

1. Executive Summary

1.1 The Opportunity

Now the day, the many people is suffering the problem of insomnia that cause by stress and headache. Beside that the neck pain after wake up cause by inappropriate ways of sleeping with unsuitable pillow also is the main problem of sleeping that face by the people. At last, the standardize pillow in the market also does not suitable to all consumer.

1.2 Description of Business

Sleeping Master is in its startup stage, which is pillow specializing in the bedding industry. Sleeping Master will be establish at Lot 003, Ground Floor, Mid Valley Megamall, which is one of the most popular shopping place at Kuala Lumpur. Sleeping Master doing the business of selling customization healthy pillow that can solve the sleeping problem such as insomnia, neck pain and other sleeping problem, besides that Sleeping Master also help consumer to produce their dreamed pillow follow the preference, lastly Sleeping Master is selling some special function, design and feature standardize pillow.

1.3 Competitive Advantage

Sleeping Master is using differentiation as sustainable competitive advantages. Sleeping Master try to look for competitor product, highlight their mistake and improve it, this will ensure our company will not having the same mistake. Besides that, Sleeping Master will collaborate with some company which these companies serve as the constant supplier for Sleeping Master. Lastly Sleeping Master will also collaborate with expert and doctor to create the pillow that will help improve sleeping quality.

1.4 Target Market

The target market group that Sleeping Master target is the middle income group, because the group of people has great potential. Other than that, Sleeping Master also targets the group that facing the sleeping problem such as insomnia, snoring, neck pain.

1.5 Management Team

Sleeping Master is comprised with four members.

Table 1.1 Management Team Members

Name	Position
Wong Shiu Yuen	General Manager
Foo Yih Shiou	Sales and Marketing Manger
Chai Wui Xuan	Finance and Administration Manager
Ong Kean Haw	Operation Manager

1.6 Brief Summary of the Financial Projections

Table 1.2 Yearly Sales and Profit

Year	Sales	Profit
2012	1,854,720	356,873
2013	2,040,430	542,177
2014	2,244,660	647,745

The startup capital for Sleeping Master is estimated as RM 400,000. The estimated payback period is about 1.06 year.

1.7 Description of What Business Need

Each Partner of Sleeping Master will contribute total amount of RM400,000 as a startup capital for the business. The capital is mostly use for the purchase of assets such as machinery and equipment, furniture and fitting, electronic application, vehicle,

software application and renovation. Beside that Sleeping Master also need to prepare some money to pay the rental of the retail outlet at Mid Valley Megamall.

1.8 Exit Strategy for Investor

The legal stockholder of Sleeping Master can transfer their share to other stockholder or other investor by signing a private agreement or sell their share in order to exit the business. The legal stockholder can also sell their entire business to other investor who is interested to the business. At last, the legal stockholder of Sleeping Master can apply for liquidate the company when the company is facing continuous loss or there is no longer competitive advantage in the market.

2. The Business

2.1 The Description of the Business

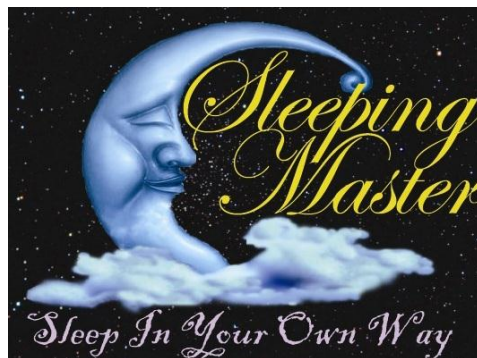
2.1.1 The name, logo, and location of the business

Company Name

Sleeping Master, which is the name of our company. The company's name came from the idea of becoming the leader in the bedding industry. We decided to use Sleeping Master as our company name instead of other name is for the purpose of our future plan to expand into other bedding product line.

Company Logo

Figure 2.1: Business Logo



Source: Develop for research

The company logo designed in a simple concept that the blue moon and night-sky as a background can give people a sleepy feel and also suit to our bedding product. It is an easy recognized logo, which give a high product identification on our business. The color use is mainly in blue and yellow because it will give people sleepy feel. This logo will be used exclusively on our outlets, factory, and also our business cards, t-shirt.(Appendix A)

Location

Sleeping Master is located at Lot 003, Ground Floor, Mid Valley Megamall. Mid Valley is located at bustling place, which it provides a huge number of crowds every day. Our factory is located at Jalan PJS 3,Selangor and it is not that far from our outlet. (Appendix B)

Figure 2.2: Business Location



2.1.2 Nature of the product

Currently, we offer three types of pillow categories which include the customized cervical pillow, imported pillow and customized pillow in any size and shape. Basically, material of our customization pillows consists of foam, cotton, feather and also polyester fiber.

For the imported pillow, we will buy the pillows with the special function and technology from overseas. This type of pillow category has the specialty of function which is rare in local country or don't even exist in local country.

For customized cervical pillow, we complete the product with the help from expert in taking physical data and preference from customer, and thus convert the data into useful information before send to the factory. The function of cervical pillow is not only restricted in reducing neck pain and snoring, however, it reduces the problem of headache and stress by using the fragrance of leaves and flowers.

The third category is the customized pillow in any size and shape. We provide this category to those consumers who have their own preference on pillow and design the pillow based on their preference.

2.1.3 Company Missions and Objectives

The mission of Sleeping Master is to customize the best pillow, full of quality and let customer enjoy their sleeping time. Sleeping master has to maintains quality of the pillow and make sure it provide best performance to customer, let them enjoy their sleep.

The objective of Sleeping Master consists of three main parts.

- First, the objective of Sleeping Master has to maintain its quality and reach the ISO standards.
- Second, the objective of Sleeping Master is to establish the brand awareness, recognition and image to the public. It is because the Sleeping Master is a new venture in the market, which is lack of awareness.
- Third, Sleeping Master have need to control the quality to ensure customer satisfy after they purchase pillow from Sleeping Master.

Besides that, Sleeping Master also cares about the service and the relationship with customers and also suppliers. We try to provide best service as we can and hope that can gain a positive mindset to customer let them feel great of our product.

2.2 The Opportunity

2.2.1 Problem to solve or need to be filled

Now days, a lot of people is having insomnia because of headache and over stress. Moreover, some of them are having insomnia due to the snoring problem of their partner.

Second, the inappropriate ways of sleeping with unsuitable pillow has causing them to experience neck pain and headache on the next day they wake up.

We found that the standardize product on the current market doesn't fit with everyone as different consumer has their own different preference on a particular product.

2.2.2 How the proposed business solves the problem or fills the need

These problems have provides us an opportunity to start our business plan. First, we will collaborate with a cervical expert to customize a cervical pillow which can support their neck and reduce the neck pain and headache.

Besides, a pack of the fragrance of leaves and flowers is put inside the pillow and those fragrances act as the solution to different problem. For instance, individual with over stress problem can use the lavender fragrance to reduce stress which has the function of relaxing body, mind and emotion.

Due to the different preference on pillow, we have come out with the pillow customization in any size and shape which suit to their preference.

2.3 Competitive Advantages

2.3.1 Description of the business model

Core Strategy

The core strategy of Sleeping Master is focus on customer requirement on pillow, and we will fulfill customer's need and also provide service to customer based on one on one basis. Sleeping Master doesn't allow the staff to serve more than one customer on one time. So they can be more focus on the particular customer's needs and can also have an immediate feedback from them.

Strategy Resources

Sleeping Master located at a lively place where at Kuala Lumpur town, which is in Mid Valley Megamall. According to an officer from Mid Valley, there are around 30 million visitors per year which will spend their time shopping at Mid Valley Megamall. Population around that area is huge enough and can increase the possibility of people to step inside our outlet in Mid Valley Megamall. Besides that, Sleeping Master emphasizes on quality for every single pillow, the double-checking on stages of pillow processing has provided a better quality of products.

Partnership Network

Sleeping Master will collaborate with some company which these companies serve as the constant supplier for Sleeping Master. Besides that, Sleeping Master also will collaborate with the expert and doctor who are specialization of medical knowledge.

Customer Interface

Sleeping Master have an outlet where located near town of Kuala Lumpur, so customer can direct walk into the outlet and enjoy the service provide by Sleeping Master. Moreover, Sleeping Master also has its own website which provides the latest news and events on Sleeping Master and throughout the website, customer is able to provide a feedback on our business.

2.3.2 How the business will create sustainable competitive advantages

Beside the competitive advantages, Sleeping Master use differentiation as sustainable competitive advantages. Sleeping Master try to look for competitor product, highlight their mistake and improve it, this will ensure our company will not having the same mistake.

2.4 Current Status and Requirement

2.4.1 Description of the Business Stands Today and What the Business Needs to Move Forward (Projected milestones is required)

No.	Task Name	Duration (Days)	Start	Finish
1	Project Presentation and approval	5	01-Jun-2011	5-Jun-2011
2	Raise and Receive of fund	15	6-Jun-2011	20-Jun-2011
3	Acquire retail store & manufacturing factory	5	21-Jun-2011	25-Jun-2011
4	Registration of company name, trademark and product licensing	30	26-Jun-2011	25- July-2011
5	Searching renovation contractor	20	26-July-2011	15-Aug-2011
6	Renovation and furnishing (Retail store & manufacturing factory)	77	16-August-2011	31-October-2011
7	Set company regulation, policies and procedures	10	1- September -2011	10- September -2011
8	Search, Negotiate & sign business partner and supplier	20	11- September -	30- September -2011

	agreement		2011	
9	Job Vacancy, recruitment & training of employee	20	1-October-2011	20-October-2011
10	Purchasing & travel physical assets	11	21- October -2011	31- October -2011
11	Arrival of stock	3	1-November-2011	3-November-2011
12	Set up communication network	15	1-November-2011	15-November-2011
13	Setting up retail store & manufacturing factory	30	15-November-2011	15-Decemember-2011
14	Advertising & promotion	5	20-December-2011	25- December -2011
15	Pre-commencement preparation (Retail store & manufacturing factory)	16	16- December - 2011	31- December -2011
16	Commencement of retail store and manufacturing factory	1	1-January-2012	1-January-2012

Table 2.1: Projected Milestones for Pre-Commencement

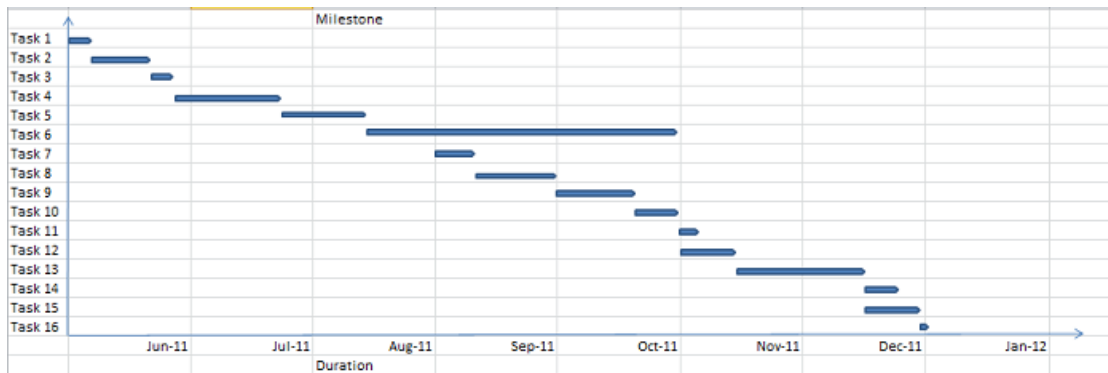


Figure 2.3: Gantt Chart

3. INDUSTRY ANALYSIS

3.1 Industry Description

3.1.1 Industry Trend

The Malaysia furniture and home furnishing industry has undergone a great deal of change today. It had worked from the domestic cottage-based production until gearing into high technology production capacity. Furniture industry has the variety of product category and one of the famous categories is the bedding products. In another word, the bedding industry is one of the elements in the furniture industry. From the United States research, the bedding products is the most important category products from furniture industry that contributes this industry be the most profitable sector as same as in Malaysia.

The manufacturer furniture industry is going downturn due to the worldwide economic crisis in 2008. But, it had been recovered by the stimulus program and economic plan of government. It showed the furniture industry is continuously supported by government especially domestic companies want to expand and diversified into foreign country (Malaysian Industrial Development Authority, 2009). Its industry also has been driven by the large inflow of investment from local and foreign investor to build up construction, hotel, medical and hospital service and also the tourism area. The demand of bedding products will increase directly.

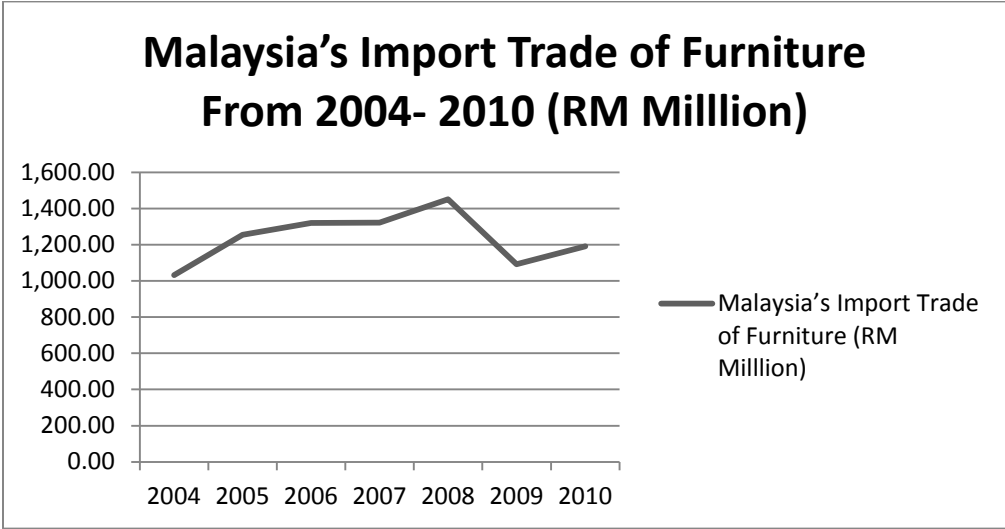


Figure 3.1 Malaysia's Import Trade of Furniture

Source: Malaysia Furniture Promotion Council

The demographic factor also drives the growth of bedding industry. It is because of increasing of quality of living style and populations have contributed to the increasing in the need for bedding product grows proportionally.

Nowadays, the Malaysians also are aware on their sleeping quality compared to the foreign countries such as United State and Japan. They are willing to spend more expenditure on purchasing the healthier, features and high-tech bedding product for achieving high standard of sleeping environment (Business Times, 2009). The healthy of human would be influenced by the sleeping quality and the sleeping quality can be improved if the consumer are using a better bedding products that can encounter the personal healthy problem and body problems in sleeping such as cervical stiffness, headache, arm pain and others problem (Gordon, Grimmer-Somers & Trott, 2010). The consumer also expected to purchase high durable and eco-friendly products.

Economic factor**Table 3.1: Economic indicator of Malaysia**

	2006	2007	2008	2009	2010
Consumer Expenditure (US\$ million)	69,391.06	83,990.98	98,867.62	94,748.64	100,364.38
Annual Gross Income (US\$ million)	108,721.22	132,418.06	157,145.61	150,413.37	159,353.67
Disposable Income (US\$ million)	81,803.24	99,266.41	117,238.54	112,627.75	119,549.43

Source: <http://www.euromonitor.com/factfile.aspx?country=MY>

The global economic crisis between year 2008 and 2009 not affect the overall purchasing and spending power of citizens in Malaysia. The overall consumer expenditure of Malaysians has increased annually. It showed consumer was willing to consume goods and services to lead their higher life quality. From the research by Synovate, 55 percent of the young generation of Malaysians aged between 25 and 34 don't mind paying extra in order to obtain good products and services.

3.1.2 Industry size

Table 3.2: Statistics of Furniture Manufacturing Industry

Year	2004	2005	2006	2007
Numbers of establishments	1409	1793	1999	2070
Value of gross output (RM million)	8966	10186	10842	11799
Cost of Input (RM million)	6897	7786	8296	9156
Employments	78173	88337	90708	104484

Source: Department of Statistics Malaysia.

The number of establishments and employments also showed the wellness of trend in furniture and bedding industry. According to Malaysia Performance Industries Report 2009 from Department of Statistics Malaysia, the increasing of establishments and value of gross output has showed the good earning prospect the industry.

Table 3.3: Approved Furniture and Fixture Manufacturing Industry

Year	2008	2009
Number of Approved Project	45	31
Employment	4605	2696
Domestic Investment (RM Million)	197.9	132.5
Foreign Investment (RM Million)	17.8	42.1
Total capital of Investment (RM Million)	215.6	174.6

Source: Malaysian Industrial Development Authority

In 2008, the establishment of the furniture and fixtures manufacturing industry also have good growing trend which have the 45 project approved in this industry and showed by Malaysian Industrial Development Authority (MIDA). It proven that the demand and need in markets of Malaysia was increased and

have good business opportunity for domestic markets. However, the slowdown in world economy cause the global financial crisis adversely affects the furniture and fixtures industry in 2009 (Malaysian Industrial Development Authority, 2009). This factor might cause this industry slowdown, the number of the establishment project had dropped by 14 project from 2008 to 2009 and the employments also reduced by 1909 person from 2008 to 2009. Thus, Malaysia Government has announced RM16.2 billion economic stimulus packages to recovery the economic recession and restores the consumer and investor confidence. So, the demand and need of furnishing and furniture products can be recovery as soon as possible. It also can be stimulated by employment rates and income of Malaysian has been increased too.

So, our business has good opportunity and prospects with customized and self- manufacturing service to suit the special personal need of consumer. It can directly help consumer to solve the problem of sleeping without medical solution. Other rivals are followed the traditional approach to produce the standardized products. We have the competitive edge or significant competitive point to against other rivals to build acceptance and create significant differentiation point from the consumer view.

Besides that, the consumer characteristics also contribute the increasing of demand of market in this industry. The increasing of population in Malaysia also will rise up the number of potential of our targeted group are looking on the special bedding products. It has contributed the demand of market directly. Our business also focuses on the people from the urban area and the fastest growing metropolitan region in the Malaysia which is located in Kuala Lumpur. It is the most developed city in term of population and economy. The tables below show the population in Malaysia, Kuala Lumpur and other district authority's areas in Kuala Lumpur.

Table 3.4: Population in Wilayah Persekutuan, Kuala Lumpur

Year	2006	2007	2008	2009	2010
Population	1,641.4	1,662.6	1,683.10	1,703.1	1,705.6

Source: Department of Statistics Malaysia

Table 3.5: Population in Major District Area, 2010

District	Population (million)	Population Density (per sq.km.)	Median Age (Years)
Federal Territory of Kuala Lumpur	1722.5	7089	31.3
Petaling (Subang Jaya, Petaling Jaya and Shah Alam)	1508.9	3012	30.1
Hulu Langat (Cheras, Ampang and Kajang)	1149.6	1369	29.8

Source: Department of Statistics Malaysia

Table 3.6: Population of District Authorities Area to Mid Valley Megamall, 2010

District Authorities Area	Population ('million)
Subang Jaya	743
Petaling Jaya	583
Kajang	577
Ampang Jaya	142

Source: Department of Statistics Malaysia

Our business will focus on Klang Valley market. The Sleeping Master retail store is located on the Mid Valley Megamall which is one of the most famous

shopping mall in Malaysia. It had attracted an average 30 million shopping visitor annually from all range income level of people. It can help us easily to meet our potential customer. The mid valley megamall is surrounding by four high density of population area: Subang Jaya, Petaling Jaya, Kajang and Ampng Jaya. These areas are full with the high and middle income level of people and household population which are targeted as our potential customer group.

According to Malaysia Economic Planning Unit, there have 61.3% of peoples have the income level of RM2500- RM5000 in 2007. Besides that, it also can be proven that the average income of household in the urban area is between RM4000-RM4500 which is stated from Malaysian Employers Federation Salary and Fringe Benefits Survey 2007 (Refer to Appendix). Thus, we believe household group as targeted group because of their expenditure on personal care and household products is high, and then it will contribute the Sleeping master potential profits. From our developed concept testing survey focus on urban area, the result showed that there have 82.15% of respondents are willing to purchase customized products.

Table 3.7: Insomnia group and health problem from sleeping of Malaysia

Country	Extrapolated Prevalence	Population Used	Estimated
Malaysia	2,767,350	23,522,482	

Source: Health Grades (CureResearch.com)

Besides that, insomnia is the very common disorder which means as the inability to sleep or maintain sleep of human natural process. According to Health Grades organization research for Statistics by Country of Insomnia, there have 2,767,350 Malaysian have the problem of insomnia; it is almost 10% of the population in Malaysia. Every person from all ages can be affected without considering his or her gender. It has three types of insomnia which are

transient insomnia, short-term insomnia and chronic insomnia. Under the news of Sleepless in Kuala Lumpur (The Star, 2009), the chronic insomnia occurs in 10% of the population in the urban area. It proven that many of Malaysians have inability of sleeping. So, they need the more innovated equipment to help them to solve this problem. All of these factors notice that there have great opportunity and potential to our business should to be explored. The sleep deprivation as sleeping problems also happened in about one out of five peoples which means fail to get enough sleep (American Academy of Sleep Medicine, 2008). According to Nielsen global health survey, it also found that headaches, colds, sleeping problems and back ache are the most common ailments of the world's consumers which is nearly 42% people of respondent has suffered its problem. It has proven that its insomnia and sleeping problem groups has high potential to be Sleeping Master customer in order to solve their sleeping problems.

3.1.3 Industry Attractive

Table 3.8: Michael Portal 5 Forces Model of Bedding Industry

Porter Five Forces	Industry Pressures		
	Low	Moderate	High
	Threats of new entrants		√
Bargaining power of buyers		√	
Bargaining power of Suppliers	√		
Threat of substitutes	√		
Competitive rivalry			√

Source: Develop for the research

Threat of new entrants

The threat of new entrants is quite moderate in the bedding industry. It is because the cost of start-up this business is high that may need to obtain quite large capital to build up the overall process and manufacturing plant. But, the demand of bedding market is grows and expands too rapidly. It also becomes more attractive when the changing of consumer needs, preferences and quality in the bedding products. The consumers are willing to switch to other products which are more functional and feature. Thus, it already make the barrier to entry is moderate. We believe that our customized approach is hard to mimic and able to establish the brand loyalty and recognition among consumer in this market.

Bargaining power of buyers

The buyers have medium significant power and influence on this bedding industry. It is because the cost of switching to other rivals products is quite low. There is many of established firm have capable to offer similar standardized products such as Dreamland and Sweet Dream. The buyers also can easily to gather information about quality, price and features of products to compare with each others. The customized product also is limited and scarce in bedding markets. So, we believed that our customized pillow can fulfill to different of needs and preferences of targeted groups. There is only option of buyers to get customized products from specialist group as same as customized service that we offer. And these buyers also have high price sensitive as household user also willing to spend on the high functional product and service at reasonable price.

Bargaining power of Supplier

The bargaining power of supplier is low in this industry. With the support of the internet and network technology, the material and resources for producing the customized pillows can be easily obtained such as foam and polyester can get from China and Indonesia. And the standardized pillow that we offer also can be obtained directly from the manufacturers. Our business also will be stimulated by maintaining good relationship with the suppliers and manufacturers which able our channels to get products to market faster, increase quality, and improve customer satisfaction. We will find and choose few number of the qualified supplier whose can match our production and distribution channel. Thus, we will do the supplier certification and analysis from important criteria such as price, quality, service, prompt delivery and others. And we purchases materials from several different sources which can help us to avoid the shortage of material when one of suppliers suffers the catastrophe.

Threat of substitutes

The threat of substitutes is very low in this industry. Sleep is fundamental process of human that transient reversible state of perceptual disengagement from the environment which is average needs about 6 to 8 hours per day sleeping (Pacific Sleep Centre, n.d). For performing the good sleeping process, the bedding products are necessity and essential things for human. Thus, there is no substitute product that able to replace the functional and feature of sleeping pillow in human daily sleeping which is not readily available and irreplaceable in this market. The buyers only can choose the types of ingredient and material of the bedding product as they prefer it. Then, the buyers also may prefer toward high performance, functional, quality of bedding products.

Competitive Rivalry

Competitive pressures among rival sellers usually are strongest of the five forces (Thompson, A. A., Jr., Strickland III, A. J., & Gamble, J. E., 2010). The competition rivalry is very intense and fierce in the bedding industry. The industry already has few well-established firms and offering the products that has good standardized to match the demand in the bedding market. One of the strongest competitors is the Getha Corporation which focuses on research and development strategy to improve their product quality and able to offer wide range of product line especially the pillow product. But, we confidently believe that our customized approach able to build up competitive edge and brand recognition which other rivals cannot easily to mimic and practice. The products that we offer is wide range and focus on the pillow products which will made by following the expectation of consumer and help the consumer to encounter their sleeping problem directly.

3.1.4 Profit Potential

We will focus on the profit potential of the industry. With the continuous growing of population of Kuala Lumpur, the needs of bedding products also will grows at same time. According to the table, Sleeping Master also targeted the middle income level of people and sleeping problem of Kuala Lumpur citizen. These groups of people also will increase dramatically. By offering the customization cervical pillow products, the consumer can use this type of pillow to reduce their sleeping problem effectively.

The consumers have chance to custom the pillow with own unique preference and expectation. Not only in functional expect, they also like to custom their product by their own prefer in making pillow such as the shape, size, material

usage and others. We also offer the special and unique pillow which might not available in Malaysia. It can attract many of the potential customers that like to purchase the special requirement to decorate their house and bedrooms.

With the shortening of sleeping time of working people in urban area, they also will become our potential customer. They will like to purchase our customized pillow that will help them improve the sleeping pillow effectively. Then, the insomnia group also will be targeted that they may need the good sleeping requirements to reduce their insomnia problem. Besides, we also will focus on the potential customer groups who have the sleeping problem such as such as unhealthier sleeping habits or position will cause a lot of disease problems such as insomnia, cervical stiffness, headache, arm pain and others problem. They might like to prefer this non-medical solution to help them improve sleeping quality.

3.2 Targeted Market

We will segment our potential customer into two major categories which can helps us to develop effective marketing plan to reach to them effectively.

3.2.1 Middle Income group

The Sleeping Master will target on the middle income group due to increasing of population of Kuala Lumpur as same as increasing of middle income groups. This group of people has good consumption and high expenditure on health care products and also home furnishing products. And they also have good well educated and knowledge about the health issues and willing to spend on healthy products. By our customization approach, our pillow also can help them to sleep in their own way and design any prefer way that they like to sleep. It also drives them to purchase our products in order to increase their health lifestyles standard and quality of sleeping. With busy life in city

and work, they may likely to spend more expenditure to get better bedding equipments to enhance their sleeping quality and environment.

3.2.2 Insomnia and sleeping problem patients

We also focus on this group who has the insomnia, sleeping problem, headache, and cervical problem. Our product can be customized directly helps them to solve their insomnia and sleeping problems. And we also can provide the medical expertise support and advice to tem for helping them to choose the right material and fragrance of cervical pillow. In the Kuala Lumpur as urban area, there have one out of five person is suffered its problem which is found by American Academy of Sleep Medicine. According to Dr. Y.L.M report about sleepless in Kuala Lumpur, the insomnia will happened on 30 to 50% of the population. So, they normally willing to purchase our products and services in order to solve their problems and improve their sleeping quality.

3.3 Competitive Position within Target Market

3.3.1 Competitors Analysis Grid

Table 3.9: Competitors Analysis Grid

Name	Sleeping master	Sweet Dream	Getha	Dreamland
Pillow Variety	High	Moderate	Moderate	Low

Pillow Product Customization	Customize	Standardize	Standardize	Standardize
Brand Name Recognition	Low	High	High	Moderate
Accessibility	Low	High	High	High
Quality of products	High	High	High	High
Quality of services	High	Moderate	Moderate	Moderate
Price	High	Moderate	High	Low
Knowledge and professional	High	Moderate	High	Moderate
Product Uniqueness	Unique	Normal	Normal	Normal

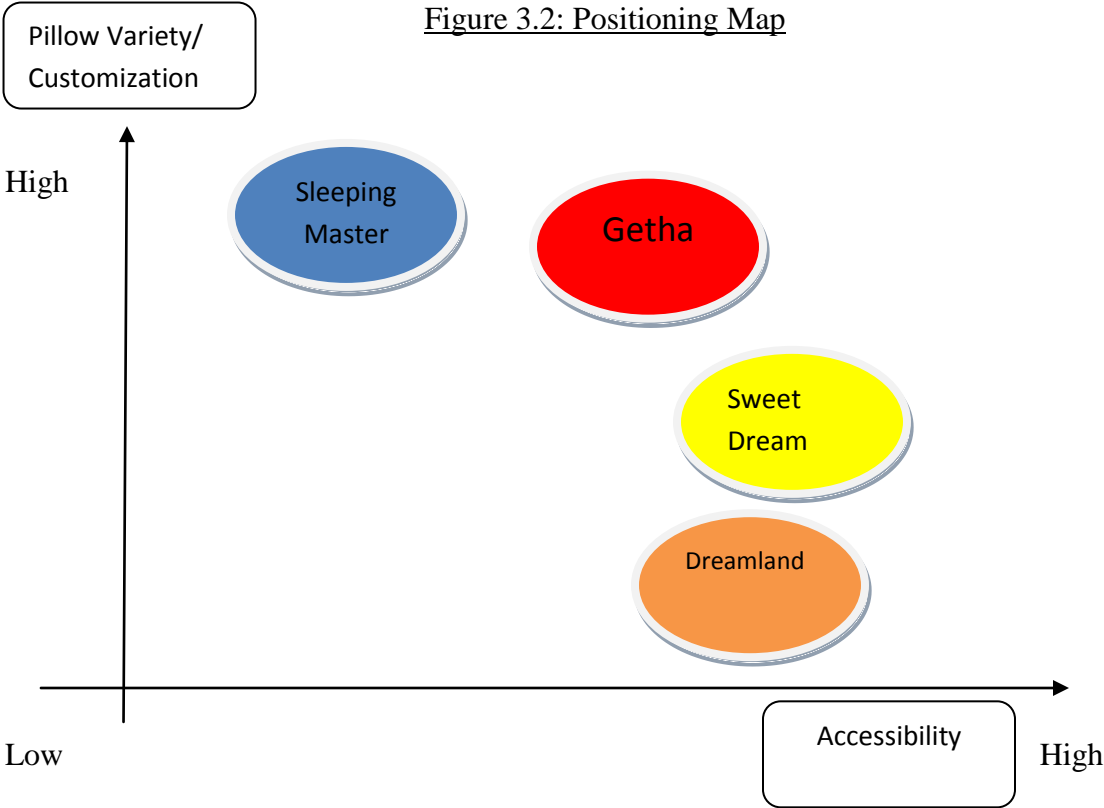
A competitor analysis can help the firm understand the position of existing competitor and to capture the opportunity to gain competitive advantage in different areas. The table 3.9 illustrates the three main competitors of Sleeping Master which are Sweet Dream, Getha, and Dreamland.

The grid shows that Sleeping Master will compete directly with these competitors on pillow variety, pillow customization, brand name recognition,

accessibility, quality of products, price, knowledge and professional, and product uniqueness. Our business intends to establish the advantage in term of pillow variety and pillow customization. This advantage can give the great differentiation point of product and service within existing market, And it also can helps to satisfy customers who have different needs and wants in pillow product.

Sleeping Master is new business and it is in the startup stage, so it has low accessibility and low brand name recognition compared with other competitors. We also will emphasis on high quality of product and high quality of services. With customization process, Sleeping Master will provide the excellent customer service to serve the customer based on one on one basic. And we will produce the pillow based on customer requirements and expectations. The main customized pillow product price that we offer is in RM 250. If compared to competitor, our setting price is quite high. Sleeping Master needs more cost to provide customization service with assisting of medical expert.

3.3.2 Positioning Map



According to figure 3.1, Sleeping Master and its three main competitors are positioned based on its pillow variety and customization and accessibility. Sleeping Master targeted to provide good customized pillow in size, shape, material and also healthy measurement with support of medical expert. We provide high variety of pillow product line which can attracts the customers who have special preferences and needs in pillow products among the competitors. Our business has low accessibility to reach to potential market from positioning with competitors. For this reason, we have provided the company website in order to increase the degree of our product and service is available to more and more people.

4. Marketing Plan

4.1 Product/ Service Feasibility analysis.

4.1.1 Full description of product or service offer.

In Sleeping Master, we provide the product and service as below:

Customization of Cervical Pillow

In Sleeping Master, we provide the customized cervical pillow to the consumer. The pillow is customized based on the physical information on customer in size of head, spinal traction, their current sleeping problem and the sleeping way of them. The ways of sleeping include a normal sleeping way and side-way sleeping.

Customized Design Pillow in Any Size and Any Shape

We also produce the service of produce the pillow based on customer requirement and preference in design of size, shape and also the filling of pillow. For instance, an arm-shape pillow, which can served as the substitute of their boyfriend's arm.

Imported Pillow

Beside of customized cervical pillow and design pillow, Sleeping Master also provides some special and unique pillow which is imported from other foreign countries. The standardized pillows that we choose are the pillow have special function and specific feature and unique design. It may very famous, popular and have a good sales achievement in that particular country. (Please refer appendix).

Pillow Filling Materials

We also enable the customer to choose the material that used to fill in to their pillow. We have provided four types of material the enable the customer to choose according to their preference on the material. The materials that available are polyester fiber, cotton, feather and foam.

Customized of Pillow Case

For providing the differentiation point of service to customer, we enable the customer to customize the pillow case. The customers can custom the pillow case based on design, image, color and fabric that they prefer. Besides that, there are also have many variations of fabric that the customer can choose are pristine fabric, silk and cotton fabric.

Variety of fragrance

We have also sales variation of fragrance the enable customer to enhance their quality and environment. Each type of fragrance provides different function to the consumer (Appendix C). The fragrances are available in Sleeping Master are lavender, mint, chrysanthemum, Mugwort leaf, buckwheat shell, bamboo charcoal, Ginkgo tea. All of the material is made by pure natural and eco-friendly to our environment.

4.2 Pricing Strategy

Pricing strategy can helps Sleeping Master to attract the attention of targeted groups. Sleeping Master will use skimming pricing strategy for introducing customized cervical pillow. The skimming pricing strategy often adopted when a company offers unique product into market which is less or no competition (Scarborough, Wilson & Zimmerer, 2009). According to its pricing strategy, we are going to set customized cervical pillow at the price level of RM 250, the price have bundle of goods and services which includes the pillow design, pillow material, pillow case and fragrance pack. Our products and service is very unique which is produced the customized cervical pillow based on one on one basic. By setting this price, Sleeping Master can recover quickly the initial promotional and startup cost.

For the customized pillow based on the customer preference, the price is set based on size of their preference pillow as table showed below:

	Customized Pillow		
Size	Small	Medium	Large
Measure	50cm x 50cm	1m x 1m	1.5m x 1.5m
Price	RM 50	RM100	RM150

Table 4.1: Price for Customized Pillow in Any Size and Any Shape

In standardized pillow, the price is set based on the average cost of the all import of standardized pillows. The average cost of standardized pillows is RM70.

4.3 Distribution strategy

The distribution strategy encompasses all the activities including the movements of company goods and services deliver from the origin of point to the consumption point (Barringer, 2008). So, for increasing the opportunity to reach to potential customer, we plan to open our shop at the Mid Valley shopping center. Mid Valley is one of the hottest shopping center in Kuala Lumpur. It is the most wonderful shopping complex where have the various trendy fashion and several flavors of delicious foods. It can attract the several of income level of customer as well as our potential customer. It can be proven with the research of JB Jurunilai Bersekutu which is the Malaysia professional valuation firm. It has found that the visitor per month of Mid Valley Megamall reached to 2.2 million on average in 2007.

For distribution strategy, after measurement of size, design, material and shape of pillow preferred, we will advise the customer to return again to our shop for estimating the produced pillow is matched to their customization after two or three days they place their order. If the customer is not free, we will assign the own deliverer (Inside the range of delivering, Kuala Lumpur) or third party logistics company (Not in the range of delivering) to deliver the finished pillow to our customer. We also will provide the return channels for collecting the unsatisfied products. The return collected products will be repaired and re-produced for remarking the most customization fits according to customer needs.

4.4 Promotion and advertising

4.4.1 Promotion Strategy

Sales Promotion

The sales promotion is the techniques that help the firm to focus the short-term goals relative to future of long-term goals objectives. It will originally support the firm objectives of building brand equity, creating brand awareness and maintaining continuing purchases (Kurtz, 2008). Sales promotion that we offered is stress price advantages and special discounts. It will be organized in the day of sales opening and the period of mega sales. It also helps Sleeping Master to foster the sales of other related pillow products. As the new customized products in this industry, this promotion helps to encourage trial, usage rates recognition among consumer.

Exhibition and Fairs

The exhibition and fairs is the customer-oriented event that clusters all local leading exhibitors in particular industry on a cost-effective platform and assessment points to prospective buyers (Malaysian Furniture & Furnishings Fair, 2010). In 2010, Malaysian Furniture & Furnishings Fair had reached total revenue of approximately RM50 million and the total visitors had gained over 60, 000 person. So, we decided to join the Malaysian Furniture and Furnishing Fair and Malaysian Furniture Fair. It is good opportunity to meet local and foreign consumer that have habits to participating to purchase for their furniture and furnishing items. In the research of Visitorship by purpose of visit by Malaysia Furniture and Furnishing Fair Sdn Bhd, there have 44.31% visitor purposely to gather the information of new product and place the order in this fair (MIFF, 2010). It is the event for Sleeping Master to enhance the brand awareness and showcase our products to more customer group.

Besides that, we also will use the bundling package which is grouping several products and services offered to customer at special price or extra value (Scarborough, Wilson & Zimmerer, 2009). This bundle package clusters finished pillow, pillow case and sleep perfume. It can help the customer to save more cost and to gain more value in purchasing one reasonably priced sets.

Promotional Gift

Sleeping Master adopt promotional gift tactic that giving the gift of pillow key chain when the promotion period and starting periods. It is the foundation of reciprocity theory that lets recipients' perceived sense of obligation to return the favor (Beltramini, 2000). It can helps to build up the relationship between the giver and the receiver as same as Sleeping Master and its customer. Then, it also can increase customer positive perceptions toward products. The key chain gift will be labeled the shop address, telephone and Sleeping Master logo. It can create good memorable point that leads the customer easily to remember about the Sleeping Master products and services.

Website

We also develop the firm website for distributing more detailed information and recently news about the Sleeping Master. The information will be provided with full color, sound and motion which include the products description, contacts and address, effects of material provided and others. It is most common medium to deliver message of firm to reach to worldwide customer effectively and efficiency (Scarborough, Wilson & Zimmerer, 2009). The internet users in Malaysia have reached to 64.6% which is stated by Miniwatts Marketing Group in 2010. It has recognized that there have lots of consumers are spending more of their time to surf internet. From the Malaysia Household Users of Internet survey in 2005, mostly of the internet users already employed and has good purchasing power. Then, 40.5% of household users surf internet to source the goods and services. All these factors can contribute good prospects that we can meet the potential customer more easily. And our Sleeping Master information also can easily distributed to them by email.

4.4.2 Advertising Strategy

Distribution of Flyers

To advertise our business, a flyer is designed and will be distribute around Mid Valley Megamall and Kuala Lumpur area. The flyers will be distributed to the Mid Valley Megamall at the escalator and also in the car parking area. It will be attached with full printed color and picture of products (Appendix D). It is the effective ways to inform the people who is on shopping in Mid Valley Megamall. The flyer also can guide the interested consumer to go to our stores and leads them to know what pillow products are selling at our stores.

Newspaper advertising

The Sleeping Master also uses newspaper advertising. The newspaper advertising is the most famous medium that local company likely to adopt to spread messages to the target market in Malaysia (Nielsen, 2010). It is because the advertising cost is low and delivers the message across the coverage of geographic area. Secondly, Newspapers allow the readers to keep track the advertising message with great deal of text content and attractive graphic. It also can produce the prompt response that generate the sales quickly and makes special promotional event effectively at the same time. So, it helps the Sleeping Master to boost the sales directly. Our advertisement will be advertised on The Star newspaper, Sin Jiew newspaper and Berita Harian newspaper. These newspapers firm have good readership and sales in the recently years and can helps Sleeping Master to distribute information to meet potential customer across different states and cities. (Appendix E)

Social Internet advertising

We are going to advertise our products at social internet channel by creating a group forum of Sleeping Master. The cost of expenditure also is very low compared to others. The social internet channels that we choose are Facebook, Friendster, Chinese Cari forum and other famous social channel. It is the effective channel can leads the consumer to discuss feeling about our products and can build up interaction with each other. They also can provide the feedback and recommendation to our business directly.

5. OPERATION PLAN

5.1 Manufacturing Process

Before the pillow making process started, the customer information is needed. This information is collected by our sales person at the Mid Valley shop. So basically, the process is divided into two parts. Which is the information gathered in the Mid Valley, and the process of customizing the pillow at factory.

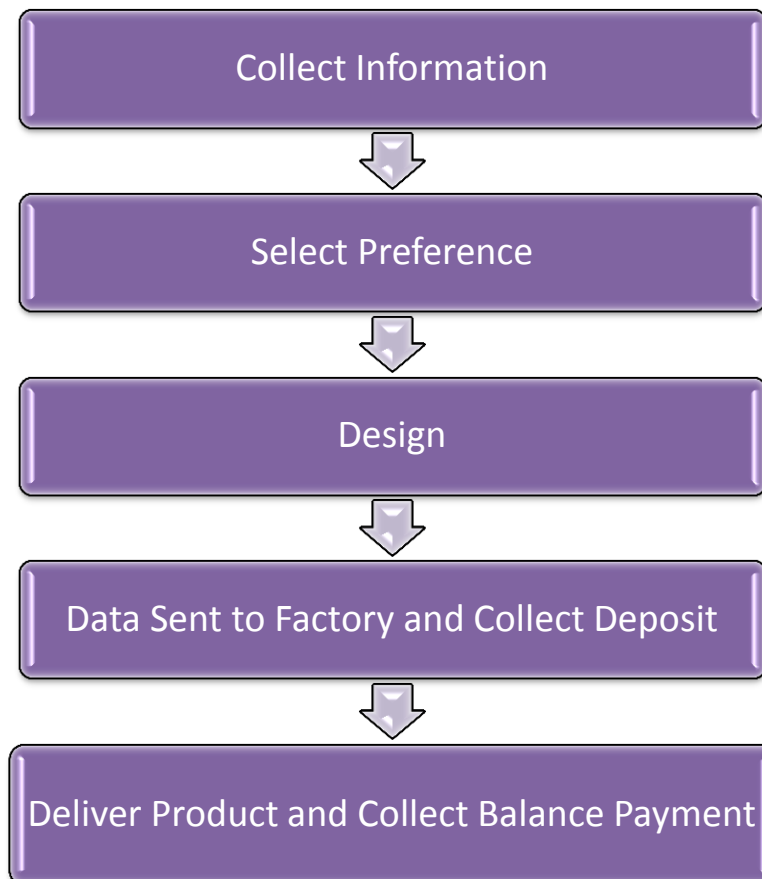


Figure 5.1:Mid Valley Operation Process

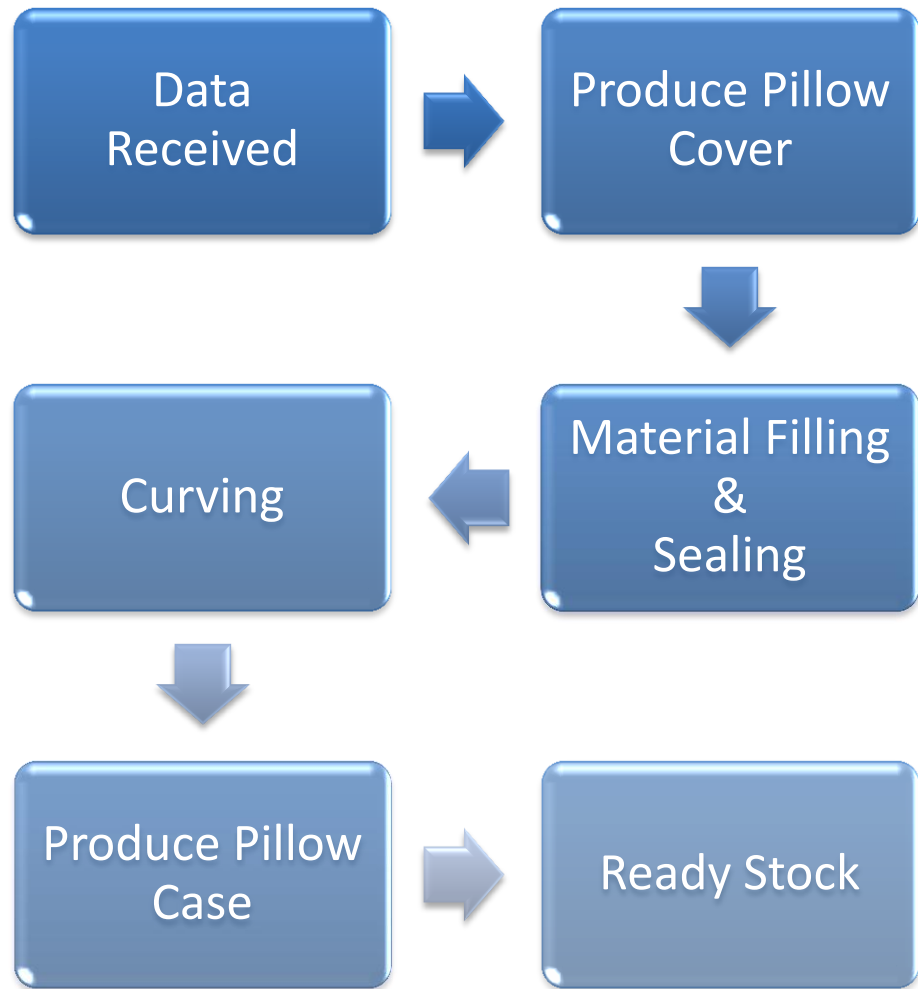


Figure 5.2 :Factory Manufacturing Process

5.1.1 Mid Valley Operation Process

Step 1: Collect Information

The process of information collecting includes the customer data such as the cervical data, size of head, body and shoulder. The data is gathered with the help by using a technology equipment which called Spinal Mouse and data is taken by an expert. The data is useful in producing a accurate pillow which suit to the customer (Appendix F). The Spinal Mouse technology used by an expert and is applied on the spinal test and convert into a data used for production. (Appendix G)

Step 2: Select Preference

The customer will choose the filling, type of fabric, design of picture which is essential in producing the pillow. The filling includes foam, polyester fiber, goose feather and cotton. The type of fabric includes the silk, cotton fabric, and pristine fabric. The customer may choose or provide picture which will be printed or embroider on the pillowcase.

Step 3: Design

In this process, the data and preference will key in and designed by an expert using computer software. This software provide a full 3D view and the accuracy of the measurement will guide in the manufacturing process.

Step 4: Data Sent to Factory and Collect Deposit

After the design process, the information is sent to factory to begin production and deposit payment is collected from the customer. The payment can be paid either by cash or by credit card. Customer may choose whether to pay full amount or half of the full amount as deposit.

Step 5: Deliver Product and Collect the Balance Payment

In this process, the finished product is delivered to the customer. Basically, there are 3 ways for the customer to receive their product. First, they might come to our outlet and collect their product. Second, we will free deliver to them within the KL area. Or third, for those who stay out of the KL area, we still can deliver to them, but the postage fee is charged.

5.1.2 Factory Manufacturing Process**Step 1: Data Received**

The data received from the outlet is interpret before proceed to further process. In this process, needed information is derived and handout to different progress.

Step 2: Produce Pillow Cover

The pillow cover is designed based on the information received. This process includes the pillow cover sizing, shaping, and apply the printing and embroider process if requested by customer.

Step 3: Material Filling and Sealing

After the shape and size of the pillow cover is accomplished, here begin the filling process, this process consists of filling the material which is chosen by the customer either polyester fiber, cotton, goose feather, or foam. After the filling process, the pillow will be seal and proceed to the next step.

Step 4: Curving

In order to provide a effective pillow which will cure or reduced the insomnia, the curving steps can't be missed. Based on the information received, the curving is applied to pillow matched with the physical data of customer.

However, for the pillow with foam as a material, the curving step is complete before fill in the pillow cover.

Step 5: Produced Pillow Case

Upon requested by the customer, the pillowcase is produced in this step. The process includes the fabric selection, picture printing or embroider.

Step 6: Ready Stock

Before the pillow store into the warehouse or deliver to customer, we have the obligation to ensure the pillow produced is reached its quality. Ready stock can be stored in the inventory warehouse. Besides that, it also will be delivered to the customer or keep in outlet store.

5.2 Availability of Qualified Labor Pool.

The Marketing & Sales Manager, Finance Manager , General Manager, and Operation Manager will be handle by ourselves. However, in order to carry out the business, we need to hire some workers. The list of worker is stated in the table below.

Job Position	Job Description	Unit
Marketing & Sales Manager	<ul style="list-style-type: none"> • Set the sales target to be achieved. • Responsible in marketing the product process. • Responsible in placing the product effectively in market. 	1
Finance Manager	<ul style="list-style-type: none"> • Prepare the financial statement. • Forecast the future financial plan. 	1
Operation Manager	<ul style="list-style-type: none"> • Control the daily operation process. • Responsible in the field within the factory. 	1
General Manager	<ul style="list-style-type: none"> • Arrange the daily schedule to complete the task. • Assist the other department. 	1
Human Resource dept. Staff	<ul style="list-style-type: none"> • Handling the manager, staff and labor's salary. 	1

	<ul style="list-style-type: none"> • Responsible in hiring worker process. 	
Research & Development dept. Staff	<ul style="list-style-type: none"> • Responsible in research and develop a better product to satisfy customer and compete with competitor. 	1
Marketing & Sales dept. Staff	<ul style="list-style-type: none"> • Execute the task assigned by manager. • Assist the Marketing & Sales Manager. 	1
General Administration dept. Staff	<ul style="list-style-type: none"> • Handling the paperwork and assist the other department. • Responsible in the loading and unloading of stock. 	2
Factory labor	<ul style="list-style-type: none"> • Conduct the pillow processing work. • Include sewing, pillow filling, foam cutting. 	7
Factory Supervisor	<ul style="list-style-type: none"> • Supervise the daily factory operations. 	1
Driver	<ul style="list-style-type: none"> • Deliver the goods to outlet and to customer. 	1
Outlet Supervisor	<ul style="list-style-type: none"> • Supervise the daily operation s in outlet. 	1
Salesperson	<ul style="list-style-type: none"> • Responsible in explaining the product to customers. • Responsible in achieving the sales target. 	2
Cervical Expert	<ul style="list-style-type: none"> • Responsible in taking the customers' physical data. 	1
Design Expert	<ul style="list-style-type: none"> • Summarize the customers' data into a 3D detail format by using a software. 	1

Table5.1 Qualified Labor Pool

* The staff and worker hired might increase based on the business growing rate.

5.3 Physical Plant

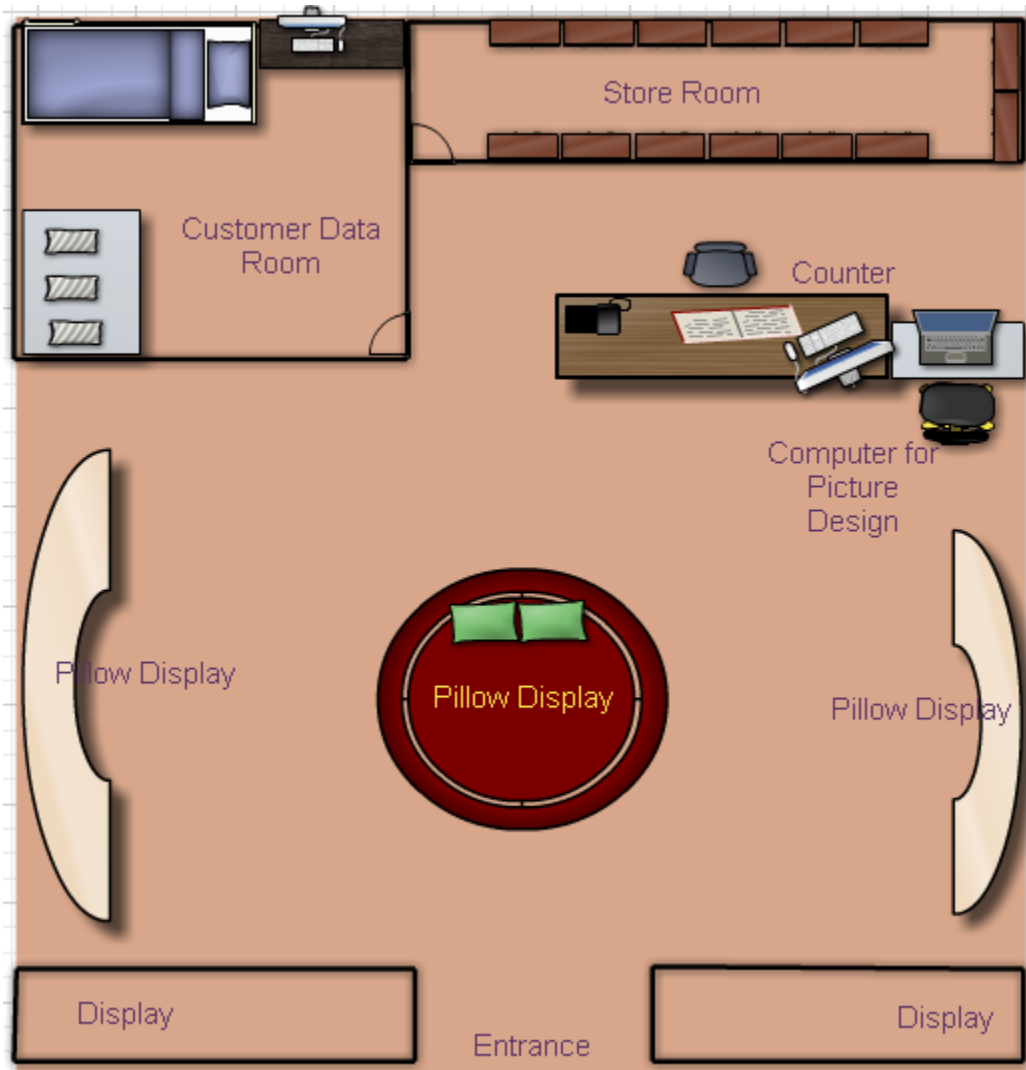


Figure 5.3: Mid Valley Megamall Shop Layout

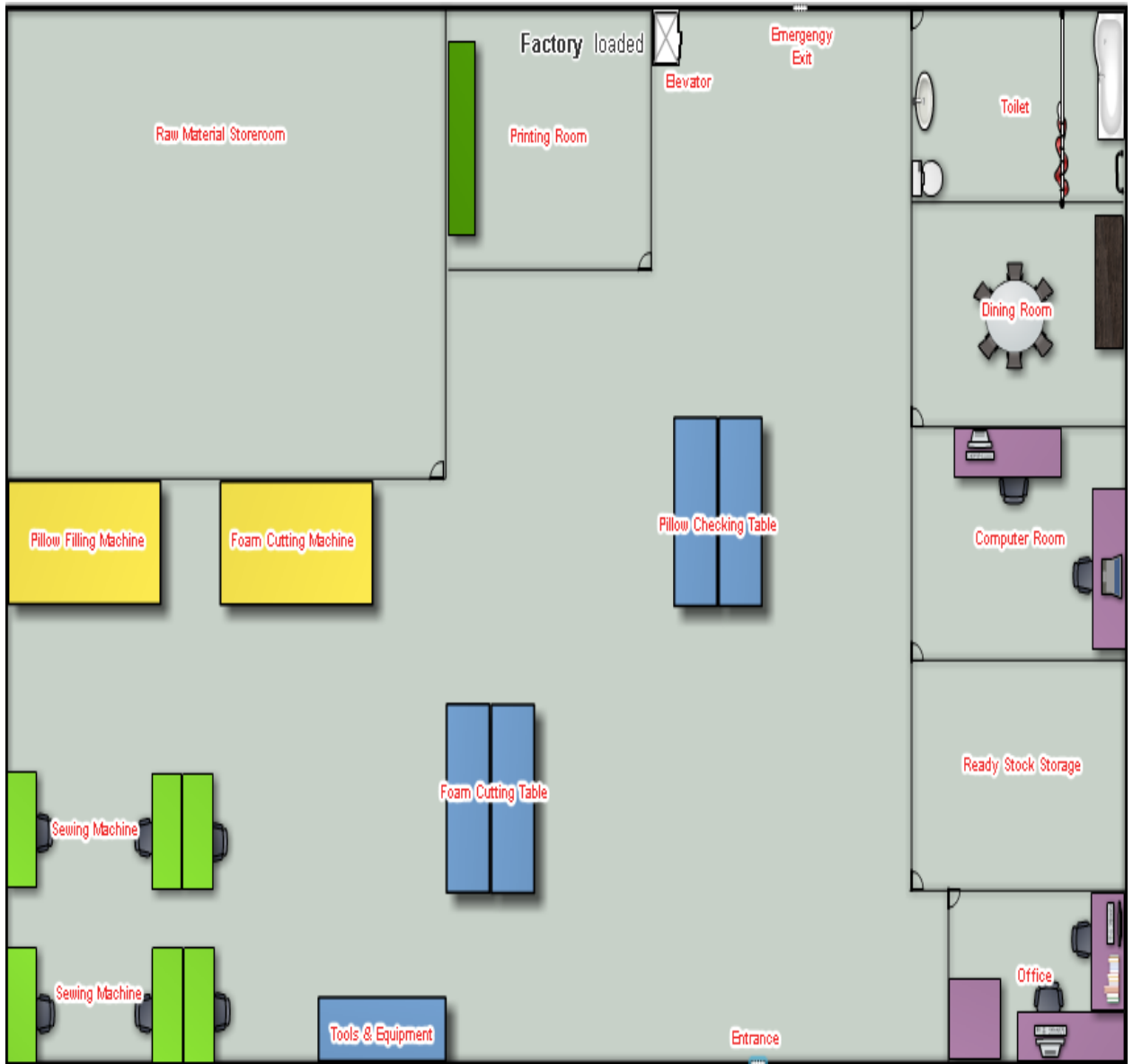


Figure 5.4 :Factory Layout (Ground Floor)

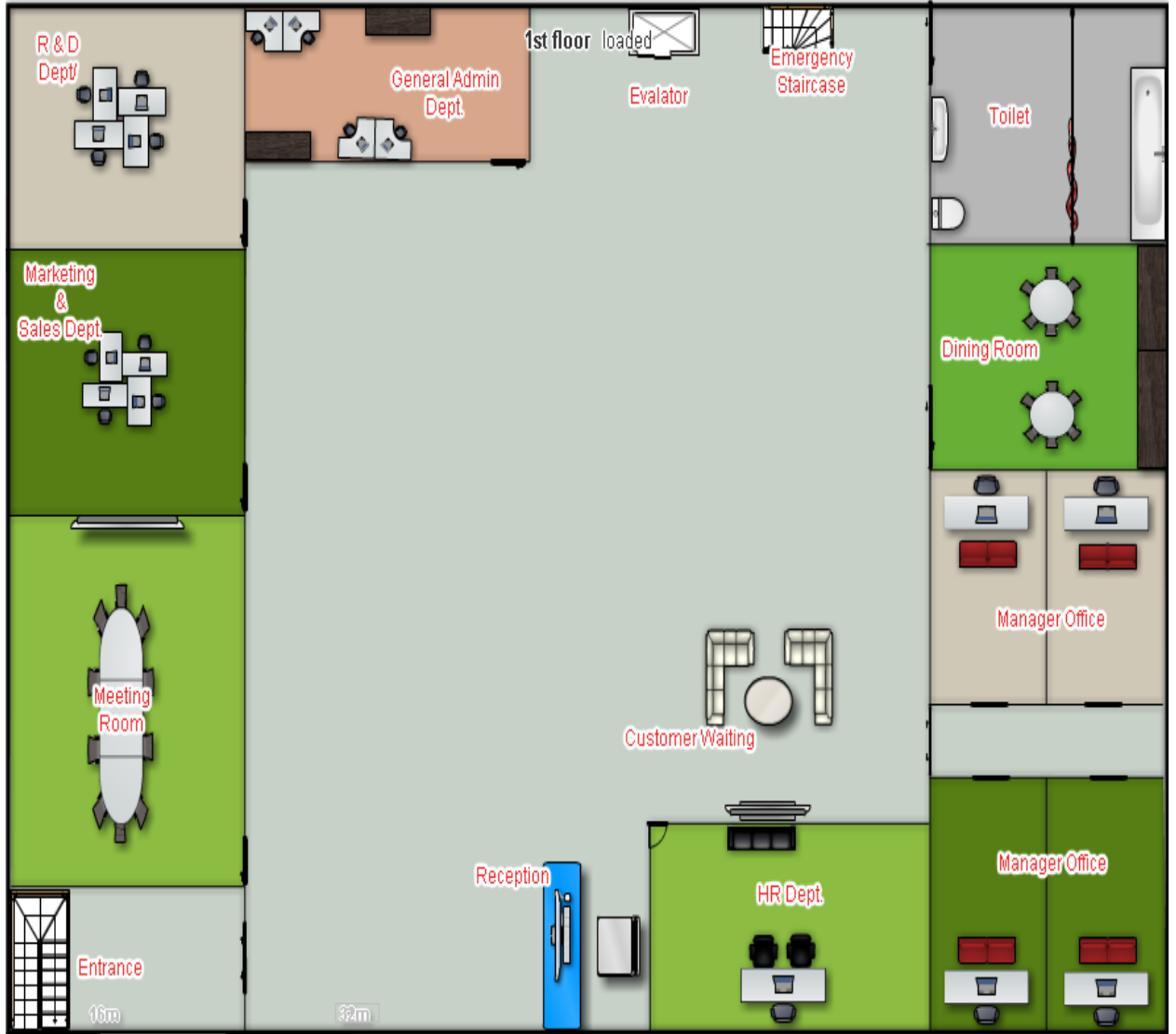


Figure 5.5: Factory Layout (First Floor)

5.4 Machinery and Equipment (Appendix H)

5.4.1 Raw Material

Pristine Fabric	10
Silk	20 per each color (10 color)
Cotton fabric	3 per each color (total 15 color)
Goose feather	100kg
Cotton	100kg
Polyester fiber	100kg
Foam block	100kg

5.4.2 Vehicle and Miscellaneous

Water Dispenser	2
1995 Ford Spectron 1.8 (M)	1

5.4.3 Electronic Application

Amplifier	1
Time Recorder	2
Flat TV	1
Air-conditioner	2
CCTV(1 set)	3
Wireless router	2
Stand fan	2

5.4.4 Furniture and Fitting

Rack	14
Pillow (measurement purpose)	3
Measurement equipment table	1
Computer table	1
Bedstead	1
Mattress	1
Outlet counter	1
Chair	1
Wall shelves	10
Round Bed	1
Pillow set	1
Sewing table	4
Labor Chair	4
Multipurpose Table	4
Dining Table Set	3
Reception Table	1
Customer Waiting Sofa	1
Glass table	1
Manager Table	4
Manager Chair	4
Sofa	1
Meeting Room Table	1
Office Table	8
Office Chair	8

5.4.5 Machinery and Office Equipment

Singer 14CG754 Commercial Grade Serger	4
Heat Press Machine	1
Foam Contour Cutting Tools	1
Pillow Filling Machine	1
Spinal Mouse	1
Foam Cutting Machine	1
Computer	15
Design usage Computer	2
Stationary	1
Printer	5

5.5 Names of Suppliers of Raw Materials

Type of items supplied	Company Name
Fabric	<ul style="list-style-type: none"> • Allergy Be Gone • Azizy Enterprise • Syarikat People Textile Sdn Bhd
Pillow Filling Material	<ul style="list-style-type: none"> • Schneerson Cotton Industries • Yangzhou Wanda Feather Products Co. Ltd • Good Foam Industries Sdn. Bhd
Stationary	<ul style="list-style-type: none"> • Khet Loong Trading Sdn Bhd
Office Furniture	<ul style="list-style-type: none"> • Artsystem (M) Sdn Bhd

Table 5.2 Names of Suppliers (Appendix I)

5.6 Quality Control

The quality control is the important elements in order to carry out a successful business. It influences the customer satisfaction, customer loyalty, and the reputation of the company as well.

Manufacturing Quality Control

Product is the physical and tangible item which will give satisfaction to customer. To satisfy customer, the quality of the product must be good enough. To reach to the desire quality, the supervisor will implement a double check action on each of the process. By doing this, the wastage could be reduced besides of maintaining the quality of pillow.

Staff Quality Control

The role of staffs and workers are essential to carry out a success business as well. To reach a desirable quality of staff, first, rules and regulations are needed. The rules and regulations serves as guideline to the staffs and workers. Throughout this rules and regulations, they will know what to do, and what shouldn't do.

Second, rather than using merely the rules and regulations which will pressure them, an incentive program will be applied on the result and achievement of the staffs and workers. For example, award in money-term will be giving away to those who are capable.

Third, we will make sure that every salesperson is well known about our product and function capable to explain the product to the consumer. To motivate them to do so, they will receive 1 percent from the sales of each successful product sold.

Delivery Quality Control

The delivery timing is equal to the promises to the customers. We will make sure that our product is delivered to customer on time. Delivery on time can increase customers' trust and increase company's reputation. Therefore, we will make sure that the product is delivered to the customer on time.

After Sales Service Quality Control

Now days, after sales service is a must to a business. Every two month, we will make a call to customer to remind them for changing their fragrance pack on pillow. Plus, we will collect the survey on satisfaction from customer in order to improve our product.

5.7 Customer Support

It is necessary to provide customer support to customer by bringing them satisfaction and trust to Sleeping Master. In Sleeping Master, we will provide the customer support in such following ways:

Customer Care line

For those customers who want to provide suggestion and also comment or feedback to Sleeping Master, we will provide a care line for them to call in and give comment. Any improvement and changes will discuss in meeting with management team members and food vendors if necessary. We will improve our staff and product in order to keep loyalty customers.

Feedback Form

Another side, customer also can provide their suggestion and comment or feedback to Sleeping Master through feedback form which is providing by cashier counter. They can fill in and direct give it back to our staff. Our staff will collect it and our

management team will discuss about the entire thing which mention by customers while having meeting next time.

Website

Throughout the website, customer will found out the latest news and events happening in our business. By using the website, they will able to reach us through sending an email. (Appendix J)

6. Management Team

6.1 Management Team

General Manager

Mr. Wong Shiu Yuen is appointed as the General Manager of Sleeping Master. He is graduated from Universiti Tunku Abdul Rahman, major in Bachelor of Business Administration (Hons) Entrepreneurship. Mr. Wong has talent in planning, organizing, monitoring and coordinating daily operation of all activities in Sleeping Master firm. Mr. Wong is the active member of sport club and Entrepreneur society. Mr. Wong also has well experience in organizing campaign and event. Next, he also had worked as the technical in the Computer Network Solution in Cheras. When he worked at Computer network solution, he also assists the supervisor in organizing and coordinating some business activity. He also has doing the part-time job as the sales promoter at Sub Zero. So, he had the ability to manage the all activities of Sleeping Master.(Appendix L1)

Operation Manager

Mr. Ong Kean Haw is appointed as the Operation Manager of Pillow Master Sdn, Bhd. He graduated from University Tunku Abdul Rahman as a degree holder in Bachelor of Business Administration (HONS) Entrepreneurship. He is taking the position of operation manager because he had the experience in the bedding industry and he could effectively operate of the manufacturing process in making pillow. He is responsible for all activities within the factory operating system. With joining the One Malaysia Camp 2010 as logistic manager and leader, he also has the ability and experience of good team and leadership management which allowed him to leading all workers be more motivate and hardworking. (Appendix L2)

Finance and Administration Manager

Mr. Chia Wui Xuan will take the position of Finance Manager in Pillow Master Sdn Bhd. Mr. Chia had obtained the degree of Bachelor of Business Administration (HONS) Entrepreneurship at Faculty of Accounting and Management, Universiti Tunku Abdul Rahman (UTAR). He already had five years working experience in his family's business and worked as an assistant. Thus, he is experienced in management, communication, and also financial skills. So, these skills and knowledge will supports him easily in charge of the day-to-day finance related matters of the company, monthly budget, employees payroll and all others activities that involve finance and accounting operation of the company. (Appendix L3)

Marketing and Sales Manager

Mr. Foo Yih Shiou holds the position of Marketing and sales Manager in Pillow Master Sdn. Bhd. He possesses a degree of Bachelor of Business Administration (HONS) Entrepreneurship at Faculty of Accounting and Management, Universiti Tunku Abdul Rahman (UTAR). He had a working experience in performing as assistance of Public Relation, organizer of sports event, Cashier and also assistance machinery technical in the different area of industries. Thus, he is experienced in team management, communication, and marketing skills. So, he had the ability to manage the daily marketing and sales of Pillow Master Company which include leading sales team to achieve company sales targets, building brand awareness and recognition, retaining and building new customers and others. (Appendix L4)

6.2 Key Professional Service Providers

ConsulNet Group Sdn Bhd

ConsulNet Group Sdn Bhd is the experience consultant company that offers quality audit service and tax advisory and management consultancy services which supported by 25 professionals management team member. Its parent company is located on Georgetown, Penang. His branch is very closer to our manufacturing factory and retail store which place on 72A-3B (suite A) Jalan PJU, 1/3B Sunwaymas Commercial Centre, 47301 Petaling Jaya, Selangor. We believe that ConsulNet team can help Pillow Master to manage the business issue and regulatory requirement effectively and efficiency such as the audit management and tax assurance.

Oversea Assurance Corporation (Malaysia) Berhad (OAC)

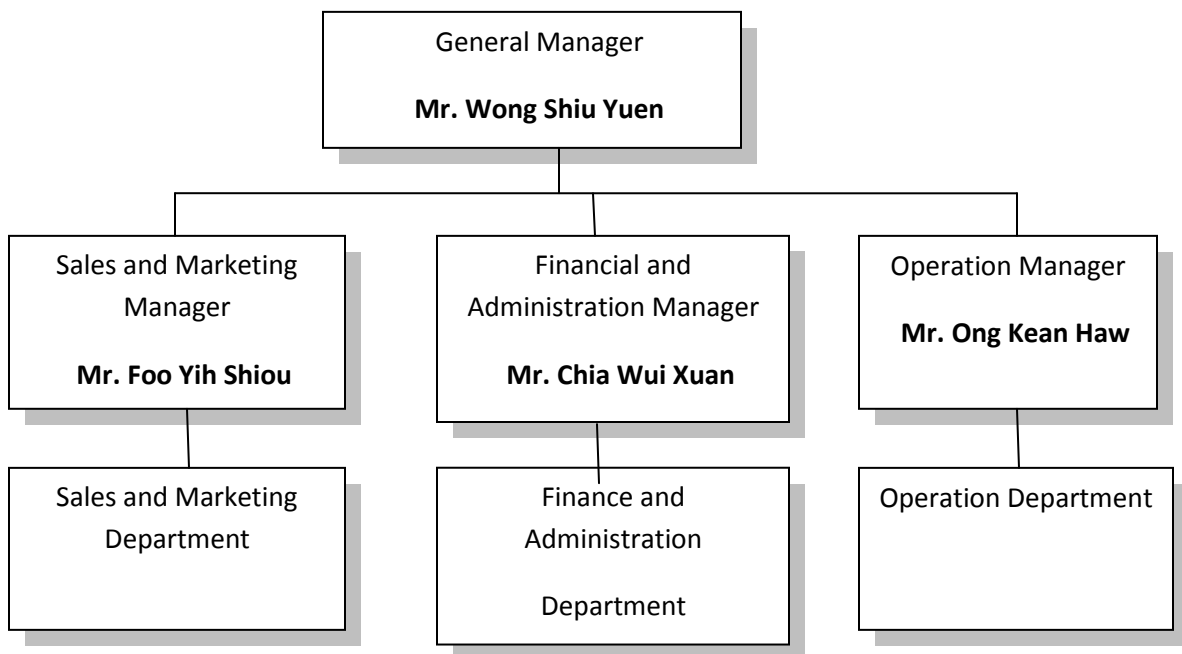
OAC Malaysia is one of the members of Great Eastern Holdings Group which focuses on serving the insurance needs of business community. It will provide comprehensive assurance and protection to Pillow Master Business to against the unexpected loss from natural disaster or any contingencies. It also can protect our business from employer's liability and public liability.

7. Company Structure, Intellectual Property, and Ownership

7.1 Organizational Structure

7.1.1 Organizational Chart

Figure 7.1: Organization Chart



Source: Developed for the research

7.1.2 Description of organizational structure

Sleeping Master is using a flat organizational structure for our company as we assumed it is the best way for newly start-up business. This organizational structure is more decentralize and managers and staff can participate in major decision making processes, as staff communicate and interact directly with our customers, so their opinions and suggestions can help in providing valuable idea and solution.

The General Manager is fully responsible for the overall organization strategic planning and others managers' tasks are to assist the General Manager in planning and management, An effective strategy plan must be developed by gathering data from customers' feedback, research and also some surveys.

The Marketing Manager must be able and well-known the overall market trend. He must be able to identify the most effective advertising methods and also the most potential customers. Besides that, he also has to develop marketing strategy from time to time and always ensure it is applicable on the operation of our firm and business. Lastly, he needs to think innovative way or advertisement to attract people and increase our company awareness.

The Operation Manager will be responsible for the daily work regarding the operation especially the production process. It need implement in an innovative way to fulfill customer needs and also make sure firm is run effectively as he is responsible also in the research and development department. Besides that, he also needs to control the ordering of materials from supplier and make sure the stock level have enough.

The Financial Manager is dealing with matter which related to financial such as budgeting, sales revenue, net profit, company account and handling the human resource department as well. He must always keep track and ensure company's finance is always healthy. Besides that, he needs to ensure timely payment to suppliers, employee's salary, land lord and others.

7.2 Legal Structure

7.2.1 Legal form of organization

Sleeping Master will be formed as a partnership business, which the business partners consisted four of us. We choose partnership from due to liabilities reasons. This partnership firm will be registered under registration Partnership Act 1961.

Partnership is formed also due to reasons such as the required start-up cost which can be shared among four of us and partnership firm requires less complicated legal requirement to be formed. All partners will be responsible for the business profit and losses according to portions of share owned as agreed earlier and mentioned at the agreement and the agreement must be signed in order to be legal.

(APPENDIX M – New business registration guideline)

(Appendix N - Business's name registration guideline)

(Appendix O – Partnership Agreement)

(Appendix P – New Business Registration Form)

(Appendix Q – Business Name Registration Form)

7.2.2 Ownership structure of the organization

Table 7.1: Summary of structure of ownership

No	Shareholders	Capital Invested	Division of Shareholders	Status
1	Wong Shiu Yuen	RM100,000	25%	Shareholder
2	Ong Kean Haw	RM100,000	25%	Shareholder
3	Foo Yih Shiou	RM100,000	25%	Shareholder
4	Chia Wui Xuan	RM100,000	25%	Shareholder
Total		RM400,000		

Sleeping Master is form by four shareholders, which are Wong Shiu Yuen, Ong Kean Haw, Foo Yih Shiou and Chia Wui Xuan. Each of them will be invested RM100, 000 for the startup capital. Thus, the total startup capital is RM400, 000. The shareholders agreed to divide the share equally, which 25% per each shareholders.

7.3 Intellectual Property

Sleeping Master's logo, name will be registered as a trademark under Malaysia Trade Mark Act 1976 to enable our customers to know, differentiate and recognize our service and product. This also can avoid imitation or misuse of our business name and business conduct by others people in the industry. If not, followers may copy, imitate or use our company name to generate advantage or profit for themselves.

Under the Malaysia Trade Mark Act 1976, the time of protection of a trademark is limited. The trademark is valid for ten years from the date of application and it have been renewed every ten years if we continue use it. So, Sleeping Master has held the trademark and have the protection for ten years from application date.

(APPENDIX R- Trademark Registration Form)

(Appendix S – Pattern Registration Form)

8. Financial Plans

8.1 Capital Requirements for the Next Three Years

Each shareholder will contribute RM100, 000 to start up the Sleeping master Sdn Bhd. So, each shareholder will own 25% of overall share of company. This fund of capital will used for setting and purchasing all equipment needed for retail store and manufacturing factory. Mostly of them acquire the contribution of fund by borrowing from family and friend.

8.1.1 Funding of Capital

Name	Fund of capital	Ownership Percentage
Wong Shiu Yuen	RM 100,000	25%
Ong kean Haw	RM 100,000	25%
Chia Wui Xuan	RM 100,000	25%
Foo Yih Shiou	RM 100,000	25%
Total	RM 400,000	100%

Table 8.1 Funding of Capital

8.1.2 Startup Cost

Description	Note	Total Amount (RM)
Fund of Capitals		400, 000
Startup Capital (Asset)		
Machinery and equipment	1	24, 966
Furniture and Fitting	2	31, 247
Electronic Application	3	26, 852

Vehicle	16, 660
Total (RM)	99,725

Operating Expenses

Rental Deposit	4	67, 000
Communication Set-up Cost		600
Insurance		5, 000
Business Registration Fees		200
Web Hosting & Maintenance		300
Advertising & Promotion	5	31,000
Raw Materials	6	Included in the cost of goods sold
Renovation Costs	7	60, 000
Uniform	8	800
Software Application		4,600
Office Stationary & Business Card	9	300
Total (RM)		169,800

Note

1.) Machinery and equipment

Name	Quantity	Unit price (RM)	Total price (RM)
Singer 14CG754 Commercial Grade Sergeer	4	744.99	2979.96
Heat Press	1	2550	2550

Machine			
Foam Contour Cutting Tools	1	1350	1350
Pillow Filling Machine	1	8720	8720
Spinal Mouse	1	450	450
Foam Cutting Machine	1	6540	6540
Personal Computer	15	1088	16320
Acer Power SK50 Desktop Computer	2	900	1800
Office Stationary	1	300	300
Multifunctional Printer	5	328	1640
Cash Machine	1	850	850
Credit Card Machine (Rent)	-	88	88
Punch Card	200	13/100pcs	26
25 pocket Expending Punch Card Rack	3	39	117
Water Dispenser	2	229	458

2.) Furniture and Fitting

Name	Quantity	Unit Price	Total Price
Shelves	14	240	3360
Pillow	3	80	240
Table	1	147	147
Computer Table	1	240	240
Bedstead	1	139	139
Soft foam bed	1	200	200
Outlet Counter	1	2400	2400
Chair	1	199	199
Pillow Display Wall Shelves	10	275	2750
Round Bed	1	1199	1199
Display Pillow	1	100	100
Sewing Machine Table	4	159.28	637.12
Chair	4	7	28
Multipurpose Table	4	137	548

Dining Table Set	3	899	2697
Reception Table Set	1	2138	2138
Sofa	1	1300	1300
Glass Table	1	269	269
Manager's Table	4	999	3996
Manager's Chair	4	200	800
Sofa	1	870	870
Conference Table Set	1	4780	4780
Office Table	8	129	1032
Office Chair	8	90	720

3.) Electronic Application

Name	Quantity	Unit price	Total price
Amplifier	1	248	248
Time Recorder	2	448	896
LCD Tv	1	1469	1469
Air-Conditional	2	978	1956
CCTV	3	299	897
Wireless Router	2	129	258
Stand Fan	2	50	100
Bar Code Scanner	1	1268	1268

4.) Rental Deposit

Retail Store: RM25, 000 per month

Manufacturer Factory: RM1, 800 per month

$RM25, 000 * 2.5x = RM62500$

$RM1800 * 2.5x = RM4500$

Total of rental deposit= RM67000

5.) Advertising and Promotion

Newspaper advertising=RM2, 500 per day (1/4 size color display)

RM2, 500 * 7 day (1 week) = RM17, 500

Brochures (RM0.50 for color printing and RM0.30 for black and white printing)

7000 piece * RM0.50=RM3500 (color)

5000 piece *RM0.30=RM1500 (black and white)

6.) Raw Materials

Name	Quantity	Unit Price (RM)
Pristine Fabric	10	507/yard
Silk	20per each(total 10 color)	60/m
Cotton Fabric	3 per each color(total 15 color)	35/yard
Goose Feather	100kg	44.13/kg
Cotton	100kg	4.5/kg
Polyester Fiber	100kg	4.5/kg
Foam Block	100kg	12/kg
Heavy Duty Thread	10	86.25/set
Sewing Needle	1 set	49.90

7.) Renovation Costs

Renovation costs for the retail outlet are RM40, 000 while for the factory are RM10, 000.

8.) Uniform (RM 16 per unit)

Uniform Category	Quantity	Cost per unit (RM)	Total (RM)
Manufacture factory uniform	40	16	640
Retail Store uniform	10	16	160

9.) Business Card (RM50 per set)

RM50 X 4 sets = RM 200

8.2 Overview of Financial Projections

List of Assumption

- 1) We assume that Sleeping Master sales grow in 10% annually.
- 2) Initial month of sales estimation

Product Category	Sales units per month	Sales units per days
Customized healthy pillow	350	12
Customized design pillow	300	10
Standardized pillow	100	3

- 3) Sales estimation per month

The sales of pillow products is the seasonal products that may easily influenced by several number of festivals and celebrations of special days. And the promotional event also can boost sales increased directly. It is because at special days, it can attract more and more customers to go shopping with seasonal event of shopping mall. They may want to purchase the product which is due to use for festivals day such as the Chinese race likely to purchase new home furnishing and decoration product during Chinese New Year. And at non-special days, the sales will be estimated to normal status or may decline more. It is because the visitor rate to shopping mall is lower than normal day. All of these factors will contribute the increasing or declining of sales of Sleeping Master product.

Month	Reason/ Festivals/ Promotional event	Percentage in sales
January	-	=
February	Chinese New Year/ Valentine day	+5%
March	Malaysia Furniture & Furnishing Fair	+10%
April	-	-10%
May	-	-5%
Jun	-	-5%
July	Malaysian Furniture Fair (Mega sales)	+10%
August	Malaysian Furniture Fair (Mega sales)	+5%

September	Malaysian Furniture Fair (Mega sales)	+5%
October	-	-10%
November	School Holiday/ Yearends sales	=5%
December	Christmas day/ Yearends sales	+10%

- 4) The price of customized cervical pillow is RM250, and for the customization design pillow will priced in RM 100 averagely. And the price of standardized pillow (import) is RM 140.

Product Category	Cost (RM)	Markup Price (RM)
Customized cervical pillow	50	200
Customized design pillow	20	80
Standardized pillow	70	70

- Markup = Sale price - Cost
 - This cost of goods sold for customization pillow is including the material cost, direct labor and also the manufacturing overhead.
 - For the standardized pillow, the cost of goods sold consist the cost input or import from the supplier.
- 5) The EPF and Socso that we take are 12% and 2%. It will be calculated in every month according to salary of every employee. (Appendix W & X)
- 6) The monthly rental for Sleeping Master retailing store is RM25, 000 and the manufacturing factory is RM1800.
- 7) We consider that the usage of water and electricity cost will be paid in RM800 every month. It is including the retail store and factory.
- 8) For the communication cost, it is including the usage of any communication and connection devices usage (telephone and online) to interact with customer and supplier or other business partner. We assume that it will be cost in RM1000 every month.
- 9) The insurance is cost RM5000 every month.
- 10) The renewal business licensing fee is RM200 per year.

- 11) We assume that the repair and maintenance fee is RM500 per month. It is used for maintaining and repairing the machinery to ensure the productivity can be performed consistently.
- 12) The toll and petrol fee is RM500 per month. It is only for delivering finished product to customer place (Kuala Lumpur range).
- 13) We will assign the logistic company to help us to deliver goods to customer whose is lived outside of our personal delivering range.
- 14) The web hosting maintenance and development is RM300 per month. It can help our business to control and secure every email of employee and web site of company.

8.3 Pro Forma Income statement From Year 2012 to 2014

Financial Statement 8.1: Pro Forma Income Statement for the Year 2012-2014

Description	2012	2013	2014
Sales			
1. Customize healthy pillow (rm 250 per pillow)	1,111,500	1,222,750	1,345,000
2. Customize design pillow (rm100 per pillow)	387,200	426,100	468,600
3. Standardize pillow (rm140 per pillow)	356,020	391,580	431,060
Total sales	1,854,720	2,040,430	2,244,660
(-) Cost of goods sold			
1. Customize healthy pillow (rm50 per pillow)	222,300	244,550	269,000
2. Customize design pillow (rm 20 per pillow)	76,240	85,220	93,720
3. Standardize pillow (rm70 per pillow)	178,010	195,790	215,530
Total cost of goods sold	(476,550)	(525,560)	(578,250)

Gross Profit	1,378,170	1,514,870	1,666,410
Less Expenditure			
Salary	366,600	403,260	443,592
EPF (12%)	43,992	48,396	53,232
Socso(2%)	7,332	8,064	8,868
Rental (Retail Space)	362,500	300,000	300,000
Rental (Factory)	26,100	21,600	21,600
Water & Electricity	9,600	9,600	9,600
Communication	12,600	12,000	12,000
Insurance	60,000	60,000	60,000
Business registration Fee	200	200	200
Legal Fee	1,000	1,000	1,000
Stationary	1,500	1,200	1,200
Maintenance & Repair	6,000	6,000	6,000
Toll & Petrol	6,000	6,000	6,000
Web Hosting & Maintaining	3,600	3,600	3,600
Uniform	800	800	800
Advertising & Promotion			
Exhibition and Fair	30,000	30,000	30,000
Newspapers	47,500	30,000	30,000
Boucher	25,000	20,000	20,000
Gift	1,000	1,000	1,000
Deprecations(10%/year)			
Equipment (24,966)	2,497	2,497	2,497
Electronic devices (26,852)	2,685	2,685	2,685
Vehicle (Van 16660)	1,666	1,666	1,666
Fitting and Furniture(31,247)	3,125	3,125	3,125
Total Expenditures	(1,021,297)	(972,692)	(1,018,665)
Net Profit / Loss	356,873	542,117	647,745

(Appendix T)

8.4 Cash Flow Projection of Year 2012 to 2014

Financial Statement 8.2: Cash Flow Projection for the Year 2012-2014

Description	2012	2013	2014
Partner contribution	400,000		
Opening Cash Flow	0	602,521	1,154,647
Total Sales	1,854,720	2,040,430	2,244,660
	2,254,720	2,642,951	3,399,331
Less: Cash Outflow			
Cost of Goods Sold	476,550	525,560	578,250
Capital Expenditure			
Machinery and equipment	24,966	0	0
Furniture and fitting	31,247	0	0
Electronic Application	26,852	0	0
Vehicle	16,660	0	0
Renovation	60,000	0	0
Software application	4,600	0	0
Expenditure			
Salary	366,600	403,260	443,592
EPF (12%)	43,992	48,396	53,232
Socso	7,332	8,064	8,868
Rental (Retail Space)	362,500	300,000	300,000
Rental (Factory)	26,100	12,600	12,600
Water & Electricity	9,600	9,600	9,600
Communication	12,600	12,000	12,000
Insurance	60,000	60,000	60,000
Business registration Fee	200	200	200
Legal fee	1,000	1,000	1,000
Stationary	1,500	1,200	1,200
Maintenance & Repair	6,000	6,000	6,000
Toll & Petrol	6,000	6,000	6,000
Web Hosting & Maintaining	3,600	3,600	3,600
Uniform	800	800	800

Advertising and promotion			
Exhibition	30,000	30,000	30,000
Newspaper	47,500	30,000	30,000
Boucher	25,000	20,000	20,000
Gift	1,000	1,000	1,000
Total cash outflow	(1,652,199)	(1,488,280)	(1,586,942)
Balance carry forward	602,521	1,154,647	1,812,389

(Appendix U)

8.5 Pro Forma Balance Sheet from Year 2012 to 2014

Financial Statement 8.3: Pro Forma Balance Sheet for the Year 2012-2014

Description	2012	2013	2014
Fixed Assets			
Machinery and equipment	22,469	19,972	17,475
Furniture and fitting	28,122	24,997	21,872
Electronic Application	24,167	21,482	18,797
Vehicle	14,994	13,328	11,662
Renovation	60,000	60,000	60,000
Software application	4,600	4,600	4,600
Total Fixed Asset	154,352	144,379	134,406
Current Asset			
Cash	602,521	1,154,671	1,812,389
	756,873	1,299,050	1,946,795
Liabilities	0	0	
Capital			
Owner Investment	400,000	400,000	400,000
Retain earning	356,873	899,050	1,546,795
	756,873	1,299,050	1,946,795

(Appendix V)

8.6 Payback and Exiting Strategy

8.6.1 Payback Period

Cash flow from year 2012 to 2014

Year	2012	2013	2014
Net Profit	356,873	542,177	647,745
Add : Depreciation	9,973	9,973	9,973
Total	366,846	552,150	657,718

Payback period for year 2012 to 2014

Year	Cash Flow	Cumulative Cash Flow
0	(400,000)	(400,000)
1	366,846	(33,154)
2	552,150	518,996
3	657,718	1,176,714

$$\text{Payback Time} = 1 + (33,154 / 552,150)$$

$$= 1 + 0.6$$

$$= 1.06 \text{ Year}$$

Sleeping Master is estimated to achieve positive cumulative cash flow and payback start-up capital on year 2013.

8.6.2 Exit Strategy

Transfer of share

The legal stockholder of Sleeping Master can legal stockholder can transfer their share to the other partner inside the business when they want to quit the business. Beside that legal stockholder of Sleeping Master can legal stockholder can transfer their share to other investor by signing a private agreement. The stockholder can sell their share to the other investors in order

to exit the business. Once selling the business, the legal stockholder no longer have the right to manage the business anymore and the power will be switch to the buyer sides.

Sell of Business

As a separate entity, the legal stockholder of Sleeping Master can sold the entire business to other investor who is interested in this business. After selling the business, the origin legal stockholders have to switch the right and authority to the new owner. This means that the origin legal stockholders no longer have the right and authority to manage the company.

Liquidation

The legal stockholder of Sleeping Master can apply the liquidation to the company when the company is facing the continuous loss in the financial or there is no longer competitive advantage in the market. Once declaring liquidation of company, the legal stockholders are declared bankruptcy and the business are forced to shut down due to bankruptcy.

9. CRITICAL RISK FACTORS

9.1 Management Risks.

In general, Sleeping Master will meet the management risks is lack of experience of management team in facing the uncertainty environment of industry. And management team is just formed by four fresh graduates from UTAR. With lack of information and knowledge of them, this factor will cause the firm fail to capture the opportunity and lead to loss in the business. Besides that, they also have less social experience to handle conflict. The conflict will easily caused in company decision making due to different interest among partners is one of the risk that Sleeping Master. It may cause communication break downs and lead to break up of business relationship.

9.2 Marketing Risks

The marketing risk that Sleeping Master will face is failed to build the consumer awareness of the important of using right pillow. It is because the idea of customize pillow is still fresh in Malaysia market. As the new start-up business and low brand recognition, Sleeping Master hard to compete with existing of the closest competitors in bedding industry. We will emphasis on advertising and retaining customer program to attract more and more potential customer.

9.3 Operation Risks

The greatest operating risk which might be faced is the breakdown of the machine. It will affect the capability and productivity of manufacturing factory to produce the customized pillow on time. The safety of factory also will be focused which affect worker productivity and motivation in working process. Besides that, the issue related to operation in Sleeping Master retail store is salesperson attitude and emotional controls when they face with customer especially serve on the difficulty customer. The lack of salesperson problem would be faced when on peak season and promotional event.

9.4 Financial Risks

Overspending is the financial risk to our business. It will be happened when the actual expenditure is greater than the budgeted expenditure activity because only has limited capital contribution. It will cause the company insufficient fund to operate activities continuously. Sleeping Master is in new established business that doesn't have huge capital or support of other investor to copy the promotional strategy of competitor.

9.5 Intellectual Property Infringement

The risk that will be happened on is other competitors copy our intellectual property such as name, logo, patent, copyright, trademark, idea and invention. It will affect our status and reputation of business if copier uses our intellectual property on illegal activity. These intellectual property should be protected from imitated or copy by other.

9.6 Other risks

The Fire, theft, and other disaster are the risk that might faced by the company. These will cause the company gone to great loss and breakdown of the operation and business activity. The material and resource for producing pillow product is easily flammable such as the cotton and polyester. Sleeping Master trade and deal with customers are all in cash only. It also makes the robbery and steal of cash may happen too in retail store.

9.7 Contingency Plans.

9.7.1 Management Risks

In solving the management risk of lack of experience, Sleeping Master will appoint some expertise in helping the management. Beside that Sleeping Master will also using the majority voting system when facing the conflict within management team. All members can provide opinion and ideal freely on particular problem during the internal meeting. All the problems and

changes about Sleeping Master will discuss together with other team members and also with assistant of consultant firm.

9.7.2 Marketing Risks

For solving the marketing risk, Sleeping Master will spend many effort and resource in creating the consumer awareness. For example, we will spend more in promotion and advertising such as attempting some healthy talk or conference. While competing with the competitor, Sleeping Master will try to develop the competitive advantage with continuous improvement, and to develop the high unique of the product in order to survive in the competition.

9.7.3 Operation Risks

In facing the operation risk, Sleeping Master will try to prepare some backup machine to prevent the breakdown of the operation. We also employ technical staff who can helps in repairing and maintenance the machine. For increasing the quality of customer service, we will offer the training class to salesperson for increasing their skill and knowledge. We will employ part-time salesperson or sales promoter to help us to handle huge amount of many customers with one by one basic on peak season and promotion days.

9.7.4 Financial Risks

Our management team will plan to conduct weekly meeting to monitor and control the financial performance. It can lead every partner to be more understood about the cash inflow and outflow of Sleeping Master activity. If the revenue cannot cover the expenses, we will prepare to borrow loan from bank for improving the financial problems. We also try to find the investor to contribute extra capital to our business that he or she will be treated as new partner following the agreement legally.

9.7.5 Intellectual property infringement

Sleeping Master will apply and register all intellectual property and creative work before starting the business in handling intellectual property risk. It can

make our business trademark and patent can be protected under the act of intellectual property in Malaysia. If getting the intellectual property infringement, we take law action to claim back any lose of infringement and reputation.

9.7.6 Other risks

Sleeping Master will buy fire insurance to lower down the risk of losing more assets. To prevent fire in factory, we will install firefighting system and fire extinguishers which can be used for immediately rescue the fire. To avoid theft, Sleeping Master will install Closed-circuit television (CCTV) and security camera in both retail outlet and manufacturing factory. It is used to avoid and reduce the happening of robbery and steal of cash.

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11. Appendices

Appendix A

Business Name Card



T-Shirt



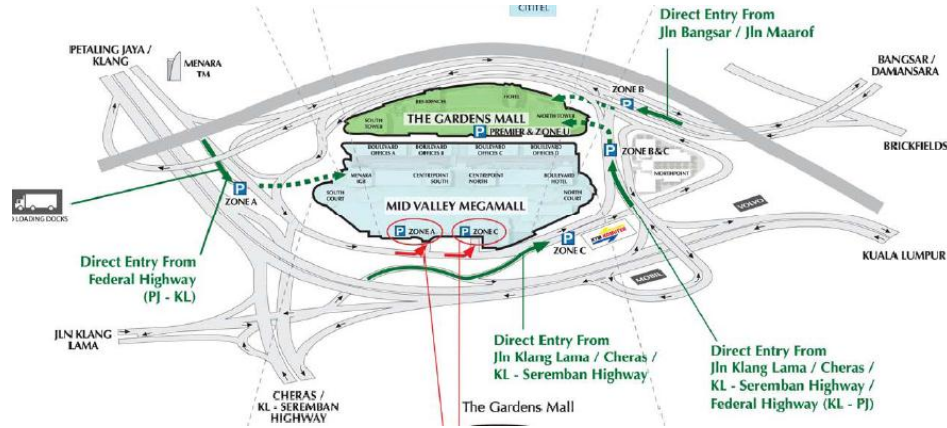
Front



Back

Appendix B

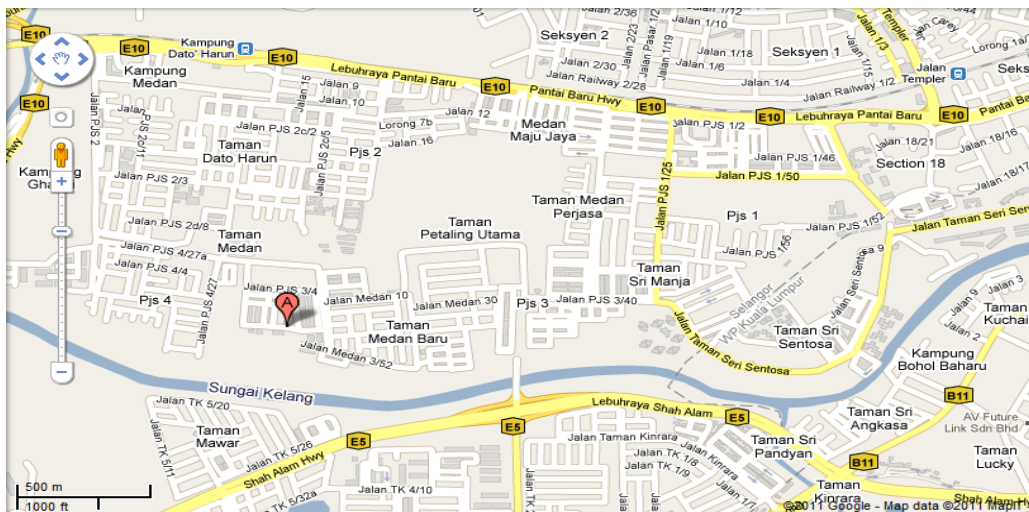
Location Map of Mid Valley



Location Maps of retail shop



Location Maps of factory



Appendix C

Survey Form



First of all, thank you for the help in completing this survey form. We are from University Tunku Abdul Rahman, currently in year three semester two. The result of this survey will contribute to our Entrepreneur final year project. The purpose of this survey is to obtain statistic of willingness of consumers to pay to a special customized pillow which can solve their insomnia, and improve their sleeping. The pillow is a customized based on the physical size of the neck and head. All information will be kept as confidential.

Section A:

1.) AGE:

- 20 and below
- 21- 30
- 31-40
- 41-50
- 51 -60
- 61 and above

2.) GENDER:

- FEMALE MALE

3.) INCOME:

- Below RM1000
 RM1000- RM1999
 RM2000-RM2999
 RM3000-RM3999
 RM4000- RM4999
 Above RM5000

4.) Marriage Status

- Single
 Married
 Divorced
 Widowed/widower

5.) Average sleeping time. (Per day)

- 0- 3 hours
 4-6 hours
 7-9 hours
 10-12 hours
 13 hours and above

6.) Current Occupation.

- Professional
 Employed

- Self-Employed
- Unemployed
- Student
- Retired

7.) Will you use pillow when sleeping ?

- Yes
- No

Section B

8.) Are you facing insomnia ?

- Yes (**You may Tick more than one**)
 - Stress
 - Headache
 - Snoring
 - Sleep Apnea (Breathing Problem)
 - Others _____
- No

9.) Do you feel the back pain/headache/neck pain on the next day you wake up?

- Yes
- No

10.) How important is a quality of pillow to you?

- Very Important
- Neutral
- Less Important

11.) What is the price of the pillow you using now?

- RM0-RM49
- RM50-RM99
- RM100-RM149
- RM150-RM199
- RM200 and above

12.) Do you know that there is a pillow that can improve your sleep / solve your insomnia?

- Yes, I know
- No, I don't know

13.) Will you use a customized pillow which can improve your sleep / solve your insomnia?

- Yes
- No

14.) What is your **MAXIMUM** limit to pay to the customized pillow?(if it can improve your sleep solve your insomnia)

- RM100-199
- RM200- RM299
- RM 300- RM399
- RM400- RM 499
- RM 500 and above

15.) What kind of pillow you using?(filling of pillow)

- Wool pillow
- Cotton pillow
- Duck/goose down and feather
- Polyester
- Foam pillow

16.) Which fabric of pillow you prefer?

- 100% cotton
- Mix cotton and polyester
- 100% polyester
- Satin / Silk

17.) Is the design of picture of the pillow will influence your buying decision of the pillow?

- Yes
- No

18.) Usually the shape of pillow is rectangular size, will you accept if the pillow is in other

shape? (**You may tick more than one**)

- Round pillow
- Square pillow
- Animal shape
- U-shape pillow
- Other shape
- No, I only accept rectangular pillow

THANK YOU FOR PARTICIPATE IN OUR SURVEY, HAVE A NICE DAY!!

Appendix D

Function of Fragrance Leaves/ Flowers


Smell	function
Lavender	Relax mind, body and emotions
Mint	Rhinitis symptoms for throat, voice refreshment, refreshing mind.
Chrysanthemum	Liver eyesight, for the headache, sore throat, tinnitus, vision loss
Mugwort Leaf	May drive mosquitoes, pests, relieving temperature by, and antitussive / expectorant / role of asthma and skin allergy
Buckwheat shell	High permeability, plasticity, and never deformed, cool
Bamboo charcoal	Anti-oxidation, the release of far infrared and negative ions, air purification, removal of harmful substances, prevents mold and moisture
Ginkgo tea	Anti-radiation (computers, mobile phones, electronic equipment) anti-fatigue / anti-virus (cardiovascular), anti-aging, improve sleep
Jasmine	Aroma into the brain, can be rapidly improved fatigue and sleep quality

Appendix E

Design of Flyer

Customize In Your Way !!

By Sleeping Master




CUSTOMIZE CERVICAL PILLOW

- Support Your Neck , No More Back Pain on the Next Day !!
- Anti-Snoring
- Side-way sleeping support

TECHNOLOGY PILLOW

- Variety of pillow with technology device embedded.
- Speaker Pillow and Alarm Pillow Available
- All Imported !!!




CUSTOMIZE YOUR PILLOW

- Just tell us *What you want*, and you will get *what you want !!!*
- *Designed based on your preference.*

Lot G003A, Ground Floor,
Mid Valley Megamall,
Mid Valley City,
Lingkaran Syed Putra,
59200 Kuala Lumpur.

Phone: 03-62752648
Fax: 03-62752684
E-mail : sleepingmaster@gmail.com



Sleep In Your Own Way

Sleeping Master

SLEEP IN YOUR OWN WAY

Appendix F

Newspaper Advertising Rate

NEWSPAPER	EDITION	Mondays to Sundays	
DISPLAY The Star/ Sunday Star	National	Add 5% discount for Sun - Tues bookings only	
		Main Paper	ROP
	Casual	63.90	53.90
	*2 insertions	62.90	52.90
	*5 insertions	61.90	51.90
The Star/ Sunday Star Sunday Metro*	Regional	Mondays to Saturdays add 10% discount for mon-tues bookings only	
	Metro	40.00	
	Northern	33.00	
	South & East	18.00	
	National ROP	53.90	*(Only for ROP Ads add -10% discount)
CLASSIFIEDS Appts/Notices	National	63.90	
	Out of Class	73.90	
	Metro	41.00	
	Metro-out of class	51.00	
	North	45.00	
	North-out of class	55.00	
	South/East	18.00	
	S/E-out of class	28.00	
Classified Display	Multi-Col 5 x 2 col		Single Column - 5 x 1
	National	63.90	32.00
	Metro	41.00	23.00
	Northern	39.00	27.00
	South/East	18.00	11.50
Star Jobs Run-Ons (3+1) Min 4 lines	National	15.00	* 4 days (3+1 FOC)
	Metro	8.50	
	Northern	12.00	
	South/East	5.00	
Others Run-on (3+1) Min 4 lines	National	12.00	
	Metro	5.50	
	Northern	10.00	
	South/East	3.00	

NEWSPAPER	EDITION	CLASSIFIED		DISPLAY	
		NATIONAL	REGIONAL	NATIONAL	REGIONAL
ENGLISH		(RM)	(RM)	(RM)	(RM)
New Straits Times/ New Sunday Times/	Appointment				
	National	45.00	36.00	45.00	27.00
	Out of Class.	55.00	N/A		
	Notices				
	National	45.00	N/A		
	Out of Class.	55.00	N/A		
	Classified Display				
	National	35.00	25.00		
	Out of Class.	45.00	35.00		
	Classified Semi Display				
	National				
	Run-ons				
	National	12.00	10.00		
	National Edition				
	Obituary				
Condolences				45.00	
Death, Requiem, Acknowledgement, In Memoriam				40.00	
Join rate for Condolences only				40.00	
Obituary (out of Classifieds)					
Condolences				55.00	
Death, Requiem, Acknowledgement, In Memoriam				50.00	

NEWSPAPER	EDITION	NATIONAL	REGIONAL
Harian Metro			
Display ads		41.00	35.00
Appts		41.00	35.00
Out of Class		51.00	N/A
Notices		41.00	N/A
Out of Class		51.00	N/A
Classifieds Display		35.00	25.00
Out of Class		45.00	35.00
Obituary		41.00	N/A
Out of Class		51.00	N/A
Run-Ons (per line) Min 4 lines		14.00	12.00

NEWSPAPER	EDITION	NATIONAL	REGIONAL	NATIONAL	REGIONAL
BAHASA		(RM)	(RM)	(RM)	(RM)
Berita Harian/ Berita Minggu	Appointment				
	National	48.00	37.00	48.00	31.00
	Out of Class.	58.00	N/A		
	Notices				
	National	48.00	N/A		
	Out of Class.	58.00	N/A		
	Classified Display				
	National	35.00	25.00		
	Out of Class.	45.00	35.00		
	Classified Semi Display				
	National				
	Run-ons				
	National	12.00	10.00		
	National Edition				
	Obituary				
Condolences				45.00	
Death, Requiem, Acknowledgement, In Memoriam				40.00	
Join rate for Condolences only				40.00	
Obituary (out of Classifieds)					
Condolences				55.00	
Death, Requiem, Acknowledgement, In Memoriam				50.00	

NEWSPAPER	EDITION	CLASSIFIED	DISPLAY
The Sun	National Edition	(RM)	(RM)
Display (Min 12x2)		45.00	
Appt/Notices (Min 5x2)		45.00	
Out of Class		add 30%	
Class Display (Min 12x2)		45.00	
Run-ons		5.00	

NEWSPAPER	EDITION	CLASSIFIED	DISPLAY
Malay Mail		(RM)	(RM)
		B/W	Colour
Display		27.00	30.00
Appointments/Notices		10.00	12.00
Class Display		8.00	10.00
Out of Classifieds		27.00	35.00
Run-Ons		3.00	

NEWSPAPER	EDITION	CLASSIFIED		DISPLAY (RM)
		APPT (RM)	NOTICE (RM)	
ENGLISH/BAHASA				
<i>The Edge</i>	Every Monday	42.00	42.00	42.00
	Financial Daily	25.00	25.00	25.00
	Joint Rate	23.00	23.00	23.00
<i>Utusan Malaysia</i>	National	45.00	45.00	43.00
	Regional-S/E	24.00		17.00
<i>ads in rop pages no regional on sun</i>	Regional-North	24.00		20.00
	Out of class.	50.00	50.00	
	Central/U.Kota	32.00		27.00
	Run-On-4 lines	22.00		
	Add line	4.50		
<i>Mingguan Malaysia all nat. only</i>	National	50.00	50.00	48.00
	Out of class.	55.00		
	Run-On-4 lines	23.00		
	Add line	4.00		

NEWSPAPER	EDITION	APPT (RM)	NOTICE (RM)	DISPLAY (RM)
CHINESE DAILY				
<i>China Press</i>	National	36.00	36.00	30.00
	Central	30.00	20.80	20.80
	Southern	11.00		13.50
<i>Kwong Wah</i>	Penang	13.80	13.80	13.80
	Full colour			33.00
	less 150colcm			40.00

NEWSPAPER	EDITION	CLASSIFIED		DISPLAY (RM)
		APPT (RM)	NOTICE (RM)	
CHINESE DAILIES				
<i>Nanyang Siang Pau</i>	National	23.80	23.80	23.80
	KL/S'gor	12.00	12.00	12.00
	Northern	4.60	4.60	4.60
	Perak	7.50	7.50	7.50
	N.Sembilan	4.20	4.20	4.20
	Melaka	4.50	4.50	4.50
	NS/Melaka	7.00	7.00	7.00
	East Coast	4.20	4.20	4.20
	Johore	11.00	11.00	11.00
<i>Sin Chew Daily</i>	National	63.00	63.00	63.00
	West M'sia	53.00	53.00	53.00
	Metro	29.00	29.00	29.00
	E.Malaysia	14.00		
	N.Sembilan	7.00		
	Johor	21.00		
	Malacca	6.00		
	Perak	12.00		
	Northern	5.50		
	East Coast	7.00		
	J.Rate G.Ming	70.00	70.00	70.00
<i>Guang Ming</i>	National	33.00	33.00	33.00
	Northern	16.00	16.00	16.00
	Nat w/o north	25.00	25.00	25.00

NEWSPAPER	EDITION	CLASSIFIED		DISPLAY (RM)
		APPT (RM)	NOTICE (RM)	
<i>English</i>				
<i>Borneo Post</i>	National	20.00	20.00	22.00
	Out of Class.	22.00	22.00	
	Sabah	7.50	7.50	8.00
	Out of Class.	9.50	9.50	
	Sarawak	16.00	16.00	19.00
	Out of Class.	18.00	18.00	
<i>Daily Express</i>	Sabah	6.80	6.80	6.80
<i>New Sabah Times</i>	Sabah	6.50	6.50	6.50

NEWSPAPER	EDITION	CLASSIFIED		DISPLAY (RM)
		APPT (RM)	NOTICE (RM)	
<i>English/Bahasa</i>				
<i>Eastern Times</i>	Sarawak	8.90	8.90	8.90
	Out of Class	10.00	10.00	
<i>Utusan Sarawak</i>	Sarawak	7.30	7.30	7.30
	Out of Class	8.30	8.30	
<i>Berita Petang Sarawak</i>	Sarawak	3.00	3.00	3.00
<i>Borneo Bulletin (Brunei) - English</i>	Sun - Fri	14.61	14.61	14.61
	Sat	16.00	16.00	16.00
<i>Utusan Borneo</i>	National	12.00	12.00	12.00
	Out of class	14.00	14.00	
	Sarawak	8.00	8.00	9.00
	Out of class	10.00	10.00	
	Sabah	7.00	7.00	7.00
	Out of class	9.00	9.00	

NEWSPAPER	EDITION	CLASSIFIED		DISPLAY (RM)
		APPT (RM)	NOTICE (RM)	
<i>Tamil Daily</i>				
<i>Malaysia Nanban</i>	Mon - Sat	16.00	17.00	12.00
	Sundays	19.00	20.00	18.00
<i>Tamil Nesan</i>	Mon - Sat	10.50	15.00	8.00
	Sundays	13.00	16.00	10.50
<i>Makkal Osai</i>	Mon - Sat	11.00	13.00	8.00
	Sundays	15.00	16.00	13.00

NEWSPAPER	EDITION	CLASSIFIED		DISPLAY (RM)
		APPT (RM)	NOTICE (RM)	
<i>Chinese Daily</i>				
<i>See Hua Daily News</i>	National	19.00	19.00	19.00
	Out of class.	21.00	21.00	
	Sabah	7.00	7.00	8.00
	Out of class.	9.00	9.00	
	Sarawak	15.00	15.00	16.00
	Out of class.	17.00	17.00	
<i>Oceans Chinese Daily</i>	Sabah	4.00	6.00	3.50
<i>International Times</i>	Sarawak	9.00	9.00	9.00

NEWSPAPER	EDITION	CLASSIFIED		DISPLAY (RM)
		APPT (RM)	NOTICE (RM)	
<i>East Chinese Dailies</i>				
<i>United Daily News</i>	Sarawak	14.00	14.00	14.00
<i>Merdeka Daily News</i>	Sandakan	3.80	3.80	3.80
<i>Morning Post</i>	Tawau	3.80	3.80	3.80
NEWSPAPER	EDITION	CLASSIFIED		DISPLAY (RM)
		APPT	NOTICE	
<i>Oriental Daily News</i>	National Greeting/Condolence	22.00	22.00	22.00

Appendix G

Spinal Mouse

The SpinalMouse® is the Future of Spinal Assessment.

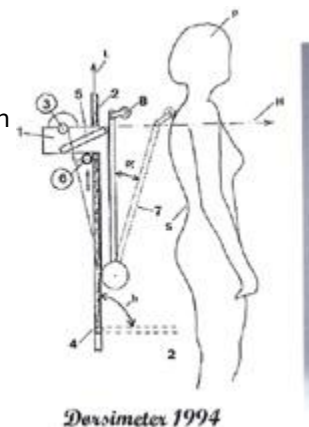


Accurate diagnosis is the key to successful spine treatment. The noninvasive nature of SpinalMouse permits its use with many types of patients. SpinalMouse® data can be effectively correlated with X-ray or other imaging studies, and physical exam, to increase assessment accuracy. SpinalMouse® is a computer assisted mechanical device that does not use harmful radiation or toxic chemicals to achieve analysis and measurement. The device is completely noninvasive.

SpinalMouse® software can be installed on most computers with Windows 98™ or newer software versions. The SpinalMouse can also be installed on Mac computers. A non-licensed member of the clinical staff can be thoroughly trained to accomplish spinal assessments utilizing SpinalMouse® technology. Following training by appropriate personnel, certification is awarded. SpinalMouse Solutions works closely with clinic management to ensure that a high standard of proficiency among technicians is maintained.

The operation of the SpinalMouse® is quick and simple.

Measurements are accomplished by gliding the cordless, handheld device along either the spinal column or another joint in the desired plane. Relevant data is collected by the device and communicated, via Bluetooth, to the software loaded onto the computer. SpinalMouse® software can visualize both hypo and hyper mobile vertebral joints. Data collected from the patient is compared to normative data and "red flags" are highlighted at potential problem areas. Data collected is instantaneously converted to graphical representations of the spine and results can be viewed immediately. Each graph or report can be printed or stored in a patient file for later use or analysis.



Source : <http://www.spinalmousesolutions.com/SpinalMouse.html>

Appendix H

Customer Data Form

Sleeping Master Sdn. Bhd

Customer Information

Name : _____

Ref : _____

IC No : _____

Contact No (H) : _____

(HP) : _____

Address : _____

E-mail : _____

Design of Pillow



Physical Information

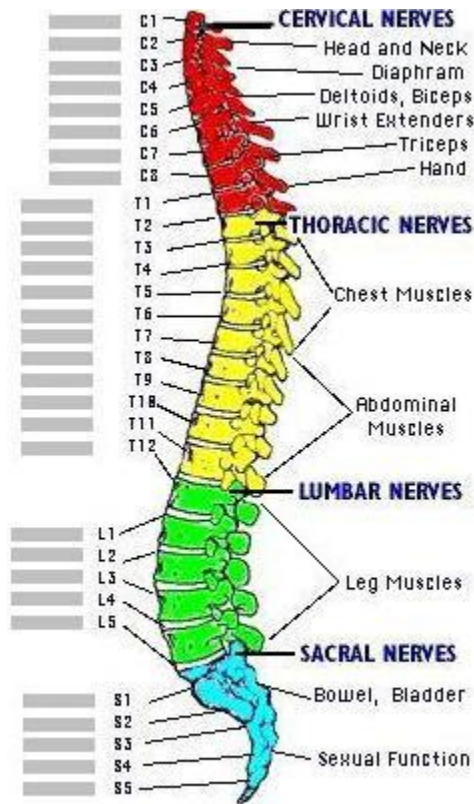
A.) Size

	Head	Shoulder
Width (mm)		
Height (mm)		
Long (mm)		

B.) Customer Preference

	Polyester Fiber	Foam	Cotton	Feather
Filling				
	Cotton	Pristine	Silk	-
Pillow Case				




C.) Cervical Data





Appendix I

Machinery and Equipment**Raw Material**

	Pristine Fabric	507/yard	10	5070
	Silk	60/meter	20 per each color (10 color)	12000
	Cotton fabric	35/yard	3 per each color (total 15 color)	1575
	Goose feather	44.13/kg	100kg	441.3

	Cotton	4.5/kg	100kg	450
	Polyester fiber	4.5/kg	100kg	450
	Foam block	12/kg	100kg	1200

Vehicle and Misceooaneous

		Water Dispenser	2	RM229	458
		1995 Ford Spectron 1.8 (M)	1	RM16,660	RM16,660


Electronic Application

	Amplifier	1	RM248	248
	Time Recorder	2	RM599	1198
	Flat TV	1	RM 1469	1469

	Air-conditioner	2	978	1956
	CCTV(1 set)	3	699	2097
	Wireless router	2	129	258
	Stand fan	2	50	100

Furniture and Fitting

	Rack	14	RM 240	3360
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	<p>Pillow (measurement purpose)</p>	<p>3</p>	<p>RM80</p>	<p>240</p>
	<p>Measurement equipment table</p>	<p>1</p>	<p>RM147</p>	<p>147</p>
	<p>Computer table</p>	<p>1</p>	<p>RM240</p>	<p>240</p>
	<p>Bedstead</p>	<p>1</p>	<p>RM139</p>	<p>139</p>

	<p>Matress</p>	<p>1</p>	<p>RM200</p>	<p>200</p>
	<p>Outlet counter</p>	<p>1</p>	<p>RM2400</p>	<p>2400</p>
	<p>Chair</p>	<p>1</p>	<p>RM199</p>	<p>199</p>
	<p>Wall shelves</p>	<p>10</p>	<p>RM275</p>	<p>2750</p>

	Round Bed	1	RM1199	1199
	Pillow set	1	RM100	100
	Sewing table	4	RM159.28	637.12
	Labor Chair	4	RM7	28
	Multipurpose Table	4	RM137	548

	<p>Dining Table Set</p>	<p>3</p>	<p>RM899</p>	<p>2679</p>
	<p>Reception Table</p>	<p>1</p>	<p>RM2138</p>	<p>2138</p>
	<p>Customer Waiting Sofa</p>	<p>1</p>	<p>RM 1300</p>	<p>1300</p>
	<p>Glass table</p>	<p>1</p>	<p>RM269</p>	<p>269</p>


	<p>Manager Table</p>	<p>4</p>	<p>RM999</p>	<p>3996</p>
	<p>Manager Chair</p>	<p>4</p>	<p>RM200</p>	<p>800</p>
	<p>Sofa</p>	<p>1</p>	<p>RM870</p>	<p>870</p>
	<p>Meeting Room Table</p>	<p>1</p>	<p>RM4780</p>	<p>4780</p>

 A photograph of a modern office desk with a white top and dark grey legs. It features a central drawer unit and a small cabinet on the right side.	Office Table	8	RM129	1032
 A photograph of a black office chair with a high backrest, armrests, and a five-point base with casters.	Office Chair	8	RM90	720

Machinery and Office Equipment

	Singer 14CG754 Commercial Grade Serger	4	744.99	2979.96
	Heat Press Machine	1	2550	2550
	Foam Contour Cutting Tools	1	1350	1350
	Pillow Filling Machine	1	8720	8720

			Spinal Mouse	1	450	450
			Foam Cutting Machine	1	6540	6540
			Computer	15	1088	16320
			Design usage Computer	2	900	1800
			Stationary	1	300	300

		Printer	5	328	1640
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Appendix J

Company Profile of Suppliers

Company Profile of Raw Material Suppliers

Company	Address	Contact Number
Allergy Be Gone	190 Whitman Ave Edison, NJ 08817, USA	1-866-234-6630
Azizy Enterprise	18-3, Subang Business Center Jalan USJ 9/5Q, Subang Jaya 47620 Selangor D.E, Malaysia	03-8023 0388
Syarikat People Textile Sdn Bhd	No. 13-15, Jalan Petaling, Kuala Lumpur 50000 Wilayah Persekutuan	60-3-20785706
Schneerson Cotton Industries	SufiPura ,Near Lasani Masque, Rang Rura , Sialkot- 51310 Pakistan	+92 52 4582804
Yangzhou Wanda Feather Products Co. Ltd	International Trade Department, Huaishi Town. Hanjiang Industrial District, Yangzhou City, Jiangsu Province, China, Po Box: 225116.	+86-514-87651688
Good Foam Industries Sdn. Bhd	Lot 520, Mukim Kapar, Batu 8, Jalan Kapar, Malaysia.	60-012-3832708
Khet Loong Trading Sdn Bhd	No. 42-1, Jln PJU5/21, The Strand, Kota Damansara, 47810, Petaling Jaya	03-61428066
Artsystem (M) Sdn Bhd	No. 35605, Batu 5 1/2, Jln Sungai Besi, 57100 Kuala Lumpur	03-7982 1300

Appendix K

Website of Sleeping Master

The screenshot displays the website's layout. On the left is a vertical navigation menu with the following items: HOME, NEWS & EVENTS, PRODUCT, CUSTOMIZE, and CONTACT US. The top left features a logo with a crescent moon and the text "Sleeping Master" in a stylized font, with the tagline "Sleep In Your Own Way" below it. To the right of the logo is a purple banner with the text "Customize In Your Own Way;" above a white pillow and "Sleep In Your Own Way" below it. The bottom right section has a dark, starry background with the following text: "A pillow is a large cushion support for the head, usually used while sleeping in a bed, Or for the body as used on a couch or chair. There are also throw pillows (also called toss pillows), which are pillows that are purely decorative and not designed for support or comfort."

Appendix L1

Resume General Manager

A. Personal Information

Name : Wong Shiu Yuen
Nationality : Malaysian
IC No. : 890409-01-5409
Age : 22
Date of Birth : 09April 1989
Race : Chinese
Address : 30, JalanSeroja 10,
Taman Johor Jaya,
81100, Johor Bahru,
Johor
E-mail Address : wsymonkey@yahoo.com
Contact No. : 016-7074195

B. Academic Qualification

Primary School

Institution : SekolahRendahJenisKebangsaan(C) Pandan
Duration : Year 1996 – Year 2001
UPSR : 4A 3B

Secondary School

Institution : SekolahMenengahKebangsaan Taman Johor Jaya (1)
Duration : Year 2002 – Year 2006
PMR : 2A 5B 1C
SPM : 2A 2-A 5B 2C

Pre- University

Institution : University Tunku Abdul Rahman
Course : Foundation In Arts
Duration : May 2007 – May 2008

Bachelor of Degree

Institution : University Tunku Abdul Rahman
Course : Bachelor of Business Administration (HONS) Entrepreneurship
Duration : May 2008 – May 2011
CGPA :2.798

C. Extra- Curricular Activities, Achievements and Involvements**Course-Based Society**

Entrepreneurship Society, Ordinary Member, Year 2008- Year2011

Non course- based Society

Institution : SMK Taman Johor Jaya

Society/ Club : St. John Ambulance

Achievement : Active Member

Duration : Year 2002 – Year 2006

Institution : SMK Taman Johor Jaya

Society/ Club : Swimming Club

Achievement : Member

Duration : 2002

Institution : SMK Taman Johor Jaya

Society/ Club : Chinese Society

Achievement : Active Member

Duration : 2002-2006

Institution : SMK Taman Johor Jaya

Society/ Club : Pengawas

Achievement : Pengwas

Duration : Year 2002 – Year 2006

Institution : SMK Taman Johor Jaya

Society/ Club : Club Pertanian

Achievement : NaikPengerusi

Duration : Year 2002 – Year 2006

Institution : University Tunku Abdul Rahman

Society/ Club : Sport Club

Achievement : Active Member

Duration : Year 2007 – Year 2011

D. Working Experience

Company : Computer Network Solution SdnBhd

Position : Computer Techcian

Duration : 2 Year

Company : Sub Zero

Position : Promoter

Duration : 3 mounth

E. Personal Abilities**Personal Values**

- * Strong Leading Ability
- * Well communicate with Other
- * Willing to accept self- Improvement
- * Strong self-control and discipline

Language Skills

Spoken : English, Malay, Mandarin, Cantonese

Language	Speaking Skill	Written Skill	Reading Skill
English	7	6	7
Chinese	8	7	8
Malay	7	5	6

- Lowest Point is 1
- Highest Point is 10

Appendix L2

Resume Operation Manager

A. Personal Information

Name : Ong Kean Haw
Nationality : Malaysian
IC No. : 891104-01-6155
Age : 22
Date of Birth : 04 November 1989
Race : Chinese
Address : 156, Lorong 9, Taman Jana Permai, 34600, Kamunting, Perak.
E-mail Address : titanium2005okh@hotmail.com
Contact No. : 017-4978425

B. Academic Qualification

Primary School

Institution : Sekolah Rendah Jenis Kebangsaan (C) Hua Lian 3
Duration : Year 1996 – Year 2001

Secondary School

Institution : Sekolah Jenis Kebangsaan Hualian
Duration : Year 2002 – Year 2006

Pre- University

Institution : University Tunku Abdul Rahman
Course : Foundation In Arts
Duration : May 2007 – May 2008

Bachelor of Degree

Institution : University Tunku Abdul Rahman
Course : Bachelor of Business Administration (HONS) Entrepreneurship
Duration : May 2008 – May 2011

C. Extra- Curricular Activities, Achievements and Involvements**Course-Based Society**

Entrepreneurship Society, Ordinary Member, Year 2008- Year2011

Non course- based Society

Institution : SMK Hua Lian

Society/ Club : Kadet Polis

Achievement : Patrol Leader

Duration : Year 2002 – Year 2005

Institution : SMK Hua Lian

Society/ Club : Basketball Team

Achievement : Active Member

Duration : 2005

Institution : SMK Hua Lian

Society/ Club : Basketball Team

Achievement : Active Member

Duration : 2005

Institution : University Tunku Abdul Rahman

Society/ Club : Fishing Club

Achievement : Active Member

Duration : Year 2008 – Year 2009

Institution : University Tunku Abdul Rahman

Society/ Club : Sport Club

Achievement : Active Member

Duration : Year 2007 – Year 2011

D. Working Experience

Company : Tian Car Accessories & Air-Cond

Position : Technician

Company : Robin Car Accessories & Air-Cond
Position : Technician

Company : First-Linen Bedding Industry
Position : Rotation Promoter

Company : Teleria Communication
Position : Supervisor

E. Personal Abilities

Personal Values

- * Strong Leading Ability
- * Well communicate with subordinates
- * Willing to accept self- Improvement

Language Skills

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

Appendix L3

Resume Finance and Administration Manager

A. Personal Information

Name : Chia Wui Xuan
Nationality : Malaysian
IC No. : 891219-01-5015
Age : 22
Date of Birth : 19 December 1989
Race : Chinese
Address : 13, Jalan 3, Taman Sri Kluang, 86000 Kluang, Johor.
E-mail Address : czane89@hotmail.com
Contact No. : 017-7007024

B. Academic Qualification

Primary School

Institution : Sekolah Rendah Jenis Kebangsaan (C) Chong Eng
Duration : Year 1996 – Year 2001

Secondary School

Institution : Chong Hwa High School
Duration : Year 2002 – Year 2007

Bachelor of Degree

Institution : University Tunku Abdul Rahman
Course : Bachelor of Business Administration (HONS) Entrepreneurship
Duration : May 2008 – May 2011

C. Extra- Curricular Activities, Achievements and Involvements

Course-Based Society

Entrepreneurship Society, Ordinary Member, Year 2008- Year2011

Young Entrepreneurship Society, Ordinary Member, Year 2008- Year 2011

Non course- based Society

Institution : Mersing
Society/ Club : National Service
Achievement : Member

Duration : Jan 2008 – March 2008

D. Working Experience

Company : Wei Tat Plastic Mould Company

Position : Technician

Company : BCB Sdn Bhd

Position : Public Relation

Company : M2 Photo Shop

Position : Supervisor

E. Personal Abilities

Personal Values

- * Strong Leading Ability
- * Well communicate with subordinates
- * Willing to accept self- Improvement

Language Skills

Written : English, Malay, Chinese.

Spoken : English, Malay, Mandarin, Cantonese.

Appendix L4

Resume Marketing And Sales Manager

A. Personal Information

Name : Foo Yih Shiou
Nationality : Malaysian
IC No. : 8812119-08-5671
Age : 22
Date of Birth : 19 December 1988
Race : Chinese
Address : 32, KG Baru, GNG Hijau, 31550 Pusing, Perak.
E-mail Address : yih_shiou@hotmail.com
Contact No. : 016-5301688

B. Academic Qualification

Primary School

Institution : Sekolah Rendah Jenis Kebangsaan (C) Gunung Hijau
Duration : Year 1995 – Year 2000

Secondary School

Institution : Sekolah Menengah Kebangsaan Pusing
Duration : Year 2001 – Year 2005

Pre- University

Institution : Sekolah Menengah Kebangsaan Sultan Yussuf
Duration : May 2007 – May 2008

Bachelor of Degree

Institution : University Tunku Abdul Rahman
Course : Bachelor of Business Administration (HONS) Entrepreneurship
Duration : May 2008 – May 2011

C. Extra- Curricular Activities, Achievements and Involvements

Course-Based Society

Entrepreneurship Society, Ordinary Member, Year 2008- Year2011

Non course- based Society

Institution : SMK Pusing
Society/ Club : Chinese Language Soceity
Achievement : Active Member
Duration : Year 2001 – Year 2005

Institution : SMK Pusing
Society/ Club : Basketball Team
Achievement : Active Member
Duration : Year 2003- Year 2005

Institution : SMK Sultan Yussuf
Society/ Club : Basketball Team
Achievement : Active Member
Duration : 2005

Institution : SMK Sultan Yussuf
Society/ Club : Kadet Polis
Achievement : Active Member
Duration : Year 2008 – Year 2009

Institution : University Tunku Abdul Rahman
Society/ Club : Sport Club
Achievement : Active Member
Duration : Year 2007 – Year 2011

D. Working Experience

Company : Crystal Jade Meal Restaurant
Position : Waiter

Company : Crystal Jade Meal Restaurant
Position : Cashier

E. Personal Abilities

Personal Values

- ~ Self-Motivated and self- Improvement
- ~ Strong Leading Ability
- ~ High responsibility in doing work
- ~ Problem Solving and responsibility

Language Skills

Written : English, Malay and Chinese

Spoken : English, Malay, Mandarin and Cantonese

Appendix M

New Business Registration Guideline

GUIDELINES FOR REGISTRATION OF NEW BUSINESS

Business includes every form of trade, commerce, craftsmanship, calling, profession or other activity carried on for the purposes of gain, but does not include any office or employment or any charitable undertaking or any occupation specified in the schedule under the provisions of the Business Registration Act 1956 (ROBA 1956). Business that may be registered under the ROBA 1956 is a business operating in West Malaysia which includes Peninsular Malaysia and the Federal Territory. The types of business are as follows :

- 1. Sole Proprietorship** – a business wholly owned by a single owner
- 2. Partnership** – a business owned by at least two (2) persons and not more than twenty (20) partners.

Registration Procedure

1. Business may be registered using personal name or using a trade name.

a) The business name using personal name as stated in the identity card is not required to apply for business name.

Example: Ruslan bin Mohamed, Siow Ah Thai or, Ramasamy a/l Mutusamy

b) Trade Name is the name of the proposed business and must obtain prior approval from the Registrar of Business.

Example: Kedai Dobi Mewah, Lucky Star Catering or, ABS Unggul

Enterprise.

2. Complete the Business Registration Form (Form A) with the following information :

- a) Business name
- b) Commencement date of business
- c) Principal place of business
- d) The address of the branch of business (if any)
- e) Information of owner and partners
- f) Type of business carried out
- g) Provide a copy of the Partnership Agreement (if any)

3. Every business owner and partner must sign the completed Form.

4. Person responsible must submit the application to counter or through online via SSM e-Lodgement services in the SSM's website at www.ssm.com.my.

5. Documents to be attached are as follows:

- a) Photocopy of owner and/ or partner's identity card;
- b) Permit, licence or Supporting letter for the type of business e.g Nurseries (Department of Social Welfare), Kindergarten, Tuition Centres, Schools/College (Ministry/ Department of Education); and
- c) Approval or Supporting Letter from relevant agency if required by the Registrar of Business.

Requirement

- 1. Owner must be a Malaysian Citizen or Permanent Resident of Malaysia.
- 2. Owner must be aged between 18 years and above.

3. Register the business not later than thirty (30) days from the date of commencement of business.
4. The nature of the registered business should not contravene any laws or likely to be used for unlawful purposes or any purpose prejudicial to or incompatible with the security of the Federation, public order or morality.

Registration Fee

1. Sole proprietorship using personal name as stated in the identity card – RM30.00
2. Sole proprietorship or partnership using trade name - RM60.00
3. Registration of branches – RM5.00 for each branch
4. Business Information Print-out – RM10.00

General Guide

1. A new business registration may valid for a period of one (1) year and does not exceed five (5) years on each registration.
2. Business Registration Certificate can be obtained within one (1) hour from the time payment is made.
3. A person who carries on business without registering a business commits an offence under the ROBA 1956 and if found guilty be fined not exceeding RM50,000 or imprisonment for a term not exceeding two (2) years or both.
4. Even though businesses have been registered with SSM, business owners are responsible to obtain licences, permits or approval letters from other relevant authorities in order to operate their businesses.

Appendix N

Business Name Registration Guideline

GUIDELINES FOR BUSINESS NAME APPLICATION

1. A business name represents a style or topic that is used to recognise the identity of the business carried out.

2. A business name can be categorized into two (2) types :

a) Personal name as stated in the identity card is not required to apply for approval of the business name.

Example: Ruslan bin Mohamed, Siow Ah Thai or, Ramasamy a/l Mutusamy.

b) Trade Name is the name of the proposed business and must obtain prior approval from the Registrar of Business at Suruhanjaya Syarikat Malaysia.

Example: Kedai Dobi Mewah, Lucky Star Catering, or ABS Unggul Enterprise.

Procedure

1. Complete the Business Name Approval Form (Form PNA.42) with three (3) proposed business names. Business names will be approved according to priority and will be attached to the New Business Registration Form (Form A) at the counter.

2. Person responsible is either the business owner or partner must submit the application to counter or through online via SSM e-Lodgement services in the SSM's website at www.ssm.com.my

Additional Information

1. Business name should not be too long that is not more than fifty (50) characters including spaces between words.
2. The use of numbers, sign and symbols are not allowed as part of a business name.
3. Gazetted words under Government Gazette No. 716 dated 30 January 1997, Gazette Amendments of 2001 and the names that administratively controlled under the Companies Act 1965 will also be considered controlled for a business name.
Government Gazette and Guidelines on Company Name can be viewed in the SSM's website at www.ssm.com.my
4. Besides obtaining approval from SSM for the use of the words Nurseries, Care Centre, Kindergarten, Tuition Centres, Colleges and Schools as part of business name must obtain the approval of business names, business owners must also obtain written permission from other relevant agencies prior to registering the business.
5. Business name registered must be in accordance with the type of business.
6. The business name registered cannot be altered or changed once the business is registered.

RULE 15, REGISTRATION OF BUSINESSES RULES 1957

Business names that shall not be registered except with the consent of the Minister

- (1) Except with the consent of the Minister, no business shall be

registered by a name which,

(a) contains any word suggesting connection with the Yang di-Pertuan Agong, the Raja Permaisuri Agong or the Ruler of a state or a member of the Royal Family or Royal patronage, including such words as “Royal” or any equivalent expression;

(b) contains any word suggesting connection with the Federal or a State government department, statutory body, authority or agency or any municipality or other local authority, including such words as “Federal”, “State” or “National”;

(c) contains any word suggesting connection with any Asean, Commonwealth or other foreign government or with the United Nations or any other international organization;

(d) contains the word “Chartered” or any words suggesting connection with any Society or body incorporated by Royal Charter ;

(e) contains the word “Association” “Union”, “Foundation”, “Trust”, “Forces”, “Co-operative”, “International” or any equivalent expression;

(f) contains any word that is blasphemous or likely to be offensive to members of the public;

(g) contains any word that is misleading as to the nature, scope or importance of the business carried on or to be carried on under such name;

(h) contains any word that is offensive to any race or religion.

(2) The Registrar with the consent of the Minister may restrict the usage of any other names which in his opinion is undesirable and the Registrar shall cause such names to be published in the Gazette.

GOVERNMENT GAZETTE BIL DATED 30 JANUARY 1997

Direction of the Minister under Sections 22(1) and 341

Companies Act 1965

Pursuant to section 22(1) and 341 Companies Act 1965, the Minister directs the Registrar of Companies not to accept for registration any name of a company or a foreign company that is a name or a name of kind mentioned in the Schedule unless prior approval of the Minister has been obtained.

SCHEDULE

- (a) Names suggesting connection with a member of the Royal Family or Royal patronage including names containing such words as “Royal”, “King”, “Queen”, “Prince”, “Princess”, “Crown”, “Regent”, “Imperial”;
- (b) Names suggesting connection with a State or Federal government department, statutory body, authority or government agency or any municipality or other local authority including names containing such words as “Federal”, “State”, “National”;
- (c) Names suggesting connection with any Asean, Commonwealth or foreign government or with the United Nation or with any other international organisation or cartel including names containing such words as “ASEAN”, “UNESCO”, “NATO”, “EEC”, “OPEC”;

- (d) Names suggesting connection with any political party, society, trade union, co-operative society or building society;
- (e) Names including the following words or any words of like import: “Bank”, “Banker”, “Banking”, “Bumiputra”, “Bureau”, “Chamber of Commerce and Industry”, “Chamber of Manufacturers”, “Chartered”, “College”, “Consumer”, “Council”, “Credit”, “Exchange”, “Executor”, “Fair Price”, “Finance”, “Foundation”, “Fund”, “Guarantee”, “Institute”, “Insurance”, “Investment”, “International”, “Leasing”, “Made in Malaysia”, “Prime”, “Registry”, “Treasury”, “Trust”, “Unit Trust”, “University”;
- (f) Names that are misleading as to the identity, nature, objects or purposes of a company or in any other manner;
- (g) Names that are blasphemous or likely to be offensive to members of the public;
- (h) Names which –
- (i) are translation of a name of a company or foreign company registered under the Act; or
- (ii) may resemble or be mistaken for the name of any other company or foreign company registered under the Act; or
- (iii) may resemble or be mistaken for a name that is being reserved for the purpose of incorporation of a new company or registration of a foreign company or for the purpose of a change of name of a company or foreign company registered under the Act.

Appendix O

Partnership Agreement

Partnership Agreement

This Partnership Agreement is made on 11 August 2011 between Ong Kean Haw, Chia Wui Xuan, Foo Yih Shiou and Chia Wui Xuan.

1. Name and Business

The parties hereby form a partnership under the name of Pillow Master to produce Pillow. The principal office of the business shall be Lot 003, Ground Floor, Mid Valley.

2. Term

The partnership shall begin on 11-8-2011, and shall continue until terminated.

3. Capital

The capital of the partnership shall be contributed in cash by the partners as follows:

- A separate capital account shall be maintained for each partner.
- Neither partner shall withdraw any part of their capital account.
- Upon the demand of either partner, the capital accounts of the partners shall be maintained at all times in the proportions in which the partners share in the profits and losses of the partnership.

4. Profit and Loss

The net profits of the partnership shall be divided equally between the partners and the net losses shall be borne equally by them. A separate income account shall be maintained for each partner. Partnership profits and losses shall be charged or credited to the separate income account of each partner. If a partner has no credit balance in their income account, losses shall be charged to their capital account.

5. Salaries and Withdrawals

Neither partner shall receive any salary for services rendered to the partnership. Each partner may, from time to time, withdraw the credit balance in their income account.

6. Interest

No interest shall be paid on the initial contributions to the capital of the partnership or on any subsequent contributions of capital.

7. Management Duties and Restrictions

The partners shall have equal rights in the management of the partnership business, and each partner shall devote their entire time to the conduct of the business. Without the consent of the other partner neither partner shall on behalf of the partnership borrow or lend money, or make, deliver, or accept any commercial paper, or execute any mortgage, security agreement, bond, or lease, or purchase or contract to purchase, or sell or contract to sell any property for or of the partnership other than the type of property bought and sold in the regular course of its business.

8. Banking

All funds of the partnership shall be deposited in its name in such checking account or accounts as shall be designated by the partners. All withdrawals therefrom are to be made upon checks signed by either partner.

9. Books

The partnership books shall be maintained at the principal office of the partnership, and each partner shall at all times have access thereto. The books shall be kept on a fiscal year basis, and shall be closed and balanced at the end of each fiscal year. An audit shall be made as of the closing date.

10. Voluntary Termination

The partnership may be dissolved at any time by agreement of the partners, in which event the partners shall proceed with reasonable promptness to liquidate the business of the partnership. The partnership name shall be sold with the other assets of the business. The assets of the partnership business shall be used and distributed in the following order:

- (a) to pay or provide for the payment of all partnership liabilities and liquidating expenses and obligations;
- (b) to equalize the income accounts of the partners;
- (c) to discharge the balance of the income accounts of the partners;
- (d) to equalize the capital accounts of the partners; and

(e) to discharge the balance of the capital accounts of the partners.

11. Death

Upon the death of either partner, the surviving partner shall have the right either to purchase the interest of the decedent in the partnership or to terminate and liquidate the partnership business. If the surviving partner elects to purchase the decedent's interest, he shall serve notice in writing of such election, within three months after the death of the decedent, upon the executor or administrator of the decedent, or, if at the time of such election no legal representative has been appointed, upon any one of the known legal heirs of the decedent at the last-known address of such heir.

(a) If the surviving partner elects to purchase the interest of the decedent in the partnership, the purchase price shall be equal to the decedent's capital account as at the date of their death plus the decedent's income account as at the end of the prior fiscal year, increased by their share of partnership profits or decreased by their share of partnership losses for the period from the beginning of the fiscal year in which their death occurred until the end of the calendar month in which their death occurred, and decreased by withdrawals charged to their income account during such period. No allowance shall be made for goodwill, trade name, patents, or other intangible assets, except as those assets have been reflected on the partnership books immediately prior to the decedent's death; but the survivor shall nevertheless be entitled to use the trade name of the partnership.

(b) Except as herein otherwise stated, the procedure as to liquidation and distribution of the assets of the partnership business shall be the same as stated in paragraph 10 with reference to voluntary termination.

12. Arbitration

Any controversy or claim arising out of or relating to this Agreement, or the breach hereof, shall be settled by arbitration in accordance with the rules, then obtaining, of the American Arbitration Association, and judgment upon the award rendered may be entered in any court having jurisdiction thereof. In witness whereof the parties have signed this Agreement.

Executed this ____11____ day of ____August____, 2011 in Kuala Lumpur.

Name of partners: Wong Shiu Yuen

Date: 11 August 2011

Name of partners: Foo Yih Shiou

Date: 11 August 2011

Name of partners: Ong Kean Haw

Date: 11 August 2011

Name of partners: Chia Wui Xuan

Date: 11 August 2011

Appendix P

Business Registration Form

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

1/4

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

2/4

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

BORANG A		
KAEDAH-KAEDAH PENDAFTARAN PERNIAGAAN 1957		
[KAEDAH 3]		
PENDAFTARAN PERNIAGAAN		
MAKLUMAT JENIS PERNIAGAAN (* Sila isi sekurang-kurangnya satu)		
NO.	KOD JENIS PERNIAGAAN	PERIHAL
1.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
2.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
3.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
4.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
5.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
6.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
7.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
8.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
9.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
10.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
PENGESAHAN OLEH PEMILIK TUNGGAL/ RAKAN KONGSI (* Ruang yang wajib)		
<p>Saya/Kami yang bertandatangan di bawah ini mengesahkan ketepatan semua kenyataan yang dibuat dalam borang ini dan mengaku bahawa saya/kami adalah pemilik/rakan kongsi bagi perniagaan yang bernama</p> <div style="border: 1px solid black; height: 30px; width: 100%; margin-top: 5px;"></div>		
<u>NAMA</u>	<u>NO. KAD PENGENALAN DAN WARNA</u>	<u>TANDATANGAN/CAP IBU JARI KANAN</u>
Bertarih _____	_____	_____
	_____	_____

Appendix Q

Business Name Registration Form

SURUHANJAYA SYARIKAT MALAYSIA		PNA. 42
Permohonan Kelulusan Nama Perniagaan <i>(Tiada Bayaran Dikenakan)</i>		
Saya memohon menggunakan salah satu nama-nama perniagaan di bawah:		
(a)	
(b)	
(c)	
* Nama dan Alamat Pemilik / Pekongsi <i>(Gunakan lampiran lain jika pemilik lebih 3 orang)</i>		* No. Kad Pengenalan & Warna
(a) Nama :	Baru:
Alamat :	Lama:
	
(b) Nama :	Baru:
Alamat :	Lama:
	
(c) Nama :	Baru:
Alamat :	Lama:
	
* Jenis perniagaan dijalankan:		
.....		
.....		
* Tarikh:	* Tandatangan Pemohon:
		Nama :
		No. K/P :
# No. Rujukan:	
# No. Rujukan:	
# Catatan:	
	
Tarikh:	#	(Penolong Pendaftar Perniagaan
)
+ Sila lihat syarat kelulusan di muka sebelah.		
* Pemohon hendaklah melengkapkan ruangan-ruangan ini.		
# Ruangan ini dibiarkan kosong.		

Syarat-syarat Kelulusan

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

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

Appendix R

Trademark Registration Form

BORANG CD. 46
FORM TM. 46
AKTA CAP DAGANGAN 1976
TRADE MARKS ACT 1976

PERATURAN-PERATURAN CAP DAGANGAN 1983
TRADE MARKS REGULATIONS 1983

**PERMINTAAN MENDAPATKAN KEBENARAN MEMINDA PERMOHONAN UNTUK
PENDAFTARANSUATUCAPDAGANGAN
REQUEST FOR PERMISSION TO AMEND THE APPLICATION FOR REGISTRATION OF
A TRADE MARK**

(Peraturan 26)
(Regulation 26)

Pendaftar Cap Dagangan/Registrar of Trade Marks
Malaysia,
Kuala Lumpur.

*Saya/Kami.....
*I/We

beralamat..... of
dengan ini memohon kebenaran meminda permohonan *saya/kami No..... bertarih

.....
*hereby apply for permission to amend *my/our application No. dated*
untuk pendaftaran cap dagangan yang tersebut di dalamnya mengikut cara yang berikut:
for the registration of the trade marks mentioned therein in the following manner:

2. Alamat *saya/kami untuk penyampaian dalam Malaysia adalah seperti berikut: 2. *My/Our address for service in
Malaysia is as follows:

Bertarih pada..... haribulan..... 20.....
Dated this..... day of..... 20.....

(Tandatangan)
(Signature)

* Potong mana yang tidak berkenaan. * Delete whichever is not applicable

YSPK (8.15) 248-10 (SK. 4) Jd. 10/(57) bertarih 9-6-83 YSPK (8.15) 248-10 (SK. 4) Id. 10/(57) dated 9-6-83

INTELLECTUAL PROPERTY DIVISION – TRADE MARK

TRADE MARKS REGISTRY

TM 05

TRADE MARKS ACT 1976

TRADE MARKS REGULATION 1997

APPLICATION FOR REGISTRATION OF A MARK

(Subregulations 18(1))

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

trade mark defensive trade mark certification trade mark

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

(Five (5) copies of the Form must be enclosed with the application)

2. Representation of mark:

Note: If the space provided is insufficient, the representation may be made on a separate sheet which must be firmly annexed to this Form.

If the application is for series of a trade marks under section 24 a representation of each mark in the series must be given.

Representation must be clear and durable and comply with regulation 34.

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

3. List of goods or services:

4. Class

Goods or services falling within more than one international class must be subject of separate applications. Continue on a separate sheet if necessary.

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

and

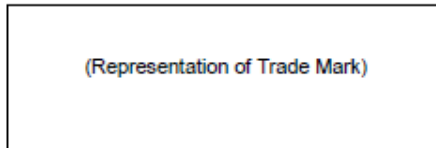
IN THE MATTER of application for the Registration of trade/service mark in Malaysia.

STATUTORY DECLARATION

I, _____ (a), [NRIC No. _____ (b)] of full age and care of _____ (c), Malaysia, do solemnly and sincerely declare that:

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

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



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

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

Subscribed and solemnly declared by the

above named,
this day of
At

Before me,
Commissioner for Oaths

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

Appendix S

Patent Registration Form

<p>Patents Form No. 1 PATENTS ACT 1983</p> <p>REQUEST FOR GRANT OF PATENT (Regulations 7(1))</p> <p>To : The Registrar of Patents Patents Registration Office Kuala Lumpur, Malaysia</p>	<p style="text-align: center;">For Official Use</p> <p>Application received on :</p> <p>Fee received on</p> <p>Amount</p> <p>*Cheque / Postal Order / Money Order / Draft / Cash No.</p> <hr/> <p>Date of mailing</p>
<p>Please submit this Form in duplicate together with the prescribed fee</p>	<p>Applicant's file reference</p>
<p>THE APPLICANT(S) REQUEST(S) THE GRANT OF A PATENT IN RESPECT OF THE FOLLOWING PARTICULARS :</p> <p>I. Title Of Invention :</p> <p style="text-align: center;">.....</p>	
<p>II. APPLICANT(S) (the data concerning each applicant must appear in this box or, if the space insufficient, in the space below :</p> <p>Name :</p> <p>I.C./Passport No. :</p> <p>Address :</p> <p style="text-align: center;">.....</p> <p>Address for service in Malaysia :</p> <p style="text-align: center;">.....</p> <p>Nationality :</p> <p>*Permanent residence or principal place of business :</p> <p style="text-align: center;">.....</p> <p style="text-align: center;">.....</p> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;"> <p>Telephone Number (if any)</p> <p>.....</p> </div> <div style="text-align: center;"> <p>Fax Number (if any)</p> <p>.....</p> </div> </div>	
<p>Additional Information (if any)</p>	

III. INVENTOR :	
Applicant is the inventor	Yes <input type="checkbox"/> No <input type="checkbox"/>
If the applicant is not the inventor :	
Name of inventor :	
Address of inventor :	
A statement justifying the applicant's right to the patent accompanies this Form :	
Yes <input type="checkbox"/> No <input type="checkbox"/>	
Additional Information (if any)	
IV. AGENT OR REPRESENTATIVE :	
Applicant has appointed a patent agent in accompanying Form No. 17	Yes <input type="checkbox"/> No <input type="checkbox"/>
Agent's registration No. :	
Applicant has appointed to be their representative	
V. DIVISIONAL APPLICATION :	
This application is a divisional application	<input type="checkbox"/>
The benefit of the filing date <input type="checkbox"/>	priority date <input type="checkbox"/>
of the initial application is claimed in as much as the subject-matter of the present application is contained in the initial application identified below :	
Initial Application No. :	
Date of Filing of initial application :	
Additional Information (if any)	
VI. DISCLOSURE TO BE REGARDED FOR PRIOR ART PURPOSES :	
Additional information is contained in supplemental box :	
(a) Disclosure was due to acts of applicant or his predecessor in title	<input type="checkbox"/>
Date of disclosure :	
(b) Disclosure was due to abuse of rights of applicant or his predecessor in title	<input type="checkbox"/>
Date of disclosure :	
A statement specifying in more detail the facts concerning the disclosure accompanies this Form	Yes <input type="checkbox"/> No <input type="checkbox"/>
Additional Information (if any)	

VII. PRIORITY CLAIM (if any) :

The priority of an earlier application is claimed as follows :

Country (if the earlier application is a regional or international application, indicate the office with which it is filed) :

 Filing Date :
 Application No. :

Symbol of the International Patent Classification :

It not yet allocated, please tick

The priority of more than one earlier application is claimed :
 Yes No

The certified copy of the earlier application (s) accompanies this Form :
 Yes No

If No, it will be furnished by (date)

Additional Information (if any)

VIII. CHECK LIST :

A. This application contains the following :

1. request	
2. description	sheets
3. claim	sheets
4. abstract	sheets
5. drawings	sheets
Total	sheets

B. This Form, as filed, is accompanied by the items checked below :

(a) signed Form No. 17	<input type="checkbox"/>
(b) declaration that inventor does not wish to be named in the patent	<input type="checkbox"/>
(c) statement justifying applicant's right to the patent	<input type="checkbox"/>
(d) statement that certain disclosure be disregarded	<input type="checkbox"/>
(e) priority document (certified copy of earlier application)	<input type="checkbox"/>
(f) cash, cheque, money order, bank draft or postal order for the payment of application fee	<input type="checkbox"/>
(g) other documents (specify)	<input type="checkbox"/>

Appendix T

Pro Forma Income Statement for 3 Years

Pro Forma Income Statement for Year 2012

Description	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Total
Sales													
1. Customize healthy pillow (rm250 per pillow)	87,500	92,000	101,000	91,000	86,500	82,000	90,250	94,750	99,500	89,500	94,000	103,500	1,111,500
2. Custom design pillow (rm100 per pillow)	30,000	31,500	34,700	31,200	29,600	28,100	31,000	32,500	34,100	36,700	32,300	35,500	387,200
3. Standardize pillow (rm140 per pillow)	28,000	29,400	32,340	29,120	27,720	26,320	28,840	30,380	31,920	28,700	30,100	33,180	356,020
Total sales	145,500	152,900	168,040	151,320	143,820	136,420	150,090	157,630	165,520	154,900	156,400	172,180	1,854,720
(-) Cost of goods sold													
1. Customize healthy pillow (rm50 per pillow)	-17,500	-18,400	-20,200	-18,200	-17,300	-16,400	-18,050	-18,950	-19,900	-17,900	-18,800	-20,700	-222,300
2. Custom design pillow (rm 20 per pillow)	-6,000	-6,300	-6,940	-6,240	-5,920	-5,620	-6,200	-6,500	-6,820	-6,140	-6,460	-7,100	-76,240
3. Standardize pillow (rm70 per pillow)	-14,000	-14,700	-16,170	-14,960	-13,860	-13,160	-14,420	-15,190	-15,960	-14,350	-15,050	-16,590	-178,010
Total cost of good sold	-37,500	-39,400	-43,310	-39,000	-37,080	-35,180	-38,670	-40,640	-42,680	-38,390	-40,310	-44,390	-476,550
Gross Profit	108,000	113,500	124,730	112,320	106,740	101,240	111,420	116,990	122,840	116,510	116,090	127,790	1,378,170
Less Expenditures													
Salary	30,550	30,550	30,550	30,550	30,550	30,550	30,550	30,550	30,550	30,550	30,550	30,550	366,600
EPF(12%)	3,666	3,666	3,666	3,666	3,666	3,666	3,666	3,666	3,666	3,666	3,666	3,666	43,992
Secret(2%)	611	611	611	611	611	611	611	611	611	611	611	611	7,332
Rental(Retail Space)	87,500	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	362,500
Rental(Factory)	6,300	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	26,100
Water & Electricity	800	800	800	800	800	800	800	800	800	800	800	800	9,600
Communication	1,600	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,600
Insurance	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000
Business registration Fee	200	0	0	0	0	0	0	0	0	0	0	0	200
Legal Fee	1,000	0	0	0	0	0	0	0	0	0	0	0	1,000
Stationary	400	100	100	100	100	100	100	100	100	100	100	100	1,500
Maintenance & Repair	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Toll & Petrol	500	500	500	500	500	500	500	500	500	500	500	500	6,000
W&M(Hiring & Maintaining)	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Uniform	800	0	0	0	0	0	0	0	0	0	0	0	800
Advertising & Promotion													
Exhibition and Fair	0	0	15,000	0	0	0	0	0	15,000	0	0	0	30,000
Newspaper	20,000	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	47,500
Boucher	10,000	0	0	5,000	0	0	5,000	0	0	5,000	0	0	25,000
Gift	1000	0	0	0	0	0	0	0	0	0	0	0	1,000
Depreciation(10%/year)													
Equipment(24,966)	2,497	0	0	0	0	0	0	0	0	0	0	0	2,497
Electronic device(26,892)	2,685	0	0	0	0	0	0	0	0	0	0	0	2,685
Vehicle(Van 16660)	1,666	0	0	0	0	0	0	0	0	0	0	0	1,666
Fitting and Furniture(31,247)	3,125	0	0	0	0	0	0	0	0	0	0	0	3,125
Total Expenditure	-180,700	-72,327	-87,327	-77,327	-72,327	-72,327	-77,327	-87,327	-72,327	-77,327	-72,327	-72,327	-1,021,297
Net Profit/Loss	-72,700	41,173	37,403	34,993	34,413	28,913	34,093	29,663	50,513	39,183	43,763	55,463	356,873

Pro Forma Income Statement for Year 2013

Description	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Total
Salary													
1.Customize healthy pillow (rm250 per pillow)	96,250	101,250	111,000	100,000	95,250	90,250	99,250	104,250	109,500	98,500	103,500	113,750	1,222,750
2.Customize design pillow (rm100 per pillow)	33,000	34,700	38,200	34,300	32,600	30,900	34,100	35,800	37,500	40,400	35,500	39,100	426,100
3.Standardize pillow (rm140 per pillow)	30,800	32,340	35,560	32,060	30,520	28,980	31,780	33,460	35,140	31,220	33,180	36,540	391,580
Total sales	160,050	168,290	184,760	166,360	158,370	150,130	165,130	173,510	182,140	170,120	172,180	189,390	2,040,430
(-) Cost of goods sold													
1.Customize healthy pillow (rm50 per pillow)	-19,250	-20,250	-22,200	-20,000	-19,050	-18,050	-19,850	-20,850	-21,900	-19,700	-20,700	-22,750	-244,550
2.Customize design pillow (rm20 per pillow)	-6,600	-6,940	-7,640	-6,860	-6,520	-6,180	-6,820	-7,160	-7,500	-8,080	-7,100	-7,820	-85,220
3.Standardize pillow (rm70 per pillow)	-15,400	-16,170	-17,780	-16,030	-15,260	-14,490	-15,890	-16,730	-17,570	-15,610	-16,590	-18,270	-195,790
Total cost of good sold	-41,250	-43,360	-47,620	-42,890	-40,830	-38,720	-42,560	-44,740	-46,970	-43,390	-44,390	-48,840	-525,560
Gross Profit	118,800	124,930	137,140	123,470	117,540	111,410	122,570	128,770	135,170	126,730	127,790	140,550	1,514,870
Lease Expenditures													
Salary	33,605	33,605	33,605	33,605	33,605	33,605	33,605	33,605	33,605	33,605	33,605	33,605	403,260
EPF(12%)	4,033	4,033	4,033	4,033	4,033	4,033	4,033	4,033	4,033	4,033	4,033	4,033	48,396
Suave(2%)	672	672	672	672	672	672	672	672	672	672	672	672	8,064
Rental(Retail Space)	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	300,000
Rental(Factory)	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	21,600
Water & Electricity	800	800	800	800	800	800	800	800	800	800	800	800	9,600
Communication	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Insurance	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000
Business registration Fee	200	0	0	0	0	0	0	0	0	0	0	0	200
Legal Fee	1000	0	0	0	0	0	0	0	0	0	0	0	1,000
Stationary	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Maintenance & Repair	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Toll & Petrol	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Web Hosting & Maintaining	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Uniform	800	0	0	0	0	0	0	0	0	0	0	0	800
Advertising & Promotion													
Exhibition and Fair	0	0	15,000	0	0	0	0	15,000	0	0	0	0	30,000
Newspaper	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	30,000
Banquet	5,000	0	0	5,000	0	0	5,000	0	0	5,000	0	0	20,000
Gifts	1,000	0	0	0	0	0	0	0	0	0	0	0	1,000
Depreciation(10%/year)													
Equipment(24,966)	2,497	0	0	0	0	0	0	0	0	0	0	0	2,497
Electronic device(26,882)	2,685	0	0	0	0	0	0	0	0	0	0	0	2,685
Vehicle(Van 16660)	1,666	0	0	0	0	0	0	0	0	0	0	0	1,666
Fishing and Furniture(31,247)	3,125	0	0	0	0	0	0	0	0	0	0	0	3,125
Total Expenditure	-93,783	-75,810	-90,810	-80,810	-75,810	-75,810	-80,810	-90,810	-80,810	-75,810	-80,810	-75,810	-972,693
Net Profit / Loss	25,017	49,120	46,330	42,660	41,730	35,690	41,760	37,960	59,360	45,920	51,980	64,740	542,177

Pro Forma Income Statement for Year 2014

Description	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Total
Sales													
1.Customize healthy pillow (rm250 per pi	106,000	111,250	122,250	110,000	104,750	99,000	103,250	114,750	120,500	108,250	113,750	125,250	1,345,000
2.Customize design pillow (rm100 per pill	36,300	38,100	42,000	37,800	35,800	34,000	37,500	39,300	41,300	44,400	39,100	43,000	468,600
3.Standardias pillow (rm140 per pillow)	33,880	35,560	39,200	35,280	33,600	31,920	34,860	36,920	38,640	34,720	36,400	40,180	431,060
Total sales	176,180	184,910	203,450	183,080	174,150	164,920	181,610	190,870	200,440	187,370	189,250	208,430	2,244,660
(-) Cost of goods sold													
1.Customize healthy pillow (rm50 per pill	-21,200	-22,250	-24,450	-22,000	-20,950	-19,800	-21,850	-22,950	-24,100	-21,650	-22,750	-25,050	-269,000
2.Customize design pillow (rm 20 per pill	-7,260	-7,620	-8,400	-7,560	-7,160	-6,800	-7,500	-7,860	-8,260	-8,860	-7,860	-8,600	-93,720
3.Standardias pillow (rm70 per pillow)	-16,940	-17,780	-19,600	-17,640	-16,800	-15,960	-17,430	-18,410	-19,320	-17,360	-18,200	-20,090	-215,530
Total cost of good sold	-45,400	-47,650	-52,450	-47,200	-44,910	-42,560	-46,780	-49,220	-51,680	-47,890	-48,770	-53,740	-578,250
Gross Profit	130,780	137,260	151,000	135,880	129,240	122,360	134,830	141,650	148,760	139,480	140,480	154,690	1,666,410
Less Expenditure													
Salary	36,366	36,366	36,366	36,366	36,366	36,366	36,366	36,366	36,366	36,366	36,366	36,366	443,532
EPF(12%)	4,436	4,436	4,436	4,436	4,436	4,436	4,436	4,436	4,436	4,436	4,436	4,436	53,232
Socso(2%)	739	739	739	739	739	739	739	739	739	739	739	739	8,868
Rental (Retail Space)	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	300,000
Rental (Factory)	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	21,600
Water & Electricity	800	800	800	800	800	800	800	800	800	800	800	800	9,600
Communication	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Insurance	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000
Business registration Fee	200	0	0	0	0	0	0	0	0	0	0	0	200
Legal Fee	1000	0	0	0	0	0	0	0	0	0	0	0	1,000
Stationary	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Maintenance & Repair	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Toll & Petrol	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Web Hosting & Maintaining	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Uniform	800	0	0	0	0	0	0	0	0	0	0	0	800
Advertising & Promotion													
Exhibition and Fair	0	0	15,000	0	0	0	0	15,000	0	0	0	0	30,000
Newspaper	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	30,000
Boucher	5,000	0	0	5,000	0	0	5,000	0	0	5,000	0	0	20,000
Gift	1,000												1,000
Depreciation(10%/year)													
Equipment (24,366)	2,437	0	0	0	0	0	0	0	0	0	0	0	2,437
Electronic devices (26,852)	2,685	0	0	0	0	0	0	0	0	0	0	0	2,685
Vehicle (Van 16660)	1,666	0	0	0	0	0	0	0	0	0	0	0	1,666
Fitting and Furniture(31,247)	3,125	0	0	0	0	0	0	0	0	0	0	0	3,125
Total Expenditure	-97,614	-79,641	-84,641	-84,641	-79,641	-79,641	-84,641	-84,641	-79,641	-84,641	-79,641	-79,641	-1,018,565
Net Profit / Loss	33,166	57,619	56,359	51,239	49,599	42,719	50,189	47,009	69,119	54,839	60,839	75,049	647,745

Appendix U

Cash Flow Projection for 3 Years

Cash Flow Projection for year 2012

Description	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec
Partner's Contribution	400,000											
Opening inflow	172,948	214,121	251,524	286,517	320,930	349,843	383,936	413,599	464,112	503,295	547,058	547,058
Total Sales	145,500	152,900	168,040	151,320	143,820	136,420	150,090	157,630	165,520	154,900	156,400	172,180
	545,500	325,848	382,161	402,844	430,337	457,350	499,933	541,566	579,119	619,012	659,695	719,238
Cash Outflow												
Total Cost of goods sold	37,500	39,400	43,310	39,000	37,080	35,180	38,670	40,640	42,680	38,390	40,310	44,390
Capital Expenditure												
Machinery and equipment	24,966	0	0	0	0	0	0	0	0	0	0	0
Furniture and Fixing	31,247	0	0	0	0	0	0	0	0	0	0	0
Electronic Application	26,852	0	0	0	0	0	0	0	0	0	0	0
Vehicle	16,660	0	0	0	0	0	0	0	0	0	0	0
Renovation	60,000	0	0	0	0	0	0	0	0	0	0	0
Software application	4,600	0	0	0	0	0	0	0	0	0	0	0
Expenditure												
Salary	30,550	30,550	30,550	30,550	30,550	30,550	30,550	30,550	30,550	30,550	30,550	30,550
EPF(12%)	3,666	3,666	3,666	3,666	3,666	3,666	3,666	3,666	3,666	3,666	3,666	3,666
Socso(2%)	611	611	611	611	611	611	611	611	611	611	611	611
Rental (Retail Space)	87,500	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000
Rental (Factory)	6,300	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800
Water & Electricity	800	800	800	800	800	800	800	800	800	800	800	800
Communication	1,600	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Insurance	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Business registration Fee	200	0	0	0	0	0	0	0	0	0	0	0
Legal Fee	1,000	0	0	0	0	0	0	0	0	0	0	0
Stationary	400	100	100	100	100	100	100	100	100	100	100	100
Maintenance & Repair	500	500	500	500	500	500	500	500	500	500	500	500
Toll & Petrol	500	500	500	500	500	500	500	500	500	500	500	500
Web Hosting & Maintaining	300	300	300	300	300	300	300	300	300	300	300	300
Uniform	800	0	0	0	0	0	0	0	0	0	0	0
Advertising & Promotion												
Exhibition and Fair	0	0	15,000	0	0	0	0	15,000	0	0	0	0
Newspaper	20,000	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500
Boucher	10,000	0	0	5,000	0	0	5,000	0	0	5,000	0	0
Gift	1000	0	0	0	0	0	0	0	0	0	0	0
Total Cash Outflow	-372,552	-111,727	-130,637	-116,327	-109,407	-107,507	-115,937	-127,967	-115,007	-115,717	-112,637	-116,717
Balance C/F	172,948	214,121	251,524	286,517	320,930	349,843	383,936	413,599	464,112	503,295	547,058	602,521

Cash Flow Projection for year 2013

Description	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec
Opening inflow	602,521	637,511	686,631	732,961	775,621	817,351	852,951	894,711	932,671	992,031	1,037,951	1,089,931
Total Sales	160,050	168,290	184,760	166,360	158,370	150,130	165,130	173,510	182,140	170,120	172,180	189,990
Total Cash inflow	762,571	805,801	871,391	899,321	933,991	967,481	1,018,081	1,068,221	1,114,811	1,162,151	1,210,131	1,279,921
Cash Outflow												
Total Cost of goods sold	41,250	43,360	47,620	42,890	40,830	38,720	42,560	44,740	46,970	43,390	44,390	48,840
Expenditure												
Salary	33,605	33,605	33,605	33,605	33,605	33,605	33,605	33,605	33,605	33,605	33,605	33,605
EPF(12%)	4,033	4,033	4,033	4,033	4,033	4,033	4,033	4,033	4,033	4,033	4,033	4,033
Socso(2%)	672	672	672	672	672	672	672	672	672	672	672	672
Rental (Retail Space)	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000
Rental (Factory)	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800
Water & Electricity	800	800	800	800	800	800	800	800	800	800	800	800
Communication	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Insurance	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Business registration Fee	200	0	0	0	0	0	0	0	0	0	0	0
Legal Fee	1,000	0	0	0	0	0	0	0	0	0	0	0
Stationary	100	100	100	100	100	100	100	100	100	100	100	100
Maintenance & Repair	500	500	500	500	500	500	500	500	500	500	500	500
Toll & Petrol	500	500	500	500	500	500	500	500	500	500	500	500
Web Hosting & Maintaining	300	300	300	300	300	300	300	300	300	300	300	300
Uniform	800	0	0	0	0	0	0	0	0	0	0	0
Advertising & Promotion												
Exhibition and Fair	0	0	15,000	0	0	0	0	15,000	0	0	0	0
Newspaper	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500
Boucher	5,000	0	0	5,000	0	0	5,000	0	0	5,000	0	0
Gift	1,000	0	0	0	0	0	0	0	0	0	0	0
Total Cash Outflow	-125,060	-119,170	-138,430	-123,700	-116,640	-114,530	-123,370	-135,550	-122,780	-124,200	-120,200	-124,650
Balance C/F	637,511	686,631	732,961	775,621	817,351	852,951	894,711	932,671	992,031	1,037,951	1,089,931	1,154,671

Cash Flow Projection for year 2014

Description	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec
Opening Inflow	1,154,671	1,197,810	1,255,429	1,311,788	1,363,027	1,412,626	1,455,345	1,505,534	1,552,543	1,621,662	1,676,501	1,737,340
Total Sales	176,180	184,910	203,450	183,080	174,150	164,920	181,610	190,870	200,440	187,370	189,250	208,430
Total Cash Inflow	1,330,851	1,382,720	1,458,879	1,494,868	1,537,177	1,577,546	1,636,955	1,696,404	1,752,983	1,809,032	1,865,751	1,945,770
Cash Outflow												
Total Cost of goods sold	45,400	47,650	52,450	47,200	44,910	42,560	45,780	49,220	51,680	47,890	48,770	53,740
Expenditure												
Salary	36,966	36,966	36,966	36,966	36,966	36,966	36,966	36,966	36,966	36,966	36,966	36,966
EPF(12%)	4,436	4,436	4,436	4,436	4,436	4,436	4,436	4,436	4,436	4,436	4,436	4,436
Sosco(2%)	739	739	739	739	739	739	739	739	739	739	739	739
Rental(Retail Space)	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000
Rental(Factory)	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800
Water & Electricity	800	800	800	800	800	800	800	800	800	800	800	800
Communication	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Insurance	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Business registration Fee	200	0	0	0	0	0	0	0	0	0	0	0
Legal Fee	1000	0	0	0	0	0	0	0	0	0	0	0
Stationary	100	100	100	100	100	100	100	100	100	100	100	100
Maintenance & Repair	500	500	500	500	500	500	500	500	500	500	500	500
Toll & Petrol	500	500	500	500	500	500	500	500	500	500	500	500
Web Hosting & Maintaining	300	300	300	300	300	300	300	300	300	300	300	300
Uniform	800	0	0	0	0	0	0	0	0	0	0	0
Advertising & Promotion												
Exhibition and Fair	0	0	15,000	0	0	0	0	15,000	0	0	0	0
Newspaper	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500
Boucher	5,000	0	0	5,000	0	0	5,000	0	0	5,000	0	0
Gift	1,000	0	0	0	0	0	0	0	0	0	0	0
Total Cash Outflow	-133,041	-127,291	-147,091	-131,841	-124,551	-122,201	-131,421	-143,861	-131,921	-132,531	-128,411	-133,381
Balance C/F	1,197,810	1,255,429	1,311,788	1,363,027	1,412,626	1,455,345	1,505,534	1,552,543	1,621,662	1,676,501	1,737,340	1,812,389

Appendix V

Pro Forma Balance Sheet for 3 Years

Pro Forma Balance Sheet for year 2012

Description	Book Value	Depreciation	Net Book Value
Assets			
Fixed assets			
Machinery and equipment	24,966	2,497	22,469
Furniture and Fitting	31,247	3,125	28,122
Electronic Application	26,852	2,685	24,167
Vehicle	16,660	1,666	14,994
Renovation	60,000	0	60,000
Software application	4,600	0	4,600
Total Fixed Assets			154,352
Current Asset			
Cash			602,521
			756,873
Liabilities			
Current liabilities			0
Long-Term Liabilities			0
Total liabilities			0
Capital			
Owner Investment			400,000
Retain Earning			356,873
			756,873

Pro Forma Balance Sheet for year 2013

Description	Book Value	Deprication	Net Book Value
Assets			
Fixed assets			
Machinery and equipment	22,469	2,497	19,972
Furniture and Fitting	28,122	3,125	24,997
Electronic Application	24,167	2,685	21,482
Vehicle	14,994	1,666	13,328
Renovation	60,000	0	60,000
Software application	4,600	0	4,600
Total Fixed Assets			144,379
Current Asset			
Cash			1,154,671
			1,299,050
Liabilities			
Current liabilities			0
Long- Term Liabilities			0
Total liabilities			0
Capital			
Owner Investment			400,000
Retain Earning			899,050
			1,299,050

Pro Forma Balance Sheet for Year 2014

Description	Book Value	Deprication	Net Book Value
Assets			
Fixed assets			
Machinery and equipment	19,972	2,497	17,475
Furniture and Fitting	24,997	3,125	21,872
Electronic Application	21,482	2,685	18,797
Vehicle	13,328	1,666	11,662
Renovation	60,000	0	60,000
Software application	4,600	0	4,600
Total Fixed Assets			134,406
Current Asset			
Cash			1,812,389
			<u>1,946,795</u>
Liabilities			
Current liabilities			0
Long-Term Liabilities			0
Total liabilities			<u>0</u>
Capital			
Owner Investment			400,000
Retain Earning			<u>1,546,795</u>
			1,946,795

NAMA PENYUJUK (HURUF BESAR) <small>EMPLOYER NAME (CAPITAL LETTER)</small>	
(C) MAKLUMAT PERNIAGAAN / BUSINESS DETAILS	
ALAMAT PERNIAGAAN <small>ADDRESS</small>	<input style="width: 100%; height: 20px;" type="text"/> <input style="width: 100%; height: 20px;" type="text"/> <input style="width: 100%; height: 20px;" type="text"/>
POSKOD <small>POSTCODE</small>	<input style="width: 40%; height: 20px;" type="text"/> NEGERI <small>STATE</small> <input style="width: 60%; height: 20px;" type="text"/>
ALAMAT BERDAFTAR (SEKiranya berbeza dengan perniagaan) <small>REGISTERED ADDRESS (if different from business)</small>	<input style="width: 100%; height: 20px;" type="text"/> <input style="width: 100%; height: 20px;" type="text"/> <input style="width: 100%; height: 20px;" type="text"/>
POSKOD <small>POSTCODE</small>	<input style="width: 40%; height: 20px;" type="text"/> NEGERI <small>STATE</small> <input style="width: 60%; height: 20px;" type="text"/>
ALAMAT SURAT MENYURAT <small>MAILING ADDRESS</small>	<input style="width: 100%; height: 20px;" type="text"/> <input style="width: 100%; height: 20px;" type="text"/> <input style="width: 100%; height: 20px;" type="text"/>
POSKOD <small>POSTCODE</small>	<input style="width: 40%; height: 20px;" type="text"/> NEGERI <small>STATE</small> <input style="width: 60%; height: 20px;" type="text"/>
E-MAIL <small>EMAIL</small>	<input style="width: 100%; height: 20px;" type="text"/>
NAMA PEGAWAI <small>NAME OF OFFICER</small>	<input style="width: 100%; height: 20px;" type="text"/>
JAWATAN <small>DESIGNATION</small>	<input style="width: 100%; height: 20px;" type="text"/>
NO. TELEFON 1 <small>TELEPHONE NO. 1</small>	<input style="width: 40%; height: 20px;" type="text"/>
NO. TELEFON BIMBIT <small>MOBILE NO.</small>	<input style="width: 40%; height: 20px;" type="text"/>
NO. TELEFON 2 <small>TELEPHONE NO. 2</small>	<input style="width: 40%; height: 20px;" type="text"/>
NO. FAKSIMILI <small>FAX NO.</small>	<input style="width: 40%; height: 20px;" type="text"/>
(D) MAKLUMAT PEMILIK / PENGARAH SYARIKAT / RAKAN KONGSIPEMANG JAWATAN UTAMA / PROPRIETOR/ DIRECTOR / PARTNER	
NAMA <small>NAME</small>	<input style="width: 100%; height: 20px;" type="text"/> <input style="width: 100%; height: 20px;" type="text"/>
JAWATAN <small>DESIGNATION</small>	<input style="width: 100%; height: 20px;" type="text"/>
NO. K.P/PASPORT <small>CORPASSPORT NO.</small>	<input style="width: 40%; height: 20px;" type="text"/>
WARGANEGARA <small>CITIZENSHIP</small>	<input style="width: 40%; height: 20px;" type="text"/>
NO. AHLI KWSP <small>MEMBERSHIP NO.</small>	<input style="width: 40%; height: 20px;" type="text"/>
TARIKH LANTIKAN <small>DATE OF APPOINTMENT</small>	<input style="width: 40%; height: 20px;" type="text"/>
(E) NAMA DAN ALAMAT TEMPAT PERNIAGAAN LAIN ATAU CAWANGAN / OTHER BUSINESS OR BRANCH	
NAMA <small>NAME</small>	ALAMAT <small>ADDRESS</small>
<input style="width: 100%; height: 20px;" type="text"/>	<input style="width: 100%; height: 20px;" type="text"/>
<input style="width: 100%; height: 20px;" type="text"/>	<input style="width: 100%; height: 20px;" type="text"/>
NOTA : JIKA RUANGAN TIDAK MEMUKUPI, SILA SERTAKAN LAMPIRAN BERSAMA PERMOHONAN INI. <small>NOTE : IF SPACE IS INSUFFICIENT, PLEASE USE SEPARATE ATTACHMENT TOGETHER WITH THIS FORM.</small>	
Sila hubungi 03 - 9922 9000 untuk sebarang pertanyaan mengenai permohonan ini.	

NAMA PENJAJ MAJIKAN (HURUF BESAR) _____
EMPLOYER NAME (CAPITAL LETTERS)

(F) MAKLUMAT MAJIKAN ORANG GAJI DOMESTIK / EMPLOYER DETAILS FOR DOMESTIC EMPLOYMENT APPLICATION

NAMA MAJIKAN
EMPLOYER NAME

NO. K.P/PASPORT
IC/PASPORT NO.

ALAMAT KEDIAMAN/
 PERNJAGAAN
RESIDENTIAL / BUSINESS ADDRESS

POSKOD
POSTCODE NEGERI
STATE

NO. TELEFON
 RUMAH
HOME TELEPHONE NO. NO. TELEFON
 PEJABAT
OFFICE TELEPHONE NO.

NO. TELEFON BIMBIT
MOBILE TELEPHONE NO. NO. FAKSIMILE
FAX NO.

SAYA SUDAH / BELUM DIDAFTARKAN SEBAGAI
 SEORANG MAJIKAN. NO. RUJUKAN MAJIKAN KWSP SAYA JALAH _____
THIS COMPANY IS/IS NOT REGISTERED WITH THE EMPLOYER REGISTRATION NO. IS BILANGAN ORANG
 GAJI DOMESTIK: _____

(G) MAKLUMAT ORANG GAJI DOMESTIK / DOMESTIC EMPLOYMENT DETAILS

NOTA: JIKA RUJUKAN TIDAK MENCUKUPI, SILA LENGKAPKAN DAN BERTAHAN PERMOHONAN YANG BERSEBINGAN.

NAMA ORANG
 GAJI DOMESTIK
DOMESTIC EMPLOYMENT NAME

NO. K.P/PASPORT
IC/PASPORT NO.

TANDATANGAN ORANG GAJI DOMESTIK _____ TARIKH _____
DOMESTIC EMPLOYMENT SIGNATURE DATE

(H) PENGESAHAN MAJIKAN / EMPLOYER DECLARATION

NOTA: RUJUKAN INI PERLU DILENGKAPKAN BAGI SEMUA JENIS PENDAFTARAN MAJIKAN.

1. SAYA MENGENSBANKAN SEMUA MAKLUMAT DAN DOKUMEN YANG DIBERIKAN ADALAH SAIH DAN BENAR.
I HEREBY CONFIRM THAT ALL THE INFORMATION AND DOCUMENT GIVEN BY THIS APPLICATION IS TRUE AND CORRECT.

TANDATANGAN MAJIKAN / WAKIL MAJIKAN _____ JAWATAN _____ COP RASMI SYARIKAT _____ TARIKH _____
EMPLOYER SIGNATURE DESIGNATION COMPANY STAMP DATE

Sila hubungi 03 - 8622 0000 untuk sebarang pertanyaan mengenai permohonan ini.



**KUMPULAN WANG SIMPANAN PEKERJA
PANDUAN MENGISI BORANG KWSP 1 BAGI
PERMOHONAN PENDAFTARAN MAJIKAN**

BORANG INI HENDAKLAH DILENGKAPKAN DENGAN MENGGUNAKAN PEN DAKWAT HITAM DAN DITULIS MENGGUNAKAN HURUF BESAR. PANDUAN MENGISI BORANG INI ADALAH MERUJUK KEPADA BAHAGIAN-BAHAGIAN UTAMA DI DALAM BORANG PERMOHONAN

(A) JENIS PENDAFTARAN MAJIKAN

Tandakan (/) salah satu sahaja di dalam ruangan yang disediakan mengikut jenis majikan yang hendak didaftarkan sebagaimana pilihan dan keterangan berikut :-

*** Kerajaan**

Permohonan daripada pihak Kerajaan Malaysia seperti jabatan atau agensi kerajaan, badan berkanun dan pihak berkuasa tempatan.

*** Berdaftar Dengan Suruhanjaya Syarikat Malaysia**

Permohonan daripada syarikat yang berdaftar dengan Suruhanjaya Syarikat Malaysia.

*** Berdaftar Selain Dengan Suruhanjaya Syarikat Malaysia**

Permohonan daripada syarikat yang berdaftar selain dengan Suruhanjaya Syarikat Malaysia.

*** Majikan Kepada Orang Gaji Domestik**

Permohonan daripada majikan yang menggaji pekerja domestik/tempatan sebagai pekerja seperti pemandu, pembantu rumah dan seumpamanya.

*** Lain-Lain**

Permohonan daripada badan atau pertubuhan lain seperti Pertubuhan, Persatuan dan Koperasi.

(B) MAKLUMAT MAJIKAN (Tidak Perlu Dilisi Bagi Pendaftaran Majikan Orang Gaji Domestik)

Lengkapkan maklumat majikan yang diperlukan di Bahagian (B) sebagaimana keterangan berikut :-

Nama Majikan - Isikan nama penuh majikan sebagaimana dinyatakan di dokumen yang Syarikat/Firma/Persatuan

Nombor Pendaftaran Perniagaan Bagi Syarikat/Firma/Persatuan - Isikan nombor pendaftaran perniagaan syarikat/firma/persatuan/lain-lain

Tarikh Pertubuhan - Isi tarikh syarikat/firma/persatuan ditubuhkan

Tarikh Mula Mengambil Pekerja - Isi tarikh mula mengambil pekerja pertama

Entiti Perniagaan - Tandakan (/) pada kotak yang berkenaan berdasarkan Sijil Pendaftaran Syarikat

Jenis Perniagaan - Isikan Jenis Perniagaan berdasarkan pada Sijil Pendaftaran Syarikat

Bilangan Pekerja - Isi/Nyatakan bilangan pekerja yang digaji semasa pendaftaran dibuat

(C) MAKLUMAT PERNIAGAAN - Sila lengkap Bahagian (C) dengan maklumat perniagaan majikan

Alamat Perniagaan - Alamat di mana perniagaan dijalankan.

Alamat Berdaftar - Alamat yang didaftarkan pada Sijil Pendaftaran Syarikat (sekaranya berbeza dengan alamat perniagaan)

Alamat Surat Menyurat - Alamat untuk urusan surat menyurat (sekaranya berbeza dengan alamat perniagaan)

Emel - Alamat emel rasmi perniagaan

Nama Pegawai - Nama pegawai yang bertanggungjawab ke atas urusan KWSP syarikat berkenaan

Jawatan - Isi jawatan pegawai yang bertanggungjawab ke atas urusan KWSP

Nombor Telefon 1 & 2 - Isi nombor telefon pegawai yang bertanggungjawab ke atas urusan KWSP

Nombor Telefon Bimbit - Isi nombor telefon bimbit pegawai yang bertanggungjawab ke atas urusan KWSP

Nombor Faksimili - Isi nombor faksimili syarikat

(D) MAKLUMAT PEMILIK / PENGARAH SYARIKAT / RAKAN KONGSI / PEMEGANG JAWATAN UTAMA

Sila lengkap Bahagian (D) dengan maklumat Pemilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama

Nama - Isi nama Pemilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama

Jawatan - Isi jawatan Pemilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama

Nombor KPI/Pasport - Isi no. KPI/Pasport Pemilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama

Nombor Ahli KWSP - Isi no. ahli KWSP Pemilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama Warganegara - Isi warganegara Pemilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama

Tarikh Lantikan - Isi tarikh lantikan Pemilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama

(E) NAMA DAN ALAMAT TEMPAT PERNIAGAAN LAIN ATAU CAWANGAN

Sila lengkapkan Bahagian (E) dengan maklumat nama dan alamat tempat lain atau cawangan

Nama dan Alamat - Isi alamat surat-menyurat tempat perniagaan lain atau cawangan (jika ada)

(F) MAKLUMAT MAJIKAN ORANG GAJI DOMESTIK

Sila lengkapkan Bahagian (F) dengan maklumat Majikan Orang Gaji Domestik

Nama majikan - Isi nama Majikan Orang Gaji Domestik

Nombor KPI/Pasport - Isi nombor KPI/Pasport Majikan Orang Gaji Domestik

(G) MAKLUMAT ORANG GAJI DOMESTIK

Sila lengkapkan bahagian G dengan maklumat Orang Gaji Domestik seperti Nama, No. KIP atau pasport dan tandatangan Orang

Gaji Domestik

(H) PENGESAHAN MAJIKAN

Sila turunkan tandatangan majikan / wakil majikan, jawatan, cop rasmi syarikat dan tarikh

Sila hubungi 03 - 8923-0000 untuk sebarang pertanyaan berkaitan permohonan ini.

1

SENARAI SEMAKAN DOKUMEN SOKONGAN BAGI PERMOHONAN PENDAFTARAN MAJIKAN

SEGALA SALINAN DOKUMEN SOKONGAN HENDAKLAH DIBUAT DI DALAM SAIZ A4 DAN PASTIKAN DOKUMEN-DOKUMEN YANG DISERTAKAN BERSAMA-SAMA DENGAN BORANG PERMOHONAN DIKLIPKAN DAN TIDAK MENGGUNAKAN DAWAI KOKOT (STAPLES).

1.0 DOKUMEN SOKONGAN PERMOHONAN PENDAFTARAN MAJIKAN

- 1.1 Salinan Kad Pengenalan Diri / Polis / Tertera / Pasport. Salinan Kad Pengenalan PERLU dibuat di kedua-dua bahagian (depan & belakang) di atas sekeping kertas saiz A4
- 1.2 Salinan dokumen-dokumen sokongan yang dikemukakan PERLU dibuat di atas sekeping kertas saiz A4

1.3. Bagi Permohonan Pendaftaran majikan Awam

- 1.3.1. Borang KWSP 1
- 1.3.2. Satu (1) salinan kad pengenalan Pengarah/Ketua Jabatan

1.4. Bagi permohonan Pendaftaran Majikan Swasta/Syarikat Sdn Bhd ATAU Berhad

- 1.4.1. Borang KWSP 1 (mesti ditandatangani oleh salah seorang Pengarah/Syarikat)
- 1.4.2. Satu (1) salinan kad pengenalan orang yang menandatangani Borang KWSP 1
- 1.4.3. Salinan Borang 49 dan Borang 9 Pendaftaran Syarikat
- 1.4.4. Sila sertakan CEK atau BANK DRAF atas nama KWSP untuk bayaran caruman pertama (jika terdapat bulan-bulan tertunggak, sila jelaskan bayaran sehingga bulan yang terkini bagi majikan yang mengambil pekerja lebih awal dari tarikh pendaftaran dengan KWSP).

1.5. Bagi permohonan Syarikat Perkongsian ATAU Pemilik Tunggal

- 1.5.1. Borang KWSP 1 (mesti ditandatangani oleh salah seorang pemilik atau rakan kongsi)
- 1.5.2. Satu (1) salinan kad pengenalan orang yang menandatangani Borang KWSP 1
- 1.5.3. Salinan borang pendaftaran Syarikat (Borang D dan Borang A)
- 1.5.4. Sila sertakan CEK atau BANK DRAF atas nama KWSP untuk bayaran caruman pertama (jika terdapat bulan-bulan tertunggak, sila jelaskan bayaran sehingga bulan yang terkini bagi majikan yang mengambil pekerja lebih awal dari tarikh pendaftaran dengan KWSP).

1.6. Bagi permohonan Pendaftaran Badan Profesional/Pertubuhan/Persatuan/Koperasi dan lain-lain

- 1.6.1. Borang KWSP 1 (mesti ditandatangani oleh salah seorang pemilik)
- 1.6.2. Satu (1) salinan kad pengenalan orang yang menandatangani Borang KWSP 1
- 1.6.3. Salinan Sijil Pendaftaran Badan Profesional/Pertubuhan/Persatuan/Koperasi dan lain-lain
- 1.6.4. Senarai keanggotaan Jawatankuasa Badan Profesional/Pertubuhan/Persatuan/Koperasi dan lain-lain

1.7. Bagi permohonan majikan Orang Gaji Domestik:

- 1.7.1. Borang KWSP 1
- 1.7.2. Borang KWSP 16 (2 salinan)
- 1.7.3. Satu (1) salinan kad pengenalan majikan
- 1.7.4. Satu (1) salinan kad pengenalan pekerja domestik/tempatan

2.0 PERHATIAN : (Anda dinasihatkan untuk membaca dengan teliti arahan di bawah sebelum mengisi borang)

- 2.1 Setiap borang permohonan hendaklah ditulis menggunakan pen berdaya hitam dengan terang dan jelas dalam HURUF BESAR.
- 2.2 Serahan borang di kaunter KWSP, hendaklah di bawa bersama dokumen asal beserta salinan dokumen bagi tujuan pengesahan oleh Pegawai KWSP (jika belum dibuat pengesahan dokumen)
- 2.3 Sila pastikan semua salinan dokumen di atas telah disahkan oleh pegawai yang dibenarkan oleh KWSP lengkap dengan nama, jawatan dan cop rasmi pengesah keuall bagi salinan dokumen-dokumen yang telah ditetapkan KWSP sebagai pegawai pengesahnya.

DOKUMEN	NAMA PEGAWAI PENGESAH
Salinan Kad Pengenalan Dokumen-dokumen sokongan	a. Pegawai KWSP yang terdiri daripada - Pegawai KWSP Gred 18 ke atas - Pegawai Kaunter KWSP b. Majikan Pemohon c. Penghulu atau Pengawa d. Jaksa Pendamai e. Kumpulan Pengurusan/Profesional Kerajaan f. Ahli Dewan Undangan Negeri g. Ahli Parlimen h. Pesuruhjaya Sumpah

Sila hubungi 03 - 8923-0000 untuk sebarang pertanyaan berkaitan permohonan ini.

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