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BUSINESS PLAN

BOXITURE

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Business Plan prepared August 2015

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- (2) No portion of this Entrepreneurial project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group member in completing the Entrepreneurial project.
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1.0 EXECUTIVE SUMMARY

1.1 The Opportunity

Nowadays, the size of room area keeps on reducing and this lead the residents to face the problem of limited space of room.

1.2 The Description of the Business

Boxiture produces multipurpose or saving space furniture that integrates few features into a “box”. It can save the buyer’s floor area for taking up.

1.3 Competitive Advantage

The company uses the 9 components of Business Model in order to differentiate itself from the company’s competitors.

1.4 The Target Market

There are three types of target customer for Boxiture, which are households, tenants or landlords and the company plan to target those property developers in the future.

1.5 Management Team

There are six managers within Boxiture, which are Ms Kok, Ms Law, Mr. Phoong, Ms. Ng, Ms. Hoe and Mr. Ngho.

1.6 Brief Summary of the Financial Projections

Financial Statement 1.1: Income Statement of Boxiture Company Sdn Bhd for the Year 2016- 2020

Year	2016 (RM)	2017 (RM)	2018 (RM)	2019 (RM)	2020 (RM)
Sales	1,576,170	1,733,787	1,906,596	2,193,345	2,632,014
Less: Cost of production	686,400	817,400	900,300	1,029,800	1,235,100
Gross Profit	889,770	916,387	1,006,296	1,163,545	1,396,914
Less: Expenses	985,180.70	1,054,729.37	1,075,815.88	1,138,852.60	1,225,230.10
Net Profit/ Loss Before Tax	(95,410.70)	(138,342.37)	(69,519.88)	24,692.40	171,683.90
Tax (25%)	-	-	-	6,173.10	42,920.98
Net Profit/ Loss After Tax	(95,410.70)	(138,342.37)	(69,519.88)	18,519.30	128,762.92

Source: Developed for the research

Financial Statement 1.2: Cash Flow Projection for the Year 2016-2020

Year	2016 (RM)	2017 (RM)	2018 (RM)	2019 (RM)	2020 (RM)
Cash Inflow	1,628,827.54	1,983,440.33	2,099,638.64	2,392,138.92	2,922,842.86
Cash Outflow	1,430,142.10	1,846,569.01	1,965,582.47	2,178,686.72	2,502,620.85
Cash Balance	198,685.44	136,871.32	134,056.17	213,452.20	420,222.01

Source: Developed for the research

Financial Statement 1.3: Balance Sheet for the Year 2016-2020

Year	2016 (RM)	2017 (RM)	2018 (RM)	2019 (RM)	2020 (RM)
Fixed Assets	577,005.20	495,743.50	426,142.20	366,505	315,384.90
Current Assets	273,385.44	221,471.32	226,756.17	319,652.20	548,922.01
Less: Current Liability	45,801.34	50,967.89	56,171.32	70,910.85	120,297.64
Net Assets Employed	804,589.30	666,246.93	596,727.05	615,246.35	744,009.27
Financed by:					
Capital	900,000	804,589.30	666,246.93	596,727.05	615,246.35
Net Profit/Loss	(95,410.70)	(138,342.37)	(69,519.88)	18,519.30	128,762.92
Capital Employed	804,589.30	666,246.93	596,727.05	615,246.35	744,009.27

Source: Developed for the research

1.7 Description of What the Business Needs

The total amount of contribution from six founders is RM 350,000. However, Boxiture still needs another RM 550,000 for start-up capital. This amount will allow Boxiture to purchase machinery, lorry, office equipment and also pay all the registration cost to start the business.

1.8 Exit Strategy for Investor

In the case of loss, Boxiture will choose either merger or liquidation strategy to minimize the loss of investors.

2.0 THE BUSINESS

2.1 The Description of the Business

2.1.1 The Name, Logo, and Location of the Propose Business

Boxiture Sdn Bhd will be formed as a furniture manufacturing company to providing multipurpose and space saving furniture to the target customers. The name of the company – “Boxiture”, is the combination of box and furniture. It is because Boxiture will use “box” to present its furniture, therefore “box” can be symbolized the product of company. In addition, the way of create the name is according to the style feature of Boxiture, the design of Boxiture is integrated its furniture into box. Despite, the name of company is short and simple; it is for the purpose of recognizable and memorable.

Figure 2.1: Logo of Company



In order to make the logo to be recognizable and memorable, the logo of Boxiture is designed in a modern and simple form. First, the logo has a house and it is integrated with a couch, means that furniture is a part of home. At the same time,

it is also represent the industry of Boxiture that marketing- furnishing. Second, the house and couch is inside of an orange box. From the online research, orange color is indicating creativity and modernity. Creative and modern is the style of Boxiture to present its product, and “box” is the style feature of Boxiture to design its product. The logo of Boxiture is indicated that the box of Boxiture selling is not only furniture, but also a “home”.

In the beginning of developing the business, Boxiture will set up the factory at Kepala Batas which there is somewhere northern part of Penang Mainland, Malaysia (Lim, et al). According to Property Guru International (Malaysia) Sdn.Bhd, Penang had rank as the second smallest state in Malaysia right after Perlis. Meanwhile, the outlets of Boxiture will be based in Butterworth which would be 15km distance from the company’s factory at Kepala Batas. As a new startup company, the main reason why Kepala Batas will be chosen as the Boxiture’s selected location, it is mainly due to several reasons.

The major reason was due to at the mainland of Penang, the cost of setup will be much lower compare to setup at the island. In addition, the cost of logistics in order to deliver the stocks to the outlets is much lower due to short distance and consumption of petrol will be much lower. In the other hand, the reasons why Boxiture choose to carry the business at Butterworth is due the place is primarily consider as crowded area in Penang compare to Georgetown and it will be high exposure for the company. At the same time, based on the research it had clearly mentioned that Penang was having the most concentrated population among the nation in Malaysia (Tye, n.d.).

2.1.2 Nature of Business/ Product or Services Offer

Boxiture specialized in designing and manufacturing of multipurpose and space saving furniture, the furniture is integrated with bedstead, wardrobe, drawer, writing desk and chair into one. It is not only for multipurpose, but also space saving. The idea of Boxiture in coming out the multipurpose furniture was mainly come from the problem of the society and environment. From the online sources,

the problem of lacking land and thus caused the price of Malaysia's premises keep increasing and also the space of house is getting narrower. At the same time, the increasing number of population had cause Penang become much concentrated. The purpose of Boxiture for coming out the multipurpose furniture is to solve the problem of the householder and renter, by purchasing the furniture, they can save the money from buying the separated furniture and at the same time can have a larger place for their private activity (Ong, 2013).

Besides that, the design feature for the multipurpose furniture is mainly concern about the practicality and convenience to the user while using the products. The design of the multipurpose furniture is to makes two separated box into one and on the way of making the furniture to be freely foldable when necessary. The design can fulfill on the modern man needs and wants which is convenient, good looking and the durability of the product make it sustainable. Thus, it is a brilliant invention for those who are moved frequently or living in small space.

2.1.3 Company Mission and Objectives

For the vision of Boxiture is to become the market leader in the contemporary and modern multipurpose furniture manufacturing. Develop the knowledge of company's experts and employees in providing innovative and modern products and services, in order to create a good quality of company's products. The growth of its business is relying on the innovative research, development, and efficient management processes and manufacturing processes.

The mission of Boxiture is to design and manufacture an innovative multipurpose furniture and strive to convey the benefits and convenient to customers. By offering the product in a much presentable and unique way and thus gain the competitive advantage for the respective company.

The Company's Objectives are:

1. To raise the awareness of company and capture target customer's attention.
2. To increase the confidence against the company is one that can be trusted and build a good image and reputation.

3. To replace 20% of the existing traditional furniture after launching the business for one year (Elizabeth Dukes, 2014).
4. To have 55% of sales in institution hostel and hotel customer segment (Lee, 2008)
5. To reach 25% of the customer in the industry within one year (Michael Cochrane, 2015).
6. To recover the investment done by the partners within 4 years.
7. To expand business to other states or countries in future.
8. To increase the product range in the market.

2.2 The Opportunity

2.2.1 Problem to Solve or Need to Be Filled

According to the World Bank Group, Hong Kong's land area is approximately 426 mi² and thus it had been ranked as the world 4th highest population density. Hence, scarcity of land is always an issue that they have to deal with especially those with staying near to the Hong Kong's town (Vicy, 2013). Due to the issue of land scarcity, the development area of house unit is getting narrower in Hong Kong, thus physically the area of room will also be affected. (The New York Times, 2014). Dealing with such problem, people will start to pursuing the concept of multipurpose or space saving furniture (The Guardian, 2014). Thus, this changing of trend will be the common issue to Malaysian soon, and also lead them to pursue concept of multipurpose or space saving furniture.

Nowadays, the population density of Malaysia keeps on increasing while the size of unit keeps reducing (Daily Express, 2015). This could lead Malaysian to face the problem of limited space of living or room. According to the source of CIA world factbook, Malaysia had been ranked as the world 82nd of highest population growth rate among 242 countries, it is assumed that population of Malaysia would be increased rapidly in future (Vicy, et al). Malaysia's land area is approximately 127,355 mi² and according to the laws and regulation being set by government

there are 50 percent of land has to retain for woodland preservation (Colin Barlow, 2012).

The growing issue of scarcity of land will affect the future expansion and it will lead to the housing price getting expensive and also shrinking size of unit (Daily Express, et al). Meanwhile, for the issue of size of unit reduction, it will also affect the size of room area. For the past few years, standard size of room was around 70 square feet on average in Malaysia. But now, it has becoming 50 square feet on average and the reason was mainly due to the scarcity of land. Due to the limited space of room area, residents will not be able to fit in all the furniture into their room that is needed. Even though they can fit in all the furniture, but it would not be a convenient or comfortable room for them as the size of room is limited.

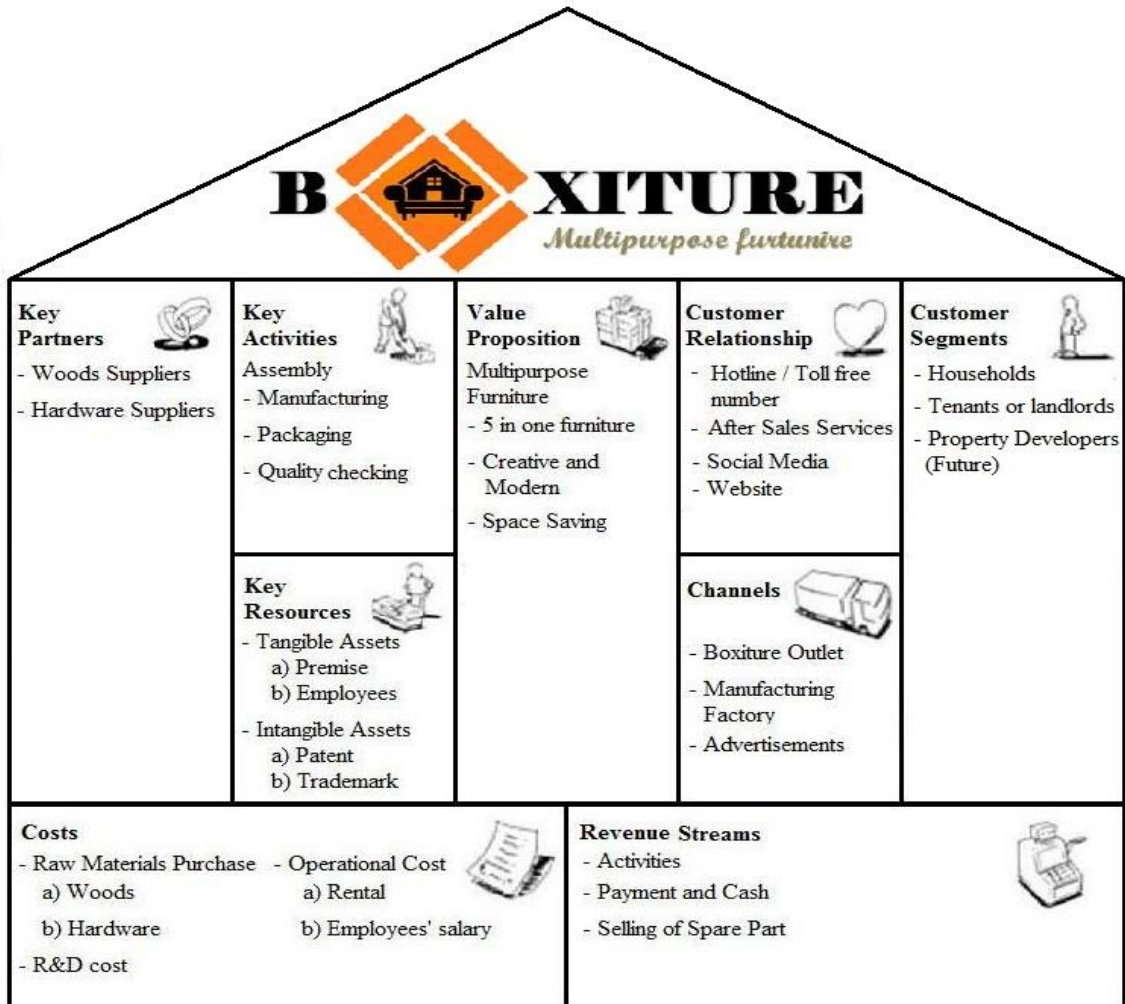
Malaysia has differentiated into many areas, just like Kuala Lumpur, Penang, Johor Bahru and so on. According to World Population Review, some of the state is having a high population density, such as Kuala Lumpur's Klang Valley. Whereby in referring for the World Bank in the year of 2014, population density of Kuala Lumpur is approximately 6890 persons per square kilometer, it is even just slightly different than Hong Kong' population density which is 6897 persons per square kilometer. Besides that, the average size of unit in Kuala Lumpur reduced from 800 square feet to 500 square feet (Daily Express, et al). Thus, it is assumed that there will be a strong trend toward the concept of multipurpose or space saving furniture in future. Moreover, the result of survey indicates that there are 88% of respondents are considered to buy multipurpose or space saving furniture that provided by Boxiture.

2.2.2 How the Proposed Business Solves the Problem or Fills the Need

The furniture available through Boxiture serves many functions and also save the buyer's floor area for taking up. Furniture of Boxiture will be designed as a box, in order to let buyer to setup their living facilities quickly and easily as well. In addition, it also saves the money of households or renters to buying other purpose of furniture.

2.3 Competitive Advantages

Figure 2.2: Boxiture’s Business Model



Source: Developed for the research

2.3.1 Description of the Business Model

I. Key Partners:

Boxiture has two types of key partners which are including wood suppliers and hardware suppliers. Woods are the major raw materials in order to

produce the multipurpose furniture. The wood suppliers are providing the company woods such as Zapote wood and Omega wood. Whereby for the hardware suppliers, they are provide the company hardware such as aluminums handle and cabinet hinges for assemble purpose. Without the suppliers, the products of the company could not be produce and sell in the market.

II. Key Activities:

The key activities run by Boxiture are mainly focuses on the manufacturing process and quality checking. In manufacturing, the company purchases the raw materials from suppliers and assembles it into finished furniture before handling to the outlet. Whereas for the quality checking, Boxiture will adopt with the manual inspection in order to make sure that the furniture is safe to be use before it handed to the consumers.

III. Key Resources:

(a) Tangible Assets

The tangible assets of Boxiture encompass of premise and also the proficient employees. The factory of Boxiture will be situated at the mainland of Penang which is Kepala Batas whereas the outlet will be based at the Butterworth. On the other hand, for the proficient employees, all of the employees had been attend for the specific training and all of them having a full understanding and familiar with the concept and process of the company's furniture.

(b) Intangible Assets

For those intangible assets that possess by the company are the registered patent and trademark of the company's product. These intangible assets that Boxiture have must be unique and not easily been imitate by third party as well the company's future competitors especially those competitors that engaging in the furniture industry. The design of the company's product will be registered under patent while the company name "Boxiture" will be registered as trademark in order to prevent the name being plagiarized by any other party.

IV. Value Proposition:

The value propositions that pursue by Boxiture are customers purchase furniture and at the same time, they could enjoy the benefits of composite function's furniture as well as the furniture will help the customers to save space in their room. For instance, the furniture provided by the company encompass of a set of integrated bedstead, wardrobe, drawer, writing desk and chair into one. The furniture precisely fulfill the contemporary problem that faced by the household especially on those who are concern for space saving concept. In term of cost saving, the company can serve as a party who can minimize the cost for the customers when they buy the products.

V. Customer Relationship:

(a) Hotline or toll number

There is a hotline being provided to the customers and any inquiry or problems that being face by the customer, the customers can call the company's hotline number (1-300-88-BOXI). Whereby at the same time, Boxiture will having a customer service crews to received calls from customers. Besides, through the hotline number, the company can build and maintain relationship with the customers. By keep contact with customers, Boxiture can know the satisfying level of customers after used the multipurpose furniture.

(b) Social Media

Social media such as Facebook fans page used to be one of the methods of the company's in building relationship with customers as well as updating the latest information to the customers. Customers are allowed to comment or post their inquiry or problems on the Facebook fans page by anytime at anywhere. Meanwhile, Boxiture will respond to the comments of customers and solve for their problems.

(c) After Sales Services

There will be after sales services being provided to the customers such as warranty card whereby the customers will have a 2 years of warranty on the product that they purchased and effective from the date of purchase the

furniture. In addition, Boxiture will also provide the single spare part to the customers whereby when they encounter part of the furniture was spoil. They just need to change the spoiled part instead of the entire furniture and hence it could reduce the maintenance cost of customers.

(d) Company Website

Company website as well as the official website will be another way of Boxiture create and maintain relationship with the customers. Through visit the website of the company (www.boxituressf.com), customers will be much understand about the details of company. This is because they can found out the management team, company products, price range of products and other latest information on the website. In other words, the company website can allow the customers to knowthe every single details of the company virtually.

VI. Channels:

(a) Outlet

Boxiture will sell the furniture at the outlets where located at Butterworth, Penang Island. The outlet will be located at the high exposure location so that the company could reach to the respective customers easily. Whenever customers had certain problem regarding the product that they purchased, Boxiture will deal directly with the customers face to face at the outlets. When there is a necessary in transferring the furniture back to the factory, the company will do so in order to providing the best customer services as promised to the customers. The company's support team will work in a group in order to serve for the customers.

(b) Manufacturing Factory

Besides outlet that situated at Butterworth, Boxiture will have a manufacturing factory that near to Kepala Batas, factory is a place where the products being make and assemble by the employees. The distance between the factory and outlet is 15kmand this would possibly ease and reduce the cost especially of the rental expenses and logistics expenses of the company. Meanwhile, when

there is necessary, customers can purchase the furniture from the factory without purchase from the outlet.

(c) Advertisement

In today's technology advancement era, advertisement is one of the promotional tools that couldn't be lack in order to first promote the company's product especially for those new entrants. At first, Boxiture will create a Facebook fans page in order to let the people know about the existence of multipurpose furniture and at the same time will having visual demonstration.

In the other hand, Boxiture will advertise the company's products on those property related magazine. The purpose for advertise on the property related magazine is due to the company know that Malaysia now was facing with the problem of scarcity of land and also the reduced size of house. By purchasing the product, customers could enjoy the benefits of space saving and also having a private space.

VII. Customer Segment:

(a) Households

The product not only provide multipurpose but also having the concept of space saving. Therefore, it is suitable to those households especially who are space saving conscious. The company's targeted customers are those who living in a limited space, but are also those people who wish to make their bedroom looks larger. Hence, the furniture with installed wheels at the bottom allows the customers to lock it up into a box shape. The furniture can help the customers in moving the furniture when there is a necessary to clean their bedroom. This is one of the advantages or benefits that they could not enjoy when they buy the traditional furniture.

(b) Tenants or landlords

It provides an opportunity for the company to provide and sell the products to tenants and the landlords when the targeted areas are nearby to universities

and colleges. For example, the college or university students from outstations will rent a room during their college or university life. They might rent a room which is not furnished. Hence, the students need some basic furniture such as a bedstead, writing table, drawers, wardrobe and chair in other to do their homework. Thus, Boxiture's multipurpose furniture which is integrated those furniture into one will be the suitable product for them. By purchase the product, they no need to worry the space issue such as either the product is too big that might not fit into their room. For the landlords who provide furniture to tenants will create a competitive advantage among those landlords who do not provide furniture.

(c) Property Developers (Future)

In future, Boxiture is planning to offer the multipurpose furniture to those property developers. For instance, SP Setia Bhd which is one of the Malaysia's leading property developer. The property developers are the customer group who are able to purchase the products in large quantity and at the same time it could boost up the revenue of the company. By offering the product to those property developers, the company can gain lucrative and large profit since the development nowadays are keep on increasing. Meanwhile, for the property developers, they can provide furnished house to their customers (those who are buying their property asset).

VIII. Cost Structure:

(a) Raw Materials Purchase

The core material for producing the company's product is wood. Boxiture will choose for the respective suppliers based on the Approved Suppliers List (refer Chapter 5) and the company will rely on few suppliers in order to avoid lack of supply and look for the cheapest price and at the same time remain at the best quality. Boxiture is very particular for the quality of wood as well as the price that been offered by the suppliers and the will choose among the requirements that best suited for the product.

(b) Operation Costs

There will be few costs of that need to be bear by the company. The first one was the monthly rental for the factory at situated at Kepala Batas and also the monthly rental for outlet at Butterworth. Rental was a fixed cost for the company and the approximate amount for the rental of factory every month was RM5000 and RM2500 for outlet, this amount is considered as reasonable due to the factory and outlet was not situated at the island of Penang and the cost of expenditure is even much cheaper. In the other hand, Boxiture also need to bear for the wages on each of the employees that been hired. There are approximately 20 employees that had been hired the company and the wages that need to be paid by the company monthly was almost RM30, 000.

(c) Research and Development (R&D) Costs

Initially, Boxiture will concentrate on producing the company's major furniture which is the multipurpose furniture that included of several different furniture which encompass of integrated bedstead, wardrobe, drawer, writing desk and chair into one. The company is planning to keep on improving on the furniture by increase another few more functions on the furniture and at the same time the company still mainly concentrate on the concept of space saving. The further research and development on the furniture not only will help the company produce a better fitting and new innovative furniture for the customers and at the same time, this will help the company in generating revenue because the product that coming out is solving the current problem faced by householders.

IX. Revenue Stream:

(a) Activities

The main source of income for Boxiture was generating from selling of the multipurpose furniture. The selling price for one set of multipurpose furniture will be RM1899 and the revenue generated from selling the furniture will be sufficient to cover for the cost of production for the particular furniture. Since the price of wood was not fixed and will fluctuate all the time but the selling price that set could make us generate revenue as well.

(b) Payment and Cash

The method that customers can make the payment is either through cash, credit card or through monthly installments. In addition, customers can also paying by using check either through defray at the company's outlet or through bank. There will be a zero percentage of interest rate will be charge on the installments.

(c) Selling Replacement of Spare Part

There would be some damage on the furniture after using for a long period. Thus, Boxiture had provided the service on the replacement of any part of the damage furniture by charging certain rate that will be lower compared to the market price. For instance, if the chair that provided on the furniture had been damage and users can bring back the particular chair and we will sell off the exactly the same chair for them.

2.3.2 How the Business Will Create Sustainable Competitive Advantages

Competitive advantage is very critical in order for our company to survive in the market as well as in the industry. Thus, in order for Boxiture to survive in the market, establishing a sustainable competitive advantage is a very important living condition.

1. In term of First Mover:

In Malaysia, Boxiture is the first mover in furnishing industry that launches multipurpose furniture with the concept of space saving especially for the company's specific targeted customers. By launching this multipurpose furniture, it not only can resolve the problems that faced by those households especially on the problem of lack of space in their room, at the same time they also can reduce their cost of purchasing furniture. This is due to the functions that integrated in the furniture including of bedstead, wardrobe, drawer, writing desk and chair into one. Research showed that, Penang Island was facing with the problem of

scarcity of land, thus it cause the development of condominium and apartments are keep on increasing.

2. In term of Product offered:

In Malaysia, the product that launched by the company is pioneering the furniture industry. Even though the product's appearance might make it feel ordinary, but the main purpose of the furniture are the spaces saving benefits that desire by those householders who with limited space. In the other word, the competitive advantage that holds by the furniture is paying less to gain more benefits. For instance, by having the multipurpose furniture, consumers do not need to purchase an extra wardrobe in order to keep their clothes. This is due to the wardrobe already integrated in the furniture into one. As mentioned earlier, by paying less, consumer could gain the same benefits.

3. In term of Psychological:

Boxiture is creating the way of solution for those householders that facing the problem of scarcity of space in their house and also room. According to research, when they are facing with problem for instance in working pressure in a work place and after they back from work, they desire to clear off their mind without bothering for the problem. Thus, the space or environment that live by the householders will influence their mind especially those that staying in a limited space of apartment or condominium. Hence, the concept that holds by Boxiture which is space saving is well suited for those consumers that facing the problem of stress in working environment.

4. In term of Market and Targeted Area:

Malaysia was facing with the problem of scarcity of land and hence by coming out with the concept of integrated furniture definitely would solve for the problem that faced by residents in Malaysia, especially Penang Island (Straight Times, 2015). Due to the scarcity of land in Malaysia, the company believes that the probability of development for the condominium and apartment is very high compare to the housing that

needs a bigger land space. The average area coverage for an apartment was less than 50 square meter (Tealida, n.d.). Hence, Boxiture by launching the concept of multipurpose furniture could solve for the problem faced by those apartments and condominium holders.

2.4 Current Status and Requirement

2.4.1 Projected Milestones

Tables below are indicating the Boxiture's pre-commencement milestones that emphasizes on the current tasks of company needs to perform, and Boxiture's projected milestones for the year 2016 to 2020 that indicates company's goal in the next five years.

Table 2.1: Pre-commencement Milestones of Business

Milestones	Date Start	Date End	Duration period (days)
Business plan	3 June 2015	17 July 2015	45
Collecting fund	18 July 2015	31 July 2015	14
Registration of business	1 Aug 2015	7 Aug 2015	7
Obtaining business license	8 Aug 2015	14 Aug 2015	7
Construction and renovation	15 Aug 2015	13 Oct 2015	60
Furnishing and equipment	14 Oct 2015	19 Oct 2015	6
Approval from the project	20 Oct 2015	26 Oct 2015	7
Registration for income	1 Nov 2015	14 Nov 2015	14

tax			
Compare and choose the suppliers and then make an order from different suppliers	20 Nov 2015	1 Dec 2015	12
Set up its website	2 Dec 2015	2 Dec 2015	1
Advertising and promotion	3 Dec 2015	4 Jan 2016	33
Display its product	16 Dec 2015	27 Dec 2015	12
Opening ceremony	5 Jan 2016	5 Jan 2016	1

Source: Developed for the research

Table 2.2: Projected Milestones for Year 2016-2020

Year	Activities
2016	Commencement of business Advertise more its company's product through many channel and make promotion Set up a company website and allow customers can buy through online
2017	Do research based on the feedback from the customers Recruit more skillful workers and excellent designers
2018	Innovation for new product Buy more new machines
2019	Expand its factory

	Recover the capital that invested in this business Gain more market share
2020	Expand its business to other state or countries Generate more profit

Source: Developed for the research

3.0 INDUSTRY ANALYSIS

3.1 Industry Description

3.1.1 Industry Trends

Since now the product that sold by Boxiture is mainly using timber as the core material, thus according to the research, Malaysia is one of the exporter of furniture to foreign countries (The Sun Daily, 2015). In the year of 2011, Malaysia had ranked as the world 8th largest exporter of timber around the world and the revenue that gained from export was around RM6.2 billion (Lim, 2015). Malaysia has built with a strong market position with foreign nations such as United State, United Kingdom, Japan and Australia. The government of Malaysia having a high expectation on the furniture industry; it is because the country itself having the natural resources which is the timber.

UBM Malaysia reported that the annual growth that targeted by Malaysia is 6.5% for timber based furniture industry and it was estimated to reach up to RM53 billion by the year of 2020. Malaysia is the major provider of the timber especially as the high qualities of timber supplies, skilled workers, excellent design capabilities and good manufacturing practices. Thus, it can be clearly seen that the government had put a lot of efforts in order to accelerate the timber industry and country revenue.

Most of the furniture companies had gradually moving themselves by providing customer with customized furniture and mainly in accordance with the preferences of customers. By transforming themselves from manually designed to computer system which named as Computer Aided Design (CAD). AutoCAD is one of the

software needed in order to designing or creating a precision drawing or technical illustrations.

3.1.2 Industry Size

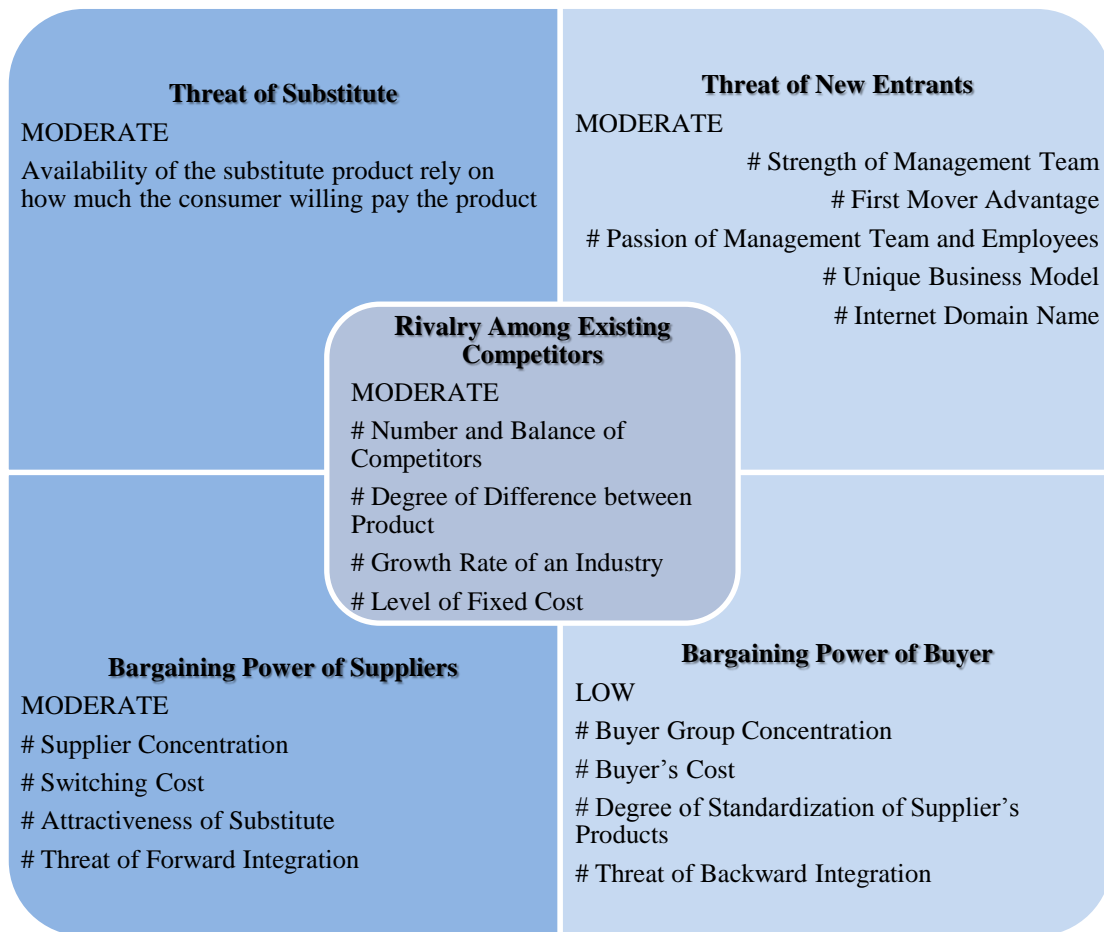
Malaysia Timber Council reported that over the past five years which is from year 2009-2013, the Malaysian timber industry especially on the furniture industry had become one of the industries that contribute the most revenue to the country's economic. Hence, the size of the timber industry attribute as a big industry with overall of approximately 2,400 companies in Malaysia and the revenue generate by exporting was over RM7 billion to more than 160 countries annually.

MATRADE reported that in Malaysia, there are approximately 2,400 companies and all mainly are situated at Peninsular Malaysia, Sabah and Sarawak. Most of the companies' establishments are situated at Peninsular Malaysia which is Johor, Selangor and Kedah.

3.1.3 Industry Attractiveness (Growing, Mature, or in Decline)

In order to determine the average rate of return of the firms in an industry, it is proposed that to refer for the Porter's Five Forces Model. By applying Porter's Five Forces Model in a business, it can help the company to understand both the strength of the firm's competitive position and the strength that will be faced by the firm.

Figure 3.1: Porter’s Five Forces Model



Source: Developed for the research

Table 3.1: Porter’s Five Forces Analysis on Attractiveness of Industry

Competitive Force	Threat to industry Profitability		
	Low	Moderate	High
Threat of Substitute		√	
Threat of New Entrants		√	
Rivalry among Existing Firms		√	
Bargaining Power of Suppliers		√	
Bargaining Power of Buyers	√		

Source: Developed for the research

1. Threat of Substitute

The threat of substitute for the product prone to be MODERATE compared to other substitute products. The availability of the products mainly depending on how much the price consumers willing to paid for the product itself. Due to the bundling concept of the company which is integrated all the functions of the furniture into one and make low possibility for the competitors to imitate. It might be possible that the competitors will create a similar function of the furniture and make the company facing the threat of losing market share in the industry itself.

2. Threat of New Entrants

The threat of new entrants for the products considered as MODERATE threat. It is because in Malaysia, there is very easy and simple to set up a new company and one of the major reasons is that Malaysia was one of the producers of timber, whereby timber is the core raw material of producing furniture. However, the concept still needs to depend on few aspects which are time allocate, expertise in the profession and also the ability of designer to come out with diversify of ideas in order to sustain in the industry itself. Since Boxiture is a new start-up company and thus it was appropriate to use Nontraditional Barriers to Entry as the barriers in order to pioneer the market itself.

i. Strength of Management Team:

The management teams that engage in Boxiture are those potential entrepreneurs that having enthusiasm in ventures a business. Hence, the enthusiasm and passionate on those team members would give vigilance for the potential rivals to pause in undertaking on the start-up in the furnishing industry.

ii. First-Mover Advantage:

The concept that pioneer by Boxiture is consider as the first-mover because the main concept of the multipurpose furniture was concentrate on the box whereby all the separated furniture are being centralized inside the

box. Those separated furniture are integrated with a set of bedstead, wardrobe, drawer, writing desk and chair into one.

iii. Passion of Management Team and Employees:

The key employees of Boxiture are highly motivated by the company's unique culture. It can be proof that, the Chief Executive Officer (CEO) herself is having enthusiasm and affection in making the company to be success in the of she is willing to include herself in supervise the workers in assemble for the furniture even though she is the CEO of the company. Thus, the employees of the company are influence by the behavior of the CEO.

iv. Unique Business Model:

Constructing a unique business model and establish a strong relationship with others parties for instance suppliers and customers is a very important element in order to making the business to be successful. Boxiture have a unique business model and maintaining a strong relationship with their key characters thus making them to create a strong barrier to entry.

v. Internet Domain Name:

A remarkable internet domain name for Boxiture create a "spot on" to the customers and drag the attention of customers. Boxiture, which is the combination of Box and Furniture and thus create the name of Boxiture is an easy name to be remembered by the outsiders especially the company's customers.

3. Rivalry among Existing Firms

The competitive rivalry among firms for the products is MODERATE. Since Boxiture was set up the business at the mainland of Penang and now the company will be facing the competition with the local manufacturers that already exist in the market before Boxiture. The competition on engaging furniture businesses are intense due to there are approximately 23 manufacturers that undertake furniture business at Penang (Kukusane, n.d.)

i. Number and Balance of Competitors:

The number of competitors in the furniture industry is consider as intense and hence making Boxiture strive to prove that the company as the first

mover in the concept of multipurpose furniture in box. The moderate price that offers by Boxiture is the major competitive advantage in order to compete with those powerful furniture companies.

ii. Degree of Differentiation between Products:

The offering of furniture by the companies is more or less the same and to become the outstanding in the furniture industry, Boxiture need a slight different from the existing offered. For instance, Boxiture using the concept of box in the way of integrating the separated function of furniture into one and become the multipurpose furniture that offered by the company.

iii. Growth Rate of an Industry:

The competition among the firms in the furnishing industry is considers a slow-growth industry. This is due to the offering of furniture more or less the same and having the similarity thus the company have to use the technique of pricing and quality offered in order to compete with others. Hence, Boxiture is selling the multipurpose furniture and insist to use the high quality wood in moderate selling price.

iv. Level of Fixed Cost:

The fixed costs that need to bear by the company are moderate, for instance the fixed cost that need to bear by the company are those utility fees and employees' wages. The target market of Boxiture for example those property developers, they able to order a big amount of furniture with the company and thus can ensure that the source of income for Boxiture is fixed. Every month Boxiture will sell approximately 70 furniture and it increase in accordance with the demand of customers.

4. Bargaining Power of Suppliers

Since Malaysia was one of the timber suppliers' countries that export timber to other nations, thus the supply for the wood is sufficient. By the way, Boxiture do not tend to only rely to only one wood's suppliers in order to reduce the bargaining power of suppliers. Before the company started in producing the furniture, the company need to deal with lots of suppliers and negotiate in order to get the reasonable price in the way of minimize the cost of production.

i. Supplier Concentration:

There are intense competitions among the furniture companies which mean that there are thousands of manufacturer in selling the furniture in the industry and the products that they are offering are more or less having the similarity. Boxiture is one the company that offer kind of multipurpose furniture and the company can show the outstanding among the thousands of competitors for instance by offering the separated furniture in the concept of box.

ii. Switching Cost:

The switching cost carry the meaning of the fixed cost that would be bear by the buyers when they insist to change form one supplier to another. Boxiture not only rely one supplier of timber instead the company having a few suppliers in providing the main material which is wood. Thus, when conducting the business, Boxiture committed to maintain a good relationship with the suppliers.

iii. Attractiveness of Substitutes:

Since the multipurpose furniture which is integrated the 5 types of furniture in one, thus Boxiture was consider as the first mover that pioneer the furnishing industry. Thus, the substitute for the products is consider as moderate or limited.

iv. Threat of Forward Integration:

Since the knowledge and skills of making the multipurpose furniture of Boxiture is still enhanced and cultivate in the key employees of the company. Thus the possibility the suppliers might enter the industry is moderate since there furnishing industry are having an intense competition in the market.

5. Bargaining Power of Buyers (supplier)

The bargaining power of buyers prone to be low, it is because Boxiture's product competitive advantage which is the multipurpose function of furniture are integrated with a set of bedstead, wardrobe, drawer, writing desk and chair into one. As the concept still fresh and new to the customers especially those spaces saving conscious customers, thus the buyers will tend to purchase the product.

- i. **Buyer Group Concentration:**

In the perspective of customers, they tend to get the lowest and reasonable price from the sellers if they able to purchase at the large quantity. For instance, one of the targeted customers for Boxiture is the property developers. When the developers having a property project on hand, they will strive to bargain the lowest price from the company for instance getting the quantity discount from the seller when they purchase a huge amount.
- ii. **Buyer's Cost:**

The greater the importance of an item to the buyer, the more sensitive the buyer willing to paid in order to get the particular product. For instance, the furniture is considers as one of the major object to be used by every household in their bedroom. Hence, the customers will bargain hard to get the best price for the product and the quality that the customers look for also need in the moderate level.
- iii. **Degree of Standardization of Supplier's Products:**

The concept of multipurpose furniture that comes with the concept of box is the most outstanding idea that being pursued by Boxiture. Boxiture tend to build up a particular image in the mind of the customers, so that the customer would perceive that the company having a different and remarkable ability in the product that offered.
- iv. **Threat of Backward Integration:**

The power of buyer is enhanced if the buyer tends to enter the supplier's industry in the future. Since there is an intense competition among the furniture company, the buyers for instance the property developers can threaten the company in preventing the price of the furniture getting too high.

3.1.4 Profit Potential

Due to the recent gradual increasing on the number of population as well as the

dramatic increasing on the number of apartments and condominiums, the profit potential tends to be showing an optimistic and positive level. Furthermore, the company had also found out that due to the limited and scare of land in Penang Island, the space that allocated to each of the unit had been decrease in order to build more units. For instance, the space for each of the apartment was originally 70 square meters but now being decrease to 50 square meters. Besides that, for those customers that conscious for the space saving in their bedroom, they will tend to purchase the furniture because the multipurpose furniture that offered by Boxiture seem to be fit with the concept that being set in their mind.

3.2 Target Market

3.2.1 Household

The concept that being offered by Boxiture which is integrating those separated furniture which are bedstead, wardrobe, drawer, writing desk and chair into one. Thus, in accordance with the concept, the company tends to attract those end customers who is having space saving conscious in their perception. For instance, those household that having space saving conscious will perceived that the concept of 5 separated furniture being integrated into one will help them to minimize the space in their room and thus making their room looks bigger.

3.2.2 Landlord / Tenant

The targeted place that Boxiture set as the most desirable areas in carry on the business is mainly focus on the island of Penang which is Butterworth. According

to the online information, Penang is ranked as the second smallest state right after Perlis. In addition, the scarcity of land that happen in Penang is a main issue that causing the price of land in Penang keeps on increasing. Due to several of factors that mentioned, it shows beneficial for the landlord especially those householders that own a property nearby to a university or those flourishing area. This is due to they can rent their property to the tenants especially those students in a higher price. In the way of providing facilities to the tenants, the landlord can furnish a set of multipurpose furniture to the tenants in every of the single room that been rent and without purchasing the separated furniture.

3.2.3 Property Developers (Future)

Due to the scarcity of land that becoming a serious issue at Penang Island, it had mainly causing the price of land in Penang increase and thus increase the intense competitiveness among the property developer in providing the extra facilities to their customers in attracting the customers. The property project that majority underway at Penang are condominium, flat and also apartment (Tan, 2015). Thus, in order to attracting the buyers in purchasing for the property, the property developers strive to provide for any extra facilities to the customers. Hence, by providing a set of multipurpose furniture was already become a common trend for the property developers in attracting the customers.

3.3 Competitive Position within Target Market

By conducting a Competitive Analysis Grid, it can help Boxiture to collect the information about the company's competitors. The information that gathers by the company is collected from the pamphlets and brochures that being deliver by the competitors to the customers and the sales exhibition that held in the trade exhibition by the competitors and thus Boxiture had analyzed the characteristics as below:

Table 3.2: Competitive Analysis Grid for BOXITURE

Feature / Function	BOXITURE	IKEA	LORENZO	ROZEL	KPSB
1) Space Saving	√	√	×	×	×
2) Multi-Purpose	√	√	×	×	×
3) Modern	√	√	√	√	×
4) Stylish	√	√	√	√	×
5) Wide-Selection	In-Progress	√	√	√	√
6) Popularity	×	√	√	√	√
7) Durability	√	√	√	√	√
8) High Quality	√	√	√	√	√

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

4.0 MARKETING PLAN

4.1 Product/Service Feasibility Analysis

4.1.1 Description of the Product or Service Offer

Figure 4.1: Product of Boxiture



Boxiture is mainly focus on the space saving concept, thus the company develops the multipurpose furniture (Boxiture) and its intention is to help consumers effectively utilize the limited living space in their bedroom. Boxiture typically consists of five features, which are bedstead, wardrobe, drawer, writing desk and chair into one. Boxiture is also a furniture that can be folded in which the bedstead can be folded and become a box; meanwhile all the five features will be stored inside the box. In this respect, the product not only an excellent space saver, it also provides consumers convenience and in the way of minimizing the cost of

furnishing the dwelling. Other than that, there is time saving compared to the purchase of traditional furniture separately.

Boxiture can be divided into two parts. The wardrobe is prominently featured in the right part. A relative low stool will be stored above the wardrobe. Once the opening of the box, the bedstead will be lay down and the stool will be taken out to place below the bedstead to acts as the support in order to avoid the crack of the bedstead. Whereby for the left part, there is a shelf at the upper part. Below that, there is a table and a chair. Users can either sit on the bed to do their revision or they can sit on the chair. Meanwhile, the users can drag the table out as well as take out the chair when doing their work on table. Furthermore, there are two layers of drawers below the table or near the chair. Users can store their personal stuff such as wallet, mobile phone and so on.

Furniture in light colored such as light green and brown can improve the sense of larger space (Benefits of Multifunctional Furniture, 2013). Thus, light color will be the major color for most of Boxiture's products. Nevertheless, Boxiture also allow consumers to customize the color that they prefer.

4.1.2 Concept Testing

Before launching the product, the company had carried out a survey to collect the customer's insight and buying intention towards Boxiture. There are 10 questions in the questionnaire and attach with a concept statement. The questionnaires had been distributed to 400 respondents. According to the result, the average age range of the respondents is between 32-38 years old and it is equivalent to 82%. There are 60% of respondents' salary are below RM2000, and it is up to 91% are in the marital status of single. Currently, it is about 62% of respondent are owning a house. When asking about will they buy Boxiture's product, there is 88% of respondents say yes. 40% respondents say they will buy Boxiture's product due to the affordable price and quality of Boxiture's product. Regarding the functions that consumers prefer to have in the multipurpose furniture, most of them had

chosen are bedstead, wardrobe, drawer, writing desk and chair as their main concern in it.

4.2 Pricing Strategy

Pricing strategy is the crucial strategies for Boxiture in order to price the products and services with the goals to achieve the overall organizational objectives. In order to sustain in the market, the price that set for the product must take in account the cost that incurred in order to produce the furniture, to maximize the profit margin, meanwhile can attract the customers and at the same time create the competitive advantage for the company.

4.2.1 Penetration Strategy

In order to secure market's acceptance, the company attempts to attract new customers and match with the objective of sales volume maximization by providing more value in the product to customers. The company understands the needs and wants of the target market. Thus, the company uses bundling approach in providing multifunction product to help consumers to reduce the movement in purchasing the traditional furniture, meanwhile save cost and also carry the concept of space saving. Furthermore, the product has been set in low and affordable price meanwhile derives the quality and durability in which provides more benefits and value to consumers.

By adopting this pricing strategy, the company will involve more assertive sales and advertising efforts such as social media and print media in facilitate the brand recognition and motivate buyers move to brand of Boxiture. The company sets the outlet at Butterworth which is a business location that aiming to reach to mass market and capture more market share prior to new entrants. Thus, the company is capable to enjoy competitive advantage in which large-scale operations and long

production run give rise to low production and marketing costs. Moreover, the company can increase the product price in future that mostly might be impact by inflation and economic instability.

4.2.2 Psychological Strategy

The company adopts psychological pricing strategy which believes that certain prices or price ranges will make consumers have emotional response meanwhile make the products seem to be much appealing compare to competitors (Frost, Media, n.d.). The company sets RM1899 as the price for the product which subconsciously encourages the consumers to place orders and purchase more. Human beings are always sensitive with the units of a price (What Is Odd Pricing, n. d). Compared to RM1900, although the real difference is only about RM1, but the fact is consumers perceive the value of RM1899 is significantly lower than RM1900. The primitive reason behind is due to “Left-Digit Effect” in which human beings naturally tend to read the numbers from left to right (Harrison, 2011). The consumers may perceive RM1899 as “just above RM1800” instead of “just below RM1900”. This pricing creates natural illusion which makes the price looked more affordable and worthiness. Thus, Boxiture assume that RM1899 appeals more strongly and ideally to consumers than RM1900.

4.3 Channels of Distribution

Distribution channel is the path through which goods and services travel from the vendor to the consumer. It could be a direct transaction from the vendor to consumer or several intermediaries along the way. It is an important decision strategy because it somehow involves a numbers of relationships between company and the customers.(Keegan & Green, 2013) For example, it could involve relationship between vendors and customers, manufacturers and retailers, manufacturers and wholesalers etc.

4.3.1 Direct Channels

Boxiture will use direct channel as the main distribution channel. Direct channel can be defined as a situation in which a company sells its products directly to the end customers without the help of any of the intermediaries such as retailers and middlemen. The reasons for Boxiture using a direct channel rather than an indirect channel include ensuring high quality, high accurate information, and lower overhead costs. The direct channels used by Boxiture include physical outlets and manufacturing factories.

I. Physical Outlet:

The physical outlet for Boxiture will be located on the mainland of Penang, specifically in Butterworth. The main reason for choosing Butterworth is its central location between Penang and Kepala Batas. Additionally, the rental costs in Butterworth are significantly lower than on Penang Island. Customers can visit the company's outlet during business hours, which run from 8:30 AM to 5:30 PM.

One of the advantages of visiting the outlet is that customers can feel and touch the products without relying on their imagination of the furniture's practicality. Through this method, Boxiture can avoid the problems and complaints from customers regarding the purchase of wrong products, which can result in a significant financial loss. At the same time, the company's salesperson can provide detailed information about the multipurpose furniture to the customers at the outlet.

II. Manufacturing Factory:

The manufacturing factory for Boxiture is located in Kepala Batas, which is situated in the northern part of the Penang mainland. The reason for choosing Kepala Batas as the factory location is the lower cost of setting up in an industrial area and its proximity to Kepala Batas.

Butterworth was 15km. Hence, depending on the benefits of lower cost of setting up and short distance of transportation, it thus reduces the cost of delivery for the end products to the outlet before it deliver to the customers.

The furniture will be assembled at the factory by the department of operation before it been delivered to the outlet for sales or to the end users for instance the property developers. Every month, there will be a proportion of 10% of stocks will be kept at the factory in avoiding the lacking of stocks. Meanwhile, there will be delivery services of the furniture being provided to the customers in order to ease for the customers and without charging to the entire customers.

4.4 Promotions and Advertising

Promotion strategy includes all activities that involve communicating with customer about the products and services offer by a company (Martin, 2014). The main purpose is to gain the attention of customers and at the same time to convince them to purchase the product of the company (Strategy and Implementation). Therefore, an effective promotion and advertising strategy is a driven key to help a business to reach the customers successfully.

4.4.1 International Trade Exhibition

On the introduction stage of the company, there will be a minimum number of people will know the existence of the company as well as the company's products. Hence, people do not have any knowledge, concept and idea about what products would be offer by the company. Therefore, Boxiture will join exhibition at shopping malls such as Queensbay Mall where the mall is having a high exposure to the public.

During the exhibition, the company will display the furniture and introduce it to people. Boxiture will show the people on what the product is, educate people on

how to use it and briefly explain for the benefits. At the same time, the company needs to spot for the possible target market of the company in order to build a good relationship with them especially those property developers. A good relationship with people also could build a good image and reputation for the company and at the same it could create a good word of mouth. Therefore, it is important to build good reputation and relationship with people during the exhibition; otherwise the business will be difficult to operate in the future.

4.4.2 Sales Promotion

The examples of sales promotion that used by Boxiture are including of discounts, coupons and cash rebate.

I. Sales Discount:

Since the company is still new to the market, the customers might not have confident to the company's products. They might worry the risks that could be faced such as performance risk and financial risk. Therefore, the company can use discount promotion in order to attract the customers. For example, by offer sales discount according to the amount that the customers going to spent in the outlet will attract the customers to purchase more.

II. Coupon:

Other than sales discount, Boxiture also offer coupons to the customers. For instance, when customers spent above a particular total spending range, the company will give the customers some coupons in the way of retain them for the next patronize. These coupons could be 'one time free move house service', 'buy one and 50% discount on second items' and so on. By using this method, the company could retain the existing customers and they might patronize the company when they think of the furniture.

III. Cash Rebate:

Furthermore, Boxiture also offering cash rebate to the customers if the company found that the products purchased is in defect condition. Through this method, it can help the customers to reduce their financial risks. Meanwhile, it also can increase their satisfaction and confident toward the company. Indirectly, by using cash rebate also can build good company reputation and at the same could make the customers to transmit the word of mouth.

4.4.3 Social Media

Boxiture will use social media such as Facebook and YouTube to promote the company's products. In today's business world, social media play a significant role to help a company to promote their products and services. In additional, social media also allow to increase the awareness of public to a particular business. The company believes that using of social media can even make people to aware the existence of business and at the same time it could avoid using of traditional way such as distributes flyers on the streets.

I. YouTube:

Boxiture upload a short video to YouTube in order to introduce the furniture to the public. In the video, the company will help those future potential customers to deeply know and understand of how to use the products by the video demonstration. This can show to the customers on ease to use of the furniture. Besides, the company also can bring out the concept of space saving in the video. For example, Boxiture making the comparison by decorate a sample room with using traditional furniture and the company's products which is the multipurpose furniture. Through this comparing, people can see that the products and thus help them to imagine on the concept of save space especially for those rooms with limited space.

II. Facebook Fans Page:

Next, Boxiture will create a Facebook fans page for the company which named as 'Boxiture Multipurpose Furniture'. The fans page name contains the company

name which could help people to differentiate the company's fans page with other companies' fans page. Besides that, people also can easily find out what kind of products the company is selling since Boxiture did mention on "Multipurpose Furniture". The company will regularly keep up-to-date regarding the information of the business such as on-going promotion, new products to be launch, and interesting incidents happen in the company. By doing this, the customers can always know the latest news and information of company. Furthermore, the 'message' and 'post' features on Facebook also allow the customers to send their enquiry to the company.

4.4.4 Print Media

Besides, Boxiture also consider that the target market could be technology illiterate for instance they might do not know the way of using computer to search internet. For this group of target customer, the promotion efforts on the Facebook fans page and YouTube might not reach to them. Thus, print media such as magazines, newspapers and flyers could be one of the ways to reach them.

I. Newspapers:

For example, Boxiture will make an advertisement on the Penang most popular newspapers such as Guang Ming Daily, The Star, Berita Terkini. In the advertisement, the company will introduce the company products, company events, and on-going promotions. Besides, the company will put the contact number and company location in order to ease the potential customers to reach the company.

II. Flyers:

Other than that, the company might hire some part time workers to distribute the flyers at the nearer resident area. Since that there not every family will buy newspapers, thus by distributes flyers can help to reach more people to know about the company existence and aware of the products availability in the market.

III. Magazine:

Boxiture will advertise the products on the magazines like furniture magazines such as Home & Décor and some property magazines. For those who might have interested in either renting or buying a new house, most of them will purchase the magazines in order to look for the latest information regarding the property. In the other hand, for those who interested on purchasing furniture, they might purchase of the magazines in order to understand the latest trend of the furniture.

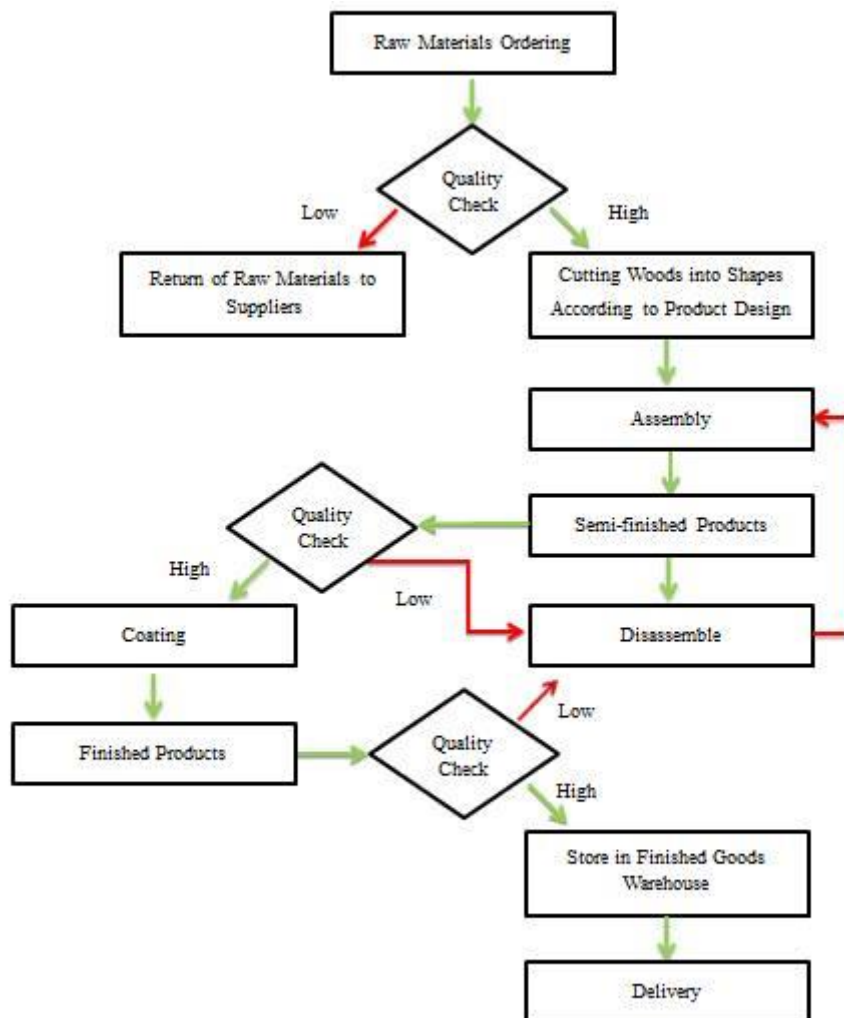
4.4.5 Product Bundling

Product bundle is the difference of the product compare with traditional furniture. The product is not only space saving but also multifunction. It consists of bedstead, study table, chair, drawers and wardrobe into one. The product is to make customer's purchase process even much convenient and easier. Customers need not to waste time to compare different prices, designs and brands of different furniture from different furniture stores and the customers no need to buy the separated furniture. It is helpful especially to those customers who have difficulty in choosing various choices. When purchasing the furniture, customers just need to choose their favorite colour for the furniture.

5.0 PRODUCTION PLAN / OPERATION PLAN

5.1 Manufacturing Process

Figure 5.1: Boxiture's Manufacturing Process



Source: developed for research

Boxiture adopts Lean Manufacturing Process that with the objectives to eliminate waste, cost and time, increase the productivity and quality meanwhile obtain the competitive advantage in order to sustain in the market.

In the first stage of the manufacturing process, the company will place raw material orders to suppliers in order to coming out with the furniture. While waiting for the procedure of assembling to be done, the raw materials that required for instance woods, aluminums will be stored in the raw material warehouse inside the factory. Quality Control (QC) supervisor will be the one that inspect the offloaded raw materials and deals with the default items. After the incoming inspection, the raw materials released to the warehouse in order to coming out with the furniture, where the warehouse supervisor will arrange the raw materials accordingly.

Next, for the manufacturing process, it will be started by cutting the woods. After all the woods have been cut into the specific required shape and size which according to the product design, the operators will assemble the designed woods with aluminums and other hardware fittings such as nails and screws. The semi-finished goods will be inspected to avoid any defects during assembling process. Defected units will be disassemble and sent to assemble process again. After the intermediate inspection, the complete form of products will be sent to coating process. The finished products will be passed through the finished goods inspection to assure the quality of each one of the furniture.

Lastly, the finished goods will be delivered to end customers according to customer orders. For the whole manufacturing process, the trainees that being hired will be assigned accordingly to all the assembly segments under the supervision and assistance of operators. However, 2 or 3 out of 10 trainees will be assigned to the delivery service.

In short, the manufacturing process will be started when a new order is placed by customers. The lead time to complete furniture will take approximately 7 days from the order made until the delivery to customers. On the other hands, the company plans to keep inventory for 10% finished units of monthly sales in order to support any unexpected demand from customers. Overall, the lean manufacturing process enables the company to minimize inventory and cycle time,

meanwhile maintain the production efficiency and competitiveness as well as eliminate any of the wastage.

5.2 Availability of Qualified Labor Pool

Boxiture divides the labor pool into 3 categories, which are production, administration and sales. For production, the company plans to hire 5 permanent operators and 10 trainees. For the permanent operators, the company will provide 13% of EPF and Socso are according the gross margin of the employees and all of the information was referring to local employment rates. There will be a production supervisor in charge of monitoring the whole manufacturing process and controls for the discipline of the production workers. A warehouse supervisor will be in charge with stock replenishment as well as monitoring the raw material in the warehouse. In addition, a QC supervisor will be employed in order to engage with the incoming inspection, intermediate inspection as well as finished good inspection. Two lorry drivers will be recruited to deliver the finished goods to outlet or if there is a request from customers, company will send to the end customers. For administration, it will be comprised of six co-founders of the company to involve with different departments and each of the team members will have their duties respectively. For sales, the company will hire 4 salespersons in promoting the product. These 4 salespersons will be guided and supervised by 1 supervisor in the outlet.

On the other hands, Boxiture plans to outsource the cleaning services as well as the security guards from the agents in order to ensure the consistency workforce meanwhile reduce the staffing problems. The company plans to outsource 2 cleaners to ensure the cleanliness of both office and outlet and there will be 3 security guards will be outsourced as well to 2 will be assign to factory and 1 will be assign to outlet.

In terms of qualification for operators, Boxiture do not require the applicants to possess any education qualifications or labor skills. However, the applicants who

have working experience and competent to do the basic production job will be much preferable. For trainees, the company will have an agreement and form a partnership with polytechnic schools. The company will collaborate with the polytechnic schools so that the company can obtain the constant trainees and ensure the product will be done on time.

The company will have the least prerequisite for the supervisors. Boxiture prefer the applicants who have related working background in other company before joining the company. For the lorry drivers, the company requires the drivers to possess lorry license and having a high commitment in delivery service. Lastly, the company require the salespersons to have at least a minimum SPM qualification and able to communicate in Malay, English and Mandarin. Furthermore, the applicants who possess the related work experience will be given priorities.

5.3 Physical Plant

As mention in chapter 2, outlet of Boxiture will be located at Butterworth. Meanwhile, the manufacturing factory will be located at Kapala Batas. The difference of distance between the outlet and manufacturing factory is about 15km. Hence, the company will have two different physical plant layouts. Refer to appendix regarding the plan for the factory and outlet's layout.

5.3.1 Physical Outlet Layout

For the layout of outlet, Boxiture will use the office's layout which the sales and customer-facing activities will be conduct in the front office whereby for the back office there will be administration jobs or any of the research and development activities will be carries out.

For the front office, there will be including of reception, product display area and waiting area for the customer. Since the products are make-to-order, thus there is only few products display in the outlet, which means that the outlet do not need too much space consumption for the product display area. There will be a waiting area for customers which situated nearby the product display area. When customers need for the information regarding the products, the staffs will provide further explanation to the customers at there. Besides that, when there is a job applicants coming for interview, they can wait at the waiting area for their interview session.

Whereby for the back office, there are being divided into departments for instance administration, marketing, research and development, financial, customer service and human resources. Besides that, the meeting among the employees between each of the departments will conduct in the meeting room which is also used as interview session for the recruitment of employees. The products that been delivered from the factory and it will be unloading to the store room. Other than that, washroom and office lounge are also provided to the employees. In case of emergency, the company also has an emergency door at the passage between front office and office lounge.

5.3.2 Manufacturing Factory Layout

There are three warehouses being built in the manufacturing factory which are raw materials warehouse, semi goods warehouse and finish goods warehouse. The raw materials warehouse is used for the purpose of storage for the new delivered and unused raw materials. Workers can get the raw materials that they needed for production process from the store. After the raw materials being used, the remaining raw materials will be place back to the warehouse. Whereby for the products that in progress of those that unable to finish on that particular working day, the products will be kept in a semi good warehouse. The production process of the semi goods will be continuing in the next working day. After the final products are being produced, the products will be kept in the finish goods

warehouse. Hence, when there are orders from customers, the workers will unload the products from finish goods warehouse and then deliver to the customers or deliver to the outlet for replenish purpose.

Other than warehouses, the manufacturing factory also contains an administration office, office lounge, toilets, waste management store, guard house and two emergency doors. The office consists of supervisors such as warehouse keeper, quality controller, and operation manager. The waste management store is used to store those raw materials which found that not in good condition after evaluated by quality controller. Then, these raw materials will return to the suppliers during next period when the company delivers the new batch of raw materials. Meanwhile, the waste management store also serves as the function of garbage storage. During break time, workers are allows to enjoy their meals, rest, chit chat in the office lounge. Accidents cannot be predicting, but it can be prevent. Therefore, the manufacturing factory consists of a main entrance, two emergencies doors and there equipped with numerous of fire extinguishers. Further, the company also will outsource for security guard and installed numerous of Closed-Circuit television (CCTV) to enhance the security of the factory.

5.4 Machineries and Equipment

Refer to appendix regarding the machineries and equipment lists being used by Boxiture.

5.5 Names of Suppliers of Raw Materials

Suppliers play the role of provides a company the raw materials needed for manufacture and produce the products. Choosing right suppliers is an important

issue because by having the right suppliers, it can ensure that the raw materials are in good condition, high quality, low cost and deliver in time. Consequently, it ensures that the company can provide the final product which is quality guarantee to customers. The raw materials used by Boxiture to produce the products are including woods and hardware. In the section 5.5.1 and 5.5.2, suppliers of raw materials that used by Boxiture are listed as below. Refer to appendix regarding the list of information on the suppliers.

5.5.1 Wood Suppliers

I. Vera Marketing Sdn. Bhd.

Address: 9, Jalan Satria 8, Taman Perindustrian JB Perdana, 81300 Skudai, Johor, Malaysia.

Tel: +607-5115100

Fax: +607-5115300

E-mail: enquiry@vera.com.my

II. Maica Laminates Sdn. Bhd.

Address: 5100, Lorong Mak Mandin 5, Mak Mandin Industrial Estate, 13400 Butterworth, Penang, Malaysia.

Tel: +604-3327436 / 3327437 / 3327439 / 3327440

Fax: +604-3326570 (Marketing) / +604-3324045 (General)

III. Foong Loong Trading Co. Sdn. Bhd.

Address: No. 2-6 Jalan Tokong, 31650 Ipoh, Perak.

Tel: +605-2542828 / 2554120

Fax: +605-2438699 / 2543396

E-mail: foongloong@gmail.com

IV. Seon Lim (M) Sdn. Bhd.

Address: 31 & 33, Lorong Teras Jaya 2, Kawasan Perindustrian Ringan Teras Jaya, Butterworth, 13400, Butterworth, Pulau Pinang Malaysia.

Tel: +604-3241457 / 3241460

Fax: +604-3241563

5.5.2 Hardware Suppliers

I. Peng Woodsaw Trading Sdn. Bhd.

Address: 2, Psmn. Perindustrian Pengkalan 31, Kwsn. Perindustrian Pengkalan Maju, 31500 Lahat, Perak.

Tel: +605-3228797 / 3221998 / 3210344

Fax: +605-3210344

E-mail: pws88@live.com.my

II. CSH Hardware (Butterworth) Sdn. Bhd.

Address: No. 933, Jalan Perindustrian Bukit Minyak 7, 14100 Kawasan Perindustrian Bukit Minyak, Mukim 13, Seberang Perai Tengah, Penang, Malaysia.

Tel: +604-5077799

Fax: +604-5076886

5.6 Quality Control

Quality of product is one of the main concerns of customers when they are making purchasing decision. No matter how great the marketing plan is (product design, affordable price, effective promotional activities and product availability), product with low quality will tend to fail in the market. Therefore, Boxiture is emphasizing on the quality control of the products. The following methods are used to enhance the quality control.

5.6.1 Reliable Suppliers

First at all, Boxiture will choose to use certain reliable raw materials suppliers. The characteristics of reliable suppliers are including trustworthy, on time delivery, good reputation, stable financial condition and others. By using reliable suppliers, the company can ensure that the raw materials delivered are in good condition when the materials are being delivered to the factory. The raw materials such as high quality woods are able to increase quality of the products. Therefore, a reliable supplier is playing a significant role in order to provide a good quality product.

5.6.2 Raw Materials Checking

The raw materials will be first checked by quality controller once the raw materials had been delivered to manufacturing factory. This is to ensure that the raw materials are all in good condition and maintain at a high quality before the production process start. If low quality raw materials being used in production process, it will affect the whole product's quality. When there are low quality raw materials being found, the company will return to the particular suppliers and ask for exchange.

5.6.3 Just in Time (JIT) inventory control

Since the products are stock to order, therefore Boxiture will use JIT inventory control. JIT inventory control is refers to a management system in which the products are produced meet customers' demands and there is no excess production will be occur (Kokemuller). When there is no excess production, it means that the company will not have excess products store in warehouse which may lead to damage after long period storage and minimize the product quality. Indirectly, using JIT inventory control can help the company to reduce any of the wastage.

5.6.4 Employee Training

In additional, employee training is an essential element during the production process. There are 5 operators and 10 trainees are being hired for the production process. They will be given certain training programs based on their job scope. The programs are including cutting of woods, assembling the components, products coating and basic workplace safety. The training programs will be run within 2 weeks periods. By providing the training to the employees, it can avoid the employees to produce low quality of products and thus reduce the probability of defect products.

5.6.5 Machinery Checking and Maintenances

Furthermore, Boxiture will conduct machinery checking and maintenances on the machinery over a period in order to ensure that the machineries are all in good condition. After the machines used for certain period of time, malfunction could be occur. As result, the possibility of producing low quality products might be happen. In contrary, maintaining a good condition on the machines can produce a high quality product.

5.6.6 Semi Goods Quality Checking

The quality checking will also inspect during the semi goods produced. Therefore, those defected products can be found earlier before the end products being produced. This can help to minimize any defection in the end products and also help to avoid wastes. If the defects only found after the of end products being produced, these products might become wastes. The stability of products will be check during this stage of quality checking.

5.6.7 Final Products Checking

The quality checking will also happen after the finished goods produced. In this stage, the quality control manager will check on the overall product's defection before the products are delivery to the outlet and sell to the final customers. This is to ensure that the products that will sell to the customers are in zero defection which can lead to reputation of company damage. Besides, it also can avoid any accidents being happened such as customers injured after used the defect or low quality products.

5.7 Customer Support

Customer service and support (CSS) can be defined as a part of customer relationship management (CRM) that interacts with customers (Rouse). It play significant role that can lead a company to be success in the market. Through the interaction with customers, a company can get customers' response and feedbacks after they purchased and used the products. Therefore, the company can know the satisfaction level of customers and thus from that make improvement to meet customers' needs and wants.

5.7.1 Hotline or Toll Number

Boxiture provide hotline service to the customers. The customers can reach the company by dial Boxiture hotline number (1-300-88-BOXI). Customers can get the hotline number on the business cards, printed materials, company website and Facebook fans page. Any inquiries and problems from the customers will be to solve by the hotline service staffs. Besides that, Boxiture will conduct the after

sales service with customers by calling them through hotline number. During conversation on the phone, the staffs that in charge will request for the customers' feedbacks of usage of products and also provide the customers latest information such as the on-going promotions that going to held by the company.

5.7.2 Social Media

Social media such as Facebook will also being used in order to interact with customers. Boxiture created a Facebook fans page as a platform for the customers to provide their feedbacks, inquiries and problems through online. Customers can visit the Facebook fans page at anywhere by anytime as long as they can access to the internet. Besides, the company will upload and share photos and videos of company products on fans page. Thus, customers can know on the feature of products and the ways of the product is function through online. Another benefit the company created Facebook fans page is to enjoy buzz marketing or word of mouth. Customers can share fans page among their social networks so that there are more people aware of Boxiture.

5.7.3 After Sales Services

Boxiture also provides after sales services to the customers. For example, delivery of products purchased to customers' living place, repair the damage parts of product, and replace the spare part of product. Other than that, the company also provides 3 months warranty to the customers. The warranty periods will start from the date of purchased. If there are any damages that are not artificial, the company will help the customers to repair the damaged parts without any charging. By provide after sales services, the customers satisfaction and loyalty toward Boxiture can be created and enhanced.

5.7.4 Company Website

Other than that, customer also can visit Boxiture's website (www.boxituressf.com) to know more about the company details. By browsing the company's website, customers can know the management teams of Boxiture, company missions and visions. Furthermore, the company will also attach the products, price ranges of products and outlet location on the company's website.

6.0 Management Team

6.1 Management Team

Boxiture Sdn Bhd believes that recruit and educate good employees is a key to a successful company. It is because employee is the person who interacts with customer and also affects the quality of products and services that company provided. Same goes to management team, every single position of management team is the key to create a more efficient and capable business. They will influence the performance of employees and also the company.

Management team of Boxiture Sdn Bhd is organized by six members, who are Ms. Kok Hui Chin, Ms. Law Yee Leng, Mr. Phoong Yu Soon, Ms. Ng Tai Ti, Ms. Hoe Shiau Wei and Mr. Ngoh Chee Hui. The position of them is arranged by according their ability, skill, experience, knowledge and also qualification.

Figure 6.1: Management Team



Source: Developed for the research

6.1.1 Chief Executive Officer (CEO)

Ms. Kok Hui Chin is the Chief Executive Officer (CEO) of Boxiture Sdn Bhd. As a Boxiture's CEO, she has the responsibilities of establishing business objectives, and managing or guiding staff to accomplish the business objectives.

Ms. Kok holds Bachelor's Degree in Business Administration (Hons) Entrepreneurship certification. She was honored with the first class when she graduated. Besides that, she has developed her leadership skills from participated and organized events in her education career. Moreover, she has working experience in new developing company. Thus, Ms, Kok is capable candidate for this position to lead Boxiture into success.

6.1.2 Marketing and Public Relation Manager

Ms. Law Yee Leng is the Marketing and Public Relation Manager in Boxiture. Her jobs are planning, developing and implementing Boxiture's marketing strategies, marketing communication and also public relations activities.

Ms. Law received her Bachelor Degree in Business Administration (Hons) Entrepreneurship from University Tunku Abdul Rahman. She has superior written and verbal communication skill, thus she is an effective communicator and spokesperson for Boxiture. Ms Law has been participating various talks or seminars in her life, such as "Innovation Marketing Tools from Blue Ocean Strategy", "Power Selling NLP for Marketing and Sales" and so on. She believes that knowledge she gained from talks or seminars are useful to her jobs. Besides that, personal characteristics of Ms. Law are energetic, patient, kind, adaptable, and sincere. Therefore, she is strong suit for this position.

6.1.3 Human Resource and Administration Manager

Mr. Phoong Yu Soon, the Boxiture's Human Resource Manager, his main task is to ensure Boxiture has qualified staff in sufficient numbers to meet the strategic objectives established by management. He is in charge of administration, recruitment and training of candidates.

Mr. Phoong has been awarded Bachelor's degree of Business Administration (HONS) Entrepreneurship by UTAR. He is the best candidate who can hold this position as he gained the working experience from managing his family business.

Besides that, Mr. Phoong has developed the skills of administration, recruitment and training personnel from his family business. He is assumed to be the one who is able to oversee the employees' status, emotional and efficiency of entire company, evaluate performance of employees and recruitment. In addition, Mr. Phoong able to communicate well with employee, because of his working attitude and other personal traits, friendly, kind and patient. Thus, management believes that he is suit for the tasks of people management and performance management.

6.1.4 Accounting and Finance Manager

Ms. Ng Tai Ti is an Accounting and Finance Manager in Boxiture Sdn Bhd. An Accounting and Finance Manager is responsible for providing financial advice and support to clients and colleagues to enable them to make sound business decisions.

Ms. Ng received her Bachelor's degree in Business Administration (HONS) Entrepreneurship from UTAR. Besides that, she also studied the accounting at her secondary school and university, and gained the UBS certification. From her results, accounting is her best subject. Thus, she is assumed to be the one who take responsible in this position. Moreover, Ms Ng has working experience of acting as an assistance accountant. She has the experience and knowledge to deal with this position and lead Boxiture to become more effective and efficient company.

6.1.5 Operation and Quality Control Manager

Ms. Hoe Shiau Wei is Boxiture's Operation and Quality Control Manager. Position of Ms. Hoe is to develops, implements and manages the quality control system designed to ensure continuous production of advanced composite materials and applications.

Ms. Hoe has completed her Bachelor Degree in Business Administration (Hons) Entrepreneurship at University Tunku Abdul Rahman. She is an energetic, having a strong curiosity, and has good learning attitude. Ms. Hoe was active in co-curriculum activities in her study life and studies on the gadgets and machinery is her interest. Management believes that she will be a qualifying Operation and Quality Control Manager. Thus, Boxiture has providing a necessary training to Ms.

Hoe to ensure that she can handle well in the daily operation and quality control. With the knowledge, skills and experience she gained from training, she will help Boxiture to produce products efficiently that conform to quality expectation in the short timing.

6.1.6 Research and Development Manager

Mr. Ngoh Chee Hui holds the position of Research and Development Manager in Boxiture. The major responsibilities of the Research and Development Manager are managing research and development activities to meet company's objective and analyze competitive products for seizing opportunities of new products development.

Mr. Ngoh was graduated from University Tunku Abdul Rahman as degree holder in Bachelor of Business Administration (Hons) Entrepreneurship. His ambition is to introduce new product or services that can fulfill customer's need. He is creative and like innovating. Research and Development managers typically report skills in product development, project management, and research analysis. Mr. Ngoh has gained the skill of research analysis while doing his assignment at campus and this is one of his strengths. Besides that, he had been receiving advance training to improve his other skills in order to achieve better job performance.

6.2 Board of Adviser

Mr. Tan Chun Eng is the advisor for Boxiture Sdn Bhd. The role of Mr. Tan is extremely important to Boxiture, he provides strategic guidance about the improvement and development of Boxiture to its management team. Besides that, he has always been able to react to the report of management updated, and provides them with valuable insights and ideas about improvement. Mr. Tan is a lecturer in Department of Entrepreneurship for the Faculty of Business and Finance at University Tunku Abdul Rahman. He has been awarded Master of Buiness Administration by University Kebangsaan Malaysia. In addition, he also received his Bachelor Degree in Business Administration (Hons) of Arts in

Commerce from Liverpool John Moores University in United Kingdom. Mr. Tan is the Graduate (Grad ICOSA) and Member of the Malaysian Institute of Chartered Secretaries and Administrators (MAICSA). Thus, Mr Tan has sufficient knowledge and capability to guide Boxiture driven to succeed.

6.3 Key Professional Service Providers

i) Law Firm

Company's Name : Brijnandan Singh Bhar & Co

Address : No 411 Tingkat Satu, Jalan Burma, Penang 10350, Malaysia.

Telephone number : +60 4 229 2984/3025

Fax : +60 4 229 2985

Company Website : www.bsbharco.com

With the cooperation of Brijnandan Singh Bhar & Co., Boxiture can be clearly aware of the rules and regulation of government, avoid legal disputes and protect company's assets. Brijnandan Singh Bhar & Co. is a full service law firm in all areas of dispute resolution and litigation services in Asia, includes trademark and patent registration and litigation.

ii) Accounting Firm

Company's Name : Tan Yen Wooi & Co

Address : No. 2991, First Floor-Suite 1, Jalan Maju, Taman Seri Maju, 14000, Bukit Mertajam, Pulau Pinang

Telephone number : +60 4 5391931/ +012 4237200

Fax : +04 5392219

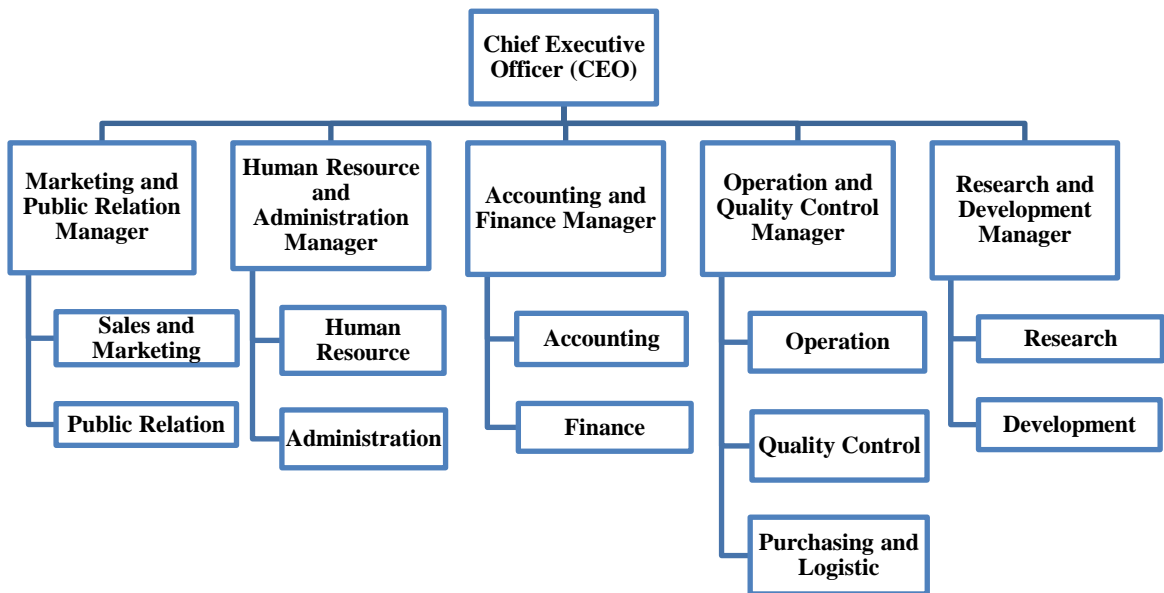
Email Address : tyw@chartered-accountants.com.my

Tan Yen Wooi & Co. provides ultimate business solutions in the areas of advisory, assurance, tax consultant, risk management and so on. Tan Yen Wooi & Co. will be helping Boxiture to prepare proper and systematic financial statements yearly, with the purpose to meet Boxiture's stakeholder view.

7.0 COMPANY STRUCTURE, INTELLECTUAL PROPERTY, AND OWNERSHIP

7.1 Company Structure

Figure 7.1: Organizational Chart



Source: Developed for research

a. Chief Executive Officer (CEO):

First of all, CEO plays a significant role in a company. The decision made by CEO can affect the entire company and influencing people particularly the subordinates. CEO holds the highest authority and responsibility to control over the entire operation of the business and make the ultimate decision for all the business activities. As a CEO, she needs to determine the company’s target, goal and objectives and make sure they could be accomplish in either long term or short term period. In addition, CEO also has to ensure that the entire department

are working in a right way and accomplish the task that been commanded. CEO needs to reveal the concerned for their subordinates and hence they will work hard for the company and thus achieve the company's goal and objectives.

b. Marketing and Public Relation Department:

There are two separated divisions under the supervision of Marketing and Public Relation Manager whereby they are Sales and Marketing, and also Public Relation.

Sales and Marketing Division will be the one who in charging various marketing strategies and techniques in order to improve the company's sales and profits. The personnel that in charge need to execute the sales process and also direct the communication with the customers. They must first understand the needs of the customers and try fulfilling the needs that desire by the customers through delivering the appropriate and timely information to the customers. So, the salesperson must have adequate understanding about the products so that they could conduct demonstration to the customers professionally.

Next, is the division that under the supervision of Marketing and Public Relation Manager is the Public Relation. The Public Relation Division is required in order to maintain the image and reputation of the company by observing the publicity of the company and to maintain and strengthen a good relationship with customers. In addition, they are also responsible in having a direct contact with public in organizing press media especially when launching a new version of product. Besides that, Public Relation Division also need to organizing and planning some appropriate events and exhibitions in order to let public understanding and accept the feature of the company's product.

c. Human Resource and Administration Department:

There are divided into two divisions under the supervision of Human Resource and Administration Manager which are Human Resource and Administration.

Human Resource Division's objective is to recruit an adequate number of employees and then conduct the interview to the right employee in accordance with the right position that offered based on their abilities that possessed. Human Resource Division also required to provide necessary training and development to the employees in order to enhance the effectiveness and efficiency of employees in the workplace. Besides that, Human Resource Division needs to handle for employee's benefits and compensation such as holidays, insurance, annual leave and so on. The personnel that in charged has the responsibility in increase the satisfaction of the employee's job and working conditions. It is believe that by satisfying employees especially on the non-wages compensation will direct increase and improve the productivity of the company.

Followed by the division of Administration it is under the supervision of Human Resource and Administration Manager. The job scope for Administration Officer is to perform the overall administration task including provide general clerical support include documenting, mailing, faxing, reporting to the management.

d. Accounting and Finance Department:

These are two separated divisions that are under the supervision of Accounting and Finance Manager which are Accounting and Finance.

Accounting Division is responsible in records and analyzes for the income and expenditure of the company and thus prepares an income statement and balance sheet on monthly basis. Generally, the officer needs to state clearly and precisely for the daily transaction that makes and ensures that there is no overspending phenomenon in the company. He or she need to determines the current net profit of the company and analyze that whether the company is making profit and ensure that the financial position of the company is stable.

Next is the division that under the supervision of Accounting and Finance Manager which is the Finance. The Finance officer needs to control and make sure that every month the cash inflow is over the cash outflow and thus it can ensure the stability of financial position in the company. They also need to prepare an appropriate and detailed of monthly account record in order to present to

company's shareholders. Finance Division needs to possess their professionalism in their knowledge especially in the way of prevents financial risk and makes a great contribution in the management of the company and risk. Besides that, the Finance Division has to prepare for the financial report annually and the report will be presented to the shareholders of the company.

e. Operation and Quality Control Department:

There are three divisions that are under the supervision of Operation and Quality Control Manager whereby there are Operation, Quality Control and Purchasing and Logistic.

The basic formation of the Operation Division is the process or creation of the product. Operation Division is a vital division in a company because it inspects the entire process of the production of product from a raw material into finished. This division plays a significant role in the company because it not only will affect the revenue that could be generated by a company but will also directly or indirectly influence the reputation of the company. Operation Division will strengthen the company's efficiency and effectiveness in generating revenue if the company willing to invest much capital on it.

The second division that supervises by the Operation and Quality Control Manager is the Quality Control. The primary responsibility that under the supervision of Quality Control Division is to execute and analyze the quality of raw material as well as the finished goods before the goods is being sold out to the end users. The personnel are required to direct the quality of the product and ensure the average quality been utilize on the finished goods so that the safety of customers could be indemnify. The surveillance of Quality Control is to avoid any of the defective products to be supplied or sold to the market which will affect the company's reputation. In addition, the products that produce by the company must at least fulfill the minimum requirement that set by the International Organization of Standardization (ISO).

The third division that is under the supervision of Operation and Quality Control Manager is Purchasing and Logistic. The Purchasing and Logistic Division is

primarily responsible in the purchasing of raw materials from suppliers. Before the process of procurement could be carrying out, at first they have to source for raw materials, and then look for suppliers from distinct channel, negotiating with appropriate suppliers and meanwhile they seek for the low cost material and cost saving opportunities. By carry out the duties that stated, they could ensure that every of the production could achieve the basic requirement in term of the quality and thus they could compete with their competitors. Moreover, under the Division of Logistics, they need to deliver various part of materials to warehouse or factory and ensure that the quantity of the materials is fit with the order that being make.

f. Research and Development Department:

There are two separated divisions that under the supervision of Research and Development Manager whereby there are Research and Development.

Before a new or modified product is being introduced into the market, the Research Division is responsible to conducts a wide range of research in order to ensure that the product meets the requirements which includes of product qualifications, product costs and production timeline. There will be different kind of research being carried out on the Division of Research, for instance on improving the features of the product, creating a new design of products and attaching additional benefits to the products.

Another division that is under the supervision of Research and Development Manager is Development. For the Development phase, it need to deals with the creation of the product from the specification established during the research task and the product are also developed to meet all regulatory requirements. Meanwhile, the Research and Development Division need to collaborate in order to come out with a practical product.

A specification updates for a company's existing product need to be done by the Research and Development department in order to ensure that the products are working in a functional way and upgrading is done from time to time. This department also needs to keep pace in handling for the quality checks because it has an insight on the specifications and requirements of a specific product.

7.2 Legal Structure

Boxiture has six shareholders at once and it will be formed as a private limited company. To protect its shareholders, private limited company is a legal form that able to minimize the risk of every shareholder. It allows Boxiture to separate its finances from its shareholder's finances and also limited the liability. Personal assets of Boxiture's shareholders will not be at risk of being seized by creditors, if the company experience financial distress. Besides that, Boxiture will be easier to raise capital from financial institutions due to the advantage of limited liability. Moreover, this legal form can reduce the risk of Boxiture also. It is because private limited company will not be affected by the status of shareholder, thus Boxiture has continuity of existence.

Private limited company is the company form of Boxiture, thus the company name will be "Boxiture Sdn Bhd". At the same time, legal structure of Boxiture will be bounded or governed by Companies Act 1965.

Shareholders Agreement:

Six managers of Boxiture have made an agreement that they are not entitle to get salary at the first year of starting business. However, managers will share the revenue by according to the percentage when company earns profit.

Table 7.1: Percentage of Company Shares

Name	Position	Capital (RM)	Stake (%)
Kok Hui Chin	CEO	100000	28.57
Law Yee Leng	Marketing and Public Relation Manager	50000	14.29

Phoong Yu Soon	Human Resource and Administration Manager	50000	14.29
Ng Tai Ti	Accounting and Finance Manager	50000	14.29
Hoe Shiau Wei	Operation and Quality Control Manager	50000	14.29
Ngeh Chee Hui	Research and Development Manager	50000	14.29

Source: Developed for the research

7.3 Intellectual Property

First of all, Boxiture will register its company as trademark, which is under the Trade Marks Act 175 1976 and Trade Marks Regulations 1997. It is because trademark can protect Boxiture's company name and logo from imitation or misuse by unauthorized parties, prevent them damage company's brand, reputation and also business. Besides that, trademark can build value to Boxiture. For the security reasons, some investors will concern whether a business has trademarked its name, products and also services.

In addition, Boxiture will also do patent registration for its product's design. Boxiture will renew its patent annually, commencing on the second year after grant. And, it will keep renewing the patent until the maximum of fifteen years from the date of filling. Patent can prevent others making profit from Boxiture's invention without authorization. Moreover, a registered patent provides Boxiture exclusive right for a period of fifteen years, which gives Boxiture a protection period for marketing its invention without competition. In other word, Boxiture reserves the right to take legal action against those who attempt to use Boxiture's invention without its permission. Besides that, Boxiture allows to make profits from manufacturing or selling and licensing its invention. As a patent owner,

Boxiture has the priority over third parties who attempt to apply similar invention from other countries that do not require registration.

8.0 FINANCIAL PLAN

8.1 Capital Requirements for the Next Five Year

There are six founders in the Boxiture Company and one of the founders will contribute more which is RM 100,000 and hold 28.57% of the company shares. However, another five founders will contribute RM 50,000 respectively and each of them will hold 14.29% of the company shares. The total amounts of the contribution are RM 350,000.

Table 8.1: Shareholder Contribution

Name of shareholders	Contribution (RM)	Percentage of Share (%)
Kok Hui Chin	100,000	28.57
Law Yee Leng	50,000	14.29
Ng Tai Ti	50,000	14.29
Phoong Yu Soon	50,000	14.29
Hoe Shiau Wei	50,000	14.29
Ngoh Chee Hui	50,000	14.29
Total investment	350,000	100

Source: Developed for the research

Start-up cost: General cost + Office equipment + Lorry + Machinery

Table 8.2: General Cost

No	Items	Price (RM)	Quantity	Total (RM)
1.	Trade mark registration fees	370	-	370
2.	Business license	1460	-	1460
3.	Domain name registration	80	-	80
4.	Company name registration	80	-	80
5.	Patent registration fees	1390	-	1390
5.	Telephone and Internet deposit	748	-	748
6.	Electricity and water deposit	400	2	800
7.	Rental deposit	7500	2	15,000
8.	Renovation	200,000	-	200,000
9.	Business card	25	12	300
10.	Corporate T-shirt	25	40	1000
			Total	221,228

Source: Developed for the research

Table 8.3: Office Equipment

No	Items	Price (RM)	Quantity	Total (RM)
1.	Security system (CCTV and alarm system)	1750	10	17,500
2.	Table	160	10	1,600
3.	Air conditioner	4000	4	16,000
4.	Stationary	600	-	600

5.	Computer	1780	6	10,680
6.	Leasing printer/ Scanner/ Fax/ Photocopy machine	120	1	120
7.	Telephone	70	10	700
8.	First-aid kit	38	4	152
9.	Garbage bin	90	3	270
10.	Punch card machine	306	1	306
11.	Office meeting table	800	1	800
12.	Projector	1399	1	1,399
13.	White board	169.60	3	508.80
14.	Chair	50	18	900
			Total	51,535.80

Source: Developed for the research

Table 8.4: Lorry (Second hand)

No.	Items	Price (RM)	Quantity	Total (RM)
1.	Lorry	33000	2	66000
			Total	66,000

Source: Developed for the research

Table 8.5 Machinery

No.	Items	Price (RM)	Quantity	Total (RM)
1.	Double Roller Uv Coating Machine for Wood Broad	275,600	1	275,600
2.	CNC Boring and Router	249,100	1	249,100

	(cutting machine)			
3.	Automatic Finger Shaper (slicing machine)	29,680	1	29,680
			Total	554,380

Source: Developed for the research

**Total start-up cost= RM 221,228 + RM 51,535.80 + RM 66,000 + RM 554,380
= RM893, 143.80

Table 8.6: Start-up Cash Available

Total Fund needed	RM 900, 000
Total Start-up Cost	RM 893, 143.80
Start-up Cash Available	RM 6,856.20

Source: Developed for the research

8.2 Overview of Financial Projections

8.2.1 List of assumptions

Boxiture Sdn Bhd estimates the number of unit sales for each month:

Year 2016

Month	1	2	3	4	5	6	7	8	9	10	11	12
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No	75	78	73	70	65	60	63	67	65	70	71	73
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Year 2017

Month	1	2	3	4	5	6	7	8	9	10	11	12
No	74	73	70	68	70	75	77	75	80	82	83	86

Year 2018

Month	1	2	3	4	5	6	7	8	9	10	11	12
No	86	83	80	79	75	81	84	85	86	87	88	90

Year 2019

Month	1	2	3	4	5	6	7	8	9	10	11	12
No	95	96	93	90	89	92	96	99	97	100	103	105

Year 2020

Month	1	2	3	4	5	6	7	8	9	10	11	12
No	108	105	103	100	110	115	120	121	123	125	126	130

- The company assumes that the unit of sales will have an increase of 10% from year 2016 to 2017 and 2018 respectively. However, 15% of sales will increase in year 2019 and 20% in year 2020.
- Ending inventory is assuming 10% of the next month's budgeted sales.
- All cash from the sales will receive in the same year of selling.
- Rental fees for the factory are RM 5,000 whereas rental fees for shop are RM 2,500. Every month, Boxiture Company needs to pay a total amount of RM 7500. Company will sign a contract with the owner for not to increase in the rental fees within these 5 years.
- Boxiture Company needs to pay 2 month rental fees in advance as deposit.

- Company assumes that the fuel expenses will increase 10% in the first 4 years respectively and in the year 2020 it will increase 20% due to the increase of sales.
- Utility are assumed to be increase for 10% each year.
- Road tax paid on the yearly basic of RM 1594.
- PUSPAKOM fees are to be paid on every half year of RM 60.

Depreciation rates are calculated using reducing-balance method as below:

Assets	Rates
Machinery	15%
Vehicle	10%
Office equipment	10%

Table 8.7: Depreciation (Reducing-Balance Method)

Item		Office Equipment	Lorry	Machinery
Purchase Price (RM)		51,535.80	66,000	554,380
2016	Dep. (RM)	5,153.60	6,600.00	83,157.00
	NBV (RM)	46,382.20	59,400	471,223.00
	Total Dep. (RM)	94,910.60		
2017	Dep. (RM)	4,638.20	5,940.00	70,683.50
	NBV (RM)	41,744.00	53,460.00	400,539.50
	Total Dep. (RM)	81,261.70		
2018	Dep. (RM)	4,174.40	5,346.00	60,080.90
	NBV (RM)	37,569.60	48,114.00	340,458.60
	Total Dep. (RM)	69,601.30		
2019	Dep. (RM)	3,757.00	4,811.40	51,068.80
	NBV (RM)	33,812.60	43,302.60	289,389.80
	Total Dep. (RM)	59,637.20		

	(RM)			
2020	Dep. (RM)	3,381.30	4,330.30	43,408.50
	NBV (RM)	30,431.30	38,972.30	245,981.30
	Total Dep. (RM)	51,120.10		

Source: Developed for the research

Below are the table of monthly salaries and the total salaries for 5 years that employer entitles to pay for the employees.

- In the first year of operation, all managers are agreeing for not to take the wages from the company and they will receive the profit sharing based on the certain percentage. For CEO, 15% of profit will be received and other shareholders will receive 10% from the profit that company generated.
- After discussion, all the managers are distribute to in charge in different position based on their expertise, experience and knowledge. For example, they can distribute to handle the human resources and administrative work.
- Boxiture Company assumes that the salary of the employees will increase 5% in year 2017 and 2018 while in year 2019 and 2020, the salary will increase 10%.
- Salespersons will receive the commission of 6% each based on the units they are able to sell.

Table 8.8: Monthly Salaries

No	Position	2016 (RM)	2017 (RM)	2018 (RM)	2019 (RM)	2020 (RM)
1.	Manager	-	3500	3675	4042.50	4446.80
2.	Operator	1600	1680	1764	1940.40	2134.40
3.	Salesperson	900	945	992.30	1091.50	1200.70
4.	Supervisor	1500	1575	1653.80	1819.20	2001.10

	(outlet)					
5.	Supervisor (factory)	1500	1575	1653.80	1819.20	2001.10
6	Lorry driver	1300	1365	1433.30	1576.60	1734.30

Source: Developed for the research

- Boxiture Company will collaborative with the outsource company in order to outsource 2 cleaner and 3 security. The cost to outsource a cleaner is RM 900 whereas the cost of a security is RM1000. So, the total cost for cleaners and securities in a month is RM 1800 and RM 3000 respectively. The reason that Boxiture Company want to outsource is it can help the company to reduce the problem if one of them absent.
- Boxiture Company do not employ designer as the company only buy a design from the designer once the company plan to introduce new furniture to the customers. The cost of buying a design from the designer is RM 1500.
- Company will keep improving the multipurpose furniture in these few years.
- There are 3 supervisor from the factory which is warehouse supervisor, production supervisor and quality control supervisor.

Table 8.8.1: Salaries for 5 years

No	Position	Number of employee	2016 (RM)	2017 (RM)	2018 (RM)	2019 (RM)	2020 (RM)
1.	Manager	6	-	3500 x 6 x 12 = 252,000	264,600	291,060	320,169.60
2.	Operator	5	96,000	100,800	105,840	116,424	128,064
3.	Salesperson	4	43,200	45,360	47,630.40	52,392	57,633.60
4.	Supervisor (outlet)	1	18,000	18,900	19,845.60	21,830.40	24,013.20

5.	Supervisor (factory)	3	54,000	56,700	59,536.80	65,491.20	72,039.60
6.	Lorry driver	2	31,200	32,760	34,399.20	37,838.40	41,623.20
	Total		242,400	506,520	531,852	585,036	643,543.20

Source: Developed for the research

Table 8.9: Amount of EPF (13%) that Paid By the Company

Position	Number of employees	2016 (RM)	2017 (RM)	2018 (RM)	2019 (RM)	2020 (RM)
Manager	6	-	3500 x 13% x 6= 2730.00	2866.50	3153.20	3468.50
Operation	5	1040	1092	1146.60	1261.30	1387.40
Salesperson	4	468	491.40	516	567.60	624.40
Supervisor (outlet)	1	195	204.80	215	236.50	260.10
Supervisor (factory)	3	585	614.40	645	709.50	780.30
Lorry driver	2	338	354.90	372.70	409.90	450.90
Total per year (12 month)		2626 x 12 = 31,512	5487.50 x 12= 65,850	5761.80 x 12= 69,141.60	6338 x 12= 76,056	6971.60 x 12= 83,659.20

Source: Developed for the research

- Employers are required to pay 13% of EPF based on the gross salary of the employees.
- SOCSO contribution rate are fixed and it is depending on the employees' gross salary. Below are the tables of rate of SOCSO for different position and total SOCSO payment that Boxiture Company need to be paid.

Table 8.10: Rate of SOCSO

Position	2016 (RM)	2017 (RM)	2018 (RM)	2019 (RM)	2020 (RM)
Manager	-	51.65	51.65	51.65	51.65
Operation	27.15	28.85	30.65	34.15	37.65
Salesperson	14.85	16.65	16.65	18.35	21.85
Supervisor (outlet)	25.35	27.15	28.85	32.35	35.85
Supervisor (factory)	25.35	27.15	28.85	32.35	35.85
Lorry driver	21.85	23.65	25.35	27.15	30.65

Source: Developed for the research

Table 8.10.1: Payment of SOCSO

Position	Number of employees	2016 (RM)	2017 (RM)	2018 (RM)	2019 (RM)	2020 (RM)
Manager	6	-	51.65 x 6= 309.90	309.90	309.90	309.90
Operation	5	135.75	144.25	153.25	170.75	188.25
Salesperson	4	59.40	66.60	66.60	73.40	87.40
Supervisor (outlet)	1	25.35	27.15	28.85	32.35	35.85
Supervisor (factory)	3	76.10	81.50	86.60	97.10	107.60
Lorry driver	2	43.70	47.30	50.70	54.30	61.30
Total per year		304.30 x 12= 4083.60	676.70x 12= 8120.40	695.90 x 12= 8350.80	737.80 x 12= 8853.60	790.30 x 12= 9483.60

Source: Developed for the research

- Boxiture Company will collaborate with the poly technique school in order to hire 10 people from them every year. The company will pay allowance of RM 300 for each person. So, every year company should pay a total allowance of RM 36,000.
- Total material cost per unit is RM 900.00 included 6% of GST. Company will claim back the GST from the government.
- Materials that needed in order to assemble the multipurpose furniture are 4 pieces of Zapote, 3 pieces of Fomica, 1 hanger bar, 8 rollers, 5 handle, 2 set of drawer roller, 2 lock, 1/20 pack of screw, 1/2 pack of nails, 3 bed hinge and 1 wood coat.

Table 8.11: Material list

No.	Items	Quantity	Price (RM)	Total (RM)
1	Zapote (heavier wood)	4	70.00	280.00
2	Fomica (lighter wood)	3	80.00	240.00
3	Hanger bar	1	17.50	17.50
4	Roller	8	10.00	80.00
5	Handle	5	5.00	25.00
6	Drawer roller	2	90.00	180.00
7	Lock	2	4.00	8.00
8	Screws	$\frac{1}{20}$ pack	68.00	3.40
9	Nails	$\frac{1}{2}$ pack	40.00	20.00
10	Bed hinge	3	8.50	25.50
11	Wood coat	1	20.60	20.60
	Total			900.00

Source: Developed for the research

Table 8.12: Estimated Sales Commission for Salesperson

Year	Sales Quantity (RM)	Number of Unit	Commission rate (RM1899 X 5% = RM94.95/ Unit)
2016	830 x 1899 = 1,576,170	830	78,808.50
2017	913 x 1899 = 1,733,787	913	86,689.35
2018	1906 x 1899 = 1,906,596	1004	95,329.80
2019	1155 x 1899 = 2,193,345	1155	109,667.25
2020	1386 x 1899 = 2,632,014	1386	131,600.70

Source: Developed for the research

8.3 Pro Forma Income Statement for Five Years

Financial Statement 8.1: Pro Forma Income Statement

YEAR	2016 (RM)	2017 (RM)	2018 (RM)
Sales	1,576,170	1,733,787	1,906,596
(-) Cost of production			
Opening stock	-	74,700	84,600
Purchases	759,600	825,300	905,400
(+) Carriage inwards	1,500	2,000	3,000
(-) Ending inventory	74,700	84,600	92,700
Cost of production	686,400	817,400	900,300
Gross Profit	889,770	916,387	1,006,296
<u>Less: Expenses</u>			
General cost	221,228	-	-
Employee Salary	242,400	506,520	531,852

EPF	31,512	65,850	69,141.60
Utilities (Water, Electricity, Internet and telephone)	32,554.40	35,809.84	39,390.82
SOCSO	4,083.60	8,120.40	8,350.80
Rental	90,000	90,000	90,000
Commission	78,808.50	86,689.35	95,329.80
Depreciation	94,910.60	81,261.70	69,601.30
PUSOPAKOM	120	120	120
Road tax	1,594	1,594	1,594
Fuel	27,500	30,250	33,275
Patent	1,390	NIL	NIL
Trademark fees	370	NIL	NIL
Domain name	80	80	80
Business registration fees	1460	NIL	NIL
Company name registration	80	NIL	NIL
Allowance	36,000	36,000	36,000
Fire Insurance	2,000	2,000	2,000
Marketing and advertising	40,000	35,000	25,000
Audit Consultation fees	3,000	3,000	3,000
Research and development fees	2,500	2,850	3,270
Leasing printer/ scanner/ fax/ photocopy machine	1,440	1,440	1,440
Production tools and equipment	10,049.60	7,544.08	5,770.56
Lawyer consultation fees	3,000	3,000	3,000
Outsource cleaner fees	21,600	21,600	21,600
Outsource security fees	36,000	36,000	36,000
Blueprint fees	1,500	-	-
Total expenses	985,180.70	1,054,729.37	1,075,815.88
Net profit/ Net loss before tax	(95,410.70)	(138,342.37)	(69,519.88)
(-) Company tax (25%)	-	-	-
Net profit/ Net loss after tax	(95,410.70)	(138,342.37)	(69,519.88)

Source: Developed for the research

YEAR	2019 (RM)	2020 (RM)
Sales	2,193,345	2,632,014
(-) Cost of production		
Opening stock	92,700	106,200
Purchases	1,039,500	1,252,800
(+) Carriage inwards	3,800	4,800
(-) Ending inventory	106,200	128,700
Cost of production	1,029,800	1,235,100
Gross Profit	1,163,545	1,396,914
<u>Less: Expenses</u>		
General cost	-	-
Employee Salary	585,036	643,543.20
EPF	76,056	83,659.20
Utilities (Water, Electricity, Internet and telephone)	43,329.90	47,662.89
SOCSSO	8,853.60	9,483.60
Rental	90,000	90,000
Commission	109,667.25	131,600.70
Depreciation	59,637.20	51,120.10
PUSOPAKOM	120	120
Road tax	1,594	1,594
Fuel	36,602.60	43,923.20
Patent	NIL	NIL
Trademark fees	NIL	NIL
Domain name	80	80
Business registration fees	NIL	NIL
Company name registration	NIL	NIL
Allowance	36,000	36,000

Fire Insurance	2,000	2,000
Marketing and advertising	15,000	10,000
Audit Consultation fees	3,000	3,000
Research and development fees	4,128	4,825
Leasing printer/ scanner/ fax/ photocopy machine	1,440	1,440
Production tools and equipment	5,770.56	5,708.05
Lawyer consultation fees	3,000	3,000
Outsource cleaner fees	21,600	21,600
Outsource security fees	36,000	36,000
Blueprint fees	-	-
Total expenses	1,138,852.60	1,225,230.10
Net profit/ Net loss before tax	24,692.40	171,683.90
(-) Company tax (25%)	6,173.10	42,920.98
Net profit/ Net loss after tax	18,519.30	128,762.92

Source: Developed for the research

8.4 Cash Flow Projections for the Five Years

Financial Statement 8.2: Cash Flow Projections for Year 2016 to 2020

YEAR	2016 (RM)	2017 (RM)	2018 (RM)
Cash on hand	6,856.20	198,685.44	136,871.32
Cash receipt	1,576,170	1,733,787	1,906,596
Net GST received	45,801.34	50,967.89	56,171.32
Total cash available	1,628,827.54	1,983,440.33	2,099,638.64
Less: Cash paid out			
Purchases	759,600	825,300	905,400
Carriage inwards	1,500	2,000	3,000

Employee Salary	242,400	506,520	531,852
EPF	31,512	65,850	69,141.60
Utilities (Water, Electricity, Internet and telephone)	32,554.40	35,809.84	39,390.82
SOCSO	4,083.60	8,120.40	8,350.80
Rental	90,000	90,000	90,000
Commission	78,808.50	86,689.35	95,329.80
PUSOPAKOM	120	120	120
Road tax	1,594	1,594	1,594
Fuel	27,500	30,250	33,275
Patent	1,390	NIL	NIL
Trademark fees	370	NIL	NIL
Domain name	80	80	80
Business registration fees	1460	NIL	NIL
Company name registration	80	NIL	NIL
Allowance	36,000	36,000	36,000
Fire Insurance	2,000	2,000	2,000
Marketing and advertising	40,000	35,000	25,000
Audit Consultation fees	3,000	3,000	3,000
Research and development fees	2,500	2,850	3,270
Leasing printer/ scanner/ fax/ photocopy machine	1,440	1,440	1,440
Production tools and equipment	10,049.60	7,544.08	5,770.56
Lawyer consultation fees	3,000	3,000	3,000

Outsource cleaner fees	21,600	21,600	21,600
Outsource security fees	36,000	36,000	36,000
Blueprint fees	1,500	-	-
Tax payable GST	-	45,801.34	50,967.89
Company tax	-	-	-
Total cash paid	1,430,142.10	1,846,569.01	1,965,582.47
Cash position	198,685.44	136,871.32	134,056.17

Source: Developed for the research

YEAR	2019 (RM)	2020 (RM)
Cash on hand	134,056.17	213,452.20
Cash receipt	2,193,345	2,632,014
Net GST received	64,737.75	77,376.66
Total cash available	2,392,138.92	2,922,842.86
Purchases	1,039,500	1,252,800
Carriage inwards	3,800	4,800
Employee Salary	585,036	643,543.20
EPF	76,056	83,659.20
Utilities (Water, Electricity, Internet and telephone)	43,329.90	47,662.89
SOCSSO	8,853.60	9,483.60
Rental	90,000	90,000
Commission	109,667.25	131,600.70
PUSOPAKOM	120	120
Road tax	1,594	1,594
Fuel	36,602.60	43,923.20
Patent	NIL	NIL
Trademark fees	NIL	NIL
Domain name	80	80

Business registration fees	NIL	NIL
Company name registration	NIL	NIL
Allowance	36,000	36,000
Fire Insurance	2,000	2,000
Marketing and advertising	15,000	10,000
Audit Consultation fees	3,000	3,000
Research and development fees	4,128	4,825
Leasing printer/ scanner/ fax/ photocopy machine	1,440	1,440
Production tools and equipment	5,770.56	5,708.05
Lawyer consultation fees	3,000	3,000
Outsource cleaner fees	21,600	21,600
Outsource security fees	36,000	36,000
Blueprint fees	-	-
Tax payable GST	56,171.32	64,737.75
Company tax	-	6,173.10
Total cash paid	2,178,686.72	2,502,620.85
Cash position	213,452.20	420,222.01

Source: Developed for the research

8.5 Pro Forma Balance Sheet for Five Years

Financial Statement 8.3: Pro Forma Balance Sheet for Year 2016 to 2020

YEAR	2016 (RM)		2017 (RM)		2018 (RM)	
	Acc Dep	NVB	Acc Dep	NVB	Acc Dep	NVB
Fixed Asset						
Office equipment (51,535.80)	5,153.60	46,382.20	4,638.20	41,744	4,174.40	37,569.60
Lorry (66,000)	6,600	59,400	5,940	53,460	5,346	48,114
Machinery (554,380)	83,157	471,223	70,683.50	400,539.50	60,080.90	340,458.60

Total Fixed Asset		577,005.20		495,743.50		426,142.20
Current Asset						
Inventory	74,700		84,600		92,700	
Cash	198,685.44		136,871.32		134,056.17	
Total Current Asset		273,385.44		221,471.32		226,756.17
(-) Current Liability						
Company Tax	-		-		-	
Tax payable GST	45,801.34		50,967.89		56,171.32	
Total current liability		45,801.34		50,967.89		56,171.32
		227,584.10		170,503.43		170,584.85
Working Capital		804,589.30		666,246.93		596,727.05
Financed by:						
Owner equity						
Capital		900,000		804,589.30		666,246.93
(+/-) Net Profit/ Net Loss		(95,410.70)		(138,342.3)		(69,519.88)
		804,589.30		666,246.93		596,727.05

Source: Developed for the research

YEAR	2019 (RM)		2020 (RM)	
	Acc Dep	NVB	Acc Dep	NVB
Fixed Asset				
Office equipment	3,757	33,812.60	3,381.30	30,431.30

(51,535.80)				
Lorry (66,000)	4,811.40	43,302.60	4,330.30	38,972.30
Machinery (554,380)	51,068.80	289,389.80	43,408.50	245,981.30
Total Fixed Asset		366,505		315,384.90
Current Asset				
Inventory	106,200		128,700	
Cash	213,452.20		420,222.01	
Total Current Asset		319,652.20		548,922.01
(-) Current Liability				
Tax	6,173.10		42,920.98	
Tax payable GST	64,737.75		77,376.66	
Total current liability		70,910.85		120,297.64
		248,741.35		428,624.37
Working Capital		615,246.35		744,009.27
Financed by:				
Owner equity				
Capital		596,727.05		615,246.35
(+/-) Net Profit/ Net Loss		18,519.30		128,762.92
		615,246.35		744,009.27

Source: Developed for the research

8.6 Payback Period and Exit Strategy

8.6.1 Payback

Table 8.13 Net Present Value (NPV) and Payback Period

Year	Cash flow (RM)	Discount Rate	(DR+1) ^t	Net present value (RM)
0	(900,000)	6%	-	(900,000)
1 st	198,685.44	6%	1.06	187,439.09
2 nd	136,871.32	6%	1.12	122,206.54
3 rd (a)	134,056.17	6%	1.19	112,652.24 (b)
4 th	213,452.20 (c)	6%	1.26	169,406.51
5 th	420,222.01	6%	1.34	313,598.51
			NPV	5,302.89

Source: Developed for the research

Boxiture Company payback period will be about 3.53 years.

** Payback period: a+ (b/c)

$$3 + (112,652.24 / 213,452.20)$$

$$= 3 + 0.53$$

$$= 3.53 \text{ years}$$

8.6.2 Exit Strategy

There are two types of exit strategies that Boxiture Company can choose for the future.

1) Merger

The last result if the company could not survive, the management team can apply merger strategy. Merger strategy is one company combine with another company to run the business. Boxiture Company can combine the business to other company who are interested. By choosing this strategy, shareholder of the Boxiture Company can still have the authority to control the business. As a result, Boxiture Company can provide a better service to the customers. This can be considering as a win-win situation.

2) Liquidation

Liquidation is the most common and the most easy exit strategy. Most of the companies apply this strategy as there incurred a huge lose in the business or failure to survive or compete with the competitors. Boxiture Company can just simply end the business after liquidated the assets and used it to clear all the debts to the creditors. After clear all the debts, the remaining money can be divided to the shareholders as declare in the contract. This strategy is not involving any negotiation.

9.0 CRITICAL RISK FACTORS

9.1 Management Risk

9.1.1 Potential of Co-Founders Conflicts

Management team of Boxiture consists of six young and passionate entrepreneurs. Each of them come from different states, share different types of cultures, different values as well as different kind of family backgrounds. This primary reason why each one of them has different kind of viewpoints, interests, and solutions when facing with problem, this was due to each of them had been cultivate and perceive with different kind of knowledge and gain from their experience. If all of them unable to reach to a consensus or an agreement when facing with a conflict, hence they might have potential of facing with co-founders conflicts.

For instance, the co-founders conflict happen due to one of them sticks with their own position and refuse to accept others' opinion. Thus, conflicts will lead to the failure of startups, inefficient of management, low confidents of investors toward company's business, and more. On the other hand, it is possible that each one of them might put their own interest prior to the company's interests which against maximization of shareholders' wealth and this would raise the happening of agency problems among the company's shareholders.

9.1.2 Experience, Knowledge and Skills

As mentioned earlier, Boxiture was handling by a team of six young graduated entrepreneurs and all of them are fresh graduates, inexperience and lack of exposure in the realities of business world. Even though each of them might have their own strengths in certain areas, but there are some areas that they do not have relevant business and management expertise. For instances, they might lack of experience in dealing with those finance, information technology and laws. In addition, since they are still new to the business world, they still not yet create a stable relationship with the suppliers and customers who might resist in purchase from the company since they still lack of knowledge about the company. Hence, six of them might not have the idea or skill in dealing with the problem that faced in certain areas.

9.2 Marketing Risks

9.2.1 Brand Awareness and Recognition

Product awareness is exchangeable with the company brand recognition. Since Boxiture is still consider as a new company to the market, consumers may unaware of the existence of the company. The customers may not know on what kind of product that might be going to offer by the respective company. Brands have strong association with perceived quality (Shamsuddoha, Alamgir, Tasnuba, Nedelea, 2010). For those goods that customer perceives as low brand's goods, it might affect the consumers purchase decision making.

In the mind of customers, they will perceive that low price mean of low quality; hence consumers are no confidence to use the company's product. Hence, the company may face difficulty to enter into the market with low brand recognition. On the other hand, the company might find it difficult to attract the consumers' attention rapidly as the company does not have existing customers who can

discover the company's multipurpose furniture and share among their social circle. Hence, at the first point, the company must gain market share in order to sustain in the furnishing industry.

9.3 Operating Risk

9.3.1 Rapport with Suppliers

Every company needs suppliers in order to provide the raw materials for production. Hence, suppliers play a vital role in an organization's microenvironment. It is important to build and maintain good relationship with suppliers. There are many advantages when Boxiture dedicated in building a good relationship with suppliers, for instance, the company can get timely delivery of quality raw materials such as woods, priority to get low price or discounts and thus causing a smooth production.

On the contrary, what will happen if the company fails to build and maintain good relationship with suppliers? At the first point, it might the production being delay due to unpunctuality of the raw material delivery. As a result, this might cause the company for unable to deliver the finished goods to the customers and thus lead to customers' dissatisfaction. Meanwhile, it might also cause the market share and reputation of the company to be influence due to the spreading of word of mouth.

9.3.2 Employees Workplace Safety

As an employer, he or she has the legal responsibilities to create and provide a safe and healthy workplace to the company's subordinates. A safety workplace

can define as protecting those employees that within the company from injuries which somehow caused by the work-related accidents, stress and violence.

Meanwhile, a healthy workplace refers to employees' freedom from physical or emotional illnesses which have significant impacts on employees' productivity and firm's effectiveness in the operation and production. By creating a safety and healthy workplace to employees, the company can avoid those unnecessary accidents and injuries, medical expenses and legal issues such as being sue by the employees. Besides that, a safety workplace can improves employees' morale and therefore increase the productivity of employees and thus create a better services to the customers.

9.4 Financial Risks

9.4.1 Cash Flows Challenges

Setting up a new business has never been exciting. As a young company, the startup period can be the most vulnerable for Boxiture. In the very first three years, the initial capital might be insufficient to cover for the fixed cost and operating expenses. To produce a product, the costs of manufacturing, marketing, selling and advertising are high and are unavoidable. The company may face the unstable rise in price of raw material as well. Most of the time the solicit funds from family or friends might not be able to satisfy these costs before the company manages to make profits (Zwilling, 2013). Furthermore, the company is hardly to get the funding from outside investors without an authenticated business model or concrete scale (Zwilling, 2014). Thus, the company may face difficulty in order to sustain with low cash inflow.

Furthermore, credit sales can assist to boost up the company sales. However, at the same time bad debts are unavoidable when the company provides credit sales

(Huter, n.d.). The growing of bad debts may results in increasing the liability of company. The company not only will suffer for financial losses, but at the same time it also will affects the liquidity ratios of the company. Besides influence the financial planning of the company, bad debts may restrict the expanding of the business activities as well.

9.5 Intellectual Property Infringement

It is easy to imitate or counterfeit the feature of the furniture since the function of those furniture are similar and the only thing that make it different was the features of the furniture itself. Thus, the invasion of the features by the competitors might cause the company to suffer enormous loss of income when large companies imitate and declare similar product in the market.

In addition, at the same time it will cause the consumers on the confusion and unable to identify the originality of the product invention. Sometimes, it is advisable that the company for not taking the legal actions against the infringers. This is because it is difficult to prove the infringement over the company' intellectual intelligent. Meanwhile, those cost to be taken in the legal action costs may sometime exceed the value of succeeding in the action (Preventing Infringement, 2015).

In term of the company's logo, it sometimes might be misused by third party especially those competitors that engage in the same industry in order to build their company's market share. For instance, Boxiture was previously using those high qualities of materials when producing the furniture. Meanwhile, there is a company that used the name and logo of Boxiture and come out with furniture that caused of death while using the furniture because of the company used for the low quality of material. Hence, due to this matter it definitely causes the reputation of the company to be influence.

9.6 Other Risks

9.6.1 Location of Outlet

Location of store is one of the important considerations for the company's business. A good and strategic location can be a comparative advantage for the company and lead the business to be success. For example, people visit to the stores nearby their resident area which can bring them convenient. On the contrary, a weak location can cause a business to be failure. The characteristics of a weak location include of low pedestrian traffic, low visibility of store from street and others. When a store located at the place where do not have high human traffic, it will be less people will noticed the existence of the store. As a result, the store will have low brand awareness. Meanwhile, when a store is located at the place which is difficult to find, the customers may switch to other competitors for the similar or alternative products.

Thus, the location that set by Boxiture for the company's outlet was at Butterworth. The location of the outlet was situated at the high exposure shop lots and it might attract the attention of people. For a new startup as like Boxiture, it is very important to setup the store that having a high pedestrian of people and through this the company can gain the attention of those people.

9.7 Contingency Plan

9.7.1 Management Plan

In order to avoid any conflicts among management team in a company, there must have a clear and unambiguous company's objective and goals and at the same time it must be clearly stated in the founder agreement and it must be in a written form. Those agreements can serve as a guideline to the management team to move toward same goals in order to achieve business success. Besides that, there is not encouraged to solve problems that faced in haste. Every single decision that had been made could have different impacts to the company's business.

Therefore, the company should take time to make a deep consideration before any actions taken. Furthermore, the company should ensure that every single individual in the management team are provided company's up-to-date and accurate information. Through this, the company can avoid any of individual in the management team outdated with company's current situation. Moreover, the company should not blame each other when there are problems happened but analyze and discuss the solutions to solve problems together. For instance, Boxiture's management team had come across with an agreement regarding for not to take the profit sharing for the first year which is year 2015. Whereby, when there is profit earned by the company thus the management team will share the profit based on specific percentage.

In order to solve for the inexperience business team issues, Boxiture encourage the employees including the management team themselves to be participate in trade seminars, professional courses and leadership programs in order to improve the knowledge and skills in business management. In addition, the company also consults for the professional in different areas for sharing their experiences and their advices and suggestions. It is common that the company to be afraid to make mistakes when they are inexperienced. In fact, the company should not be afraid of mistakes. As Albert Einstein said, *anyone who has never made a mistake has never tried anything new* ('Albert Einstein Quotes', n. d.). Everyone should learn from the mistakes being making and at the same time avoid repeating the same mistakes in the future. Indeed, there is also encouraged on learning the mistake of others.

9.7.2 Marketing Plan

Branding is important for all the businesses as it aids to engage the loyal customers by differentiating a company from the competitors (Passikoff, 2015). In order to raise the product awareness and brand recognition, first of all, the company must establish a strong brand equity, which derived from the product quality and effective marketing approaches. Regular product quality assessment and marketing analysis can ensure the brand consistency. Strong brand equity enables the company to cut down the time and promotional effort to build the brand recognition. In order to increase the brand recognition, Boxiture can placed the company's logo on the merchandise for instance on the pencil, paper, keychain and envelope. Meanwhile, those merchandises can be distributed the non-customers as well as the customers of the company. Through this way, it can increase the brand recognition of the customer toward the company.

A startup company needs publicity in order to raise the business identity. Since the company is new to the market, thus publicity is required in order to draw the attention and reach to more consumers. Publicity can help the company to introduce, communicate, convince and create a desire to buy the company's product. Even though the company faces limited of capital budget, but there is still a necessary in allocate a small amount of funds for publicity purpose. Internet marketing will be another strategy to raise the awareness. Through the social media, the company can gain better insight into customers' opinion for product improvements as well as to create word-of-mouth (Bughin, Doogan, Vetvik, 2010). For instance, Boxiture had created a page on Facebook in order to gain the awareness and attention from different kind of customers no matter the age, the ethics and the states.

9.7.3 Operating Plan

How does the company build and maintain a strong relationship with the suppliers? Meet all contractual obligations is the most major issue to be concern by the company in order to maintain a good relationship with the suppliers. Unless there

are any reasons or financial problems that cause the company for could not afford in making payments, communicate with the suppliers before the due date and ask for delay of payments. Next, the company must ensure that the information and quantity of orders that being made are accurate and are preparing in a precise way in order to avoid making any mistakes.

Besides that, the company should avoid making any last minute orders with the suppliers which can put a strain on their relationship. The company has to understand that they are not the only customer of suppliers and at the same time the company also has to fulfill orders from other companies. Therefore, there is a necessary on cultivating a habit that always makes orders as earlier as possible. Furthermore, there is a need to trust the suppliers. Hence, trust is one of the important elements in a relationship between individuals. Without trust, the relationships between individuals are vulnerable.

In order to ensure the employees having adequate knowledge and skills in presenting their jobs, Boxiture provide training to the employees such as instructor-led, job rotation and so on. For example, instructor-led can convey great deal of information to employees in relatively short time whereas job rotation help new employees to understand various jobs by moving the employees from one job to another to broaden experience. Other than that, the company must provide information about any hazards and tell them on how to protect themselves from getting injured. Through this way, it can help employees understand with their jobs and increase their awareness on protecting themselves when performing the jobs.

Besides, supervisions are needed in order to ensure the employees perform their jobs safely. The company also provides some discretionary benefits such as health care and compensation to the employees. At the same time, the company will arrange the medical team to provide health care service to the employees from time to time. It can ensure that the employees are healthy and qualified to perform their jobs. As saying, thunder does not sound out its arrival, disaster cannot be sniffed out. At the same time, compensations will be given to the employees if they are injured on the jobs.

9.7.4 Financial Plan

In order to reducing the financial risk, the company must critically develop financial and accounting strategy. There are various activities that can be carrying out from time to time in order to achieve a higher position in term of the company's performance. Hence, the company may prepare budgeting for planning and control over the activities to be done. Budgetary control enables the company to get rid of unnecessary expenses such as those petty expenses on purchasing the stationaries. Budgetary control also acts as guideline to lead the company to allocate the resources efficiently and thus maximize the operational efficiency.

Furthermore, by establishing and maintaining a good relationship with supplier can aid to increase the ability of negotiation for instance in term of supply for raw materials and at the same time get a cheaper price or get the discount for bundle purchase, and thus reduce the operating costs (Manage Your Suppliers, 2009). Moreover, to reduce bad debts, the company may ask for partial upfront payments from the customers before delivering the products.

9.7.5 Intellectual Property Protection

Before taking the infringement in action, the company must consult an intellectual property professional for advice to plan in combating the infringement. The company must carefully formulate the infringement strategy, which is strategically assesses the intellectual property rights and at the same time the company can refer to the Intellectual Property website which is "My IPO" in order to getting the latest information and the way to preventing for the invasion.

Next, proactively and regularly use the software to access codes, passwords or physical protection measures and observe competitors' products to probe the infringement. The company must also budget the legal costs by taking into the account the value of intellectual property and establish the goals for infringement action like getting injunctions or recovering damages. On the other hands, for a

long term basis, the company must develop a firm relationship with the customers especially those loyal customers in order to create a high attachment toward the company's products. The improvement of service effectiveness and customer experience help the customer to differentiate the company among the competitors. These also create barriers for competitors to stay compete with the company.

9.7.6 Other Risk Management Plan

As mention above, location of store can be one of the factors to make business success or vice versa. Thus, the decision of the location needs deep considerations and planning it wisely. There is advisable to choose a busy or high exposure area as the store's location. This is because the company can reach to most of the target customers at the busy area.

Besides, it can help to increase consumers' awareness toward the company itself. In addition, the company also need to make sure that the location of the stores have a high visibility and easy to find so that the customers can easily look for the retail stores. Furthermore, location with an adequate parking lots can convenient the customers who visit the stores. If there are difficult to look for parking lots, the customers might feel inconvenient and they might visit to other stores. Therefore, location of stores at the suitable places with adequate parking lots is important.

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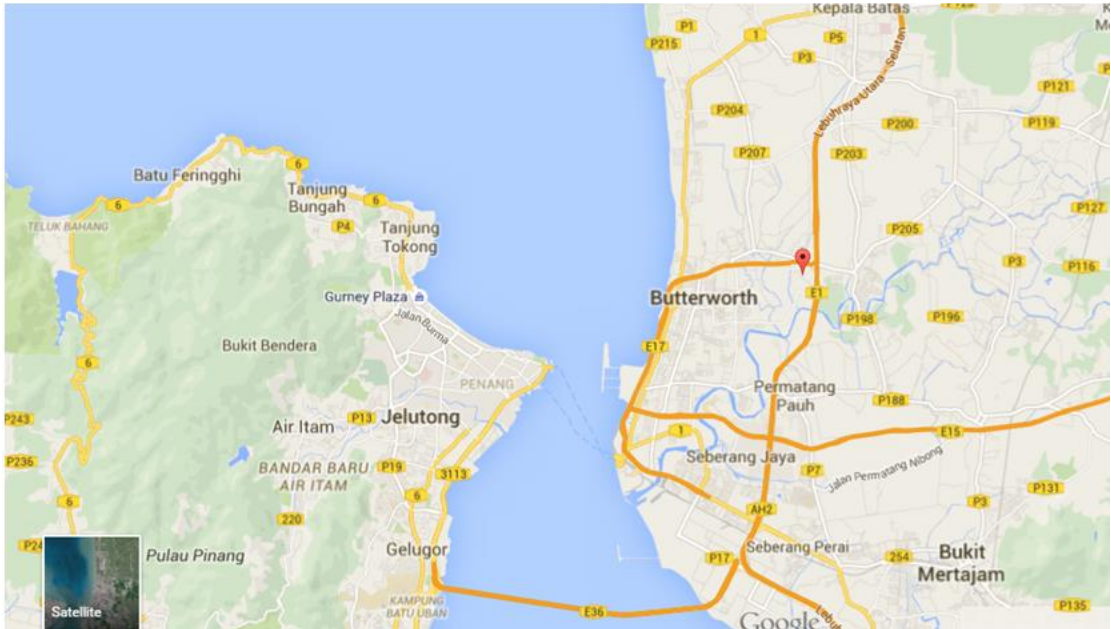
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Zwilling M. (2014, October 3). *The 10 Most Reliable Ways to Fund a Start-up*. Retrieved June 1, 2015, from <http://www.entrepreneur.com/article/237926>

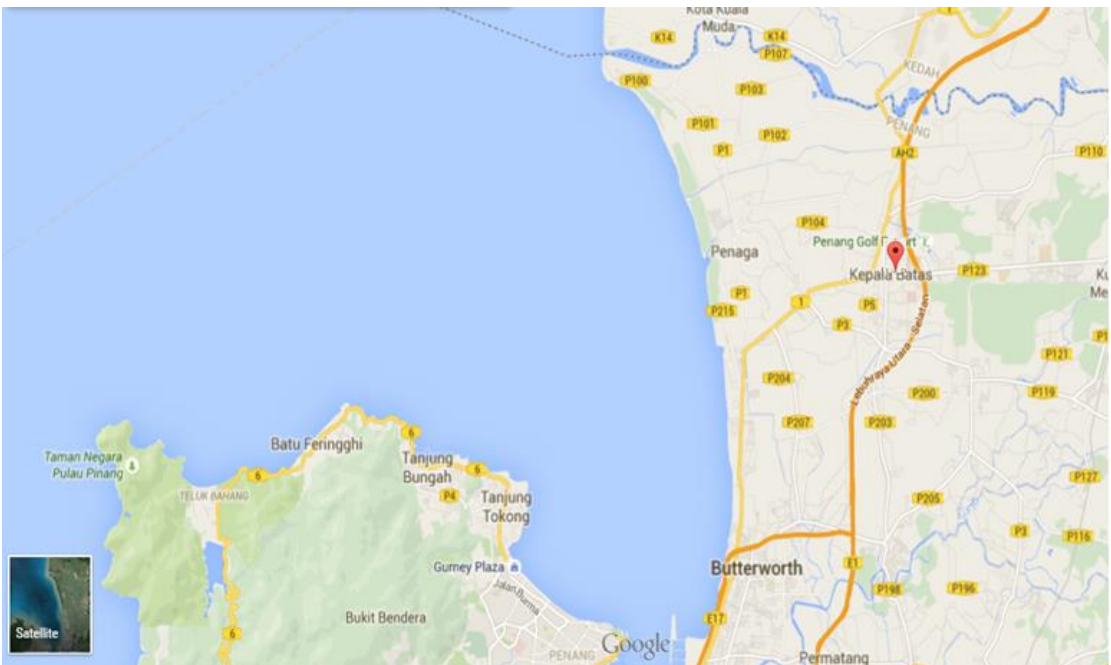
Appendix A

Outlet and Factory Location

(i) Outlet Location



(ii) Factory Location



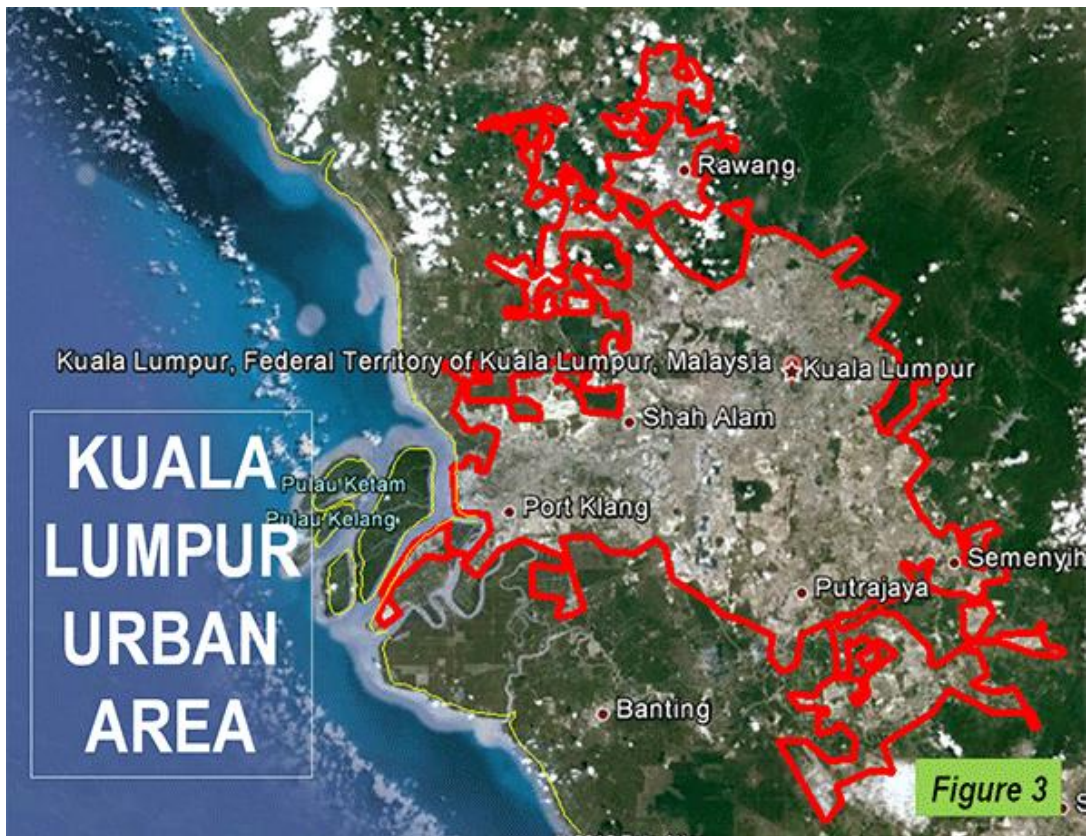
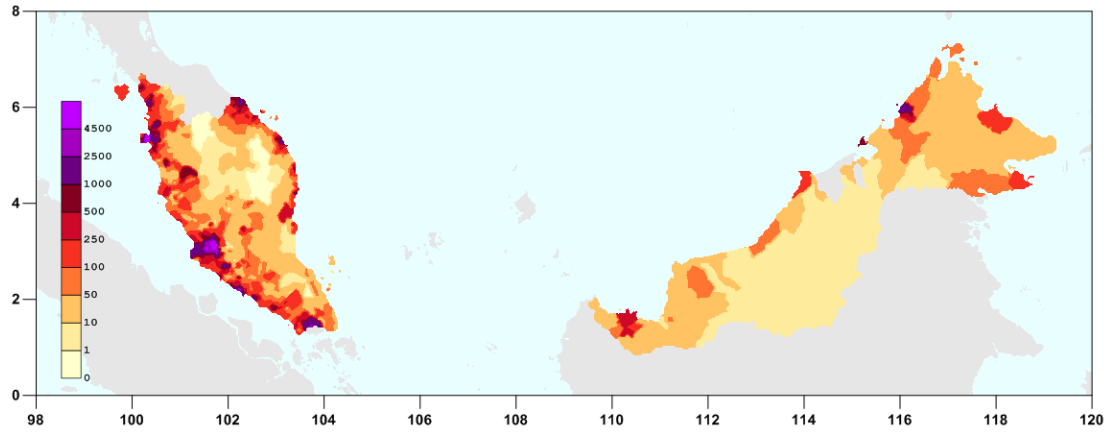
Appendix B

Malaysia Population



Appendix C

Population Density in Malaysia



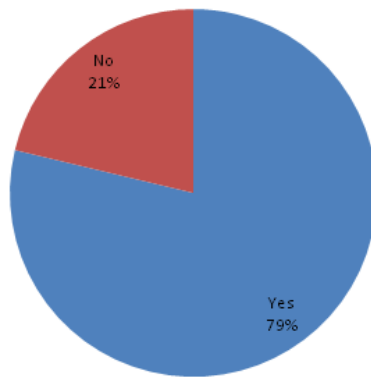
Appendix D

Market Research Data

Section A: Concept Testing and Purchase Intention

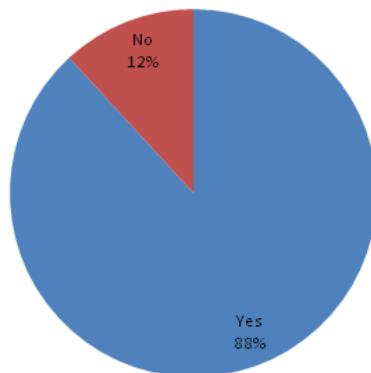
1. Do you know the concept of multipurpose and space-saving furniture?

Yes 315 79%
No 85 21%



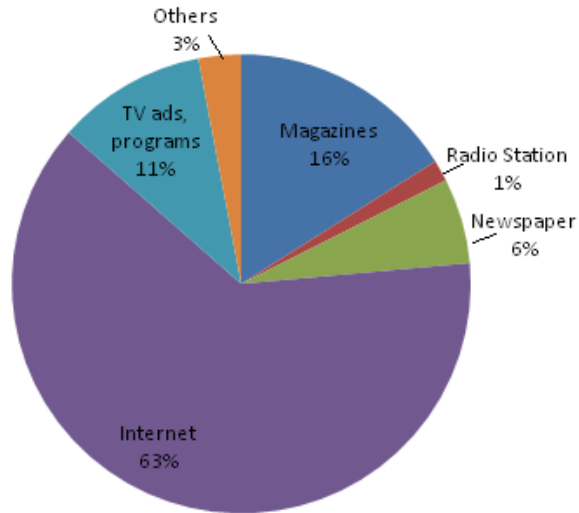
If yes, would you consider buying it?

Yes 335 88%
No 45 12%



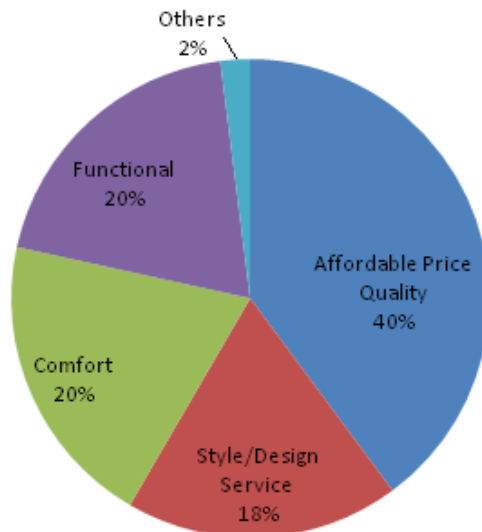
2. From which channel you will choose to obtain information on furniture?

Magazines	64	16%
Radio Station	6	1%
Newspaper	24	6%
Internet	251	63%
TV ads, programs	42	11%
Others	12	3%



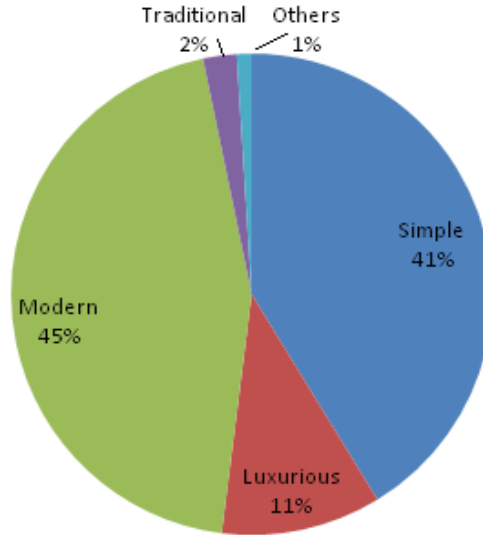
3. What is the feature you will consider when buying furniture?

Affordable Price Quality	159	40%
Style/Design Service	74	18%
Comfort	80	20%
Functional	78	20%
Others	8	2%



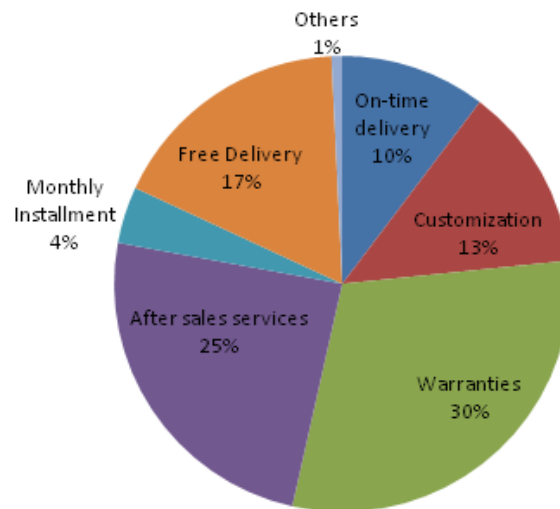
4. Style preference:

Simple	165	41%
Luxurious	43	11%
Modern	179	45%
Traditional	9	2%
Others	4	1%



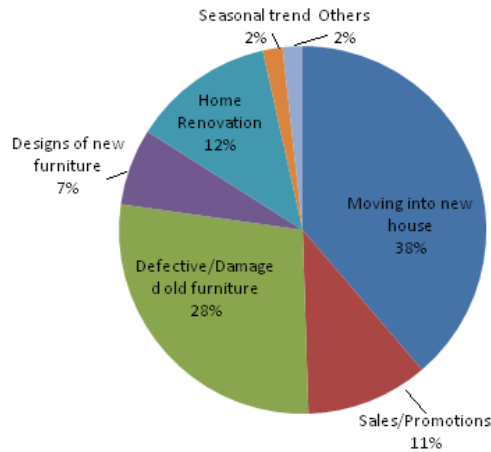
5. What service do you require when buying furniture?

On-time delivery	41	10%
Customization	52	13%
Warranties	120	30%
After sales services	97	25%
Monthly Installment	16	4%
Free Delivery	69	17%
Others	3	1%



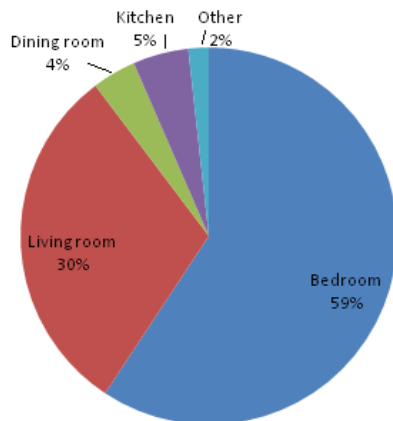
6. What prompted you to purchase furniture?

Moving into new house	155	38%
Sales/Promotions	43	11%
Defective/Damaged old furniture	111	28%
Designs of new furniture	27	7%
Home Renovation	50	12%
Seasonal trend	7	2%
Others	7	2%



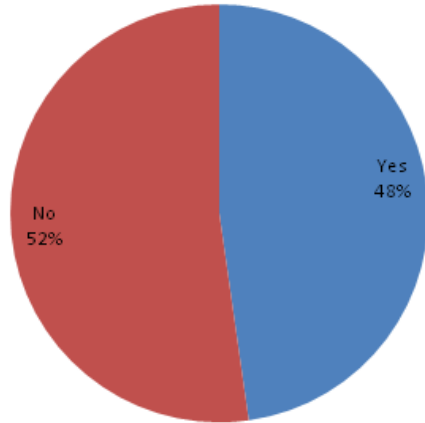
7. In which section of your house that you are willing to spend more on additional furniture?

Bedroom	236	59%
Living room	121	30%
Dining room	15	4%
Kitchen	19	5%
Other	7	2%



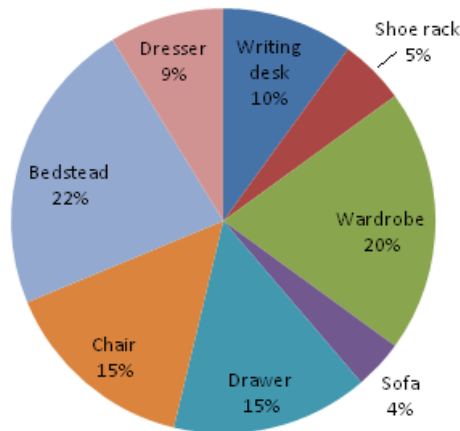
8. Would you buy furniture online?

Yes	191	48%
No, why?	209	52%



9. There are few major functions been provided as below, which functions do you think the most appropriate in order to fulfill your bedroom's needs?

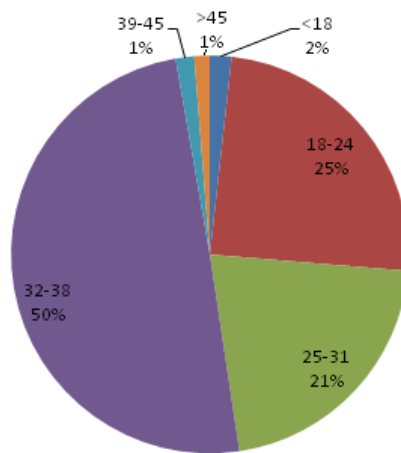
Writing desk	40	10%
Shoe rack	20	5%
Wardrobe	80	20%
Sofa	15	4%
Drawer	60	15%
Chair	60	15%
Bedstead	90	22%
Dresser	35	9%



Section B: Demographic

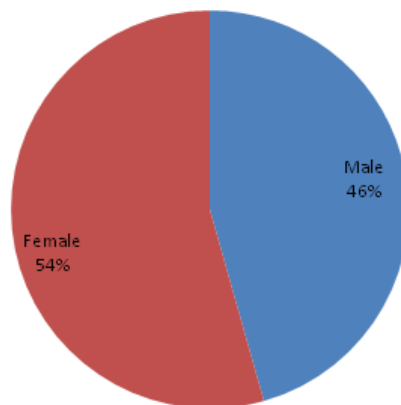
10. Age:

< 18	7	2%
18-24	98	25%
25-31	85	21%
32-38	198	50%
39-45	6	1%
> 45	5	1%



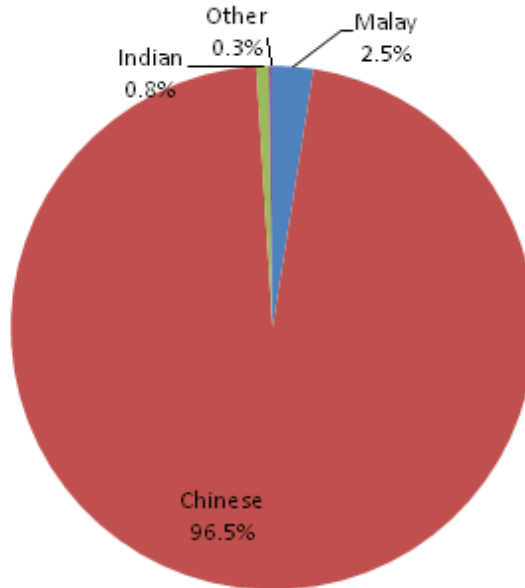
11. Gender

Male	182	46%
Female	217	54%



12. Ethnic:

Malay	10	2.5%
Chinese	386	96.5%
Indian	3	0.8%
Other	1	0.3%



13. Occupation:

- interior designer
- Computer Programmer
- Sales exe
- Student (14people)
- Unemployed
- Saleman
- associate
- E commerce consultant
- personal assistance
- Graphic Designer
- site organizer
- sales
- Sales executive
- technican
- Marketing
- fresh graduate
- Employed under private sector.
- chef

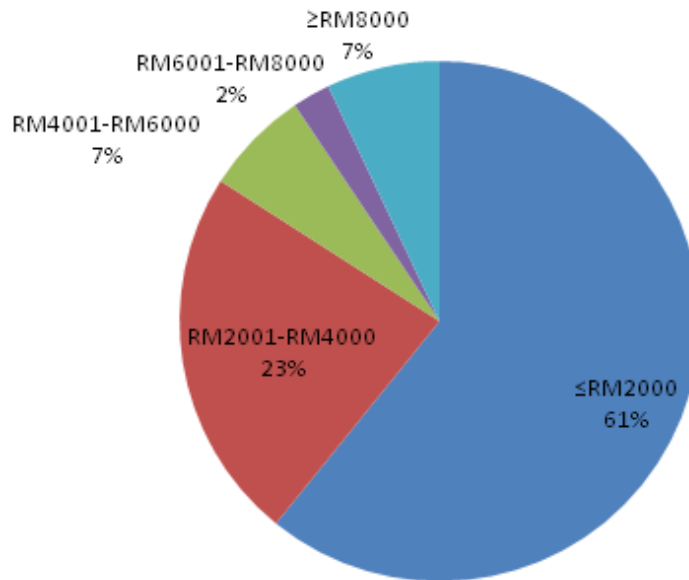
Product development specialist
Business Manager
sales man
Architect
independant distributor
Receptionist
N/A
Nothing
self employees
Supervisor
NA
Sales
Oil Palm Management Junior
promoter
Adjuster
technician
Personal assistant
retired
Counter consultant
businessman
general clerk
waiter
Account, Audit and Tax
DATA BASE
Executive
Pro + Admin
life planning advisor
operator
sales admin
retailers
Senior Engineer
CEO
admin
Tutor
Executive
IT Engineer
Engineer
Teacher
unemployment
Personal financial planner
Technician
Trainer

Lawyer
Lecturer
Beautician
none
Banker
Businesswoman
Marketing Executive
business man
Finance
Clerk
Officer
teacher
IT
freelancer
business development executive
IT developer
accountant
account clerk
Chef
unemployment
Teacher
clerk
Unemployment
teacher
Accountant
Housewife
Educational
Purchaser
Worker
Program Specialist
staff
officer
Manager
System Engineer
Technician
baker
constructor
system engineer
Self employ
engineer
Sales representative
Full Time Student

coming graduated student
 bussiness man
 Marketing executive
 Clerk

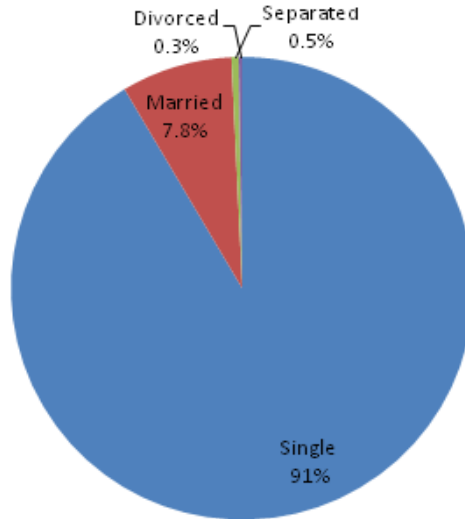
14. Household Income

≤RM2000	233	61%
RM2001-RM4000	89	23%
RM4001-RM6000	25	7%
RM6001-RM8000	9	2%
≥RM8000	27	7%



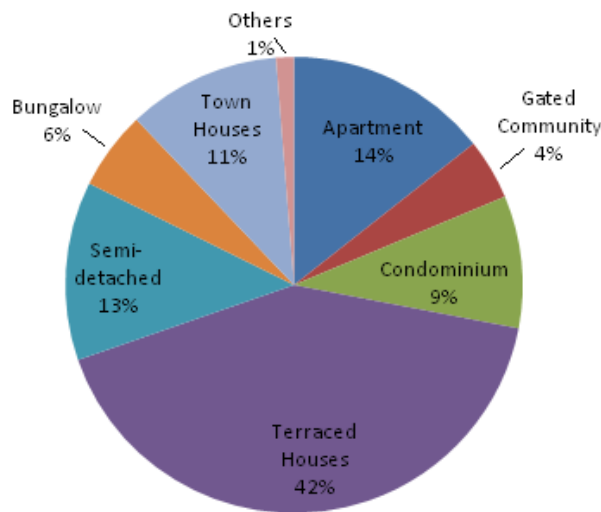
15. Marital Status

Single	366	91%
Married	31	7.8%
Separated	2	0.5%
Divorced	1	0.3%



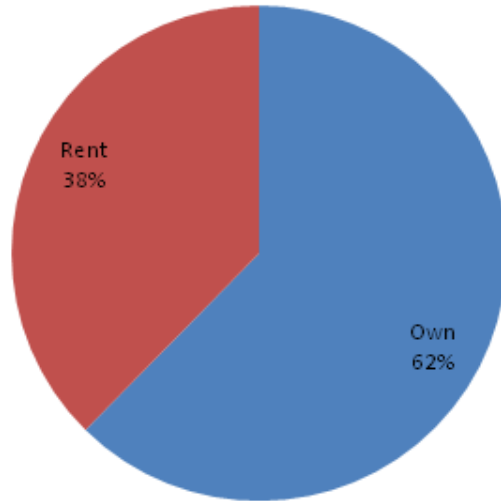
16. House Type

Apartment	57	14%
Gated Community	17	4%
Condominium	37	9%
Terraced Houses	165	42%
Semi-detached	50	13%
Bungalow	22	6%
Town Houses	43	11%
Others	5	1%



17. Do you own or rent your residence?

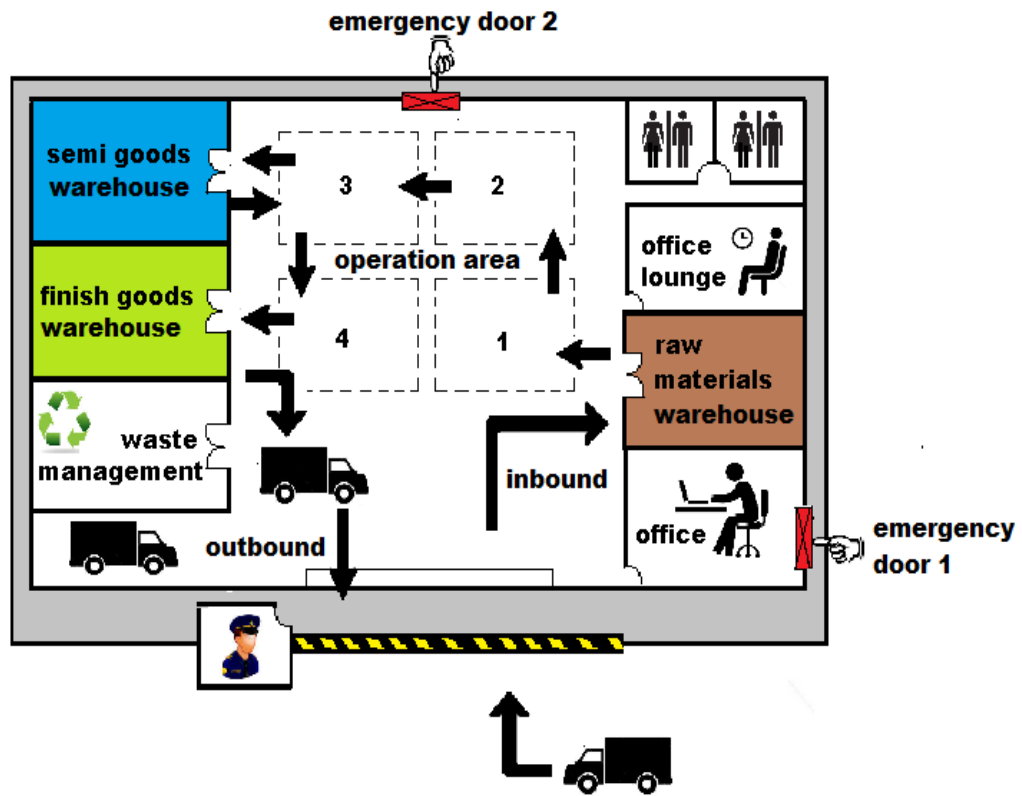
Own 247 62%
Rent 149 38%



Appendix E

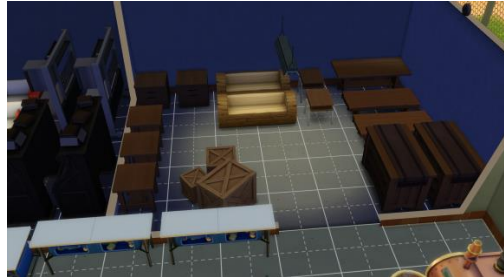
Boxiture Layout

(i) Manufacturing Layout

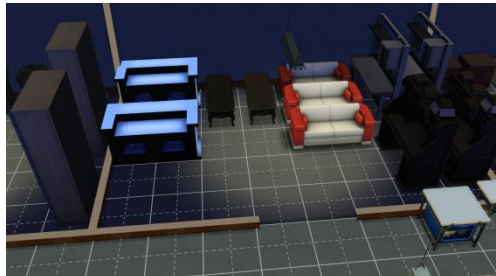




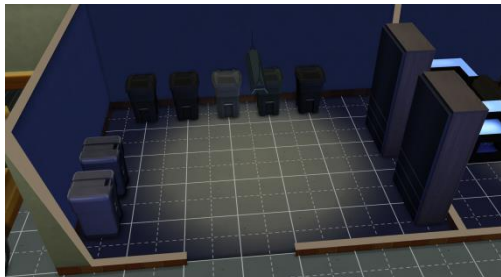
Raw Material Warehouse



Semi Goods Warehouse



Finished Goods Warehouse



Waste Management Warehouse



Operation Area



Office Lounge

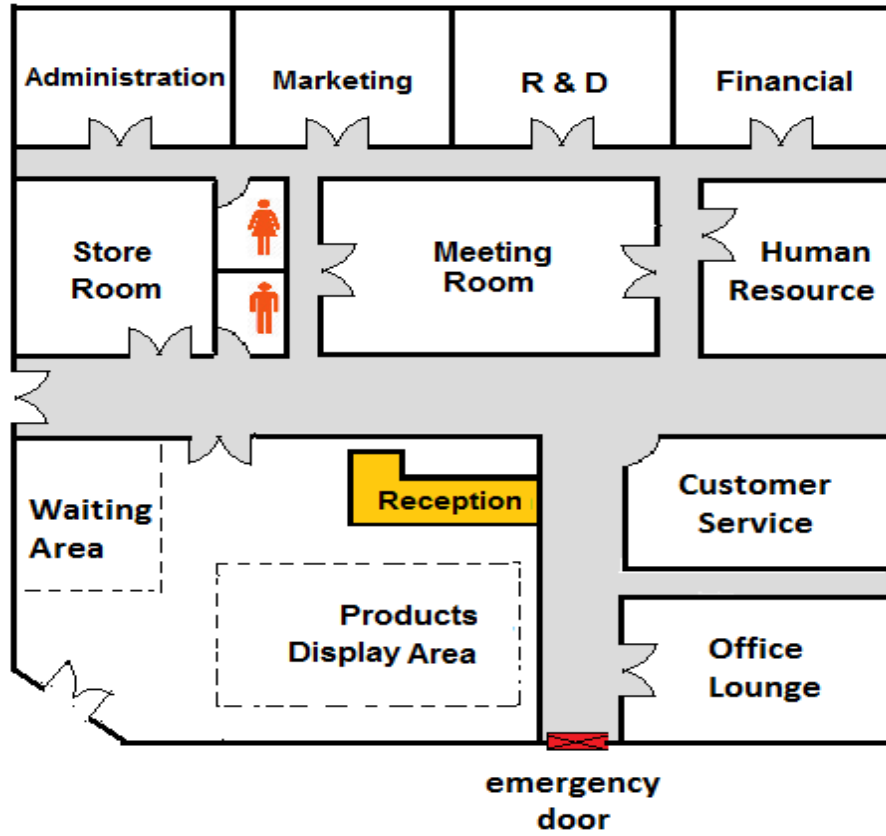


Office



Factory Outlook

(ii) Outlet Layout





Outlet Store



Store Room



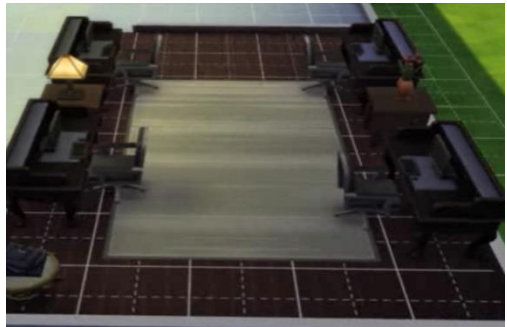
Marketing Department



R & D Department



Accounting & Finance Department



Human Resource Department



Customer Service Department



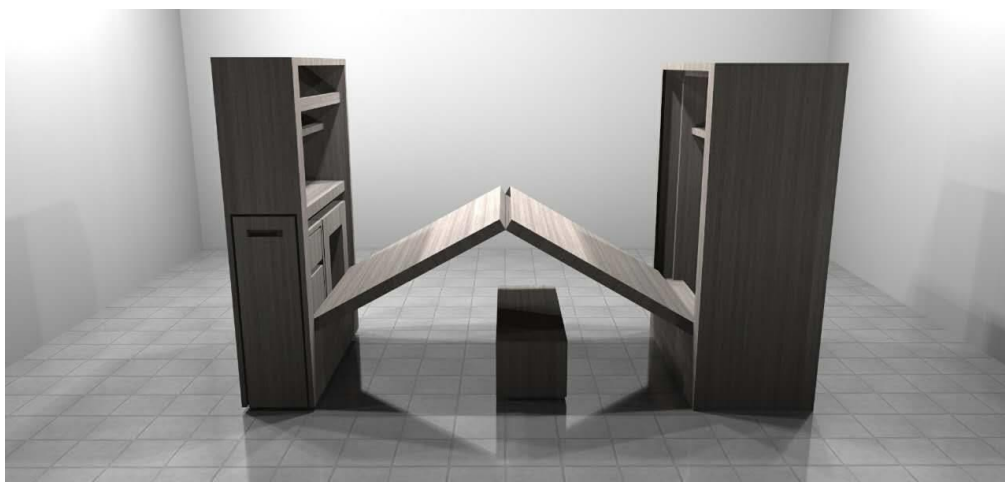
Meeting Room



Outlet Outlook

Appendix F

Product of Boxiture





Appendix G

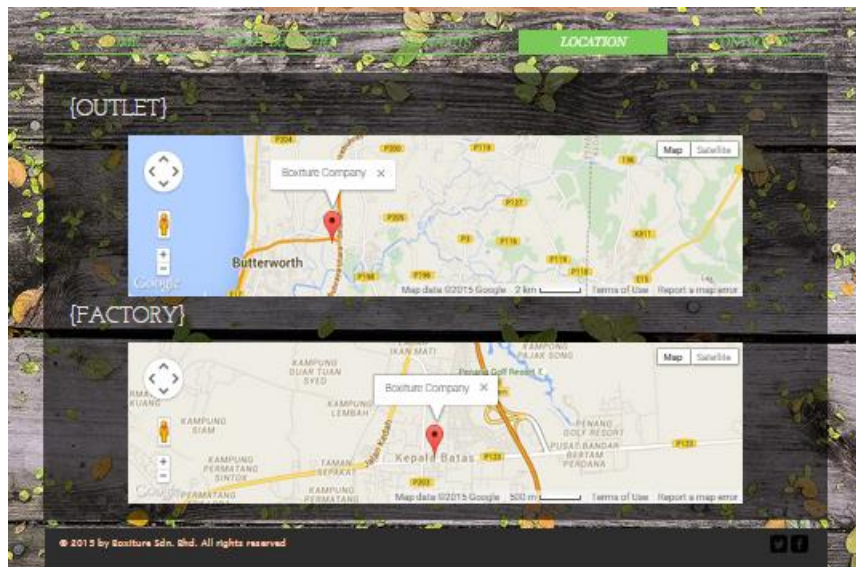
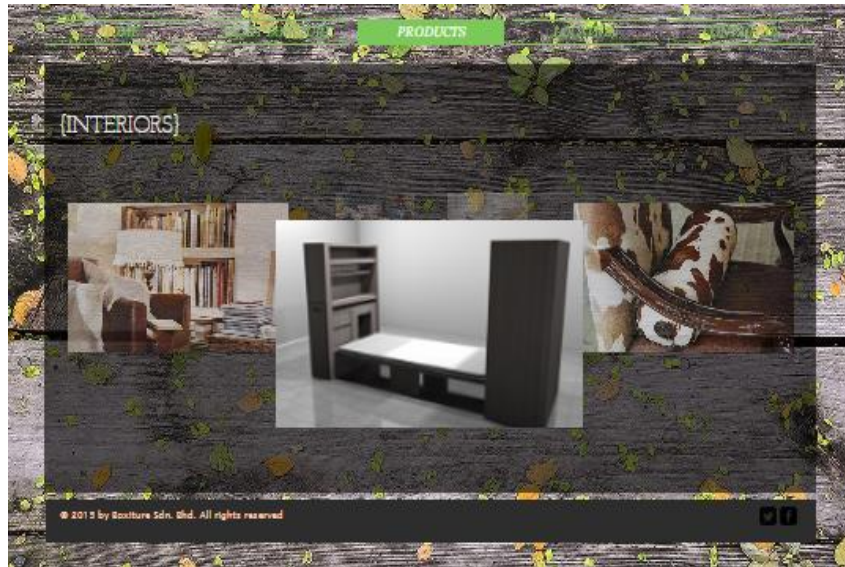
Product Prototype



Appendix H

Company Website





Appendix I

Machinery and Equipment

Office equipment:

 <p>Security system RM1750</p>	 <p>Office table RM160</p>
 <p>Air conditioner RM4000</p>	 <p>Stationary RM600</p>
 <p>Computer RM1780</p>	 <p>Leasing printer & Scanner & Fax & Photocopy machine RM120</p>



Telephone
RM70



First-aid kit
RM38



Garbage bin
RM90



Punch card machine
RM306



Office meeting table
RM800



Projector
RM1399



White board
RM169.60



Office chair
RM50

Lorry (Second hand):



RM33000

Machinery:



Double Roller Uv Coating Machine for
Wood Broad
RM275600



CNC Boring and Router (cutting
machine)
RM249100



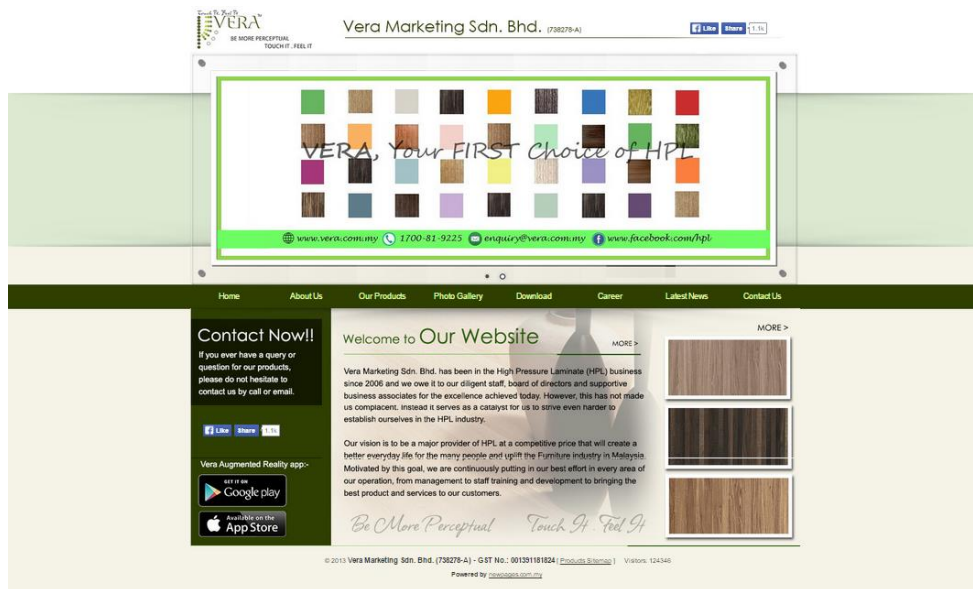
Automatic Finger Shaper (slicing
machine)
RM29680

Appendix J

Company Website of Suppliers

Wood Suppliers:

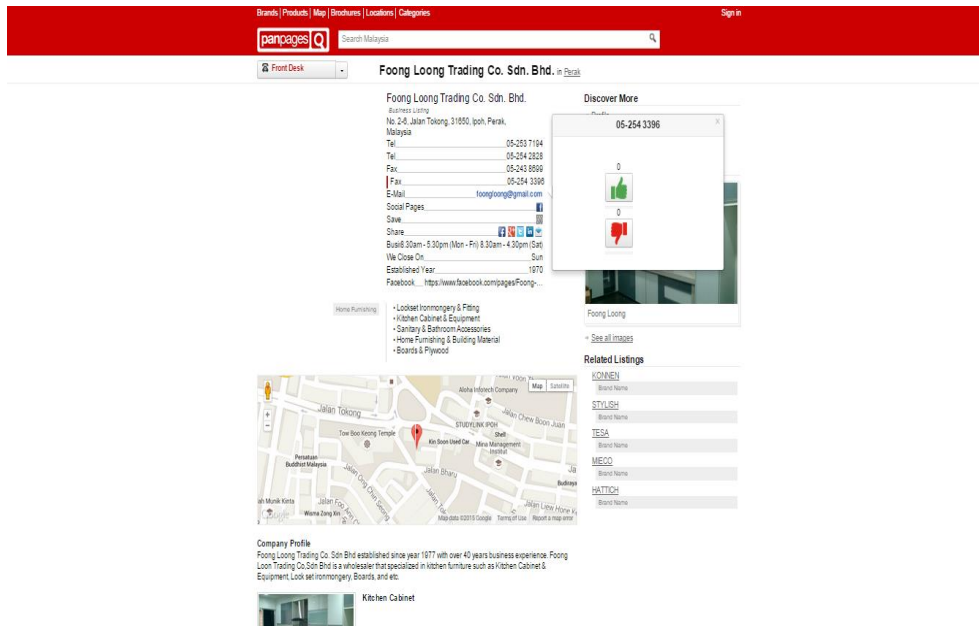
1. Vera Marketing Sdn. Bhd.



2. Maica Laminates Sdn. Bhd.



3. Foong Loong Trading Co. Sdn. Bhd.



4. Seon Lim (M) Sdn. Bhd.

Seon Lim (M) Sdn. Bhd.



Seon Lim (M) Sdn. Bhd.

📍 31 & 33, Lorong Teras Jaya 2, Kawasan Perindustrian Ringan Teras Jaya, Butterworth, 13400, Butterworth, Pulau Pinang

☎ Tel: +60 4 3241457 +60 4 3241460

📠 Fax: +60 4 3241563

You are now browsing the page of Seon Lim (M) Sdn. Bhd., this is a free listing provided by NEWPAGES, Malaysia No.1 Business Portal. Seon Lim (M) Sdn. Bhd. is located at 31 & 33, Lorong Teras Jaya 2, Kawasan Perindustrian Ringan Teras Jaya, Butterworth, 13400, Butterworth, Pulau Pinang You can reach them by Tel: +60 4 3241457 +60 4 3241460, Fax: +60 4 3241563.

Hardware Suppliers:

1. Peng Woodsaw Trading Sdn. Bhd.

PWS[®] DESIGN Italy

About Us Products Enquiry Contact HOME | 中文 | ENGLISH

About Us

PENG WOODSAW TRADING SDN BHD is a furniture hardware and fittings wholesaler dealing in thousands of furniture hardware and fittings that are in demand in the market. With its good reputation built up in the past, it has won customers' trust and support.

Founded in 1994, PENG WOODSAW TRADING SDN BHD has its warehouse located at the Pengkalan Industrial Area in Ipoh, Perak, Malaysia with a showroom displaying part of its furniture hardware. We have created our own brand PWS © and produce our hardware and fittings.

In the furniture hardware sector, we are an enterprise that has the most sufficient supply of furniture hardware and fittings of thousands of items including local-made and imported products. We have successfully built a sales domain covering the whole nation with our years of relentless efforts in tapping the markets.

Currently we are striving to develop our internet sales, displaying part of our products on our official website. We urge customers to place their orders by making use of our catalogs on our website. With the internet facilities we are confident there will be greater efficiency provided for both parties.

PENG WOODSAW TRADING SDN BHD (868049-v)
2, Fasa, Perindustrian Pengkalan 31, Kwsn. Perindustrian Pengkalan Maju,
31500 Lahat, Perak.

2. CSH Hardware (Butterworth) Sdn. Bhd.

CSH 正成行五金(北海)有限公司
CSH HARDWARE (BUTTERWORTH) SDN. BHD. ENG | 中文

#DS 552 #DS 662 #DS 77 #DS 88

Home Company Profile Contact Us

About Us

Welcome to CSH HARDWARE (BUTTERWORTH) SDN. BHD.

CSH HARDWARE (BUTTERWORTH) SDN. BHD. has been in business for over 20 years and we are currently located in a rapid economic development area in Bukit Minyak Industrial Park, Butterworth. Within minutes reach to North-South Expressway, we are at the winning edge in providing convenience and speed in transportation.

CSH Hardware's competitive edge is also reflected through its knowledge and extraordinary services since its inception days. Our pioneering team and key employees perceive knowledge and expertise in hardware industry as a crucial key to success. Equipped with vast business and product know-how acquired through the decades, we are able to take on our capacity to render quality customer service to the next level.

Product variety and quality at good prices is most sought after by our customers in a one-stop hardware centre. CSH has a large network of hardware suppliers, both local and international, and through our continuously expanding network, we will continuously serve the needs and demands of our customers in providing high quality products at reasonable prices.

The company is operating all types of sanitary products such as: tap, Huajiu, toilet water, valve gates, white jets such as steel. Household products such as: hanging locks, door locks, screwdriver, paint sweep, paint Lu, croissants hammer, pliers, Ma Chal, and so on, are some of the best-selling factory supplies. In addition, various types of metal building products such as: Shouju, tape measure, the spirit level, welded wire mesh, chicken buses, hoes, harnesses, belts and so on in our sales list. In this increasingly intense competitive society, the company also began to have their own brands, such as: 'Marksman', 'Royal', 'Rockey', 'Niko', 'M / S', 'Skylon' and 'Sunton'. We hope to all the customers feel that our brand is a guarantee of confidence.

All of our customers are precious to us and we are ready to share our expertise and realize your ideal vision of success, whether you are a hardware homeowner or trade professional.

CSH HARDWARE (BUTTERWORTH) SDN. BHD.

Appendix K

Company Business Card

Front:



BoxITURE Sdn. Bhd.
Multipurpose & Space Saving Furniture

Phoong YS
HR & Administration
Manager

TEL +604-356888 H/P 017-4234354
168, KG. TELUK, SG. DUA KWSN PERUSAHAAN SG.
LOKAN, 13800 BUTTERWORTH, PENANG MALAYSIA.

phoong_ys@boxi.com
[www.http://boxituressf.com/interior-decorating](http://boxituressf.com/interior-decorating)

BoxITURE Sdn. Bhd.
Multipurpose & Space Saving Furniture

Jeremy Ngoh CH
Research & Development
Manager

TEL +604-356888 H/P 016-5179379
168, KG. TELUK, SG. DUA KWSN PERUSAHAAN SG.
LOKAN, 13800 BUTTERWORTH, PENANG MALAYSIA.

jeremy_cz@boxi.com
[www.http://boxituressf.com/interior-decorating](http://boxituressf.com/interior-decorating)

Back:

B  **XITURE**
Multipurpose furniture



Appendix L

Resume of Managers



A. Personal Particulars

Name : Kok Hui Chin (Melissa)
Age : 23
Date of Birth : 21/4/1992
NIRC : 920421-08-5412
Nationality : Malaysian
Gender : Female
Race : Chinese
Religion : Buddhist
Marital status : Single

B. Contact Info

Address : 1654, R Taman Fajar Indah, Jalan Sultan Abdullah, 36000
Teluk Intan Perak.
Mobile No : 014-9010996
Email Address : Melissa_khc@gmail.com

C. Education Qualification

I. Primary School

Institution : SJKC Chong Min
Duration : 1999-2004

II. Secondary School

Institution : SMJK San Min
Duration : 2005-2009

III. Pre-University

Institution : SMK Horley Methodist
Course : Form Six
Duration : 2010-2011

IV. Bachelor Degree

Institution : Universiti Tunku Abdul Rahman
 Course : Bachelor of Business Administration (Hons)
 Entrepreneurship
 Duration : 2012 - 2015
 CGPA : 3.6102

D. Extra-Curricular Activities, Achievements and Involvements

Society / Involvement	Position	Institution	Award / Achievement	Year
Volleyball Society	AJK	SMK Horley Methodist	-	2010-2011
Pengawas Pusat Sumber Sekolah	Assistant Treasurer	SMK Horley Methodist	-	2010-2011
Rotary Club of Teluk Intan District 3300	Assistant International Understanding Director	-	-	2010-2011

Soft Skills Course

Courses	Institution	Year
Work Ethics at the Workplace	UTAR	2013
The Effective Leader	UTAR	2014
Speak Up with Confidence	UTAR	2014
Tips to Become a Successful Entrepreneur	UTAR	2015

E. Working Experiences

Company : Jaya Garment Manufacturing
 Position : Development clerk
 Duration : 2009/12 – 2010/04

F. Personal Qualities**I. Personal Value**

- Good leadership and organized event skill.
- Good communication and interpersonal skills.
- Responsible, highly motivated and confident.
- Able to work independently or in group.
- Able to carry out task given.

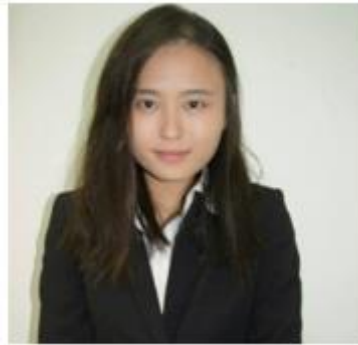
- Passion for continuous growth and personal growth.

II Language Proficiency

Language	Written (excellent, good, fair, poor)	Spoken (excellent, good, fair, poor)
English	Excellent	Excellent
Malay	Excellent	Excellent
Chinese	Excellent	Excellent

G. Reference

Name : Mr. Wallance Tan Chun Eng
Company : Universiti Tunku Abdul Rahman
Position : Lecture
Contact : +6012-5179769
Email : tance@utar.edu.my



A. Personal Particulars

Name : Law Yee Leng
Age : 23
Date of Birth : 12/08/1992
NIRC : 920812-01-6844
Nationality : Malaysian
Gender : Female
Race : Chinese
Religion : Buddhist
Marital status : Single

B. Contact Info

Address : No 59, Lorong Mawar 9 ,Jalan Merbok, Taman Juta Intan
II 36000,
Teluk Intan, Perak
Mobile No : 016-5603965
Email Address : yeeleng610@outlook.com

C. Education Qualification

I. Primary School

Institution : SJKC Nam Hua
Duration : 1999 - 2004

II. Secondary School

Institution : SMJK San Min
Duration : 2005-2009

III. Pre-University

Institution : Universiti Tunku Abdul Rahman
Course : Foundation in Arts for Management and Accountancy
Duration : 2011 - 2012

IV. Bachelor Degree

Institution : Universiti Tunku Abdul Rahman

Course : Bachelor of Business Administration (Hons)
 Entrepreneurship
 Duration : 2012 - 2015
 CGPA : 3.0168

D. Extra-Curricular Activities, Achievements and Involvements

Society / Involvement	Position	Institution	Award / Achievement	Year
KRS	Vice Chairman	SMJK San Min	-	2009
KRS	Secretary	SMJK San Min	-	2008
KRS	Assistant Secretary	SMJK San Min	-	2007

Soft Skills Course

Courses	Institution	Year
Innovative Marketing Tools from Blue Ocean Strategy	UTAR	2013
Taking Responsibility: Take Charge!	UTAR	2014
Work Ethics at the Workplace	UTAR	2015
Power Selling NLP for Marketing and Sales	UTAR	2015

E. Working Experiences

Company : Handal Indah
 Position : Marketing Assistant
 Duration : 2009/12 – 2010/12

F. Personal Qualities

I. Personal Value

- Good written verbal communication and interpersonal skills.
- Willing to learn.
- Responsible, highly motivated and confident.
- Dedicated and able to work in a team efficiently.

II Language Proficiency

Language	Written (excellent, good, fair, poor)	Spoken (excellent, good, fair, poor)
English	Excellent	Excellent

Malay	Excellent	Excellent
Chinese	Excellent	Excellent

G. Reference

Name : Mr. Wallance Tan Chun Eng
Company : Universiti Tunku Abdul Rahman
Position : Lecture
Contact : +6012-5179769
Email : tance@utar.edu.my



A. Personal Particulars

Name : Phoong Yu Soon
Age : 23
Date of Birth : 5/10/1992
NIRC : 920510-07-5187
Nationality : Malaysia
Gender : Male
Race : Chinese
Religion : Buddhist
Marital status : Single

B. Contact Info

Address : 1628, Lorong Kenari 13/3A, Taman Kenari, 09000 Kulim
Kedah.
Mobile No : 017-4234354
Email Address : yusoon4354@gmail.com

C. Education Qualification

I. Primary School

Institution : SJKC Chio Min A
Duration : 1999 -2004

II. Secondary School

Institution : SMJK Chio Min
Duration : 2005 - 2009

III. Pre-University

Institution : Pusat Akademik Menengah Impian Bukit Mertajam
Course : Form Six
Duration : 2010-2011

IV. Bachelor Degree

Institution : Universiti Tunku Abdul Rahman

Course : Bachelor of Business Administration (Hons)
 Entrepreneurship
 Duration : 2012-2015
 CGPA : 2.8806

D. Extra-Curricular Activities, Achievements and Involvements

Society / Involvement	Position	Institution	Award / Achievement	Year
Fa Yi Youth Group	Chairman	-	-	2015
Scout	Secretary	SMK Chio Min	-	2009
Culture Society	Treasurer	SMK Chio Min	-	2008
Form Six Society	Assistant Treasurer	Pusat Akademik Menengah Impian Bukit Mertajam	-	2011
Buddhist Society	Member	Utar	-	2015

Soft Skills Course

Courses	Institution	Year
Critical Thinking	UTAR	2013
Thinking Out of the Box	UTAR	2013
Motivational Programme for Youth	UTAR	2014
The Effective Leader	UTAR	2015
Work Ethics in the Workplace	UTAR	2015

E. Working Experiences

Company : Cinchloe Electrical Engineering Sdn. Bhd.
 Position : Human resource clerk
 Duration : 2012/3 – 2012/7

F. Personal Qualities

I. Personal Value

- Good skill in administration, recruitment and training personnel.
- Taking on decision making in various capacities.
- Able to oversee the employee status, emotional.
- Able to communicate well with employee.

- Good working attitude, friendly, kind and patient.

II Language Proficiency

Language	Written (excellent, good, fair, poor)	Spoken (excellent, good, fair, poor)
English	Good	Good
Malay	Excellent	Excellent
Chinese	Excellent	Excellent

G. Reference

Name : Mr. Wallance Tan Chun Eng
 Company : Universiti Tunku Abdul Rahman
 Position : Lecture
 Contact : +6012-5179769
 Email : tance@utar.edu.my



A. Personal Particulars

Name : Ng Tai Ti
Age : 23
Date of Birth : 25/12/1992
NIRC : 921225-08-6500
Nationality : Malaysia
Gender : Female
Race : Chinese
Religion : Buddhist
Marital status : Single

B. Contact Info

Address : 109, Lorong Pala 3, Taman Teluk Intan, 36000 Teluk
Intan, Perak.
Mobile No : 016-5288227
Email Address : taiti_ng@hotmail.com

C. Education Qualification

I. Primary School

Institution : SJKC San Min 2
Duration : 1999 - 2004

II. Secondary School

Institution : SMJK San Min
Duration : 2005-2009

III. Pre-University

Institution : SMJK Horley Methodist
Course : Form Six
Duration : 2010 - 2011

IV. Bachelor Degree

Institution : Universiti Tunku Abdul Rahman

Course : Bachelor of Business Administration (Hons)
 Entrepreneurship
 Duration : 2012-2015
 CGPA : 3.1016

D. Extra-Curricular Activities, Achievements and Involvements

Society / Involvement	Position	Institution	Award / Achievement	Year
Basketball Society	Treasurer	SMJK Horley Methodist	-	2010
Kelab Reka Cipta	Member	SMJK Horley Methodist	-	2010
Accounting Society	Vice Chairman	SMJK Horley Methodist	-	2010

Soft Skills Course

Courses	Institution	Year
A Crash Course in Taking Notes and Making Notes	UTAR	2014
Work Ethics in the Workplace	UTAR	2014
The Effective Leader	UTAR	2015

E. Working Experiences

Company : IQ Group (M) Sdn Bhd
 Position : Assistance Accountant
 Duration : 2009/12 – 2010/3

F. Personal Qualities

I. Personal Value

- Responsible, highly motivated and confident.
- Good in accounting.
- Willing to learn.
- Able to carry out task given.

II Language Proficiency

Language	Written (excellent, good, fair, poor)	Spoken (excellent, good, fair, poor)
English	Good	Good
Malay	Good	Good
Chinese	Excellent	Excellent

G. Reference

Name : Mr. Wallance Tan Chun Eng
Company : Universiti Tunku Abdul Rahman
Position : Lecture
Contact : +6012-5179769
Email : tance@utar.edu.my



A. Personal Particulars

Name : Hoe Shiau Wei
Age : 23
Date of Birth : 21/3/1992
NIRC : 920321-07-5452
Nationality : Malaysia
Gender : Female
Race : Chinese
Religion : Buddhist
Marital status : Single

B. Contact Info

Address : 195, MKD Kuala Jalan Baru, 11000 Balik Pulau, Pulau
Pinang
Mobile No : 014-9420570
Email Address : arieschi@outlook.com

C. Education Qualification

I. Primary School

Institution : SJKC Yeok Hua
Duration : 1999 - 2004

II. Secondary School

Institution : SMJK Sacred Heart
Duration : 2005 -2009

III. Pre-University

Institution : SMK Seri Balik Pulau
Course : Form Six
Duration : 2010 - 2011

IV. Bachelor Degree

Institution : Universiti Tunku Abdul Rahman

Course : Bachelor of Business Administration (Hons)
 Entrepreneurship
 Duration : 2012-2015
 CGPA : 2.8500

D. Extra-Curricular Activities, Achievements and Involvements

Society / Involvement	Position	Institution	Award / Achievement	Year
Basketball Society	Member	SMK Seri Balik Pulau	-	2011
KRS	Member	SMJK Sacred Heart	-	2009

Soft Skills Course

Courses	Institution	Year
Work Ethics in the Workplace	UTAR	2013
Motivational Programme for Youth	UTAR	2014
Taking Responsibility: Take Charge!	UTAR	2015

E. Working Experiences

Company : IQ Group Holdings Sdn Bhd
 Position : Operator Clerk
 Duration : 2009/12 -2010/3

F. Personal Qualities

I. Personal Value

- Energetic, strong curiosity.
- Good learning attitude.
- Well handle operation and quality control.
- Able to work independently or in group.

II Language Proficiency

Language	Written (excellent, good, fair, poor)	Spoken (excellent, good, fair, poor)
English	Good	Good
Malay	Good	Good
Chinese	Excellent	Excellent

G. Reference

Name : Mr. Wallace Tan Chun Eng
 Company : Universiti Tunku Abdul Rahman

Position : Lecture
Contact : +6012-5179769
Email : tance@utar.edu.my



A. Personal Particulars

Name : Ngoh Chee Hui
Age : 23
Date of Birth : 25/12/1992
NIRC : 921225-08-5313
Nationality : Malaysia
Gender : Male
Race : Chinese
Religion : Buddhist
Marital status : Single

B. Contact Info

Address : A5, Jalan Silang, Kampung Baru, 36700 Langkap, Perak
Mobile No : 016-5179379
Email Address : cheehui_jeremy@yahoo.com

C. Education Qualification

I. Primary School

Institution : SJKC Wah Keow
Duration : 1999 -2004

II. Secondary School

Institution : SMK Dato' Sagor
Duration : 2005 -2009

III. Pre-University

Institution : SMJK Horley Methodist
Course : Form Six
Duration : 2010 - 2011

IV. Bachelor Degree

Institution : Universiti Tunku Abdul Rahman
Course : Bachelor of Business Administration (Hons)
Entrepreneurship

Duration : 2012 -2015
 CGPA : 2.5021

D. Extra-Curricular Activities, Achievements and Involvements

Society / Involvement	Position	Institution	Award / Achievement	Year
St. John Ambulance Malaysia (SJAM)	Vice President	- SMK Dato' Sagor - SMJK Horley Methodist	- First Aid Exam -Lencana Kemahiran Kadet (LKK) -Panji-Panji SJAM Kawasan Selantan, Perak.	2006 - 2012
Librarian	Treasurer	SMK Dato' Sagor	-	2005 – 2009
UTP Open Chess Championship	-	SMK Dato' Sagor	Consolation prize	2008
Prefect	Committee	SMJK Horley Methodist	-	2010 - 2011
Six Form Society	Secretary	SMJK Horley Methodist	-	2010 - 2011
Interact Club	Club Service Director	SMJK Horley Methodist	IU Night (Funding)	2010 - 2011
Australian Math Competition (AMC)	-	SMJK Horley Methodist	-	2011

Soft Skills Course

Courses	Institution	Year
What It Take to be an Effective Manager	UTAR	2013
The Effective Leader	UTAR	2014
Work Ethics at the Workplace	UTAR	2015
Effective Time Management	UTAR	2015

E. Working Experiences

Company : Rhombus Castors (M) Sdn. Bhd.

Position : Research Clerk
 Duration : 2009/12 – 2010/3

F. Personal Qualities

I. Personal Value

- Creative and like innovating.
- Able to work independently or in group.
- Willing to learn.
- Good report skill.
- Able to gain the skill of research analysis.

II Language Proficiency

Language	Written (excellent, good, fair, poor)	Spoken (excellent, good, fair, poor)
English	Good	Good
Malay	Good	Good
Chinese	Excellent	Excellent

G. Reference

Name : Mr. Wallance Tan Chun Eng
 Company : Universiti Tunku Abdul Rahman
 Position : Lecture
 Contact : +6012-5179769
 Email : tance@utar.edu.my

Appendix M

Company Registration Documents: Form: 13A, 6, 48A, 9, 49

Form 13A

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

FORM 13A. Request For Availability Of Name.

FORM 13A
Companies Act 1965
(Section 22 (6))

REQUEST FOR AVAILABILITY OF NAME

Our Ref

Reference No. (Leave Blank)

.....

SECTION A: TO BE COMPLETED BY APPLICANT
IN BLOCK LETTERS

† PROPOSED NAME (MAXIMUM 50 CHARACTERS)

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

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

SECTION B: FOR THE REGISTRY'S USE ONLY

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

SECTION C: TO BE COMPLETED BY APPLICANT

<p><i>CLARIFICATION</i></p> <p>1. Single letters included in the name stand for:</p> <p>2. If the proposed name is not in Bahasa Malaysia or English, please clarify:</p> <p>3. If the proposed name contains a proper name, state whether it is the name of a director of the company or the proposed company:</p> <p>4. If proposed name is similar to that of a related or associated corporation †, state whether written consent has been obtained from the said corporation (please attach consent):</p> <p>5. If the proposed name is a trade mark, state whether written consent has been obtained from the owner (please attach consent):</p> <p>6. If the proposed name is to be used for change of name of an existing corporation, state the following:</p> <p>Existing name:</p> <p>Company:</p> <p>7. The nature of the business carried on or to be carried on by the company</p> <p>(Am. P.U.(A) 80 /1993:s.5)</p> <p>8. Other comments:</p> <p>(Am. P.U.(A) 80 /1993:s.5)</p>

Notes:

† For definition of "related corporation"and "associated corporation", please see Companies Act 1965, and International Accounting Standards respectively.

Use additional sheets if necessary.

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

Form 48A

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

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

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

Company No.

--	--

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

..... (NAME OF COMPANY)

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

(1) 1 am not an undischarged bankrupt.

(2) 1 have not been convicted whether within or without Malaysia of any offence

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

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

* (4) 1 am an undischarged bankrupt but have been granted leave by the court under section 125 to act as a director of (name of corporation) .

* (5) 1 have been granted leave by the court under section 130 to be director of (name of corporation) or a promoter of a proposed corporation..... (name of proposed corporation) or both a director of..... (name of corporation) and a promoter of (name of proposed corporation) . I attach herewith an office copy of the court order.

(6) 1 hereby consent to act as director of..... (Nama Syarikat) .

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

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

Before me

.....

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

* Strike out whichever is inapplicable.

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

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

Form 9

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

FORM 9. Certificate Of Incorporation Of Private Company.

FORM 9
Companies Act 1965

(Section
16(4))

Company No.

--	--

CERTIFICATE OF INCORPORATION OF PRIVATE COMPANY

This is to certify that is, on and from
the 19 incorporated under
the Companies Act 1965, and that the company is * and
that the company is a private company.

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

.....
Registrar of Companies

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

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

Form 49

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

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

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

Company No.

--	--

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

DIRECTORS*

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

MANAGERS AND SECRETARIES*

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

Dated this day of 19

 Signature of @Director/@ Secretary

Footnotes to Form 49

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

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

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

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

Insert in relation to a new officer "Appointed w. e. f. ." or "In place of *name of former officer*". Insert in relation to a former officer "Died on . Resigned w. e. f. ." "Removed on....." or as the case may be "Retired on....." RELEVANT DATE SHOULD BE INSERTED.

If there is a change in the other prescribed particulars, state nature of change and relevant date.

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

@ Strike out whichever is inapplicable.

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

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

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

<p>8. Agent's Registration No. (if known):</p>
<p>9. Agent's own reference:</p>
<p>10. International Convention priority claim: <i>If priority date is claimed under International Convention or a bilateral arrangement, please give details below and attach the relevant documents.</i></p> <p>Convention country in which the trade mark was first filed:</p> <p>Date: No. (if any):</p>
<p>11. Date of first use of the mark in Malaysia (if any):</p>
<p>12. Declaration: <i>I/We claim to be the bona fide proprietor of the mark whose registration is applied for and, where the mark has not been used in Malaysia, that the application is made in good faith and that I am/we are entitled to be registered as the proprietor of the mark.</i></p> <p><i>An agent signing this Form on behalf of the applicant shall satisfy himself as to the truth of the declaration.</i></p> <p>Signature:</p> <p>Name of signatory (in block letter):</p> <p>Telephone No.: E-mail:</p> <p>Date:</p> <p><i>Note: If the applicant is a partnership, please state the full names of all the partners.</i></p>

<p>Patents Form No. 1</p> <p>PATENTS ACT 1983 REQUEST FOR GRANT OF PATENT (Regulation 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 : <input type="text"/></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: <input type="text"/></p> <p>I.C. /Passport No.: <input type="text"/></p> <p>Address : <input type="text"/></p> <p>Address for service in Malaysia: <input type="text"/></p> <p>Nationality : <input type="text"/></p> <p>*Permanent residence or principal place of business : <input type="text"/></p> <p>Telephone Number (if any) <input type="text"/></p> <p>Fax Number (if any) <input type="text"/></p>	
<p>Additional Information (if any) <input type="text"/></p>	

<p>III. INVENTOR :</p> <p>Applicant is the inventor Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If the applicant is not the inventor:</p> <p>Name of inventor: <input type="text"/></p> <p>Address of inventor: <input type="text"/></p> <p>A statement justifying the applicant's right to the patent accompanies this Form:</p> <p style="text-align: right;">Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>Additional Information (if any)</p> <p><input type="text"/></p>
<p>IV. AGENT OR REPRESENTATIVE :</p> <p>Applicant has appointed a patent agent in accompanying Form No. 17</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Agent's registration No. : <input type="text"/></p> <p>Applicant has appointed <input type="text"/> to be their representative</p>
<p>V. DIVISIONAL APPLICATION :</p> <p>This application is a divisional application <input type="checkbox"/></p> <p>The benefit of the filing date <input type="checkbox"/> priority date <input type="checkbox"/></p> <p>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 :</p> <p>Initial Application No. : <input type="text"/></p> <p>Date of Filing of initial application : <input type="text"/></p>
<p>Additional Information (if any)</p> <p><input type="text"/></p>
<p>VI. DISCLOSURE TO BE REGARDED FOR PRIOR ART PURPOSES:</p> <p>Additional information is contained in supplemental box:</p> <p>(a) Disclosure was due to acts of applicant or his predecessor in title <input type="checkbox"/></p> <p style="padding-left: 20px;">Date of disclosure <input type="text"/></p> <p>(b) Disclosure was due to abuse of rights of applicant or his predecessor in title <input type="checkbox"/></p> <p style="padding-left: 20px;">Date of disclosure <input type="text"/></p>

<p>A statement specifying in more detail the facts concerning the disclosure accompanies this Form Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>Additional Information (if any) _____</p>
<p>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 : If not yet allocated, please tick <input type="checkbox"/> The priority of more than one earlier application is claimed : Yes <input type="checkbox"/> No <input type="checkbox"/> The certified copy of the earlier application (s) accompanies this Form : Yes <input type="checkbox"/> No <input type="checkbox"/> If No, it will be furnished by _____ (date)</p>
<p>Additional Information (if any) _____</p>
<p>VIII. CHECK LIST :</p> <p>A. This application contains the following :</p> <ol style="list-style-type: none"> 1. Request 2. Description _____ sheets 3. Claim _____ sheets 4. Abstract _____ sheets 5. Drawings _____ sheets 6. Total _____ sheets <p>B. This Form, as filed, is accompanied by the items checked below :</p> <ol style="list-style-type: none"> 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"/>
<p>IX. SIGNATURE _____ <input type="checkbox"/> ** (Applicant/Agent) (Date)</p> <p>If Agent, indicate Agent's Registration No. _____</p>
<p>For Official Use</p> <ol style="list-style-type: none"> 1. Date application received: 2. Date of receipt of correction, later filed papers or drawings completing the application:
<p>* Delete whichever does not apply ** Type name under signature and delete whichever does not apply</p>

Appendix O**Financial Data**

(i) Pro Forma Income Statement for the Year 2016:

Month	JAN (RM)	FEB (RM)	MAR (RM)	APR (RM)	MAY (RM)	JUN (RM)
Revenue	142425	148122	138672	133930	123435	113940
Cost of Production	75450	69300	65700	63000	57600	54750
Gross Profit	66975	78822	72972	70930	65835	59190
Expenses						
General cost	221,228	-	-	-	-	-
Employee Salary	20200	20200	20200	20200	20200	20200
EPF	2626	2626	2626	2626	2626	2626
Utilities (Water, Electricity, Internet and telephone)	2858.95	2505.95	2758.95	2658.95	2611.95	2505.95
SOCSO	340.30	340.30	340.30	340.30	340.30	340.30
Rental	7500	7500	7500	7500	7500	7500
Commission	7121.25	7406.10	6933.60	6696.50	6171.75	5697
Depreciation	7909.22	7909.22	7909.22	7909.22	7909.22	7909.22
PUSOPAKOM	60	-	-	-	-	60
Road tax	797	-	-	-	-	797
Fuel	1100	1000	950	900	1050	1150
Patent	1390	-	-	-	-	-
Trademark fees	370	-	-	-	-	-
Domain name	80	-	-	-	-	-
Business registration fees	1460	-	-	-	-	-
Company name registration	80	-	-	-	-	-
Allowance	3000	3000	3000	3000	3000	3000
Fire Insurance	166.67	166.67	166.67	166.67	166.67	166.67
Marketing and advertising	5000	5000	5000	5000	-	5000
Audit Consultation fees	-	-	-	-	-	-
Research and development fees	625	-	-	625	-	-
Leasing printer/ scanner/ fax/ photocopy machine	120	120	120	120	120	120
Production tools and equipment	7633.70	-	-	-	-	150
Lawyer	3000	-	-	-	-	-
Cleaner	1800	1800	1800	1800	1800	1800
Security	3000	3000	3000	3000	3000	3000
Blueprint	1500	-	-	-	-	-
Total expenses	300966.09	62574.24	62304.74	62542.64	56495.89	62022.14

Taxable Income	(233991.09)	16247.76	10667.26	8387.36	9339.11	(2832.14)
Company Tax (25%)	-	4061.94	2666.82	2096.84	2334.78	-
Net Income	(2339910.09)	12185.82	8000.45	6290.52	7004.33	(2832.14)

Month	JUL (RM)	AUG (RM)	SEPT (RM)	OCT (RM)	NOV (RM)	DEC (RM)
Revenue	119637	127233	123435	132930	134829	138627
Cost of Production	57600	60300	58500	63000	63900	65700
Gross Profit	62037	66933	64935	69930	70929	72927
Expenses						
General cost	-	-	-	-	-	-
Employee Salary	20200	20200	20200	20200	20200	20200
EPF	2626	2626	2626	2626	2626	2626
Utilities (Water, Electricity, Internet and telephone)	2758.95	2858.95	2605.95	2811.95	2605.95	3011.95
SOCSO	340.30	340.30	340.30	340.30	340.30	340.30
Rental	7500	7500	7500	7500	7500	7500
Commission	5981.85	6361.65	6171.75	6646.50	6741.45	6931.35
Depreciation	7909.22	7909.22	7909.22	7909.22	7909.22	7909.22
PUSOPAKOM	-	-	-	-	-	-
Road tax	-	-	-	-	-	-
Fuel	1200	1240	1260	1250	1300	1350
Patent	-	-	-	-	-	-
Trademark fees	-	-	-	-	-	-
Domain name	-	-	-	-	-	-
Business registration fees	-	-	-	-	-	-
Company name registration	-	-	-	-	-	-
Allowance	3000	3000	3000	3000	3000	3000
Fire Insurance	166.67	166.67	166.67	166.67	166.67	166.67
Marketing and advertising	-	5000	-	5000	-	5000
Audit Consultation fees	-	-	-	-	-	3000
Research and development fees	-	625	-	-	625	-
Leasing printer/ scanner/ fax/ photocopy machine	120	120	120	120	120	120
Production tools and equipment	1436.70	82.50	-	-	-	746.70
Lawyer	-	-	-	-	-	-
Cleaner	1800	1800	1800	1800	1800	1800
Security	3000	3000	3000	3000	3000	3000
Blueprint	-	-				

Total expenses	58043.39	62830.29	56699.89	62370.64	57934.59	66702.19
Taxable Income	3993.61	4102.71	8235.11	7559.36	12994.41	6224.81
Company Tax (25%)	998.40	1025.68	2058.78	1889.84	3248.60	1556.21
Net Income	2995.21	3077.03	6176.33	5669.52	9745.81	4668.61

(ii) Pro Forma Income Statement for the Year 2017:

Month	JAN (RM)	FEB (RM)	MAR (RM)	APR (RM)	MAY (RM)	JUN (RM)
Revenue	140,526	138,672	132,930	129,132	132,930	142,425
(-) Cost of Production	66766.67	65866.67	63166.67	61366.67	64066.67	67666.67
Gross Profit	73759.33	72805.33	69223.33	67765.33	68863.33	74758.33
(-) Expenses						
Employee Salary	42210	42210	42210	42210	42210	42210
EPF	5487.50	5487.50	5487.50	5487.50	5487.50	5487.50
Utilities (Water, Electricity, Internet and telephone)	2940.94	3047.26	3013.45	2958.29	2942.38	2891.28
SOCSSO	676.70	676.70	676.70	676.70	676.70	676.70
Rental	7500	7500	7500	7500	7500	7500
Commission	7026.30	6933.60	6646.50	6456.60	6646.50	7121.25
Depreciation	6771.81	6771.81	6771.81	6771.81	6771.81	6771.81
PUSOPAKOM	60	-	-	-	-	60
Road tax	797	-	-	-	-	797
Fuel	1350	1221	1200	1264	1231	1223
Domain name	80	-	-	-	-	-
Allowance	3000	3000	3000	3000	3000	3000
Fire Insurance	166.67	166.67	166.67	166.67	166.67	166.67
Marketing and advertising	5000	5000	-	-	5000	5000
Audit Consultation fees	-	-	-	-	-	-
Research and development fees	475	-	475	-	475	-
Leasing printer/ scanner/ fax/ photocopy machine	120	120	120	120	120	120
Production tools and equipment	5551.36	-	-	-	-	150
Lawyer consultation fees	-	-	-	-	-	3000
Outsource cleaner fees	1800	1800	1800	1800	1800	1800
Outsource security fees	3000	3000	3000	3000	3000	3000
Total expenses	94013.28	86934.54	82067.63	81411.57	87027.56	90975.21
Taxable Income	(20253.95)	(14129.21)	(12844.30)	(13646.24)	(18164.23)	(16216.88)
(-) Company Tax (25%)	-	-	-	-	-	-

Net Income	(20253.98)	(14129.21)	(12844.30)	(13646.24)	(18164.23)	(16216.88)
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Month	JUL (RM)	AUG (RM)	SEPT (RM)	OCT (RM)	NOV (RM)	DEC (RM)
Revenue	146,223	142,425	151,920	155,718	157,617	163,314
(-) Cost of Production	69466.67	67666.67	72166.67	73966.67	75766.67	77566.67
Gross Profit	76756.33	74758.33	79753.33	81751.33	81850.33	85747.33
(-) Expenses						
Employee Salary	42210	42210	42210	42210	42210	42210
EPF	5487.50	5487.50	5487.50	5487.50	5487.50	5487.50
Utilities (Water, Electricity, Internet and telephone)	2974.48	2974.94	2933.40	3013.45	3024.55	3095.45
SOCSO	676.70	676.70	676.70	676.70	676.70	676.70
Rental	7500	7500	7500	7500	7500	7500
Commission	7311.15	7121.25	7596	7785.90	7880.85	8165.70
Depreciation	6771.81	6771.81	6771.81	6771.81	6771.81	6771.81
PUSOPAKOM	-	-	-	-	-	-
Road tax	-	-	-	-	-	-
Fuel	1289	1298	1200	1211	1288	1350
Domain name	-	-	-	-	-	-
Allowance	3000	3000	3000	3000	3000	3000
Fire Insurance	166.67	166.67	166.67	166.67	166.67	166.67
Marketing and advertising	-	-	-	5000	-	-
Audit Consultation fees	-	-	-	-	-	3000
Research and development fees	475	-	475	-	475	-
Leasing printer/ scanner/ fax/ photocopy machine	120	120	120	120	120	120
Production tools and equipment	1149.36	66	-	-	-	627.36
Lawyer consultation fees	-	-	-	-	-	-
Outsource cleaner fees	1800	1800	1800	1800	1800	1800
Outsource security fees	3000	3000	3000	3000	3000	3000
Total expenses	83931.67	82192.87	82937.08	87743.03	83401.08	86971.19
Taxable Income	(7175.34)	(7434.54)	(3183.75)	(5991.70)	(1550.75)	(1223.86)
(-) Company Tax (25%)	-	-	-	-	-	-
Net Income	(7175.34)	(7434.54)	(3183.75)	(5991.70)	(1550.75)	(1223.86)

(iii) Pro Forma Income Statement for the Year 2018:

Month	JAN (RM)	FEB (RM)	MAR (RM)	APR (RM)	MAY (RM)	JUN (RM)
Revenue	163,314	157,617	151,920	150,021	142,425	153,819

(-) Cost of Production	78000	74700	72000	71100	67500	74400
Gross Profit	85314	82917	79920	78921	74925	79419
(-) Expenses						
Employee Salary	44321	44321	44321	44321	44321	44321
EPF	5761.80	5761.80	5761.80	5761.80	5761.80	5761.80
Utilities (Water, Electricity, Internet and telephone)	3229.4	3315.3	3320.45	3332.95	3229.55	3014.95
SOCSO	695.90	695.90	695.90	695.90	695.90	695.90
Rental	7500	7500	7500	7500	7500	7500
Commission	8165.70	7880.85	7696	7501.05	7121.25	7690.95
Depreciation	5800.11	5800.11	5800.11	5800.11	5800.11	5800.11
PUSOPAKOM	60	-	-	-	-	60
Road tax	797	-	-	-	-	797
Fuel	1400	1387.15	1412	1387.20	1376	1365
Domain name	80	-	-	-	-	-
Allowance	3000	3000	3000	3000	3000	3000
Fire Insurance	166.67	166.67	166.67	166.67	166.67	166.67
Marketing and advertising	5000	-	5000	-	5000	-
Audit Consultation fees	-	-	-	-	-	-
Research and development fees	545	-	545	-	545	-
Leasing printer/ scanner/ fax/ photocopy machine	120	120	120	120	120	120
Production tools and equipment	4201.02	-	-	-	-	150
Lawyer consultation fees	-	-	-	-	-	3000
Outsource cleaner fees	1800	1800	1800	1800	1800	1800
Outsource security fees	3000	3000	3000	3000	3000	3000
Total expenses	95643.60	84748.78	90138.93	84386.68	89437.28	88243.38
Taxable Income	(10329.60)	(1831.78)	(10218.93)	(5465.68)	(14512.28)	(8824.38)
(-) Company Tax (25%)	-	-	-	-	-	-
Net Income	(10329.60)	(1831.78)	(10218.93)	(5465.68)	(14512.28)	(8824.38)

Month	JUL (RM)	AUG (RM)	SEPT (RM)	OCT (RM)	NOV (RM)	DEC (RM)
Revenue	159,516	161,415	163,314	165,213	167,117	170,910
(-) Cost of Production	76500	76500	77400	78300	79200	81900
Gross Profit	83016	84915	85914	86913	87917	89010
(-) Expenses						
Employee Salary	44321	44321	44321	44321	44321	44321
EPF	5761.80	5761.80	5761.80	5761.80	5761.80	5761.80
Utilities (Water,	3233.95	3227.45	3241.94	320.45	3445.48	3478.95

Electricity, Internet and telephone)						
SOCSO	695.90	695.90	695.90	695.90	695.90	695.90
Rental	7500	7500	7500	7500	7500	7500
Commission	7975.80	8070.75	8165.70	8260.65	8355.85	8545.50
Depreciation	5800.11	5800.11	5800.11	5800.11	5800.11	5800.11
PUSOPAKOM	-	-	-	-	-	-
Road tax	-	-	-	-	-	-
Fuel	1388	1319	1411	1353.15	1400	1439
Domain name	-	-	-	-	-	-
Allowance	3000	3000	3000	3000	3000	3000
Fire Insurance	166.67	166.67	166.67	166.67	166.67	166.67
Marketing and advertising	-	-	5000	-	5000	-
Audit Consultation fees	-	-	-	-	-	3000
Research and development fees	545	-	545	-	545	-
Leasing printer/ scanner/ fax/ photocopy machine	120	120	120	120	120	120
Production tools and equipment	862.02	132	-	-	-	508.02
Lawyer consultation fees	-	-	-	-	-	-
Outsource cleaner fees	1800	1800	1800	1800	1800	1800
Outsource security fees	3000	3000	3000	3000	3000	3000
Total expenses	86170.25	84914.68	90529.12	82099.73	90911.81	88986.95
Taxable Income	(3154.25)	0.32	(4615.12)	4813.27	(2994.81)	23.05
(-) Company Tax (25%)	-	0.08	-	1203.32	-	5.76
Net Income	(3154.25)	0.24	(4615.12)	3609.95	(2994.81)	17.29

(iv) Pro Forma Income Statement for the Year 2019:

Month	JAN (RM)	FEB (RM)	MAR (RM)	APR (RM)	MAY (RM)	JUN (RM)
Revenue	180,405	182,304	176,607	170,910	169011	174,708
(-) Cost of Production	86767	84600	83700	81000	80100	84967
Gross Profit	93638	97704	92907	89910	88911	89741
(-) Expenses						
Employee Salary	48753	48753	48753	48753	48753	48753
EPF	6338	6338	6338	6338	6338	6338
Utilities (Water, Electricity, Internet and telephone)	3467.95	3599.45	3603.95	3564.64	3519.95	3608.28
SOCSO	737.80	737.80	737.80	737.80	737.80	737.80
Rental	7500	7500	7500	7500	7500	7500

Commission	9020.25	9115.20	8830.35	8545.50	8450.55	8735.40
Depreciation	4969.77	4969.77	4969.77	4969.77	4969.77	4969.77
PUSOPAKOM	60	-	-	-	-	60
Road tax	797	-	-	-	-	797
Fuel	1500	1535	1589	1443.10	1468	1532.20
Domain name	80	-	-	-	-	-
Allowance	3000	3000	3000	3000	3000	3000
Fire Insurance	166.67	166.67	166.67	166.67	166.67	166.67
Marketing and advertising	2500	-	2500	-	2500	-
Audit Consultation fees	-	-	-	-	-	-
Research and development fees	688	-	688	-	688	-
Leasing printer/ scanner/ fax/ photocopy machine	120	120	120	120	120	120
Production tools and equipment	4257.85	-	-	-	-	150
Lawyer consultation fees	-	-	-	-	-	3000
Outsource cleaner fees	1800	1800	1800	1800	1800	1800
Outsource security fees	3000	3000	3000	3000	3000	3000
Total expenses	98756.29	90634.89	93596.54	89938.48	93011.74	94268.12
Taxable Income	(5118.29)	7069.11	(689.54)	(28.48)	(4100.74)	(4527.12)
(-) Company Tax (25%)	-	1767.28	-	-	-	-
Net Income	(5118.29)	5301.83	(689.54)	(28.48)	(4100.74)	(4527.12)

Month	JUL (RM)	AUG (RM)	SEPT (RM)	OCT (RM)	NOV (RM)	DEC (RM)
Revenue	182,304	188,001	184,203	189,900	195,597	199,395
(-) Cost of Production	86400	89100	87300	90000	92700	93600
Gross Profit	95904	98901	96903	99900	102897	105795
(-) Expenses						
Employee Salary	48753	48753	48753	48753	48753	48753
EPF	6338	6338	6338	6338	6338	6338
Utilities (Water, Electricity, Internet and telephone)	3608.28	3594.95	3600.55	3642.37	3671.95	3941.22
SOCSO	737.80	737.80	737.80	737.80	737.80	737.80
Rental	7500	7500	7500	7500	7500	7500
Commission	9115.20	9400.05	9210.15	9495	9779.85	9969.75
Depreciation	4969.77	4969.77	4969.77	4969.77	4969.77	4969.77
PUSOPAKOM	-	-	-	-	-	-
Road tax	-	-	-	-	-	-
Fuel	1588	1500	1443	1591	1500	1612
Domain name	-	-	-	-	-	-

Allowance	3000	3000	3000	3000	3000	3000
Fire Insurance	166.67	166.67	166.67	166.67	166.67	166.67
Marketing and advertising	-	-	2500	-	2500	-
Audit Consultation fees	-	-	-	-	-	3000
Research and development fees	688	-	688	-	688	-
Leasing printer/ scanner/ fax/ photocopy machine	120	120	120	120	120	120
Production tools and equipment	802.35	49.5	-	-	-	448.35
Lawyer consultation fees	-	-	-	-	-	-
Outsource cleaner fees	1800	1800	1800	1800	1800	1800
Outsource security fees	3000	3000	3000	3000	3000	3000
Total expenses	92187.07	90929.74	93826.94	91113.61	94525.04	95356.56
Taxable Income	3716.93	7971.26	3076.06	8786.39	8371.96	10438.44
(-) Company Tax (25%)	929.23	1992.82	769.02	2196.60	2092.99	2609.61
Net Income	2787.70	5978.44	2307.04	6589.79	6278.97	7828.83

(v) Pro Forma Income Statement for the Year 2020:

Month	JAN (RM)	FEB (RM)	MAR (RM)	APR (RM)	MAY (RM)	JUN (RM)
Revenue	205,092	199,395	195,597	189,900	208,890	218,385
(-) Cost of Production	98800	93600	92700	90900	101500	103500
Gross Profit	106292	105795	102897	99000	107390	114885
(-) Expenses						
Employee Salary	50030.50	50030.50	50030.50	50030.50	50030.50	50030.50
EPF	6971.60	6971.60	6971.60	6971.60	6971.60	6971.60
Utilities (Water, Electricity, Internet and telephone)	3945.95	3863.83	3985.05	3872.27	3906.39	3906.39
SOCSO	790.30	790.30	790.30	790.30	790.30	790.30
Rental	7500	7500	7500	7500	7500	7500
Commission	10254.60	9969.75	9779.85	9495	10444.50	10919.25
Depreciation	4260.01	4260.01	4260.01	4260.01	4260.01	4260.01
PUSOPAKOM	60	-	-	-	-	60
Road tax	797	-	-	-	-	797
Fuel	1780	1800	1865	1856.40	1775	1835
Domain name	80	-	-	-	-	-
Allowance	3000	3000	3000	3000	3000	3000
Fire Insurance	166.67	166.67	166.67	166.67	166.67	166.67
Marketing and	-	2000	-	2000	-	-

advertising						
Audit Consultation fees	-	-	-	-	-	-
Research and development fees	-	965	-	-	965	-
Leasing printer/ scanner/ fax/ photocopy machine	120	120	120	120	120	120
Production tools and equipment	3525.85	-	-	-	-	100
Lawyer consultation fees	-	-	-	-	-	3000
Outsource cleaner fees	1800	1800	1800	1800	1800	1800
Outsource security fees	3000	3000	3000	3000	3000	3000
Total expenses	98082.48	96237.66	93268.98	94862.75	94729.97	98256.72
Taxable Income	8209.52	9557.34	9628.02	4137.25	12660.03	16628.28
(-) Company Tax (25%)	2052.38	2389.34	2407.01	1034.31	3165.01	4157.07
Net Income	6157.14	7168.01	7221.02	3102.94	9495.02	12471.21

Month	JUL (RM)	AUG (RM)	SEPT (RM)	OCT (RM)	NOV (RM)	DEC (RM)
Revenue	227,880	229,779	233,577	237,375	239,274	246,870
(-) Cost of Production	108000	108900	111600	114100	113400	117900
Gross Profit	119880	120879	121977	123275	125874	128970
(-) Expenses						
Employee Salary	50030.50	50030.50	50030.50	50030.50	50030.50	50030.50
EPF	6971.60	6971.60	6971.60	6971.60	6971.60	6971.60
Utilities (Water, Electricity, Internet and telephone)	3872.95	4026.95	3891.95	4041.70	4067.95	4224.95
SOCSO	790.30	790.30	790.30	790.30	790.30	790.30
Rental	7500	7500	7500	7500	7500	7500
Commission	11394	11488.95	11678.85	11868.75	11963.70	12343.50
Depreciation	4260.01	4260.01	4260.01	4260.01	4260.01	4260.01
PUSOPAKOM	-	-	-	-	-	-
Road tax	-	-	-	-	-	-
Fuel	1810	1767.20	1800	1841	1900	1932
Domain name	-	-	-	-	-	-
Allowance	3000	3000	3000	3000	3000	3000
Fire Insurance	166.67	166.67	166.67	166.67	166.67	166.67
Marketing and advertising	-	2000	-	2000	-	2000
Audit Consultation fees	-	-	-	-	-	3000
Research and development fees	965	-	965	-	965	-
Leasing printer/ scanner/ fax/ photocopy	120	120	120	120	120	120

machine						
Production tools and equipment	586.68	33	-	-	-	332.68
Lawyer consultation fees	-	-	-	-	-	-
Outsource cleaner fees	1800	1800	1800	1800	1800	1800
Outsource security fees	3000	3000	3000	3000	3000	3000
Total expenses	96267.71	96955.18	95974.88	97050.88	96535.73	101472.21
Taxable Income	23612.29	23923.82	23993.72	26224.12	29338.27	27497.79
(-) Company Tax (25%)	5903.07	5980.96	5998.43	6556.03	7334.57	6874.45
Net Income	17709.22	17942.87	17995.29	19668.09	22003.70	20623.34

(vi) Sales Forecast:

2016

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Unit Sales	75	78	73	70	65	60	63	67	65	70	71	73
Sales Revenue (RM)	142,425	148,122	138,672	133,930	123,435	113,940	119,637	127,233	123,435	132,930	134,829	138,627

2017

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Unit Sales	74	73	70	68	70	75	77	75	80	82	83	86
Sales Revenue (RM)	140,526	138,672	132,930	129,132	132,930	142,425	146,223	142,425	151,920	155,718	157,617	163,314

2018

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Unit Sales	86	83	80	79	75	81	84	85	86	87	88	90
Sales Revenue (RM)	163,314	157,617	151,920	150,021	142,425	153,819	159,516	161,415	163,314	165,213	167,117	170,910

2019

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Unit Sales	95	96	93	90	89	92	96	99	97	100	103	105
Sales Revenue (RM)	180,405	182,304	176,607	170,910	169,011	174,708	182,304	188,001	184,203	189,900	195,597	199,395

2020

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Unit Sales	108	105	103	100	110	115	120	121	123	125	126	130
Sales Revenue (RM)	205,092	199,395	195,597	189,900	208,890	218,385	227,880	229,779	233,577	237,375	239,274	246,870

NAMA PENJAJUKAN (KULIP BESARI)
 ENGLISH NAME (CAPITAL LETTER)

(C) MAKLUMAT PERNIAGAAN / BUSINESS DETAILS

ALAMAT PERNIAGAAN BUSINESS ADDRESS		
ALAMAT BERDASTAR (SEKINYANTA BERSEKA DENGAN PENJAJUKAN) ADDRESS ADDRESS		
POSKOD POSTCODE	NEGERI STATE	
ALAMAT SURAT MENYURAT MAILING ADDRESS		
POSKOD POSTCODE	NEGERI STATE	
NAMA PEJAWIN NAME OF OFFICER		
JAWATAN DESIGNATION		
NO. TELEFON 1 TELEPHONE NO. 1	NO. TELEFON 2 TELEPHONE NO. 2	
NO. TELEFON BIVIT MOBILE NO.	NO. FAKS/MLI FAX NO.	

(D) MAKLUMAT PEMILK / PENDAGANG SYERKAT / RAKAM KONGSI / PEMegang JAWATAN UTAMA / PARTNER / OFFICER IN CHARGE

NAMA NAME		
JAWATAN DESIGNATION		
NO. K/PASPORT PASSPORT NO.	NO. AHLI KWSP KWSP NO.	
WARGANEGARA CITIZENSHIP		
TARIKH LANTIKAN DATE OF APPOINTMENT		

(E) NAMA DAN ALAMAT TEMPAT PERNIAGAAN LAIN ATAU CAWANGAN / OTHER BUSINESS OR BRANCH

NAMA NAME	ALAMAT ADDRESS

NOTA : JIKA RUANGAN TIDAK MENCUKUPI, SILA BERTAKAS LAMPIRAN BERBAGA PERMOHONAN INI.
 NOTE : IF SPACE IS INSUFFICIENT PLEASE DISCONTINUE ATTACHMENT TO ACCOMMODATE THIS FORM



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

BORANG INI HENDAKLAH DIENGIKAPKAN DENGAN MENGGUNAKAN PEN DARPAK HITAM DAN DITULIS MENGGUNAKAN HURUF BESAR. PANDUAN MENGISI BORANG INI ADALAH MERUJUK KEPADA BAGIAN-BAGIAN 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 Diisi 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 Penubuhan - Isikan tarikh syarikat/firma/persatuan ditubuhkan

Tarikh Mula Mengambil Pekerja - Isikan 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

Persekitaran Pekerja - Isinyatakan bilangan pekerja yang digaji semasa pendaftaran dibuat

(C) MAKLUMAT PERNIAGAAN - Sila lengkapkan bahagian (c) dengan maklumat perniagaan majikan

Alamat Perniagaan - Alamat di mana perniagaan dijalankan.

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

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

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

Jawatan - Isikan jawatan pegawai yang bertanggungjawab ke atas urusan KWSP

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

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

Nombor Faksimili - Isikan nombor faksimili syarikat

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

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

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

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

Nombor KP/Pasport - Isikan KP/Pasport Pemilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama

Nombor Akaun KWSP - Isikan akaun KWSP Pemilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama **warganegara** - Isikan warganegara Pemilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama

Tarikh Lantikan - Isikan 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 - Isikan 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 - Isikan nama majikan orang gaji domestik

Nombor KP/Pasport - Isikan nombor KP/Pasport Majikan Orang Gaji Domestik

(G) MAKLUMAT ORANG GAJI DOMESTIK

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

(H) PENGEBAHAN MAJIKAN

Sila tunjukkan tarikh/ tarikh majikan / wakil majikan, jawatan, eop rasmi syarikat dan tarikh.

berhubung 02-9522-0000 atau melalui perkhidmatan pelanggan perkhidmatan ini.

SENARAI SEMAKAN DOKUMEN SOKONGAN BAGI PERMOHONAN PENDAFTARAN MAJIKAN

SEMUA SALINAN DOKUMEN SOKONGAN HENDAKLAH DIBUAT DI DALAM SAIZ A4 DAN FAKSIVAN DOKUMEN-DOKUMEN YANG DIBERITAKAN BERSAMA-SAMA DENGAN BORANG PERMOHONAN DIUKIRKAN DAN TIDAK MENGGUNAKAN DAWA KOKOT (STAPLES).

1.0 DOKUMEN SOKONGAN PERMOHONAN PENDAQTAHAN MAJIKAN

- 1.1 Salinan Kad Pengenalan Diri / Polis / Tempora / 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 Pemohonan Pendaftaran majikan Asas:
 - 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/syarak)
 - 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. Sita sekatan CEK atau BANK DRAF atas nama KWSP untuk bayaran sumbangan pertama (jika terdapat bulih-bulih yang 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 Perseorangan 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. Sita sekatan CEK atau BANK DRAF atas nama KWSP untuk bayaran sumbangan pertama (jika terdapat bulih-bulih 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/Perubahan/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 Ciri Pendaftaran Badan Profesional/Perubahan/Persatuan/Koperasi dan lain-lain
 - 1.6.4. Senarai keanggotaan Jawatankuasa Badan Profesional/Perubahan/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/temporal

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

- 2.1 Setiap borang permohonan hendaklah ditulis menggunakan pen berdarurat hitam dengan tarung dan jelas dalam HURUF BESAR.
- 2.2 Semasa borang di kaunter KWSP, hendaklah di [paya perisya dokumen](#) beserta salinan dokumen bagi tujuan pengesahan oleh Pegawai KWSP (jika belum dibuat pengesahan dokumen)
- 2.3 Sila pastikan semua salinan dokumen di atas telah ditandakan oleh pegawai yang dibenarkan oleh KWSP lengkap dengan nama, jawatan dan cap rasmi pengesah kecuali bagi salinan dokumen-dokumen yang telah ditandatangani KWSP sebagai pegawai pengesahnya.

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

Appendix Q

Company Uniform

Male:



Front



Back

Female:



Front



Back

Appendix R**Marketing and Advertising Fees**

No.	Types of Media	2016 (RM)	2017 (RM)	2018 (RM)	2019 (RM)	2020 (RM)
1	International Trade Exhibition	10,000	10,000	10,000	10,000	10,000
2	Print Media					
	- Newspapers	13,500	11,500	9,500	5,000	
	- Flyers	7,500	6,000			
	- Magazine	9,000	7,500	5,500		
	Total	40,000	35,000	25,000	15,000	10,000

Appendix S

Survey Questionnaire

Multipurpose and Space Saving Furniture by Boxiture Company

Dear respondents,

We are a group of young entrepreneurs that intended to start our own business and our company names as Boxiture Company. We have been designed a multipurpose and space saving furniture that included bedstead, wardrobe, bookcase, writing desk and chair into one. Our main intention is to help people to solve the limitation of space problem and also to improve people's lifestyle standard with our modern concept. So, we are here to conduct a survey that needs your cooperation to help us to answer questions as below based on your needs, perspective as well as your preferences. All the information that you give will be kept private and confidential. Your participant is highly appreciated. Thank you!

Instruction:

1. There are **TWO** sections in this questionnaire.
2. Please answer **ALL** questions and to answer all of these questions you have to take 5 to 10 minutes only.
3. The content of this questionnaire will be kept strictly confidential.

Marketing Research Questionnaire

Section A: Concept Testing and Purchase Intention

This section is seeking your knowledge concerning the concept and buying preference. Please [√] or fill in the blanks with an appropriate answer.

1. Do you know the concept of multipurpose and space-saving furniture?
 - Yes
 - No
 If yes, would you consider buying it?
 - Yes
 - No

2. From which channel you will choose to obtain information on furniture?
 - Magazines
 - Radio Station
 - Newspaper
 - Internet
 - TV ads, programs
 - Others, (please specify) _____

3. What is the feature you will consider when buying furniture?
 - Affordable Price Quality
 - Style/Design Service
 - Comfort

- Functional
- Others, (please specify) _____

4. Style preference:

- Simple
- Luxurious
- Modern
- Traditional
- Others, (please specify) _____

5. What service do you require when buying furniture?

- On-time delivery
- Customization
- Warranties
- After sales services
- Monthly Installment
- Free Delivery
- Others, (please specify) _____

6. What prompted you to purchase furniture?

- Moving into new house
- Sales/Promotions
- Defective/Damaged old furniture
- Designs of new furniture
- Home Renovation
- Seasonal trend
- Others, (please specify) _____

7. In which section of your house that you are willing to spend more on additional furniture?

- Living room
- Bedroom
- Dining room
- Kitchen
- Others, (please specify) _____

8. Would you buy furniture online?

- Yes
- No, why? Reasons: _____

9. Do you think the features that we provided are enough for you?

- Yes
- No

Section B: Demographic

Please [√] or fill in the blanks with an appropriate answer.

10. Age:

- < 18
- 18-24
- 25-31
- 32-38
- 39-45
- > 45

11. Gender

- Male
- Female

12. Ethnic:

- Malay
- Chinese
- Indian
- Others (please specify) _____

13. Occupation: _____

14. Household Income

- ≤ RM2000
- RM2001-RM4000
- RM4001-RM6000
- RM6001-RM8000
- ≥RM8000

15. Marital Status

- Single
- Married
- Separated
- Divorced

16. House Type

- Apartment
- Gated Community
- Condominium
- Terraced Houses
- Semi-detached
- Bungalow
- Town Houses
- Others, (please specify) _____

17. Do you own or rent your residence?

- Own
- Rent