

BEN 2011 GROUP 08

AIR CAFÉ BUS SDN. BHD.

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BUSINESS PLAN

AIR CAFÉ BUS SDN. BHD.

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Plan prepared February 2011

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DECLARATION

We hereby declare that:

(1) This UBTZ3016 Entrepreneurial Project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this Entrepreneurial Project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the Entrepreneurial Project.

(4) The word count of this Entrepreneurial Project is 24940.

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1.0 EXECUTIVE SUMMARY

1.1 The Opportunity

Although there are already a lot of competitors present in this industry, there are still plenty of opportunities to over beat Air Café Bus Sdn Bhd (Air Café Bus)'s competitors. To compete in this industry, Air Café Bus needs to know well what kind of services the target market are looking for. Once Air Café Bus able to capture their interest, Air Café Bus will definitely earn profit from there. People nowadays are looking for something that are unique and worth for a try. Hence, our business idea is certainly unique and assures that it will definitely attract people attention. Currently, all busses that are travelling through and forth Kuala Lumpur Sentral (KL Sentral) and Kuala Lumpur International Airport (KLIA) or Low Cost Carrier Terminal (LCCT) are all single decker busses where their cleanliness and punctuality are questionable. By targeting on these two particular areas which are the cleanliness and punctuality, Air Café Bus could win over a lot of customer as well. If Air Cafe Bus could provide double decker busses with café service in it and emphasizing on the cleanliness and punctuality of our busses, it will be definitely an advantage over Air Café competitors.

1.2 Description of the Business

Our proposed business is basically using a double decker bus to provide transportation service for the customers. Instead of using the normal single decker bus, Air Cafe Bus has decided to use double decker buses. Air Café Bus will redesign the lower part of the buses into cafe style restaurant where customers can sit down, chit chat and enjoy the view while they are on their way either to the

airport or heading back to KL Sentral. As for the café service in the bus, there will be serving some light snacks and drinks such as coffee, fruit juice, tea, cakes, chips and many more.

1.3 Competitive Advantages

Core Strategy

Air Café Bus is using the differentiation strategy where we differentiate ourselves from competitors. Air Café Bus will use a double decker bus instead of normal single decker bus. Apart from this, there will be a small café providing snacks and drinks to customers inside every bus. Air Café Bus are focusing on the business concept uniqueness and emphasizing on the bus cleanliness, punctuality and safety as well.

Customer Interface

Air Café Bus has developed own blog spot and also company website. Customers could actually update themselves with any latest updates from Air Café Bus. Any news, promotions, changes in time or any unexpected changes in the time will be announced in the blog spot or the company website.

Partnership Network

Air Café Bus has a lot of partnerships and those partnerships give a lot of advantages to Air Café. Example of Air Café partnerships are with spare part shops, bakery shops, coffee shops to name a few. Those partners provide Air Café Bus the supplies needed with the lowest price in the market.

1.4 The Target Market

Air Café Bus target markets are customers who wish to travel to either Kuala Lumpur International Airport (KLIA) or Low Cost Carrier Terminal (LCCT). The targeted markets are people who are willing to spend more to enjoy more comfortable, safer, cleaner environment and better services. They do not mind spend a little bit more to enjoy their two hours trip in the bus.

1.5 Management Team

Air Café Bus owns management team consists of five people. Mr. Wong Chun Kit as the Chief Executive Officer is supported by four other people whom are Mr. Ho Keng Soon as the Marketing Manager, Miss Hew Jing Yi as the Chief Operating Officer, Miss Low Chai Leng as the Chief Financial Officer and lastly Miss Ang Jing Yuh who is the Public Relation Manager. All members in the company have adequate experience and skills in their respective field.

1.6 Brief Summary of the Financial Projections

Air Café Bus Sdn Bhd yearly sales and profit is shown as following:

Table 1.1: Air Café Bus Sdn Bhd Yearly Sales and Profit (Estimated)

Year	Sales (RM)	Profit (RM)
2012	1,141,320	-669,017
2013	1,369,584	-440,296
2014	1,643,501	-150,833
2015	1,972,201	139,939
2016	2,366,622	452,631

We estimated our business will have the loss profit at first three year. This is because our company has many expenses. We will gain positive retained earnings starting from year 2015.

1.7 Description of What the Business Needs

Air Café bus initial start up needs RM550, 000. This amount of money will be used to rent double decker busses, renovate the lower part of every bus and also to buy food and beverages to store in the café later on. The capital requirement will be contributed by five partners and also a loan from the bank.

1.8 Exit Strategy for Investor

Exit strategy is necessary to protect the benefit of every partner. Partner can exit from the business by selling the share to the remaining shareholders or outsider. Another option is liquidate the company which is ending the business by selling off all the property to whom that is interested in our business.

2.0 THE BUSINESS

2.1 Description of the Business

2.1.1 The Name, Logo and Location of Business

Name of the Company

Our company name is Air Café Bus Sdn Bhd. We plan to use this particular name because it suits our business idea the best. We are doing a business that is related to transportation where we transport customers to airport and we do include a small café inside our buses. Hence, we name it the Air Café Bus (Air Café) which means transportation with a café integrated inside it.

Logo of the Company

Figure 2.1: Logo of Air Café Bus Sdn Bhd



Source: Developed From Research

This particular logo has shown the details of our business. It is a double decker bus that we are proposing in our business idea. Besides, it also shows the word “Air Café Bus” which directly tells customers what our company is offering. We use orange color because this color is sharp enough to attract people attention and it represents peace and harmony as well. It means that we will assure that our customers will have a wonderful and harmony journey with our buses.

Location of the Proposed Business

Our proposed business will be set up in Kuala Lumpur Sentral (KL Sentral), Low Cost Carrier Terminal (LCCT) and also Kuala Lumpur International Airport (KLIA). Air Café Bus had chosen this few selected location because they are the best location to reach our business target market. KL Sentral is located at the centre of Kuala Lumpur. Every single public transport connects to KL Sentral. Public transport such as Light Rail Transit (LRT) for Star and Putra line, Keretapi Tanah Melayu (KTM), buses, taxi, private car and also Kuala Lumpur International Airport Transit are all located at KL Sentral. No matter people who are working, travel to outstation, other country or just transit to other places will go to KL Sentral to do so.

Furthermore, KL Sentral also available with many parking slot for people who come with private car. The parking fee is affordable too. Hence, a lot of people will tend to drive and park at there before transit to other places with other public transport. Besides, the securities in KL Sentral are excellent. Security guards will be patrolling every hour and CCTV is on for 24 hours. Therefore, people will be glad to park at KL Sentral and transit to others place without worrying their car safety. By locating a booth at KL Sentral, it will be a good idea because Air Café Bus can directly target its customers. Besides KL Sentral, Air Café Bus will also locate the booth at KLIA and LCCT because these two locations are the places where Air Cafe Bus will transit target customers to KL Sentral.

2.1.2 Nature of Business/ Products or Services Offer

Our proposed business is basically using double decker buses. Instead of using the normal and basic single decker bus, our company has decided to use double decker buses. By using this kind of buses, Air Café Bus could have more customers and maximize our profit for every single journey if compared to those normal single decker buses. Our concept is different from competitors in the market. Currently there are a few competitors in our line such as Sky Bus, Aero Bus, Air Coach Bus and many more. However, there is some uniqueness in Air Café Bus service and buses that will differentiate us from competitors. Air Café Bus will redesign the lower part of the buses into a cafe style environment where customers could sit down, chit chat and enjoy the view while they are on their way either to the airport or back to KL Sentral. As for the upper part, it will remain the same where customers could sit down and relax while waiting to reach their destinations.

As for the café service in the bus, our company will provide some light snacks and drinks such as coffee, fruit juice, tea, cakes, chips and many more. Air Café buses are different from competitors because Air Café Bus's competitors are basically aiming to bring their customers to their destination only. They do not really care about their customer's satisfaction during the whole two hours trip from KL Sentral to the airport. As for Air Café buses, it is very particular in providing the fullest satisfaction to its customers while they are travelling from KL Sentral to the airports. Even though it is just a short journey which is around two hour's time, Air Café Bus thinks that customer's satisfaction and enjoyment is very important. Hence, we have come out with this new idea. Besides sleeping and chatting in the bus, customers now can even have their meal and have some drinks in the bus. They can now relax themselves and enjoy the trip with an affordable price.

2.1.3 Company Missions and Objectives

Mission Statement

Our mission is to be Malaysia number one bus service provider.

Vision Statement

1. Providing customers superior services
2. Gain high market share in the industry
3. To be differentiate from competitors.

Objectives

1. To gain the highest profit in the shortest time
2. To gain awareness from people about our services within the shortest period of time
3. To be listed in the Bursa Saham Malaysia within 5 years.

2.2 The Opportunity

There are wide opportunities open for Air Café Bus in this industry. Even though Air Cafe Bus already had existing competitors but their services are focused on low price and fast. There are a lot of customers or people complained that their services are poor and the buses condition or cleanliness is poor as well. Not only that, there are also some customers complained that their employees are rude and the bus driver are driving dangerously. Hence, by observing on those problems or complains occurred, Air Cafe Bus has a good opportunity to compete with those current competitors. Besides providing transportation services, Air Cafe bus will also provide differentiate services to attract customers. Air Cafe Bus will try to make customers feel relax and enjoy once they step in to the buses. Air Cafe Bus will provide a home feeling to them and provide satisfaction to them as well.

Furthermore, Air Café Bus will be emphasizing on the punctuality, cleanliness and also safety of the buses as well. Hence, it is also a main point to win customers heart. Those cleanliness, safety and punctuality policy will be enforced inside the buses and every employee has to follow the policy written. Air Café Bus will not set its price too high from its competitors in order to capture those price sensitive customers as well. By just paying few ringgits more, people can enjoy a comfortable, safe, clean and comfortable journey either to the airports or back to KL Sentral.

2.3 Competitive Advantages

There will be some difficulties in entering an industry where there are existing competitors. Hence, Air Café Bus should built or have some differentiation in the strategies or services offered to attract customers and compete with them. Our business does have our competitive advantage to compete with those existing company in the market. Instead of using single decker buses, Air Café Bus is using double decker buses. Moreover, Air Café Bus will decorate the lower part of the buses into a café base environment where customers will feel relax, comfortable and feel like at home when they step into the buses. Air Café Bus aims to provide a comfortable environment to customers when they are on their way to LCCT or KLIA instead of just providing a transportation services like those existing competitors are doing.

Besides, Air Café Bus will also emphasize on giving intensive training to its employees from the waiter to the driver and also create a few policies for them to follow. Air Cafe Bus aims to provide a superior service to its targeted customers so that they enjoy to the fullest in two hours trips and also to make them feel that it is worth to pay a little extra for a much better services. Air Cafe Bus policies will be emphasizing on the way that waiter serve or communicating with customers, cleanliness of the buses, condition of the buses, punctuality and also safety of every customer.

2.4 Current Status and Requirement

There are huge opportunities in this transportation industry nowadays. This is because the air ticket now kept on decreasing and everyone can afford to catch a flight. Moreover, the director of Air Asia also comes out with a slogan which is “everyone can fly”. This slogan indicates that the air ticket nowadays is affordable and everyone can afford to travel. Hence, there will be more and more people taking flight no matter for domestic transit or international transit. In another word, there will be more people taking bus to the airport because usually people will prefer taking bus or other public transport to the airport rather than driving to the airport. The reason is that the parking over there is quite expensive if count by days and some people will think that it is not safe to park the car at the airport for a period if they are planning to have a holidays for few days. Therefore, people will tend to take public transport which offers an affordable price and comfortable services to the airport. By looking at this current trend now, this industry now is booming and Air Café Bus can assure that the business will definitely attract tones of customers and make attractive profits.

However, every company needs to have improvement to be the leading company in the industry and so do for our company. Air Café Bus has already planned for the future direction of its company. Currently, Air Café Bus will establish a strong foundation for the new company and create awareness to people about the existence of this company and make sure that they know what services that are offering. After the company has achieved a stable condition, it plans to further expand the business. Air Cafe Bus future plan for the company is to open up branches all over domestic airport in Malaysia and also open up branches at every single bus station in Malaysia. Air Cafe Bus hopes that everyone could easily take a public transport to the airport from everywhere and have a comfortable journey as well. Besides, Air Café Bus aims to provide the most convenient bus services for its customers. When they get out from their house, they can easily find our buses to get to the airport.

Besides, Air Cafe Bus has another future plan which is aiming to provide transportation service from Bandar Tasik Selatan bus station. According to the current news, Bandar Tasik Selatan will be Malaysia next main bus station to replace Puduraya. Hence, Bandar Tasik Selatan will be crowded with people and buses in the future and this will definitely provide an open opportunity for our company to open up a new line there. Bandar Tasik Selatan will definitely attract a lot of people to go there for transit because it is very convenient for people to reach the place. Besides locating at the center of the city, there are also a few public transports that can reach Bandar Tasik Selatan such as Light Rail Transit Star Line, Keretapi Tanah Melayu, buses and also KLIA express as well. It also contains a lot of parking spaces and it is similar to KL Sentral. Hence, our company thinks that Bandar Tasik Selatan present a good future opportunity after awareness about our buses service at KL Sentral is created. According to project manager from Maju Holdings Sdn Bhd, Ghazali Abdul Latif, he mentioned that the bus terminal is already 80% complete and going to open soon. There will be a waiting room for passengers before boarding the bus, as well as other features. Commuters can expect to be comfortable in the terminal. Apart from that, the air-conditioned terminal can hold a maximum of 800 south-bound buses daily. Other amenities include shops, a luggage store as well as a prayer room. Furthermore, the six-floor building will also house 21 bus departure bays, 18 arrival bays, 31 bays for long haul taxis and 1,372 car park lots.

By having such a huge, comfortable and convenient bus terminal, people are encouraged to take a bus to their destination. Hence, Air Café Bus saw a good opportunity from the new bus station. The huge terminal will have enough space for the operation of our company's double decker buses and it will provide a comfortable waiting area for people to wait for their buses. It will definitely help Air Café Bus a lot in attracting people to come to Bandar Tasik Selatan bus terminal to take buses to the airport. Not only that, this terminal is located near many housing area. So, it is very convenient for people to take buses for transit purpose at this terminal. This will again be one of the advantages by opening a booth at Bandar Tasik Selatan because its location will definitely attract a lot of

resident people around that area to take buses or transit at this terminal. The most important is that the amounts of resident living around that area are huge.

3.0 INDUSTRY ANALYSIS

3.1 Industry Description

3.1.1 Industry Trends

Environmental trends involve economic trends, social trends, technological advances, and political and regulatory changes. This bus industry just focuses on the bus operators who are providing the transportation service to passengers from Kuala Lumpur Sentral (KL Sentral) to Kuala Lumpur International Airport (KLIA) and Low Cost Carrier Terminal (LCCT).

The major customers of Air Café Bus Sdn Bhd are foreigners and local citizens who are going to KLIA and LCCT from KL Sentral. Malaysia recorded a total of 17.38 million tourist arrivals during the first nine month of 2009 (www.tourismmalaysia.gov.my). It revealed that an increase of 6.4% compared to 16.3 million for the same period 2008. Based on the research, we can foresee the totals of tourist arrivals in Malaysia will continuous increase in future. Therefore, profit margin of bus industry will increase and Air Café Bus Sdn Bhd can gain profit based on this phenomena. Besides, our government always encourages citizens to travel in Malaysia and they adopted some program and promotion to attract Malaysian to travel Malaysia, such as “Cuti-Cuti Malaysia”.

Diesel price has significantly impact our company because the major material of our company is diesel. In Malaysia, the government has provided the subsidy for diesel. According to Malaysian Insider, the diesel price has increased recently to RM 1.75 per liter from RM 1.70 per liter, but the bus operator just need pays

RM1.48 per liter starting from 16 July 2010. This is very helpful and kindness to bus operators because they can reduce the cost on diesel.

Recently, Malaysia citizens have been started concern about the quality of life and they are willing to spend more money to enhance their quality of life. In the bus industry, the bus operators provide almost the same quality service to customers. Our mission is to deliver superior service to customers. Hence, our company will provide a café service in bus, having superior customer service and more comfortable environment when customers hitchhiking our bus. Besides, most Malaysia citizens are willing to try the new things. Air Café Bus is the first-mover to provide the café service in the bus where this is an attractiveness point attract the customers hitchhiking our bus.

Improvement in technology has helped the companies provide greater service and convenience to customers, such as contactless smart cards technology. According to “RFID Tags and...” (2010) emerging and present applications are using this technology include government and corporate identification cards, transit fare payment cards, documents such as electronic passports and visas and so forth. In Malaysia, this application is applied in the Touch ‘n Go and this improves convenience and efficiency of paying for low-price but high frequency transactions. In addition, bus operators have also applied contactless smart cards technology in the bus in order to enhance the convenience to passengers.

3.1.2 Industry Size

Figure 3.1: Industry Size, Growth Rate, and Sales (Projections)

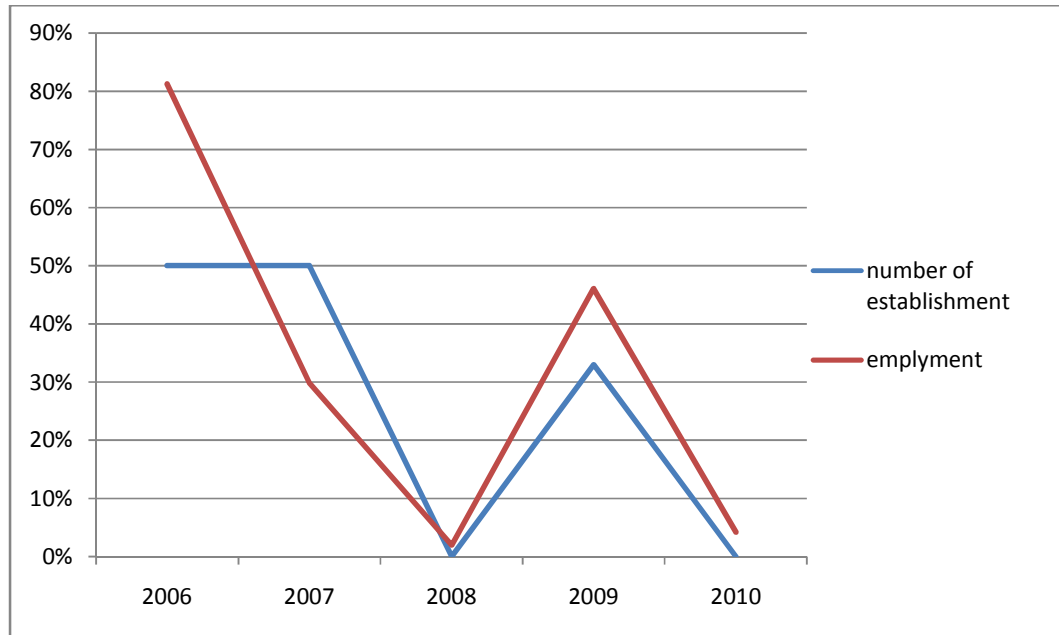


Table 3.1: Industry Size (Estimated)

Year	2006	2007	2008	2009	2010
Industry Sales	1.2million	1.01million	1.55million	1.95million	2.08million
Number of Establishment	2	3	3	4	4
Employment	87	113	115	168	175

Table 3.2: Industry Growth Rates (Estimated)

Year	2006	2007	2008	2009	2010
Industry Sales	30%	24.30%	55%	25.60%	7%
Number of Establishment	50%	50%	0	33%	0%
Employment	81.25%	29.88%	2%	46.10%	4.20%

The line chart and table had shown the percentage of number of establishment growth rate and employment growth rate from year 2006 to 2010 in this bus industry. The percentage of number of establishment growth rate was not consistent because this bus industry is small. Hence, when newcomers enter to the industry, this will significantly reflect on percentage of number of establishment. This industry focuses on providing transportation service to customers from Kuala Lumpur Sentral (KL Sentral) to Low Cost Carrier Terminal (LCCT) and Kuala Lumpur International Airport (KLIA).

Besides, the employment growth rate was not consistent. In year 2006 and year 2009, employment rate was higher because newcomers entered to this industry and it needs to employ more workers to operate the business. In contrary, the employment rate was low in year 2008 and 2010 because the industry did not have newcomers enter to the industry.

Figure 3.2: Annual Sales (Projections)

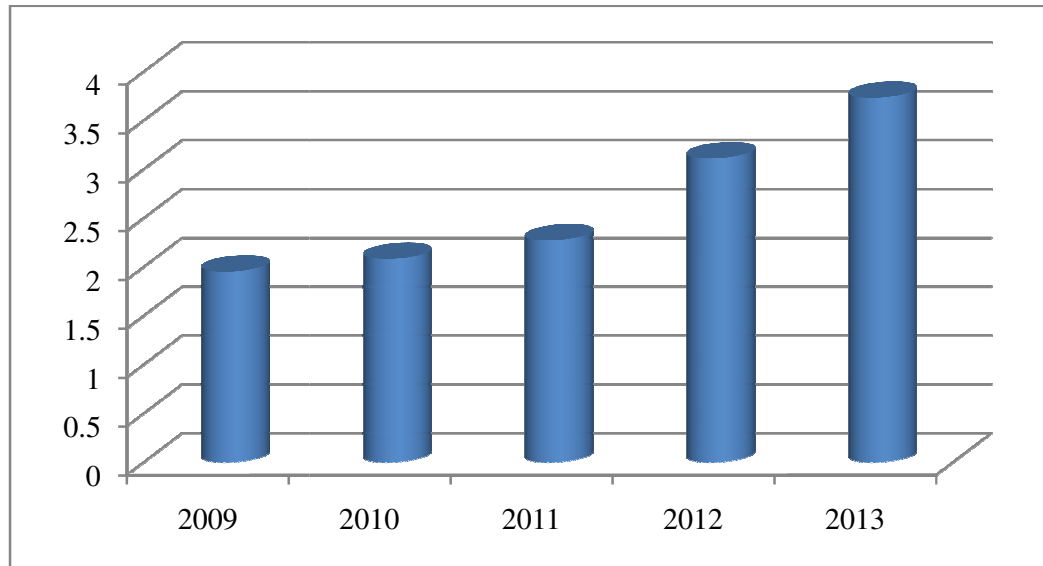


Figure 3.3: Sales Growth Rates (Projections)

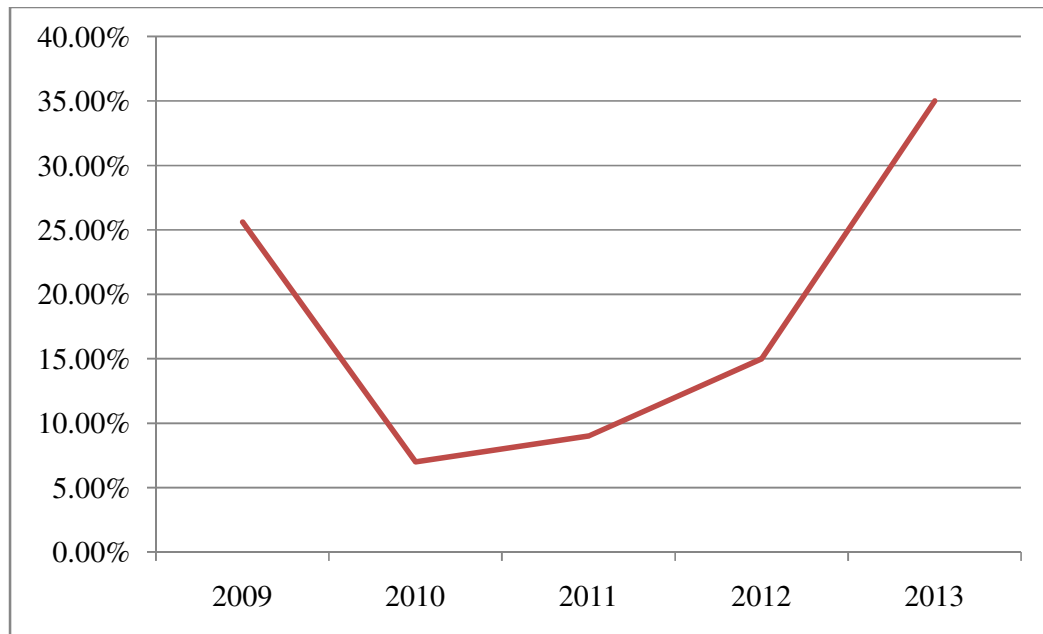


Table 3.3: Industry Sales (Projection)

Year	2009	2010	2011	2012	2013
Industry Sales Projections	1.95million	2.08million	2.27million	3.11million	3.73million
Growth Rate	25.60%	7%	9%	15%	35%

The charts and table have shown the annual sales and growth rate from year 2009 to year 2013. It has presented that the annual sales increased from 1.95million (25.6%) to 3.73million (35%). In year 2008 and 2009, the growth rate of annual sales increased significantly which is 55% and 26.5% because global crisis has reached Malaysia and influenced purchase behaviour of Malaysian and foreigners. Because of the global crisis, they are willing to choose bus service to Low Cost Carrier Terminal (LCCT) and Kuala Lumpur International Airport (KLIA) when compared to taxi and private transport in order to reduce the transportation cost. Therefore, we predict the industry annual sales will increase from year 2010 to year 2013 even the effect of global crisis has become lesser. This is because the customers started to concern about environment. They are trying to use public transport or bus service to travel in order to reduce air pollution. Besides, petrol price will continue to increase in the future. Passengers can choose public transport and bus service to travel in order to reduce the burden from the increasing of petrol price.

3.1.3 Industry Attractiveness

In order to assess the attractiveness of this industry, we will do an analysis on the five-forces model by Michael Porter which includes assessment on the rivalry among competing sellers, the potential new entrants, the bargaining power of suppliers, the bargaining power of buyer and the threat of substitute products.

The Rivalry among Competing Sellers

In this bus service transportation industry, the buyer demand is growing slowly. This is because there are some other ways to go through and forth the KL Sentral and LCCT/ KLIA such as taxi, train, private transportation and so on. However, the bus transportation services that going through and forth airport and KL Sentral is more convenient and cheaper for certain customers. As a result, buyer demand for bus transportation service is growing with slower speed which intense the rivalry among competing bus transportation service providers.

In addition, buyers' switching costs to other service providers is moderate high. Actually, they can simply choose or change to another bus company whenever they are dissatisfied with one's service or price due to the price for bus ticket is almost similar among the competing sellers with standard service. However, our company provides a differentiate service which is integrating café service in the double deckle bus and therefore customers will have higher switching costs to go for another bus company.

As a result, the rivalry among competing sellers is considered moderate due to the differentiate services provided by Air Café Bus.

The Potential New Entrants

The threat of new entrants for this industry is pretty low. This is because the entry barriers are high. In order to enter this industry, entrants are required to prepare high capital to set up the transportation such as buses and counters. For Air Café Bus, double tackle buses are used and hence it requires higher capital to copy and compete with our company's services.

Besides, Air Café Bus with integrated café service is first mover strategy in this industry because there is no other bus service transportation company providing this similar service. Therefore, it is easy to create strong preferences and high degree of customer loyalty to our company. The stronger the attachment of buyers to established brands, the harder it is for a newcomer to break into the marketplace.

To overcome customer loyalties to the competitors, new entrants must have financial resources to spend on advertising and sales promotion. Additionally, it can be a costly and slowly process. As a result, the potential new entrant is low in this bus transportation industry.

The Bargaining Power of Supplier

The bargaining power of supplier to our company is considered low. For our company, the main supplies are the buses, food and beverages. The item such as food and beverages for the café service, our company can get them very easily because the items are commodity and readily supplied from many suppliers at similar prices. Hence, supplier of food and beverages has only little or no bargaining over our company. As for the buses, it is not so common as the food and beverages however it does have few suppliers in Malaysia that provides bus rental service. Therefore, the bargaining power of the bus supplier is only moderate.

Furthermore, our company switching costs to alternative suppliers is low. This is because there are good substitutes input exists. For example, we can always substitute the bread or cake by the rice or biscuits whenever there is a need. Moreover, there are plenty of other kinds of beverages for our company to choose for the café service. Hence, the bargaining power of the suppliers is low.

In conclusion, the bargaining power of supplier is low in this industry which makes the industry looks more attractive to us.

The Bargaining Power of Buyer

In this bus transportation service industry, bargaining power of the buyer is high. This is because the buyer switching costs to competing sellers is low. There are numbers of competitors with similar pricing strategy available. If the buyers do not appreciate our company's café service in the bus, they can always go to another seller with no or little switching costs. Hence, the buyer will leverage more bargaining power.

Additionally, the buyer bargaining power is getting stronger in this industry as the mushrooming availability of product and service information on the internet. With the advanced technology and internet available, buyers can compare the prices, features, packages provided by different sellers as easy as few clicks on the computer or mobile device. The more information buyers have towards the services, prices and costs of all sellers, the more bargaining power they will have.

However, some buyers purchase the bus ticket through and forth the airport and KL Sentral infrequently and in small quantities. In this case, their bargaining powers are little. As a result, the bargaining power in this industry is moderate high overall.

The Threat of Substitute Product/Service

The threat of substitute service is available in this industry. Substitute services include train, taxi and private transport and these are all readily available for the customers to choose from. Therefore, once the customers dislike or unsatisfied with the bus transportation service, they will go for substitute service mentioned above. For instance, the passenger may choose to call either taxi or friends to send him or her to the airport.

However, the threat of substitute service is weaker as the costs of switching to substitute are high. This is because the cost to take bus transportation is lower than others substitute services. For example, the passenger may choose either to take taxi or train to the airport and yet with higher fares. Among all the transportation services, bus transportation fare is the lowest which costs around RM 8 per trip while the train costs RM 25 per trip and taxi service costs higher than other all.

In overall, the threat of substitute service is moderate only as there is readily available substitute service and yet with high switching costs.

3.1.4 Profit Potential

	RM
Sales :	
Bus ticket	1,107,250
Café sales	34,070
Net Sales	<u>1,141,320</u>
Less: Cost of Goods Sold	10,221
Gross Profit	<u><u>1,131,099</u></u>

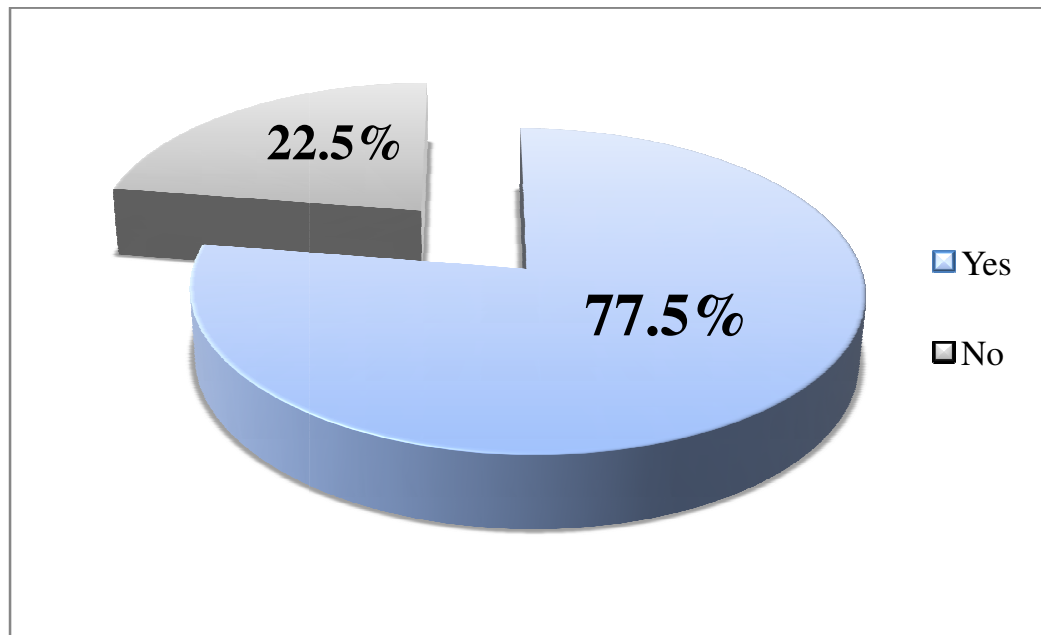
Profit potential is important because this will indicate the profitability of the business in this industry in the future. According to the profit and loss account, it shows that the potential gross profit for our company is RM 1131099.

First of all, fuel is the major material for bus providers. In Malaysia, our government will offer the fuel subsidy to the public transports. Because of this, the cost of the material for our company will be reduced and this will help our company gain higher profit margin in this bus industry.

Furthermore, snack foods and drinks also are material for our business because we will sell snack foods and drink in the bus such as coffee, cake, tea and so forth. We are aiming to achieve higher profit margin in our business. Hence, our company decides to build the partnership with the supplier in order to lower the cost of the snack foods and drinks. Through the partnership with suppliers, we also can ensure the quality of the material in order to provide standardization of foods and drinks to customers.

3.2 Target Market

Figure 3.4: Percentage of Willingness Try on a Bus with Café Service
(Projections)



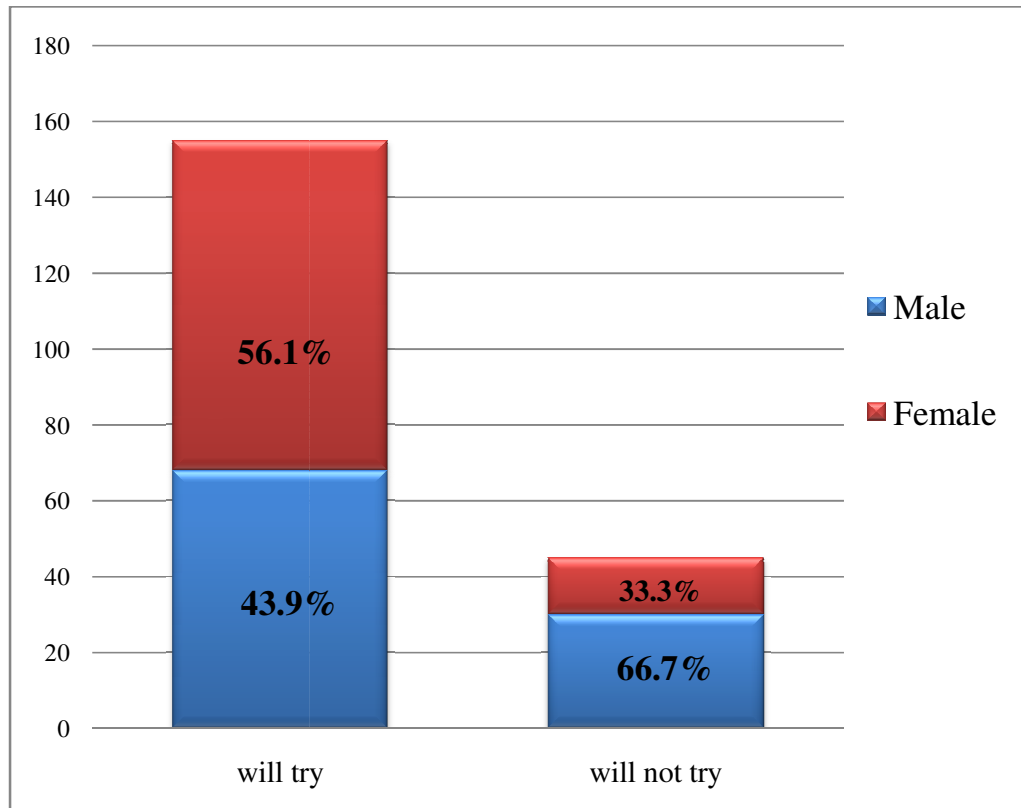
The pie chart shows the percentage of customers that are willing or not willing to try the café service in the bus. Overall, it has clearly presented that the percentages of customers that are willing to try café service in bus is higher than the percentages of customers who are not willing to try the café service in bus.

According to the chart, we found out that (77.5%) 155 customers are willing to try the café service in bus. According to Chakravorti (2004) stated that innovations try to change the status quo and it is a reason for the market to resist them. Innovation product and service will induce people to try and perceive the addition value. Therefore, the result of survey has shown that customers are willing to try the innovation service in order to increase their utilities.

In contrast, we also found that (22.5%) 45 customers are willing not to try the café service in bus. Spielberg (2004) stated that the innovation as well as on cultural elements that may influence people's willingness to try new things. However,

even within the same culture, not all people adopt an innovation at the same rate. Sometimes, people remain at the same rate because they have not found any additional value in using the innovation product and service.

Figure 3.5: Gender Preference (Projections)

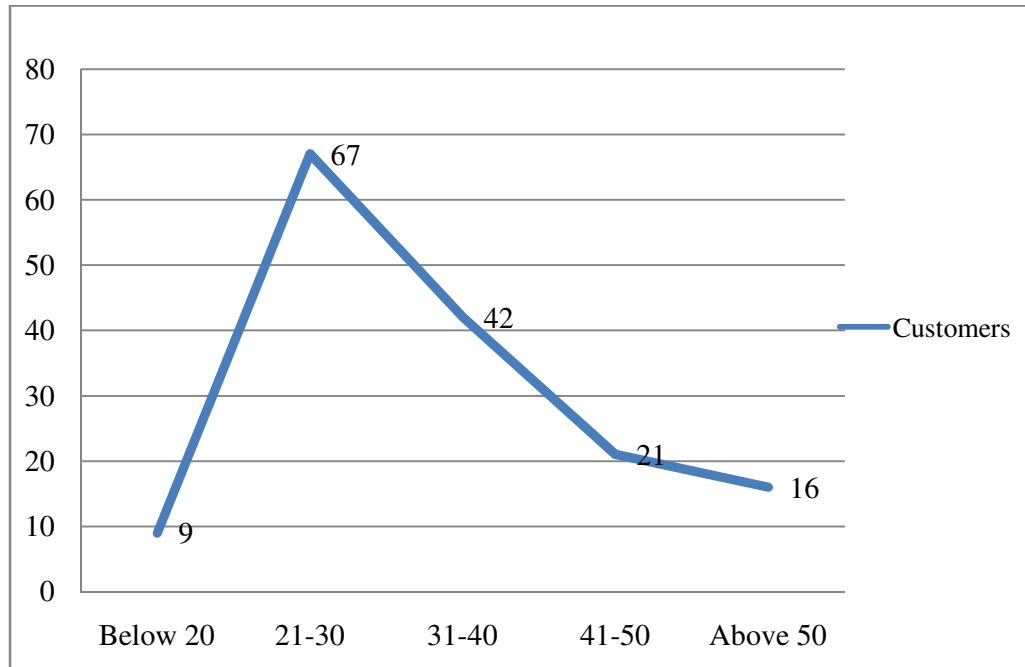


According to the bar chart, it compares the number of customers that are willing or not willing to try the café service in the bus between female and male. In this chart, it has shown that female customers are willing to try café service was 56.1% which is 87 passengers that are higher than male customers who are willing to try the café service which is 43.9% or 68 customers.

Chambers (2008) has stated that female are more open-minded to new product and service and are quite willing to try new product and service if compare to male. We also discovered that female is more interested in trying café service in

bus through the survey. Therefore, female may become an important factor to us in targeting the major customers.

Figure 3.6: Age Range for Target Market (Projections)



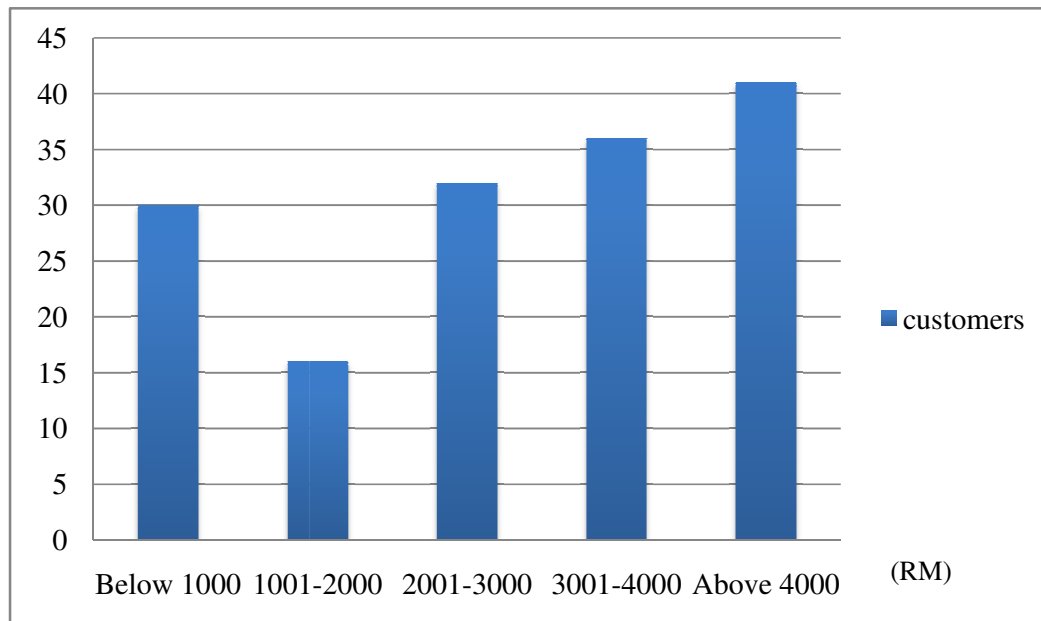
In this line chart, it shows that the different age of potential customers that are willing to try cafe service in the bus through survey. We can identify that the different age of people have different desire and opinion in trying new product and service. In this chart, it shows that most people that are willing to try new service is about 21-30 age and the least people to try new service is below 20 age and above 50.

According to “Conclusion of Consumers...,” (2005) generation Y will become major customers in the world in next ten year and who are willing to try out anything to fulfill their wants and needs. Generation Y always opens to change and willing to try the new service and product to enhance their life quality.

Therefore, to capture generation Y customers, we need to provide new service and more quality service to them.

According to “The New Consumer...,” (2010) the buying behaviour has changed because recession has affected the saving of Baby Boomers reducing significant. Therefore, Baby Boomers who do not spend more money to try new service and start to reduce spending and conserve saving.

Figure 3.7: Income Level (Projections)



This bar chart has shown the willingness of customers to try café service in bus from different income level of customers. The most customers that are willing to try café service in bus is people who has RM4000 income and above and the least people are willing to try café service in bus is people who has income around RM1001 to RM2000.

Ver Ploeg (2010) has stated that many low-income customers prefer to shop for the lowest price, but not all. Most low-income customers consider to fully

utilizing their income and avoid over spending. Therefore, they prefer to shop for lowest price in attempting to save more money.

According Nunes and Johnson (2003) people prefer to purchase a superior product and service than multiple lesser goods when people have residual income to spend. When the income of people increases, they are willing to spend more money on superior products and services in order to enhance their quality life. Therefore, people attempt to pursuit highest income to continuous enhance their quality life.

3.3 Competitive Position within Target Market

In analyzing the competitors in this industry, Air Café Bus has direct and indirect competitors. Both competitors are differentiating by the type of transportation. The Direct competitors are bus service provider, whereas the taxi and train service provider are our indirect competitors.



Table 3.4: Direct Competitors Analysis Grid

Route	KL Sentral ↔ KLIA / LCCT	KL Sentral ↔ LCCT		KL Sentral ↔ KLIA
NAME	AIR CAFE	SKYBUS	AEROBUS	AIRPORT COACH
Service Feature	High	Moderate	Moderate	Moderate
Brand-name Recognition	Low	High	High	High
Access to Distribution Channels	Moderate (Booth & telephone)	Moderate (Booth & telephone)	High (Booth, telephone & partnerships)	Moderate (Booth & telephone)
Quality of Products	Moderate High	Low	Moderate	Moderate High
Innovation	High	Low	Low	Low
Environment	High	Low	Moderate	High
Price	Moderate High	Low	Moderate	High

Overall, Air Café Bus stands in a good position among the three competitors. The bus service provider has moderate service feature which is providing the luggage services for all their customers but Air Café Bus has higher product feature among the competitors as our company provides café service which is new in the industry.

Although Air Café Bus has low brand-name recognition but we could increase our brand-name awareness by using advertising tools and strategy to compete with the competitors. In terms of pricing, our company is more emphasized on providing better customer service and greater environment for potential customers therefore our cost is higher than others competitors. Even though Air Café Bus are newly established to the market, but our distribution is moderate as there are three physical booths available for selling ticket and the customers could book the ticket in advanced through phone booking.

Table 3.5: Indirect Competitors Analysis Grid

Route	KL Sentral  KLIA / LCCT	KL Sentral  KLIA
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NAME	AIR CAFÉ	TAXI	KLIA TRANSIT	KLIA EXPRESS
Service Feature	High	Moderate	High	High
Brand-name Recognition	Low	High	Moderate	Moderate
Access to Distribution Channels	Moderate (Booth & telephone)	Low (Telephone)	Moderate (Booth & Partnership)	Moderate (Booth & Partnership)
Quality of Products	High	Moderate	High	High
Innovation	High	Low	High	High
Environment	High	Moderate	High	High
Price	Low	Moderate	High	High

Overall, Air Café Bus is able to gain the foothold in the industry. Our company has high service features by providing luggage services and unique café services during the trip to KLIA or LCCT. Whereas, the competitors like KLIA transit and KLIA express has unique service feature which is providing check in services and VIP services for their potential customers. The café services can build and enhance our competitive advantages to compete with other competitors. Air Café Bus have low brand-name recognition among the indirect competitors because competitors like KLIA transit and KLIA express is operating under KLIA. In addition, the taxi and limo services has higher reputation among the tourist. In terms of distribution channels, our company has moderate distribution channels, such as phone booking and physical booth to sell tickets. Our company is able to attract customers as our price is lower than other competitors but providing greater customer services and environment for potential customer.

4.0 Marketing Plan

4.1 Product/ Service Feasibility Analysis

4.1.1 Full Description of the Service Offer

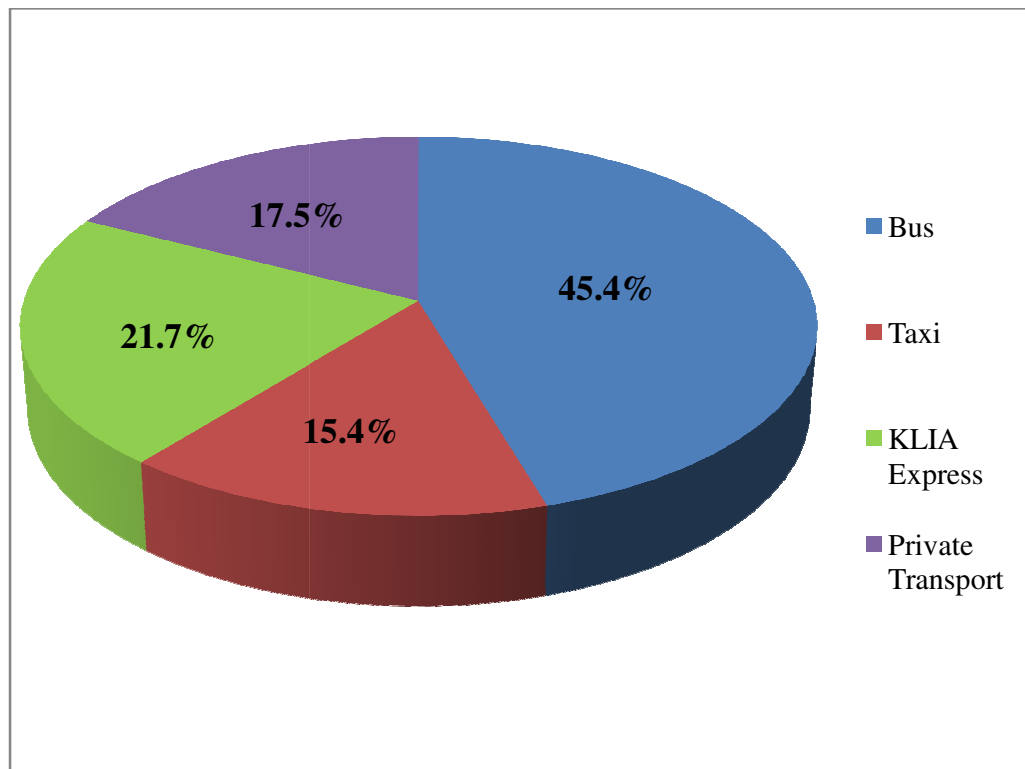
Air Café Bus is providing transportation services to customers by using double decker buses and we will focus on providing transportation service in Kuala Lumpur Sentral, Low Cost Carrier Terminal (LCCT) and Kuala Lumpur International Airport (KLIA). We choose this few selected location because this few location can help us to reach our target market.

Kuala Lumpur Sentral (KL Sentral) is an exclusive urban centre built around Malaysia's largest transit hub and offering connectivity. Its infrastructure supports several rail networks, such as KLIA Express Rail Link, KTM Komuter, RAPID KL (Putra), bus, taxi and so forth. Besides, Air Café Bus will also be located at Low Cost Carrier Terminal (LCCT) and Kuala Lumpur International Airport (KLIA) because our business is to bring the customers to and forth KL Sentral and we will provide transportation service to people who want to take bus back to KL Sentral from the airport after they arrived at the airport. Furthermore, we will set up our booths at these selected locations in order to target directly our customers. The purpose of setting up our booth at selected locations is to provide a channel for customers to buy the bus tickets and get information.

In this industry, we have several competitors such as Sky Bus, Aero Bus and so forth. They provide similar service to customers but our company is aiming at securing a competitive advantage with a service offering to appeal to the customers. Therefore, we will build a café service in the bus in order to provide different enjoyment and experience to customers. We will redecorate the lower part of the buses with café style environment in order to let customers enjoy journey from KL Sentral to the airport. In addition, we will build a small bar in

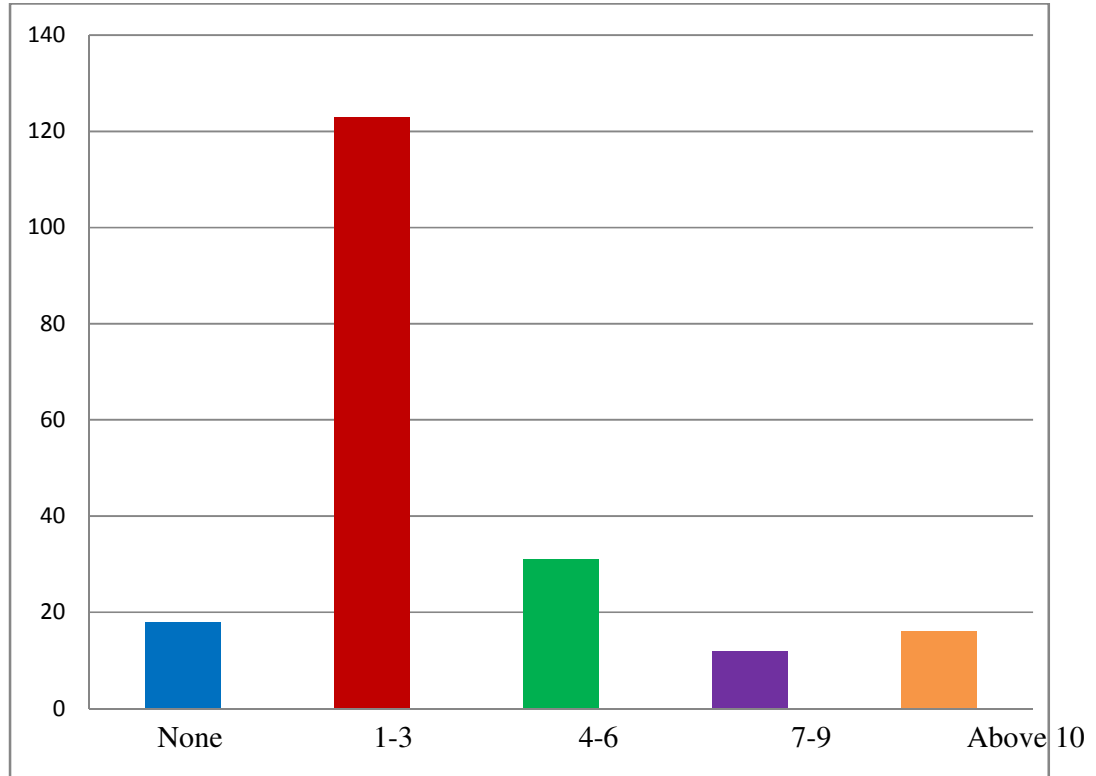
the lower part of the buses to sell the snacks foods and drinks to customers such as coffee, tea, cakes, chip and so forth. Air Café Bus decides to provide valuable service in bus to customers in order to let the customers enjoy food and drinks in the bus with affordable price.

Figure 4.1: Kind of Transportation Customers Prefer (Estimated)



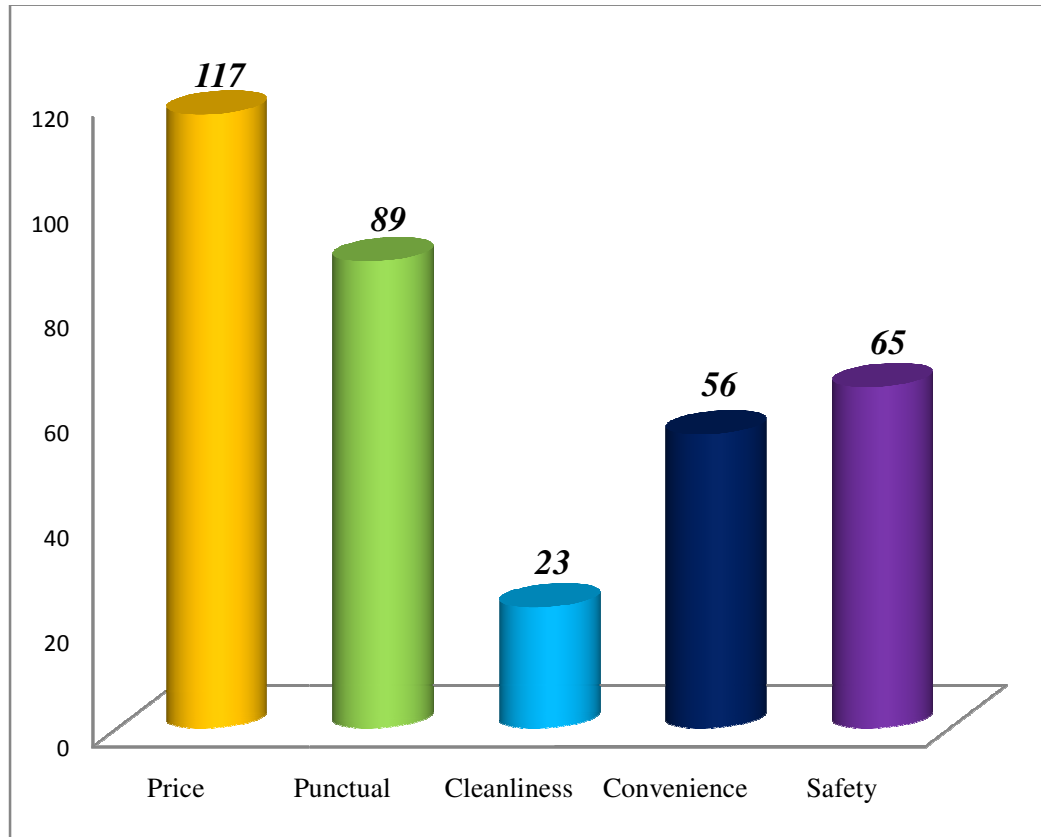
In this pie chart, it has shown the percentage people preference toward transportation and it has shown that (45.4%) 109 persons prefer in taking bus to KLIA and LCCT from KL Sentral. It indicates that there has an adequate pool for our company to survive and gain profit. Besides, there are also other transportation services that provided transportation for people to go KLIA and LCCT such as private transports, taxi and KLIA Express. However, most people prefer to take bus to KLIA and LCCT because bus service is cheaper and more convenience than other transportation services.

Figure 4.2: Numbers of Customer Travel Through and Flow from KL Sentral to KLIA / LCCT per year (Estimated)



From this bar chart, it has shown that the number of customer that are travelling through and flow from Kuala Lumpur Sentral (KL Sentral) to Low Cost Carrier Terminal (LCCT) and Kuala Lumpur International Airport (KLIA) per year. It has presented that most customers will travel through and flows from KL Sentral to LCCT and KLIA 1-3 times per year. KL Sentral station provided many transportation services, such as bus service, KTM Komuter, RapidKL Rail, KLIA Express and so forth. According to “About KL Sentral...” (2009) KL Sentral Station registered traffic of over 36.5 million passengers a year in year 2008 and it is designed to accommodate 50 million passengers a year and up to 100 million by 2020. It indicates that the number of customers travels to KL Sentral to LCCT and KLIA will continuous increase in future.

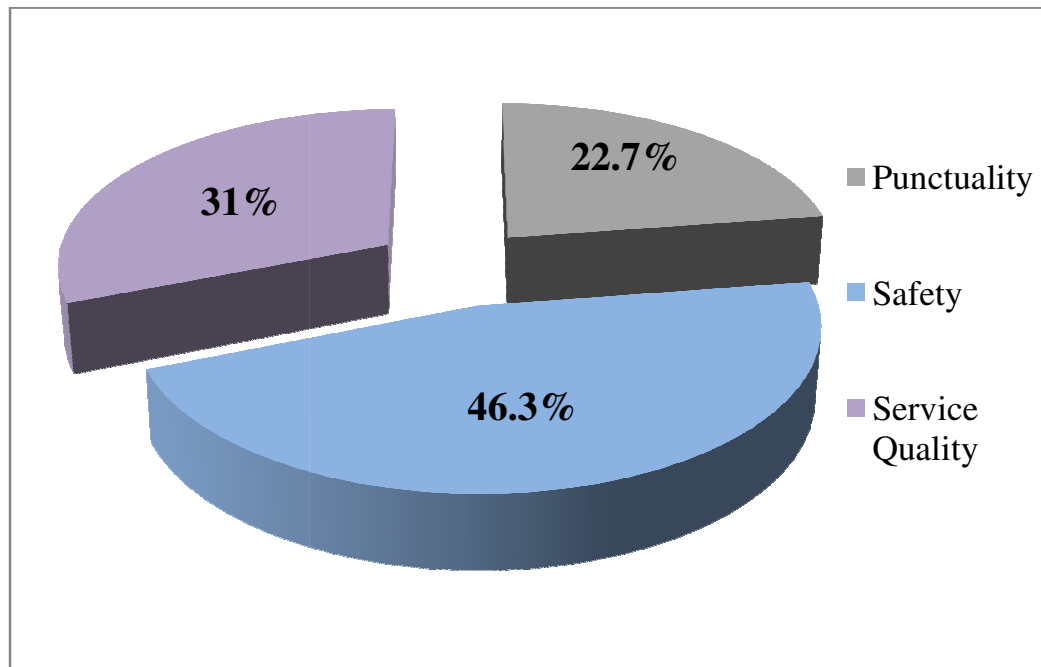
Figure 4.3: The Factors Motivate Customers to Choose Transportation (Projections)



This bar chart has presented the factors that motivate people to choose transportation. The highest factor (117 persons) that is motivating the customer to choose transportation is price. Global crisis and rising petrol price are burden to people and these causes' people to find the lowest price transportation in order to reduce transportation cost. Besides, time (117 persons) also is a very important factor influence people to choose the transportation because people need to be punctual to arrive at LCCT and KLIA in order to check in before the departure counter close.

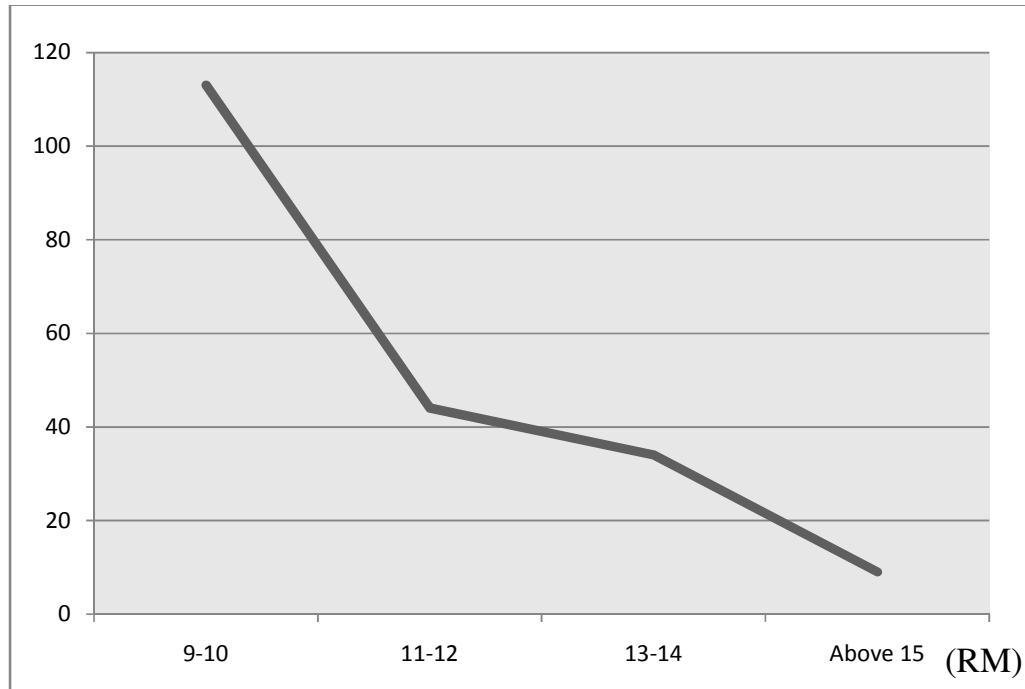
Furthermore, there are also people choose the transportation based on safety (65 persons). Accident occurs in Malaysia is quite high. Hence, people will concern with the safety and reliable of the transportation to avoid accident. Moreover, convenience (56 persons) and cleanliness (23 persons) also are motivation factors for people to choose transportation. People also focus on the transportation that can provide convenience and cleanliness in order to make their travelling more comfortable.

Figure 4.4: Improvement Expectation in the Bus Service (Projections)



According to this pie chart, it has shown that the improvement expectation in bus service from customers. Accident rate constantly increases in Malaysia. According to Hanis and Allyana (2009) the number of fatalities due to road accidents in Malaysia has significantly been above 6000 since year 2003. Therefore, most customers (139 persons) wish the bus providers can improve the bus safety. Besides, customers (93 persons) also hope the bus providers can improve their service quality. Customers also concern with the quality of the bus service because they want to enjoy their journey from KL Sentral to LCCT and KLIA. Furthermore, customers (68 persons) wish the bus providers can improve their punctuality. Punctuality is important to customer because they want to arrive at LCCT and KLIA on time to depart.

Figure 4.5: The Cost of Customers Willing to Pay (Projections)



The line chart has shown the willingness of customers to spend for the price of the bus ticket. In this bus industry, the existing bus providers offer the price of bus ticket around RM 9-10 to customers. Therefore, most customers (113 persons) are willing to spend RM 9-10 for a bus ticket and they also perceived that bus providers have set a price that covers the cost of making the service but less than the customers' true perceived value. In contrast, the least customers (9 persons) are willing to spend RM15 and above for a bus ticket because customers perceive that the price of bus ticket is set higher than the costs and higher than the customer's perceived value. Therefore, we need to set the price of bus ticket that is reasonable and could let the customers perceive that the price has covered all the cost of service and less than the customers' true perceived value.

4.2 Pricing Strategy

Pricing is critical to a company because it impacts the success or failure of any business. There are two different routes Air Café Bus Sdn Bhd provides for the passenger which travel from KL Sentral to LCCT or KLIA. Therefore, our company is providing numerous pricing to fulfill the customers' needs, which involves competitive pricing, bundle pricing strategy and seasonal discount.

4.2.1 Competitive pricing

According to Kyle (2008) competitive pricing is a marketing-oriented strategy which sets its prices on the basis of the prices charged by competitors. Air Café Bus collects competitor's information through observation and market research. After that, the competitor's prices are set as references to set our own prices either above or same as the competitors.

Air Café Bus offer the one way ticket travel from KL Sentral to LCCT by costing RM10 per adult and RM 5 per children. As for the route travel from KL Central to KLIA is costing RM 11 per adult and RM 6 per children. Our company adopts the higher pricing strategy than competitors as Air Café Bus is the only bus transportation service provider which provides the café services among the competitors. Thus, customers would create perceptions that our company is different and having higher quality than others competitors.

The two way ticket is costing RM 18 and RM 9 for adult and children respectively for the route travel from KL Sentral to LCCT. Whereas, the route travel from KL Sentral to KLIA is costing RM 20 per adult and RM 10 per children. The two ways ticket is more economic as the passenger can save up RM 2 for each travel compare with the price of one way ticket. Besides, it is a strategy that secures our customer base by preventing them from switching to others competitors and

catches the passenger's psychological thinking that it is much cheaper than buying one way ticket twice.

Air Café Bus has offered the monthly ticket travel from KL central to KLIA or LCCT for the price of RM500 and RM450 respectively. This pricing is aim to target those employees in major airlines and airport. Due to their nature of works, they have higher frequency of using public transport than others potential customers. Besides, others competitors do not provide monthly ticket. Therefore, Air Café Bus is aiming to target those employees as they have higher potential to be our long-term customers in order to increase our profit and gain more market shares

Table 4.1 Price list of competitors in year 2010 (Projections)

Route	KL Sentral ↔ KLIA			
Company	Air Café Bus		Airport Coach	
Normal Fares	Adult	Children	Adult	Children
One Way Ticket	11	6	10	9
Two Way Ticket	20	10	18	16
Monthly Ticket	500		-	

Route	KL Sentral ↔ LCCT					
Company	Air Café Bus		Skybus		Aerobus	
Normal Fares	Adult	Children	Adult	Children	Adult	Children
One Way Ticket	10	5	9	4	8	4
Two Way Ticket	18	8	18	8	14	8
Monthly Ticket	450		-		-	

4.2.2 Bundle pricing strategy

According to James (2009) bundle pricing is a marketing strategy that combined products and offering at a single package price. Air Café Bus is offering a package with one cup of coffee and either selection of cake or bread selling in a lower price. For instance, a customer can buy the one way ticket at the price of RM15 with one coffee and either cake or bread. It is more cost saving than buying products separately.

This offer is benefits to both customers and company as our company can save the cost of marketing both products separately and prevent overstock while the customers can enjoy the bundle products at lower price at one time purchase.

4.2.3 Seasonal Discount

According to Wilson (2000) seasonal discount is a reduced pricing strategy to encourage the purchase of a particular product in the off-season. Air Café Bus is offering customers with a lower than normal price during March, April, July and August. These months is considering as off-season because there are less public holidays and off-season for travel industry during these months. Therefore, it could directly affect the sales of Air Café Bus. In order to boost up the sales, our company is offering the price of RM 8 per trip as an incentive for customers to choose our bus services during off-season.

This pricing strategy can be a way to create awareness and attract new customers to experience our bus services. Moreover, the competition between shuttle bus services is stiff, a lower price than competitors could retain our potential customers.

4.3 Channels of Distribution

In order to reach our target market, Air Café Bus will have three types of distribution channels for the bus ticket and one for the café service. The first distribution channel is having set-up counters at different destination. As for the second distribution channel, we will do it through telephone booking and the third distribution channel is through online booking. Additionally, the distribution channel for the café service is the integrated service counter inside the bus. Each channel has its own advantages to reach the target market and enable the customer to get their service in different favorable ways. We will discuss these distribution channels further below.

4.3.1 Set-up Counter

The first distribution channel, set-up counter, is a direct channel to reach customers where there is no any intermediary between the company and customers. We will have counters set up at KL Sentral, KLIA and LCCT. With the set-up counters in different destination, customers can just buy the ticket whenever they want to take the transportation through and forth the KL Sentral and airports. For example, once the passenger are arrived at the airport wherever it is KLIA or LCCT, he or she can straight approach our Air Café Bus set-up counter to buy the bus ticket and board on the bus to go to KL Sentral and transit to other places. Moreover, customers who want to go to the KLIA and LCCT can approach to our counter which will be based at the ground floor of KL Sentral. Then, they can buy the bus tickets or ask for information about the service provided such as the schedule of bus and food and beverages available from the counter. In addition, set-up counter is the most traditional and basic distribution channel for bus transportation service to be available to the customers. Many older customers may prefer to use this traditional direct channel to get their product and services done. Furthermore, it is the most effective and efficient way to reach our targeted market where most passengers will buy their bus ticket to respective destinations at the counters.

4.3.2 Telephone Booking

Apart from the set-up counter at different destination, Air Café Bus service is available to customers through telephone booking. This is another direct distribution channel to let the customers to reach us. Some customers may worry about that bus will run out of seat for them when they go to the set-up counter to buy the bus tickets. Besides, it will be very troublesome if anyone could not get the bus ticket in time. Therefore, telephone booking will be very convenient for them in order to reserve for the bus seat. For instance, anyone who want to reserve seat in Air Café Bus, he or she is welcome to call our company for the booking. He or she just need to leave down the name, identity card number, contact number and time for the departure of bus for us to have a record and contact him or her if any changes are made. Then, he or she who makes the reserve has to approach the counter to pay and get the bus ticket. The seat is reserved for the person until half an hour before the departure of the bus. This channel has made the customer life easier that they avoid going personally to the counter to book for the bus ticket or face the problem that the tickets are sold out.

4.3.3 Online Booking

With the help of advanced technology, businesses nowadays are emerging very quickly by thoroughly utilize internet usage. Recently, there are mushrooming people using online checking, booking and buying through computer or mobile device. Hence, Air Café Bus service is also available through online booking so that eases the customers' booking for the bus tickets. For the customers who want to book the seat online, they are welcome to browse our company website for more information. Then, interested customers can fill in the name, identity card number, contact number, number of tickets and time for the departure of bus in

order to complete the booking of the bus tickets. The usage of the details is the same for telephone booking which is for us to contact with the bookers if any changes are made. Again, the bookers are requested to collect the bus tickets half an hour before the departure of the bus. Basically, this type of direct distribution channel is bringing convenient to the customers and also our company because customers can easily settle the booking of the bus tickets with just few clicks on the computer or mobile devices whereas our company can gather the data of customers more simple with the help of information technology. In addition, online booking is getting more popular with the emerging of iPhone, iPad, Android and other Smartphone services.

4.3.4 Integrated Service Counter inside the Bus

Air Café Bus services include the bus transportation service and also the café service integrated in the bus. The three types of distribution channel above are mainly for the bus transportation service. As for the café service, the distribution channel is having integrated service counter inside the bus itself. Basically, our café service is targeted at the passenger and hence the distribution channel is set up in bus to attract the passenger to grab a bite or drinks during the journey to the destination. Since our buses are double deckle bus, the service counter is set up at the lower site and behind the driver seat. Around the service counter will be some bread, cookies, cakes and so on displaying in the cupboard and fridge to get attraction from the customers. Furthermore, there is a small kitchen for the waiter inside to prepare for beverages such as coffee and tea. Besides, there will also a board listing down the beverages and food available and the price of each item. Therefore, customers who want to grab a bite or high tea during the journey can go to the service counter to buy for their favorite food and drinks.

4.4 Promotions and Advertising

4.4.1 Promotions

In order to get customers' attention and obtain bigger market shares, Air Café Bus organizes few promotions that bring value perception to the target market. These include meal packages, commutation, Ladies' day, Loyalty Card Programme and free refill for coffee and tea.

Meal Packages

Air Café Bus is emphasizing on giving customers more value by integrating café service in the bus where passengers are able to enjoy their meal during the journey to the destinations. For the café service, our company provides cookies, bread, cakes and variety beverages such as coffee, tea, soft drink, juices and so on. In order to attract more customers to take Air Café Bus, we will offer meal packages in different timeline that appearing value to them. The first one is between 8a.m to 10a.m which emphasizes on breakfast packages. The second timeline is between 3p.m to 5p.m which focuses on high-tea packages. For example, a slice of cake and a cup of coffee/tea will cost lower than buying each. Moreover, they may also choose to have bread and juices which also sold in lower price in the meal package. Hence, this meal packages will encourage the passenger to grab a bite in the bus when they have the perception that it is worthy to get a meal package.

Commutation Package

Commutation package is also known as monthly ticket is used to attract those customers who will transit through and forth KL Sentral and KLIA/LCCT every day. These customers are most probably working at airports and hence need to transit through and forth almost every day. For examples are airline crews, salesperson in the duty-free shop, securities and so forth. Since they need to transit to airport every day, they will be attracted to cheaper and valuable packages from bus transportation company unless they are driving themselves. Therefore,

monthly ticket which costs RM 450 to transit through and forth LCCT and RM 500 to transit through and forth KLIA from KL Sentral brings advantages to them. Of course, it helps them to save up expenses for transportation.

Ladies' Day

In addition to the promotions Air Café Bus offer to the customers, Ladies' day will be held on every Wednesday. To be more specifically, every female customer who is above 12 years old will get one cup of free coffee or tea once they boarded on Air Café Bus on Wednesday. As mentioned before, female customers are more willing to try out new things. Additionally, it is normally that the wife to make the decision on which product or service to be chosen in a family. Therefore, it is effective to attract female customers and provoke their family to select Air Café Bus as bus transportation to transit through and forth KLIA/LCCT and KL Sentral. Besides, our company will be the first mover on having Ladies' Day promotions among all bus transportation service. As a result, we can certainly create a strong brand name and spread positive word-of-mouth in this industry once we provide a standard service to our customers.

Loyalty Card Programme

Another promotion that Air Café Bus will offer to the customers will be the Loyalty Card Programme. This is the programme where customers will receive a loyalty card during their first purchasing from café service counter in the Air Café Bus and they will receive a stamp on the card with a spending of RM 10 and above in a single receipt. With a full 10 stamps loyalty card, customers can enjoy a free meal package that our company prepared for them. Hence, this programme will encourage the customers to repeat their purchase in our bus as they think that they are gaining once they filled up with 10 stamps in the loyalty card to get a free meal. Furthermore, customer loyalty will be stimulated when customers enjoy our superior service repeatedly and satisfy with our performance.

Free Refill for Coffee and Tea

Last but not least, Air Café Bus will offer customers free refill for coffee and tea. To be more specifically, customers can go to the service counter to request for free refill once they have finished their bought coffee or tea. Again, this offer is used to get attention of target market and influence their decision on which bus to take in order to transit to their destination. Once they aware of the free refill for coffee and tea, they will be more interested on choosing Air Café Bus as their transportation because they can enjoy coffee during the journey and also with free refilling. Moreover, our company may able to increase customer loyalty which this promotion that bringing customers the perception of gaining value from free refill for coffee and tea.

4.4.2 Advertising

Since Air Café Bus is the first mover on integrating café service in the bus transportation new and entrant in this industry, our company will do advertising through several channel in order to create awareness, brand name and reputation among target market. These channels include Facebook social website, corporate blog, flyers/banners and newspaper.

Facebook Social Website

To create awareness among people will be the best with the help of Facebook social website. This is because that Facebook has been become the hottest social website in the global. Many companies use Facebook to advertise their product and service by putting their corporate information in their Facebook account. The advantage of using Facebook as advertising channel is that it is free and able to reach large amount of target market. There are now more than 500 million users active in Facebook which means that our company will be able to create great

awareness through signing up an account in facebook and update our corporate information for the customers. For instance, any customer who is our company's friends and fans will be able to get up-to-date information about the schedule of departure buses, pricing, menu and so on by viewing our account in Facebook.

Corporate Blog

Another useful advertising tool for Air Café Bus to make public aware of our services is through having corporate blog. Corporate blog will help the company to reach their customers effectively with lower or no cost. Air Café Bus will communicate the customers about the vision, mission, objectives and so forth of the company by posting corporate blogs. Therefore, customers will clearly understand the culture of our company through browsing our company's blogs. For instance, company may post the recent doing of the company such as maintenance of buses, training for the employees, charity acts and so on. In addition to that, browsers are welcome to leave comment for the posts where our company will get immediate feedback to improve our service. Also, customer loyalty can be created while they are tied to the blogs in our company website.

Flyers and Banners

For the paid advertising tool, we will choose to go for flyers and banners. This is also another effective paid channel to get attention of the public. This channel is targeting those who seldom to browse advertisement on the internet such as housewives and elders. We plan to distribute the designed flyers at KLIA, LCCT, KL Sentral and several bus and train station as our target market will be most appearing there. Again, banners will be set on the same places mentioned above to get their awareness of our services. For information, the flyers and banners contain our company's name, telephone number, address, website, picture of the bus and so forth.

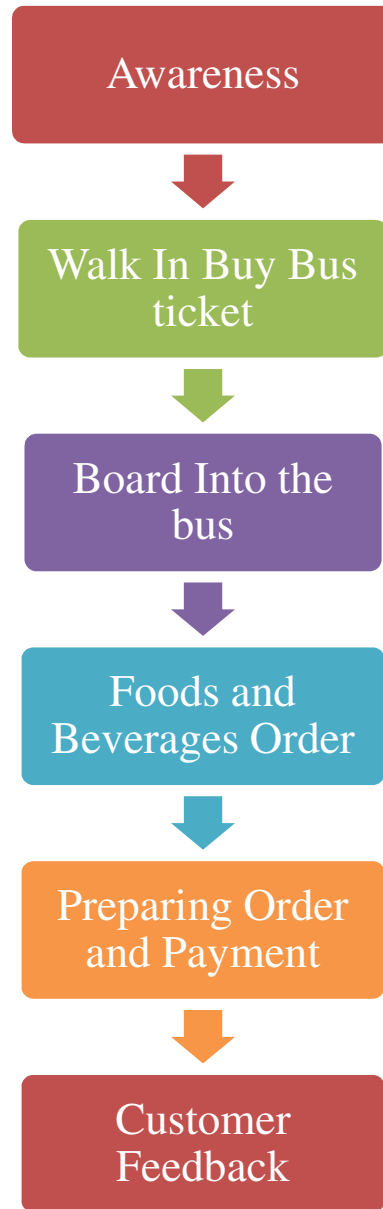
Newspaper

Air Café Bus will also put advertisement on the newspaper that covers Selangor area. The Star, The Sun, Sin Chew Daily and Berita Harian are the main newspapers to advertise our company's services and information. This is because these selected newspapers are most well known and popular for the readers. It is the most traditional and effective way to create awareness among public. Hence, the brand name and existence of Air Café Bus will spread very quickly by advertising through newspapers as most people have the habit of reading newspapers.

5.0 OPERATION PLAN

5.1 Method of service Delivery

Figure 5.1: Overall of Service Delivery Process



Source: Developed From Research

Awareness

Air café bus is a new business concept in the market and people do not know the existence of this business in the market. Hence, the first step is to create awareness to people. We will conduct promotion and advertising before Air Café Bus Sdn Bhd starts operating. Our company will do advertising in newspapers and

make promotion in the website. Through these advertisings, people will know the existence of Air Café Bus Sdn Bhd.

Walk in buy bus ticket

According the double decker bus physical layout (Refer to Appendix C), the bus divides into 2 parts which are upper part and lower part. The upper part of bus can contain 40 customers and customers can enjoy the snack foods and drink and watch outside the window of scenery. Besides, the lower parts of bus will have a mini bar for selling snack foods and drink and this area can contain 22 customers. Our company provides the seat selection service for customers so they can choose their seat either in upper part or lower part. Hence, bus seller will show the picture of bus layout in order to let customers to choose bus seating when customers walk in the booth to buy the bus ticket.

Board into the bus

After customers bought the bus ticket, they can board in the bus earlier. At the same time, waiter will help the customers to put their luggage in the storage in order to make sure customers can relax at their seat and enjoy the café service in the bus.

Food and beverage order

Waiter will introduce the listed menu and special order today to customers when customers come to order the foods and drinks. After customers finish their order, waiter will confirm and repeat the order to customers. The reason of this is to ensure efficiency of the service and avoid delivering wrong foods and drink to customers.

Preparing order and payment

Waiter will start collect all foods and drinks when the order has requested by the customers. Waiter will double check the foods and drinks and deliver to the right customers. After that, customers will make the payment when the foods and drinks are delivered. Customers can pay the payment through cash and credit card.

Customer feedback

Waiter will try to get the customer feedback when the bus is about to reach the destination. Air Café Bus welcomes all direct suggestion and feedback from the customers. Besides, customers also can give their suggestion through Air Café Bus official website. Air Café Bus will make amendments and improve the dissatisfaction from to customers in order to provide better service to customers.

5.2 Availability of Qualified Labor Pool

Table 5.1: Staff Position and Job Description

Position	No. of Vacancy	Job Description	Requirements
Driver	5	<ul style="list-style-type: none"> ▪ Transport customers to and from KL Sentral to LCCT and KLIA. 	<ul style="list-style-type: none"> ▪ Bus driving license. ▪ Five years of verifiable driving experience. ▪ Good driving record. No DUI conviction in past three years. ▪ Age between 25 until 45years old.
Waiter / Waitress	5	<ul style="list-style-type: none"> ▪ Serve customer ▪ Make order ▪ Collect payments 	<ul style="list-style-type: none"> ▪ Able to communicate in English, Malay, and Chinese language. ▪ Selling skills. ▪ Friendly, helpful and polite. ▪ Able to work effectively in a team. ▪ Good attitude

Table 5.2 showed all the staff that Air Café Bus needed to run the business effectively. Our company will hire five bus drivers to drive the double ducker bus. The bus driver is the most important assets in the centre. Besides, our company will hire five waiter or waitress to serve customers in the bus. From time to time, we will provide waiters or waitress with talks and seminars to boost up their selling skills. The reason behind is to increase their selling skills and knowledge in order to boost up our sales.

5.3 Business Partnership

Air Café Bus Sdn Bhd has multiple business partners which provide us wide range of business elements to support our business grow healthily. There are few major corporations that we are dealing the business with.

5.3.1 Bus Customization and Maintenance

Figure 5.2: RTG Intech Corporation Sdn Bhd



Source: RTG Intech Corporation Sdn Bhd, 2009

Address : Dataran Dato' Mohd Said,
Lot 897, No.11, 12 & 13 Rinching Tengah, KM 23.5,
Jln KL - Seremban, 43700 Beranang, Selangor Darul. Ehsan.

Website : www.rtgintech.com

Tel : 603-8724 8636

RTG Intech Corporation Sdn Bhd is our major business partner as they provide the repair and modification services for bus. Besides, they provide the maintenance, services and painting of bus (www.rtgintech.com).

RTG Intech Corporation Sdn Bhd is chosen to be our business partner because they are specialized in customizes commercial vehicles such as bus, van and lorry. Air Café Bus is a shutter bus that provided with café service, therefore we need to

special customize our bus interior design to fit the nature of the business. Moreover, the maintenance and repair of the bus is an important issue to secure customers' safety. RTG Intech do provides the skill workers to periodic inspection and maintain the bus which can be cost saving for us.

5.3.2 Kitchen equipment

Figure 5.3: F & B Equipment Sdn Bhd



Source: F & B Equipment Sdn Bhd, 2005

Address : No 5 & 6, Jln Serindit 2,
Bandar Puchong Jaya, 47100 Puchong,
Selangor Darul Ehsan, Malaysia.

Website : <http://www.fnbequipment.com.my>

Tel : 603 – 5882 6336

F & B Equipment Sdn Bhd is a leading supplier for foodservice equipment and supplies in Malaysia. They provide installation, maintenance and high level of foodservice equipment parts for their customers. It is important to have a sufficient and durable quality of kitchen equipment to make a good coffee and keep the food freshly (www.fnbequipment.com.my). Air Café Bus Sdn Bhd had chosen them to be one of the major business partners as they have wide range of foodservice equipment at reasonable price, such as coffee or tea equipment, cold beverage equipment, food warmer and so on. Furthermore, they provide the after-

sales services to periodic examine the equipment which is important to maintain our food and beverage quality.

5.3.3 Tableware

Figure 5.4: Logomas Packaging Sendirian Berhad (LP)



Source: Logomas Packaging Sendirian Berhad (LP), 2008

Website : www.logomas.com

Tel : 603 – 5162 7990

Logomas Packaging Sendirian Berhad (LP) is a corporation that specialized food-service packaging sector. They produce variety of polystyrene disposables such as recyclable plates, cup, microwave safe PP containers and so forth (www.logomas.com).

Logomas Packaging Sendirian Berhad is chosen to be our business partner because they provide customization for tableware. Special customization tableware is needed for Air Café Bus to avoid food and beverage spilt over the bus when the bus is traveling. The raw material of tableware is polystyrene which is cheaply and can be recycled. Moreover, the disposables tableware could increase our efficiency on services as it is easy to collect and storage.

5.3.4 Food and Beverage

Figure 5.5: King's Confectionery



Source: King's Confectionery, 2011

Website : www.kings.com.my

Tel : 603 – 6272 3633

King's confectionery is the largest confectionery retail chain in Malaysia. They are also a full line bakery manufacturer that supplies wide range of bakery products, such as breads, buns, pastries, muffins, cookies and cakes (www.kings.com.my).

King's confectionery is chosen to be our business partner because they have high reputation among the bakery industry and they are famous with produce fine quality and wide range of bakery for customers. A business partner with good reputation and quality is important to our business, King's confectionery has done well in both parts as they are the largest confectionery retail chain in Malaysia, which allows them to baked fresh daily and supply us whenever we need. Besides, the wide range of bakery can meet the tastes of different customers and making them feel fresh.

Figure 5.6: Coffex Coffee



Source: Coffex Coffee, 2010

Address : 30 & 32 Jalan TJP 4,
Taman Perindustrian Jaya,
47200, Subang, Selangor, Malaysia.

Website : www.coffexcoffee.com

Tel : 603 -7845 2698

Coffex Coffee is a specialty coffee roaster which has an established and prestigious brand name well known for its consistent and reliable blends. The company has highly skilled and experience coffex coffee team to maintain its product quality and keep searching for finest grades of Arabica beans available in the world (www.coffexcoffee.com).

Coffex Coffee is chosen to be our business partner because they have all types of coffee available to meet customers' needs, such as roasted coffee, espresso coffee, organic coffee and also decaffeinated organic coffee. Besides, they also provide training for our employees to learn the skill to make fine coffee. Therefore, Coffex Coffee is our ideal business partner as Air Café Bus dedicated to provide a cozy environment and fine coffee for our potential customers.

Figure 5.7: F&N Beverages Marketing Sdn Bhd



Source: F&N Beverages Marketing Sdn Bhd, 2010

Address : 1, Jln Bukit Belimbing 26/38 Persiaran Kuala Selangor,
Section 26, 40400 Shah Alam.
Selangor Darul Ehsan, Malaysia.

Website : www.fnbm.com.my

Tel : 603 – 5101 4288

F&N Beverages Marketing Sdn Bhd is Malaysia largest soft drinks manufacturer and distributor. They distribute beverages brands like Seasons, Fruit tree, Coca-cola, Sunkist, Magnolia, 100 plus and so on (www.fnbm.com.my).

Air Café Bus Sdn Bhd had chosen this corporation to be our business partner. It is because this local company has complete series of beverages with reasonable price that meet our requirements. Besides, they operate over one hundred years ago which is taking root in Malaysia and all the beverages is popular and widely accepted by customers. For a new entry like us, we need a reliable business partner to support and increase our value in the industry, therefore F & N Beverages Marketing Sdn Bhd is definitely our choice.

5.4 Quality Control

As a bus transportation service company that provides bus service through and forth KLIA/LCCT and KL Sentral, Air Café Bus's vision is to be the best bus transportation service provider in this industry and provides superior service to the customers. In order to succeed in achieving this vision and also gain customer satisfaction on our services, there must be quality control on services provided.

5.4.1 Bus Cleanliness

First of all, bus cleanliness is one of the important factors that customers will consider whether to select this bus transportation company. Many other competitors have failed to maintain their bus cleanliness which lead to have a bad impression both local and foreign passengers. Therefore, once Air Café Bus succeeds in maintaining the cleanliness of the bus, our company may earn positive impression and customer loyalty among customers. In order to maintaining the cleanliness of the bus, our company's employees will clean the buses daily. Their work includes clean out all the rubbish in the buses, make sure all the tables and chairs are wiped without leaving any food mark, ensure that no fingerprint is left on glasses in the buses, make sure that the chairs in upper stair are in good condition without any water mark and so forth. These are all important factors to provide customers a comfortable area during the journey. Further to that, there will be supervisor to check on the bus cleanliness daily to ensure no exception present.

5.4.2 Personal Hygiene

Secondly, Air Café Bus Sdn Bhd will emphasize the quality control on the personal hygiene. Apart from bus cleanliness, personal hygiene of the ticket sellers, bus drivers and waiters/waitresses also play an important role to earn positive impression from the customers. They need to present clean, comb their hair and dress neatly in order to leave a perception of hygiene in servicing customers for the purpose of attracting more passengers who stress on cleanliness. For example, some drivers look untidy or wear the cloth unbutton leave the customers a perception of irresponsible will definitely influence customers' willingness to take the bus of the company. Again, there will be a supervisor who checks on their personal hygiene and punishment will be incurred to enforce the rules.

5.4.3 Service Performance

Last but not least, Air Café Bus will have strict quality control on the service performance. In servicing line, companies strive to provide the best services that perceived as good by the customers. In order to bring a perception of standard services to the customers, there will be continuous training to the waiters/waitress, ticket sellers and bus driver. This is to improve their attitudes when dealing with the passengers, their selling skills and also bus drivers' driving skills. The training programmes are essential to maintain or upgrade their skills in respectively areas for the purpose of providing quality service to the customers. Besides, rewards will be given to the selected best service providers in order to motivate them to do better in their jobs.

5.5 Customer Support

Air Café Bus Sdn Bhd operating time will be from 6am until 11pm.

5.5.1 Company Website

Company website is an effective and efficient channel to support customers in the terms of information and knowledge. In our company website (www.aircafebus.blogspot.com), we do provide information such as schedule of buses, pricing, address, contact number, company's vision and mission, recent doings and so on. These are all important information to support customers' decision on choosing suitable transportation. Hence, Air Café Bus official website will update regularly in order to provide the newest and accurate information to the browsers. On top of that, customers are welcome to make their booking through our official website.

5.5.2 Phone Call

Apart from the company website, Air Café Bus also provides customer support through phone call. If the customers have any inquiry about the services our company provided, they may call to company's office number. There will be staffs who answer to customers' inquiries and telephone booking for the bus tickets. Our company's office number is shown in our company website, Facebook, flyers, banners, newspaper and so forth.

5.5.3 Feedback Letter

Another customer support tool for Air Café Bus will be the feedback letter. There will be feedback letters place at the reading areas in the bus. Customers are welcomed to leave their comments, positive or negative feedback, their impression towards our service performance on the feedback letters. With the feedback of the customers, our company can continuous improve our service performance in order to become the leader in this bus transportation service industry.

6.0 MANAGEMENT TEAM

6.1 Management Team

Wong Chun Kit, CEO and Cofounder, Age 23

According to Robbins (2010) stated that CEO is stand for Chief Executive Officer and he is responsible for the success or failure of the company. Operations, marketing, strategy, financing, creation of company culture, human resources, hiring, firing, compliance with safety regulations, sales, PR and many more. CEO main duties are setting vision and mission for the company. Besides, CEO is also needed to create company culture, do some team building job and also do a good capital allocation for the company.

Chun Kit had a wide experience in handling a company operation no matter from the highest level of management to the lowest level of management. Chun Kit's father is also an experienced entrepreneur and he owned a plastic making factory. Every day, Chun Kit followed his dad to the factory and sees how his dad operated the whole factory since he was young. When he grows older, he would sometimes help his dad to delegate job and set target or mission for the workers and the company. He learned how to manage employees, staffing, marketing and budgeting when he was still a child. He sometimes would even go meet up with client or banker together with his dad. Chun Kit was an experienced person whenever talk about managing a company overall.

Therefore, Chun Kit intended to take an entrepreneur course in UTAR to learn more about management and how to become a successful entrepreneur to help his dad on his current business. However, Chun Kit is a visionary and risk taker person. He does not like to stick to one particular business too long. He like to create a brand new business in Malaysia or venture in some company that he think will bring tones of profits to him. Hence, he has come out with our current

business idea and he was looking forward for this plan to success and make profits in the future. He will work comfortably by taking on this position.

Hew Jing Yi, COO and Cofounder, Age 23

According to “The Job Description...” (2010) stated that the Chief Operating Officer, more commonly known as COO, is responsible for the day-to-day activities of the corporation. The COO is normally responsible for anything that has to do with the products of the company. Specifically, inventory control, maintaining and exceeding quality standards, employee management, ensuring department heads stay on budget, warehousing, moving products out in a timely manner, installing systems, rules and regulations to make the organization run smoother and more efficiently, as well as removing bottlenecks from one segment of the operation which might slow down the productivity of another. Hence, chief operating officers are typically people who are detail oriented. They tend to be perfectionists and are good at what they do because they are results oriented people.

Jing Yi had a wide experienced on managing a daily operation of a company. This is because she was trained to manage daily operation of a travel agency when she was young. She usually would help out her relative to manage a travel agencies daily operation whenever she is free during semester break or whenever she has holiday. Jing Yi is a problem solver as well. Whenever she encounter with a problem, she will immediately solve the problem instead of just put aside the problem. Hence, she was trained to solve every single daily operation problem when she was young. Besides, she is a punctual and schedule oriented person. She makes sure that daily operation of the company will not delay or changes. This is an important trait for a COO.

To further enhance her knowledge on management, she had joined UTAR and took Entrepreneurship course there. Over 3 years of study in UTAR, she had gained a lot of new knowledge regarding to management types. She had a huge improvement on her skills to make sure that all daily operation of her daily life or company daily operation runs smoothly. Hence, Jing Yi is the most suitable person for this position.

Low Chai Leng, CFO or Cofounder, Age 24

According to “Sample Job Description...” (2010) stated that the Chief Financial Officer (CFO) provides both operational and programmatic support to the organization. The CFO supervises the finance unit and is the chief financial spokesperson for the organization. The CFO reports directly to the CEO and directly assists the COO on all strategic and tactical matters as they relate to budget management, cost benefit analysis, forecasting needs and the securing of new funding. CFO essential duties and responsibilities are assisting in performing all tasks necessary to achieve the mission and help execute staff succession and growth plans. Train the Finance Unit and other staff on raising awareness and knowledge of financial management matters. Work with the President/CEO on the strategic vision including fostering and cultivating stakeholder relationships on city, state, and national levels, as well as assisting in the development and negotiation of contracts and many others more duties.

Chai Leng was born to be a genius in accounting field. This is because she came from a family background where a few of her family member are great accountant. She had a lot of experienced in accounting field because she was exposed to accounting when she was very young. She was taught by her elder sister about account and slowly her interest towards account grows from day to day. Not only that, she is also an LCCI student where she already completed her LCCI course.

However, she found out that her management skills are a little bad. No matter how good her account basic, she still need a good management basic to have a better future in the working society. Hence, she had taken an Entrepreneurship course at UTAR to enhance her management skills and her communication skills as well. Hence, she is the most qualify person to hold on the CFO post.

Ho Keng Soon, Marketing Manager, Age 22

According to “Marketing Manager Job...” (2010) stated that the general purpose of Marketing Manager is to develop, establish and maintain marketing strategies to meet organizational mission and vision. It also helps in creating an effective management of the marketing, advertising and promotional activities of the organization. Their main duties are managing and coordinating all marketing, advertising and promotional staff and activities. Conduct market research to determine market requirements for existing and future products. Analysis of customer research, current market conditions, competitor information and, many others more.

Keng Soon is a very talented person whenever we talk about marketing a products or service to people. He was born and gifted with such talent. When he was young, he was a talkative and sociable person where he loved to talk, shared idea and social among people. Hence, in order to further develop his ability, he had worked at Sony Style at KLCC as a product advisor. This job required employees to introduce Sony products, briefly tell customers the function of the products and try to pursue that person to buy the products. During this short period of time, he had developed a lot in his ability to pursue people and share out information to people.

To have more additional information and skills, he had further his study at UTAR and taking an Entrepreneurship courses. During these 3 years of studies, he had learned a lot, did a lot, and gained a lot. He had become more mature, knew what customer wants and learned how to pursue people to buy more effectively. Hence, he has the best characteristic or skills needed to take on the marketing manager position.

Ang Jing Yuh, Public Relation Manager and Cofounder, Age 22

According to “Public Relation Management...” (2010) stated that a public relations manager plays an important role in communicating the company's policy. He may use all forms of media and communications. He is seriously involved in preparing publicity brochures, handouts, promotional videos and multimedia programs that serve to reach the company's policies to the public. A public relations manager ensures that effective press releases are written by his team and that they provide comprehensive information about the company, for the media. A public relations manager forms an important bridge between the company, the media and other organizations. He answers all questions related to the company's strategies. Besides acting as a mode of communication with the company and the public in general, a public relations manager also plays an important role of improving the relation between the management and the employees.

Jing Yuh is a person who has a very good communication skill with people. Whenever it comes to dealing with others which need to bargain for the best alternatives for the company, Jing Yuh is the best person because she will surely get the best alternatives for the company. Jing Yuh has a lot of friends and she can work well and deal well with any kinds of people from Malay, Chinese and Indian. Her talent was actually inherited from her father who is a very friendly and happy going person.

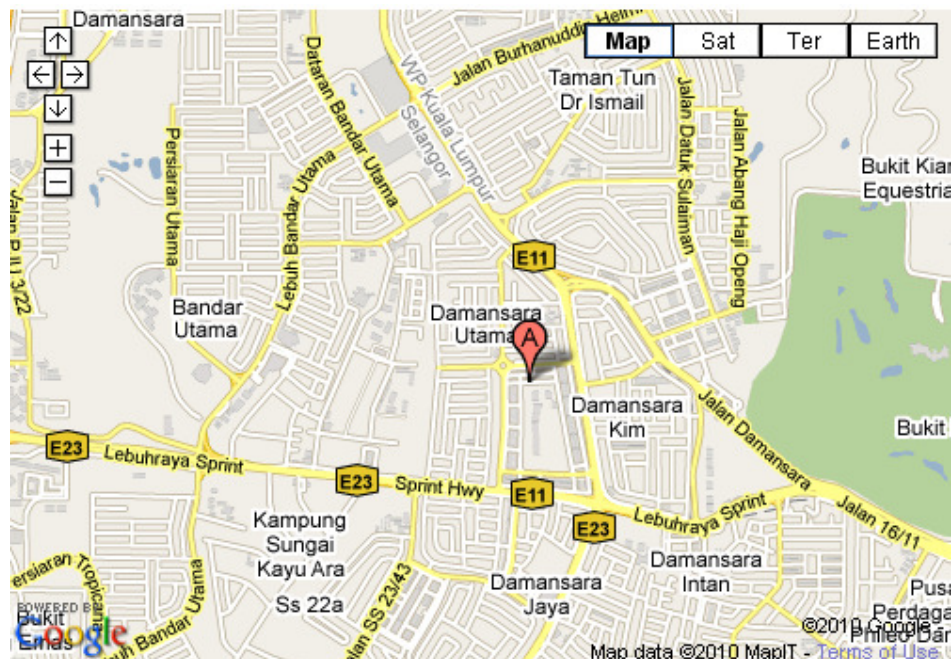
Therefore, Jing Yuh has had taken an Entrepreneurship course at UTAR to gain more knowledge on management. This is because she wants to gain some extra knowledge or skills beside her public relation skills. This will definitely help her a lot in finding job or change job in the future. This will definitely increase her market price in the industries.

6.2 Key Professional Service Providers

Law Firm

Low and Partners is law firm that help Air Cafe Bus and give advice in the legal issues. Their office are located at 42-B, Jalan SS 21/58 Damansara Utama (Uptown), Petaling Jaya, 47400 Selangor. The firm telephone number is 03-77295293 and their e-mail is Admin@LowPartners.com.

Figure 6.1: Location of Low and Partners Law Firm



Source: Low and Partners Law Firm, 2009

Account Firm

Sekhar & Tan is an accounting firm that gives Air Cafe Bus advice and helps in the company account and taxes for the long term. Their office is located at Suite 16-8, Level 16, Lobby B, Wisma UOA II, No.21 Jalan Pinang, 50450 Kuala Lumpur, Malaysia. Their telephone number is 03-21702688 and their company e-mail is office@sektan.com.my

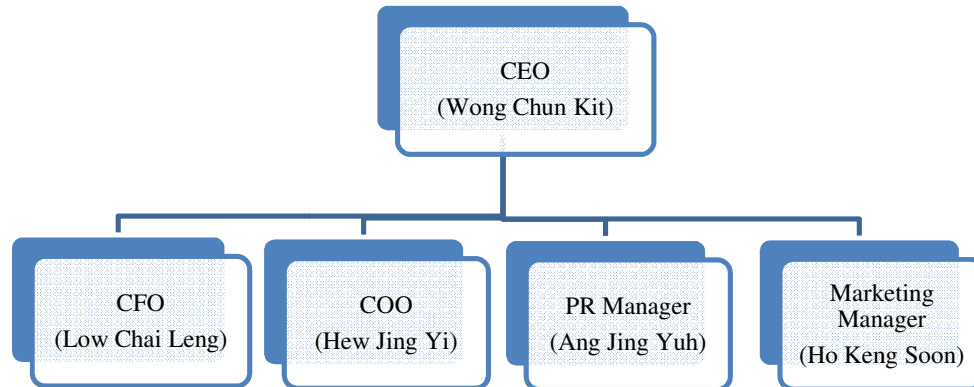
Business Consultant

Smart Focus is a firm that consults Air Café Bus in the business. What Air Cafe Bus should or should not do at the moment. Their office is located at Unit 13A-07, 138 Plaza, Jalan Ampang, 50450 Kuala Lumpur. Their telephone number is 03-27113453 and their company e-mail is info@smartfocus.com.my

**7.0 COMPANY STRUCTURE, INTELLECTUAL
PROPERTY, AND OWNERSHIP**

7.1 Organization Structure

Figure 7.1: Air Café Bus Sdn Bhd's Organizational Structure Chart



Source: Developed From Research

According to the chart above, this is the top management of the company. It includes five main people and position which is the CEO, CFO, COO, PR Manager and also Marketing Manager.

These five people or position are very important to the company and they could make major changes to the company. The highest authority in the organization is the CEO which is Wong Chun Kit. He will have the ultimate decision power and every single decision regarding to the company will be decide by him. He will also draft out the company mission, target, vision and many more together with the other four members.

As for the CFO, it will be handles by a person with a lot of experience in handling account or cash of a company. It will be handled by Low Chai Leng where her background showed us her talent in accounting. CFO needs to take care of the cash flow of the company. Every single in and out flow of the money has to notify the CFO. At last, at the end of every month, CFO will draft out the income statement and balance sheet of the company to show that whether the company make profit or suffer losses after deducting out every single expenses.

COO also plays an important role in the company. It must be handles by a person who is dedicated to the job, will settle problem fast, will not run away from problem, a fast thinker and a person who can think out a solution fast. Hence, this position will be handled by Hew Jing Yi who has a wide experience on this area. Her previous job experienced was to handle a daily plan and to make sure that everything is going smoothly according to the plan given.

Moreover, as for the position of Public Relation Manager, it will be taken by a person who has a wide networking. Besides, that person must also have good communication skills, know how to work well and pursue people and also not least is always thinks on behalf of the company. Every bargaining made or decision made must lead to the greatest benefit to the company. As a Public Relation Manager, that person should also know how to handle a bargaining situation with other company and get the best out of it. Hence, this position will be handles by Ang Jing Yuh who is a very people oriented person. She likes to work with people and communicate with people. Not least, she has a good communication skill as well.

Lastly is the Marketing Manager position of the company. This position must be handles by a person who had experienced in selling products to customers and does have personal contact before with customers. Person who is going to hold on to this position should also know well what people nowadays want and demands for. Besides that, that person should also have a good communication skills and

pursuing power as well. Hence, this position is best suit Ho Keng Soon to handle it because he does has a personal contract with customers before and he knew well what people nowadays want and needs.

Last but not least, every single position is important in the company. Each position cannot be cut off because they will be in charge for different departments and field. The right person with the right skills should be assign to the right position. If the company manages to do so, the company will be heading to success and making profits because everything will be done correctly and no problem will occurs.

7.2 Legal Structure

Our company legal structure will be in a partnership form. According to “Partnership...” (2010) stated that partnership is a type of unincorporated business organization in which individuals, called general partners, manage the business and are equally liable for its debts. Other individuals called limited partners may invest but not directly involved in management and are liable only to the extent of their investments. In a partnership each partner shares equal responsibility for the company's profits and losses, and its debts and liabilities. The partnership itself does not pay income taxes, but each partner has to report their share of business profits or losses on their individual tax return. Estimated tax payments are also necessary for each of the partners for the year in progress. Partnerships must file a return on Form 1065 showing income and deductions.

Our new company that will be establish will be in a partnership form and the profit or losses of the company will be equally divided among the five of us as the cofounder of this company. The five of us will have an equal share on the company and every one of us will be handling a position according to our skills and abilities. Before opening the company, the five of us have to sign a Partnership Agreement or Deeds of Partnership. Every one of us is responsible for every profit and losses made by the company. Hence, we will do our best and give our best to work out every of our plan and bring the company in making profits in the future. Every profits made will be share equally among five of us.

There are a few advantages of partnership such as having more expertise and more resources for capital and the business risks can be distributed and shared among partners. By doing partnership the five of us with different expertise in different field will be able to contributes a lot to the company. We will share our knowledge in the field and position that we hold in the company. Besides, the resources capital and risk also could be share equally among partners. There are also limitations for partnership such as all partners will carry the same responsibilities. This means that you are liable for risks and debts of the business even if it is caused by other partners. With unlimited liability, each partner is also liable to use their private money to meet the partnership's debts. Not only that, disagreements and disputes may occur among partners and this may interrupt

business plans or operational efficiency as well. A Partnership's lifespan is limited as well and it may end if any one of the partners has mental disorder, falls bankrupt, resigns or dies.

7.3 Intellectual Property

According to “What is intellectual...” (2010) stated that Intellectual property (IP) refers to creations of the mind such as inventions, literary and artistic works, and symbols, names, images, and designs used in commerce. IP is divided into two types which is industrial property, which includes inventions (patents), trademarks, industrial designs, and geographic indications of source. The second type is Copyright, which includes literary and artistic works such as novels, poems and plays, films, musical works, artistic works such as drawings, paintings, photographs and sculptures, and architectural designs. Rights related to copyright include those performing artists in their performances, producers of phonograms in their recordings, and those of broadcasters in their radio and television programs.

Currently, our new business does not have any intellectual property yet but in the future we will definitely register our company or business. This is to prevent others competitors from copying our business services. By having our company registers and protected, our business idea will be fully protected from other company from copying or duplicating our business services or idea. Besides protecting the business idea, intellectual property could also be a trademark for our business. After we had registered our business, there will be a logo or slogan for our business. Whenever we hear the particular slogan or see the particular logo, we will directly think of which company and what service they are providing. For example Mc Donald, whenever we see an M logo, we will know its McDonald and it is a fast food restaurant that provide mainly on burgers.

8.0 FINANCIAL PLAN

8.1 Capital Requirement for the Next Five (5) Years

Sources of Fund

Start-up capital is the main resources for operations of Air Café Bus business venture. Each shareholder will invest RM 50,000 as the startup capital, and we will take RM 300,000 long-term loan from bank. According to the percentage of capital invested, each shareholder hold 20% shares in our business. That mean we are holding equally dividend in the business. Table 8.1 shows the capital requirement for Air Café Bus.

Table 8.1 Capital Requirement for Next 5 Year

	RM	RM
<u>Startup Costs</u>		
Bus Rental Deposit (3 months)		225,000
Furniture and Fitting for the bus		35,000
Kitchen and Bar Equipment		50,000
Architect of Buses		15,000
Counter Rental for KL Sentral (deposit)		6,000
Counter Rental for KLIA (deposit)		9,000
Counter Rental for LCCT (deposit)		6,000
Total Startup Costs		346,000
<u>Equity</u>		
Capital		250,000
<u>Long-Term Liabilities</u>		
Long-term Loan		300,000
Total Equity and Liabilities		550,000
Calculation of Working Capital		
Total Equity and Liabilities		550,000
Less: Startup Costs		346,000
Balance Cash		204,000

Cash in Bank		150,000
Cash in Hand		54,000

8.2 Overview of Financial Projection

The financial statements depend on important assumptions. The key underlying assumptions are as follows:

General Assumptions

1. Business sales' of Air Café Bus will continue grow for next five year.

Financial Statements (Assumptions)

Income Statements:

1. Sales forecasts are based on the analysis presented in the “Industry Analysis” section of this business plan. Sales are projected to increase 20% every year.
2. Cost of goods sold (COGS) of Air Café Bus is 30% of the Café sales.
3. All sales are cash sales. There are no credit sales in our business.
4. All purchase of raw material is made by cash and the payment will pay in that month.
5. No depreciation costs for double ducker buses and architect of buses.
6. The furniture and fitting will be depreciated on a straight line basis, at 10% per annum at the end of the year. Kitchen and bar equipment will be similarly depreciated, but at 12% per annum.
7. Employees Provident Fund (EPF) figure at 12% of salary and Socso will figure at 1.75% of the salary every month.
8. Advertising will be RM1,500 per month from the year 2012 to 2013. In the year 2014 onward there will not be any advertising cost incur.
9. The maintenance and repair fees will be RM5,000 semi-annually.
10. Air Café Bus will be taxed 20% on the profit according to company tax rate 2010.

Cash Flow:

1. Rental for double ducker buses is paid by bank, not by cash.

Balance Sheets:

1. Accumulation of overdraft bank is based on the ability of business to pay.

8.3 Pro Forma Income Statement for the Next Five (5) year

Air Café Bus Sdn Bhd

Income Statement for the Year Ended 31 December 2012

	Jan	Feb	Mar	Apr	May	Jun
	RM	RM	RM	RM	RM	RM
Sales :						
Bus ticket	86,000	97,400	76,750	78,350	87,050	92,600
Café sales	2,350	3,900	1,980	2,010	2,270	2,890
Net Sales	88,350	101,300	78,730	80,360	89,320	95,490
Less: Cost of Goods Sold	705	1,170	594	603	681	867
Gross Profit	87,645	100,130	78,136	79,757	88,639	94,623
Less : Expenses						
Salaries and Wages	12,500	12,500	12,500	12,500	12,500	12,500
Insurance	2,500	2,500	2,500	2,500	2,500	2,500
Advertising	1,500	1,500	1,500	1,500	1,500	1,500
Bank Interest	1,888	1,886	1,885	1,883	1,882	1,880
Bank Loan Installment	220	222	223	225	226	228
Business License	500	-	-	-	-	-
License Fee Renewal	-	-	-	-	-	-
Maintenance and Repair Fees	-	-	-	-	-	5,000
Rental for Buses	75,000	75,000	75,000	75,000	75,000	75,000
Rental for Counters	7,000	7,000	7,000	7,000	7,000	7,000
Fuel	45,000	45,000	45,000	45,000	45,000	45,000
Electricity	100	100	100	100	100	100
Water	100	100	100	100	100	100
Telephone Bill and Utilities	200	200	200	200	200	200
Sales and Marketing	250	250	250	250	250	250
EPF	1,500	1,500	1,500	1,500	1,500	1,500
Socso	219	219	219	219	219	219
Depreciation	-	-	-	-	-	-
Attorney Fees	2,000	-	-	-	-	-
Auditor Fees	-	-	-	-	-	-
Total Expenses	150,477	147,977	147,977	147,977	147,977	152,977
Net Profit Before Tax	-62,832	-47,847	-69,841	-68,220	-59,338	-58,354

(Continued)

	Jul	Aug	Sept	Oct	Nov	Dec	Total
	RM	RM	RM	RM	RM	RM	RM
Sales :							
Bus ticket	79,750	88,600	97,900	103,200	109,250	110,400	1,107,250
Café sales	2,440	2,730	3,020	3,320	3,500	3,660	34,070
Net Sales	82,190	91,330	100,920	106,520	112,750	114,060	1,141,320
Less: Cost of Goods Sold	732	819	906	996	1,050	1,098	10,221
Gross Profit	81,458	90,511	100,014	105,524	111,700	112,962	1,131,099
Less : Expenses							
Salaries and Wages	12,500	12,500	12,500	12,500	12,500	12,500	150,000
Insurance	2,500	2,500	2,500	2,500	2,500	2,500	30,000
Advertising	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Bank Interest	1,879	1,878	1,876	1,875	1,873	1,872	22,557
Bank Loan Installment	229	230	232	233	235	236	2,739
Business License	-	-	-	-	-	-	500
License Fee Renewal	-	-	-	-	-	392	392
Maintenance and Repair Fees	-	-	-	-	-	5,000	10,000
Rental for Buses	75,000	75,000	75,000	75,000	75,000	75,000	900,000
Rental for Counters	7,000	7,000	7,000	7,000	7,000	7,000	84,000
Fuel	45,000	45,000	45,000	45,000	45,000	45,000	540,000
Electricity	100	100	100	100	100	100	1,200
Water	100	100	100	100	100	100	1,200
Telephone Bill and Utilities	200	200	200	200	200	200	2,400
Sales and Marketing	250	250	250	250	250	250	3,000
EPF	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Socso	219	219	219	219	219	219	2,628
Depreciation	-	-	-	-	-	9,500	9,500
Attorney Fees	-	-	-	-	-	-	2,000
Auditor Fees	-	-	-	-	-	2,000	2,000
Total Expenses	147,977	147,977	147,977	147,977	147,977	164,869	1,800,116
Net Profit Before Tax	-66,519	-57,466	-47,963	-42,453	-36,277	-51,907	-669,017
Taxes							NIL
Net Profit After Tax							-669,017

Air Café Bus Sdn Bhd

Income Statement for the Year Ended 31 December

	2013	2014	2015	2016
	RM	RM	RM	RM
Sales :				
Bus ticket	1,328,700	1,594,440	1,913,328	2,295,994
Café sales	40,884	49,061	58,873	70,628
Net Sales	1,369,584	1,643,501	1,972,201	2,366,622
Less: Cost of Goods Sold	12,265	14,718	17,662	21,188
Gross Profit	1,357,319	1,628,783	1,954,539	2,345,434
Less : Expenses				
Salaries and Wages	150,000	150,000	150,000	150,000
Insurance	30,000	30,000	30,000	30,000
Advertising	18,000	-	-	-
Bank Interest	22,342	22,112	21,863	21,625
Bank Loan Installment	2,953	3,184	3,432	3,700
Business License	-	-	-	-
License Fee Renewal	392	392	392	392
Maintenance and Repair Fees	10,000	10,000	10,000	10,000
Rental for Buses	900,000	900,000	900,000	900,000
Rental for Counters	84,000	84,000	84,000	84,000
Fuel	540,000	540,000	540,000	540,000
Electricity	1,200	1,200	1,200	1,200
Water	1,200	1,200	1,200	1,200
Telephone Bill and Utilities	2,400	2,400	2,400	2,400
Sales and Marketing	3,000	3,000	3,000	3,000
EPF	18,000	18,000	18,000	18,000
Socso	2,628	2,628	2,628	2,628
Depreciation	9,500	9,500	9,500	9,500
Attorney Fees	-	-	-	-
Auditor Fees	2,000	2,000	2,000	2,000
Total Expenses	1,797,615	1,779,616	1,779,615	1,779,645
Net Profit Before Tax	-440,296	-150,833	174,924	565,789
Taxes	NIL	NIL	34,985	113,158
Net Profit After Tax	-440,296	-150,833	139,939	452,631

8.4 Cash Flow Projections for the Next Five (5) year

Air Café Bus Sdn Bhd

Cash Flow Projection for the Year Ended 31 December 2012

	Jan RM	Feb RM	Mar RM	Apr RM	May RM	Jun RM
Beginning Cash Balance	54,000	66,168	93,321	98,480	105,260	120,922
Cash Inflows (Income)						
Cash Sales:						
Bus ticket	86,000	97,400	76,750	78,350	87,050	92,600
Café sales	2,350	3,900	1,980	2,010	2,270	2,890
Available Cash Balance	142,350	167,468	172,051	178,840	194,580	216,412
Cash Outflows (Expenses)						
Purchase	705	1,170	594	603	681	867
Salaries and Wages	12,500	12,500	12,500	12,500	12,500	12,500
Insurance	2,500	2,500	2,500	2,500	2,500	2,500
Advertising	1,500	1,500	1,500	1,500	1,500	1,500
Bank Interest	1,888	1,886	1,885	1,883	1,882	1,880
Bank Loan Installment	220	222	223	225	226	228
Business License	500	-	-	-	-	-
License Fee Renewal	-	-	-	-	-	-
Maintenance and Repair Fees	-	-	-	-	-	5,000
Rental for Buses	-	-	-	-	-	-
Rental for Counters	7,000	7,000	7,000	7,000	7,000	7,000
Fuel	45,000	45,000	45,000	45,000	45,000	45,000
Electricity	100	100	100	100	100	100
Water	100	100	100	100	100	100
Telephone Bill and Utilities	200	200	200	200	200	200
Sales and Marketing	250	250	250	250	250	250
EPF	1,500	1,500	1,500	1,500	1,500	1,500
Socso	219	219	219	219	219	219
Attorney Fees	2,000	-	-	-	-	-
Auditor Fees	-	-	-	-	-	-
Taxes	-	-	-	-	-	-
Bank	-	-	-	-	-	-
Total Cash Outflows	76,182	74,147	73,571	73,580	73,658	78,844
Ending Cash Balance	66,168	93,321	98,480	105,260	120,922	137,568

(Continued)

	Jul	Aug	Sept	Oct	Nov	Dec	Total
	RM	RM	RM	RM	RM	RM	RM
Beginning Cash Balance	137,568	146,049	163,583	190,620	223,167	261,890	54,000
Cash Inflows (Income)							
Cash Sales:							
Bus ticket	79,750	88,600	97,900	103,200	109,250	110,400	1,107,250
Café sales	2,440	2,730	3,020	3,320	3,500	3,660	34,070
Available Cash Balance	219,758	237,379	264,503	297,140	335,917	375,950	1,195,320
Cash Outflows (Expenses)							
Purchase	732	819	906	996	1,050	1,098	10,221
Salaries and Wages	12,500	12,500	12,500	12,500	12,500	12,500	150,000
Insurance	2,500	2,500	2,500	2,500	2,500	2,500	30,000
Advertising	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Bank Interest	1,879	1,878	1,876	1,875	1,873	1,872	22,557
Bank Loan Installment	229	230	232	233	235	236	2,739
Business License	-	-	-	-	-	-	500
License Fee Renewal	-	-	-	-	-	392	392
Maintenance and Repair Fees	-	-	-	-	-	5,000	10,000
Rental for Buses	-	-	-	-	-	-	0
Rental for Counters	7,000	7,000	7,000	7,000	7,000	7,000	84,000
Fuel	45,000	45,000	45,000	45,000	45,000	45,000	540,000
Electricity	100	100	100	100	100	100	1,200
Water	100	100	100	100	100	100	1,200
Telephone Bill and Utilities	200	200	200	200	200	200	2,400
Sales and Marketing	250	250	250	250	250	250	3,000
EPF	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Socso	219	219	219	219	219	219	2,628
Attorney Fees	-	-	-	-	-	-	2,000
Auditor Fees	-	-	-	-	-	2,000	2,000
Taxes	-	-	-	-	-	-	0
Bank	-	-	-	-	-	200,000	200,000
Total Cash Outflows	73,709	73,796	73,883	73,973	74,027	281,467	1,100,837
Ending Cash Balance	146,049	163,583	190,620	223,167	261,890	94,483	94,483

Air Café Bus Sdn Bhd

Cash Flow Projection for the Year Ended 31 December

	2013	2014	2015	2016
	RM	RM	RM	RM
Beginning Cash Balance	94,483	63,687	72,354	21,793
Cash Inflows (Income)				
Cash Sales:				
Bus ticket	1,328,700	1,594,440	1,913,328	2,295,994
Café sales	40,884	49,061	58,873	70,628
Available Cash Balance	1,464,067	1,707,188	2,044,555	2,388,415
Cash Outflows (Expenses)				
Purchase	12,265	14,718	17,662	21,188
Salaries and Wages	150,000	150,000	150,000	150,000
Insurance	30,000	30,000	30,000	30,000
Advertising	18,000	-	-	-
Bank Interest	22,342	22,112	21,863	21,625
Bank Loan Installment	2,953	3,184	3,432	3,700
Business License	-	-	-	-
License Fee Renewal	392	392	392	392
Maintenance and Repair Fees	10,000	10,000	10,000	10,000
Rental for Buses	-	-	-	-
Rental for Counters	84,000	84,000	84,000	84,000
Fuel	540,000	540,000	540,000	540,000
Electricity	1,200	1,200	1,200	1,200
Water	1,200	1,200	1,200	1,200
Telephone Bill and Utilities	2,400	2,400	2,400	2,400
Sales and Marketing	3,000	3,000	3,000	3,000
EPF	18,000	18,000	18,000	18,000
Socso	2,628	2,628	2,628	2,628
Attorney Fees	-	-	-	-
Auditor Fees	2,000	2,000	2,000	2,000
Taxes	-	-	34,985	113,158
Bank	500,000	750,000	1,100,000	1,350,000
Total Cash Outflows	1,400,380	1,634,834	2,022,762	2,354,491
Ending Cash Balance	63,687	72,354	21,793	33,924

8.5 Pro Forma Balance Sheet for the Next Five (5) year

Air Café Bus Sdn Bhd

Balance Sheet as at 31 December 2012

	Cost	Accumulated Depreciation	Net Book Value
	RM	RM	RM
<u>Fixed Assets</u>			
Furniture and Fitting for the bus	35,000	3,500	31,500
Kitchen and Bar Equipment	50,000	6,000	44,000
Architect of Buses	15,000	-	15,000
	100,000	9,500	90,500
<u>Current Assets</u>			
Cash in Hand		94,483	
Bank		-550,000	
prepayment assests:			
Bus Rental Deposit		225,000	
Counter Rental for KL Sentral (deposit)		6,000	
Counter Rental for KLIA (deposit)		9,000	
Counter Rental for LCCT (deposit)		6,000	-209,517
			-119,017
<u>Financed By:</u>			
Capital as 1 Jan			250,000
Add Net Profit After Tax			-669,017
Capital as 31 Dec			-419,017
<u>Long-Term Liabilities</u>			
Long-term Loan			300,000
			-119,017

Air Café Bus Sdn Bhd

Balance Sheet as at 31 December 2013

	Cost	Accumulated Depreciation	Net Book Value
	RM	RM	RM
<u>Fixed Assets</u>			
Furniture and Fitting for the bus	35,000	7,000	28,000
Kitchen and Bar Equipment	50,000	12,000	38,000
Architect of Buses	15,000	-	15,000
	100,000	19,000	81,000
<u>Current Assets</u>			
Cash in Hand		63,687	
Bank		-950,000	
prepayment assests:			
Bus Rental Deposit		225,000	
Counter Rental for KL Sentral (deposit)		6,000	
Counter Rental for KLIA (deposit)		9,000	
Counter Rental for LCCT (deposit)		6,000	-640,313
			-559,313
<u>Financed By:</u>			
Capital as 1 Jan			-419,017
Add Net Profit After Tax			-440,296
Capital as 31 Dec			-859,313
<u>Long-Term Liabilities</u>			
Long-term Loan			300,000
			-559,313

Air Café Bus Sdn Bhd

Balance Sheet as at 31 December 2014

	Cost	Accumulated Depreciation	Net Book Value
	RM	RM	RM
<u>Fixed Assets</u>			
Furniture and Fitting for the bus	35,000	10,500	24,500
Kitchen and Bar Equipment	50,000	18,000	32,000
Architect of Buses	15,000	-	15,000
	100,000	28,500	71,500
<u>Current Assets</u>			
Cash in Hand		72,354	
Bank		-1,100,000	
prepayment assests:			
Bus Rental Deposit		225,000	
Counter Rental for KL Sentral (deposit)		6,000	
Counter Rental for KLIA (deposit)		9,000	
Counter Rental for LCCT (deposit)		6,000	-781,646
			-710,146
<u>Financed By:</u>			
Capital as 1 Jan			-859,313
Add Net Profit After Tax			-150,833
Capital as 31 Dec			-1,010,146
<u>Long-Term Liabilities</u>			
Long-term Loan			300,000
			-710,146

Air Café Bus Sdn Bhd

Balance Sheet as at 31 December 2015

	Cost	Accumulated Depreciation	Net Book Value
	RM	RM	RM
<u>Fixed Assets</u>			
Furniture and Fitting for the bus	35,000	14,000	21,000
Kitchen and Bar Equipment	50,000	24,000	26,000
Architect of Buses	15,000	-	15,000
	100,000	38,000	62,000
<u>Current Assets</u>			
Cash in Hand		21,793	
Bank		-900,000	
prepayment assests:			
Bus Rental Deposit		225,000	
Counter Rental for KL Sentral (deposit)		6,000	
Counter Rental for KLIA (deposit)		9,000	
Counter Rental for LCCT (deposit)		6,000	-632,207
			-570,207
<u>Financed By:</u>			
Capital as 1 Jan			-1,010,146
Add Net Profit After Tax			139,939
Capital as 31 Dec			-870,207
<u>Long-Term Liabilities</u>			
Long-term Loan			300,000
			-570,207

Air Café Bus Sdn Bhd

Balance Sheet as at 31 December 2016

	Cost	Accumulated Depreciation	Net Book Value
	RM	RM	RM
<u>Fixed Assets</u>			
Furniture and Fitting for the bus	35,000	17,500	17,500
Kitchen and Bar Equipment	50,000	30,000	20,000
Architect of Buses	15,000	-	15,000
	100,000	47,500	52,500
<u>Current Assets</u>			
Cash in Hand		33,924	
Bank		-450,000	
prepayment assests:			
Bus Rental Deposit		225,000	
Counter Rental for KL Sentral (deposit)		6,000	
Counter Rental for KLIA (deposit)		9,000	
Counter Rental for LCCT (deposit)		6,000	-170,076
			-117,576
<u>Financed By:</u>			
Capital as 1 Jan			-870,207
Add Net Profit After Tax			452,631
Capital as 31 Dec			-417,576
<u>Long-Term Liabilities</u>			
Long-term Loan			300,000
			-117,576

8.6 Payback and Exit Strategy

8.6.1 Payback

Table 8.1: Income from Year 2012 until 2018 (Projections)

	2012	2013	2014	2015	2016	2017	2018
	RM	RM	RM	RM	RM	RM	RM
Net Profit / Loss	-669,017	-440,296	-150,833	139,939	452,631	827,895	1,278,210
Add: Depreciation	9,500	9,500	9,500	9,500	9,500	9,500	9,500
Total	-659,517	-430,796	-141,333	149,439	462,131	837,395	1,287,710

The start-up cost of Air Café Bus Sdn Bhd is RM 250,000. We estimated our business will have the loss profit at first three year. This is because our company has many expenses. And we will gain positive retained earnings start from year 2015.

Table 8.2: Computation of Payback Period

Year	Cash Flow	Accumulated Cash Flow
0	-250,000	-250,000
1	-659,517	-909,517
2	-430,796	-1,340,313
3	-141,333	-1,481,646
4	149,439	-1,332,207
5	462,131	-870,076
6	837,395	-32,681
7	1,287,710	1,255,029

Payback Period = 6 + (32681 / 1287710)

$$= 6 + 0.025$$

$$= 6.025 \text{ years}$$

$$= 6 \text{ years and 3 months}$$

According to Table 8.2, Air Café estimated to achieve positive earnings at year 2015 and the payback period is 6 years and 3 months. That means we able to payback all the start-up capital at March 2017. And we only able start sharing dividend to the shareholders at year 2017.

8.6.2 Exit Strategy

Air Cafe Bus Sdn Bhd (Air Cafe) financial report shown that it will provide good profits for every investor due to our company good performance and our business concept uniqueness. We believe that Air Cafe bus business performance will increase constantly every year. We are planning to expand our business to every main bus station in the east and east Malaysia in the future.

However, if there are something's happen to the company in the future, exit strategy is also crucial for investors to lessen the impact of certain unexpected circumstances that might happen to the company. Therefore, we have come out with two ways.

Transfer share

Air Cafe may be sold to a third party who is outsider that is interested to continue the business, or merge with other firm which are willing to merge with Air Cafe. The organizational structure and operation may be subject to changes according to the policy agrees in the future.

Liquidation

Liquidation is to wind up the whole Air Cafe Company. If the Air Bus Cafe fail to manage the company or fail to find a new owner, all assets will be sell off to pay the creditors and employees. After that, the remaining pool of money will be pay to shareholder according to the capital contribution.

9.0 CRITICAL RISK FACTORS

9.1 Management Risks

According to “Investopedia,” (2010) stated that the risks associated with ineffective, destructive or underperforming management, which hurts shareholders and the company or fund being managed. This term refers to the risk of the situation in which the company and shareholders would have been better off without the choices made by management. There is always certain risk to overcome in every single company or business. There will not be any company that can be form up without encountering any problem at all. The most common risk that every company will encounter is on their management team. There are a lot of risk and problem that can occur on that certain part. The management risk that might be occurs are disagreed with each other idea, suggestion or opinion.

This problem might occur when every board of director cannot agree on a single solution or decision. This is because every board of director came from different kind of family background, education background, working background and different working skills and abilities as well. Hence, all of them will be having their own different perception and they are looking at a certain issue differently. Not only that, their perceptions or ways of solving the particular issue will be different as well because of their different mindset. As for our company, management risk might happen as well. Even though we are all from the same university, but we have different family background, different skills and different solving problem styles. Hence, we all have our own different perception. Miss Low, CFO might be emphasizing on profit and loss of the company, Miss Hew, COO might be emphasizing on the benefit of employees and daily operation of the company while Mr. Wong, CEO might be emphasizing on the long term goal of the company instead of the short term goal.

Besides this problem, another management risks is on the staffing side. Every company now is suffering from this particular problem. Every company Human Resource Department has to be highly capable to sort out every employee skill and place them at the right position in the company. If there is miss judgment on the person skill, the employee might be place on a wrong position where he cannot use his skill properly. When this happen, this will certainly lower down the productivity of the company and it might force the employee to resign due to the working pressure.

As for our company, this issue will not be happening between our boards of director because all of us are sort out and place to a certain positions according to our own skills and ability. Hence, wrong positioning will not be happening. However, in the future, this problem might be happening because there might be wrong positioning in the lower level management and the middle management employees. To solve this problem, our company will set a strict rule and interview session when hiring a HR Manager. This is to prevent wrong staffing from happening and to make sure that the manager is capable in solving such staffing problem.

9.2 Marketing Risks

According to Morailon (2001) stated that every marketing strategy or tactic you implement has the potential to bring in returns or help you close down your shop. Either, way it's your choice. Ever single company will have their own marketing strategy to capture their target market heart. However, there is certain risk in every marketing strategy. Not every marketing strategy will work or go according to plan. It might end up with disaster where it might not be able to capture their target market heart and might also cause their target market to have negative perception on the company as well. For example is Sanlu Company where they use excessive melamine in their dairy products and causes millions of babies in China suffer. Their marketing plan is to target price sensitive market by lowering down or maintain the dairy products price. They could provide customer with such price and still making profit is by cutting cost at certain area. Sanlu Company has decided to cut cost on the product itself by adding over dos of melamine instead of milk and this will cause problem to the human health. Hence, after this incident, this company had created a very bad impression to the public.

There are three main reasons or factors that will cause a marketing risk. The first factor is people. Every company has their own marketer to market their products to the market and create strategy to capture their target market heart. This marketing team has to be highly capable and know well what people nowadays need and how to capture their attention. Hence, the risk is that do every company able to find such capable person and find the right person for the job. If the person is not suitable for the position, his strategy will definitely cause disaster to the company. The second factor is time .Customer change their perception or feeling toward a product very fast. They attract to new product and change their mind very fast. Hence, marketer has to capture customer's heart in the shortest time and make tones of sales and profits out of it. So, time is a very important factor in determining which and what marketing strategy to use is the best to capture the customer at the particular time. The last factor is money. In every company, they

spend most of their money on advertising and marketing. Hence, to determine whether a company is making profit or lose is on how well they manage their marketing cost. If a company manages to create a marketing plan or start with the lowest cost and generate the highest profit, it is certainly a good strategy. If the company spends a lot on marketing and does not make profit out of it, it will cause loss to the company and it is a risk a company has to bear.

To capture the right target market, every marketer has to do a market research and come out with a 4 P's marketing strategy. The 4P's are product, promotion, place and price. There are risks at this strategy as well. If a marketer is not able to do a good research on the every aspect, the company might be using a wrong strategy and it will definitely create losses to the company. For example, Our company has our clear target market and also a very good marketing strategy to capture our target market. Hence, we are sure that our marketing risk will drop to the lowest because we had done our research well. We knew what our customers want and we knew how to bring attention to them.

9.3 Operating Risks

According to “Operating Risk,” (2010) stated that operating risk is a probability of loss due to changes in demand, input costs, management, obsolescence, operating leverage, prices and other such factors. Every single company will definitely encounter with operating risk no matter it is a newly form company or a mature company. Customer’s demand for the company product varies from time to time. Hence, it is very difficult to predict how much to produce every time. Examples of time where more products are required are on festive season or peak season. Due to the different demand, it is a risk for a company operating manager to decide how much to produce on that month. If too little it will definitely generate negative impression to customer and make the company suffer losses. If it is too much, it will be a loss to a company as well because the product cannot be sold out and need to be sold out for half price. Therefore, a good operating manager is needed to predict well the amount of product needed in every month.

Besides, the rise of raw material cost is also an operating risk. If the company over produce, it will definitely create more losses to the company. Not only that, the rise of raw material cost will decrease the profit of the company and if the company raise the price, it will make those price sensitive customer to change company to buy from. Hence, it is important to know how much to produce every month accurately. To overcome this problem, many companies had followed a new strategy. Instead of predicting themselves, they have make use of new strategy like Just in Time and KANBAN where suppliers will directly send product to the company whenever they need it. This will lower down the company carrying cost and warehouse cost. By lowering the cost, the company will be able to make more profit without worrying over produce or under produce.

Not only that, another daily operation risk is the machinery involve in our company which is our buses. Our company busses have to be maintains every

month to make sure that those buses do not broke down. If a bus broke down, definitely it will make our company suffer from losses because we will lose a lot of customer per day. Besides, if a bus broke down, it will be costly to repair it and it also takes time about one to two weeks depends on its condition.

9.4 Financial Risks

According to “What is Financial...” (2010) stated that financial risk is the amount of chance that is present with any type of financial investment. Typically, the goal is to secure investments that have a low amount of risk since these are able to earn a return. Both individual and corporate investors assess the degree of risk present before executing an order to buy shares on any investment market. Shareholders usually investigate the degree of financial risk present in any investment deal by exploring both the current and past performance of the stock option. The shareholder will also consider any changes in the current financial climate that could either cause the option to increase dramatically in value or cause the option to drop. Every single company will definitely deal with financial risk especially those newly develop company that does not have so many cash in their company

When a company is formed, the company will have limited cash and every strategy or production they do must promise them a return. If their companies do not able to gain profit or even cover back its costs, the company will be facing a huge financial problem. This financial problem might cause the company to suffer bankruptcies. Not necessary every risk taken will be promising a high return. It depends on how the strategy work and target its market. Hence, if a company invests its financial on a wrong strategy, it would definitely a risk to be considered.

How to manage the company financial risk is all depends on the company CFO. A CFO has to manage well the inflow and outflow of the company cash and alert others directors when problem occurs. As for our newly develop company, we cannot run away from financial risk as well because of our low cash flow. Luckily we do have a good CFO in the company where she is good in handling the inflow and outflow of cash in the company and she will make adjustment on the cost so that our company will not suffer from losses.

9.5 Intellectual Property Infringement

Intellectual property (IP) refers to creations of the mind: inventions, literary and artistic works, and symbols used in commerce. IP is divided into two categories: Industrial property, which includes inventions (patents), trademarks and industrial designs, and Copyright, which includes literary and artistic works. Rights related to copyright include those of performing artists in their performances, producers of phonograms in their recordings, and those of broadcasters in their radio and television programs. The imitation or use of our company idea, logo or trademark will definitely damage our company reputation in customer's heart.

It is even worse if that company that imitates our idea is a lousy company. They use low cost material, provide low cost product and provide bad service for customers but they are using the same concept and same company logo with us. This will definitely damage our company reputation since customer does not know which the real or original company is. They only know that that particular company provides a lousy products or service to them. We will not have any repeat purchase customer and there will even be negative word of mouth between customer and their friends and families as well.

By legally protecting our company logo and idea like all those huge companies are doing, it will definitely help to prevent other small company to copy or plagiarize our company idea or logo.

9.6 Other Risks

Other risk for our company is the passengers and drivers safety coverage in our buses. To fully cover our customers and drivers safety, our company will buy insurance for them once they are on board on our buses. If any accident really happen to our bus, customer who are sitting inside the bus or driver who are driving will get compensation to cover their loses.

9.7 Contingency Plans

Management Risks

To solve our company management risks, we plan to have a fair voting system where every board of directors will be able to vote for the idea they think that is the best. By having this system, there will not be any conflict anymore since it is very democratic and everyone can vote for what they want. As for the staffing process, we will make sure that our staff will be equipped with good staffing knowledge and send them for training. We will make sure that our Human Resource Manager will not place a wrong person to the wrong position.

Marketing Risks

We will make sure that we had the right person for the marketing job. Every sales or marketing manager to the sales and marketing people will be going for training before they could go out and sell our company products. This training is to equip our employees with knowledge needed to sell our company idea and also to answer every single question asked by customers. If our salesmen are able to answer every question, it will definitely create a positive impression for customer. Besides, our company CEO will make sure that when will be the best and suitable time for our company to launch a product or a service to the public. As for the expenses side, we will make sure that we can make a marketing event run with the lowest expenses and the extra expenses will be used in other places where needed.

Operation Risks

As for the daily operation, we will use the Just In time approach or the KANBAN approach. By using both of these approaches, we will definitely cut a lot of cost especially in raw material and warehousing costs. We will not order over quantity of raw material and will not have to use warehouse as well. Not only that, we will also make sure that every single of bus will go for a maintenance check up every month to avoid break down which will cause problem to the company daily operations.

Financial Risks

As for our financial problem we will try to have a good relationship with bankers to overcome our problems. We hope to get more loans and lower interest rate so that we could gain more profits. Besides that, we believe that our CFO who is an experience person could make sure that our company cash outflow and inflow are adequate.

Intellectual Property Infringement

We would seek help from legal consultant if we encounter any infringement of our intellectual property such as logo and our company idea. We would communicate with the consultant about our legal rights so that action can be taken toward those companies that misuse our company logo or idea.

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ui3MsL&sa=X&oi=book_result&ct=result&resnum=4&ved=0CB8Q6AEwAw#v=onepage&q&f=false](http://books.google.com.my/books?id=i2diJ8s3sgYC&pg=PA39&lpg=PA39&dq=female+are+willing+to+try+the+new+product+and+service&source=bl&ots=682CoVq2fu&sig=0s_BG4-Xgz_89bchphvUXJfHd4Q&hl=en&ei=J90NTap0h-WsB-
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11.0 APPENDIX

Appendix A

Air Café Bus Sdn Bhd Membership Card



Appendix BCompany's Menu


MENU

BREADS:

	RM
Tiramisu Bread	1.50
Bonanza Cheezy Roll	1.50
Chicken Bolognaise Bun	1.50
Blueberry Cream Cheese Bread	1.50
Sausage Pizza Bread	1.50
Mexico Coffee Bread	1.50
Sardine Bread	1.50
Tuna Bread	1.50
Chicken Floss Bread	1.50

CAKES:

Tiramisu	5.00
Cheese Cake	5.00
Chocolate Cake	5.00
Blueberry Cheese Cake	5.00
Walnuts Carrot Cake	5.00
Cappuccino Almond Cake	5.00

MENU

BEVERAGES:

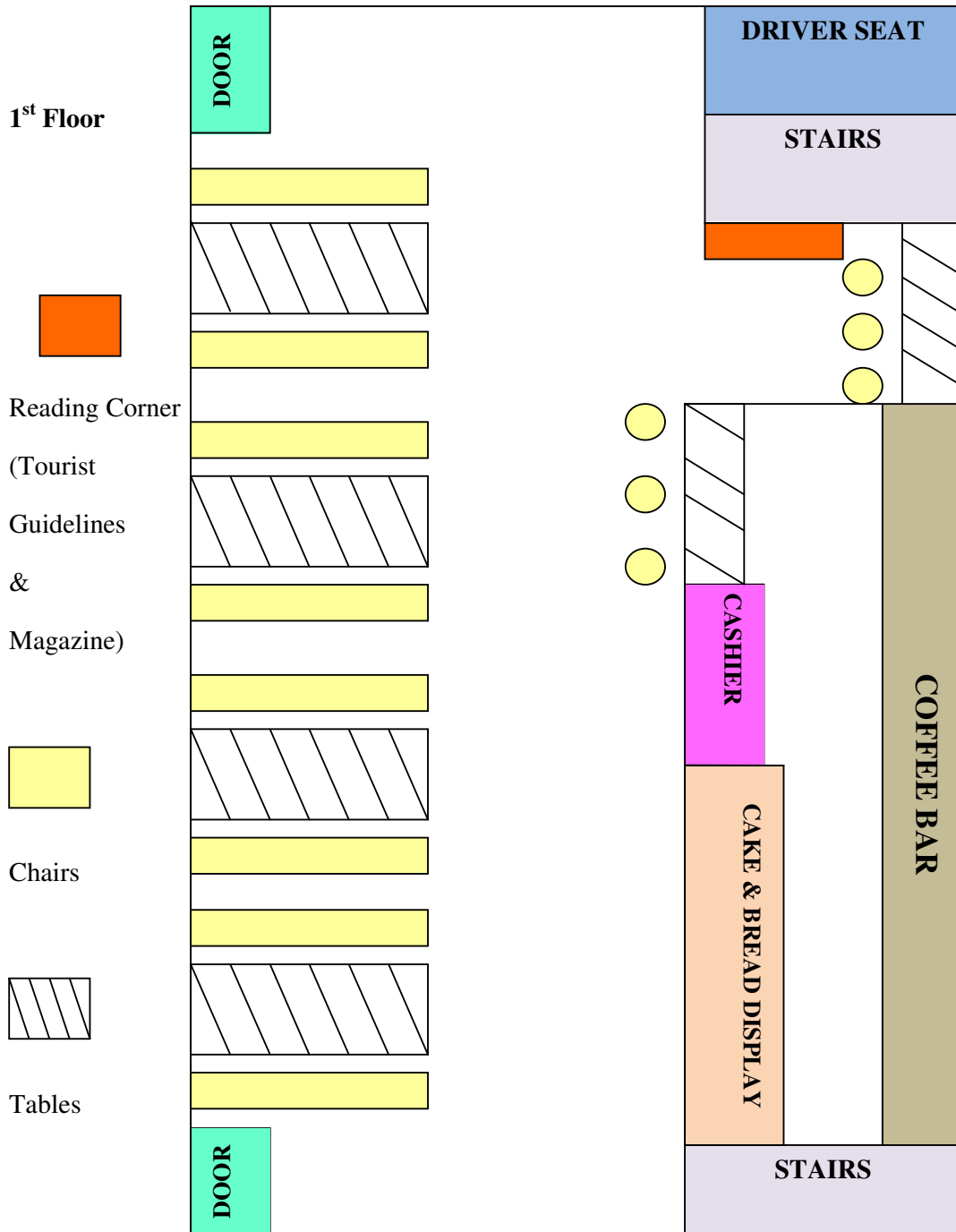


Coffee	2.99
Tea	2.99
Coca-Cola	2.00
Sprite	2.00
Pepsi	2.00
100 Plus	2.00
Sarsi	2.00
Milo (Can)	2.00
Orange Juice (Can)	2.00
Apple Juice (Can)	2.00
Grape Juice (Can)	2.00

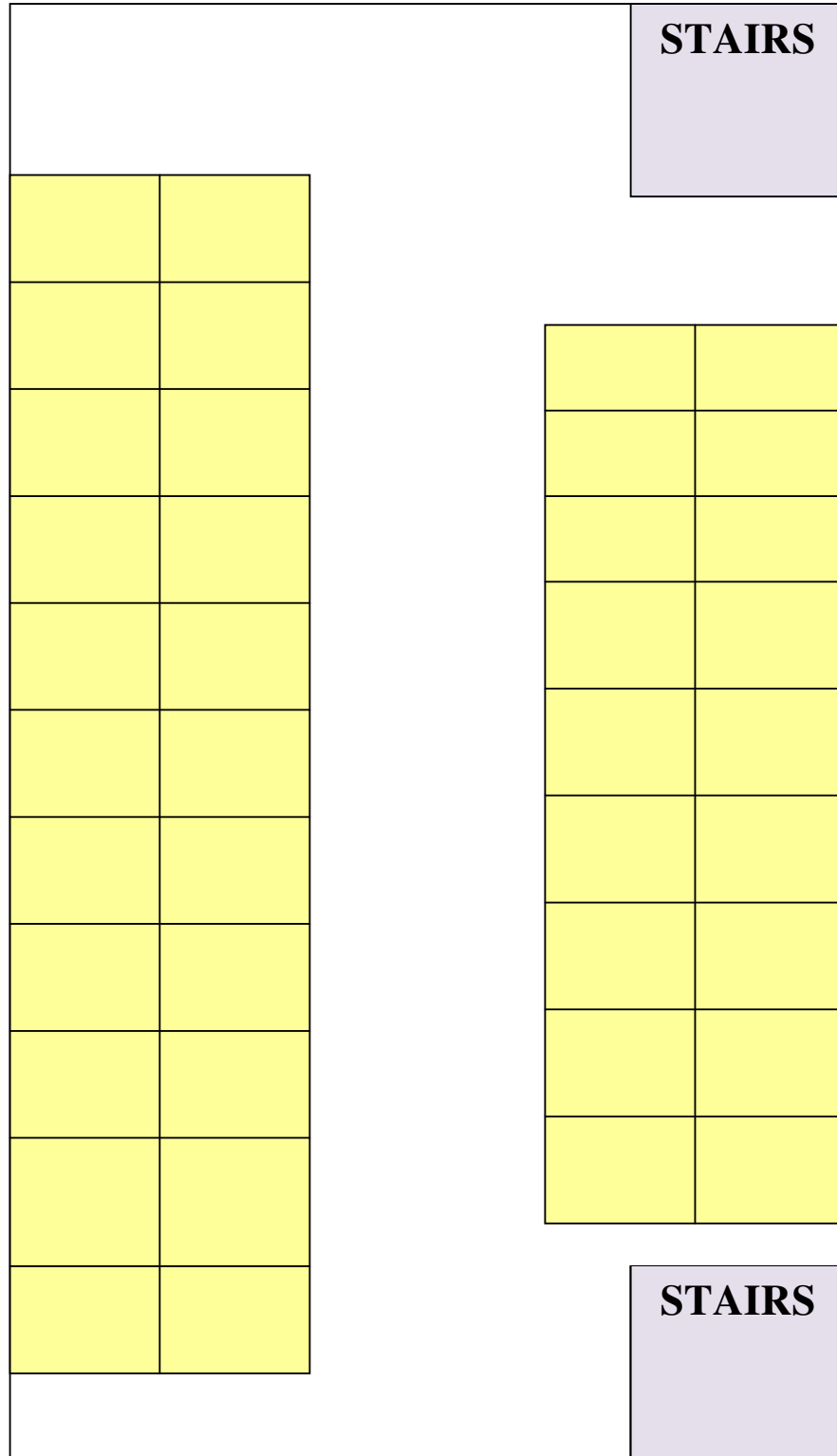


Appendix C

Bus's Layout



2nd Floor



Appendix D

Flyers



Breakfast package: 8am-10am
High-Tea packages: 3pm-5pm



Join us!

Operation hour: 6am-11pm
**** Every Wednesday**
(Terms & Conditions Apply)

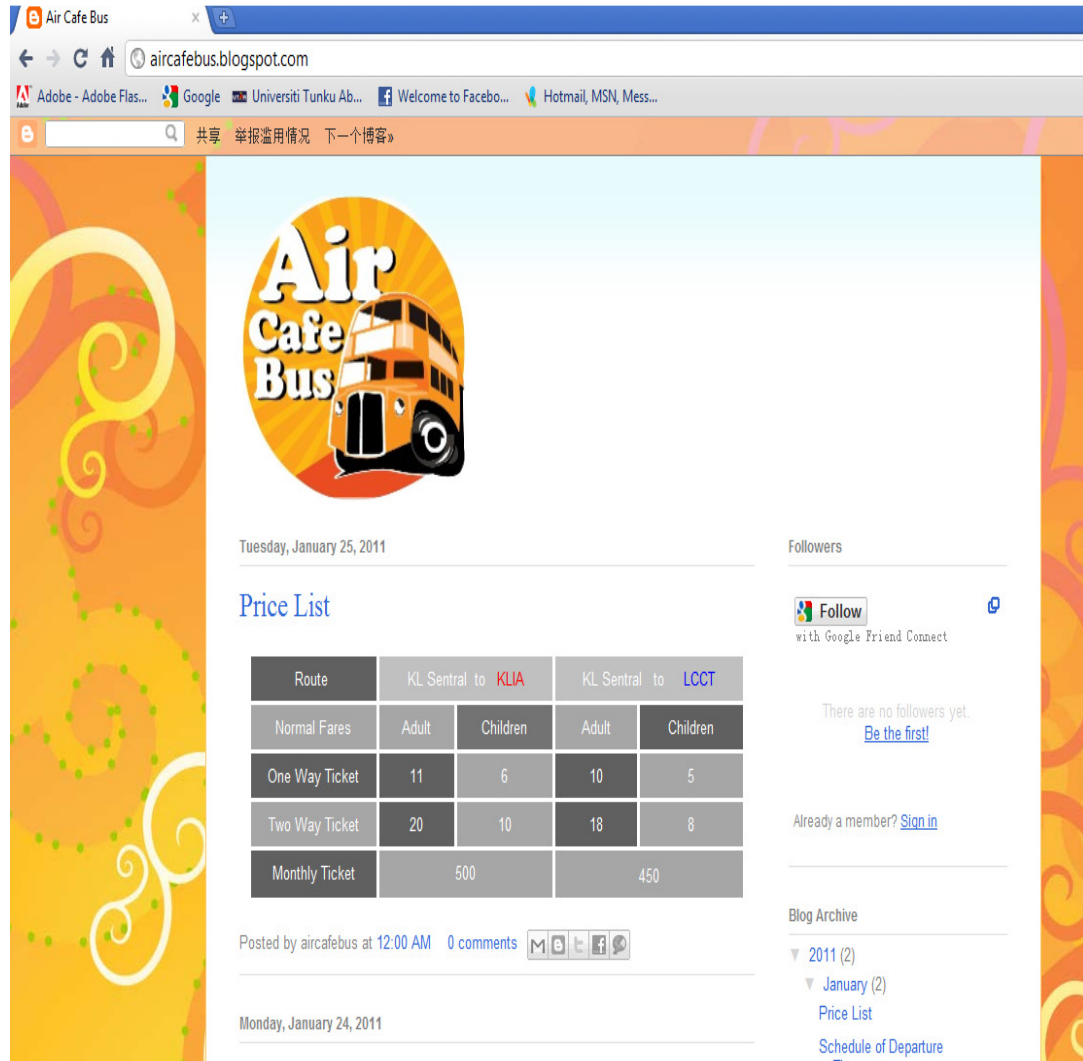


For More Information, pls visit to -
Tel : 010-2073988
Website : www.Aircafebus.blogspot.com

Appendix E

Corporate Website

www.aircafebus.blogspot.com



Tuesday, January 25, 2011

Price List

Route	KL Sentral to KLIA		KL Sentral to LCCT	
	Adult	Children	Adult	Children
Normal Fares				
One Way Ticket	11	6	10	5
Two Way Ticket	20	10	18	8
Monthly Ticket	500		450	

Posted by aircafebus at 12:00 AM 0 comments

Monday, January 24, 2011

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 - January (2)
 - [Price List](#)
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Appendix F

KL Sentral to KLIA and LCCT



Appendix G

Loan Amortization Schedule

Loan Information	
Loan Amount	300,000.00
Annual Interest Rate	7.55%
Term of Loan in Years	30
First Payment Date	2012/1/1
Payment Frequency	Monthly
Compound Period	Monthly

Summary	
Rate (per period)	0.629%
No. of Payments	360
Total Payments	758,852.77
Total Interest	1,058,852.77

Monthly Payment 2,107.92

Year	Period	Payment Amount	Interest	Cumulative Interest	Principal	Principal Paid	Balance
							300,000.00
2012	1	2,107.92	1,887.50	1,887.50	220.42	220.42	299,779.58
	2	2,107.92	1,886.11	3,773.61	221.81	442.24	299,557.76
	3	2,107.92	1,884.72	5,658.33	223.21	665.44	299,334.56
	4	2,107.92	1,883.31	7,541.64	224.61	890.05	299,109.95
	5	2,107.92	1,881.90	9,423.54	226.02	1,116.08	298,883.92
	6	2,107.92	1,880.48	11,304.02	227.45	1,343.52	298,656.48
	7	2,107.92	1,879.05	13,183.07	228.88	1,572.40	298,427.60
	8	2,107.92	1,877.61	15,060.68	230.32	1,802.72	298,197.28
	9	2,107.92	1,876.16	16,936.83	231.77	2,034.49	297,965.51
	10	2,107.92	1,874.70	18,811.53	233.22	2,267.71	297,732.29
	11	2,107.92	1,873.23	20,684.77	234.69	2,502.40	297,497.60
	12	2,107.92	1,871.76	22,556.52	236.17	2,738.57	297,261.43
2013	13	2,107.92	1,870.27	24,426.79	237.65	2,976.23	297,023.77
	14	2,107.92	1,868.77	26,295.57	239.15	3,215.37	296,784.63
	15	2,107.92	1,867.27	28,162.84	240.65	3,456.03	296,543.97
	16	2,107.92	1,865.76	30,028.59	242.17	3,698.20	296,301.80
	17	2,107.92	1,864.23	31,892.82	243.69	3,941.89	296,058.11
	18	2,107.92	1,862.70	33,755.52	245.23	4,187.12	295,812.88
	19	2,107.92	1,861.16	35,616.68	246.77	4,433.88	295,566.12

	20	2,107.92	1,859.60	37,476.28	248.32	4,682.20	295,317.80
	21	2,107.92	1,858.04	39,334.32	249.88	4,932.09	295,067.91
	22	2,107.92	1,856.47	41,190.79	251.46	5,183.54	294,816.46
	23	2,107.92	1,854.89	43,045.68	253.04	5,436.58	294,563.42
	24	2,107.92	1,853.29	44,898.97	254.63	5,691.21	294,308.79
2014	25	2,107.92	1,851.69	46,750.67	256.23	5,947.44	294,052.56
	26	2,107.92	1,850.08	48,600.75	257.84	6,205.29	293,794.71
	27	2,107.92	1,848.46	50,449.21	259.47	6,464.75	293,535.25
	28	2,107.92	1,846.83	52,296.03	261.10	6,725.85	293,274.15
	29	2,107.92	1,845.18	54,141.22	262.74	6,988.59	293,011.41
	30	2,107.92	1,843.53	55,984.75	264.39	7,252.99	292,747.01
	31	2,107.92	1,841.87	57,826.61	266.06	7,519.04	292,480.96
	32	2,107.92	1,840.19	59,666.80	267.73	7,786.77	292,213.23
	33	2,107.92	1,838.51	61,505.31	269.42	8,056.19	291,943.81
	34	2,107.92	1,836.81	63,342.13	271.11	8,327.30	291,672.70
	35	2,107.92	1,835.11	65,177.23	272.82	8,600.12	291,399.88
	36	2,107.92	1,833.39	67,010.62	274.53	8,874.65	291,125.35
2015	37	2,107.92	1,831.66	68,842.29	276.26	9,150.91	290,849.09
	38	2,107.92	1,829.93	70,672.21	278.00	9,428.91	290,571.09
	39	2,107.92	1,828.18	72,500.39	279.75	9,708.66	290,291.34
	40	2,107.92	1,826.42	74,326.81	281.51	9,990.17	290,009.83
	41	2,107.92	1,824.65	76,151.45	283.28	10,273.45	289,726.55
	42	2,107.92	1,822.86	77,974.31	285.06	10,558.51	289,441.49
	43	2,107.92	1,821.07	79,795.38	286.85	10,845.36	289,154.64
	44	2,107.92	1,819.26	81,614.65	288.66	11,134.02	288,865.98
	45	2,107.92	1,817.45	83,432.10	290.48	11,424.50	288,575.50
	46	2,107.92	1,815.62	85,247.72	292.30	11,716.80	288,283.20
	47	2,107.92	1,813.78	87,061.50	294.14	12,010.95	287,989.05
	48	2,107.92	1,811.93	88,873.43	295.99	12,306.94	287,693.06
2016	49	2,107.92	1,810.07	90,683.50	297.86	12,604.79	287,395.21
	50	2,107.92	1,808.19	92,491.69	299.73	12,904.52	287,095.48
	51	2,107.92	1,806.31	94,298.00	301.62	13,206.14	286,793.86
	52	2,107.92	1,804.41	96,102.41	303.51	13,509.65	286,490.35
	53	2,107.92	1,802.50	97,904.92	305.42	13,815.07	286,184.93
	54	2,107.92	1,800.58	99,705.50	307.34	14,122.42	285,877.58
	55	2,107.92	1,798.65	101,504.14	309.28	14,431.70	285,568.30
	56	2,107.92	1,796.70	103,300.84	311.22	14,742.92	285,257.08
	57	2,107.92	1,794.74	105,095.59	313.18	15,056.10	284,943.90
	58	2,107.92	1,792.77	106,888.36	315.15	15,371.25	284,628.75
	59	2,107.92	1,790.79	108,679.15	317.14	15,688.39	284,311.61
	60	2,107.92	1,788.79	110,467.94	319.13	16,007.52	283,992.48

Appendix HWorking for Financial Plan**Bus Rental Deposit (3 months)**

	Unit	Rental per month(RM)	Total (RM)
double ducker bus 3 months deposit	5	15,000	75,000 x3
			225,000

Salaries and Wages

	Number of worker	Salary (RM)	Total (RM)	EPS (12%)	Socso (1.75%)
Driver	5	1,500	7,500	900	131.25
Full time Waiter/ Waitress	5	1,000	5,000	600	87.50
			12,500	1,500	218.75

Fuel

	Number of vehicle	Fuel per day (RM)	Working day per month	Total
double decker bus	5	300	30	45,000

Rental for Buses

	Number of vehicle	Rental per day (RM)	Working day per month	Total
double decker bus	5	500	30	75,000

Rental for Counters

	Rental (RM)
Counter Rental for KL Sentral	2,000
Counter Rental for KLIA	3,000
Counter Rental for LCCT	2,000
	7,000

Depreciation

	Rate per year	Cost (RM)	Total (RM)
Furniture and Fitting	10%	35,000	3500
Kitchen and Bar			
Equipment	12%	50,000	6000
			9500

Cash in Bank


	2012	2013	2014	2015	2016
	RM	RM	RM	RM	RM
Beginning Cash in Bank Balance	150,000	-550,000	-950,000	-1,100,000	-900,000
Less: Rental for Buses	900,000	900,000	900,000	900,000	900,000
	-750,000	-1,450,000	-1,850,000	-2,000,000	-1,800,000
Cash	200,000	500,000	750,000	1,100,000	1,350,000
overdraft Bank	-550,000	-950,000	-1,100,000	-900,000	-450,000

Profit for year 2017 and 2018


	2017	2018
	RM	RM
Net Sales	2,839,945	3,407,934
Less: Cost of Goods Sold	25,426	30,511
Gross Profit	2,814,519	3,377,423
Less : Expenses	1,779,650	1,779,660
Net Profit Before Tax	1,034,869	1,597,763
Taxes	206,974	319,553
Net Profit After Tax	827,895	1,278,210

Appendix I

Application Form for Business License



Jabatan Kesihatan Dan Pelesenan
Majlis Perbandaran Selayang
 Persiaran 3, Bandar Baru Selayang, 68100 Selayang,
 Selangor Darul Ehsan.
 Tel: 03-6120 4854/55 Fax: 03-6137 0162
 Email: selayangmesra@mps.gov.my http://www.mps.gov.my



HARGA : RM 1.00

NO.SIRI : E 40355

No. Ruj: MPS

GAMBAR

Cop Penerimaan
Jabatan

PERMOHONAN LESEN BARU/MEMBAHARUI LESEN
PENJAJA DALAM KAWASAN
MAJLIS PERBANDARAN SELAYANG
TAHUN

1. Nama Pemohon :
2. No. Kad Pengenalan : Warna :
3. Alamat Surat Menyurat :
4. Di mana kawasan perniagaan dijalankan :
(Sila lampirkan petan lokasi di mana penjajaan dijalankan)
5. Alamat premis tempat penyediaan makanan :
6. Jenis Barangan Jualan :
 - 6.1
 - 6.2
 - 6.3
7. Cara makanan dijual : Basikal/Kereta Tolak/Trisikal/Motosikal/Van/Meja Lipat
 No. Kenderaan :
8. Senarai nama pembantu No.K/P Warganegara

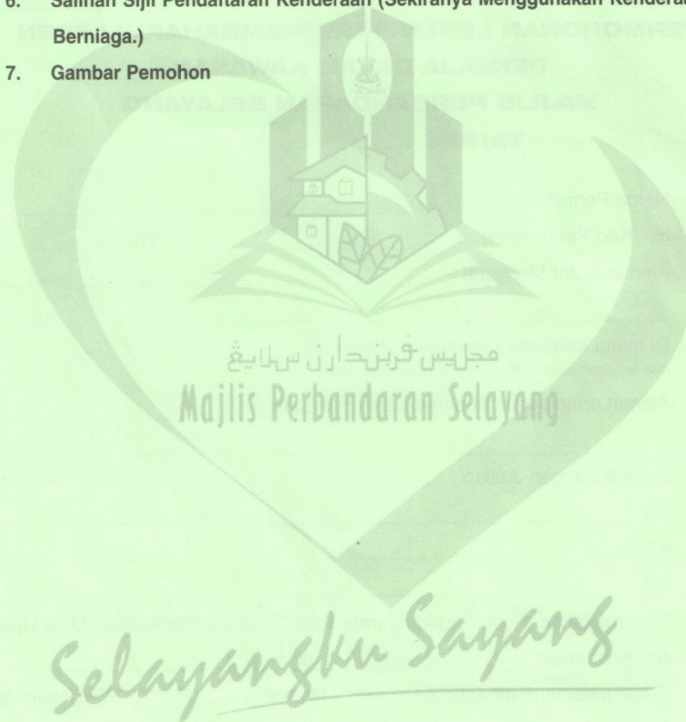
8.1
8.2
8.3
8.4

Tarikh :

.....
Tandatangan Pemohon

SILA KEMUKAKAN PERKARA-PERKARA BERIKUT:-

1. Satu Salinan Kad Pengenalan.
2. Pelan Lokasi Tempat Perniagaan.
3. Borang Laporan Pemeriksaan Kesihatan Bagi Penjaja dan Semua Pembantu.
(Hanya Untuk Penjualan Makanan Sahaja.)
4. Sijil Kursus Pengendalian Makanan Bagi Penjaja dan Semua Pembantu.
(Hanya Untuk Penjualan Makanan Sahaja.)
5. 2 Keping Gambar Menunjukkan Premis Penjaja.
6. Salinan Sijil Pendaftaran Kenderaan (Sekiranya Menggunakan Kenderaan Untuk
Berniaga.)
7. Gambar Pemohon



HARGA : RM 1.00No. Siri **16588**

Jenis Permohonan	Tindakan
Premis	
Hiburan	
Iklan	

GAMBAR



PERSIARAN 3, BANDAR BARU SELAYANG
68100 BATU CAVES, SELANGOR DARUL EHSAN
TEL: 03-6180001 EXT. 255 FAX:03-6188933

Cop Penerimaan
Jabatan

**JABATAN KESIHATAN DAN PERLESENAN
MAJLIS PERBANDARAN SELAYANG**

BORANG KOMPOSIT BAGI PERMOHONAN LESEN PREMIS,
DAN LESEN IKLAN UNTUK PERNIAGAAN.....
BAGI TAHUN

PENERANGAN

1. Borang ini hendaklah diisi dengan terang (dengan huruf besar) dan tandakan (I) dalam kotak-kotak yang berkenaan serta kosongkan mana-mana yang tidak berkenaan.
2. Kembalikan borang ini beserta dokumen-dokumen berikut:-
 - 2.1.1 Memorandum dan Perkara Persatuan Bagi Syarikat (Memorandum And Articles Of Association) dan Borang 49 (Return Giving Particulars In Register Of Directors, Managers and Changes of Particulars) mengikut Akta Syarikat 1965.
 - 2.1.2 Borang A (Pendaftaran Perniagaan) atau Borang B (Pendaftaran Perubahan Dalam Perniagaan) dan Borang D (Pengakuan Pendaftaran Perniagaan Mengikut Ordinan Pendaftaran Perniagaan 1956).
 - 2.2 Surat kebenaran/kelulusan dari Jawatankuasa Perdagangan Borong & Runcit, Kementerian Perdagangan Dalam Negeri & Hal Ehwal Pengguna (bagi permohonan supermarket, hypermarket, borong runcit sahaja).
 - 2.3 5 salinan pelan lantai dan lokasi premis.
 - 2.4 Surat kebenaran/pengesahan daripada tuanpunya bangunan atau tanah (sekiranya menyewa) atau geran (sekiranya milik sendiri).
 - 2.5 1 salinan kad pengenalan.
 - 2.6 2 keping gambar premis perniagaan (1 keping gambar di luar dan 1 keping gambar di dalam).

BAHAGIAN I : BUTIR-BUTIR PERMOHONAN DAN SYARIKAT

1. Nama Pemohon :
2. No. Kad Pengenalan :
3. No. Pasport : 4. Warganegara : 5. Keturunan :
6. Alamat :
7. No. Telefon : 8. No. Faks :
9. Jawatan Dalam Syarikat/Perniagaan :
10. Nama Syarikat/Perniagaan :
11. Alamat Syarikat/Perniagaan jika berlainan dari No. 6:

BAHAGIAN II - BUTIR-BUTIR PERMOHONAN

A LESEN PREMIS PERNIAGAAN

(Di bawah Undang-Undang Kecil Perlesenan, Tred Perniagaan dan Perindustrian)

1. Alamat Premis :
2. No. Telefon Premis : 3. Luas Lantai :m.p.s
4. Hak Milik : Milik Sendiri Sewa
5. Jenis Premis :
 - i. Rumah Kedai Tingkat
 - ii. Kompleks Beli-Belah Tingkat
 - iii. Lain-Lain (Nyatakan) Tingkat
6. Kedudukan Premis/Lot : Tengah Tepi Bersendirian

7. Jenis Perniagaan :
8. Masa Perniagaan : i. Masa Dibuka ii. Masa Ditutup

B LESEN STOR

(Di bawah Undang-Undang Kecil Perlesenan Tred, Perniagaan dan Perindustrian)

Di premis yang sama Di premis yang berlainan (jika ada)

1. Alamat Stor :
2. No. Telefon Stor :
3. Luas Lantai : m.p.s

Sekiranya di premis yang sama dengan keluasan kurang daripada 55 m.p.s., tidak perlu membuat permohonan.

4. Jenis barangan yang disimpan :

- i
- ii

C LESEN IKLAN

(Di Bawah Undang-Undang Kecil Iklan)

Sertakan 2 contoh rekabentuk/visual bagi setiap satu iklan dipohon :
1 daripadanya hendaklah berwarna. Tandakan lokasi tempat pemasangan iklan tersebut.

JENIS IKLAN PAPAN TANDA	CARA DIPAMERKAN		JENIS IKLAN		UKURAN (DALAM METER)			BILANGAN
	Melintang	Tegak	Berlampu	T/Berlampu	Panjang	Lebar	Luas	

BAHAGIAN III - PENGAKUAN PERMOHONAN

Dengan ini saya

(nama pemohon)

mengaku dan mengesahkan bahawa semua maklumat yang tercatat dalam borang ini dan lampiran-lampiran yang disertakan adalah benar, dan saya faham kegagalan berbuat demikian boleh mengakibatkan permohonan ini tidak sah dan akan ditolak.

Tandatangan pemohon dan
cop syarikat/perniagaan

Jawatan :

Tarikh :

**UNTUK KEGUNAAN JABATAN SAHAJA
SENARAI SEMAKAN**

		ADA	TIADA
1.	Memorandum and Articles of Association dan Borang 49 atau Pendaftaran Perniagaan Borang A atau B dan C	<input type="checkbox"/>	<input type="checkbox"/>
2.	Surat Kebenaran Kelulusan Jawatankuasa Perdagangan Borong & Runcit, KPDN & HEP	<input type="checkbox"/>	<input type="checkbox"/>
3.	5 Keping Pelan Lantai	<input type="checkbox"/>	<input type="checkbox"/>
4.	5 Keping Pelan Lokasi	<input type="checkbox"/>	<input type="checkbox"/>
5.	Surat Perjanjian Penyewaan	<input type="checkbox"/>	<input type="checkbox"/>
6.	Salinan Kad Pengenalan	<input type="checkbox"/>	<input type="checkbox"/>
7.	2 Keping Gambar Premis	<input type="checkbox"/>	<input type="checkbox"/>
8.	Visual Iklan Disertakan	<input type="checkbox"/>	<input type="checkbox"/>
9.	Borang Diisi Lengkap	<input type="checkbox"/>	<input type="checkbox"/>
10.	Borang Ditandatangani	<input type="checkbox"/>	<input type="checkbox"/>
11.	Gambar Pemohon	<input type="checkbox"/>	<input type="checkbox"/>
12.	Surat kebenaran Tuan Punya Tanah	<input type="checkbox"/>	<input type="checkbox"/>

Kaunter Penerimaan

Tarikh

Appendix J

Resume of Management

Mr. Wong Chun Kit

No.43, Jalan Sungai Besi Indah,
2/5, Taman Sungai Besi Indah,
43300, Balakong,
Selangor Darul Ehsan.

Mobile No: 016-9793826

Email: c.kit051125@hotmail.com



Personal Particular

- Age: 23 years old
- Nationality: Malaysian
- Marital Status: Single
- Date Of Birth: 27/11/1988
- Gender: Male
- Ic No: 881127-56-5707

Educations

- Bachelor of Business Administration (HONS) Entrepreneurship

University Tunku Abdul Rahman

Currently is within Second Lower-2011

- STPM
College Tunku Abdul Rahman -2007
- SPM
Sekolah Menengah Kebangsaan Seri Indah-2005

Qualification Summary

Experienced working in fast changing environments and having experience in managing employees, staffing, marketing and budgeting. Confident in handling problem and communicating with individuals at all level. Detail-oriented in competing projects; able to multi-tasking capabilities.

Relevant Experience and Employment

- Modani Sdn Bhd (2007)
 1. Sales product to customers
 2. Tell customers the functions of the products
 3. Keep record of every sales transaction
 4. Learn some basic on management
- Pro Plastic Sdn Bhd (2008)
 1. Keeping record
 2. Data Entry
 3. Some management process

Leadership Skills

- 2009-2010 Committee member, Entrepreneurship Society

Computer Skills

- MS Office
- PowerPoint
- Excel
- Word
- Adobe Reader
- Adobe Photoshop
- Internet

Language Skills

	Spoken	Written
• English	Fair	Fair
• Bahasa Malaysia	Excellent	Excellent
• Mandarin	Excellent	Excellent
• Cantonese	Excellent	Excellent

References

- Mr Cleon Wong (Manager Of Pro Plastics Sdn Sdn)
0123359395

Ms. Low Chai Leng

No. 22, Jalan 7,

Selayang Baru,

68100 Batu Caves,

Selangor Darul Ehsan.

Mobile No: 017-6830766

Email: cleng5244@hotmail.com



Personal Particular

- Age: 24 years old
- Nationality: Malaysian
- Marital Status: Single
- Date of Birth: 11/03/1987
- Gender: Female
- IC No: 870311-56-5244

Educations

- Bachelor of Business Administration (HONS) Entrepreneurship
University Tunku Abdul Rahman
Currently is within Second Lower-2011
- LCCI Certificate
Kolej Bandar-2008
- STPM
College Tunku Abdul Rahman-2007
- SPM
Sekolah Menengah Kebangsaan Darul Ehsan-2005

Qualification Summary

Dealing with numbers on a daily basis because the majority of my job will be numbers. Skilled in profit and loss, audits, taxation, internal controls, and streamlining procedures. I had passed LCCI exam in 2008. I had experience and interest with corporate restructuring and analysis to improve processes and profit opportunities.

Relevant Experience and Employment

- BP Asia Pacific (Malaysia) -2008
 1. Contact with China Company
 2. Handled account payables
 3. Data entry
 4. Salary Claim

- Weng Sing Food Trading - 2005
 1. Keep record of every sales transaction
 2. Some management process
 3. Data entry

Leadership Skills

- 2009-2010
 - Member, Entrepreneurship Club
 - Member, Sports Club
 - Member, Yoga Society

Computer Skills

- MS Office
- PowerPoint
- Excel

- Word
- Adobe Reader
- Internet

Language Skills

	Spoken	Written
• English	Fair	Fair
• Bahasa Malaysia`	Excellent	Fair
• Mandarin	Excellent	Excellent
• Cantonese	Excellent	Excellent

References

- Ms May Low (Supervisor of Weng Sing Food Trading)
0163132667

Ms. Ang Jing Yuh

No.41, Jalan Haji Abdul Karim 25,

Taman Seri Jaya,

41200, Klang,

Selangor Darul Ehsan.

Mobile No: 012-2828881

Email: Jingy_89@hotmail.com



Personal Particular

- Age : 22 years old
- Nationality : Malaysian
- Marital Status : Single
- Date Of Birth : 24/09/1989
- Gender : Female
- IC No : 890924-10-5070

Educations

- Bachelor of Business Administration (HONS) Entrepreneurship
University Tunku Abdul Rahman
Currently is within Second Lower-2011
- SPM
Hin Hua High School – 2007
- UEC
Hin Hua High School – 2008

Qualification Summary

Having experience for the overall retail sales operations, roadshows and exhibition. Able to coordinate with partners and develop sales strategies to achieve business targets and goals. Good in communicating, observing and analyzing the consumer demands and needs. Able to predict the marketing trends and dealing with suppliers to maximize the company profits.

Relevant Experience and Employment

- Wing Fah Enterprise Sdn Bhd (2006)
 1. Data Entry
 2. Filing Documents

- Guess (2008)
 1. As a Part-timer
 2. Sales product to customers
 3. Record sales transaction

- G2 Malaysia HQ (2009)
 1. Events promoter
 2. Working for roadshows and all kinds of events

Leadership Skills

- 2009-2010 Member, Entrepreneurship Society

Computer Skills

- MS Office
- Power Point
- Excel
- Word
- Adobe Reader

- Adobe Photoshop
- Internet

Language Skills

	Spoken	Written
• English	Fair	Fair
• Bahasa Malaysia	Fair	Fair
• Mandarin	Excellent	Excellent
• Cantonese	Excellent	Excellent

References

- Mr. Ryan Tee (Manager of Guess)
017-3906343
- Ms. GiGi (Supervisor of G2)
0122842066

Ms. Hew Jing Yi

No 43, Jalan Raja Omar

86000 Kluang, Johor,

Malaysia.

Mobile No: 012-7525657

Email: jingyi_hew@hotmail.com



Personal Particular

- Age: 23 years old
- Nationality: Malaysian
- Marital Status: Single
- Date of Birth: 04/06/1988
- Gender: Female
- IC No: 880604-01-5034

Educations

- Bachelor of Business Administration (HONS) Entrepreneurship
University Tunku Abdul Rahman
Currently is within Second Upper - 2011
- STPM
Sekolah Menengah Tinggi Kluang - 2007
- SPM
Sekolah Menengah Jalan Mengkibol – 2005

Qualification Summary

Ability to multi-task effectively which includes word processing, filing, data archiving, telephone receptions and so on. Confidence in social around and provide high customers service. Listen to customers demand and solve the complaint from them. Calm and handle emergency cases that experienced from being tour leader to other countries that are having different culture from Malaysia. Apart from that, communicate well and partner with others to deliver good service. Capability to plan, develop and implement strategies to achieve business plan, targets and goals.

Relevant Experience and Employment

- Chia Sin Travel Sdn Bhd (2005 – Current)
 1. Booking air ticket using Amadeus and Abacus global travel distribution system.
 2. Applying Visa for different countries on behalf customers.
 3. Planning suitable and customize itineraries for customers.
 4. Explaining the itineraries to potential customers.
 5. Leading tours to several countries.
 6. Keep record of every transaction.
 7. Open invoice, voucher, cash bill and so on.
 8. Learn some basic on management.

- King's Ice-cream Sdn Bhd (2008)
 1. Sales product to customers.
 2. Placing orders to ensure enough stocks are available.
 3. Writing weekly sales report to supervisor.
 4. Manage the operation of sales of King's Ice-cream product in Giant hypermarket.

- Old Taste Restaurant Sdn Bhd
 1. Effective Communicate with customers toward the orders.
 2. Handling complaint of customers.
 3. Ensure the restaurant environment is clean.

Leadership Skills

2007	Team member, Chinese Club
2008 until current	Team leader for group assignments in university

Computer Skills

- MS Office
- PowerPoint
- Excel
- Word
- One note
- Adobe Reader

Language Skills

	Spoken	Written
• English	Excellent	Excellent
• Bahasa Malaysia	Fair	Fair
• Mandarin	Excellent	Excellent
• Cantonese	Fair	Fair

References

- Mr Hew Tong Ming (Director of Chia Sin Travel Sdn Bhd)
012-7802622
- Ms Ann Nee (Supervisor of King's Ice-cream Sdn Bhd for Johor state)
012-7711328

Mr. Ho Keng Soon

No.57, Jalan Saga 22,

Taman Saga,

68000 Ampang

Selangor Darul Ehsan.

Mobile No: 010-2104643

Email: ksoonho@hotmail.com



Personal Particular

- Age: 22 years old
- Nationality: Malaysian
- Marital Status: Single
- Date Of Birth: 01/03/1989
- Gender: Male
- Ic No: 890301-14-5981

Educations

- Bachelor of Business Administration (HONS) Entrepreneurship
University Tunku Abdul Rahman
Currently is within Second Lower-2011
- STPM
Sekolah Menengah Kebangsaan Taman Tasik-2007
- SPM
Sekolah Menengah Kebangsaan Taman Seraya-2005

Qualification Summary

Good communication skills and good networking. Experience in handling customers complaint and know what customers want. A good leader and work very well working as a team. I had experience in marketing side because I had been working for Sony Malaysia retailing shop for almost 1 year. I had learnt a lot from there. All about market products, sales products, attract customers, after sales service and many more.

Relevant Experience and Employment

- Sony Malaysia Sdn Bhd (2007-2008)
 1. Sales product to customers
 2. Tell customers the functions of the products
 3. Keep record of every sales transaction
 4. Follow up with after sales service
 5. Learn some basic on management

- Sony (M) Sdn Bhd (2006)
 1. Keeping record
 2. Data Entry

- Wawasan Open University (2006)
 1. Invigilator
 2. Some management process
 3. Make sure every exam paper are in order and students do not cheat.

Leadership Skills

- 2007 Librarian training Camp
- 2009-2010 Peer Mentoring Programme

Computer Skills

- MS Office
- PowerPoint
- Excel
- Word
- Adobe Reader
- Adobe Photoshop
- Internet

Language Skills

	Spoken	Written
• English	Excellent	Excellent
• Bahasa Malaysia	Excellent	Excellent
• Mandarin	Fair	Poor
• Cantonese	Fair	Poor

References

- Miss Ho Siew Lan (Manager Of Wawasan Open University)
0126072885
- Mr Goh Sock Heng (Manager of Sony(M)Sdn Bhd)
0169752829

Appendix K

The Bus Ticket Selling Booth

KLIA:



KL Sentral:



LCCT:



Appendix L

Air Café Bus Picture



Appendix M

Survey Form



We are students from UTAR taking course Business Administrative (Hons) Entrepreneurship would like to invite you to help us on a survey question. Please take a moment to complete the following question in order for us to gather important figures for our final year project. Your participation is very much appreciated. The information you provide will be kept private and confidential. Thank you and hope that you enjoy doing this survey.

Part A- Personal Information

1) Gender:

- Male Female

2) Age:

- Below 20 21-30 31-40 41-50 Above 50

3) Marital Status:

- Single Married

4) Nationality:

- Malaysian Foreigner

5) Purpose of Visiting Malaysia (if foreigners):

- Travel Working Others: _____

6) What is Your Occupation?

- Student Business Man Retired Others: _____

7) Income Level per month (RM):

- Below 1000 1001-2000 2001-3000 3001-4000 Above 4000

Part B- Industry Analysis

8) Purpose of traveling through and flow from KL Sentral to KLIA/LCCT.

- Transit Working Farewell Others: _____

9) Which kind of transportation would you prefer?

- Bus Taxi KLIA Express Private Transport

10) How frequent would you travel through and flow from KL Sentral to KLIA/ LCCT per year?

- None 1-3 4-6 7-9 Above 10

11) What factors motivate you to take the chosen transportation in question 9 to the KLIA/ LCCT.

- Price Time Cleanliness Convenience Safety

12) What do you think about the current bus service level in KLIA/ LCCT?

- Poor Normal Good Excellent

13) What improvement do you expect from the current bus service?

- Punctuality Safety Service Quality Others: _____

14) Are you willing to try on a bus with café service?

- Yes No

15) Are you willing to spend more on a bus with café service?

- Yes No

16) How much are you willing to pay (RM)?

- 9-10 11-12 13-14 Above 15

17) What kind of food do you prefer to have in the bus café? (can choose more than 1)

- Sandwich Cookies Cake Nasi Lemak Others: _____

18) What kind of beverage do you prefer to have in the bus café? (can choose more than 1)

- Coffee Tea Fruit Juice Soft Drinks Others: _____