1390 which include SGS quality checking and employee training consultancy.
23. The insurance for our company is RM 300 per month and RM 3,600 for one year.
24. The company tax rate for year 2016 is 20% because our net profit is lower than RM 500,000 and for year 2017, our tax rate will be 25% because our net profit is over RM 500,000 according to the tax rate that set by Malaysia government.
25. We need to pay 6% GST for the government which is RM 3.59 per unit sales for direct channel and RM 2.99 per unit sales in indirect channel.

## 8.3 Pro Forma Income Statement

	Year 1		Year 2		Year 3	
	2015		2016		2017	
	RM	RM	RM	RM	RM	RM
<b>Sales</b>	units		units		units	
Direct Sales (RM63.45/unit)	3208	203,547.60	5855	371,499.75	7425	471,116.25
Indirect Sales (RM52.89/unit)	7484	395,828.76	13661	722,530.29	17326	916,372.14
	10692	599,376.36	19516	1,094,030.04	24751	1,387,488.39
<b>Less: Cost of Goods Sold</b>						
Opening Stock	-		2,553.54		3,235.65	
Purchase of Raw Material	189,556.62		344,570.49		436,987.65	
Closing Stock	(2,553.54)	187,003.08	(3,235.65)	343,888.38	(4,092.66)	436,130.64
<b>Gross Profit</b>		412,373.28		750,141.66		951,357.75
<b>Add: Other Revenue</b>						
GST Claim back	10,585.22		19,320.63		24,503.23	
<b>Total other revenue</b>		10,585.22		19,320.63		24,503.23
<b>Less: Expenses</b>						
Business Renewal Fee	60.00		60.00		60.00	
Logistic Expenses	60,000.00		72,000.00		100,800.00	
Employee Salary	311,500.00		453,170.00		551,644.50	
KWSP	32,760.00		39,156.00		43,071.60	
SOCSO	4,410.00		5,271.00		5,798.10	
Salesman Commission	10,692.00		19,516.00		24,751.00	
Rental	36,000.00		36,000.00		36,000.00	
Utilities	9,600.00		10,560.00		11,616.00	
Cleaning Expenses	4,800.00		4,968.00		5,141.88	
Lawyer Consultance Fees	3,000.00		3,000.00		3,000.00	
Accountant Consultance Fees	3,000.00		3,000.00		3,000.00	
Audit Fees	1,500.00		1,500.00		1,500.00	
Other Consultance Fee	1,390.00		1,390.00		1,390.00	
Company Insurance	3,600.00		3,726.00		3,856.41	
Online store dvlp & mtnc	1,500.00		300.00		300.00	
Advertising & Marketing	60,000.00		66,000.00		72,600.00	
R & D	12,000.00		13,200.00		14,520.00	
Miscellaneous	4,800.00		4,968.00		5,141.88	
GST	35,962.59		65,641.80		83,249.30	
Road Tax	820.00		820.00		820.00	
Vehicle Insurance	2,650.00		2,650.00		2,650.00	
Vehicle Maintanace	3,000.00		3,000.00		3,000.00	
Depreciation	17,661.90		17,661.90		17,661.90	
Domain Name Reg. Fee	80.00		-		-	
Manufacturing Cost	5,000.00		-		-	
Trademark Registration Fee	2,580.00		-		-	
Start-up Miscellaneous Cost	1,070.00	(629,436.49)	-	(827,558.70)	-	(991,572.57)
<b>Profit (Loss) Before Tax</b>		(206,477.99)		(58,096.41)		(15,711.59)
<b>Add: Depreciation</b>	17,661.90		17,661.90		17,661.90	
Lawyer Consultance Fee	3,000.00		3,000.00		3,000.00	
Other Consultant Fee	1,390.00		1,390.00		1,390.00	
Business Registration Fee	60.00		-		-	
Domain Name Reg. Fee	80.00		-		-	
Trademark Registration Fee	2,580.00	24,771.90	-	22,051.90	-	22,051.90
<b>Taxable Income</b>		(181,706.09)		(36,044.51)		6,340.31
<b>Less: Tax (20%)</b>		-		-		(1,268.06)
<b>Net Profit (Loss)</b>		(181,706.09)		(36,044.51)		5,072.25

EcoG Solution SdnBhd

	Year 4		Year 5	
	2018		2019	
	RM	RM	RM	RM
<b>Sales</b>	units		units	
Direct Sales (RM63.45/unit)	9417	597,508.65	11943	757,783.35
Indirect Sales (RM52.89/unit)	21973	1,162,151.97	27867	1,473,885.63
	31390	1,759,660.62	39810	2,231,668.98
<b>Less: Cost of Goods Sold</b>				
Opening Stock	4,092.66		5,194.53	
Purchase of Raw Material	554,205.63		702,870.63	
Closing Stock	(5,194.53)	553,103.76	(6,593.73)	701,471.43
<b>Gross Profit</b>		1,206,556.86		1,530,197.55
<b>Add: Other Revenue</b>				
GST Claim back	31,076.03		39,411.92	
<b>Total other revenue</b>		31,076.03		39,411.92
<b>Less: Expenses</b>				
Business Renewal Fee	60.00		60.00	
Logistic Expenses	141,120.00		197,568.00	
Employee Salary	597,074.33		706,097.90	
KWSP	47,378.76		52,116.64	
SOCSSO	6,377.91		7,015.70	
Salesman Commission	31,390.00		39,810.00	
Rental	36,000.00		36,000.00	
Utilities	12,777.60		14,055.36	
Cleaning Expenses	5,321.85		5,508.11	
Lawyer Consultance Fees	3,000.00		3,000.00	
Accountant Consultance Fees	3,000.00		3,000.00	
Audit Fees	1,500.00		1,500.00	
Other Consultance Fee	1,390.00		1,390.00	
Company Insurance	3,991.38		4,131.08	
Online store dvlp & mtnc	300.00		300.00	
Advertising & Marketing	79,860.00		87,846.00	
R & D	15,972.00		17,569.20	
Miscellaneous	5,321.85		5,508.11	
GST	105,579.64		133,900.14	
Road Tax	820.00		820.00	
Vehicle Insurance	2,650.00		2,650.00	
Vehicle Maintanace	3,000.00		3,000.00	
Depreciation	17,661.90		17,661.90	
Domain Name Reg. Fee	-		-	
Manufacturing Cost	-		-	
Trademark Registration Fee	-		-	
Start-up Miscellaneous Cost	-	(1,121,547.22)	-	(1,340,508.14)
<b>Profit (Loss) Before Tax</b>		116,085.67		229,101.32
<b>Add:</b>				
Depreciation	17,661.90		17,661.90	
Lawyer Consultance Fee	3,000.00		3,000.00	
Other Consultant Fee	1,390.00		1,390.00	
Business Registration Fee	-		-	
Domain Name Reg. Fee	-		-	
Trademark Registration Fee	-	22,051.90	-	22,051.90
<b>Taxable Income</b>		138,137.57		251,153.22
<b>Less:</b>				
Tax (20%)		(27,627.51)		(50,230.64)
<b>Net Profit (Loss)</b>		110,510.06		200,922.58



**8.4 Cash Flow Statement**

		2015	2016	2017	2018	2019
CASH IN HAND		400000.00	42311.37	1194.75	2288.05	134933.75
CASH FLOW FROM OPERATING ACTIVITIES						
	PROFIT BEFORE TAX	(206477.99)	(58096.41)	(15711.59)	116085.67	229101.32
ADD	DEPRECIATION	17661.90	17661.90	17661.90	17661.90	17661.90
	AUDIT FEE	1500.00				
	INCREASE IN STOCK	(2553.54)	(682.11)	(857.01)	(1101.87)	(1399.20)
		(189869.63)	(41116.62)	1093.30	132645.70	245364.02
CASH FLOW FROM NON OPERATING ACTIVITIES						
	OFFICE EQUIPMENT	(29419.00)				
	RENOVATION	(40000.00)				
	RENTAL DEPOSIT	(6000.00)				
	UTILITY DEPOSIT	(2000.00)				
	VEHICLE	(73600.00)				
	WAREHOUSE	(16800.00)				
		(167819.00)				
	NET CASH FLOW	42311.37	1194.75	2288.05	134933.75	380297.77

**8.5 Pro Forma Balance Sheet**

	Year 1		Year 2		Year 3		Year 4		Year 5	
	2015		2016		2017		2018		2019	
	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM
<b>ASSETS</b>	Acc. Depr	NBV	Acc. Depr	NBV	Acc. Depr	NBV	Acc. Depr	NBV	Acc. Depr	NBV
<b>Fixed Assets</b>										
Warehouse	-	16,800.00	-	16,800.00	-	16,800.00	-	16,800.00	-	16,800.00
Shop Lot	-	40,000.00	-	40,000.00	-	40,000.00	-	40,000.00	-	40,000.00
Office Equipment (RM29419)	2,941.90	26,477.10	5,883.80	23,535.20	8,825.70	20,593.30	11,767.60	17,651.40	14,709.50	14,709.50
Car (RM23800)	4,760.00	19,040.00	9,520.00	14,280.00	14,280.00	9,520.00	19,040.00	4,760.00	23,800.00	-
Lorry (RM49800)	9,960.00	39,840.00	19,920.00	29,880.00	29,880.00	19,920.00	39,840.00	9,960.00	49,800.00	-
		142,157.10		124,495.20		106,833.30		89,171.40		71,509.50
<b>Current Assets</b>										
Inventory	2,553.54		3,235.65		4,092.66		5,194.53		6,593.73	
Deposit	8,000.00		8,000.00		8,000.00		8,000.00		8,000.00	
Bank/Cash	42,311.37	52,864.91	1,194.75	12,430.40	2,288.05	14,380.71	134,933.75	148,128.28	380,297.77	394,891.50
<b>Total Assets</b>		<b>195,022.01</b>		<b>136,925.60</b>		<b>121,214.01</b>		<b>237,299.68</b>		<b>466,401.00</b>
<b>EQUITY AND LIABILITIES</b>										
<b>Current Liabilities</b>										
Accrued Audit Fee		1,500.00		1,500.00		1,500.00		1,500.00		1,500.00
<b>Owners' Equity</b>										
Capital	400,000.00		400,000.00		400,000.00		400,000.00		400,000.00	
Net Profit (Loss)	(206,477.99)	193,522.01	(264,574.40)	135,425.60	(280,285.99)	119,714.01	(164,200.32)	235,799.68	64,901.00	464,901.00
<b>Total Equity and Liabilities</b>		<b>195,022.01</b>		<b>136,925.60</b>		<b>121,214.01</b>		<b>237,299.68</b>		<b>466,401.00</b>

## 8.6 Payback period and exit strategy

**Table 8.15: Payback**

Year	Cash Flow	Discount Rate	(1+DR) <sup>t</sup>	Net Present Value (NPV)
0	-400,000.00	6%		-400,000.00
1	42,311.37	6%	1.06	39,916.39
2	1,194.75	6%	1.12	1,066.74
3	2,288.05	6%	1.19	1,922.73
4	134,933.75	6%	1.26	107,090.28
5	380,297.77	6%	1.34	283,804.31
				33,800.45

Payback:

$$(RM\ 33,800.45 - RM\ 283,804.31) \div RM\ 283,804.31$$

$$= 0.88 + 4\ \text{year}$$

$$= 4.88\ \text{year} \approx 4\ \text{year}\ 11\ \text{month}$$

The payback period for our company, EcoG Solution will be 4 year and 11 month.

### 8.6.2 Exit strategy

If our business is not running smoothly in the future, we will apply our contingency plan in this situation. We need to get the majority vote from the shareholders if the business turned sour and there is a need to implement our contingency plan. We plan to sell off or winding up the whole company asset to the market. The winding up process involve some filling to SSM (Suruhanjaya Syarikat Malaysia) and the director of the company need to conduct a meeting with the shareholder. Besides, we will find an accounting firm to evaluate the total price of our asset. The accounting firm normally will use 9month to one and half year to complete the whole process.

Since our company is a private limited company so we are unable to sell our company to other interested party. Thus, we will use liquidation strategy whereby the entire asset in our company will be sold based on the market price. We will made an advertising on newspaper to attract potential buyer to buy our company assets. Upon the liquidation strategy, the money we get will first use to pay all the debt of the company include the fees of the accounting firm and second to the investor and the remaining money will be distributed among five of us.

## **9.0 CRITICAL RISK FACTORS**

### **9.1 Management risk**

#### 9.1.1 Poor Labor Relation

In business today, employees play a vital part in achieving company's mission and vision. Thus, having a good relationship with the company's employees is considered one of the keys to make the business successful. But not all employees we hired are dedicated. Some of the employees may have the mindset of not committing fully to the company because the company does not belong to them or due to compensation wise. So the communication between our company and employee may be damaged due to the poor relation with our employees. Our management may experience the lacking of human relations skill which will affect the communication with the employees. Thus, this will indirectly affect the operation progress when the company has poor labor relation.

#### 9.1.2 Lack of Business skills and experience

Young entrepreneur are usually filled with strong passion and desire to achieve what is best for the company, but due to experience wise they are having the minority in this context. Due to the lacking of proper industrial experience, the managers might not manage well to their business operation. As the unexpected problems may occur in the future, the managers may not solve the problems. Hence, with their insufficient experience in handling certain tasks, they may face problems when it comes to handling operation problems. Sometimes it will make wrong decisions that not only impact the business operation but the company's profit as well.

## **9.2 Marketing risk**

### 9.2.1 Promotion

Perhaps the young entrepreneur found a good target market and they know how to reach them. However, without a proper planning in the promotion, our company can err by creating the message that cannot make an impact to our customer. This may be due to the wrong selection of media or tools to reach the audience. Besides, the message conveyed by the EcoG Solution company may offend the targeted audience or even the public. These mistakes may affect the company reputation and company sales to drop.

### 9.2.2 Pricing

We are unable to set the price too high or too low for Ezy pot to our customer because by setting a wrong pricing strategy will greatly affect the company reputation. We may not set the ideal pricing strategy due to the confidence in our own assumption towards the market. Thus, the company has to consider carefully in setting a reasonable price to our customers and our company can still earn profit at the same time..

## **9.3 Operating risk**

### 9.3.1 Lack of Expertise, Knowledge and Skills

The first and foremost that most young entrepreneur could not success in their business due to the lacking of special expertise that can be the essential element in providing direction and guidance to our company. Without the relevant expertise, we stand in a disadvantageous position if to compared to other companies that have talent expertise. The knowledge and skills of doing business are vital in operating activities. Lacking of knowledge and skills will not make the operation to be maximized fully in a more efficient way.

### 9.3.2 Lack of Formal Discipline

Without the formal procedure and disciplines, there will be no stability in the management team especially to those new workers. Without the formal procedure or discipline, new workers may tend to do the way they want not what the company wants which will not only affect company progress but the company profit as well. They are bound to do anything they want and procrastinate with their work without formal procedure. With a strong foundation of discipline and formal procedure, the company is able to promote a good human behavior and thus improve the communication within employees in order to promote a better productivity of employees. Thus, employees must obey every formal procedure and disciplines set by EcoG Solution in order to sustain a employee relationship growth and promoting a better path in achieving company's mission and vision in future.

## **9.4 Financial risk**

### 9.4.1 Economic Risks

The economic risks are the probability of the economy downturn might negatively affect the investment. This is actually related to political risk as the government decision will place a great impact on the economy thus will affect the investment.

### 9.4.2 Insufficient Capital

Insufficient of capital is one of the common obstacles faced by most of the young entrepreneurs. This may be caused by the unpredictable natural disaster such as floods, earthquakes and so on. Unpredictable disaster may caused our company to spend huge amount of money to restore our company's assets. Thus, our company will face difficulties in paying our company expenses due to the limitation of our capital.

## **9.5 Intellectual property infringement**

This risk is defined as intangible rights that protects the products of human intelligence or product creation, such as copyright works, patented, trademarks and trade secrets. The risk of intellectual property infringement may occur in copied or imitate by the competitors. If

the company's name and logo being imitated by the competitors, the EcoG Solution potential customers may confuse about our company. This may result in brand parity within the customer. As our product provides the special product design, it may also have the risk of being imitated by the competitors . Customer may then be confused with the similarity of Ezy Pot and the imitated product.

## **9.6 Others risk as appropriate**

### 9.6.1 Customer Relationship

Building a better customer relationship in a business can help in building a positive company's reputation and image. It is the area that EcoG Solution should put more attention and effort to their customer in order to get the customer retention. This is because customers are the key to the successful business. The organizations are dependent to their customer. If the company does not develop the customer loyalty and satisfaction, the EcoG Solution could lose their customers. Those customers who are satisfied with the company service will generate positive word-of-mouth for us and indirectly promoting our Ezy Pot. However, if the company fails to get the customer, the customer might switch brand and thus will impact the company image.

### 9.6.2 Chance of Failure

This is a critical problem many new start up businesses may likely to face. The reason that EcoG Solution might fail in their business may be due to the product itself. Customers may perceive Ezy Pot as unnecessary since they are able to perform the Ezy Pot function themselves. Besides that, penetrating in the wrong target market may result in product failure as well. If the product is targeted to the market that is not interested with it, then the product would not be successful. The product priced incorrectly will also lead to the business failure. If our company business is facing a downturn, we have to continuously create and nurture our business by putting more effort, money and time to the business.

### 9.6.3 Staff Risk

This is the risk that the staff of our company may involve in fraud and dishonesty. This unethical behavior will not only cause company losses, but damage the company image and reputation as well. So, appropriate training is needed for the employees to avoid this matter from happening. This can ensure that their staff will continually act in the ethical behavior and deliver high quality of service to the customers. Thus, situation likes company complaints or sue the company could avoid.

## **9.7 Contingency plans**

### 9.7.1 Management risk

The EcoG Solution Company can reduce the risk management by encouraging the founders to have a better communication with their employees and put more concern on them. The managers should communicate regularly with company's staff to build relationship with individuals and teams. Besides, the company should encourage the employees to voice out their problems and suggestion. However, the business skills and experiences are still the important key to run the business more efficient and effective. Besides that, the managers can hold a casual meeting with employees to improve their relationships. So, the founders is required to attend the seminars and soft skills courses, leadership and team management training in order to improve the knowledge about communication and relationship between partners as well as employees. These programs can help the founders to achieve the company's goal more efficiently and efficiently.

### 9.7.2 Marketing Risk

In order to reduce the risk of marketing, the founders should put more hard work on conduct survey in the market and collect feedback from the customer and suppliers in order to identify the problems that the company may offend the customer. This can help the company to identify the right way to reduce the marketing risk and it may also be able to update the company the latest trends in the market.



### 9.7.3 Operating Risk

Lacking of skill and knowledge would influence the company growth. Thus, the training program is a must for every employee, including the founder to participate in. The training program is designed to increase the employee's credibility and ability in performing their task in a more effective and efficient way. Besides that, the company may hire an expertise that can provide a powerful opinion for company progresses. The problems of lacking of formal disciplines, the company should set rules and regulation in order to control the operation progress. The rules and regulation can help to control the employee's behavior. When the employees are morale, the productivity and company profitability will be affected.

### 9.7.4 Financial Risk

In order to minimize the risk, this department play an vital role in managing the company cash flow. We have to ensure that there is sufficient cash flow for the daily operation. The financial and accounting managers should estimate some extra capital to meet the unexpected disaster.

### 9.7.5 Intellectual property infringement

Our company will register as a trademark in order to protect the company name, logo and product design. Trademark gives EcoG Solution Company an exclusive right, to prevent the competitors from using EcoG Solution trademark to create a similar or even same products. If the competitors have misused the company's trademark, the company can take legal action on them.

### 9.7.6 Other risks

The EcoG Solution should manage their team in such way that they are able to retain their customers and able to encourage a continual purchasing behavior of the products. Taking the responsibility in managing the problems and solving the complaints in a short time frame is the best way to keep EcoG's customer satisfied. When the customer has any enquiries about Ezy-pot, the staff or the founder must be able to answer their questions. Unable to fulfill customer enquiries may result in dissatisfaction from the customers. Through these handling

complaint processes of the customers, this can build brand loyalty and giving a positive impact to them. Besides that, the company should reward their loyal customer by giving generous discounts and offers. They also can consider offering their customer by giving a discount coupon for next purchase or bringing a new friend to the company.

To prevent the chance of failure, the EcoG solution should develop a good business plan before they launch their business. The business plan should have provided the description of what the founders are going do and how they are going to do. It can be said that the business plan is the entrepreneur's roadmap. By preparing the business plan, the founders will clearly identify which market they are targeting and differentiating their strength and weakness. If the founder put more effort on the business plan and research, this will definitely increase their chance of being successful instead of facing failure.

Lastly, reducing the chances of staff dishonesty and fraud can be further managed by developing some ethics and fraud training for the employees. This training program trains employee's attitude such as politeness and honesty that can gain trust from the customers to the company. Moreover, the company should reward the employee based on the performance appraisal. This can motivate the employees to behave more ethically and thus reduce the risk staff fraud and dishonesty. This will influence their mindset and attitude towards their working lifestyle.

## REFERENCES

- All-recycling-facts.com. (2014). *Eco-Friendly Products*. Retrieved from All-recycling-facts.com: <http://www.all-recycling-facts.com/eco-friendly-products.html>
- Associates, C. &. (2009, October 16). *Closure, Strike Off or Winding Up of a Sdn. Bhd.* Retrieved from Accounting Wonderland: <http://choocb.blogspot.com/2009/10/closure-strike-off-or-winding-up-of-sdn.html>
- BABA. (2014). *Home*. Retrieved from BABA: <http://www.baba.com.my/consumer/consumer.asp>
- Biz, L.-C. (2013, June 04). *Why it's important for companies to be eco-friendly* . Retrieved from EcoSeed: <http://www.ecoseed.org/low-carbon/low-carbon-biz/16543-why-it-s-important-for-companies-to-be-eco-friendly>
- Bloemer, J., Ruyter, K. d., & Wetzels, M. (2009). Linking perceived service quality and service loyalty: a multi-dimensional perspective. *European Journal of Marketing*, 1082-1106.
- CTC. (2011). *News/Event*. Retrieved from chuatrading: [http://chuatrading.com.my/news/69,news\\_event.html](http://chuatrading.com.my/news/69,news_event.html)
- Enterprise, B. K. (2011). *Home*. Retrieved from Batu Konkrit Enterprise : <http://www.batu.com.my/index.php>
- Farben. (2010). *Home*. Retrieved from Farben: <http://www.farben.com.my/>
- Franchisehelp. (2014). *Green Industry Analysis 2014 - Cost & Trends*. Retrieved from franchisehelp: <https://www.franchisehelp.com/industry-reports/green-industry-report/>
- Francis, M., & Hester, R. T. (2014). *S. kaplan gardening*. Retrieved from books.google: [http://books.google.com.my/books?id=s8ml0NOoOdQC&pg=PA267&lpg=PA267&dq=S.+kaplan+gardening&source=bl&ots=4GQto5kfnH&sig=8c8C44k8JR93hNosta-0MGNPw9A&hl=en&sa=X&ei=5GjsU\\_jhM5Tn8AXmxoC4CQ&ved=0CE0Q6AEwBQ%20-%20v=onepage&q=S.%20kaplan%20gardening&f=false#v=sn](http://books.google.com.my/books?id=s8ml0NOoOdQC&pg=PA267&lpg=PA267&dq=S.+kaplan+gardening&source=bl&ots=4GQto5kfnH&sig=8c8C44k8JR93hNosta-0MGNPw9A&hl=en&sa=X&ei=5GjsU_jhM5Tn8AXmxoC4CQ&ved=0CE0Q6AEwBQ%20-%20v=onepage&q=S.%20kaplan%20gardening&f=false#v=sn)
- Hydromate. (2014). *WHY HYDROMATE*. Retrieved from Hydromate: <http://www.hydromateirrigation.com/>
- International, E. (2010). *DIYANDGARDENINGINCHILE*. February.

- MyIPO. (2014). *WHAT IS A TRADE MARK?* Retrieved from myipo:  
<http://www.myipo.gov.my/cap-dagangan>
- myPottery. (2014). *Home*. Retrieved from myPOTTER: <http://www.mypottery.com.my/>
- MysIDC. (2014). *About MysIDC*. Retrieved from MysODC:  
<http://mysidc.statistics.gov.my/index.php?lang=en>
- NBC. (2014). *Close Down / Strike Off / Winding Up Sdn Bhd Company*. Retrieved from NBC:  
<http://www.nbc.com.my/closing-company.html>
- Neonusantara. (2010, October). *Balcony gardens for condominiums* . Retrieved from Neonusantara: [http://www.neonusantara.com/news\\_star\\_oct10.html](http://www.neonusantara.com/news_star_oct10.html)
- NRDC. (2011, August 11). *An Introduction to Climate Change*. Retrieved from NRDC:  
<http://www.nrdc.org/globalwarming/climatebasics.asp>
- Patel, M. (2013, April 8). *Consumer behaviour towards eco friendly products*. Retrieved from slideshare: <http://www.slideshare.net/maneeshapatel77/consumer-behaviour-towards-eco-friendly-products>
- registercompany2u. (2014). *How to close a company in Malaysia?* Retrieved from registercompany2u: <http://www.registercompany2u.com.my/how-to-close-a-company-in-malaysia.html>
- SprinklerHouz. (2014). *Welcome*. Retrieved from SprinklerHouz:  
<http://www.sprinklerhouz.com/>
- SSM. (2014). *Striking-off Process*. Retrieved from SSM:  
<https://www.ssm.com.my/en/company/closing-a-company/striking-off>
- SSM. (n.d.). *LOCAL COMPANY INCORPORATION GUIDELINES*. Retrieved from SSM2014:  
<https://www.ssm.com.my/en/company/incorporation-of-local-company>
- Tan, D. (2014, May 10). *Taman Teluk Gedung Indah, Port Klang*. Retrieved from Propwall:  
<http://www.propwall.my/classifieds/2160274/taman-teluk-gedung-indah-port-klang-shop-for-rent-by-dixon-tan>
- Wel, C. A., Hussin, S. R., & Omar, N. A. (2012). *DETERMINANT OF RETAIL SELECTION DECISION IN MALAYSIA*.

## Appendix 1: Design of Ezy Pot



## Appendix 2: Questionnaire



### UNIVERSITI TUNKU ABDUL RAHMAN

Faculty of Business and Finance

**BACHELOR OF BUSINESS ENTREPRENEURSHIP (HONS)**

**FINAL YEAR PROJECT**

**TITLE OF RESEARCH:**

Ezy Pot

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, Ezy Pot. This Ezy Pot is mainly targeted to individuals who are stay in the condominium. The main function of our pot is to provide the automatic watering plant system.

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

Thank you for your cooperation.

---

This survey are mainly conduct to collect the opinion and feedback about our company's new product called the "Garden Bed". Garden bed is quite similar to the traditional flower pot. The thing that differ them is that the Garden Bed has a storage of water under the pot that will use to water the plant in order to easy the process of watering and reduce water wastage. The main feature of our Garden Bed is the automatic-watering plant by using the solar energy. (Uses the sunlight to produce electric).

\*Required

---

**1) Age**

**2) Gender \***

- Male
- Female

**3) Ethnicity \***

\*Religion

- Chinese
- Indian
- Malay
- Other:

**4) Relationship status \***

- Single
- Married
- Divorced

**5) Income level \***

\*Per Month

- RM0-RM500
- RM501-RM1500
- RM1501-RM3000
- RM3001-RM4500
- RM4501-RM6000
- RM6001 and above

**6) What is your highest educational level? \***

- SPM
- STPM
- Diploma Holder
- Bachelor of Degree
- Masters Degree
- PHD
- No formal education

**7) Type of accommodation you are currently staying. \***

- Apartment
- Condominium
- Terraced House
- Semi-Detached House
- Bungalow
- Villa
- Pent House
- Others: \_\_\_\_\_

**8) Do you like home gardening? \***

- Yes. \*Please proceed to Question 9
- No. \*Please proceed to Question 12

**9) Do you have any plant in your house?**

- Yes
- No
- Other:

**10) How many plant do you have in your house?**

- 1 - 3
- 4 - 6
- 7 and above



**11) How often do you water your plants?**

- Once a day
- Twice a day
- Three times a day
- Once a week
- Twice a week
- Three times a week
- Other. \_\_\_\_\_

**12) Will you find it troublesome to water your plant? \***

	Yes	Maybe (Sometimes)	No
Troublesome	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**13) Will you find it troublesome to water your plants daily? \***

	1	2	3	4	5
No	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yes					

**14) Do you find it troublesome when it comes to watering your plants using a water hose? \***

	1	2	3	4	5
No	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yes					

**15) Do you face any problems during home gardening?**

If yes, please provide your opinion

**16) Reason you do not like home gardening? \***

\*You may choose more than one choice

- Dirty
- Time consuming
- Space problem
- Often travel
- Do not know how to plant

- Others: ( Please state here) \_\_\_\_\_

**17) Do you know the correct method to plant? \***

1 2 3 4 5

No      Yes

**18) Are you aware of the current environmental issue? \***

For example like rising in temperature. Raining getting unpredictable, sometime it may rain continue for few days or it will not rain up to few weeks.

1 2 3 4 5

No      Yes

**19) Are you willing to help protect and make changes for our current environment? \***

\*With little effort and contribute of every people will change our environment

1 2 3 4 5

No      Yes

**20) Are you aware of the current water shortage in Malaysia? \***

1 2 3 4 5

No      Yes

**21) Do you support the concept of " Eco-friendly"? \***

\*Eco-friendly means activity that not harmful to the environment

- Yes
- If no, please state the reason below
- Others: \_\_\_\_\_

**22) Will you support a product that can reduce water consumption during the process of watering plants? \***

1 2 3 4 5

No      Yes

**23) Have you heard about auto-watering system that uses solar panels to water the plants? \***

1 2 3 4 5

No      Yes

**24) Do you support the concept of auto-watering plants by using solar panels? \***

1 2 3 4 5

No      Yes

**25) Will you purchase a product that will automatically water the plant itself? \***

\*these product will solve the hassle of watering your plant

1 2 3 4 5

No      Yes

**26) How much are you willing to spend on this product? \***

- RM 30 and Below
- RM31-RM50
- RM51-RM100
- RM101-RM150
- RM151 and above

**27) Is there any specific feature that would you like to add in the Garden Bed to gain your interest to make a purchase?**

**28) Do you prefer to have plants indoor or outdoor? \***

- Indoor
- Outdoor
- Both

**29) Do you have any plants in your working area/station? \***

- If Yes, please proceed to Question 30
- If No, please proceed to Question 31

**30) How many plant do you have in your working station?**

- 1 to 3
- 4 to 6
- 7 and above

**31) Any reason for not having plants in your working station?**

- Company not allow
- does not have space to plant
- troublesome about watering
- scared of dirt, insect or etc.
- Others: ( Please state here) \_\_\_\_\_

### Appendix 3: Survey Response for Multitask Chair

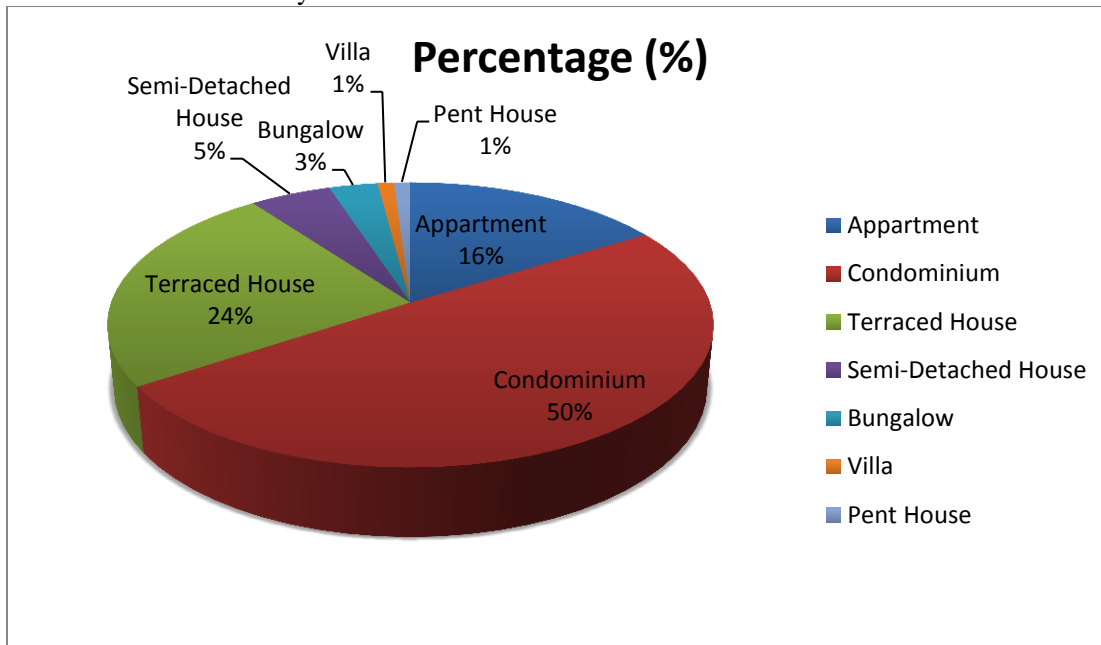
**Table 1.1 Type of Accommodation You Are Currently Staying**

**7) Type of accommodation you are currently staying. \***

*Mark only one oval.*

- Apartment
- Condominium
- Terraced House
- Semi-Detached House
- Bungalow
- Villa
- Pent House
- Others: \_\_\_\_\_

Data collected from survey.



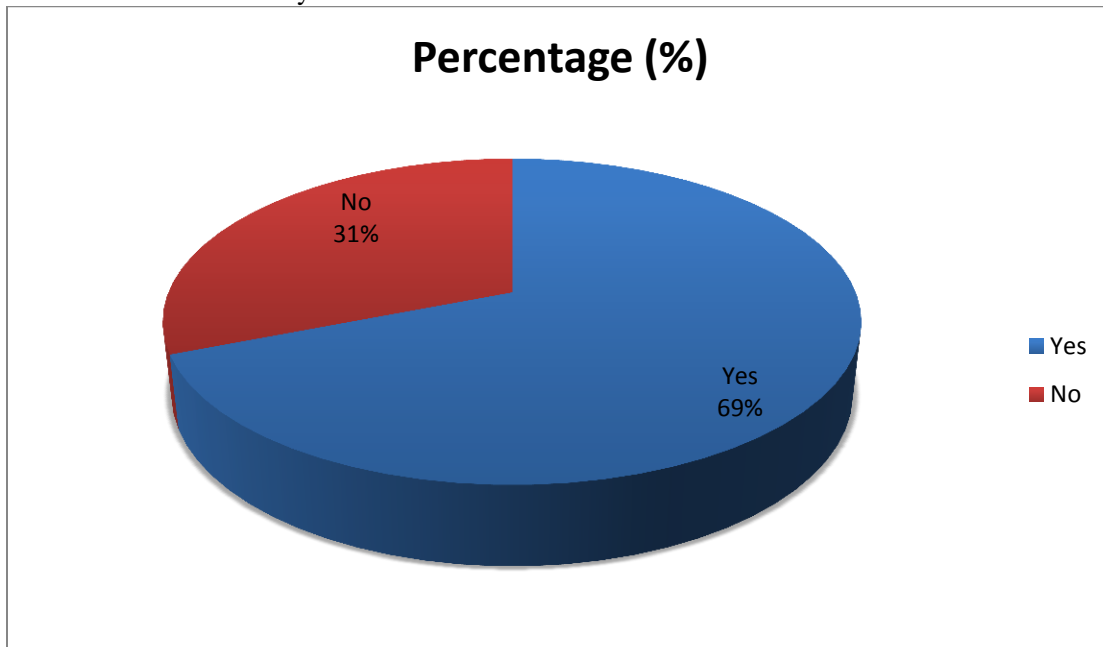
**Table 1.2 Do You Like Home Gardening?**

**8) Do you like home gardening? \***

*Mark only one oval.*

- Yes. \*Please proceed to Question 9
- No. \*Please proceed to Question 12

Data collected from survey



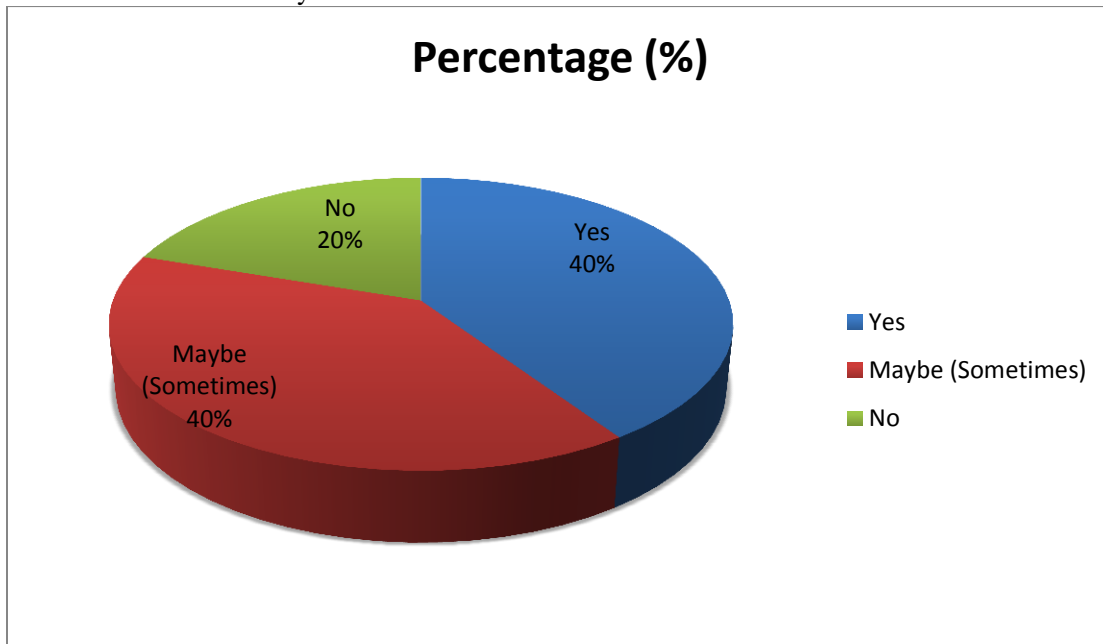
**Table 1.3 Will You Find It Troublesome To Water Your Plant?**

**12) Will you find it troublesome to water your plant? \***

*Mark only one oval per row.*

	Yes	Maybe (Sometimes)	No
Troublesome	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Data collected from survey



**Table 1.4 Do You Find It Troublesome When It Comes To Watering Your Plants By Using A Water Hose?**

**14) Do you find it troublesome when it comes to watering your plants using a water hose? \***

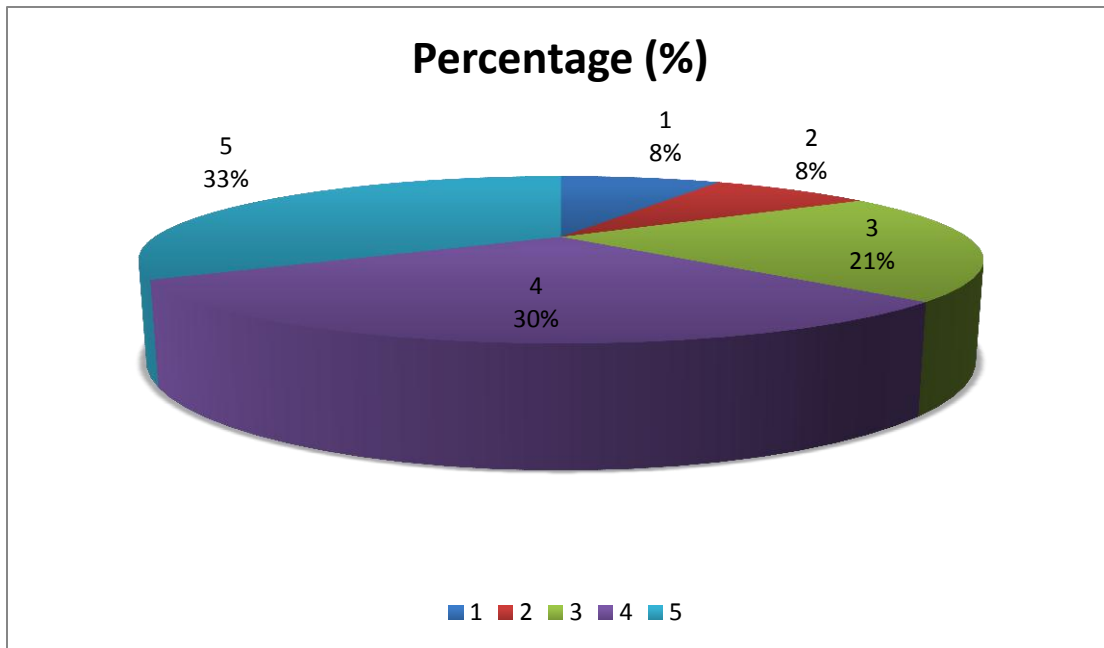
*Mark only one oval.*

1      2      3      4      5

---

No                  Yes

- Scale 1 is represent strongly disagree and Scale 5 represent strongly agree
- Data collected from survey





**Table 1.5 The Reason You Do Not Like Home Gardening?**

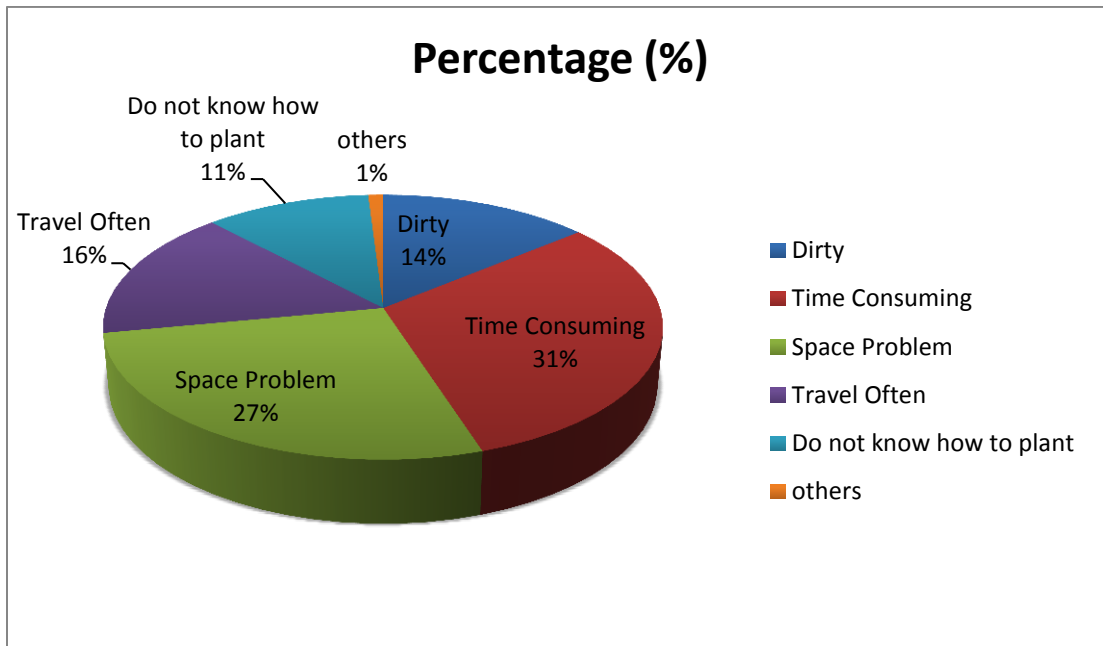
**16) Reason you do not like home gardening? \***

\*You may choose more than one choice

Check all that apply.

- Dirty
- Time consuming
- Space problem
- Often travel
- Do not know how to plant
- Others: ( Please state here) \_\_\_\_\_

Data collected from survey



**Table 1.6 Will You Support A Product That Can Reduce Water Consumption When Watering Your Plants?**

**22) Will you support a product that can reduce water consumption during the process of watering plants? \***

*Mark only one oval.*

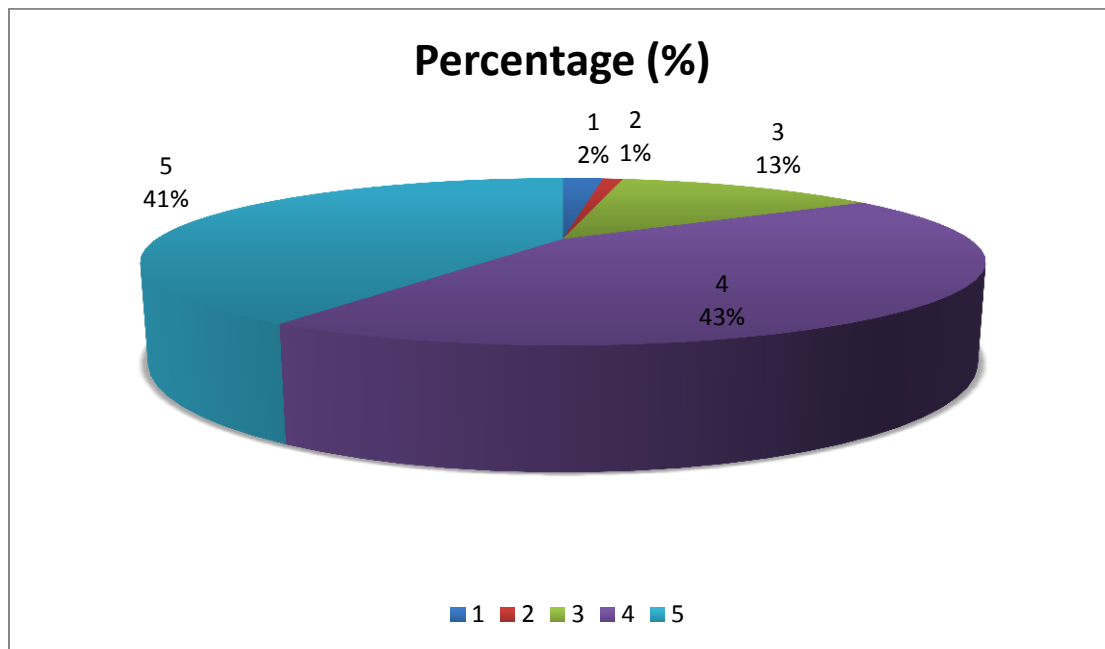
1      2      3      4      5

---

No                  Yes

---

- Scale 1 is represent strongly disagree and Scale 5 represent strongly agree
- Data collected from survey



**Table 1.7 Will You Purchase A Product That Will Automatically Water The Plant Itself?**

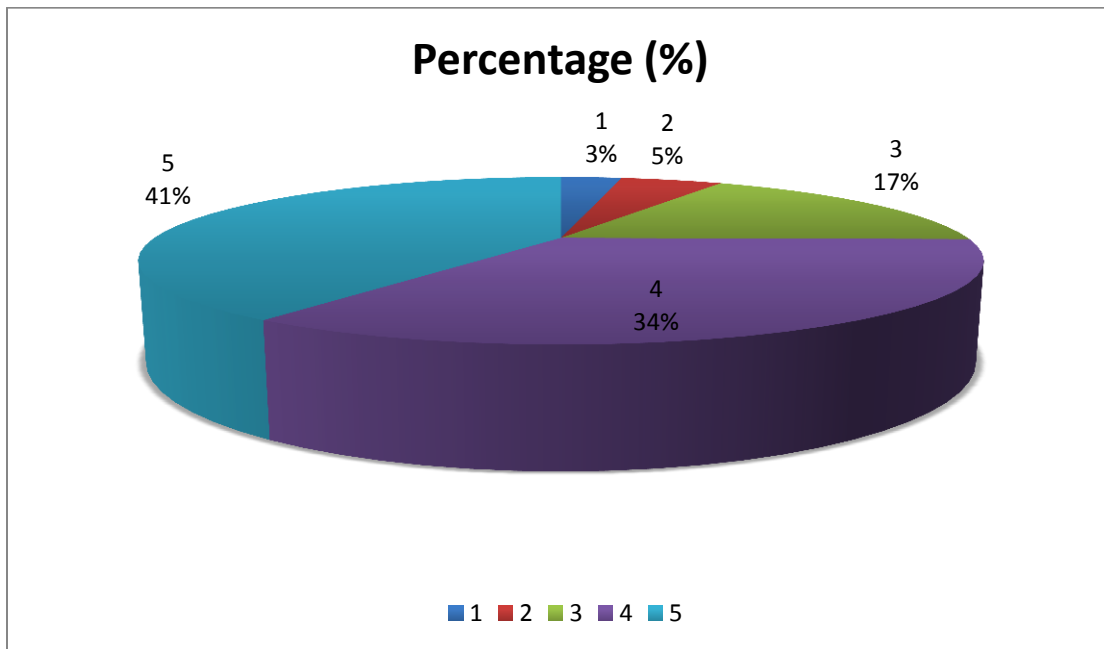
**25) Will you purchase a product that will automatically water the plant itself? \***

*\*these product will solve the hassle of watering your plant*

*Mark only one oval.*

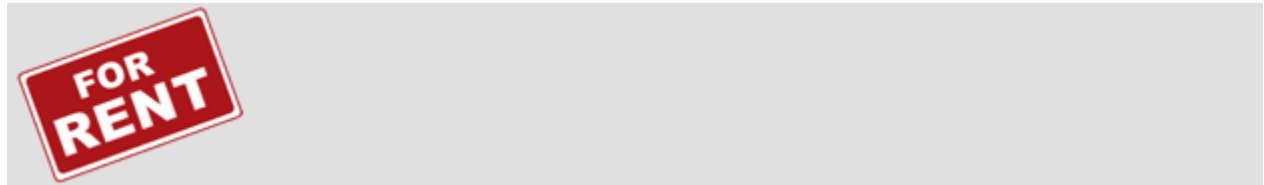
	1	2	3	4	5	
No	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Yes

- Scale 1 is represent strongly disagree and Scale 5 represent strongly agree
- Data collected from survey



## Appendix 4: Location

<http://www.propwall.my/classifieds/2160274/taman-teluk-gedung-indah-port-klang-shop-for-rent-by-dixon-tan>



### Taman Teluk Gedung Indah, Port Klang

Posted by [Dixon Tan](#) on 10-May 2014



---

**Asking**      RM 3,000

**Furnishing**      -NA-

---

**Built-up**      3,200 sf

**Layout**      -NA-

---

<b>Listing</b>	For Rent	<b>Type</b>	Shop
----------------	----------	-------------	------

---

<b>Views</b>	34	<b>Lease</b>	12-Month
--------------	----	--------------	----------

### New 2 Storeys Shop For Rent

Location: Taman TelokGedong, Pelabuhan Utara, Klang

Suitable: Groceries shops; Clinics;Mamak Restaurants; Coffee Shops Workshops;

Size: 22X80

\* Ample of parkings

\* Beside Main Road to Pelabuhan Utara

The above 2 storeys shop lots is suitable for business for the big catchments area for Taman TelokGedong, Pelabuhan Utara. The location of beside the main road and ample of parkingsuitable can be one of the ideal areas for the lorry drivers to take their meal as a rest areas.

For Viewing: Kindly Call Dixon Tan: 012345 9227

TQ

### Appendix 5: Labour Pool

GPGC foreign worker agency: Insurance, service charge and foreign worker salary  
[http://www.gpgc2u.com/group\\_worker\\_4.php](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

Quality Checking Machine



Ruler



Electronic Scale



## EZY Pot

**Product Check List**

- **Check product availability.**
  - If Yes put a ✓
  - If No put a ✘

No	Item	Check
1.	Garden Bed	
2.	Corrugated Plastic Sheet	
3.	Solar Penal	
4.	Water Pump	
5.	Switch Box	
6.	Timer	
7.	Dripper Kit	
8.	Battery	



EZY Pot

**Inventory Check List**

**Date :** \_\_\_\_\_

**Time :** \_\_\_\_\_

No	Item	Quantity	Remarks
1.	Garden Bed		
2.	Corrugated Plastic Sheet		
3.	Solar Penal		
4.	Water Pump		
5.	Switch Box		
6.	Timer		
7.	Dripper Kit		
8.	Battery		

**Check By :**

( )



### Appendix 7: Equipment Purchase

Office Table		Employee Time Recording Finger Print Fingerprint Attendance Machine	
			
Quantity	Total RM	Quantity	Total RM
8	2,000	1	400



  



Print-Fax-Copy-Scan machine		4 Drawer Filing Cabinet	
			
Quantity	Total RM	Quantity	Total RM
1	1,099	3	900


Platform Trolley		Office Phone	
			
Quantity	Total RM	Quantity	Total RM
2	900	5	400

Stationary		Meeting Table	
			
Quantity	Total RM	Quantity	Total RM
1	500	1	400

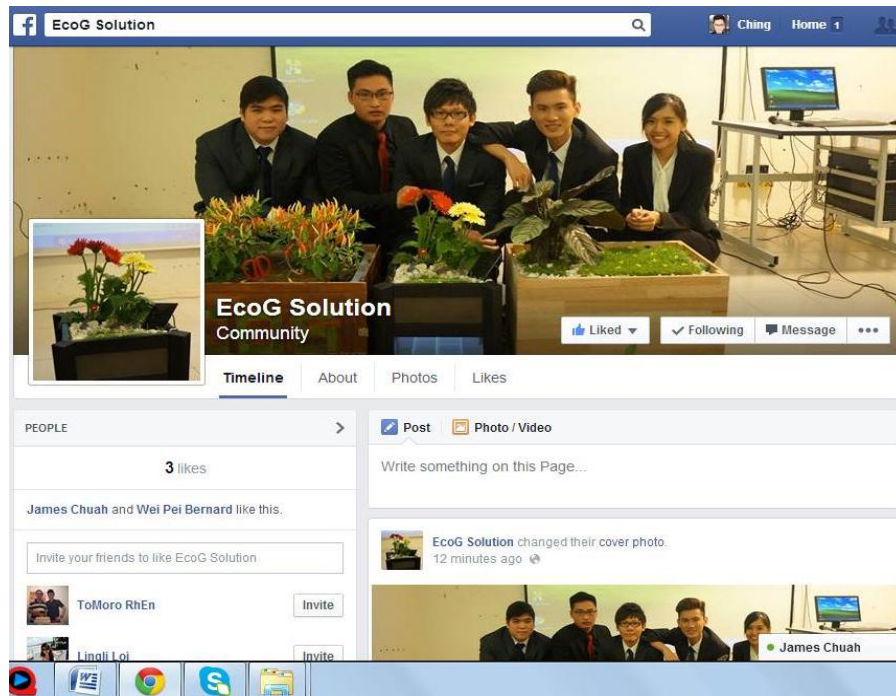
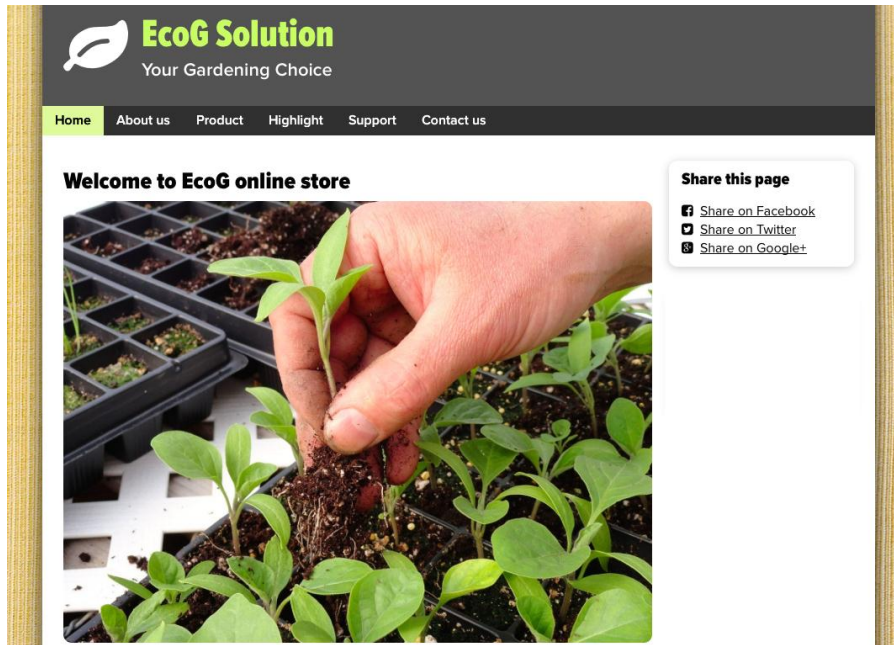
Pallet Rack		Office Chair	
			
Quantity	Total RM	Quantity	Total RM
3	15000	16	1920

Fire Extinguisher (FP-4)		Hand Pallet Truck	
			
Quantity	Total RM	Quantity	Total RM
4	540	2	900

2 <sup>nd</sup> hand Proton Saga 2011		Air-condition	
			
Quantity	Total RM	Quantity	Total RM
1	23,800	4	6,000

Daihatsu V58R 4500KG 2008			
			
Quantity	Total RM	Quantity	Total RM
1	49,800		

## Appendix 8: Company's Website




## Appendix 9: Product Brouchers

Famous Quotes

“Gardens are not made by singing ‘Oh, how beautiful!’ and sitting in the shade.”  
-Rudyard Kipling, Complete Verse




“When you increase the number of gardens, you increase the number of heavens too!”  
-Mehmet Murat ildan

“ A garden to walk in the immensity to dream in-what more could he ask? A few flowers at his feet and above him the stars.”  
-Victor Hugo, Les Miserables





CONTACT US

TEL 03 5561234  
FAX 03 5561235  
EMAIL [enquires@ecogsolution.com](mailto:enquires@ecogsolution.com)  
WEBSITE [www.ecogsolution.com](http://www.ecogsolution.com)


 [ecogsolution@facebook.com](https://www.facebook.com/ecogsolution)  
 [ecogsolution@youtube.com](https://www.youtube.com/ecogsolution)  
 EcoG Solution

Scan this to find out more:






ECOG-SOLUTION SDN. BHD.  
No. 18, Jalan Sama Gagah 5,  
Taman Jaloh Gadong, Kelabukan Utara,  
42920 Klang, Selangor  
03 5561234




# EZY POT



EZY Pot  
Your ultimate gardening solution  
pot where's you can now worry  
less in watering your plants.

Providing a whole new level of  
experience in planting your  
desired plants.





**Vision**

EcoG Solution Sdn Bhd. is to promote eco-friendly and greener living lifestyle plus spread the convenience and innovative way of gardening. And:

- 1) Be the market leader in 10 years times

**Mission**

EcoG Solution Sdn Bhd. is strive to provide excellency in gardening, to provide EZY Pot where it's convenience with guided excellent services and helpful information from us.

**Company Objective:**

- 1) Promote an innovating way in gardening
- 2) Provide quality yet affordable price for EZY Pot
- 3) Reduce water wastage during the process of watering the plants
- 4) Innovative EZY Pot which are space conscious
- 5) Conceptual, modern and user friendly products

## PRODUCT DESCRIPTION

Modernized garden bed where it has 2 division of upper and lower compartment consisting of soil and water storage. Quality plastic pots that's attached solar panels and the water-pump. It runs with an automated watering system that waters your plant accordingly in a preset time.

**FEATURE:**

- Portable
- Space Saving
- Water Saving
- Convenience
- Green Technology

**ATTRACTIVENESS:**

- Automated watering system
- Water point not required
- Energy saving
- Eco-friendly

**SPECIFICATION:**

- 1) **Size**..... Wide x length x Height  
30cm x 30cm x 30cm
- 2) **Weight**..... 5.8 KG
- 3) **Color**..... Dark Chocolate
- 4) **Warranty**..... 2 Years



FRONT VIEW OF EZY POT



RIGHT VIEW OF EZY POT, AND SWITCH BOX



LEFT VIEW OF EZY POT



BACK VIEW OF EZY POT



## Appendix 10: Complain Form

---



No. 18, Jalan Sama Gagah 5,  
Taman Telok Gedong, Pelabuhan Utara,  
42920 Klang, Selangor  
07-5561234  
www.ecosolution.com.my

### Customer Complain Form

Name : \_\_\_\_\_  
H/P No. : \_\_\_\_\_  
Email : \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Write down any problem or complain you would like to share.

---

---

---

---

---

---

---

---

Sign : \_\_\_\_\_  
Date: \_\_\_\_\_

Your feedback is greatly appreciated in our future improvement.  
Thank you.

## Appendix 11: Feedback Form



No. 18, Jalan Sama Gagah 5,  
Taman Telok Gedong, Pelabuhan Utara,  
42920 Klang, Selangor  
07-5561234  
www.ecosolution.com.my

### Customer Feedback Form

Name : \_\_\_\_\_  
H/P No. : \_\_\_\_\_  
Email : \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Write down the suggestion you would like to share.

---

---

---

---

---

---

---

---

Sign : \_\_\_\_\_  
Date: \_\_\_\_\_

Kindly give your opinion if you have any opinion need to suggest or you have new idea for our product. We kindly accept your suggestion and keep improve in future.

**Appendix 12: Uniform**  
**Uniform**



## Appendix 12: Resume of Management Team

### Resume of Yeoh Ching Ee

#### Bachelor of Business Administration (HONS) Entrepreneurship

##### Contacts:

Mobile: 010-3782635

Home : 05-6228869

E-mail: ching.ee1992@gmail.com



##### Permanent Address:

No 80, Lorong 3  
Taman Impiana 2,  
36000 TelukIntan,  
Perak.

#### PERSONAL INFORMATION

Age : 22

Date of Birth : 27 January 1992

Gender : Male

IC Number : 920127-08-6369

Marital Status : Single

Nationality : Malaysian

#### CAREER OBJECTIVES

- To gain experience in a job related to business administration.
- Use my Knowledge in business administration and apply it in the working environment
- Learn about new knowledge related to business.

#### EDUCATION BACKGROUND

- **2010 – Present**  
University Tunku Abdul Rahman (UTAR), Perak.  
Bachelor of business administration (HONS) Entrepreneurship
- **2005-2009**  
Sekolah Menengah Kebangsaan Sultan Abdul Aziz (SMKSAA)

#### SKILLS

##### 1. Computer skills

###### **Operating system(OS) :**

Windows 8, Windows 7, Windows Vista , Windows XP , MAC OS.

###### **Software / Applications :**

Microsoft Office XP, Microsoft Office 2000, Microsoft Office 1997, MS Word, MS Access, MS Excel, Google , PowerPoint.

**Typing :**  
39 Words per Minute

**2. Language Proficiency:**

Language	Spoken	Written
English	✓	✓
Bahasa Malaysia	✓	✓
Mandarin	✓	
Cantonese	✓	

**WORKING EXPERIENCE**

**2013 Temporary Team building Assistant Program**

- To make sure everything is on schedule
- Communicating and cooperating on the team building as a team

**Internship in Kawaguchi Manufacturing SdnBhd**

- Learn how to manage daily operational tasks
- To make sure every assigned task is complete

**EXTRA-CURRICULAR ACTIVITIES AND INVOLVEMENT**

EVENT	LEVEL	DESCRIPTION
<b>UTAR CONVOCATION 2012 (Fund Raising Manager)</b>	UTAR	<ol style="list-style-type: none"> <li>1. In charge of the sales of the flowers and merchandize sold..</li> <li>2. Manage the sales and merchandize team to cooperate</li> </ol>
<b>Young Entrepreneurs Society Interaction Day Feb 2012 (Vice Chairman)</b>	UTAR	<ol style="list-style-type: none"> <li>1. Responsible in managing the team</li> <li>2. Oversee the whole progress of the team</li> </ol>

**REFEREE**

Ms Lee Jing Wen Faculty of Business and Finance Department of Entrepreneurship Office : 05-4688888 Extension : 4339 <a href="mailto:leejw@utar.edu.my">leejw@utar.edu.my</a>	Ms Tan Cheng Peng Faculty of Business and Finance Department of Commerce & Accountancy 05-4688888 <a href="mailto:cptan@utar.edu.my">cptan@utar.edu.my</a>
--	--

## Resume of Nang Yu Chin

### **Bachelor of Business Administration (HONS) Entrepreneurship**

#### **Contacts:**

Mobile: 016-5012890

E-mail: xxbluemanxx@hotmail.com

#### **Permanent Address:**

No 7, LaluanTasekTimur 13,  
Taman TasekIndra,  
31400 Ipoh,  
Perak.



### **PERSONAL INFORMATION**

**Age** : 22

**Date of Birth** : 24 February 1992

**Gender** : Male

**IC Number** : 920224-08-5157

**Marital Status** : Single

**Nationality** : Malaysian

### **CAREER OBJECTIVES**

- To gain experience in a job related to business administration.
- Use my Knowledge in business administration and apply it in the working environment
- Learn about new knowledge related to business.

### **EDUCATION BACKGROUND**

- **2010 – Present**  
**University Tunku Abdul Rahman (UTAR), Perak.**  
**Bachelor of business administration (HONS) Entrepreneurship**
- **2005-2009**  
**SekolahMenengahKebangsaanPoi Lam**

### **SKILLS**

#### **3. Computer skills**

##### **Operating system(OS) :**

Windows 7, Windows XP

##### **Software / Applications :**

Microsoft Office XP, Microsoft Office 2000, Microsoft Office 1997, MS Word, MS Excel, Google , PowerPoint.

**4. Language Proficiency:**

Language	Spoken	Written
English	✓	✓
Bahasa Malaysia	✓	✓
Mandarin	✓	✓
Cantonese	✓	✓

**WORKING EXPERIENCE**

**2013 Temporary Team building Assistant Program**

- To make sure everything is on schedule
- Communicating and cooperating on the team building as a team

**Internship in A’Famosa Resort**

- Learn how to manage daily operational tasks
- To make sure every assigned task is complete

**REFEREE**

<p>Ms Lee Jing Wen                      Faculty of Business and Finance                      Department of Entrepreneurship                      Office : 05-4688888 Extension : 4339  <a href="mailto:leejw@utar.edu.my">leejw@utar.edu.my</a></p>	<p>Ms Tan Cheng Peng                      Faculty of Business and Finance                      Department of Commerce &amp; Accountancy                      05-4688888  <a href="mailto:cptan@utar.edu.my">cptan@utar.edu.my</a></p>
---	---

## Resume of Seow Wei Pei

### **Bachelor of Business Administration (HONS) Entrepreneurship**

#### **Contacts:**

Mobile: 012-5110403

Home : -

E-mail: weipei1992@hotmail.com



#### **Permanent Address:**

No 14, JalanSintar Indah,  
Taman Sintar Indah,  
14300 NibongTebal,  
Penang.

### **PERSONAL INFORMATION**

**Age** : 22

**IC Number** :920308-07-5159

**Date of Birth** :08 March 1992

**Marital Status** : Single

**Gender** : Male

**Nationality** : Malaysian

### **CAREER OBJECTIVES**

- To gain experience in a job related to business administration.
- Use my Knowledge in business administration and apply it in the working environment
- Learn about new knowledge related to business.

### **EDUCATION BACKGROUND**

- **2010 – Present**  
**University Tunku Abdul Rahman (UTAR), Perak.**  
**Bachelor of business administration (HONS) Entrepreneurship**
- **2005-2009**  
**SekolahMenengahKebangsaanTunku Abdul Rahman (SMKTAR)**

### **SKILLS**

#### **5. Computer skills**

##### **Operating system(OS) :**

Windows 8, Windows 7, Windows Vista , Windows XP , MAC OS.

##### **Software / Applications :**

Microsoft Office XP, Microsoft Office 2000, Microsoft Office 1997, MS Word, MS Access, MS Excel, Google , PowerPoint.



**6. Language Proficiency:**

Language	Spoken	Written
English	✓	✓
Bahasa Malaysia	✓	✓
Mandarin	✓	✓
Cantonese	✓	✓

**WORKING EXPERIENCE**

- 2009      **Part Time clerk in BeanSeng NT SdnBhd**
- 2010      **Temporary Sales Existant**
- Persuading people to buy the product.
- 2013      **Internship in A’Famosa Resort SdnBhd**
- Work in marketing department.
  - Learnt how to do event, marketing program.
  - Learn how to manage daily operational tasks

**EXTRA-CURRICULAR ACTIVITIES AND INVOLVEMENT**

EVENT	LEVEL	DESCRIPTION
<b>UTAR CONVOCATION 2012</b> (Assistant Fund Raising Manager)	UTAR	3. In charge of the sales of the flowers and merchandize sold.. 4. Manage the sales and merchandize team to cooperate
<b>Young Entrepreneurs Society Interaction Day Feb 2012</b> (Logistic Manager)	UTAR	3. Responsible in all the logistic thing include security. 4. Oversee the whole progress of the team

**REFEREE**

Ms Lee Jing Wen Faculty of Business and Finance Department of Entrepreneurship Office : 05-4688888 Extension : 4339 <a href="mailto:leejw@utar.edu.my">leejw@utar.edu.my</a>	Ms Tan Cheng Peng Faculty of Business and Finance Department of Commerce & Accountancy 05-4688888 <a href="mailto:cptan@utar.edu.my">cptan@utar.edu.my</a>
--	--

**Resume of Sin Ee Lin**

**Bachelor of Business Administration (HONS) Entrepreneurship**

**Contacts:**

Mobile: 016-6330069

Home : 06-7620577

E-mail: elinS\_92@hotmail.com



**Permanent Address:**

242, Taman Makmur

Jalan Tun Dr. Ismail,

70200 Seremban,

Negeri Sembilan.

**PERSONAL INFORMATION**

**Age** : 22

**Date of Birth** : 28 June 1992

**Gender** : Female

**IC Number** : 920628-05-5472

**Marital Status** : Single

**Nationality** : Malaysian

**CAREER OBJECTIVES**

- To gain experience in a job related to business administration.
- Use my Knowledge in business administration and apply it in the working environment
- Learn about new knowledge related to business.

**EDUCATION BACKGROUND**

- **2010 – Present**  
**University Tunku Abdul Rahman (UTAR), Perak.**  
**Bachelor of business administration (HONS) Entrepreneurship**
- **2005-2009**  
**Sekolah Menengah Kebangsaan Tunku Ampuan Najihah (STAN)**

**SKILLS**

**7. Computer skills**

**Operating system(OS) :**

Windows 8, Windows 7, Windows Vista , Windows XP , MAC OS.

**Software / Applications :**

Microsoft Office XP, Microsoft Office 2000, Microsoft Office 1997, MS Word, MS Access, MS Excel, Google , PowerPoint.

**Typing :**  
39 Words per Minute

**8. Language Proficiency:**

Language	Spoken	Written
English	✓	✓
Bahasa Malaysia	✓	✓
Mandarin	✓	✓
Cantonese	✓	✓

### WORKING EXPERIENCE

**2013 Marketing Assistant**

- Manage all trade show responsibilities including show selection, both design and set up and customer relations
- Design and implementes print advertisements.

**Project Accountant**

- Calculated key financial indicators,processed and paid accounts payables,reconciled all bank accounts monthly, identified and completed general ledger journal entries and administered all payroll and HR issues.
- Transitioned payroll system from ADP to pay at work with flawless accuracy and timeliness.

### EXTRA-CURRICULAR ACTIVITIES AND INVOLVEMENT

EVENT	LEVEL	DESCRIPTION
<b>UTAR (Helper) CONVOCATION 2012</b>	UTAR	1) Selling the flowers and merchandize..

### REFEREE

Ms Lee Jing Wen Faculty of Business and Finance Department of Entrepreneurship Office : 05-4688888 Extension : 4339 <a href="mailto:leejw@utar.edu.my">leejw@utar.edu.my</a>	Ms Tan Cheng Peng Faculty of Business and Finance Department of Commerce & Accountancy 05-4688888 <a href="mailto:cptan@utar.edu.my">cptan@utar.edu.my</a>
--	--

## Resume of Chuah Chen Yang

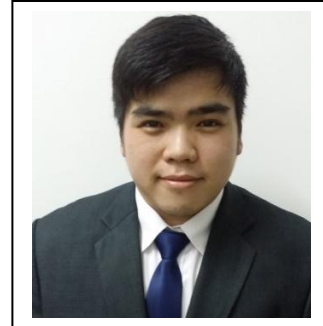
### **Bachelor of Business Administration (HONS) Entrepreneurship**

#### **Contacts:**

Mobile: 016-4123820

Home : 05-8051598

E-mail: jchuah2799@gmail.com



#### **Permanent Address:**

No 18, Jalan Saw Ah Choy  
34000 Taiping, Perak

### **PERSONAL INFORMATION**

**Age** : 22

**Date of Birth** : 17 February 1992

**Gender** : Male

**IC Number** : 920217-08-6813

**Marital Status** : Single

**Nationality** : Malaysian

### **CAREER OBJECTIVES**

- To gain experience in a job related to business administration.
- Use my Knowledge in business administration and apply it in the working environment
- Learn about new knowledge related to business.

### **EDUCATION BACKGROUND**

- **2010 – Present**  
**University Tunku Abdul Rahman (UTAR), Perak.**  
**Bachelor of business administration (HONS) Entrepreneurship**
- **2005-2009**  
**Sekolah Menengah Kebangsaan King Edward VII Taiping**

### **SKILLS**

#### **9. Computer skills**

##### **Operating system(OS) :**

Windows 8, Windows 7, Windows Vista , Windows XP , MAC OS.

##### **Software / Applications :**

Microsoft Office XP, Microsoft Office 2000, Microsoft Office 1997, MS Word, MS Access, MS Excel, Google , PowerPoint.

##### **Typing :**

39 Words per Minute

**10. Language Proficiency:**

Language	Spoken	Written
English	✓	✓
Bahasa Malaysia	✓	✓
Mandarin	✓	✓
Cantonese	✓	

**WORKING EXPERIENCE**

2005 - 2009 **Part time store keeper ( during year end school holidays)**

- Check stock and handing raw materials
- Communicating and cooperating with others worker to get store clean and systematic

**EXTRA-CURRICULAR ACTIVITIES AND INVOLVEMENT**

EVENT	LEVEL	DESCRIPTION
<b>Royal King Scout</b>	Perak	5. Attending King Scout camp and test 6. Learn the survival skill in forest. 7. Train to be a leader

**REFEREE**

Ms Lee Jing Wen Faculty of Business and Finance Department of Entrepreneurship Office : 05-4688888 Extension : 4339 <a href="mailto:leejw@utar.edu.my">leejw@utar.edu.my</a>	Ms Tan Cheng Peng Faculty of Business and Finance Department of Commerce & Accountancy 05-4688888 <a href="mailto:cptan@utar.edu.my">cptan@utar.edu.my</a>
--	--

**Appendix 13 : 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)

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

† If proposed name requires further clarifications, the applicant is required to fill up Section C.  
**SECTION B: FOR THE REGISTRY'S USE ONLY**

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

SECTION C: TO BE COMPLETED BY APPLICANT

<i>CLARIFICATION</i>	
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  
the .....19 ..... 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

TM 5

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.)*

.....  
.....  
.....  
.....

4. Class:

5. List of goods or services:  
*(Goods or services falling within more than one international class are subject to separate applications. Please use a separate sheet if necessary.)*

.....  
.....  
.....  
.....

6. Full name and address of applicant:

Name : .....

Address : .....

.....

.....

.....

NRIC No./Company Registration No./Passport No.: .....  
*(as a personal reference number)*

*If the applicant is a partnership, please state the full names of all the partners.  
If the applicant resides abroad, please provide an address for service in Malaysia (Column 7).*

7. Full name and address of agent (if any):

Name : .....

Address : .....



.....  
.....  
.....

*Note: If this is the address for service, please file Form TM 1 together with this Form.*

8. Agent's Registration No. (if known): .....

9. Agent's own reference: .....

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

Convention country in which the trade mark was first filed: .....

Date: ..... No. (if any): .....

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

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

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

Signature: .....

Name of signatory (in block letter): .....

Telephone No.: ..... E-mail: .....











Date: .....

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





Appendices 14 : EcoG Solution Business Card

 ECOG SOLUTION SDN. BHD. <b>YEOH CHING EE</b> General Manager  010-3782635 yeohce@ecogsolution.com No. 18 <u>Jalan Sama Gagab 5, Taman Telok Gedong, Pelabuhan Utara, 42920 Klang, Selangor Darul Ehsan</u> <a href="http://www.ecogsolution.com">www.ecogsolution.com</a>	 ECOG SOLUTION SDN. BHD. <b>CHUAH CHEN YANG</b> Operation Manager  016-4123820 chuahcy@ecogsolution.com No. 18 <u>Jalan Sama Gagab 5, Taman Telok Gedong, Pelabuhan Utara, 42920 Klang, Selangor Darul Ehsan</u> <a href="http://www.ecogsolution.com">www.ecogsolution.com</a>
 ECOG SOLUTION SDN. BHD. <b>NANG YU CHIN</b> Human Resource Manager  016-5012890 nangyc@ecogsolution.com No. 18 <u>Jalan Sama Gagab 5, Taman Telok Gedong, Pelabuhan Utara, 42920 Klang, Selangor Darul Ehsan</u> <a href="http://www.ecogsolution.com">www.ecogsolution.com</a>	 ECOG SOLUTION SDN. BHD. <b>SEOW WEI PEI</b> Marketing Manager  012-5110403 seowwp@ecogsolution.com No. 18 <u>Jalan Sama Gagab 5, Taman Telok Gedong, Pelabuhan Utara, 42920 Klang, Selangor Darul Ehsan</u> <a href="http://www.ecogsolution.com">www.ecogsolution.com</a>
 ECOG SOLUTION SDN. BHD. <b>SIN EE LIN</b> Finance & Accounting Manager  016-6330069 sinel@ecogsolution.com No. 18 <u>Jalan Sama Gagab 5, Taman Telok Gedong, Pelabuhan Utara, 42920 Klang, Selangor Darul Ehsan</u> <a href="http://www.ecogsolution.com">www.ecogsolution.com</a>	 ECOG SOLUTION SDN. BHD. <b>YEOH CHING EE</b> General Manager  010-3782635 yeohce@ecogsolution.com No. 18 <u>Jalan Sama Gagab 5, Taman Telok Gedong, Pelabuhan Utara, 42920 Klang, Selangor Darul Ehsan</u> <a href="http://www.ecogsolution.com">www.ecogsolution.com</a>
 ECOG SOLUTION SDN. BHD. <b>CHUAH CHEN YANG</b> Operation Manager  016-4123820 chuahcy@ecogsolution.com No. 18 <u>Jalan Sama Gagab 5, Taman Telok Gedong, Pelabuhan Utara, 42920 Klang, Selangor Darul Ehsan</u> <a href="http://www.ecogsolution.com">www.ecogsolution.com</a>	 ECOG SOLUTION SDN. BHD. <b>NANG YU CHIN</b> Human Resource Manager  016-5012890 nangyc@ecogsolution.com No. 18 <u>Jalan Sama Gagab 5, Taman Telok Gedong, Pelabuhan Utara, 42920 Klang, Selangor Darul Ehsan</u> <a href="http://www.ecogsolution.com">www.ecogsolution.com</a>
 ECOG SOLUTION SDN. BHD. <b>SEOW WEI PEI</b> Marketing Manager  012-5110403 seowwp@ecogsolution.com No. 18 <u>Jalan Sama Gagab 5, Taman Telok Gedong, Pelabuhan Utara, 42920 Klang, Selangor Darul Ehsan</u> <a href="http://www.ecogsolution.com">www.ecogsolution.com</a>	 ECOG SOLUTION SDN. BHD. <b>SIN EE LIN</b> Finance & Accounting Manager  016-6330069 sinel@ecogsolution.com No. 18 <u>Jalan Sama Gagab 5, Taman Telok Gedong, Pelabuhan Utara, 42920 Klang, Selangor Darul Ehsan</u> <a href="http://www.ecogsolution.com">www.ecogsolution.com</a>