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**BEN C1**

**JOKKY™**

DESIGNED BY PEOPLE, FOR PEOPLE

**BUSINESS PLAN**

**JOKKY SDN. BHD.**

**BY**

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Business Plan prepared March 2016

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## DECLARATION

We hereby declare that:

- (1) This UBTZ3016 Entrepreneurial project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this Entrepreneurial project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group member in completing the Entrepreneurial project.
- (4) The word count of this Entrepreneurial Project is 24,635 words.

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## **1.0 EXECUTIVE SUMMARY**

### **1.1 The Opportunity**

There is 94.6% of Malaysian who age over 15 can read and write, this had indicated that more than **19,450,000 of Malaysian** who will be our prospective customer (CIA, 2015).

According to research **92% of the readers prefer virtual reading** rather than non-virtual reading. (Schaub 2016). Most of the readers experienced certain problem during reading. For example, **eye straining, backache, neck pain and tired arms.**

### **1.2 Description of Business**

Our company JOKKY Sdn. Bhd. is a company that launches innovative products especially for reader. Our vision is to bring convenience to all readers. We care about their health and comfort. The product that our company first launches is TIP.

TIP is a multi-functional book cover designed for comfort, convenience, and more importantly, improving the overall reading experience of every user. TIP comes with many features to create value for readers in many ways.

### 1.3 Competitive Advantage

JOKKY Sdn. Bhd.'s competitive edges in the industry are **differentiation, strong product positioning, cost leadership, and innovative product.**

### 1.4 The Target Market

At the initial stages, we are targeting on **individual** such as students, avid readers, businessman and outdoor goers. During the growth stages, we are more focusing on the **corporate** level such as private universities, international school, corporate companies, and **retailer** such as Popular bookstore, Borders, Lazada during the maturity stages.

### 1.5 The Management Team

The founders of JOKKY Sdn. Bhd. will be appointed as the management team of our company. Ms. Tee Jin Chuen is assigned as the Chief Executive Officer (CEO); Mr. Daniel Khaw Chee Chuan will be the Head of Finance; Mr. Kenny Keok Yun Kiet is assigned as the Head of Operation and Quality Assurance; Mr. Ong Ray Xiang will be the Head of Marketing and Communication; Ms. Lam Yan Wen is assigned as Head of Human Resource.

## 1.6 Brief Summary of the Financial Projections

Table 1.1 Summary of Financial Projections

### Income Statement

	1 <sup>st</sup> Year (RM)	2 <sup>nd</sup> Year (RM)	3 <sup>rd</sup> Year (RM)
Sales	149,400.00	322,680.00	645,360.00
Gross Profit	120,334.00	276,744.00	506,034.00
Expenses	177,199.00	17,920.02	53,276.52
Profit Before Tax	(56,865.00)	91,501.90	277,276.80
Tax	-	17,920.02	53,276.52
Net Profit/ (loss)	(56,865.00)	73,581.88	224,000.28

### Balance Sheet

	1 <sup>st</sup> Year (RM)	2 <sup>nd</sup> Year (RM)	3 <sup>rd</sup> Year (RM)
Fixed Assets	26,706.00	24,372.00	23,748.00
Current Assets	17,109.00	102,104.88	327,025.12
Total Assets	43,815.00	126,476.88	350,773.12
Total Equity	43,135.00	125,704.88	349,705.16
Current Liabilities	680.00	772.00	1,068.00

**Cash Flow Projection**

	1 <sup>st</sup> Year (RM)	2 <sup>nd</sup> Year (RM)	3 <sup>rd</sup> Year (RM)
Total Cash Available	182,883.00	286,719.00	594,515.38
Cash Disbursement	172,908.00	198,237.62	280,659.22
Net Cash Flow	9,975.00	88,481.38	313,856.16

**1.7 Description of What the Business Needs**

Every shareholder will contribute RM20, 000 to the business with a total of RM100, 000 for the startup capital. Startup capital will be used for purchasing and running the business at the initial stage.

**1.8 Exit Strategy for Investor**

All assets and properties under JOKKY Sdn. Bhd. will be sold to our competitors and we will distribute the earnings among all investors.

## 2.0 THE BUSINESS

### 2.1 Description of the Business

#### 2.1.1 The Name, Logo, And Location of the Proposed Business

##### a) Name of the Company

The name of our company is JOKKY; which is the combination of the 5 founders' names.

J = **J**essie Tee Jin Chuen

O = **O**ng Ray Xiang

K = **K**enny Keok Yun Kiet

K = **K**haw Chee Chuan Daniel

Y = **Y**an Wen

The reason why we want to use our name to be the company's brand is because it is meaningful and it can represent our passion, effort, and attitude that we put into our business. Whenever we and our employees' see the company name it will remind us or them the effort of 5 founders.

**b) Company's Logo**

Figure 2.1: JOKKY Sdn. Bhd.'s Logo



The company's logo JOKKY is designed in a word phrase with a stylish font without a pretty image or cute mascot animal. This is because, we do not require our customers to remember a name and a logo that associates with our business and we found that most of the people were unable to recognize the logo if the name doesn't appear on the logo. The word font used is the Amatic Sc Bold which resembles a hand written font as we want to deliver the message that our product is customized, unique, and handmade. Another reason we want to use this as our logo because it is easier to remember and pronounce.

**c) Location**

Our company will be located in Gopeng, Perak. This is because Gopeng is a highly accessible location which connects the North-South highways since Perak is located in the middle of peninsular Malaysia (between Penang and Selangor, two major cities in Malaysia). Furthermore, Gopeng is an industrialized area which makes it easy to access suppliers and labor pool. Thus, Gopeng is a very suitable location to start our business. Most importantly, the factories' rentals are cheaper as compared to places such as Penang, Shah Alam and Johor Bharu.

**2.1.2 Nature of JOKKY Sdn. Bhd.**

JOKKY Sdn Bhd is established to change people's reading behavior as most people develops common problems when reading their novel, books, or magazine. For example, when we read a book with the same position for too long, it will cause neck or shoulder pain which creates discomfort. In order to solve these kinds of problems, that is why JOKKY Sdn. Bhd. is established. JOKKY Sdn. Bhd. wants to produce and sell products that bring convenience and purpose to the customers. That is why our very first product is a multi-functional book cover called TIP.

TIP is a multi-functional book cover designed for comfort, convenience, and more importantly, improving the overall reading experience of every user. TIP comes with many features to create value for readers in many ways and decrease the difficulties faced when reading.

TIP's overall cover will be made out of faux leather consisting of handmade stitches to increase the durability while creating a more classic and elegant finish. The cover comes with 2 slot holes for users to place their Identification Card, Credit Cards, and money. A thin sheet of aluminum is placed in the leather in order to create the magnetic attraction of the book cover. The magnet helps in locking the book cover together. A paper-thin sheet of oil palm fiber is inserted in the leather to provide water proof characteristics and added strength to the cover as well.

The book cover is then fitted with an elastic band made out of natural rubber for sustainability. This elastic band acts as a pen holder. The book cover's edge is elegantly designed to curve which allows maximum space for the pen to easily fit and slide out for convenience to jot down anything. This will provide a firm touch to the appeal. To improve the capabilities of TIP, an adjustable LED light is attached at the bottom of the book cover. The adjustable holder creates flexibility for the lights to be moved based on the reader's preference. This will allow improved lighting during reading be it night or day. People could enjoy reading easily even under a dark environment.

At the bottom of the cover, a retractable page holder is placed in order to set the pages of the book right. This will prevent wind from blowing the reader's desirable pages away while preventing unnecessary hassle for the reader. A bookmark is also attached to the book cover to provide convenience to readers while looking for their bookmarks. The back of the book cover is fitted with 2 foldable stands to allow the book to stand in place on its own. This creates adjustable angle for readers to read based on their own preference.



JOKKY Sdn. Bhd. will start its business as an E-commerce company. It will be selling its products online through its official website and social medias such as Facebook. On special occasions, JOKKY Sdn. Bhd. will sell its products physically. For example, consumers can buy its products physically in book fairs such as Big Bad Wolf or World Readers' Day. As the business mature, the nature of the business will diversify and expand to other E-commerce platform and retailers.

### **2.1.3 Company Missions and Objectives**

#### **a) Vision**

Our company's main goal is to strive to be the most consumer- friendly company in the world. We will always innovate and invent products that would create benefits and solve problems for our customers. It will be very optimistic and fulfilling if we were to see problems being solved through our products for our customers.

#### **b) Mission**

JOKKY Sdn. Bhd. believes that every stakeholder involved plays vital roles in the growth of the business. We believe that satisfying our stakeholders, the company will be able to achieve its vision easily. JOKKY Sdn. Bhd's missions are stated in the following page: -

✓ **Jolly Happy Company**

We believe that by creating a conducive and comfortable environment for our stakeholders, we would be able to generate impeccable outputs. By having a happy environment, we can look forward in working every day.

✓ **Organization That Sustains**

Products that are designed and innovated by us will always be eco-friendly. This helps in sustaining our mother nature while keeping true to what we do best.

✓ **Keeping It Convenient**

We believe that all innovations and inventions should be focused in making our life simple. That is why we pride ourselves with products that would improve customer's convenience while being user-friendly.

✓ **Keeping It Comfortable**

The products that we create will not only provide sustainability and convenience, but also comfort for our everyday lives. This is why materials used for our products will not only look good, but feels good as well.

✓ **Yearn for Innovation**

We will always pride ourselves by designing and inventing products that will be new to the market. When there is a need for a product to solve a problem, we pledge that we will try our best to overcome such problems.

c) Objective

JOKKY Sdn. Bhd.'s five years objectives are as below:-

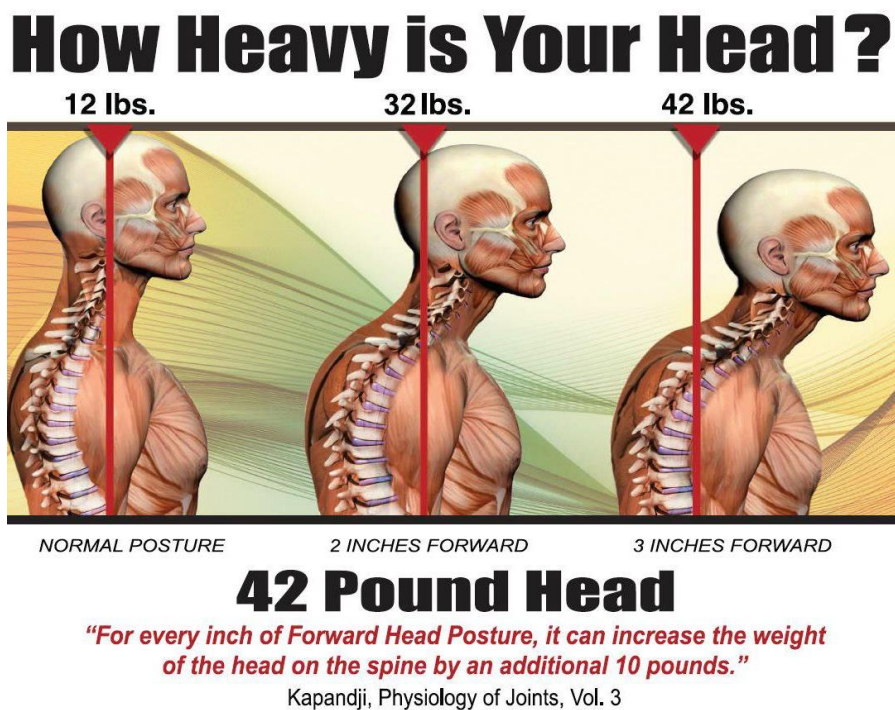
1. To achieve RM1,000,000 in five years
2. To achieve 25% of market share in Malaysia in five years
3. Introduce 3 new products within 5 years
4. To achieve 80% of recyclable material in our product
5. Top 10 best employer among SMEs in Malaysia

## 2.2 The Opportunity

### 2.2.1 Problems to Be Solved or Needs to Be Filled

#### a) Health Issue

Figure 2.2 Forward Head Posture



Source: (Reality Strikes, 2015)

Most reader suffers from an inappropriate posture while reading. A forward head posture was one of the most common inappropriate reading postures without most people realizing it (American Physical Therapy Association, 1996). This posture will result in greater gravitational demand than an appropriate posture. Inappropriate posture will increase the weight of the head which then requires the muscle to use 3-5 times more energy in order to support the normal position (Kozlowski, 2015). In the long run, this will bring harm to the health of the reader.

#### **b) Brightness of The Environment**

Besides that, another problem occurs when readers would want to read during the night or during an outdoor activity. For a reader, it is almost impossible for them to read a book when there is insufficient brightness. In addition, a reader may affect others while reading with the lights on in bedroom. Reading under insufficient light would also harm the reader's eye. Furthermore, reading a book after 11. 00p.m with the lights on will cause "light pollution" because massive exposure to the light will affect our circadian clock. This will increase the risk of getting cancer because it suppresses the production of hormone and melatonin. (The Health Writer, 2015).

**c) Difficulty in Bookmarking**

Furthermore, the absence of book marks restricts readers from reopening the same page from where they left off. Searching for the last read pages could be frustrating and time consuming unless the pages are folded with a “dog ear” which harms the book. User would then choose to buy an external book card which also costs extra money.

**d) Special Care for The Book Condition**

A book requires special care, to ensure the condition of one loved book is preserved. Readers have to undergo a series of problematic “rule and regulation” to have proper care in handling the book. For example, only read under a clean situation, keeping the book away from food and drink are one of the rules. In terms of storage, the humidity and the temperature of the surrounding also plays an important role (Library of Congress, n.d.)

**2.2.2 The Proposed Business Solves the Problem or Fills the Need**

TIP is a multi- functional book cover which is designed to solve the readers’ problem while improving their overall reading experiences. Majority of the problem that is faced by readers will be solved by TIP.

**a) Adjustable Angle**

First and foremost, an adjustable book stand will be installed in TIP which allows readers to adjust the book angle at their comfortable and neutral position. With this function, TIP can help readers to avoid inappropriate reading posture and protect the reader's neck. Readers can then enjoy a longer duration of reading without neck problems.

**b) Adjustable LED light**

Besides that, TIP comes along with the adjustable LED light which assists readers to read effectively even when the brightness of the environment is not suitable for reading. In addition, the LED light is adjustable within the book cover to allow readers to concentrate the brightness of a particular spot to reduce eye strains. As the light only shines on the book instead of readers' body such as mobile phones and laptops, it helps in reducing light pollution for the readers and others.

**c) Build-In Bookmark and Pen Holder**

“Dog ear” folding brings harm to the book, while finding a suitable bookmark is also costly. TIP comes along with a built-in bookmark to assist readers to remind readers of their last read page. Furthermore, the installed pen acts as an additional tool for readers to mark or jot down notes.

**d) Protection for The Book**

The cover of TIP is made from a water-proof material which serves as a layer of protection for book as books are extremely vulnerable to water. Besides that, TIP also protects the book from the exposure of direct light and humidity. The layer of the book is made from the palm wastage which mainly served to absorb external impact and water while being eco-friendly.

## 2.3 Competitive Advantages

### 2.3.1 JOKKY Sdn. Bhd’s Business Model

This business model will be implemented by JOKKY Sdn. Bhd to generate revenue and earn a profit from its operations. This model does not only include all the functions and components of JOKKY Sdn. Bhd.’s business, it also shows the revenue it generates and the expenses it incurs.

Figure 2.3: JOKKY Sdn. Bhd’s Business Model

<p><b>Key Partners</b></p> <ul style="list-style-type: none"> <li>• <b>Thread Suppliers</b> <ul style="list-style-type: none"> <li>- Kintex (KL) Sdn. Bhd</li> <li>- Geok Huat Industries Sdn Bhd</li> </ul> </li> <li>• <b>Leather Suppliers</b> <ul style="list-style-type: none"> <li>- Nylex (Malaysia) Berhad</li> <li>- Craft Haven Sdn Bhd</li> </ul> </li> <li>• <b>Oil Palm Fibre Suppliers</b> <ul style="list-style-type: none"> <li>- Trunk Busters Sdn. Bhd.</li> <li>- Hoong Chan Trading</li> </ul> </li> <li>• <b>LED light suppliers</b> <ul style="list-style-type: none"> <li>- LED Vision Sdn. Bhd</li> <li>- Evolux “Asia Sdn Bhd</li> </ul> </li> <li>• <b>Page holder &amp; bookmark suppliers</b> <ul style="list-style-type: none"> <li>- Rep Graphic Sdn Bhd</li> <li>- K. K. Metal Processing Sdn. Bhd.</li> </ul> </li> <li>• <b>Logistics Companies</b></li> <li>• <b>Other key partners</b></li> </ul>	<p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>• <b>Administration</b> <ul style="list-style-type: none"> <li>- Accounting</li> <li>- Financing</li> <li>- Human Resource</li> <li>- Logistics</li> </ul> </li> <li>• <b>Production</b> <ul style="list-style-type: none"> <li>- Assembling</li> <li>- Quality control</li> <li>- Packing</li> <li>- Labeling</li> </ul> </li> <li>• <b>Marketing</b></li> <li>• <b>Selling</b></li> </ul>	<p><b>Value Proposition</b></p> <ul style="list-style-type: none"> <li>• <b>Provide Convenience to Readers</b></li> <li>• <b>Reduce Body Discomfort When Reading</b></li> </ul>	<p><b>Customer Relationship</b></p> <ul style="list-style-type: none"> <li>• <b>Customer Acquisition</b> <ul style="list-style-type: none"> <li>- Increase customer awareness</li> <li>- Advertisement</li> </ul> </li> <li>• <b>Customer Retention</b> <ul style="list-style-type: none"> <li>- Sales promotion</li> <li>- After sales service</li> <li>- Incentives</li> </ul> </li> </ul>	<p><b>Customer Segment</b></p> <ul style="list-style-type: none"> <li>• <b>Individuals</b> <ul style="list-style-type: none"> <li>- Income above average</li> <li>- Students</li> <li>- Businessmen</li> <li>- Avid readers</li> <li>- Outdoor goers</li> </ul> </li> <li>• <b>Corporate</b> <ul style="list-style-type: none"> <li>- Universities</li> <li>- Private schools</li> <li>- Libraries</li> <li>- Corporate companies</li> </ul> </li> <li>• <b>Intermediaries</b> <ul style="list-style-type: none"> <li>- Retail outlets</li> </ul> </li> </ul>
	<p><b>Key Resources</b></p> <ul style="list-style-type: none"> <li>• <b>Tangible Assets</b> <ul style="list-style-type: none"> <li>- Physical building</li> <li>- Skilled employees</li> <li>- Monetary resources</li> <li>- Machinery &amp; equipment</li> </ul> </li> <li>• <b>Intangible Assets</b> <ul style="list-style-type: none"> <li>- Patent</li> <li>- Trademark</li> <li>- Brand name</li> </ul> </li> </ul>		<p><b>Channels</b></p> <ul style="list-style-type: none"> <li>• <b>Official Website</b></li> <li>• <b>Facebook page</b></li> <li>• <b>JOKKY office</b></li> <li>• <b>Traditional Media</b> <ul style="list-style-type: none"> <li>- Magazines</li> <li>- Newspapers</li> </ul> </li> <li>• <b>E-Commerce Companies</b> <ul style="list-style-type: none"> <li>- Groupon, Lazada</li> </ul> </li> <li>• <b>Retail Outlets</b> <ul style="list-style-type: none"> <li>- Popular bookstore</li> <li>- MPH</li> <li>- Borders</li> </ul> </li> <li>• <b>Book fairs</b> <ul style="list-style-type: none"> <li>- Big Bad Wolf</li> <li>- Popular Book Fair</li> <li>- World of Chinese Book Fair</li> </ul> </li> </ul>	
<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>• <b>Purchase of Materials</b> <ul style="list-style-type: none"> <li>- LED light</li> <li>- Bookmark</li> <li>- Oil palm fiber</li> <li>- Page holder</li> <li>- Leather</li> </ul> </li> <li>• <b>Production</b> <ul style="list-style-type: none"> <li>- Rental</li> <li>- Utilities</li> </ul> </li> <li>• <b>Marketing</b> <ul style="list-style-type: none"> <li>- Advertising</li> <li>- Promotion</li> </ul> </li> <li>• <b>Administration</b> <ul style="list-style-type: none"> <li>- Salary</li> <li>- Training</li> </ul> </li> <li>• <b>Setup</b> <ul style="list-style-type: none"> <li>- Machineries &amp; equipment</li> <li>- Business license</li> <li>- Bank account</li> <li>- Company trademark registration</li> </ul> </li> <li>• <b>Research &amp; Development</b></li> </ul>		<p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li>• Sales of TIP</li> <li>• Sales of future product extension</li> </ul>		



**a) Key Partners**

**1. Suppliers**

As a start-up, JOKKY Sdn. Bhd. does not have the capabilities to manufacture all the parts to produce TIP – a multipurpose book cover. JOKKY Sdn. Bhd. will be looking for suppliers for each different parts of its multipurpose book cover. The few suppliers that JOKKY Sdn. Bhd. will be collaborating with are the oil palm fiber manufacturer, metal sheet manufacturer, LED light bulb manufacturer, pen distributors, elastic bands manufacturer and faux leather manufacturer to produce TIP. The suppliers that JOKKY Sdn. Bhd. is planning to build relationships with are from the nearby factories within Malaysia to avoid high logistic cost. JOKKY Sdn. Bhd. will build good and long term relationship with many manufacturers for the same product to increase our bargaining power. Strong relationships with suppliers will ensure JOKKY Sdn. Bhd. gain first-served benefits and also smooth flow of materials and parts from the suppliers. We believe that by building a strong network with all our suppliers, we will be able to increase the effectiveness and efficiency of the production.

**2. Logistic Companies**

Besides our suppliers, logistic companies also play an important role in ensuring optimal operation in JOKKY Sdn. Bhd. Logistics companies help in sending raw materials and components to the factory and distributing our product to our customers, retail outlets, and corporates. As product distribution can be critical for the business, building and maintaining strong relationships with the logistic companies will avoid delays in the distribution of products down the supply chain.

### **3. Other Key Partners**

Other key partners such as law firms, banks, accounting and auditing firms, government and associations are also essential in securing the success of the business. Medical personnel are also one of our prime partners as we need professional's opinions, ideas and suggestions to improve our product. We value all the key partners we engage with and believe in creating mutual benefits in the relationship. By doing so, we will not only operate our business with full drive but also deliver high quality product that fits our customers' needs.

#### **b) Key Activities**

##### **1. Production**

One of the key activities for JOKKY Sdn. Bhd. is the production of our multifunctional book cover – TIP. The activities involved in the production of TIP include assembling, quality controlling, and packing and labeling. Every activity is involved in creating value to our customers. The production process starts with assembling all the parts we purchase from our supplier to build the product. After that, all products have to go through a series of quality checking to ensure that we deliver high quality product to our customers. It is also to avoid delivering defected goods to our customers because customers' experience is our priority in this business. Packing and labeling of the product will be the last step in the production of TIP. This step is also important as it helps in promoting the product and attracting customers to purchase it.

## **2. Administration**

Besides production, we also believe that administration activities play important roles in the running of the business. The activities involved are accounting and financing, human resourcing and logistics. Accounting and financing is vital in the business as we have to ensure that JOKKY Sdn. Bhd. has sufficient cash flow, pays our creditors and collects payment from our debtors in time. Human resource activities help the company to recruit talented employees and keep their motivation level high at all times. Logistics activities are also critical as it ensures that JOKKY Sdn. Bhd. receives supplies and delivers our products effectively and efficiently. The business will not be able to run smoothly without these administrative activities.

## **3. Marketing and Selling**

Marketing and selling of our product is also one of the major activities in the business. Marketing helps in creating awareness about our product to the targeted customers. When our potential customers are aware of our product, JOKKY Sdn. Bhd can proceed with attracting and persuading customers to buy our products. Lastly, creating customer retention towards our product. These activities are important because our product will not be able to sell without the help of marketing activities.

**c) Key Resources**

**1. Tangible Assets**

JOKKY Sdn. Bhd.'s tangible assets includes physical building, skilled employees and monetary resources. JOKKY Sdn. Bhd.'s administrative office, factory and warehouse are all in one use. This approach is to reduce rental and also increase efficiency in the operation of the business. The office will be located at an industrial area in Gopeng. This area is suitable as it is at the middle of Peninsular Malaysia. JOKKY Sdn. Bhd. will be able to reach to most of the potential suppliers from Penang and Shah Alam easily. Gopeng is also located strategically beside the North-South highway which helps in efficient supply chain distribution. This makes production, marketing and selling activities easier and cheaper. We will not only be able to produce at a lower cost, but also approach our targeted customers easily.

Furthermore, skilled employees are also one of the tangible resources in the business. Employees are one of the main assets the company has that is critical to the success of the business. Our employees must understand the nature of the business, our vision and mission, and also the operation of the business. Therefore, training workshops and company handbook will be provided to help employees understand the company and perform better. Aside from the basic benefits, we believe that employees will be motivated to work when there is development opportunities available in the company. When the business is stable, the segregation of employees is divided into three segments, the research and development team, the administrative team, and also assembling employees. The research and development team are responsible for innovating and inventing new products that fulfills customers' needs and

enhance their experience. This team has to be equipped with technical knowledge and is aware of consumers' problem and customer trend in the industry. The administrative team are responsible for the smooth operation in the business and maintaining high quality customer service while the assembling employees are in charge of the operation in the factory.

Next, monetary resource is also one of our tangible assets in the business. It is vital for JOKKY Sdn. Bhd. to start the business and keep the operation running. As the start-up does not have enough credit to apply loan from monetary agencies, the monetary resources are from personal contribution of the shareholders. The monetary resources will be invested in the research and development of product and the setting up of the business. When the business is stable, the revenue from the sales of TIP will be used to run the company.

## **2. Intangible Assets**

JOKKY Sdn. Bhd. will be able to gain competitive advantage in the industry with its intangible assets. These assets are not easily imitated and created by other potential competitors. The research and development team will ensure that our products will be unique and requires a long time to imitate. Besides that, we will also register patent for all our new product designs. We will also be registering trademark to prevent the misuse or imitation of our company name. As the business grows, company reputation will also be one of our main asset in the company. We believe that by providing high quality products, we will have strong and good reputation among our customers.

#### **d) Value Proposition**

TIP's value proposition is to provide convenience to readers and also reduce body discomfort when reading. JOKKY Sdn. Bhd. acknowledges and promise to deliver these values to its customers. We believe that consumers will prefer TIP as compared to other book covers because of the value proposition provided by TIP.

##### **1. Provide Convenience to Readers**

TIP will be able to provide convenience to its users as it provides many functions in one product. Many readers feel inconvenient to bring along many things such as bookmark, pen and page holder just to read a book. It is also difficult to protect a book when readers read outdoors. By attaching TIP to their book, they will have a page holder, bookmarks, pen, reading light and a protective cover all in one product. This book cover allows readers to read anytime and anywhere they want without having hassle to bring many things.

##### **2. Reduce Body Discomfort When Reading**

Having neck pain and backache is common for readers who read for long hours. Holding the book can be tiring. Reading at area with insufficient light will also strain our eyes. TIP is designed to solve these problems all at once. The multifunctional book cover has an adjustable stand that holds the book vertically, allowing readers to read at any angle they feel comfortable with. The stand solves readers' common neck pain and backache problem. Readers no longer need to hold the book vertically at all time when reading. Readers will be able to rest and relax their arms when reading. The reading light attached to the book cover allows readers to read anytime they want when the surrounding is relatively dark. This will protect readers' eyes from straining and prevent from affecting their Cicadian Cycle after 11:00 pm.

## **e) Customer Relationship**

### **1. Customer Acquisition**

When the product is newly introduced, marketing strategies is important to acquire customers. There are many strategies that can be implemented to increase customers' awareness and attract customers to purchase TIP. The few strategies that JOKKY Sdn. Bhd. will implement are guerrilla marketing, advertisement, and also personalized approach. JOKKY Sdn. Bhd. can use guerrilla marketing and advertisement to attract large number to end consumers. By conveying the benefit TIP is able to provide, JOKKY Sdn. Bhd. Will be able to increase awareness and attract customers to purchase TIP. Other than that, JOKKY Sdn. Bhd. Will also approach corporates such as universities, retailers and so on personally to gain sales from these channels. We believe that it is more effective to use personal approach for business to business transaction as relationship between both entities play important role in generating sales.

### **2. Customer Retention**

Customer retention is as important as customer acquisition, if it is not more important. JOKKY Sdn. Bhd. has to retain its customers that it has acquired as customer acquisition cost much more than customer retention. One of the strategies that JOKKY Sdn. Bhd. can implement is sales promotion. It can be used to boost short term sales. Sales promotion does not only clear out old stocks, it also attracts customers' attention during the promotion period. Sales promotion can be implemented by giving out extra value to customer. JOKKY Sdn Bhd. can give out cash voucher or coupons as incentive for customer to re-buy its product.

JOKKY Sdn. Bhd. can also provide high quality after-sales service to retain its customers. JOKKY Sdn. Bhd. will provide warranty to its customers. The warranty period will be one year effective from the date of purchasing by the end user. Customers are allowed to return defected products depending on the cause of the defect. JOKKY Sdn Bhd. will also provide repairing service for technical defects on TIP. New product can be given out if the defected product is irreparable. A reverse distribution channel will be used for the return or repairing of defected product, irrespective whether it is from the retailers or the end users.

**f) Channels**

**1. JOKKY Official Website**

JOKKY Sdn. Bhd. will be creating its own official website to communicate with its customers. The official website provides a platform for the company to advertise and sell its product at the same time. E-commerce can be conducted easily through the official website. This platform also provide convenience to customers to purchase our product anytime of the day. Besides that, it also serves as a channel to collect comments and feedback from our customers. It is a great way to gather all user and form a community through the official website.

**2. JOKKY Sdn. Bhd. Facebook Page**

Same as the company official website, the company's official Facebook page allows the company to perform business transaction and communicate with its customers. The Facebook page is more well-known and is able to reach more potential customers easily as it is the mostly used social media in the world. JOKKY Sdn. Bhd. can utilize the official Facebook page to build customer loyalty and also lead customers to its official website.



### **3. JOKKY Sdn. Bhd. Office**

As the business grow and stabilizes, JOKKY Sdn. Bhd. will look into expanding its business to other E-commerce platforms, corporates and retailers. JOKKY Sdn. Bhd.'s office is located right above the factory. The office enables JOKKY Sdn. Bhd. to communicate with its potential business to business customers personally. Face to face communication allows us to explain our product characteristics, features and benefits in details. JOKKY Sdn Bhd.'s sale personnel will also be able to demonstrate each function of TIP and show how it benefits to customers. Through this channel, we will be able to close a deal easily. Feedback and comments can also be obtained directly.

### **4. E-Commerce Companies - Groupon, Lazada, etc**

JOKKY Sdn. Bhd. will also feature its TIP on e-commerce websites such as Groupon Malaysia, Lazada occasionally based on the customers' peak buying period. This will enhance customers' awareness about the book cover and JOKKY Sdn. Bhd. will be able to advertise its product at a lower cost.

### **5. Traditional Media**

Besides that, in order to reach customers in mass quantity, JOKKY Sdn. Bhd, will also use traditional media to promote the launching of TIP. The new product will be advertised through magazines that focuses on high class products. Not only so, the product will be advertised in newspapers such as The Edge.

## **6. Book Fair**

Other than that, JOKKY Sdn. Bhd. will also collaborate with book fairs such as Big Bad Wolf, Popular Book fair, and World of Chinese Book Fair. JOKKY Sdn. Bhd can insert its flyers into novels to entice book readers to purchase TIP. A booth can also be set up during the book fair to allow potential customers to buy TIP on the spot.

### **g) Customer Segment**

#### **1. Individuals**

Our multipurpose book cover targets individuals from family with above average income. These targeted customers include students, avid readers, businessman, and outdoor goers. This product will be able fulfill their needs for comfort and convenience when reading. Other than that, these individuals are more prone to health problems related to reading.

#### **2. Corporate**

TIP will be targeted to corporates such as universities, primary and secondary schools, libraries, and corporate companies when the business is stable. The multipurpose book cover will be able to enhance readers' reading experience and thus improve readers' learning experience. This will increase effectiveness and efficiency in these entities. Corporates are targeted to gain large sales volume because they will purchase TIP in bulk.

### **3. Intermediaries**

Other than corporates and individuals, intermediaries are also targeted to increase sales volume. Intermediaries such as retail outlets will purchase in bulk, making them the main source of revenue. Retailers such as Popular bookstore, Borders, eBook and other book store are our main targeted intermediaries. We will be earning less profit margin from the intermediaries but the large sales volume will be able to generate sufficient profit to the company. As the intermediaries can account up to 50-60% of JOKKY Sdn. Bhd.'s total sales at its growth and maturity stage, it is also crucial to maintain strong long term relationship with these retailers.

#### **h) Cost Structure**

##### **1. Purchase of Materials**

One of the main cost of JOKKY Sdn. Bhd. is the cost of materials for TIP. TIP's components include the outer layer of the book cover, LED light, bookmark, pen, and the page holder. The component that takes up most of the product cost is the leather and the LED light. The cost of the faux leather and LED light for TIP are RM30 per square feet and RM10 per unit. The materials and components to be assembled will be obtained from the List of Suppliers (Refer Chapter 5) for each materials or components. These suppliers are the approved suppliers that are able to fulfill the quality and price requirement set by JOKKY Sdn. Bhd.

## **2. Productions**

The cost of product also includes the production cost for TIP. One of the main overhead cost is the rental expense for which JOKKY Sdn. Bhd. will assembly its product. The rental cost will be RM600 per month. Other than that, the cost will also include utilities cost such as electricity, water and internet bills. We will also have to bear the cost of depreciation for our equipment and machineries. Moreover, salary of employees is also included in the operation cost. In JOKKY Sdn. Bhd, the company will need to pay for 5 management personnel and two permanent employees who will be responsible for the assembly of product at the initial stage of the product life cycle. As the company expands, JOKKY Sdn Bhd. will need to bear the cost of more employees.

## **3. Marketing**

On top of that, JOKKY Sdn. Bhd. will also need to allocate fund for advertising and promotion. This marketing cost includes advertising on traditional media, printing of flyers and so on. Other than that, the company will also expense money on its public relations such as organizing gathering for its customers to exchange reading experience. Other than that, the marketing cost also include cost for seasonal promotion such as World Readers' Day, Christmas and book fairs.

#### **4. Setup**

During the initial stage of the business, JOKKY Sdn. Bhd. will have to bear high cost for the purchase of equipment and machineries. It also needs to pay for business license, registration of the company name, application of company trademark and so on as the company is set up. Other than that, a minimum amount of RM2000 is required to create a bank account for JOKKY Sdn. Bhd. JOKKY Sdn. Bhd will also need to allocate fund for registration for company website and company email address.

#### **5. Research and Development Cost**

One of the cost incurred is the research and development cost, this includes the cost to research the mechanism for the LED Light and book stand. This research and development cost includes the cost to buy materials to build prototype and salary for employees. As JOKKY Sdn. Bhd. will launch a series of book covers after its first product- TIP, continuous research and development is necessary to continuously modify and improve.

#### **i) Revenue Stream**

##### **1. Activities**

The revenue generated by JOKKY Sdn. Bhd. comes from the sales of its main product- TIP. The selling price of TIP is RM249. The revenue generated will be used to cover the cost incurred.

### **2.3.2 How the Business Creates Sustainable Competitive Advantage**

The competitive advantage of JOKKY Sdn. Bhd. is analyzed through SWOT analysis.

#### **a) STRENGTH**

##### **1. Differentiation**

One of JOKKY Sdn. Bhd.'s competitive advantage is to have differentiation in our product features. JOKKY Sdn. Bhd. produces products that focuses on readers' convenience and comfort. Our very first product, TIP aims to adjust readers' reading posture and eyes straining while reading. As TIP is designed specially to meet the readers' needs and assist in solving their problems, TIP is different as compared to other book covers that only protects the book.

The book stand is adjustable to different angel according to the readers' height in order to prevent pressure exerted on the readers' neck. The magnetic LED light is also attached in the book cover to assist readers to read in dark conditions with ease. Besides solving readers' common problem, TIP also has added values such as page holder, pen holder, and card holder to provide convenience to our consumer. The color and design on the bookmark is also customizable for our customers to personalize the product. Being able to provide convenience and comfort to readers is what differentiate JOKKY Sdn. Bhd. from other competitors.

## **2. Strong Product Position**

JOKKY Sdn. Bhd. aims to solve customers' problems by fulfilling their needs and solving their problems. TIP is entering the market with a strong positioning. TIP does not only solve health issues related to long hours reading, it also provides convenience and style to consumers at the same time. The book cover that comes with pen holder, page holder and card holder can be brought along anytime, anywhere. Besides that, JOKKY Sdn. Bhd. also promises to deliver its product in perfect condition on time. A strong positioning will help JOKKY Sdn. Bhd. to enjoy a long term prosperity.

## **3. Low Overhead Cost**

JOKKY Sdn. Bhd. is located strategically at Gopeng, the middle of Peninsula Malaysia beside North-South highway. The cost of rental and living at Gopeng is relatively low as compared to other industrial areas such as Penang, Shah Alam and Kuala Lumpur. The rental which is one of the main cost for JOKKY Sdn. Bhd. is reduced significantly due to its location. The salary for its employees can also be reduced as the cost of living in Gopeng is relatively low. Therefore, it is able to earn a high margin as compared to its potential competitors.

**b) WEAKNESS**

**1. New Startup**

As a new startup company, JOKKY Sdn. Bhd. has a low capital as compared to other competitors such as Faber Castle and Popular. This is because all founders are fresh graduates and do not have the credibility to borrow loans from bank. Thus, JOKKY Sdn. Bhd. is unable to compete with large companies with high technology equipment and machinery. This is one of JOKKY Sdn. Bhd.'s weakness as our production will be relatively slow as compared to other competitors. Other than that, we will have low budget to spend on marketing events such as press media and collaboration with Big Bad wolf. In addition, JOKKY Sdn. Bhd. will also take a longer time to build a well-developed network with its stakeholders such as suppliers, logistics companies and so on. Not only that, JOKKY Sdn. Bhd. will take a period of time to build brand recognition among its target market as compared to well-established firms. During the initial stage, trial and error of systems and training of employees will take considerable time to complete. The high cost due to defect products during the initial stage is also one of our weaknesses.



**c) OPPORTUNITY**

**1. Innovative Product**

As compared to other book covers in the market, TIP is much more innovative because there are many additional features to boost the readers reading experience. Other than pen holder and bookmark that is common in other book cover, TIP has an adjustable bookstand and adjustable LED light that helps to protect readers' neck and eyes. Furthermore, TIP is also made from high quality leather and oil palm fibre that are good in protecting the book from dirt, water and sun. These innovative characteristics will help to attract customers and gain great market share for JOKKY Sdn. Bhd. Thus, it is an opportunity for JOKKY Sdn. Bhd. to be expose to a large market and build our brand awareness.

**2. Few Direct Competitors**

JOKKY Sdn. Bhd. has no direct competitors and only indirect competitors. This is because there is no product that protects the customers' neck, eyes and protects the book at the same time. There are only indirect competitors such as Sylvia Frost and Faber Castle that produces book covers to protect books. This provides a huge advantage for JOKKY Sdn. Bhd. as we have the first mover advantage in the market. By registering for patent and trademark, JOKKY Sdn. Bhd. will be able to enjoy monopoly in this market for a period of time.

### **3. Increasing Literacy Rate**

The increasing literacy rate in Malaysia provides JOKKY Sdn. Bhd. a larger pool of market as before. This is because TIP's target market are students, vivid readers, businessman, outdoor goers who have income above average. As the number of readers increase in Malaysia, the market size increases. JOKKY Sdn. Bhd. will have larger opportunity to achieve its sales.

#### **d) THREATS**

##### **1. New Entrants**

The threat of new entrants is one of JOKKY Sdn. Bhd.'s challenge. When the indirect competitors or potential competitors realize about the problem faced by the consumers, they will enter the industry as there is no other competitors other than JOKKY Sdn. Bhd. In order to overcome this threat, JOKKY Sdn. Bhd. pledges to provide the highest standard quality and premium customer service to create customer loyalty. By providing these benefits, the company will not only attract new customers but also retain the existing ones. This is crucial for the growth of other product extension and for the company as a whole in the long term.

## 2.4 Current Status and Requirement

### 2.4.1 Project Milestone (Gantt chart)

In order to make sure our product and brand succeed in the market, we need to have a well-planned milestone for our product before it is launched in the market. So we had developed the projected milestone that is based on the Gantt chart to make sure that the project is well organized and easy to manage. It also allows organizations to be effective by establishing timeframes that is easily controlled over the time (Tech Advisor, 2013). All the members in our team are able to understand all the steps within the timeline so that it would not run out of the date.

Table 2.1: JOKKY Sdn. Bhd.’s Projected Milestone

Tasks	Time Period (week)																	Remark
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	
Design protocol and Develop Protocol (finalize)																		
Searching for strategic location based on the business plan.																		
Business registration from Suruhanjaya Syarikat Malaysia (SSM)																		
Register for Goods & Services Tax (GST)																		







We will not be focusing only on the local market because the demand is too small and the currency had declined since year 2015. This is because we need to achieve economies of scale to lower down the cost. This can only be done through the selling to different areas. However, we will first be targeting the ASEAN countries because the culture and behavior of these countries is similar (K.K Tan, 2013).

We will also review the financial result based on quarterly and yearly factor to ensure that the progress would not run out the planning and control accordingly. We planned and hoped to have a financial breakeven within 3 years.

## **3.0 INDUSTRY ANALYSIS**

### **3.1 Industry Description**

#### **3.1.1 Industry Trends**

According to the Global Industry Analysts, Inc. the global market for stationary product will surpass 226 billion US dollars by 2020, with the steady growth rate of 5%. Stationary industry covers a wide range of group of business such as pen, notepad, as well as book accessories. There are four reasons that drive the growth of the industry, which is the increasing literacy rates worldwide, growing enterprise activity such as new innovation product, rising school enrollment, and favorable demographics (Global Industry Analysts, Inc., 2015)

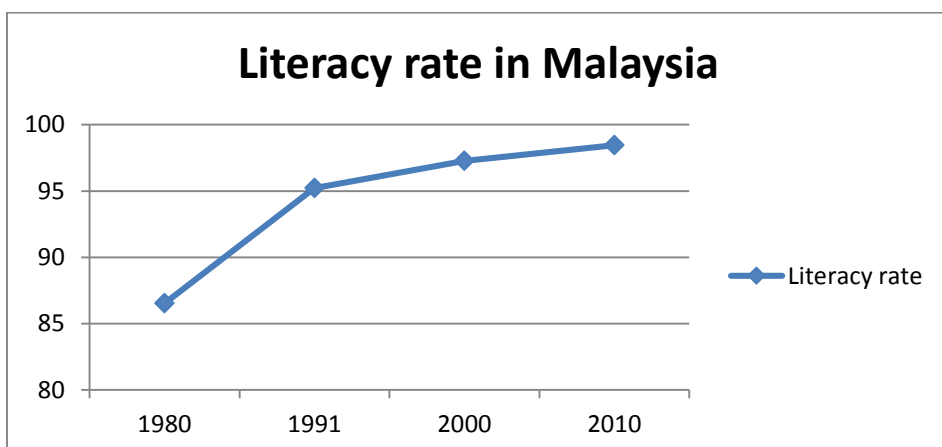
In Malaysia, this industry is a small and niche market. After an evolution for almost three decades, stationary industry had successfully transformed itself from being a family-run business interest into a modern and systematic business entity. Due to the transformation, this industry had created a better understanding toward international customer needs and preferences and is able to produce high quality products which comply with the international requirement such as European's CE marking. "Made in Malaysia" policy is also gaining an international acceptance (MATRADE, 2015). With the support of



Malaysia geographical region and the efficient seaports served as a platform for Malaysia, stationary companies were able to export its products to over 100 destinations across the globe (Iskandar Malaysia, n.d.).

Nowadays, Malaysian consumers are more eco-conscious due to the well-informed threat of harming the environment. The global warming, air, land, and water pollution and climate change are examples of such threats. People are starting to be concerned about the protection of the environment and it had created the environmentally-friendly behavior (Rahbar, Elham, Wahid, Abdul N., 2010). This had created a new trend for the stationary industry. With the leverage of this emerging trends and increasing customer awareness and sensitivity, Marketers in the stationary industry would tend to emphasized on the environment-friendly product such as the non-toxic coloring material to replace the common materials from plastic (MATRADE, 2015). However, until today, the majority of stationary players is still focusing on the functional purpose as compared to eco-friendly products.

Figure 3.1: History of Literacy Rate in Malaysia



Looking into Malaysia's market, the literacy rate in Malaysia was scored 94.6% in 2015 and according to Deputy Education Minister Datuk Dr Wee Ka Siong, the government is putting effort to increase the literacy rate to 99% by 2020. High literacy rate meant high ability of the citizen to read and write. With this high literacy rate, it indirectly increases the demand of books as well as stationaries.

Our product TIP will only be partially environmental friendly because we are focusing to create a more functional product. This is because we are passionate to create convenience, reduce health problems and solve common frustrations that readers faced as compared to just providing them an eco-friendly product.

### **3.1.2 Industry Size**

The global stationary market is worth 177 billion of the year 2015, which creates a huge market potential where the percentage of increase is 5% per year. The literacy rate in Malaysia and the world is growing, providing a rate of 82.7, while Malaysia provides 94.6% at year 2015 calculated by the UNESO. The market is full of potential, and we will create exports to more than a 100 destinations. This is because of the growing of E-commerce which removes the barrier to deal with different countries. This creates opportunities for us to export using parcel services.

Since our product TIP is new to the market, thus it has only a few competitors in the market. There are some of the indirect competitors that offer similar products like file and hard cover which served as a book protector. Lighting, stand, sticky note and etc. that provide different benefit and different purpose for different uses. However, TIP offers an extra benefit which combines different reading experiences to many vivid book readers.

Below are the main manufactures and suppliers in the market that might serve as the direct and indirect competitor for TIP:

**a) Direct Competitor in The Market**

1. Brodart
2. Sylvia Forest
3. Creative Stationery Sdn Bhd (A- Star)
4. HeeLee Enterprise(M) Sdn Bhd (Unicorn)
5. A.W. Faber-Castell (M) Sdn. Bhd. (Faber Castell)

**Brodart** was founded in 1939 by Mr. Authur. Brodard specializes in making book jacket covers which helps to give protection to books with various type of material such as PVC, Polyester, Polypropylene and others. They also provide online shopping to customers to create convenience.

**Sylvia Forest**, an online book cover design company that fully designs the whole book cover based on user's preference. Sylvia Forest is able to help individuals or businesses to customize the book cover to create personalized satisfaction.

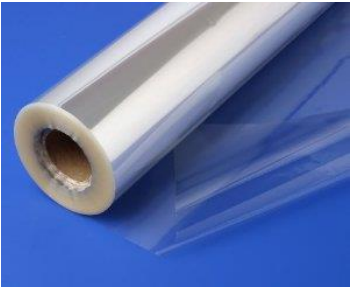

**KPC** was founded in year 1996 with a production of more than 500 products in the market. KPC is a well-known company in Malaysia with strong logistics that is able to ship products around the world. KPC also focuses on developing quality products and provide satisfaction to the customer.

**Unicorn** is a long established brand which offers a different range of product with reasonable prices (Unicorn, 2014). Unicorn is an established company in the UK. Through moving the production factory to different areas like China and Malaysia, Unicorn was able to meet different area demands and achieve economic of scale.

**Faber-Castell** is the oldest company in providing stationary products and office equipment. They had started their business since 1761 which currently sells their product to more than a 100 countries. They also offer the opportunity for customers to draw and design their own protective cover of the book in the market.




**b) Major Direct Competitor in The Market**

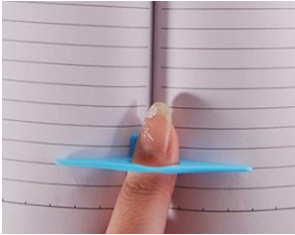


Table 3.1: TIP's Direct Competitors in The Market

<b>Product</b>	<b>Product</b>	<b>Indirect competitor in Malaysia</b>
book wrapper		Adora, Unicorn, POP Bazic (Popular book store), Kindai Corp, Benchmark Paper
Document Case		Campap, CBE, UMOE

**c) Others Indirect Competitor in The Market.**

Table 3.2: TIP's Indirect Competitors in The Market

<b>Product</b>	<b>Product</b>	<b>Indirect competitor in Malaysia</b>
LED light (reading)		Coleman, Eveready, Energizer, Ikea, Wirata, Xiaomi
Book stand		Acrylic
Pen holder		Ikea, Troika, Geo

<p>Thumb Book Holder</p>		<p>Lalang</p>
<p>Page Maker</p>		<p>3M (Post-it), KENO, POP Bazic, Deli stationery, Unipaper,</p>
<p>Bookmark</p>		<p>self DIY</p>

### 1. Book Wrapper

Book Wrapper contains the similar function to protect the book while providing the market with different materials for the wrapper. Book wrappers are also adjustable and can be removed and replaced with little effort. (Wen-Sing, n.d.).

## **2. Document Case**

Document cases come with different sizes which also aids in storing and protecting reading materials. Document cases also come with a handle for easy carrying. Document cases vary from different material such as polypropylene and leather which meets different needs and have different price range.

## **3. LED Light (Reading)**

They are many players in the LED light market. There are some of the indirect competitors that provide convenience that is able to help users to read the book at night time, like Book clip light, desk lamp, and even light that connects to the USB port on the computer or power bank (Xiaomi, 2015).

## **4. Book Stand and Thumb Book Holder**

The book holder holds pages together and keeps them open, allowing users to take notes or reading hands-free. Most book holders are made from China which are usually brandless.

## **5. Pen Holder**

Pen holders keep pen and other instruments in the same position. Most pen holders come with a box and the limitation to this is that it is bulky and not stylish.



## **6. Page Maker and Bookmark**

These products help people to bookmark the pages and highlight important information. It allows people easily remember their last read pages. Normally the product is simple to use and very thin to prevent damages on the book.

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

### **3.1.3 Industry Attractiveness**

Our company has implemented Porter's Five Forces to determine the competitive power and provide a better understanding about the attractiveness of the multipurpose book cover in Malaysia. Porter's Five Forces includes buyer power, supplier power, the threat of rivalry, the threat of substitutes, and barriers to entry.

#### **a) Bargaining Power of Buyer**

In this case, the bargaining power of buyer is considered as moderate because there are not many close competitors like TIP in the stationary market. Limited substitute product is the reason that the buyers have less power to manipulate the price, service quality, or forcing the demand. Therefore, we have higher power to control the product price. TIP only has indirect competitors such as the book holder, plastic file, stick on notes, book laminating firm, and product capture. Our indirect competitors only offer products with one function. In other words, TIP is able to differentiate itself from other products in the industry.

When the available substitutes are limited, customer will not be able to gain the same values that we can provide from other sources. However, the buyers of TIP are concentrated as our target markets are students and book lovers which creates a very niche market.

**b) Bargaining Power of Supplier**

The bargaining power of supplier is moderate in this industry because we are not the only customer to our supplier. At the same time, the stationary market also contains many suppliers to supply the standardized/ generic material to us. In other words, we still have some power to force suppliers to lower down the cost. Besides that, one of our main material is collected from an oil palm wastage facility and it does not require a large amount of capital to buy the material as it is an unwanted material waiting to be disposed of. The generic/ standardized materials create a lot of alternatives which also provides us with many suppliers. Thus, our bargaining power is not low because switching costs is low in changing suppliers.

**c) Threat of New Entrants and Entry Barriers**

Threat of new entrants in this industry can be considered as high. First of all, we did not invent or have our own technology that is adopted into our product that prevents imitation. In other words, it is difficult to prevent others from using the knowledge and idea to duplicate our product therefore making the barriers to enter into the market low. Next, we are facing the disadvantage of economies of scale as our stock capacity is limited by our company's limited capital. This threat can be temporarily avoided by patenting our product to avoid new entrants at the initial stage.

**d) Competitive Rivalry Among Competitors**

The rivalry among competitors is considered as low because:

**1. Competitors Are Few**

Our product does not have direct competitor to compete with us but we have many indirect competitors. We do not need to adopt price cutting strategy to attract customer in order to enter the market. Besides that, we can gain first- mover advantage over the market, which will help us to consolidate the market share and profitability over a long period. In this case, we are able to obtain stable position in the market because there is no similar or substitute product to compete with us temporarily.

**2. Differentiate Product**

As there is no similar product like us to provide a multi-functional book cover, we will be able to differentiate ourselves from the competition. For example, TIP is not only a book cover that protects the book, but it also comes with a stand to reduce posture problem and a light to provide comfort during night reading.

**3. Low Cost**

In this case, we are able to reach a low level of fixed cost because our product's materials are produced by different manufacturers as we could compare the prices and quality of the material and choose the most suitable one for us. Thus, we do not have to achieve a high volume of sales or product in large quantities to attain the lowest unit cost. Besides that, JOKKY Sdn. Bhd. has a relatively low overhead cost as the business is located at Gopeng with cheaper rental and labor.

### **3.1.4 Profit Potential**

According to the survey we were collected from 412 peoples, is about 79% of people decided to purchase our product, and we have mention the price of our product at RM249. Besides, we will be using the palm waste as one of the material of our product, which this will help to increase the attention from the market because this material using is eco- friendly and new in the market. The result also shows more than 90% of the respondent likely to purchase eco - friendly products.

## **3.2 Target Market**

### **3.2.1 Individuals**

At the initial stage, JOKKY Sdn. Bhd. will be targeting individuals who are from the high income segments; income above RM5000 and are vivid book readers. These potentials targeted individuals include lecturers, students from private schools and universities and executives. This is because this group of people read for long hours and inappropriate posture will cause neck pain and eyes straining.

Reading with a wrong posture in a long term will exert high pressure on the neck causing muscle ache. Other than that, reading in the dark will also strain the eyes and harm the retina muscle.

In addition, outdoor goers are also one of JOKKY Sdn. Bhd's potential customers. As the book has a magnetic LED light attached to it, it provides convenience to outdoor goers to read in the dark at night when there is insufficient light. Thus, it will reduce the harm inflicted to the eyes.

JOKKY Sdn. Bhd. realizes readers' problems when they read for long hours. These problems do not only provide inconvenience to these readers but also affect their health in a long run. This category of consumers must have strong health awareness and is a vivid book reader. Our product, TIP is specially designed to solve their problems and fulfill their needs. These individuals are able to find our product through JOKKY Sdn. Bhd.'s official website or even through social media such as Facebook.

### **3.2.3 Retailers**

During TIP's growth and maturity stage, JOKKY Sdn. Bhd. will target retailers who will buy TIP in bulk. These retailers include bookstores and other book intermediaries. These bookstores are Popular Bookstore, Times, Borders, MPH and so on. We will be selling our products to these retailers at lower price in order to maintain good relationships with these retailers. These potential retailers are listed as below: -

**a) Popular Book Company (M) - <https://www.popular.com.my/>**

Popular was established in 1984 and has now grown to more than 86 stores in Malaysia. This retailer has become a household name nationwide and is recognized and listed by the Malaysia Book of Records as the largest bookstore chain in Malaysia. It sells a wide variety of books such as fiction, non-fiction, and general interest books in different language. Other than that, it also sells a huge selection of magazines, stationeries, gift items and so on.

**b) Times - <http://www.timesbookstores.com.my/>**

Times bookstore was established in 1978 and have been providing books to Malaysia for over 30 years. is a leading retailer for English language books and other complementary products in Malaysia. It offers a wide range of products catering for readers from all ages and interests including fiction, non-fiction, lifestyles and even children books.

**c) Borders – <http://www.borders.com.my/>**

Borders Malaysia is a subsidiary of Berjaya Corporation. It offers a wide selection of books and magazines to book lovers. Besides that, it also provides merchandise with different variety. Apart from other book stores, Borders also hosts many events such as author appearance, book signing, and special programs for children.

**d) MPH - <http://distributors.mph.com.my/welcome/index.php>**

MPH is one of the largest book distributor in Malaysia and even in Singapore. This distributor distributes books and magazines from both local and international publishers. Other than distributing books, MPH has subsidiaries such as MPH Printing, MPH Publishing, MPH magazines and so on.

The minimum requirements to be chosen as JOKKY Sdn. Bhd. Retailer are listed as below: -

1. Has at least 5 outlets around Malaysia
2. Provides efficient and effective services to customers
3. Order in bulk (minimum 100 units)

### 3.3 Competitive Position within Target Market

#### 3.3.1 Competitive Analysis Grid for TIP

Currently, TIP does not have a direct competitor in the industry, however there are many indirect competitors having slight similarities in terms of function with TIP. In this section, the total amount of indirect competitors should solely be based on the complete product of TIP as a whole on how it will perform in the market. The analysis of TIP’s competitive position within the industry can be seen based on the diagram below.

Table 3.3: TIP’s Competitive Analysis Grid

Name	TIP	A-Star	Sylvia Frost	Unicorn	Faber Castell	KPC	Brodart
<b>Product Features</b>	Premium and classy book cover that comprises of changeable stand, LED light, pen holder, and a customizable bookmark and page holder to improve reading experience	Economical book cover comprising of mainly plastic for rough use	Fully Customizable book covers based on customers’ needs and wants	Economical and easy to obtain book covers with multiple sizes	Book covers that offer customer the opportunity to draw and design on their own	Strong adhesive plastic book covers mainly targeted for education department	Emulsified book covers that mainly increase the lifespan of books and protect them completely from dust.
<b>Brand Name recognition</b>	Low	High	Low	High	High	Moderate	Moderate
<b>Access to distribution</b>	Medium	High	Medium	High	High	High	Medium
<b>Quality of Product</b>	High	Low	High	Low	Moderate	Low	Low
<b>Year of establishment</b>	2016	1996	2015	1996	1761	1978	1939
<b>Product Customization</b>	Yes	No	Yes	No	Yes	No	No

## 4.0 MARKETING PLAN

### 4.1 Product Feasibility Analysis

Figure 4.1: Most Popular Novel's Size



TIP is currently designed to fit the most popular book (most of the Novel) size with a range of 5.5" x 8.5" to 6.0" x 9.0" (Friedlander J., 2016).

Our book cover is divided into four major parts, which will be used for various functions. The first part will be the book stand, the second part will be the adjustable LED light while pen holder and bookmark/book holder will be the third and the fourth functions.



### 4.1.1 Full Description of TIP

#### a) Book Cover Stand

Figure 4.2: Book Cover Stand



The book cover stand is one of the major selling points for our product. The book stand is flexible and allows the book to freely adjusted based on the user's preference. The adjustable stand aids in reducing problems such as neck pain. Every 15 degree bent on the head will double the gravity force applied to the neck. Over the time, the incorrect reading posture will bring harm to the cervical spine and may cause cervical disc disease.

Figure 4.3: The Gravity Force apply to Cervical Spine for every 15' Angle Bend



The adjustable book stand can potentially avoid additional force applied to the neck. This is because most readers tend to bend at about 45 to 60 degrees during reading. This will apply pressure for up to 49 to 60lbs on our neck, creating discomfort or pain for our body. With TIP, the book stand allows the book to be adjusted for up to 60 degrees allowing users to comfortably read within their eye level without needing to bend their neck. This will successfully reduce stress and pressure to up to 40lbs on our neck.

### **b) Adjustable LED Light**

The brightness of the surrounding is critical for every reader. When the brightness of the surrounding is not sufficient, this will render readers to read. Our Adjustable LED enables the user to adjust the LED to anywhere within the book cover. This allows the reader to enjoy reading during the night or situations with limited light

Figure 4.4: LED (Light-Emitting Diode) That is Used by TIP



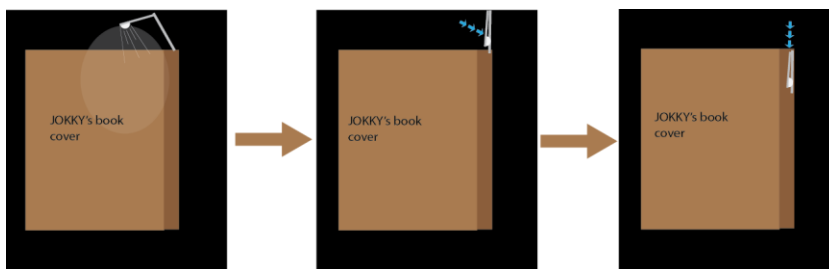
By using the LED as our lighting tools, users can experience bright lighting with efficient energy usage. Unlike halogen lamp, LED light is able to turn 85% of electricity into light rather than converting into heat energy. Thus, this will reduce any discomfort caused by extensive heating through the light while saving valuable energy. Besides that, the LED light also provides a very long life span which lasts up to 80,000 hours. This made a difference of up to eight to ten times longer than normal halogen lamps (LED lightning, n.d.).

Furthermore, TIP’s LED light bulbs is as small as 2mm which is suitable to be a small yet strong light source for the book cover. This would also reduce the weight and improve the bulkiness of TIP.

Figure 4.5 Adjustable Angle for The LED Light



Figure 4.6 Foldable LED Light



As shown in figure 4.1.2.2 and 4.1.2.3, the LED light will be attached to the bottom of the book cover and will contain a mechanism to be folded into the book cover when not in use which brings a lot of convenience to our users.

**c) Pen Holder**

Figure 4.7 Pen Holder



Most people tend to take notes during their reading time. A stylish pen holder may give them another point to consider TIP. A quality and stylish pen holder provides an elegant but handy design for users to take notes and uplift the user's status.

In addition, our pen holder is made out of elastic band which we had carefully design to fit most of the pen size in the market including Parker, Sheaffer, Duke and Mont-blanc.

#### **d) Book Mark/ Page Holder**

TIP's page holder will not only allow readers to read a book in a better and easy way, but also allows reader to use it as a book mark. Whenever readers stop reading, they just need to put the page holder within it. The flat design of the page holder will not cause any damage to the book itself. Reader can easily continue reading at where he or she stops previously.

#### **4.1.2 Concept Testing**

In order to have a better understanding on the local market preferences, we had distributed over 400 survey questions. The survey includes students, lecturers, business executives, government employees, and business owners. We found that 75% of respondents are interested in our product and will consider buying our product. Through the market research, we found that majority of the problem that was faced by readers can be solved by our product. The figure shows a very high interest from the respondents and we believe that this product will have a potential growth rate. Apart from that, we found that the major consideration of buying a book cover are the pricing (28.4%), quality (26.2%) and functional (20.6%) from the respondents. In a nutshell, we will modify our product to satisfy the expectations required in order to get an excellent response from our prospective customer.

## **4.2 Pricing Strategy**

### **4.2.1 Pricing Objective**

To compete in the market, the customers that we will be targeting are mostly highly educated people, have an above average income, love to study, and take the extra mile in protecting their book. So, our multi-functional book cover will be targeted on these. Vivid book readers also tend to spend more on their preferred products. So, we will be adopting the “Premium pricing” that defines as selling the product with a high price. We will markup the price of the product to cover back our cost and also earn extra profit. This is because in the early stage, we will only produce in a small quantity, therefore requiring to sell in a higher price to match with the fewer return of sales.

#### **a) Skimming Pricing**

At the beginning, when we introduce TIP to the market, we aimed to set a high price to maximize the profit, and provide a perception of “a high price equal to high quality” to the market. This will also help our firm to protect ourselves on pricing, so that we will not fall on the “price war” when the cheaper price producer comes in the market. This is because larger firms have the capabilities to produce in a large quantity for a lower price. However, these large firms usually lacked quality control and therefore we have to always ensure that our quality is top-notch. We are aiming to sell the book cover with the price of “RM249” with a free premium pen. We will then lower down the price during the second year when we launch the second edition. The price will be reduced to RM149.00 to clear the stock or continue to produce if the demand is high.

**b) Prestige Pricing**

We will set a high price to the market, allowing only a “certain” and “niche” people to choose or purchase our product which allows us to differentiate ourselves. Our objective is to set the price higher than the similar product. We also don’t have many direct competitor products in the market to prevent customers from comparing the prices. In order to create sustainability, we will be offering the limited edition series which sell at an even higher price than the original product to further create awareness to our targeted customers while increasing the brand loyalty.

**c) Psychological Pricing**

Different pricing would have different psychological effect. Apart from selling in high price, we will also set the price at RM 249 rather than RM 250. To a certain extent, this move will help to target more customers who think that RM 250 is too expensive and psychologically RM249 is less than RM250. This would help to improve sales and maximize revenue and it will not lower down the value of TIP.

**d) Signal from The Buyer**

Since we targeted premium users by setting a high price in the market, we will be able to get the attention from the market to obtain brand loyalty. The price set will be reviewed every half a year and we will make the adjustments needed based on the selling performance whether the price set is too high or too low to ensure that it is set correctly.

### **4.3 Channels of Distribution**

The management of the distribution of raw material and final product is crucial to create an effective and efficient operation. The design of the distribution channel will affect the lead time of the operation and the customer flow. As TIP is a niche product, the type of channel distribution that will be used to market TIP is mainly direct distribution channel. The head of operation, logistics, and marketing will coordinate closely to ensure the smooth flow of raw materials inbound, assembly of products, closing sales, providing after-sales-service and account management. Occasionally, indirect distribution will be used to advertise and promote the product. For example, Groupon Malaysia, Lazada.com, Big Bad Wolf are the partners that JOKKY Sdn. Bhd. will work with to boost product sales and increase customers' awareness. JOKKY Sdn. Bhd will create contract with Groupon Malaysia and Lazada.com during special events such as company's anniversary, Black Friday, Christmas and so on. By creating account at Groupon Malaysia and Lazada.com, JOKKY Sdn. Bhd. will be able to remind customers about our brand name.

#### **4.3.1 Direct Distribution of Channel**

For direct distribution channel, JOKKY Sdn. Bhd. will purchase the components and raw materials from its suppliers for the assembly of TIP. After the components and raw materials are sent to the factory, the employees are responsible in the assembling process. Before the assembling process starts, the raw materials and components need to go through a flow of quality control process to ensure the high quality of end product.



As our target market contains educated vivid readers, our main selling platform will be the JOKKY's official website. The website will include catalogue that shows the product designs and specifications and price. Customers will be able to view the product through pictures of the product from different angle and videos. From our website, customer will be able to purchase their product online with 2 years' warranty. Not only so, customers will be able to make transaction through Visa or Master Card, debit card, and other online payment portal such as PayPal and American Express.

JOKKY Sdn. Bhd. will also create agreement with Skynet to ship the products with a lower cost. After the customer order is received and the transaction is made, Skynet will deliver the product to customers directly within 3 to 5 working days. By doing so, customers will be able to receive their goods in a short time.

#### **4.3.2 Indirect Distribution Channel**

During special occasion such as JOKKY Sdn. Bhd.'s anniversary, Christmas, Black Friday and so on, our company may sign agreement with other e-commerce company such as Groupon Malaysia, Lazada.com and so on to promote the product. By doing so, customers will be able to buy TIP at a lower price for three times a year. JOKKY Sdn. Bhd. will be sending a certain amount of stocks to the E-commerce company warehouse to be sold by the E-commerce companies. The revenue margin will then be divided between JOKKY Sdn. Bhd and the E-commerce companies. The E-commerce companies will then be responsible in sending the goods to the customers.

On World Book Day and book fairs such as Big Bad Wolf, JOKKY Sdn. Bhd will also collaborate with the organizers of these book fairs. JOKKY Sdn. Bhd. will sell TIP through the book fair organizers. By buying the book cover, customers will be entitled to certain discounts or vouchers for the book fair.

## **4.4 Promotions and Advertising**

### **4.4.1 Promotions**

#### **a) Public Relations**

##### **1. Press Launch**

Our team believed that utilizing press launch is the most effective way to promote our product. Even though the risk of capital is high, however press releases can overcome skepticism and win product acceptance towards our potential customers. This is because TIP is branded as a premium product. Therefore, the potential profit margin of our business will have a high margin.

By having press launches, we could use the coverage to reach further and therefore target more potential customers. The press launch should be located at the heart of our inspiration which is the Grand Hall of University Tunku Abdul Rahman Kampar, Perak. The location is ideal because it is a center of education which is suitable for our targeted industry.

The press launch should involve Medias from the newspaper, radio stations, and television. Since it will be our first soft launch in our schedule, it will not be in a large scale. Students studying in the education center should be our targeted audience as they may pose as the potential word of mouth for our product.

## **2. Public Relations Event**

This will be the main focus in terms of promotion for TIP. The public relation event will be held in a grand scale. The function of a PR event is to create a major impact among both established and potential customers for the exposure of TIP. We believe that a PR event may boost not only our sales potential, but also our competitive edge through proper information sharing.

We would be having our PR event in conjunction of the World Book Day which is on the 23<sup>rd</sup> of April. We would collaborate with Big Bad Wolf to increase customer's potential exposure to TIP. We believe that the PR event could accomplish the following;

- Attract attention for TIP and raise its visibility in a competitive market niche
- Generate interest in and enthusiasm in developing a new reading trend
- Create huge "buzz" to further enhance the word of mouth and brand awareness of TIP

In the event, we would introduce a promotional strategy to form collaboration with the Book Fair. A lucky draw event will be introduced to further increase the pulling factor of the event. Customers who made purchases of TIP will be given the opportunity to participate in the lucky draw for the option of winning an array of merchandises from every vendor in the Big Bad Wolf event.

### **3. Early Bird Promotion**

In this promotion, the first 50 customers who successfully made purchase for TIP through the online website will be entitled to obtain a limited edition TIP book cover. The book cover will be designed to have a sturdier outlook by having gold plating around the edges of TIP. This would create a more unique outlook which tends to be of a higher and more eye-catching quality which in turn makes it look exclusive and enticing which we hope will provide the value to our customers.

The limited edition TIP can also provide a feel-good-factor to our customers. This is because customer will feel that the limited edition product is special therefore this will alter their perception on our product. This in return will definitely improve their buying and consuming experience towards TIP.

Since our business involves fully on E-commerce, we believe that the early bird promotion will create the expected buzz for our product. Since TIP is relatively a new product, our team will have to take advantage of every low cost strategy in our promotion in order to achieve high margins of profit for our premium product.

## **b) Advertising**

### **1. Digital Marketing**

Our team believed that by utilizing the digital era, we will be able to reach more customers easily while keeping up with the globalizing trend. Digital marketing will be our main advertising tool as our business is focused mainly on e-commerce.

### **2. Social Media**

Team JOKKY will utilize the social media as it contains the largest potential pool of customers as well as it is low in cost. By creating a Facebook page for TIP, we can provide the gateway for the flow of information to our customers. A click of follow or like button at TIP will allow customers to receive firsthand information regarding TIP. We will be using Facebook as our main channel for advertising the product outlooks as well as key features of TIP.

The next step of social media is to provide quick and easy after sales service for our customers. Through Facebook and Twitter, customers could easily enquire and provide feedbacks on our product. Team JOKKY will also be able to provide fast services to large audiences at a time. Twitter is also effective for us in creating new trends and methods on how to advertise our product. Since Twitter utilizes on creative one line descriptions, TIP can be used as gateway such as hashtags descriptions to allow customers to quickly identify the product. This would allow us to easily differentiate from our competitors.

### **3. Traditional Media**

With the collaboration of our promotional method with advertising, we would be able to advertise TIP on many traditional media. With promotional press launch, TIP can be advertised in newspapers, radios, as well as televisions.

Team JOKKY will also be targeting possible billboard locations throughout the country. Since our base of operation will be located at Gopeng, the location might not be strategic enough for potential customer pool. With billboard, we could improve our product awareness at strategic locations.

Team JOKKY will also be relying on the new method of billboard advertising which is the LED advertising. Retailers such as MyNews.com provide businesses the opportunity to advertise short and interesting information through their LED boards. Even though the exposure is limited as compared to other traditional media, however Team JOKKY believes that this method is a rising trend and should be utilized as soon as possible to take full advantage when it becomes effective.

## 5.0 PRODUCTION PLAN

### 5.1 Location

✓ **Factory and Office location:**

36, Jalan Teknologi 2,  
Kawasan Perindustrian Gopeng,  
31600, Gopeng, Perak

✓ **Operation Hours:**

Monday – Friday : 9.00 a.m. – 6.00 p.m.

Saturday : 9.00 a.m. – 1.00 p.m.

Sunday & Public Holiday : Closed

There are a few reasons that we are chose Gopeng Industrial Park as our home base. First and foremost, the rental is much cheaper than other industrial area as compare to other as shown in Table 5.1

Table 5.1 Rental Price for Our Prospected Location

No.	Location	Size (sq.ft)	Market Price (RM)	Price per square feet (RM)
1	MIVO Industrial Park ( Sg Buloh )	7,500	9,500	1.27
2	Ehsan Jaya Industrial Park (Kepong)	1,600	3,500	2.19
3	Batu Tiga Industrial Park (Shah Alam)	2,400	5,000	2.08
4	Bolton Industrial Park (Batu Caves)	2,000	4,000	2.00
<b>5</b>	<b>Gopeng Industrial Park (Gopeng)</b>	<b>1,600</b>	<b>600</b>	<b>0.38</b>
6	IGB Industrial Park (Tasek, Ipoh)	8,280	4,000	0.48
7	Bistari Industrial Park (Chemor, Perak)	4,550	3,000	0.66
8	Fortune Park ( Jelutong, Penang)	1,400	3,500	2.50
9	Mutiara Light Industrial park (Bayan Lepas, Penang)	4,280	7,000	1.64
10	Jaya Industrial Park (Johor Bahru)	2,000	2,500	1.25
11	Malim Jaya Industrial Park (Melaka)	1,540	1,900	1.23
12	Galla Industrial Park (Seremban)	2,200	1,800	0.82

Source: (MUDAH, 2015) and (iProperty, 2015)



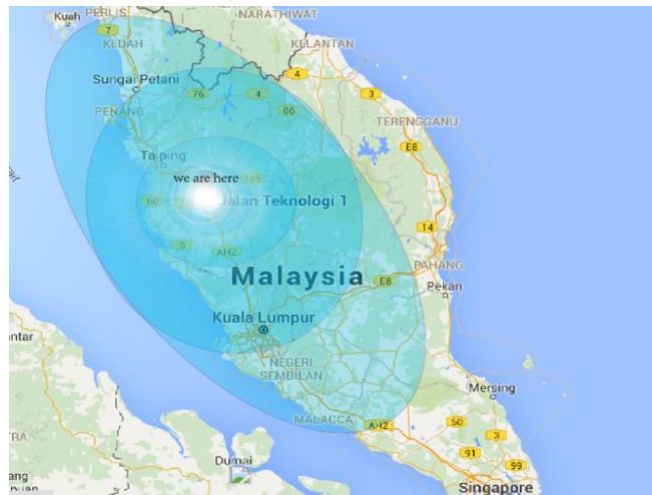
Apart from the rental reason, we chose Gopeng as our office and factory because of its strategic location. Gopeng is located at the middle of Peninsular Malaysia with an easy access to the North-South Highway (10 minutes). This can be one of the competitive advantages since we are targeting the local citizen.

Figure 5.1: Location of JOKKY's Plant.



Based on Figure 5.1, we can easily access to the North-South Highway which connects us with other cities such as Kuala Lumpur, Penang, and even Johor. At Gopeng Industrial Park, the distance from our location to the highway is only 10 minutes away with a distance of 3-3.5km in either direction.

Figure 5.2: Gopeng's Location Coverage

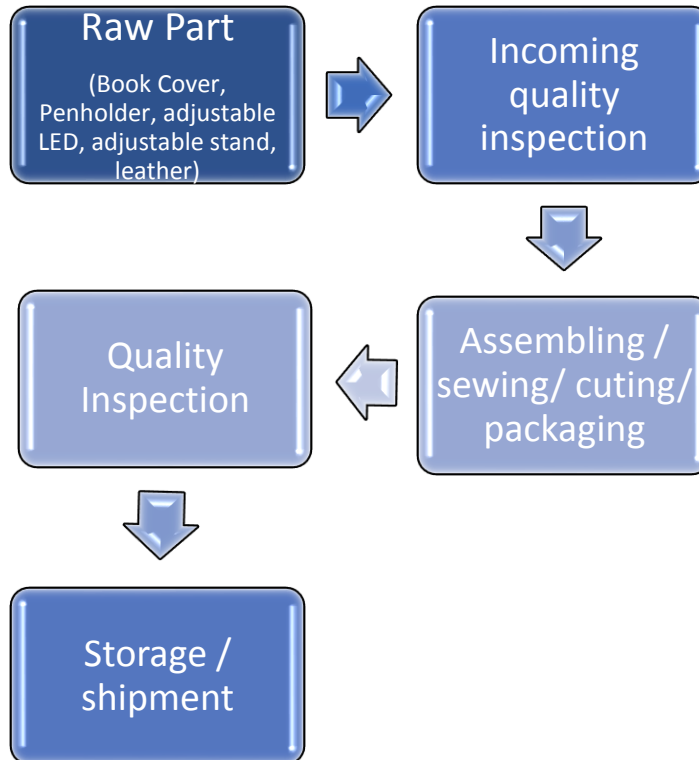


Since we are located in the middle part of Peninsular Malaysia, the strategic location had created a better coverage than in other places. We are able to target and focus at the biggest city, Kuala Lumpur which has the highest Gross Domestic Product (GDP) Per capital, RM46,554.43(2013) while not losing focus to the second largest city, Penang with a Gross Domestic Product (GDP) Per capital of RM 42,251 (2013).

## **5.2 Manufacturing Process**

The raw part (Book Cover, Penholder, adjustable LED, adjustable Stand, leather) of our product will be outsourced to others in order to increase our efficiency of our production by reducing the complexity of our work task. Outsourcing also aids during the initial stage due to the lack of fund in buying equipment for manufacturing processes.

Flow Chart 5.1: Production flow of TIP



### 5.3 Availability of Qualified Labor Pool

At the first stage of our startup, our labor pool will only consist of 7 people who are us, the 5 founders and 2 permanent employees to run and manage the business since our capital is limited. Besides that, Gopeng Industrial area provides a great availability of relevant labor which allows us to easily employ suitable labor when our business expands. As we only have 5 manpower in the management team, we have responsibilities to handle the management and the employees, and therefore we will be tasked with responsibilities that are based on our strength and capabilities for the production. To clarify, our first year staffing will be divided into few positions:

Table 5.2 Designation for Management Team

<b>Designation</b>	<b>No. Of Vacancies</b>	<b>Person in Charge</b>
<b>Management</b>	5	Tee Jin Chuen, Ong Ray Xiang, Kenny Keok, Daniel Khaw, Lam Yan Wen
<b>Quality Control (QC)</b>	2	Kenny Keok, Ong Ray Xiang
<b>Tailoring</b>	3	Daniel Khaw & Lam Yan Wen
<b>Assembly</b>	2	Local Workers

At the beginning stage, we had decided to receive RM 1,500 per month as salary to support our daily expenses until our company gets on its track. Besides that, we are planning to hire 2 local permanent staff to assist us at assembly process as we may lack men power to run the production.

We are also required to attend training courses because we do not possess specific skills to handles the Quality Control (QC), assembly and tailoring in order to create high quality products for our customers.

Table 5.3 Job Scope for each Designation

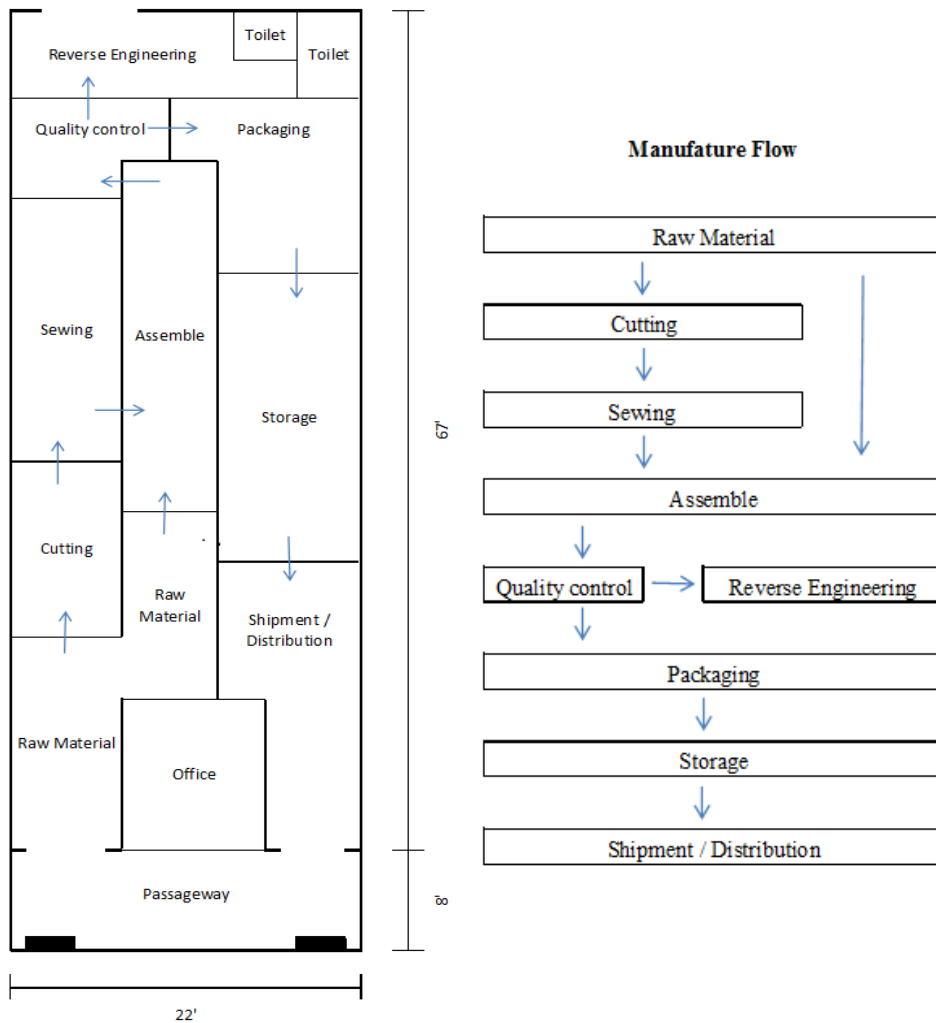
<b>Designation</b>	<b>Job Scope</b>
<b>Quality Control</b>	<ul style="list-style-type: none"> <li>✓ In charge of the quality of the product.</li> <li>✓ Responsible for checking the raw materials.</li> <li>✓ Check the alignment of the machine.</li> </ul>
<b>Tailoring</b>	<ul style="list-style-type: none"> <li>✓ Take care of the production line including productivity rate, defect rate.</li> <li>✓ Responsible for all the action in production line</li> </ul>
<b>Assembly Line</b>	<ul style="list-style-type: none"> <li>✓ Responsible for the packaging of the products.</li> <li>✓ Assemble the accessories part into the book cover.</li> </ul>
<b>Management</b>	<ul style="list-style-type: none"> <li>✓ Do the administration work</li> <li>✓ Customer Service</li> <li>✓ Accounting</li> <li>✓ Engage with raw material supplier</li> <li>✓ Schedule the production line</li> <li>✓ Arrange the logistic service</li> <li>✓ Advertising</li> </ul>

In order to hire skillful employees for assembly, we will provide a recruitment notice outside our factory door as opposed to using channels such as newspapers, magazines, or Jobstreet.com as it is more efficient and cheaper.

Based on the Malaysia Social Security Organization (SOCSO) policy, our company will issue an additional insurance policy to every employee to protect our employees' health and safety in the workplace during the working hour. The insurance expenses will be fully paid by our company.

### 5.4 Physical Plant

Figure 5.3: Plant Layout (Single Storey)



## 5.5 Machineries and Equipment

### 5.5.1 Operation Cost

Table 5.4 Operation Cost for JOKKY Sdn. Bhd.

No.	Item	Price (RM)	Quantity
1	Company name Registration fee (Sdn. Bhd)	2000	1
2	Trade mark registration fee	370 (per year)	1
3.	Business card	20 ( per box)	2
4	Renovation	2000	1
5	Rental deposit	600	2
6	Electricity and Water deposit	600	1
7	Internet plan with phone (deposit)	180	1
8	Table	15	2
9	Recycle pallet	3	10
10	First-aid kit	30	1
11	Garbage bin	4	3
13	Write board	15	1
14	Plastic chair	8	8
15	Partition board	10	10
16	Cleaning Tools	40	1 (set)
17	Security (CCTV and Alarm system)	2000	1 (set)
18	Computer	2000	2
19	4 in1 Printer	350	1
20	Ventilating fan	150	2
21	Stand fan	150	3
22	fire extinguisher (9kg)	120	2
23	Air Conditional (2 HP)	1500	1

### 5.5.3 Machine Cost

Table 5.5: Cost of Machines Involved in Production

<b>No.</b>	<b>Item</b>	<b>Price (RM)</b>	<b>Quantity</b>
1	Cutting Machine	500	2
2.	Sewing Machine (mc927)	2000	2
3	Hand pallet jet	600	1

### 5.5.3 Cost of Production Tools

Table 5.6: Cost of Tools Involved in Production

<b>No</b>	<b>Production Tools</b>	<b>Price per unit (RM)</b>
1	Cutter (Scissors)	30
2	Saw blade	35
3	Needle	1
4	Seal stamp logo chop for leather (customize)	100



### 5.5.4 Material Cost for Production

Table 5.7: TIP's Material Cost per Unit

No.	Items	Price per unit (RM)
1	Thread (0.57mm) (125g)	15
2	leather	30 (1m X 1m )
3	Packaging (total)	4
4	Reading light	10
5	Cardboard	0.5
6	Page holder and bookmark (1set)	3
7	Magnet (1set)	1

### 5.6 Names of Suppliers of Raw Material

The suppliers selected by JOKKY Sdn. Bhd. will be based on the minimum requirements set by the company. The requirements set for the suppliers are to ensure the quality of the products. At the same time, to ensure that JOKKY Sdn. Bhd is able to maintain a low cost for its production. The location of the product will also be taken into consideration as logistics cost will in incurred. The few main criteria to evaluate our suppliers are stated as below: -

- Parameter of 200 km from our factory
- Quality certification (ISO 9001 certification)
- Price
- Delivery service charges
- Delivery lead time

The list of suppliers needed is for these raw materials and components.

**a) Raw Materials supplier**

- Thread
- leather
- Packaging
- Oil Palm Fiber
- Page holder & Bookmark
- Magnet

**b) Sub-part supplier**

- LED Light

**c) Miscellaneous supplier**

Table 5.8: Raw Materials or Components for TIP to be Purchased from Suppliers

Thread (0.57mm) (125g)
leather
Packaging
Reading light
Oil Palm Fibre
Page holder & Bookmark
Magnet (1set)

Table 5.9: List of Potential Suppliers for TIP

**1. Thread Suppliers**

Name	Kintex (KL) Sdn. Bhd.	Geok Huat Industries Sdn Bhd	Kimmark (M), Sdn.Bhd.
Address	42, Jalan Tago 2, Taman Perindustrian Tago, Sri Damansara 52200 Kuala Lumpur Malaysia.	19,20 & 21, Jalan Selayang Segar 1, Taman Salayang Segar, 68100 Batu Caves, Selangor Darul Ehsan, Malaysia.	Lot 1808, Jalan KPB 3, Kawasan Perindustrian Kampung Baru Balakong, 43300, Seri Kembangan, Selangor Darul Ehsan, Malaysia
Price per unit (RM/0.57mm,1 25g)	RM 22.00	RM 15.00	RM 18.75
Distance (km)	170km	177km	203km
Delivery Charges	Yes	Yes	Yes
Delivery Lead Time (Working days)	5 days	3 days	7 days

**2. Leather Suppliers**

Name	Nylex (Malaysia) Berhad	Craft Haven Sdn Bhd	Kintex (KL) Sdn. Bhd
Address	Persiaran Selangor, Section 15 40200 Shah Alam Selangor Darul Ehsan Malaysia	Lot S211 (2nd Floor), 1 Utama Shopping Centre, 1 Lebuhr Bandar Utama, 47800 Petaling Jaya, Malaysia.	Jalan Tago 2, Taman Perindustrian Tago, Sri Damansara, Kuala Lumpur, 42, 52200 Petaling Jaya, Malaysia
Price per unit (RM/m <sup>2</sup> )	RM 33.00	RM 33.00	RM 30.00
Distance (km)	192 km	180 km	170 km
Delivery Charges	No	Yes	No
Delivery Lead Time (working days)	7 days	7 days	4 days

**3. Reading Light (LED) Suppliers**

Name	LED Vision Sdn. Bhd	Evolux “Asia Sdn Bhd	Ideal LED lighting PLT
Address	No 109, Jalan PM 1, Taman Perindustrian Merdeka, Batu Berendam, 75350 Melaka, Malaysia.	Leisure Commerce Square, No. 831, 8th Floor, Block A3, No. 9, Jalan PJS 8/9, Selangor, 46150 Petaling Jaya, Malaysia	17-1 (First Floor) Jalan Nautika A U20/A Pusat Komersil TSB , 40160 Sungai Buloh, Selangor
Price per unit (RM/unit)	10.00	10.00	12.00
Distance (km)	333 km	185 km	171 km
Delivery Charges	Yes	No	No
Delivery Lead Time (working days)	3 days	5 days	3 days

**4. Cardboard (Oil Palm Fiber) Suppliers**

Name	Trunk Busters Sdn. Bhd.	Hoong Chan Trading	HK Palm Fibre Manufacturer Sdn. Bhd.
Address	9, Grd Floor, Jalan Apollo U5/194, Bandar Pinggiran Subang, 40150 Shah Alam, Malaysia	Lot 11928 Jalan Kancil 3&4, Taman Industri Kancil, 36400 Hutan Melintang, Perak, Malaysia	Lot 713, Mukim Sungai Batu, 09810 Daerah Bandar Baru Selama, Kedah, Malaysia
Price per unit (RM/0.5m <sup>2</sup> )	RM 0.70	RM 0.50	RM 0.50
Distance	177 km	87.2 km	148 km
Delivery Charges	Yes	Yes	Yes
Delivery Lead Time (working days)	4 days	1 day	3 days

**5. Page Holder Suppliers**

Name	Rep Graphic Sdn Bhd	K. K. Metal Processing Sdn. Bhd.	Toyomi (M) Sdn. Bhd.
Address	117 , Jalan 20/7, Paramount Garden, 46300 Petaling Jaya. Selangor Darul Ehsan, Malaysia	Box 92, 43207 Batu 11 Cheras, Lot 5206, Kawasan Perindustrian Sungai Ramal, Off Jalan Balakong, 43300 Seri Kembangan, Selangor Darul Ehsan, Malaysia.	Lot 1909, Jalan KPB 5, Kawasan Perindustrian Kg. Baru Balakong, 43300 Seri Kembangan, Selangor, Malaysia.
Price per unit (RM/pc)	2.10	RM1.50	1.50
Distance (km)	182 km	207 km	202 km
Delivery Charges	No	No	No
Delivery Lead Time (working days)	10 days	14 days	14 days

**6. Bookmark Suppliers**

Name	Rep Graphic Sdn Bhd	K. K. METAL PROCESSING SDN. BHD. (450394-T)	Toyomi (M) Sdn. Bhd.
Address	117 , Jalan 20/7, Paramount Garden, 46300 Petaling Jaya. Selangor Darul Ehsan, Malaysia	.O. BOX 92, 43207 BATU 11 CHERAS, Lot 5206, Kawasan Perindustrian Sungai Ramal, Off Jalan Balakong, 43300 Seri Kembangan, Selangor Darul Ehsan, Malaysia.	Lot 1909, Jalan KPB 5, Kawasan Perindustrian Kg. Baru Balakong, 43300 Seri Kembangan, Selangor, Malaysia.
Price per unit (RM/pc)	2.10	1.50	1.50
Distance (km)	182 km	207 km	202 km
Delivery Charges	No	No	No
Delivery Lead Time (working days)	10 days	14 days	14 days



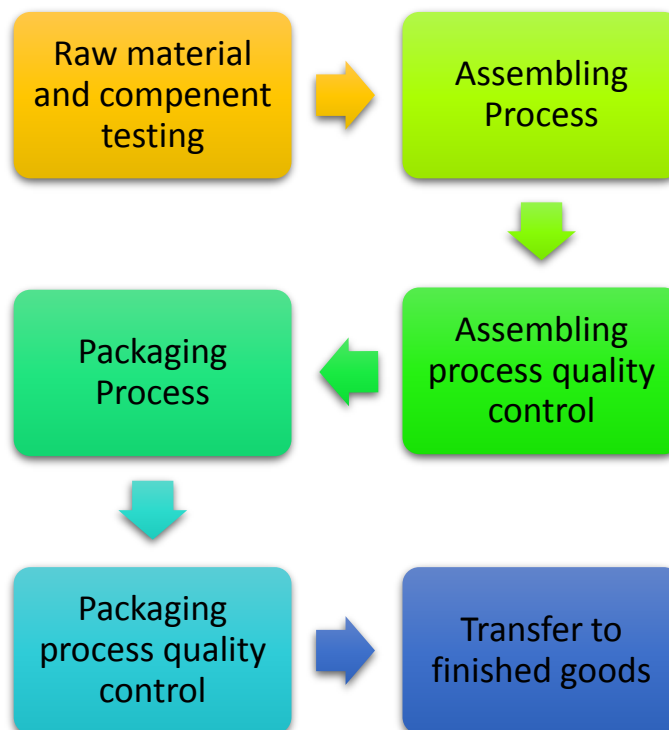
**7. Magnet Suppliers**

Name	MK Magnet Sdn Bhd	Evolux “Asia Sdn Bhd	Ideal LED lighting PLT
Address	No.3-1, Jalan SS25/41, Mayang Industrial Park, 47301, Petaling Jaya, Selangor, Malaysia	Leisure Commerce Square, No. 831, 8th Floor, Block A3, No. 9, Jalan PJS 8/9, Selangor, 46150 Petaling Jaya, Malaysia	17-1 (First Floor) Jalan Nautika A U20/A Pusat Komersil TSB , 40160 Sungai Buloh, Selangor
Price per unit (RM/set)	1.00	1.00	1.20
Distance (km)	180 km	185 km	171 km
Delivery Charges	Yes	No	No
Delivery Lead Time (working days)	5 days	5 days	3 days

## 5.7 Quality Control

Since JOKKY is targeting a niche market, product quality is always our concern. The product quality must always be top notch when it comes to product design and product functionality. Quality assurance and quality control will be introduced to most of the production process. JOKKY Sdn. Bhd. will guarantee that every unit of TIP is of high quality to ensure that customers have the best reading experience. Also, TIP will fulfil customers' expectation as promised by JOKKY Sdn. Bhd. The chart below shows JOKKY Sdn. Bhd's quality control process:

Flow Chart 5.2: Quality Control Process



### **5.7.1 Raw Material and Component Testing**

The raw material and component testing process is to check whether the quality of the raw materials and components outsourced to our suppliers reach the minimum criteria that JOKKY Sdn. Bhd. had set. The quality of the component will be based on a few aspects depending on the type of components. The method used to check the quality of our raw materials will be random checking. When the raw materials and components are inbound to the factory. The assembling personnel will exercise random checking on the components.

### **5.7.2 Assembling Process Quality Control**

This first checking involves the assembling of cardboard, and leather, bookmark and pen holder into the book cover. At this stage, the measurement of the book cover, the quality of the leather and the sewing quality is checked to ensure that the product is achieve the minimum standard set by the company. The quality of the stand, bookmark, page holder and pen holder will also be checked. The initial checking is done to ensure that there are no mistakes before the next step is continued. This will not only ensure high quality of product; the factory will also be able to mend the mistakes or dispose any defected product before it enters the second stage.

The second stage of the assembly process is the assembly of the LED light into the book cover. After the assembly of the LED light into the book cover, the product is considered completed. The durability of the LED light and the mechanism of the light is also check and tested. The overall product functions and durability is checked before the product enters the packaging stage. This will ensure that no faulty product is packaged and sent to the customers. It is also to confirm that the overall product reaches the company's minimum standard requirement for our product.

### **5.7.3 Packaging Process Quality Control**

The last part of quality control is to check the quality of packaging. As packaging provides additional value to the customers, JOKKY Sdn. Bhd will conduct quality control to ensure that the packaging is solid and able to protect TIP safely until it reaches the customers.

## **5.8 Quality Assurance**

### **5.8.1 Constant Maintenance of Machines**

In order to keep the machines to operate at optimal level for the production, maintenance is done for machines to ensure that the assembly operation can be conducted smoothly. The maintenance of machines will be done every quarter of the year. It will be done after working hours to prevent delay of production due to low productivity during work hours. By doing so, the production can be done effectively and efficiently. JOKKY Sdn Bhd. will be able to save on raw materials and components when there are low defect rates.

### **5.7.2 Periodic Training for Employees**

Besides that, the production employees will also receive training and tutorials on how to function the machines whenever there is any upgrading or changes in the machines. The tutorials and training will be given by specialized personnel that are professional with the technical functions of the machinery. New employees will also receive training before they enter the production line. A handbook and training will be given to new employee in order to up hold the high quality of TIP. Other than that, safety rules and regulations are also explained and briefed before they enter the production line. This is to ensure that the employees' working environment is always safe for production.

## **5.9 Customer Support**

### **5.9.1 Official Website**

As mentioned above, Team JOKKY will establish a main website for TIP. This will serve as the main media between our management team and the customers. The website has 3 main functions in providing support for the customers.

The first function is that our website served as the main information provider for our customers. The website will contain everything that is to know about TIP. The information provided consists of our management background, financial reports, as well as product features.

The second function of the website is to provide information regarding the cycle of our product. This includes the product availability, frequently asked questions, promotions, and upcoming events. This function is to specifically target customer's expectation as well as educating customers regarding JOKKY's product.

The last function served as the feedback portal for our customers. The website will have specialized section where customers can provide their constructive feedback to our team. This will provide us with opportunities to further improve our product based on the customer's changing needs.

### **5.9.2 After Sales Service**

Warranty will also be included for the customers for the after sales service of TIP. There are different types of warranty for different scenarios in our product. Team JOKKY will provide a lifetime warranty for the mechanism of the LED light in TIP. Customers would not have to worry regarding the efficient mechanism that TIP can provide because there is a guaranteed reassurance as long as customers continued to hold on to our product.

TIP will also come with a standard 24-month warranty for any malfunction or factory defects after the delivery of the products. Customers would also enjoy the benefit of replacement of goods for free of charge. The exchange should be done in the fashion of one to one.

In order to ensure that the system of warranty is maintained, JOKKY will create a return card specifically for return of goods only. The return card should include the customers' details such as name, NRIC, hand phone number etc. This return card functions to improve the process of the after sales service among the management team as well as the customers. The return card will be packaged together with the product for the ease of usage for our customers.

### **5.9.3 Multi-Channel Support**

Team JOKKY also provides multi-channel support for all of its customers. The multi-channel support includes e-mails, phone calls, as well as social networks from our Facebook and Twitter. This would allow us to offer help and participate in conversations regarding our brand, and solicit customer feedbacks. Through this method, our team will be able to keep in touch with our customers, while building a better customer support system.

#### **a) Social Media**

As stated above, JOKKY will be creating 2 main social media pages through Facebook and Twitter. This is because social media serves as the main channel where customers seek information. Furthermore, customer's today preferred to look for their own information at their own pace before requesting for help. Therefore, by having social media, we could provide a lot of information for a huge pool of potential customers. Facebook could also serve to us as a platform where customers could post their reviews on our products. This would reduce the common doubts among customers since e-commerce usually creates

uncertainties among potential buyers because online shopping is not physical. Our team pledges to constantly monitor the flow of information as well as the speed of service for our customers in order to build a stable community for our product.



## 6. MANAGEMENT TEAM

### 6.1 Management Team

JOKKY Sdn. Bhd. is led by a team of members with diverse talents and experiences. They are Ms. Tee Jin Chuen, Mr. Daniel Khaw Chee Chuan, Mr. Kenny Keok Yun Kiet, Mr. Ong Ray Xiang and Ms. Lam Yan Wen. The top management complement and coordinate with each other to bring the company to the market place.

Hierarchy Chart 6.1: JOKKY Sdn. Bhd.'s Management Team



### **6.1.1 Chief Executive Officer**

Ms. Tee Jin Chuen is selected as Chief Executive Officer of JOKKY Sdn. Bhd. Ms. Tee is a graduate of Bachelor of Business Administration (HONS) Entrepreneurship from Universiti Tunku Abdul Rahman. Ms. Tee is from a family that runs a trading company at Shah Alam. She had many experience in different field that had built her leadership skills. Ms. Tee worked as a primary school teacher in Puchong. She has also worked for an event company that currently organizes events for Honda, KLIA, Sunway Pyramid, Paradigm, Queensbay Mall and so on. During her industrial training, Ms. Tee worked at Groupon Sdn. Bhd. as an inventory specialist and quality assurance personnel in the operation department. Besides that, Ms. Tee is also actively involved in AIESEC in UTAR. She is the Vice President of Incoming Global Citizen Programme (IGCP) Department 2015/2016 of AIESEC in UTAR and had hosted 17 exchange participants from different countries to work as social volunteers in Malaysia. Ms. Tee had also organized a few events such as AIESEC's Exchange Fair 2015, Environmental Forum and so on.

Ms. Tee was appointed as the Chief Executive Officer due to her ability to lead a team and make decision fast and accurately during crisis. By working in the primary school, Ms. Tee had learned to observe people's personality better and assign them in tasks suitable for each position. Besides that, she had also gained some marketing skills from the event company she worked in and much functional skills about logistics and quality assurance through her internship in Groupon. Her position as a Vice President of IGCP 2015/2016 had also given her many opportunities to learn and practice on crisis management.

As the Chief Executive Officer, Ms. Tee's main responsibility is to ensure all departments are able to coordinate and run smoothly. She is also in charge of setting JOKKY Sdn. Bhd.'s direction and other strategic planning. Since Ms. Tee has moderate knowledge about every department and could make fast and accurate decision during crisis, she is suitable to hold the position as the Chief Executive Officer.

### **6.1.2 Head of Finance**

Mr. Daniel Khaw Chee Chuan is the Head of Finance of JOKKY Sdn. Bhd. Mr. Daniel is a graduate of Bachelor of Business Administration (HONS) Entrepreneurship in Universiti Tunku Abdul Rahman. Mr. Daniel is one of the top students from the course and had finished his subjects in less than three years. He has completed his industrial training in AIA Insurance Bhd by the end of year 2015. Besides that, he is also from a family which runs a logistics company in Padang Besar, Perlis. By the age of 21 years, Mr. Daniel has started his own business online in 2015. Now, he is the founder of his own business – Chuan River Enterprise.

Since young, Mr. Daniel is well developed with business knowledge by working for his family business. Being the top student in the course, he has gained much technical knowledge about starting and managing business from his course.

Furthermore, Mr. Daniel had learned more about insurance policies and risk through his internship. The business that he founded also provided much insight about government's policies, legalities and opportunities in the market. Mr. Daniel is also capable in sustaining its business through good financial planning and precise accounting documentation. This has shown that Mr. Daniel is sensitive the economic condition and accounting. As the Head of Finance is responsible of keeping good records of accounts and making good investments, we believe that Mr. Daniel will ace in this role based on his past experience and capabilities.

### **6.1.3 Head of Operation & Quality Assurance**

Mr, Kenny Keok Yun Kiet is also a graduate from Bachelor of Business Administration (HONS) Entrepreneurship. Mr. Kenny Keok worked in a cookies making factory as a part-timer and was a tour guide around Ipoh. Besides that, he completed his industrial training in Tiong Nam sdn Bhd. which had given him much exposure about the operation of a logistics company. For a young man of age 22, Mr. Kenny Keok has founded a project called Project Palm. This project is initiated to create grass ditch to be planted in between plantations or estates to prevent landslides and loss of water from the ground. Currently, he is a part time agent in an insurance company and the sales admin of Chuan River Enterprise.

Mr. Kenny is the best candidate to be the Head of Operation & Quality Assurance. This is because he is experience in factory operation based on his past jobs in the cookies baking factory and in Tiong Nam Sdn. Bhd. Mr. Kenny will be able to incorporate his knowledge learned into JOKKY Sdn Bhd.'s production operation. We believe that Mr. Kenny will ensure high quality of production and good customers experience because we know that he is customer focused based on his experience as a tour guide around Ipoh. Mr. Kenny Keok is also aware of current social issues and is an opportunist at it. Mr. Kenny's drive to improve himself through his part time job as an insurance agent and sales admin in Chuan River Enterprise will also bring the company to a greater height.

#### **6.1.4 Head of Marketing and Communication**

Mr. Ong Ray Xiang is the best candidate for the Head of Marketing and Communication position. He pursued Bachelor of Business Administration (HONS) Entrepreneurship in University Tunku Abdul Rahman. Before he started his tertiary education, Mr. Ong worked as a coordinator for Ticket-Pro. He was the coordinator for many concerts. Besides that, Mr. Ong also worked as a promoter in Brands Outlet before he was enrolled into Universiti Tunku Abdul Rahman. During his years in the university, Mr. Ong was actively involved in AIESEC in UTAR. He held the position as the Vice President of Incoming Global Citizen Programme Department 2014/2015 of AIESEC in UTAR. Throughout his term, his has hosted 18 exchange participants from 12 different countries to work as a social volunteer in Malaysia. Mr. Ong also worked for Golden Screen Cinema's Star Tour and numerous roadshows when he was having his industrial training in the company.

As Mr. Ong is rich with marketing and events background, we believed that Mr. Ong will be able to market JOKKY Sdn Bhd's product to our target market easily. He will have the good network with external parties in the industry through his exposure in many marketing events. Furthermore, he understands the advantages and disadvantages of different marketing strategies based on his experience. Therefore, he will be able to use all his skills and knowledge learned to design and implement effective marketing strategies for TIP.

#### **6.1.5 Head of Human Resource**

Ms. Lam Yan Wen, who is chosen as the Head of Human Resource is also a graduate from Bachelor of Business Administration (HONS) Entrepreneurship from Universiti Tunku Abdul Rahman. Ms. Lam was hired as a sales assistance in Carlorino due to her good people skills. Besides that, she had also worked at AIA Insurance Bhd during her industrial training. Her days during the industrial training have given her knowledge on how a big and recognised company conduct their recruitment and motivate their employees. Currently, Ms. Lam is also the co- founder of Chuan River Enterprise.

Ms. Lam is good at observing people and understanding them through listening. We believe that she will be able to perform as recruitment for new employees easily. Being the co-founder in Chuan River Enterprise, she is also experienced in dividing task and assigning jobs to different people based on their talents and capabilities She is also open minded and thoughtful when listening to others. Therefore, we believe that Ms. Lam is able to solve employee conflict or dissatisfaction if there is any.

## **6.2 Board of Advisory**

### **6.2.1 Law Firm**

**Company's name** : Maxwell Kenion Cowdy & Jones

**Address** : Wisma Makencone .

31, Jalan Tun Sambanthan

30000, Ipoh

**Telephone number** : 05-2551255/05-2557266

**Fax number** : 05-2492106/05-2492109

Maxwell Kenion Cowdy & Jones is a lawyer firm which specializes in the business field that provides recommendation and advisory on the issue related to the rules and regulations of doing business in Malaysia. The firm also provides advocates and solicitors with a registered trade mark. This can assist us in complying to the rules and regulations while doing business.

### **6.2.2 Accounting Firm**

**Company's name** : Chung Wan Ling & Co.

**Address** : 8A, Jalan Dass,  
30300 Ipoh, Perak

**Telephone number** : 05-2539548/05-2495857/05-2495858

**Fax number** : 05-2418312

Chung Wan Ling & Co. is an accountancy professionals group which provides GST service, audit and assurance, book-keeping, accounting, business registration, trademark servic, licensing and even provides management service and advisory.



## 7. COMPANY STRUCTURE, INTELLECTUAL PROPERTY, AND OWNERSHIP

### 7.1 Organizational Structure

#### 7.1.1 Organizational Chart

Hierarchy Chart 7.1: Organizational Structure of JOKKY Sdn. Bhd.



### **7.1.2 Chief Executive Officer (CEO)**

Chief Executive Officer (CEO) acts as the head figure of the company. He or she is the most important person in JOKKY Sdn. Bhd. As the Chief Executive Officer, he or she will have the most influencing power towards the management team as he or she needs to make all the important decisions in the company. Besides that, the CEO will also have to decide the company's vision, mission, objectives, and other strategic planning of the company. He or she is also responsible in setting the rules and regulation of the company in order for the company to operate effectively, efficiently and ethically. Other than that, the CEO has to design and improve the company's policies frequently for the goodwill of the company. In conclusion, the CEO has to ensure that all employees from every department are committing full effort and all processed are running at optimal level in order to reach the company's target.

### **7.1.3 Head of Finance**

The Head of Finance is responsible for the financial health of the company. He or she is in charge of overseeing all the processes under the Finance Department. The Finance Department plays a vital role in the company because the financial stability and cash flow will affect the operation of all processes in the company.

One of the divisions under this department is the accounting division. The main tasks under the accounting division are to analyze the company's net profit based on the sales of product and the overall expenses in the company. Besides that, the accounting division will also have to create budget based on the forecast it has calculated. Besides that, the accounting division will also have to process the financial reports, and other accounting related activities.

The second division under the financial department is the financing department. The financing department controls the cash flow of the company directly. The finance department plays a very important role in the company as it is responsible in maintaining the health of company's cash flow. The other tasks of Financing Division are to evaluate opportunities and oversee company's investments and their returns. Therefore, the Financing Division has to be alert to the local, national and global economy and have high financial understanding to prevent negative return from the investments.

#### **7.1.4 Head of Operation and Quality Assurance**

The five main processes under this department includes operation, research and development, quality assurance, purchasing and logistics and after sales service. As JOKKY Sdn. Bhd. will be outsourcing its components to other companies, its fundamental operation is the assembly of the product. This process brings the components together to create TIP. Besides assembling, the operation also includes packaging of the finished product. It is extremely important as the product is the company's main source of revenues and profits. The quality of the

production will also affect the growth and reputation of JOKKY Sdn. Bhd.

Research and development division's main focus is to innovate new products for existing or new customers. The research and Development division may focus on either modify, improve or invent a new product. This department is important especially when TIP reaches the maturity stage of its product life cycle. The progress of this department affects the sustainability of the company.

The Quality Assurance Division's main task is to evaluate the quality of the raw materials and components that are outsourced. Besides that, this division will also need to evaluate the finished products before it is sent to customers. Quality control personnel are required to perform the evaluation daily. The methods used for quality assurance are production evaluation and daily reporting. By doing so, JOKKY Sdn. Bhd. will be able to reduce the probability of defective product in the market. Therefore, the Quality Assurance Division plays an important role in upholding the company's reputation.

Next, the Purchasing and Logistics Division is in charge of the purchasing of raw materials and components as well as the distribution of these goods. The process included in this division includes negotiating with suppliers and logistics companies, sourcing parts, and presenting the findings. Other than that, the Purchasing and Logistics Division will also need to oversee the inbound of raw materials and components and outbound of the finished goods. The division is also responsible of the method of delivery for the distribution of the products. At the initial stage, JOKKY Sdn. Bhd. will implement first in - first out (FIFO) warehousing method. In order to increase the

effectiveness and efficiency of the operation, we will move towards “Just in Time” when the product reaches its maturity stage.

Another division under Operation Department is the After-Sales Service Division. This division is in charge of providing customer service to customers, especially for repair or replacement of the reading light. Besides that, customer service departments are also in charge of answering customers’ complaints and enquiries through phone calls and e-mails. By ensuring good customers’ experience, we will be able to retain our customers and promote repeat buying.

#### **7.1.5 Head of Marketing and Communication**

The Head of Marketing and Communication plays an important role in the branding of the organization. He or she is responsible for initiating variable marketing strategies in order to improve the company’s brand name and sales. The Marketing and Communication department is divided into three different divisions, the Sales and Marketing, Advertising Division and Public Relation Division.

The Sales division is responsible in directly engaging with potential and existing customers. The employees under this division have to be well aware about the latest trend and needs of the targeted customers. They also must be able to communicate effectively by the customers. Other than that, the sales and marketing team should also understand the products and its functions in depth in order to deliver the appropriate information and demonstrate the use of product to any potential customers.

The Marketing division focuses on creating brand awareness and attracting customers to purchase the products. This division is in charge of organizing events such as media press conference during the launching of new products, collaboration with Big Bad Wolf, early bird promotion and so on. By doing so, JOKKY Sdn. Bhd. can build and maintain good image of the company.

Next, another division is the Advertising Division. The advertising division is responsible in conveying message about the company and the product to the public through traditional or non-traditional advertising. Advertising division will be focusing on media such as magazines, social medias and the company's official website. By doing so, we will be able to increase customers' understanding and desire to purchase our products.

The last division under the Marketing and Communication Department is the Public Relation division. This division focuses not only on customers but also to all JOKKY's Sdn. Bhd's stakeholders. The Public Relation Division monitors and maintains good relationships with all JOKKY's stakeholders. They are responsible for researching and understanding customers' and other stakeholders' expectation. Besides that, they are also responsible in communicating with customers virtually through social medias such as Facebook, Twitter, and JOKKY's official website. Also, the public relation division is also responsible for sending electronic direct mail (EDM) to existing customers to maintain the close relationship with the existing customers.

### **7.1.6 Head of Human Resource**

The Head of Human Resource is the backbone of company's culture, employees' skills, and motivation. The main responsibility of the Head of Human Resource is to cultivate positive and healthy workplace and maintaining high standard and satisfaction from its employees. This department is also divided into four different divisions. These divisions are the Recruiting, Employees' Benefits, Training and Development and General Affairs.

The Recruitment team is responsible of head-hunting talents and recruiting them into the company. The human resource personnel need to search for talents through universities, recruiting agencies and advertisement to search for talented candidates. Case studies and interview can be used to screen job applicants before recruiting them. The personnel have to understand the company's needs and also the candidates' abilities in order to optimize the company's taskforce.

Besides that, the Human Resource Department is also responsible of the employees' benefits. These include employees' payroll, annual leaves, increment, over-time, EPF, bonuses, SOCSO, maternity leaves, paternity leaves and so on. JOKKY Sdn Bhd. will also give a unit of TIP for every employee every year. This is then improving the employees' motivation and satisfaction. By doing so, the effectiveness and efficiency of the company will be improved.

Other than that, training and development is also extremely crucial for the operation of the company. Training and development is vital for the employees to adapt to the new environment and get into work with the shortest time. Training and development will be done periodically to ensure that the employee is always performing well and providing quality experience to the customers. Lastly, Human Resource Department is also responsible of other general affairs such as organizing team building camp, overall administrative management and so on.

## **7.2 Legal Structure**

JOKKY is formed as a Private limited company (or called Sendirian Berhad- Sdn. Bhd. in Malay Language). JOKKY is registered at Suruhanjaya Syarikat Malaysia (SSM).

The company is a taxable entity and separate from its shareholder, shareholders can only access profits that flow to them in the form of dividends. Sdn. Bhd. will never expire and the company will still be going on when one of the key owner has passed away. Sdn. Bhd. is governed by the company Act 1965 therefore subject to stricter regulations.



Table 7.1: JOKKY Sdn. Bhd.'s Shareholders

<b>Name</b>	<b>Capital (RM)</b>	<b>Share</b>
Tee Jin Chuen	20,000	20%
Lam Yan Wen	20,000	20%
Ong Ray Xiang	20,000	20%
Kenny Keok Yun Kiet	20,000	20%
Daniel Khaw Chee Chuan	20,000	20%
<b>Total</b>	100,000	100%

## **7.3 Intellectual Property**

### **7.3.1 Trademark**

JOKKY Sdn. Bhd. will be registered at the Intellectual Property Corporation of Malaysia (MyIPO) for the “JOKKY” trademark to protect the brand name, logo, picture or the combination of these.

The trademark that registers at MyIPO is only applicable in Malaysia. We will need to apply for registration separately if we want to obtain protection from other countries in the future. The trademark is only valid for 10 years and will be renewed every 10 years.

### **7.3.2 Patent**

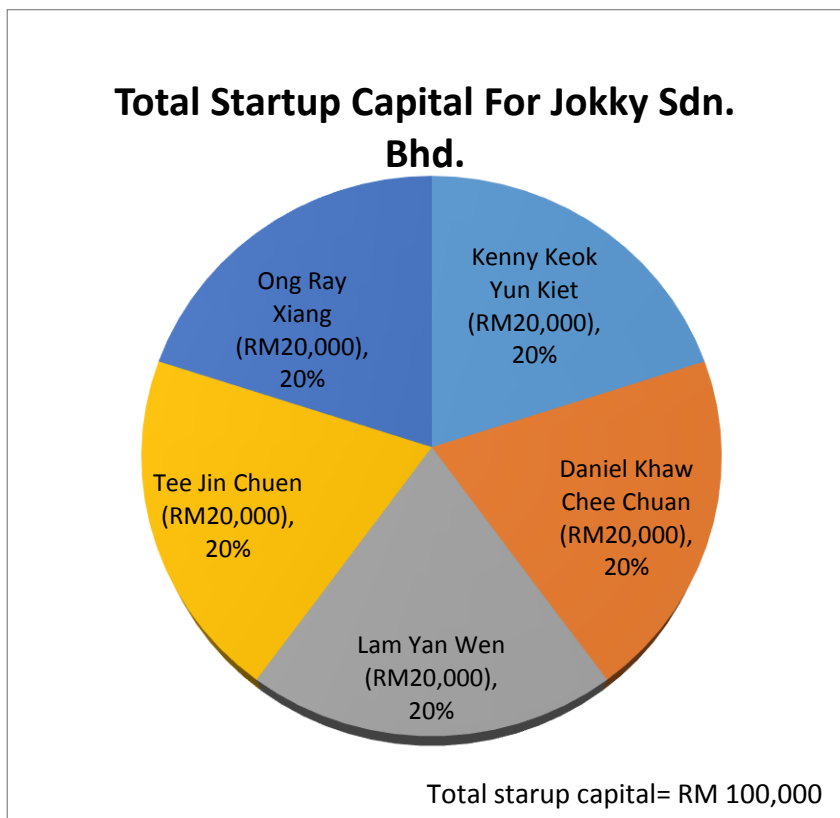
JOKKY Sdn. Bhd. will register the patent for our product design as a whole to protect 20 years from the date of registration and will be.

## 8.0 FINANCIAL PLAN

### 8.1 Capital Requirements for the Next Three years

All the shareholders will contribute an amount of RM 20, 000 to set up the company. Total capital requirement for this business is RM100, 000. All the shareholders will share a 20% each of the business.

Pie Chart 8.1: Source of Startup Capital for JOKKY Sdn. Bhd.



### 8.1.1 Starting Cost

Table 8.1: JOKKY Sdn. Bhd's Operation Cost

No.	Item	Price (RM)	Quantity	Total Price (RM)	Remarks
1	Company name Registration fee (Sdn. Bhd)	2000	1	2000	
2	Trade mark registration fee	370 (per year)	1	370	
3.	Business card	20 (per box)	2	40	400 piece
4	Renovation	2000	1	2000	
5	Rental deposit	600	2	1200	2 months
6	Electricity and Water deposit	600	1	600	1 month
7	Internet plan with phone (deposit)	180	1	180	
8	Table	15	2	30	DIY
9	Recycle pallet	3	10	30	2 <sup>nd</sup> hand
10	First-aid kit	30	1	30	
11	Garbage bin	4	3	12	
13	Write board	15	1	15	
14	Plastic chair	8	8	64	
15	Partition board	10	10	100	
16	Cleaning Tools	40	1 (set)	40	
17	GST System	2000	1	2000	
<b>Total</b>				<b>8711</b>	

Table 8.2: Cost of Office Equipment

NO.	Item	Price per unit (RM)	Quantity	Total price (RM)
1	Security (CCTV and Alarm system)	2000	1 (set)	2000
2	Computer	2000	2	4000
3	4 in1 Printer	350	1	350
4	Ventilating fan	150	2	300
5	Stand fan	150	3	450
6	fire extinguisher (9kg)	120	2	240
7	Air Conditional (2 HP)	1500	1	1500
<b>Total</b>				<b>8840</b>

Table 8.3: Machine Cost

No.	Item	Price (RM)	Quantity	Total Price (RM)
1	Cutting Machine	500	2	1000
2.	Sewing Machine (mc927)	2000	2	4000
3	Hand pallet jet	600	1	600
<b>Total</b>				<b>5600</b>

Table 8.4: Vehicle Cost

<b>No.</b>	<b>Item</b>	<b>Price (RM)</b>	<b>Quantity</b>	<b>Total Price (RM)</b>	<b>Remarks</b>
1	Van	14,300	1	14,300	2 <sup>nd</sup> Van (Daihatsu Hijet 1.3) (year 2003)
<b>Total</b>				<b>14,300</b>	

Table 8.5: Total Startup Cost

<b>No.</b>	<b>Item</b>	<b>Price (RM)</b>
1	Initial cost	8711
2	Office equipment	8840
3	Machine	5600
4	Vehicle	14300
	<b>Total</b>	<b>37451</b>

### 8.1.2 Yearly Expenses

Table 8.6: Yearly Expenses

No.	Item	Year 1 (RM)	Year 2 (RM)	Year 3 (RM)	Remarks
1	Production tools	755	1220	2340	
2	Material cost	28340	41010	126000	
3	Logistic cost (Skynet, Postlaju)	4200	8400	16800	
4	Petrol & Toll	1200	2400	4800	
5	Salary (Employee)	100800	100800	100800	5 Shareholders + 2 operation employees
6	Operation Cost	6711	410	610	
7	Salary (OT) 10% of salary (Employee)	10080	10080	10080	
8	Utilities (water & electricity)	3000	4000	5000	
9	Stationary	100	100	200	
10	Insurance (Van and shop)	1100	900	850	No claim discount for vehicle 0,25,30% for 1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> .
11	Lawyer Consultation	1500	1500	1500	
12	Audit Consultation	1500	1500	1500	
13	Marketing and Advertising	10000	10000	10000	
14	Domain name cost	30	30	30	

15	Vehicle servicing and maintenance	1200	1200	1200	
16	Online store upgrade & maintenance	300	300	300	
17	Road tax	140	140	140	
18	Cleaning expensive	600	600	600	
19	Rental	7200	7200	8400	
20	SOCSO	1989.6	1989.6	2270.40	
21	EPF	14414.4	14414.4	14414.4	13%
22	Management & employee Training	600	600	1200	
23	Maintenance (Machine & factory)	500	500	1200	
24	Rental	7200	7200	8400	
25	Rental deposit (2month)	-	-	200	Increase the rental to RM700 at year 3
26	R&D	5000	7470	16134	
27	Depreciation-Office equipment	884	884	884	
28	Depreciation-Machine	560	560	810	
29	Depreciation-Vehicle	1430	1430	1430	
30	Bank charges	2988	5976	11952	2% of Sales
31	Profession fees	-	2000	2000	
32	Trade mark fees renew	-	370	370	
33	Disposal on damaged goods				5% of material bought

8.1.3 Cost of Production Tools

Table 8.7: Cost of Production Tools

No	Production Tools	Price per unit (RM)
1	Cutter (Scissors)	30
2	Saw blade	35
3	Needle	1
4	Seal stamp logo chop for leather (customize)	100

Table 8.8: Production Tool Cost (Monthly)

Production Tool Cost 1 <sup>st</sup> Year		Items	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total QTY	Total Cost (RM)
Chop	1	Needle	10	-	-	-	5	-	-	-	5	-	-	-	20	20
	-	Saw blade	3	-	2	-	2	-	2	-	2	-	2	-	13	455
	-	Cutter	3	-	1	-	-	-	1	-	-	-	1	-	6	180
	-	Chop	-	-	-	-	-	-	-	-	-	-	-	-	1	100
<b>Total</b>															<b>755</b>	



Production Tool Cost 2 <sup>nd</sup> Year						
chop	Needle	Saw blade	Cutter	Items		
1	10	6	2	Jan		
-	-	-	-	Feb		
-	-	4	-	Mar		
-	-	-	-	Apr		
-	10	4	2	May		
-	-	-	-	Jun		
-	-	4	-	Jul		
-	-	-	-	Aug		
	10	4	2	Sep		
-	-	-	-	Oct		
-	-	4	-	Nov		
-	-	-	-	Dec		
1	30	26	6	Total OTY		
100	30	910	180	Total Cost (RM)		1220

Production Tool Cost 3 <sup>rd</sup> Year							
chop	Needle	Saw blade	Cutter	Items	Jan	Feb	Mar
1	20	12	4	Jan			
-	-	-	-	Feb			
-	-	4	-	Mar			
-	-	-	-	Apr			
-	20	4	4	May			
-	-	-	-	Jun			
-	-	4	-	Jul			
-	-	-	-	Aug			
-	20	4	4	Sep			
-	-	-	-	Oct			
-	-	4	-	Nov			
-	-	-	-	Dec			
1	60	52	12	Total OTY			
100	60	1820	360	Total Cost (RM)			
<b>Total</b>							<b>2340</b>

### 8.1.4 Material Cost

Table 8.9: Material Cost (per unit)

No.	Items	Price per unit (RM)
1	Thread (0.57mm) (125g)	15
2	Leather	30 (1m X 1m)
3	Packaging (total)	4
4	Reading light	10
5	Cardboard	0.5
6	Page holder & Bookmark	3
7	Magnet (1set)	1

Table 8.10: Material Cost (Monthly)

Material Cost (year 1)										
Magnet	Page holder/Bookmark	Cardboard	Reading light	Packaging	leather	Thread	Items			
1000	1000	1000	500	1000	60	5	Jan			
-	-	-	-	-	-	-	Feb			
-	-	-	-	-	-	2	Mar			
-	-	-	-	-	70	-	Apr			
-	-	-	-	-	-	3	May			
-	-	-	500	-	-	4	Jun			
-	-	-	-	-	80	-	Jul			
-	-	-	-	-	-	5	Aug			
-	-	-	-	-	-	5	Sep			
-	-	-	-	-	100	-	Oct			
-	-	-	-	-	-	6	Nov			
-	-	-	--	-	-	6	Dec			
1000	1000	1000	1000	1000	310	36	Total OTY			
1000	3000	500	10000	4000	9300	540	Total Cost (RM)			
<b>Total</b>										<b>28340</b>

Material Cost (year 2)										
Magnet	Page holder/Bookmark	Cardboard	Reading light	Packaging	leather	Thread	Items			
1200	1200	1200	500	1200	100	6	Jan			
-	-	-	-	-	-	-	Feb			
-	-	-	-	-	120	7	Mar			
-	-	-	-	-	-	7	Apr			
-	-	-	1000	-	-	-	May			
-	-	-	-	-	130	8	Jun			
-	-	-	-	-	-	8	Jul			
-	-	-	-	-	-	-	Aug			
-	-	-	-	-	-	-	Sep			
-	-	-	-	-	150	9	Oct			
-	-	-	-	-	-	9	Nov			
-	-	-	-	-	-	-	Dec			
1200	1200	1200	1500	1200	500	54	Total OTY			
1200	3600	600	15000	4800	15000	810	Total Cost (RM)			
<b>Total</b>							<b>41010</b>			

Material Cost (year 3)										
	Magnet	Page holder/ Bookmark	Cardboard	Reading light	Packaging	leather	Thread	Items		
	1500	1500	1500	2000	3000	300	20	Jan		
	-	-	-	-	-	-	-	Feb		
	-	-	-	-	-	-	-	Mar		
	-	-	-	-	-	-	-	Apr		
	1500	1500	1500	1000	-	1000	30	May		
	-	-	-	-	-	-	-	Jun		
	-	-	-	-	-	-	-	Jul		
	-	-	-	-	-	-	-	Aug		
	-	-	-	-	-	1000	50	Sep		
	-	-	-	-	-	-	-	Oct		
	-	-	-	-	-	-	-	Nov		
	-	-	-	-	-	-	-	Dec		
	3000	3000	3000	3000	3000	2300	100	Total OTY		
	3000	9000	1500	30000	12000	69000	1500	Total Cost (RM)		
<b>Total</b>										<b>126000</b>

### 8.1.5 Salary, EPF and SOCSO

Table 8.11: Salary Expenses

No	Items	Year 1 (RM)	Year 2 (RM)	Year 3 (RM)	Remarks
1	Management team (5ppl)	72000	72000	72000	
2	Operation employee	28800	28800	28800	2 pax
3	OT (10%)	10080	10080	10080	
	<b>Total</b>	<b>110880</b>	<b>110880</b>	<b>110880</b>	

Table 8.12 Employee Provident Fund (KWSP)

No	Items	Year 1 (RM)	Year 2 (RM)	Year 3 (RM)
1	Management team (5ppl)	10296	10296	810296
2	Operation employee	4118.4	4118.4	4118.4
	<b>Total</b>	<b>14414.4</b>	<b>14414.4</b>	<b>14414.4</b>

EPF, which is also known as the Employees Provident Fund, is needed for every employee in Malaysia. Although the rate had a decrease from 11% to 8%, however we had decided to maintain the rate of 11% for employees below age 60 by filling in the form.

Table 8.13 SOCSO (PERKESO)

No	Items	Year 1 (RM)	Year 2 (RM)	Year 3 (RM)
1	Management team (5 pax)	1419	1419	1419
2	Operation employee (2pax)	567.6	567.6	567.6
	<b>Total</b>	<b>1989.6</b>	<b>1989.6</b>	<b>1989.6</b>

SOCSO, Social Security Organization is able to provide free medical treatment when the employees encountered an accident during the working time.

## 8.2 Overview of Financial Projection

1. Basic salaries of each shareholder are to be fixed at RM 1,200 per month.
2. However, the extra allowance for all the shareholder is based on 10% of the profit earning starting from year 4.
3. R&D expense will use 5% of the sales earning based on last year sales.
4. Marketing event will launch a minimum of 2 times per year.
5. Depreciation of all fixed assets will depreciate at 10 % p.a using the straight line method.
6. Machines will be maintained at least once a year and checked accordingly base on the condition of the machine.

7. Company will require consultancy from the professionals of business and others at a budget of RM3000 p.a.
8. Starting from year 2016, Corporate tax rate for the first Rm500, 000 is 19% (20% for year 2015), 24% (25% for year 2015) on every ringgit exceeding of RM500, 000.
9. Shipping Cost for the goods less than 1 kg for west Malaysia (RM5 for Skynet, RM 6 for Postlaju), East Malaysia (RM 18 for Skynet, RM 12 for Postlaju) (Remark\* some is combine shipping)
10. Company will hire 1 admin staff for year 1, and will increase to 2 admin staff for year 3 and will increase the salary for 5 % each year.
11. An estimation of all the cost will increase by 4 % per year due to inflation rate. However, at the same time we will be increasing the quantity of the material and etc. in the future and the price will be decreased. So we made 0% changes of the entire items.
12. We will be using 10% of the sales of last year for current year marketing expenses. However, for the first year it is RM10, 000.

### 8.2.1 Sales Estimation

#### 8.14: Projected Sales for TIP

Year	Sales Estimation	Remarks
<b>1<sup>st</sup> Year</b>	<b>600</b>	50 units per month, 500 units West, 100 units East Malaysia
<b>2<sup>nd</sup> Year</b>	<b>1200</b>	100 units per month, 1000 units West, 200units East Malaysia (including 10% of first year old unit – 60 units)
<b>3<sup>rd</sup> Year</b>	<b>2400</b>	200 units per month, 2000 units West, 400 units East Malaysia (Including 10% of 2 <sup>nd</sup> year old unit – 120 units)



Table 8.15: Material used for 1 book cover

No	Items	Quantity	Price per unit (RM)	Total Price per unit (RM)
1	Thread	0.03	15	0.45
2	leather	1/3	30 (1m X 1m)	10
3	Packaging	1	4	4
4	Reading light	1	10	10
5	Cardholder	1	0.5	0.5
6	Page Holder & Bookmark	1	3	3
7	Magnet (1 set)	1	1	1
<b>Total</b>				<b>28.95</b>

### 8.3 Pro Forma Income Statement (3 Years)

#### Financial Statement 1: JOKKY Sdn. Bhd. Pro Forma Income Statement

	Year 1	2016	Year 2	2017	Year 3	2018
	New	Old	New	Old	New	Old
	RM	RM	RM	RM	RM	RM
<b>Sale (in units)</b>	600	-	1,200	120	2,400	240
New Unit Price RM249	149,400		298,800		597,600	
Old Unit Price RM199	-	149,400	23,880	322,680	47,760	645,360
<b>(-) COGS</b>						
Opening Stock	-		3,474		6,948	
Material Cost	28,340		41,010		126,000	
Logistic Expenses	4,200		8,400		16,800	
Less: Closing Stock (RM28.95 Per Unit)	3,474	29,066	6,948	45,936	10,422	139,326
<b>Gross Profit</b>		<b>120,334</b>		<b>276,744</b>		<b>506,034</b>
<b>Expenses</b>						
Bank Charges	2,988		6,454		12,907	
Operation Cost	8,711		410		610	
Production Tools	755		1,220		2,340	
Petrol & Toll	1,200		2,400		4,800	
Salary (Employee)	100,800		100,800		100,800	
Management & employee training	600		600		1,200	
Over time	10,080		10,080		10,080	
Utilities	3,000		4,000		5,000	
stationary	100		100		200	
Insurance	1,100		900		850	
Lawyer Consultation	1,500		1,500		1,500	
Audit Consultation	1,500		1,500		1,500	
Marketing and Advertising	10,000		14,940		32,268	
Domain name cost	30		30		30	
Vehicle Maintenance	1,200		1,200		1,200	
Road tax	140		140		140	
Depreciation on Office Equipment	884		884		884	
Profession fees	-		2,000		2,000	
Trade Mark fees renew	-		370		370	
Depreciation on Machinery	560		560		810	
Depreciation on Vehicle	1,430		1,430		1,430	
Disposal On damaged goods	1,417		2,051		6,300	
Cleaning Expenses	600		600		600	
Rental	7,200		7,200		8,400	
SOCSO	1,990		1,990		1,990	
Employee Provident Fund	14,414		14,414		14,414	
R & D	5,000	177,199	7,470	185,242	16,134	228,757
<b>Gross Profit - Expenses</b>		<b>-56,865</b>		<b>91,502</b>		<b>277,277</b>
Add: Depreciation		-		2,814		3,124
Taxable income		-		94,316		280,401
Corporation Tax(19%&24%)		-		17,920		53,277
Profit After Taxation		-		76,396		227,124
Less: Depreciation		-		2,814		3,124
<b>Net Profit/ Loss</b>		<b>-56,865</b>		<b>73,582</b>		<b>224,000</b>

## 8.4 Cash Flow Projections (3 Years)

### Financial Statement 2: Cash Flow Projections

	2016		2017		2018	
	RM		RM		RM	
Cash/Bank	62,549		9,975		88,481	
Gross Profit	<b>120,334</b>		<b>276,744</b>		<b>506,034</b>	
<b>Total Cash Available</b>		<b>182,883</b>		<b>286,719</b>		<b>594,515</b>
<b>Cash Disbursement</b>						
Corporation tax	-		17,920		53,277	
Bank Charges	2,988		6,454		12,907	
Operation Cost	8,711		410		610	
Production Tools	755		1,220		2,340	
Petrol & Toll	1,200		2,400		4,800	
Salary (Employee)	100,800		100,800		100,800	
Staff training	600		600		1,200	
Over time	10,080		10,080		10,080	
Utilities	3,000		4,000		5,000	
stationary	100		100		200	
Insurance	1,100		900		850	
Lawyer						
Consultation	1,500		1,500		1,500	
Audit Consultation	1,500		1,500		1,500	
Marketing and Advertising	10,000		14,940		32,268	
Domain name cost	30		30		30	
Vehicle						
Maintenance	1,200		1,200		1,200	
Road tax	140		140		140	
Profession fees	-		2,000		2,000	
Trade Mark fees renew	-		370		370	
Cleaning Expenses	600		600		600	
Rental	7,200		7,200		8,400	
SOCSSO	1,990		1,990		1,990	
EPF	14,414		14,414		14,414	
R & D	5,000	172,908	7,470	198,238	16,134	280,659
<b>Net Cash Flow</b>		<b>9,975</b>		<b>88,481</b>		<b>313,856</b>

### 8.5 Pro Forma Balance Sheet (3 Years)

Financial Statement 3: JOKKY Sdn Bhd. Pro Forma Balance Sheet as at  
31<sup>st</sup> December

	2014			2015			2016		
	RM	RM	RM	RM	RM	RM	RM	RM	RM
<b>Fixed Assets</b>									
Van	14,300			14,300			14,300		
Less: Acc. Depreciation	1,430	12,870		2,860	11,440		4,290	10,010	
Office equipment	8,840			8,840			8,840		
Less: Acc. Depreciation	884	7,956		1,768	7,072		2,652	6,188	
Machinery	5,600			5,600			8,100		
Less: Acc. Depreciation	560	4,500		1,120	4,480		1,930	6,170	
Deposit		1,380			1,380			1,380	
<b>Total Fixed Assets</b>		<b>26,706</b>			<b>24,372</b>			<b>23,748</b>	
<b>Add: Current Assets</b>									
Cash/Bank	9,975			88,481			813,856		
Raw material	270			843			127		
Goods on hand	3,474			6,948			10,442		
Goods and Service Tax (6%)	3,390			5,833			2,600		
<b>Total Current Assets</b>		<b>17,109</b>			<b>102,105</b>			<b>327,025</b>	
<b>Total Assets</b>			<b>43,815</b>			<b>126,477</b>			<b>350,773</b>
<b>Equity and Liabilities</b>									
capital	100,000			100,000			100,000		
Profit/(loss)	-56,865			73,582			224,000		
Add: Retain Earning	-			-47,877			25,705		
<b>Total Equity</b>		<b>43,135</b>			<b>125,705</b>			<b>349,705</b>	
Add: Current Liabilities									
Accruals: Light and Utilities		680			772			1,068	
<b>Total Equity and Liabilities</b>			<b>43,815</b>			<b>126,477</b>			<b>350,773</b>

## 8.6 Payback and Exit Strategy

### 8.6.1 Payback

Table 8.16: Net Present Value (NPV) and Payback Period

Year	Cash Flow (RM)	Cumulative Cash Flow	Discount Rate (%)	(DR + 1) <sup>t</sup>	Net Present Value (RM)
0	(100,000)	(100,000)	3		(100,000)
1	17,546.00	(82,499.54)	3	1.03	17,034.95
2	95,818.21	(4,181.79)	3	1.0609	90,317.85
3	313,357.31	213,357.31	3	1.092727	286,766.33
				NPV	294,119.13

**a) Payback Period**

$$= 2 + (\text{RM } 4,181.79 / \text{RM } 313,657.31)$$

$$\approx 2 + 0.013$$

$$\approx 2.013 \text{ years}$$

After calculation, we estimate that our payback period for our business is two years and one month.

**b) Return on Investment (ROI)**

$$\text{First year ROI} = ((\text{RM } 47,877) / \text{RM } 100,000)$$

$$= 0.4787 \times 100$$

$$= -47.87\%$$

$$\text{Second year ROI} = \text{RM } 75,398.21 / \text{RM } 100,000$$

$$= 0.7540 \times 100$$

$$= 75.40\%$$

$$\text{Third year ROI} = \text{RM } 214,415.10 / \text{RM } 100,000$$

$$= 2.1445 \times 100$$

$$= 214.45\%$$

### **8.6.2 Exit Strategy**

If our business is unable to continue, we are planning to find another business to sell off our business based on the market value. We might sell our business to our competitor who wants to buy our business in order to expand a new market, or offer new merchandises to their existing customer. If our business has a strategic value to the acquirer or selling to the right acquirer, they may pay more than our expectation. Besides that, our effort and passion that was put into this business will not be wasted and our product will be able to continue as we deeply feel that our product could benefit many people. After the acquisition, we will divide the total amount to the shareholders and investors.

## **9.0 CRITICAL RISK FACTOR**

### **9.1 Management Risks**

#### **9.1.1 Lack of Business Knowledge and Experience**

This is a common risk as JOKKY's management team consists of 5 freshly graduated students. Therefore, our management team will certainly lack field experience as well as proper business knowledge in managing the company. This will lead to an abundant of uncertainties and problems as the business continue to develop. Due to this, our management team might not be efficient in predicting and handling failures. Thus, it can be foreseen in the future that JOKKY will witness many challenges in its business.

#### **9.1.2 Synergy Among the Management Team**

Good synergy creates excellent communication as well as enhancing teamwork among workers. However, a newly formed team might experience bad synergy as they are relatively new to each other. Therefore, it can be predicted that JOKKY's management team will encounter conflict especially during the decision making process. This is because conflict in the team is an inevitable part of a management team. This would arise especially when incompatible issues occur. We



may have different opinions in the attempt of expanding our business and this may prove to be an unhealthy scenario. If such conflicts are not attended and left for a long period of time, this may usually lead to the dilution of the management team. This would ultimately result in a negative impact towards the growth of the business.

## **9.2 Marketing Risks**

### **9.2.1 Lack of Fund**

Our marketing plan involves creating huge awareness during special occasions with hopes of creating positive trend for our product. However, this would involve different business parties such as Medias, event teams, and other related companies. Therefore, this would involve a huge sum in order for JOKKY's marketing team to establish their marketing plan. Since JOKKY is a relatively new company, this may restrict the company's capital. However, this could not be avoided as JOKKY's pricing strategy involves premium pricing and thus, may not be able to avoid such risks.

### **9.2.2 Low Brand Recognition**

Since JOKKY's TIP is a relatively new product, it may have low brand recognition as compared to our indirect competitors. Furthermore, our pricing strategy involves premium pricing, and it may deter customers from purchasing as most customers might not have the experience of using our product and the price of the product is high as well. This would create a lower appeal among new customers. This will then affect their purchasing decision. Existing companies had already established

their own reputation, sustaining capitals, as well as information regarding their customers. Therefore, JOKKY may be perceived as a risky option. Hence, it will be proved as a challenge for our management team in creating the best alternatives with our marketing plan to penetrate the market.

### **9.2.3 Market Entry Strategy**

This is the most crucial step in our management decision in our marketing plan. Therefore, failure in selecting the most appropriate pricing, marketing, as well as distribution strategy may be our biggest risk. Due to our restrictions in our nature of business, we must minimize the probability of making the wrong decisions. More marketing and advertising is also required to create huge awareness for the customers. All these uncertainties would certainly increase our marketing risk as well as increasing the expenses for our company.

## **9.3 Operating Risk**

### **9.3.1 Employee Management**

The nature of JOKKY's business requires the usage of many equipment and tools. Since the management team will be hiring workers to handle such equipment, there are a few risks involved. Different equipment and tools have different use and functions and hence employees may find difficulty in handling such machineries due to the unfamiliarity. JOKKY's business operation may perform slowly during the beginning of the business. Poor operation of machineries may also result in material wastage. Lacking such knowledge and skills is a major risk in the business operations

### **9.3.2 Business Disruption and System Failure**

Since JOKKY involves machineries in its business, there is risk of system breakdown and failures which would disrupt the flow of business. This is because, machineries are considered delicate tools and proper experience and knowledge is required to handle them. When machines begin to break down, this will disrupt the supply chain of TIP's production. The delay may result in the loss of financial resources. The operating system within our business is also relatively new and may encounter many hiccups during the beginning of its business nature. There is also risk of power and water disruption within our vicinities. This would also create delay within our operations.

## **9.4 Financial Risks**

### **9.4.1 Market Risk**

Market risk involves the movement in prices of financial instrument such as the stock market. This would indirectly oppose as a risk for our management team. An example of a market risk that may affect our company adversely is the directional risk. This risk is caused due to movement in stock price, interest rates as well as the currency changes. Due to that, this would indirectly affect JOKKY's market. This is because such risk will directly affect the economic nature of the country. If the market risk moves towards the negative, customers would then reduce their spending on our product.

### **9.4.2 Credit Risk**

Credit risk arises when one fails to fulfill their obligations towards their counter parties. This risk is important because JOKKY's business nature involves fully on e-commerce. Credit risk may involve sovereignty risk and settlement risk. Sovereign risk involves difficult foreign exchange policies. Settlement risk happens when one party makes the payment while the other party fails to fulfill the obligations. Although e-commerce business provides abundant of advantages, however financially, such risk may indirectly affect our business and may reduce our profit potential.

## **9.5 Intellectual Property Infringement**

### **9.5.1 Counterfeit Products**

Since JOKKY's product TIP does not have a direct competitor in the market, there will be risk of counterfeit products in the future. This is because TIP served as a premium product and thus, not so easily available to serve the whole market. Counterfeit product will most likely have a fake company logo and brand similar to the original product to entice customers. In our country, laws of intellectual property infringement are still developing. Therefore, TIP may be easily copied in terms of its pattern and design. The major risk that will occur is that counterfeit product tends to reduce the brand perception, uniqueness and our company's reputation.

## **9.6 Other Risks as Appropriate**

### **9.6.1 Fire Safety in The Workplace**

Since JOKKY's business involves tools, machineries, and equipment, there are many opportunities for appliance incidents. Electric circuits and wiring may easily result in short circuits and would potentially cause fire. Raw materials in our product such as cotton, cloth and leather, paint, and plastic would also be a potential risk to be caught on fire. This risk may create a potential for a huge loss for our company.

### **9.6.2 Burglary and Theft**

Burglary and theft are risks that can never be predicted. This risk may happen internally and externally. Burglary and theft can occur by externally such as outsiders stealing or causing damage to the business. Employees working for the company may also commit crime if they are not properly trained. Therefore, such risks are hard to avoid and traced if happened.

## **9.7 Contingency Plan**

### **9.7.1 Management Risks**

In order to avoid management risk, our team should take priority in undergoing proper training to improve our skill base. The management team will make it compulsory to undergo professional management training courses to enhance communication, teamwork as well as leadership. Such training helps in improving time, conflict, problem

solving, as well as strategy management. Such seminars would also improve the synergy among our management team. Team building skills as well as bonding could be improve through specific seminars. Therefore, this is a small investment to reduce the management risk as well as improve the overall capabilities of the management team.

### **9.7.2 Marketing Risks**

In overall, in order to reduce the marketing risk, our management team will be conducting an in depth marketing analysis for our market. The market analysis primarily functions to obtain useful information regarding our customers, industry as well as the potential economic growth. The example of the market analysis includes survey and data scanning. This would allow us to analyze customers buying habit, spending power, as well as indirect competitor's information. Through this, we would be able further understand the industry needs and wants and learn to serve our potential customers with proper entry strategies.

With our promotional strategy, the marketing risk involves a huge fund. However due to the size of the event, we may create a huge potential for other companies as well. For example, in the Big Bad Wolf event, we could cooperate with many other companies and work on the common goal of attracting large crowd of potential customers. This would allow us to negotiate potential cost and create agreements on proper settlement. This would then reduce our marketing risk by a huge degree.

### **9.7.3 Operating Risk**

Since new employees might not be able to handle the machineries with proper methods, hence it will create operating risk. However, JOKKY's management team could reduce such risk through proper usage of operating methods. In order to obtain skilled employees, we would create an employee training program for employees to obtain knowledge and experience regarding the practical as well as the administrative work in the company. Through this program, employees could easily improve their ability and performances. Besides that, our management team would also introduce additional incentives such as health insurance, vacations as well as overtime to improve employee's morale. Furthermore, the supply chain will go through trial and error before we begin our business to ensure that the best alternatives is chosen to save cost and improve efficiency of the flow of product to the customers.

### **9.7.4 Financial Risk**

In the financial segment, there are many risks that we couldn't control such as the market risk. However, there are also risks that we can control. The finance team could play an important role in ensuring that the day to day transaction of the business is recorded. Furthermore, the finance team can also calculate and record the profit earning, employee salary, cash payment, income tax, as well as other monetary values. This would then improve the monetary cash flow in the daily operation. This is also to ensure that our company does not run out of its budget. Therefore, a properly managed financial team would definitely reduce the financial risk of the company while ensuring that the management budget is on schedule.

### **9.7.5 Intellectual Property Infringement**

To reduce the potential of intellectual property infringement, JOKKY will register its trademark and patent its product to reduce the probability risk. This would provide a layer of protection for our company's reputation and branding. Furthermore, we could also result in lawsuit in case there is any infringement with our intellectual property rights.

### **9.7.6 Other Risk as Appropriate**

In order to prevent fire hazard, our company will be installing fire detection and smoke alarms to act as a warning system for the management team. This is especially important in the assembly line of our workplace. The fire alarm act as fire extinguisher as once heat or smoke is detected, water will be released from its piping to prevent the fire from growing. 3 fire extinguishers will be placed in our vicinity to comply with the government's law. Our employee would also undergo proper fire drill training to reduce the risk.

Closed-circuit television (CCTV) would also be installed throughout our factor and assembly to reduce the potential of burglary and theft. This would also reduce the potential of internal theft among employees. Since employees would know that they are being observed, they will reduce the probability of negative acts at work. In overall, our management team will apply for insurance for such accidents to ever occur. This would then fully reduce the risk of fire, theft, and other potential disaster to occur. However, if they do occur, we would at least be able to claim for damages. This would then reduce our burden for our business.



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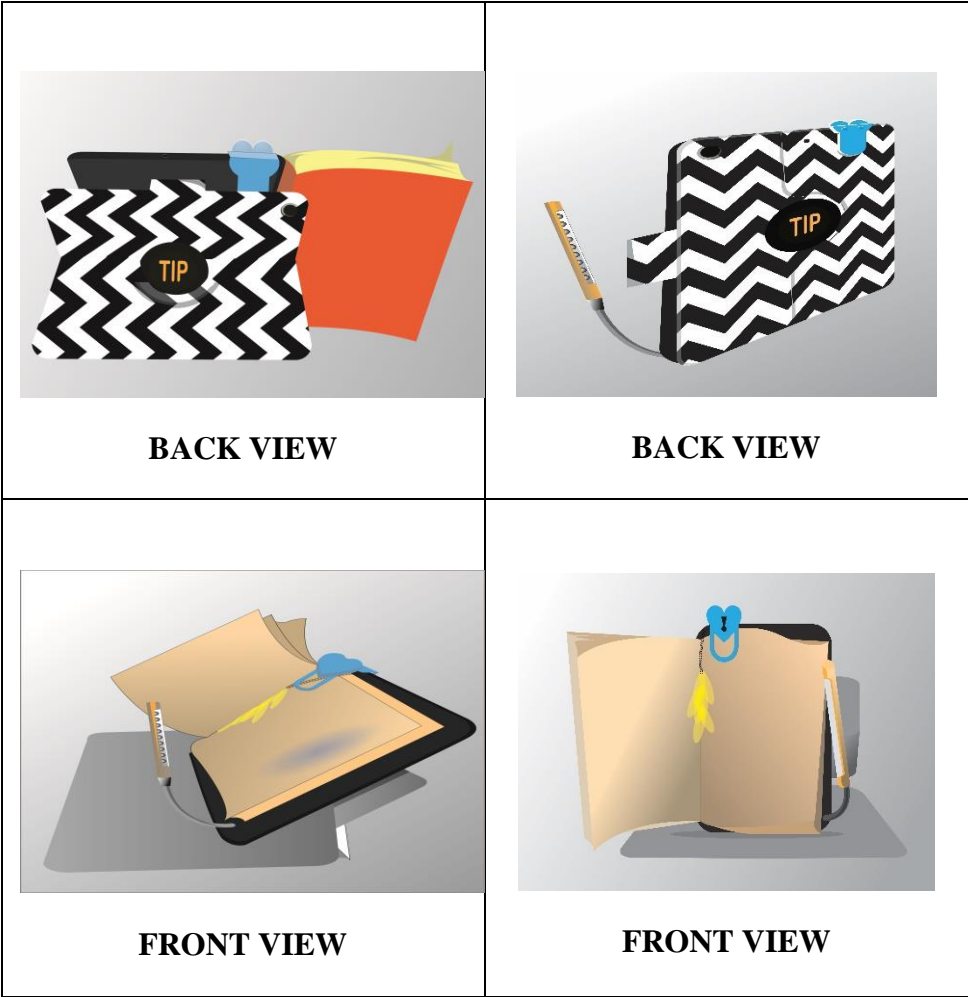
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Appendix 1: Design of TIP





**FRONT VIEW**



**FRONT VIEW**



**BACK VIEW**



**BACK VIEW**

**Appendix 2: Questionnaire**

**UNIVERSITI TUNKU ABDUL RAHMAN**



Faculty of Business and Finance

**BACHELOR OF BUSINESS ENTREPRENEURSHIP (HONS)**

**FINAL YEAR PROJECT**

**TITLE OF RESEARCH:**

Multi Function Book Cover

Private University Undergraduates

Survey Questionnaire

**J.O.K.K.Y**

Dear respondent,

We are a group of young entrepreneur that intended to start our own business

and our company named as "J.O.K.K.Y". Our first product is "TIP".

---

**Product Description**

TIP is a multi-function book cover which design for solving the readers' problem and and improving their overall reading experiences. After a book is being install to TIP, it allow reader adjust the angle with the stand in order for appropriate reading posture, able for the reader to read even there was low light

intensity, serve as a protection for the book such as split of water, or dust, and TIP also come with build- in bookmark and pen holder in order to make your reading in the way that you like. Our product will be pricing at RM249 exclusive GST

**Age**

- < 18
- 18 - 24
- 25 - 31
- 32 - 40
- 41 - 50
- > 50

**Gender**

- Male
- Female

**Race**

- Malay
- Chinese
- Indian
- Other:

**Occupation**

- Student
- Executive
- Teacher/ Lecturer
- Government's employee
- Other:

**Monthly Income**

- RM 1,000
- RM 1,001 - RM 3,000
- RM 3,001 - RM 5,000



- > RM 5,000

## Section B: Concept Testing and Purchase Intention

### 1. Do you have reading habit?

- Yes
- No

### 2. On a scale of 1 - 5, how often do you read?

- 5 = More than two times each day
- 4 = One time each day
- 3 = One week once
- 2 = One month once
- 1 = None

### 3. How do you prefer reading?

- Virtual
- Non- virtual

### 4. When do you read most of the time?

- Day
- Night

### 5. What is your normal reading duration?

- Around 1 hour
- Around 3 hours
- Around 5 hours
- 5 hours and above

### 6. Do you understand the concept of multipurpose book cover?

- Yes
- No ( Please refer to our website for more information)

### 7. If yes, will you consider buying it?

- Yes
- No

**8. Do you feel discomfort when reading for long hours ( > 45 mins) ?**

- Yes ( Please proceed to Q.9)
- No ( Please proceed to Q.10)

**9. What are the discomforts you are facing when reading?**

You are allowed to tick more than one option.

- Eyes Straining
- Backache
- Neck Pain
- Tired Arms
- Other:

**10. Do you provide special care for your book?**

- Yes
- No

**11. What is the feature you will consider when you buying a book accessory?**

- Affordable Price
- Quality
- Style/ Design
- Comfort
- Functional

**12. Style Preference ( Use picture)**

- Simple
- Luxurious
- Modern
- Traditional

**13. What service do you require when buying book accessory?**

- On- time delivery

- Free delivery
- Customization
- After sales service

**14. Do you prefer buying goods from physical store or online?**

- Physical store
- Online

**15. If online, which websites do you prefer purchasing from?**

- Groupon
- eBay
- Lelong.com
- Lazada
- Company official website
- Facebook
- Other:

**16. How frequent do you bring your book outdoor?**

- Never
- Sometime
- Most of the time
- Every time

**17. Is the brightness of surrounding affecting you when reading?**

- Yes
- No

**18. Will you buy eco- friendly product?**

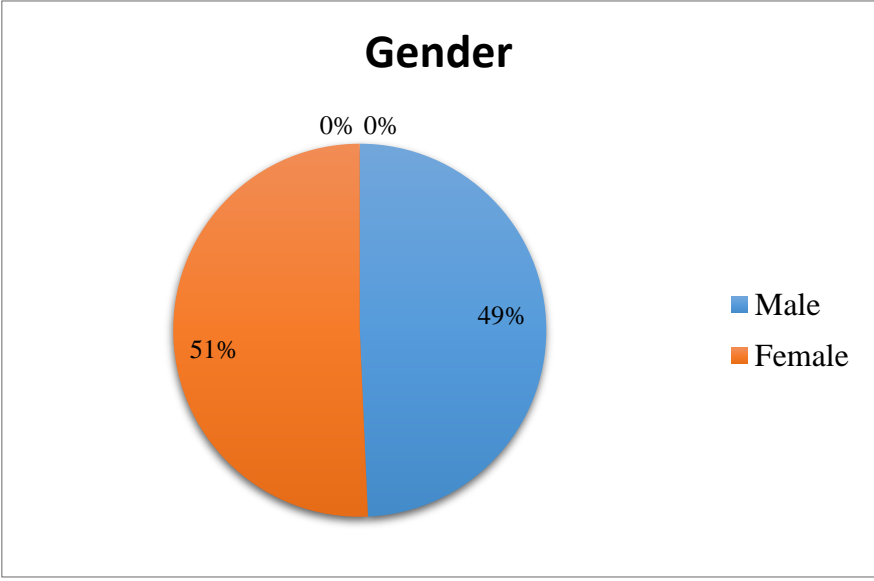
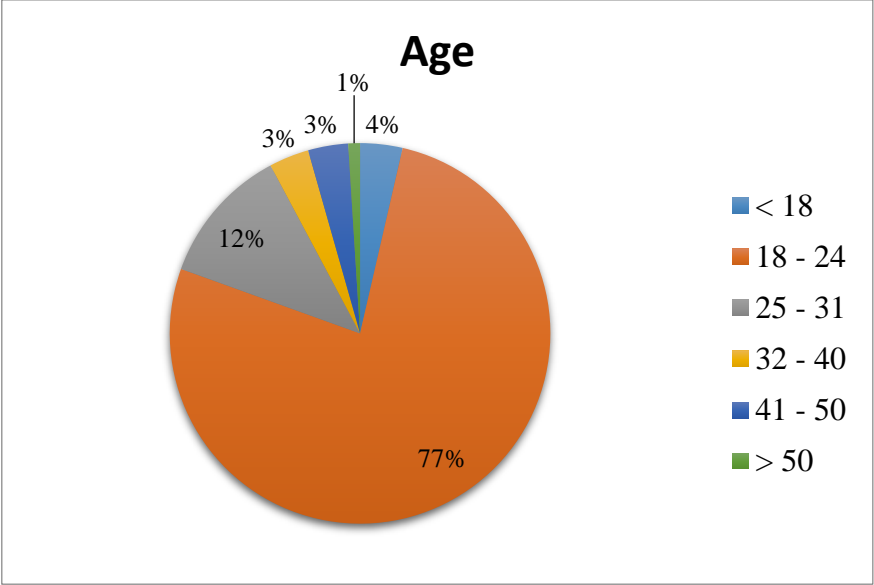
- Yes
- No

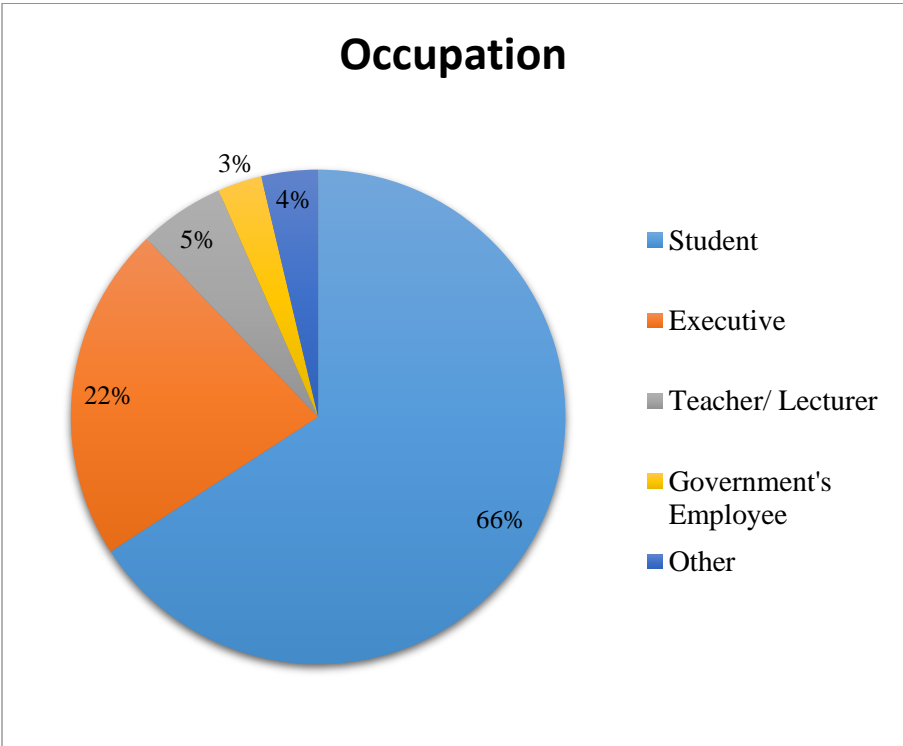
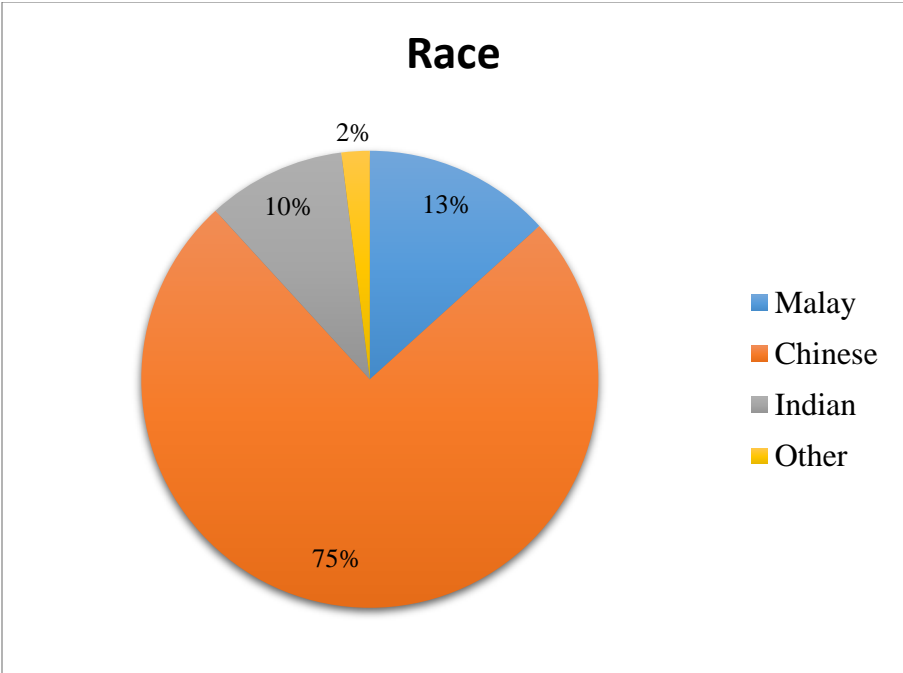
**19. After reading the product description, will you buy it?**

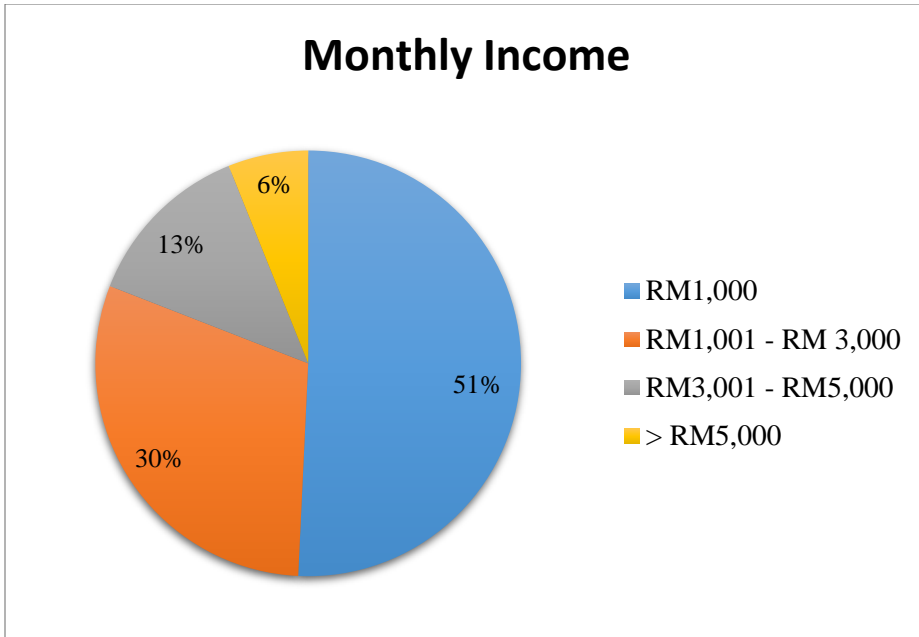
- Yes
- No

**Appendix 3: Survey Result (413 Responses)**

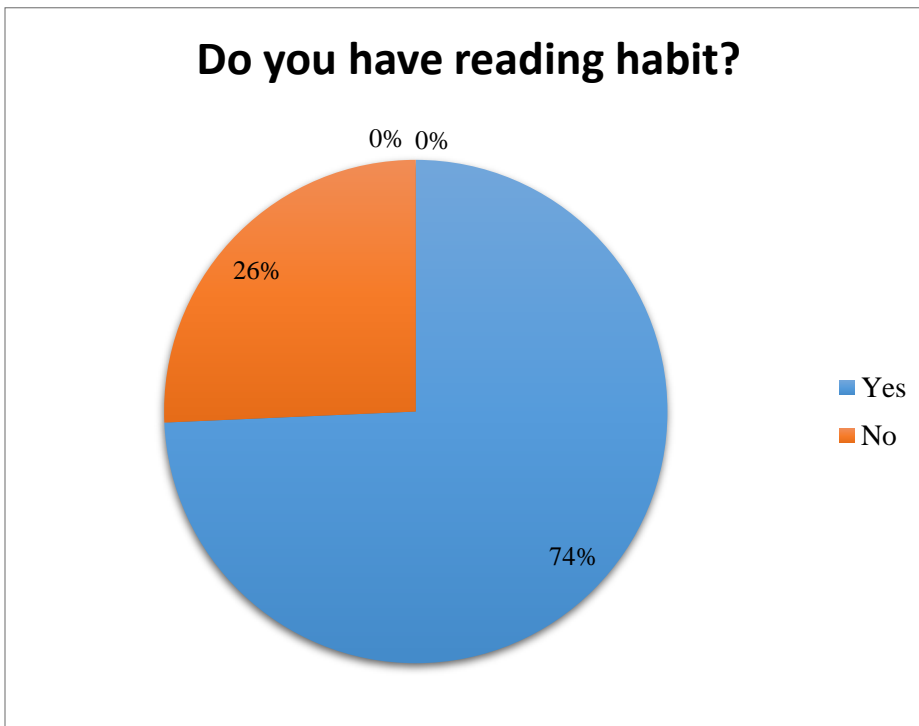
Product Description



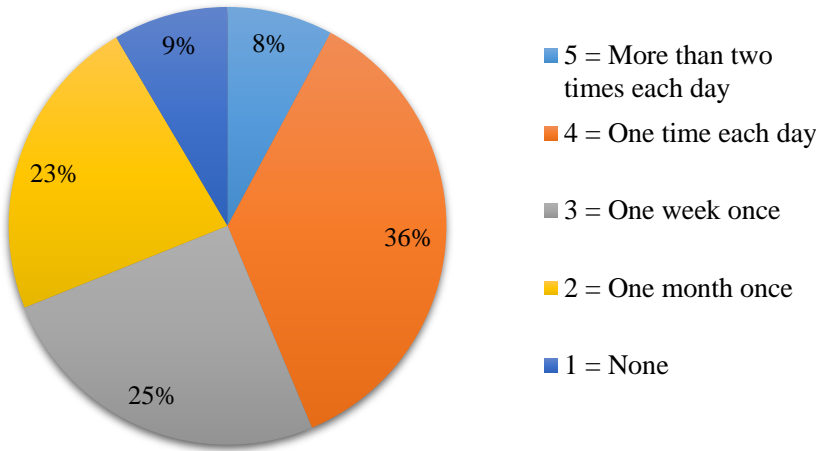




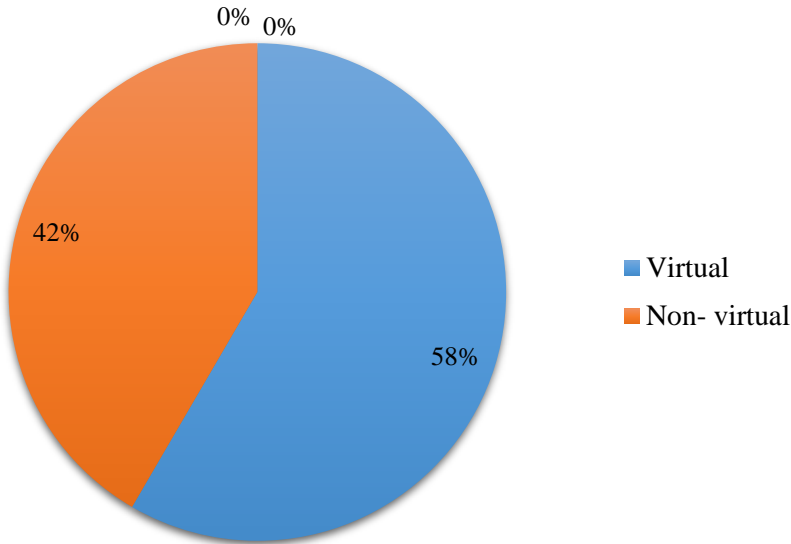
**Section : Concept Testing and Purchasing Intention**

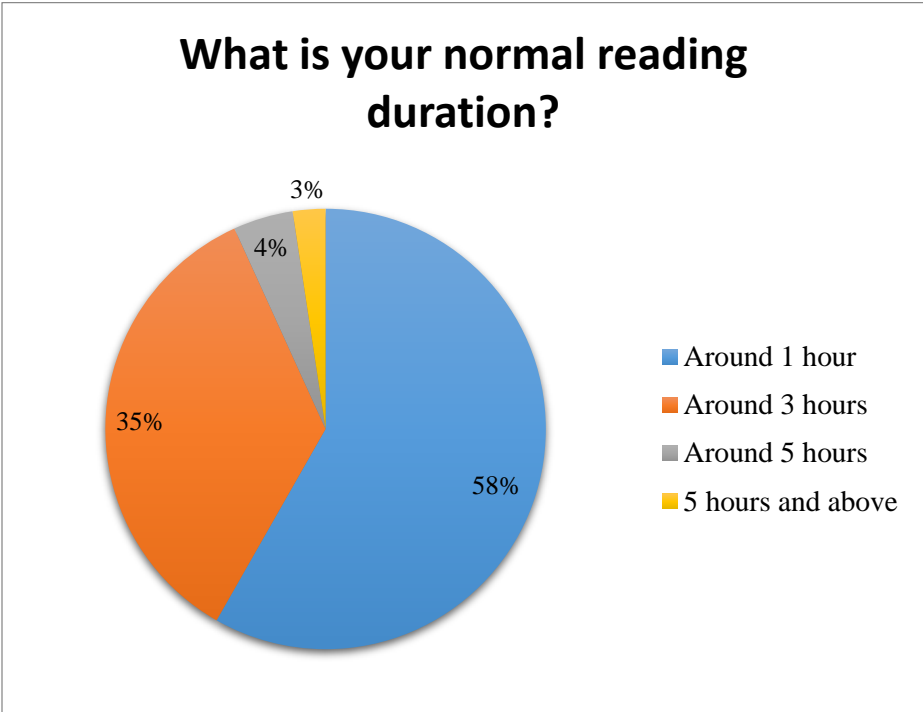
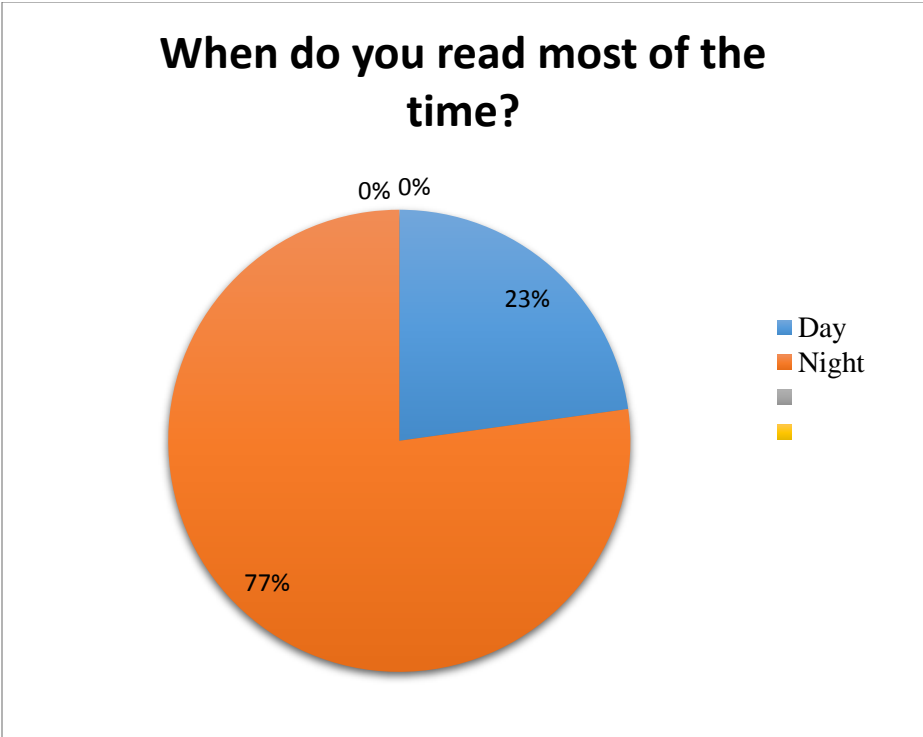


### On a scale of 1 - 5, how often do you read?



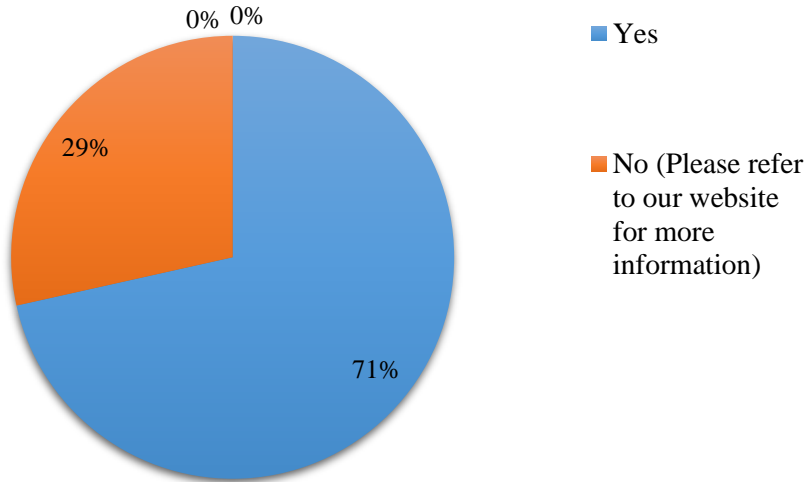
### How do you prefer reading?



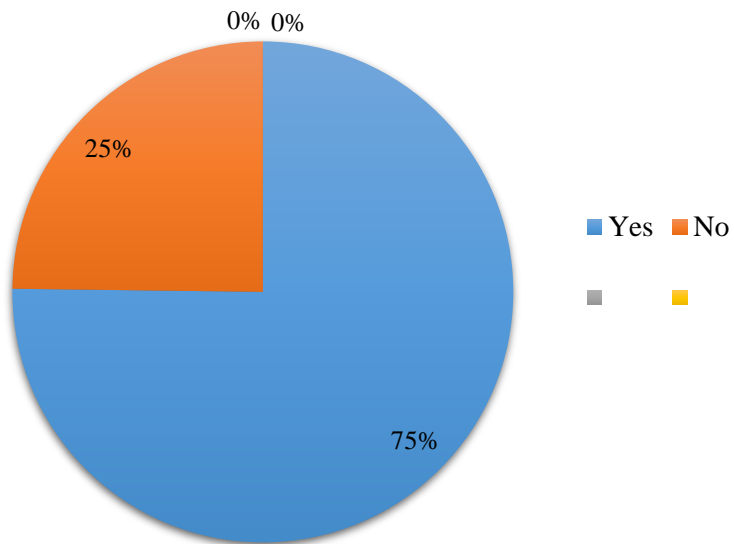




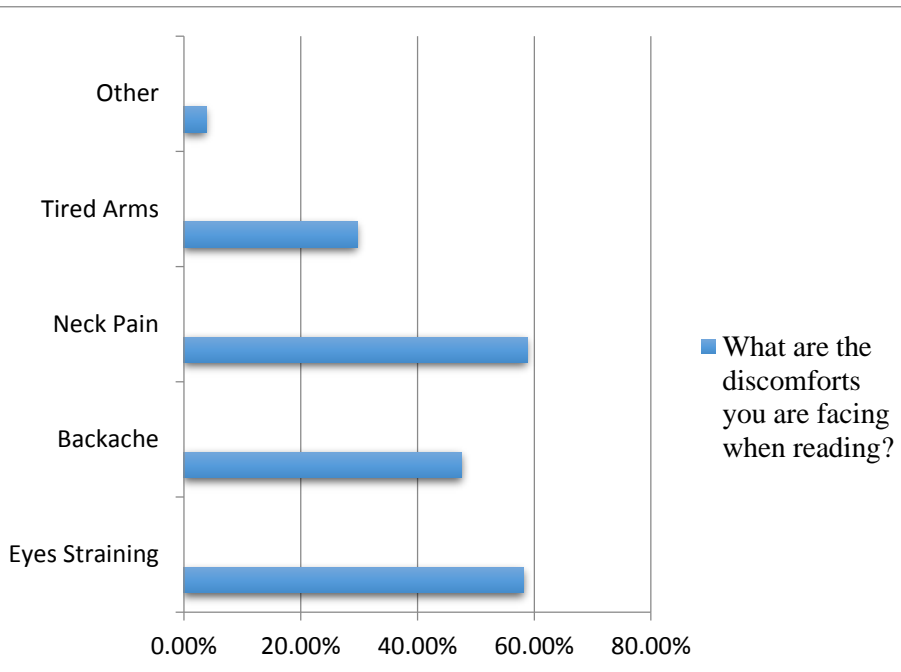
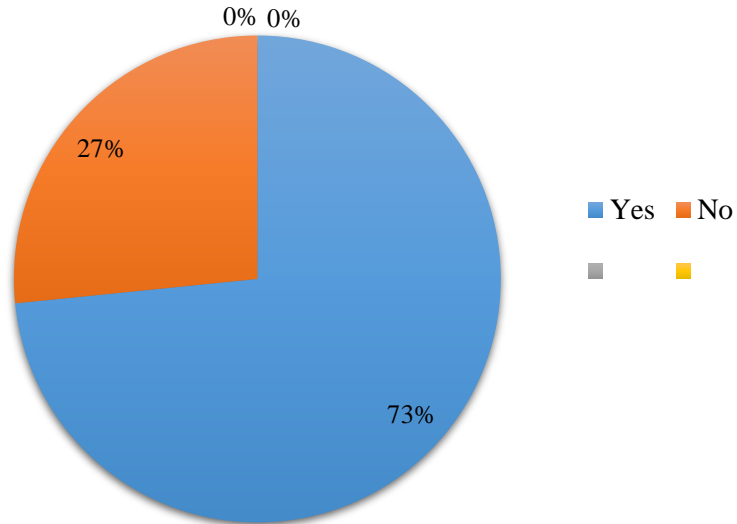
### Do you understand the concept of multipurpose book cover?



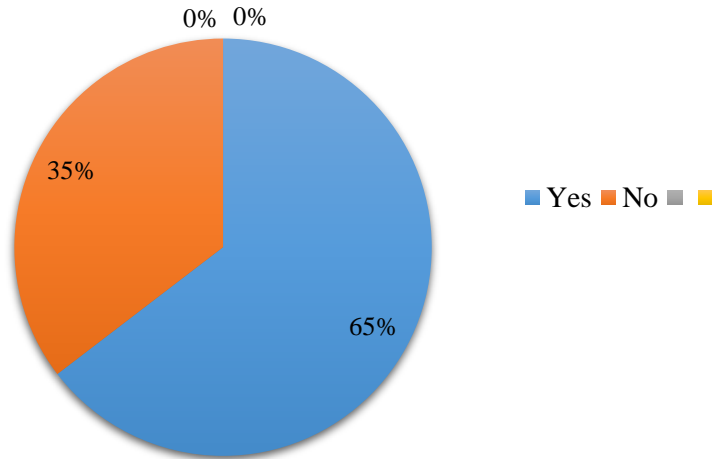
### If yes, will you consider buying it?



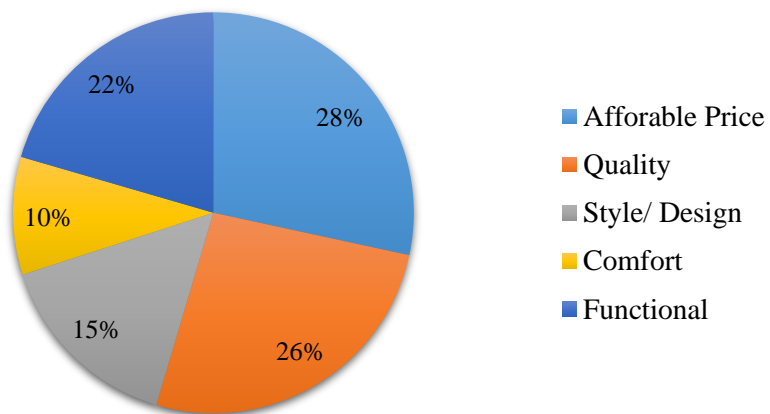
### Do you feel discomfort when reading for long hours (> 45 mins)

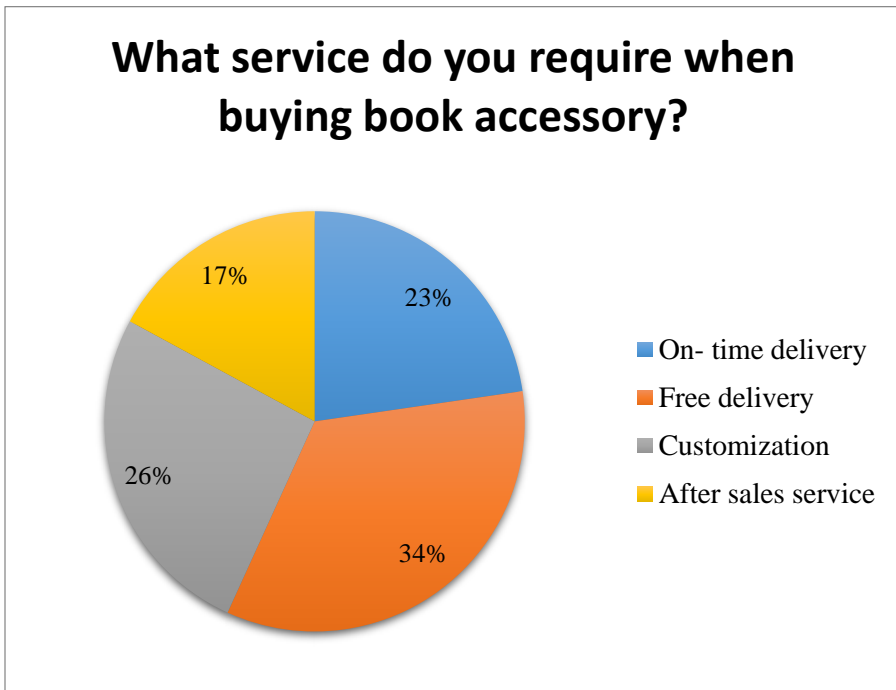
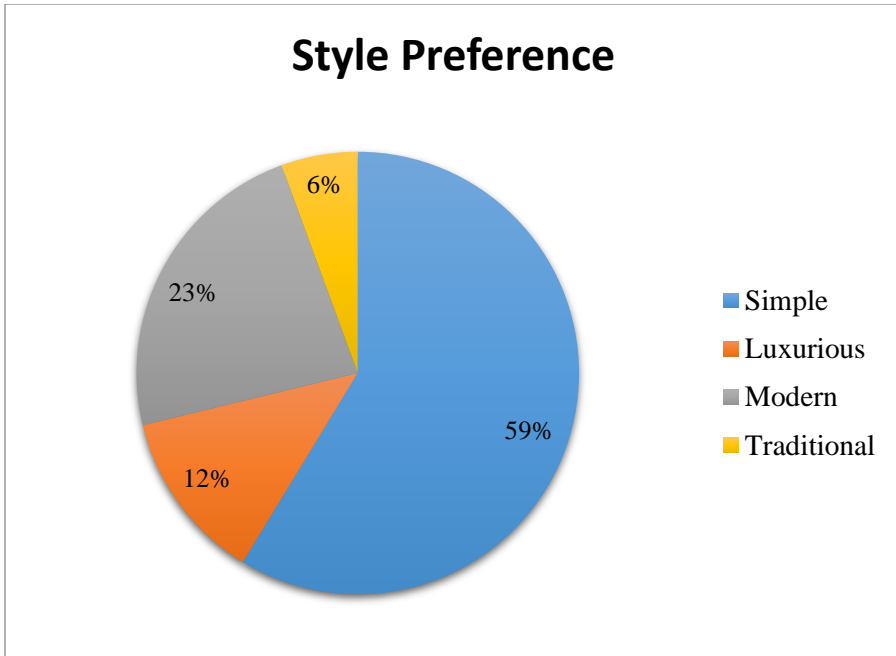


### Do you provide special care for your book?

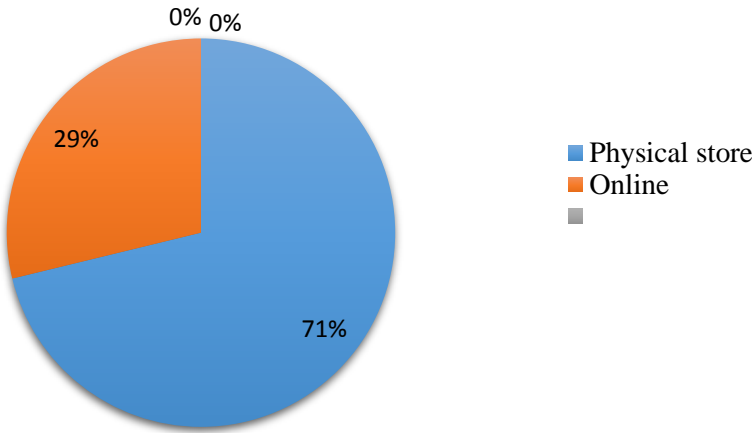


### What is the feature you will consider when you buying a book accessory?

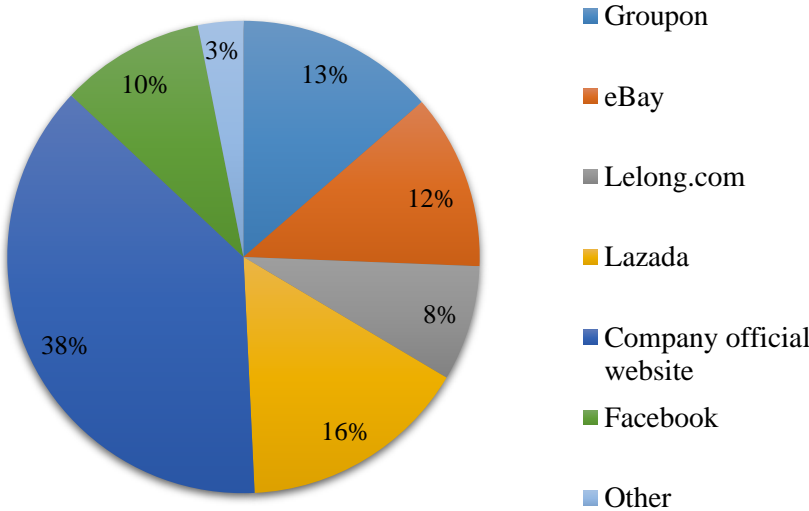




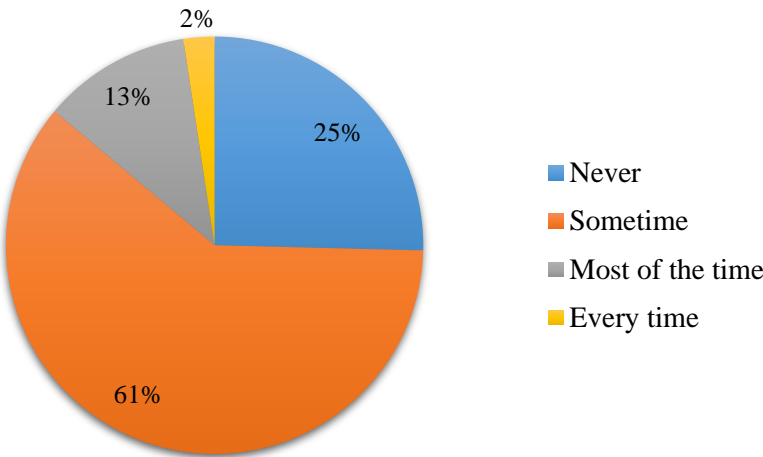
### Do you prefer buying goods from physical store or online?



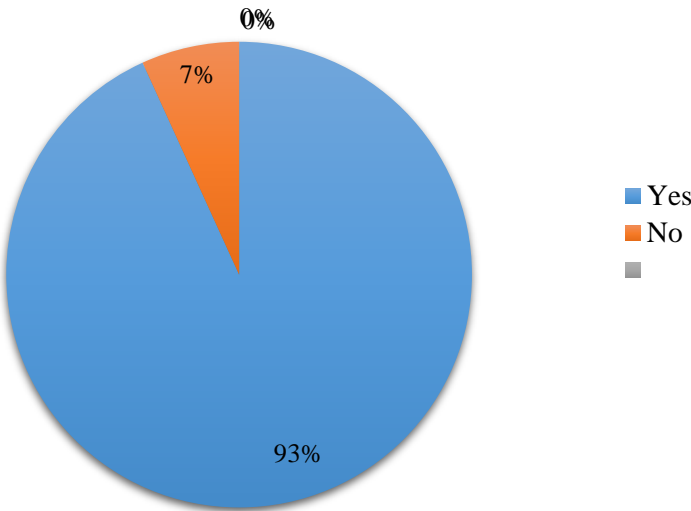
### If online, which websiter do you prefer purchasing from?

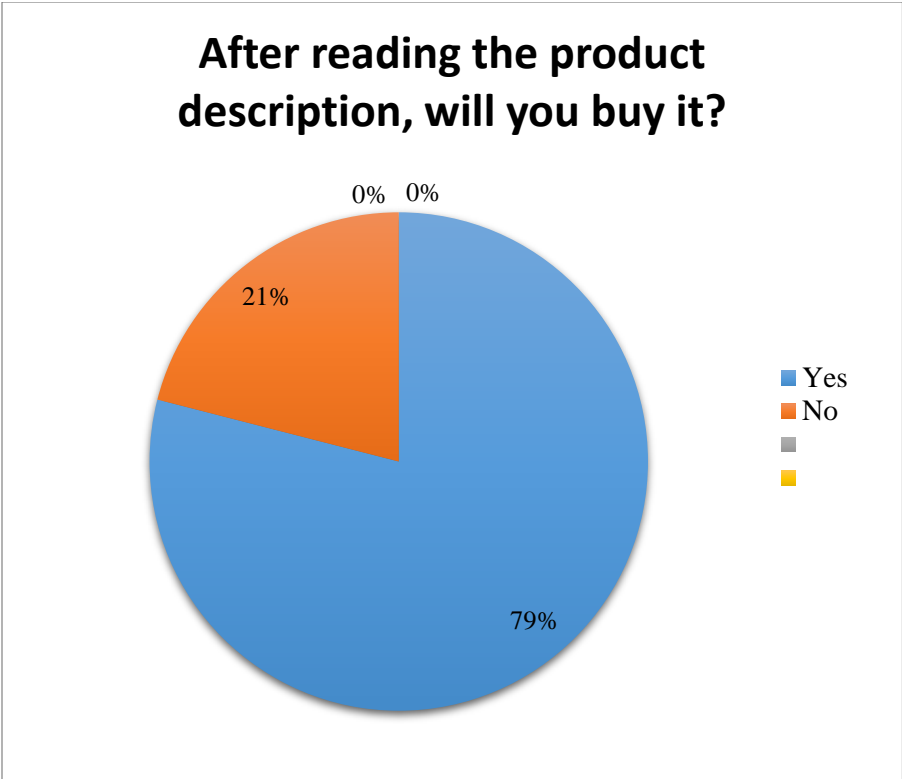


### How frequent do you bring your book outdoor?



### Will you buy eco- friendly product?





Appendix 4: JOKKY's Facebook Pages & JOKKY's Web Page





## Appendix 5: Resume of Management Team

### Resume of Tee Jin Chuen

#### Personal Particulars

Name: Tee Jin Chuen  
Address: No. 8, Jalan Puteri 10/8  
Bandar Puteri Puchong,  
47100, Puchong,  
Selangor.  
Race: Chinese  
Gender: Female  
Age: 23  
Date of birth: 8 February 1993  
Contact number: 010-2472823  
Email: jessiet@jooky.com  
MUET: Band 5



#### Objective

To obtain an internship position in actuarial field to gain valuable experience and knowledge that can help to develop and to express skills for my future career.

**Skill (s) :**

(Proficiency: Advanced – Highly experienced; Intermediate – Familiar with all the basic functionalities; Beginner – Just started using or learning the skill)

Computer: Microsoft Office (Advance)

Typing Skills (Advance)

Language: English (Good)

Malay (Good)

Mandarin (Good)

Cantonese (Fair)

**Education**

**1. Degree level:**

(2013 May – PRESENT) Bachelors of Business Administration (HONS) Entrepreneurship, Universiti Tunku Abdul Rahman, Kampar Campus (UTAR)

Latest CGPA: 3.4252

**2. Secondary School:**

(2011- 2012) Sijil Tinggi Persekolahan Malaysia (STPM), Sekolah Menengah Kabangsaan Taman S.E.A, Selangor.

Result: 2A, 2B 3.5

(2006 – 2010) Sijil Pelajaran Malaysia (SPM), Sekolah Menengah Kabangsaan Taman S.E.A, Selangor.

Result: 7A+, 3A, 1A-

**Activity and Involvement**

**Degree:** (2015-2016) Vice President of Incoming Global Citizen Programme Department of AIESEC Specialised Unit

(2014) Treasurer of Form Six Society of AIESEC Specialised Unit Assistant of Sponsorship Department Organizing Committee of Jungle Knights Campaign Organized by AIESEC

(2014) Assistant of Sponsorship Department |Program of AIESEC Specialised Unit Assistant of Sponsorship Department Organizing Committee of Jungle Knights Campaign Organized by AIESEC

**Secondary School:** (2011-2012) President of Librarian

(2010-2012) President of Chinese Society

(2011-2012) Captain of Greenhouse

(2001-2012) Treasurer of Form Six Society

**Working experience**

- 1. Company:** Groupon Sdn. Bhd.  
Position: Internship (Product operation team)  
(Oct 2015 - Jan 2016)
- 2. Company:** SJK (C) Sin Ming, Selangor  
Position: Temporary Teacher  
(Jan 2013- Mar 2013)

## **Resume of Ong Ray Xiang**

### **Personal Particulars**

Name: Ong Ray Xiang  
Address: No. 17, Jalan SS5A/6,  
Kelana Jaya,  
47301, Petaling Jaya,  
Selangor.



Race: Chinese  
Gender: Male  
Age: 23  
Date of birth: 27 March 1993  
Contact number: 017-7494090  
Email: [Ray@jooky.com](mailto:Ray@jooky.com)  
MUET: Band 5

### **Objective**

To obtain an internship position in actuarial field to gain valuable experience and knowledge that can help to develop and to express skills for my future career.

**Skill (s) :**

(Proficiency: Advanced – Highly experienced; Intermediate – Familiar with all the basic functionalities; Beginner – Just started using or learning the skill)

Computer: Microsoft Office (Advance)

Typing Skills (Advance)

Language: English (Good)

Malay (Good)

Cantonese (Fair)

Mandarin (Fair)

**Education**

**1. Degree level:**

(2013 May – PRESENT) Bachelors of Business Administration (HONS) Entrepreneurship, Universiti Tunku Abdul Rahman, Kampar Campus (UTAR)

Latest CGPA: 2.84

**2. Secondary School:**

(2011- 2012) Sijil Tinggi Persekolahan Malaysia (STPM), Sekolah Menengah Kabangsaan Taman S.E.A, Selangor.

Result: 1A, 2B-, 1D

(2006 – 2010) Sijil Pelajaran Malaysia (SPM), Sekolah Menengah Kabangsaan Taman S.E.A, Selangor.

Result: 5A, 3B

**Activity and Involvement**

**Degree:** (2014-2015) Vice President of Incoming Global Citizen Programme Department of AIESEC Specialised Unit

(2014) Manager of EP servicing |Program of AIESEC Specialised Unit Assistant of Sponsorship Department Organizing Committee of Jungle Knights Campaign Organized by AIESEC

(2014) Assistant of Sponsorship Department |Program of AIESEC Specialised Unit Assistant of Sponsorship Department Organizing Committee of Jungle Knights Campaign Organized by AIESEC

**Secondary School:** (2012) President of Taman Sea Idol Club

(2011-2012) Captain of Blue House

(2011-2012) Orientation Director Form Six Society

(2008-2010) Funding Director of Interact Club

**Working experience**

**1. Company:** Golden Screen Cinemas Sdn. Bhd

Position: Internship (Marketing / Logistic) (Oct 2015 - Jan 2016)

**2. Company:** Brands Outlet | Paradigm Mall

Position: Sales Promoter

(Jan 2013 - Apr 2013)

**3. Company:** Event | Ticket Pro

Position: Ticket Coordinator

(Dec 2010 – April 2011)

## **Resume of Daniel Khaw Chee Chuan**

### **Personal Particulars**

Name: Daniel Khaw Chee Chuan  
Address: 20, Jalan Singgahsana  
Taman Singgahsana  
Padang Besar  
02100, Perlis  
Race: Chinese  
Gender: Male  
Age: 22  
Date of birth: 20 July 1994  
Contact number: 019-4790758  
Email: daniel@jooky.com  
MUET: Band 3



### **Objective**

To obtain an internship position in actuarial field to gain valuable experience and knowledge that can help to develop and to express skills for my future career.

**Skill (s) :**

(Proficiency: Advanced – Highly experienced; Intermediate – Familiar with all the basic functionalities; Beginner – Just started using or learning the skill)

Computer: Microsoft Office (Proficiency)

Adobe Illustrator (Advance)

Language: English (Fair)

Malay (Good)

Cantonese (Good)

Mandarin (Fair)

**Education**

**1. Degree level:**

(2013 May – PRESENT) Bachelors of Business Administration (HONS) Entrepreneurship, Universiti Tunku Abdul Rahman, Kampar Campus (UTAR)

Latest CGPA: 3.19

**2. Pre-university studies:**

(2012 May -2013 May) Foundation in Arts, Universiti Tunku Abdul Rahman, Kampar Campus (UTAR)

CGPA: 3.69

**2. Secondary School:**

(2006 – 2010) Sijil Pelajaran Malaysia (SPM), SMK Padang Besar, Perlis

Result: 6A, 4B, 1C



**Activity and Involvement**

**Degree:** (2014) Helper of Photography Exhibition 2014

**Secondary School:** (2012) President of Chinese Society

(2011-2012) President First-aid Society

**Working experience**

**1. Company:** leadxel Agency (AIA Bhd)

Position: Internship (Marketing)

(Oct 2015 - Jan 2016)

**2. Company:** 71 Cafe Bistro

Position: Customer services

(Sep 2014 – Dec 2014)

**3. Company:** CB Red Label Sdn Bhd, Kampar

Position: Promoter

(Sep 2014)

## Resume of Lam Yan Wen

### Personal Particulars

Name: Lam Yan Wen  
Address: 13 Jalan Desa Ampang  
22A Taman Rasi  
Gunung Rapat,  
31650 Ipoh,  
Perak.  
Race: Chinese  
Gender: Female  
Age: 22  
Date of birth: 24 January 1994  
Contact number: 012- 5888193  
Email: yanwen@jooky.com



### Objective

To obtain an internship position in actuarial field to gain valuable experience and knowledge that can help to develop and to express skills for my future career.

**Skill (s) :**

(Proficiency: Advanced – Highly experienced; Intermediate – Familiar with all the basic functionalities; Beginner – Just started using or learning the skill)

Computer: Microsoft Office (intermediate)

Adobe Illustrator (intermediate)

Language: Mandarin (good)

English (fair)

Malay (fair)

Cantonese (good)

MUET: Band 4

**Education**

**1. Degree level:**

(2013 May – PRESENT) Bachelors of Business Administration (HONS) Entrepreneurship, Universiti Tunku Abdul Rahman, Kampar Campus (UTAR)

Latest CGPA: 2.555

**2. Secondary School:**

(2011 Jan -2011 Nov) Malaysia Unified Examination Certificate (UEC) (Shen Jai High School) Results: 6B, 2C

(2006 Jan – 2010 Dec) Sijil Pelajaran Malaysia (SPM), Poi Lam High School (SUWA), Ipoh  
Result: 2B, 3C, 3D

**Activity and Involvement**

Degree: (2015) Helper of Economics Society- Flea Market 2015

(2014) Helper of Photography Exhibition 2014

Secondary School: (2008) Athletic - Representative of School

(2008) 24 Season Drum- Representative of School

**Working experience**

1. **Company:** leadxel Agency (AIA Bhd)

Position: Internship (Marketing)  
(Oct 2015 - Jan 2016)

2. **Company:** Nivea, Ipoh

Position: Promoter  
(May 2015)

3. **Company:** Nestle Milo Run Event, Ipoh

Position: Event Crew  
(Apr 2015)

4. **Company:** Carlorino Sdn Bhd

Position: Sales Assistant  
(Nov 2013)

## Resume of Kenny Keok Yun Kiet

### Personal Particulars

Name: Kenny keok Yun Kiet  
Address: 14-B, Jalan Sheik Abdul Rahman  
Pasir Puteh,  
31650 Ipoh,  
Perak.  
Race: Chinese  
Gender: Male  
Age: 23  
Date of birth: 7 October 1993  
Contact number: 014-9042243  
Email: kenny@jooky.com



### Objective

To obtain an internship position in actuarial field to gain valuable experience and knowledge that can help to develop and to express skills for my future career.

### Skill (s) :

(Proficiency: Advanced – Highly experienced; Intermediate – Familiar with all the basic functionalities; Beginner – Just started using or learning the skill)

Computer: Microsoft Office (intermediate)  
Photo and Video Editing (intermediate)

Mobile: Familiar with different operating system (Android, IOS, Windows Phone, BlackBerry OS)

Language: Chinese, Mandarin (good)

English (fair)

Malay (fair)

Cantonese (good)

MUET: Band 3

### **Education**

#### **1. Degree level:**

(2013 May – PRESENT) Bachelors of Business Administration  
(HONS) Entrepreneurship, Universiti Tunku Abdul Rahman,  
Kampar Campus (UTAR)

Latest CGPA: 2.6544

#### **2. Pre-university studies:**

(2012 May -2013 May) Foundation in Arts, Universiti Tunku  
Abdul Rahman, Kampar Campus (UTAR)

CGPA: 2.8159

#### **3. Secondary School:**

(2006 Jan – 2010 Dec) Sijil Pelajaran Malaysia (SPM), Poi Lam  
High School (SUWA), Ipoh

Result: 2A, 2B, 2C, 3D

### **Activity and Involvement**

Degree: (2015) Helper of Economics Society- Flea  
Market 2015

(2014) Helper of Photography Exhibition 2014

(2013) Helper of Orientation Registration,  
Campus Tour and Mass call.

Helper of Dare to Die: face the Darkness

Foundation: (2012) Participation of OSK Investment Challenge

Others: (2012) National Services

Secondary School: (2009) Advisor of Scout society

(2008) Committee member of Malay language society

Treasurer of Scout society

**Working experience**

**1. Company:** Tiong Nam Logistic Solution Sdn. Bhd.

Position: Internship (Logistic reports)  
(Oct 2015 - Jan 2016)

**2. Company:** St Nivel Tour Sdn Bhd, Ipoh

Position: Part time clerk, Tour leader  
(May 2015)

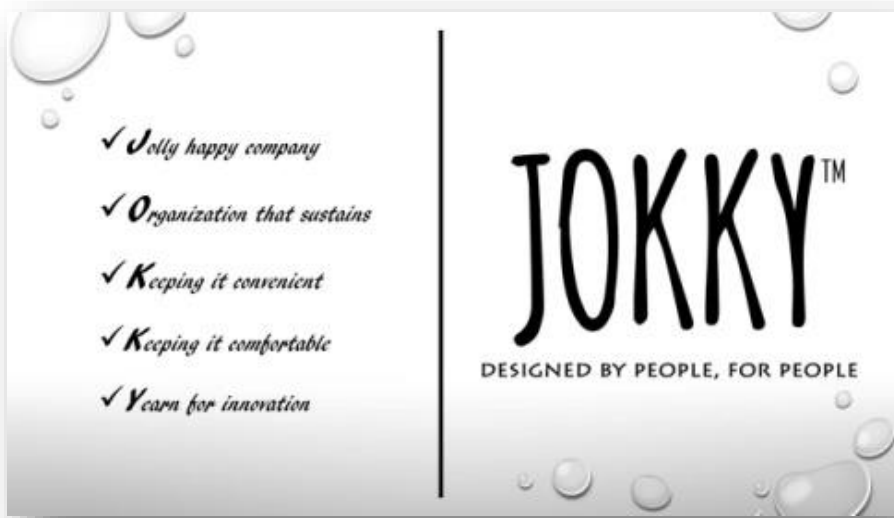
**3. Company:** Nestle Milo Run Event, Ipoh

Position: Event Crew  
(Apr 2015)

**4. Company:** Avimor Advertising Sdn Bhd, Ipoh

Position: Flyer distributer  
(Oct 2014)

Appendix 6: JOKKY's Business Cards







**DANIEL KHAW CHEE CHUAN**  
Head of Finance

JOKKY Sdn. Bhd.  
36, Jalan Teknologi 2,  
Kawasan Perindustrian Gopeng,  
31600, Gopeng,  
Perak, Malaysia.

Tel: (+60)5-3211101  
HP: (+60)19-4790758  
Email: daniel@jokky.com

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DESIGNED BY PEOPLE, FOR PEOPLE

 <http://jokky.myfreesites.net>

 [www.facebook.com/jokky2017](http://www.facebook.com/jokky2017)



**KENNY KEOK YUN KIET**  
Head of Operation & Quality Assurance

JOKKY Sdn. Bhd.  
36, Jalan Teknologi 2,  
Kawasan Perindustrian Gopeng,  
31600, Gopeng,  
Perak, Malaysia.

Tel: (+60)5-3211101  
HP: (+60)14-9042243  
Email: kenny@jokky.com

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 <http://jokky.myfreesites.net>

 [www.facebook.com/jokky2017](http://www.facebook.com/jokky2017)

**ONG RAY XIANG**  
Head of Marketing and Communication

JOKKY Sdn. Bhd.  
36, Jalan Teknologi 2,  
Kawasan Perindustrian Gopeng,  
31600, Gopeng,  
Perak, Malaysia.

Tel: (+60)5-3211101  
HP: (+60)17-7494090  
Email: ray@jokky.com

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 <http://jokky.myfreesites.net>

 [www.facebook.com/jokky2017](http://www.facebook.com/jokky2017)

**LAM YAN WEN**  
Head of Human Resource

JOKKY Sdn. Bhd.  
36, Jalan Teknologi 2,  
Kawasan Perindustrian Gopeng,  
31600, Gopeng,  
Perak, Malaysia.


Tel: (+60)5-3211101  
HP: (+60)12-5888193  
Email: yanwen@jokky.com

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 [www.facebook.com/jokky2017](http://www.facebook.com/jokky2017)

## Appendix 7: ISO 9001 Registration Form

	MANAGEMENT SYSTEM CERTIFICATION
APPLICATION FORM	

1. Name of organization : \_\_\_\_\_

2. Address : \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

3. Please indicate below the applicable Management System Standard to which you wish to be assessed:

ISO 9001     ISO 14001     OHSAS 18001     Others: \_\_\_\_\_  
 MS 1900     ISO 13485     MS 1722

For more than one scheme, do you want a combined audit to be carried out?     Yes     No

4. Declaration:

a) I hereby declare that the information provided in the Questionnaire, which was previously submitted, is still valid.

b) I undertake to comply with the provisions of the Certification Agreement, a copy of which has been made available to me.

c) I agree to pay all fees/costs connected to the certification process.

d) I shall not refuse any request by SIRIM QAS International to allow representative(s) of Accreditation Body(ies) to carry out witness audit of SIRIM QAS International, at my premises, should such a request be made.

I enclose herewith a cheque no. \_\_\_\_\_ for RM \_\_\_\_\_ made payable to **SIRIM QAS International Sdn. Bhd.** for the application fee as indicated in the quotation. (Quotation No. \_\_\_\_\_)

5. Signature of authorized representative : \_\_\_\_\_ Date : \_\_\_\_\_

Name : \_\_\_\_\_ Position : \_\_\_\_\_

Please return form duly completed to:

Head  
 Sales and Business Development  
 Management System Certification Department  
 SIRIM QAS International Sdn. Bhd. (410334-X)  
 Building 4, SIRIM Complex,  
 No. 1, Perstaran Dato' Menteri,  
 40000 Shah Alam, Selangor, Malaysia.  
 Tel: 603-5544 6403 Fax: 603-5544 6787  
 Email: qas\_marketing@sirim.my

Appendix 8: Business Registration Form

<b>BORANG A</b> KAEDAH-KAEDAH PENDAFTARAN PERNIAGAAN 1957 (KAEDAH 3) PENDAFTARAN PERNIAGAAN		<b>BORANG PERGUMA</b>
(* Ruangan yang wajib) <b>NO. KELULUSAN NAMA</b> <input style="width: 150px; height: 20px;" type="text"/>		
Saya/Kami orang yang bertanggungjawab menyerahkan untuk pendaftaran butir-butir yang berikut berhubung perniagaan yang tersebut di bawah ini.		
<b>MAKLUMAT PERNIAGAAN (* Ruangan yang wajib)</b>		
1. * NAMA PERNIAGAAN	<input style="width: 95%; height: 25px;" type="text"/>	
2. * TARIKH PEMULAAN PERNIAGAAN	<input style="width: 180px; height: 20px;" type="text"/>	(hh/bb/tttt)
3. * PERJANJIAN PERKONGSIAN	<input type="checkbox"/> ADA (lampirkan salinan perjanjian) TARIKH <input style="width: 150px; height: 20px;" type="text"/> (hh/bb/tttt) <input type="checkbox"/> TIADA	
4. * ALAMAT TEMPAT UTAMA PERNIAGAAN	<input style="width: 95%; height: 25px;" type="text"/>	
	<input style="width: 95%; height: 25px;" type="text"/>	
	BANDAR <input style="width: 95%; height: 25px;" type="text"/>	
	POSKOD <input style="width: 100px; height: 20px;" type="text"/>	
	NEGERI <input style="width: 95%; height: 25px;" type="text"/>	
5. TELEFON	<input style="width: 100px; height: 20px;" type="text"/>	FAKS <input style="width: 100px; height: 20px;" type="text"/>
6. E-MEL	<input style="width: 150px; height: 20px;" type="text"/>	
7. ALAMAT SURAT-MENYURAT (jika berlainan daripada di atas)	<input style="width: 95%; height: 25px;" type="text"/>	
	<input style="width: 95%; height: 25px;" type="text"/>	
	BANDAR <input style="width: 95%; height: 25px;" type="text"/>	
	POSKOD <input style="width: 100px; height: 20px;" type="text"/>	
	NEGERI <input style="width: 95%; height: 25px;" type="text"/>	

<b>BORANG A</b>			
KAEDAH-KAEDAH PENDAFTARAN PERNIAGAAN 1957 (KAEDAH 3) PENDAFTARAN PERNIAGAAN			
<b>BORANG PERCUMA</b>			
<b>MAKLUMAT CAWANGAN</b> (* Ruangan yang wajib)			
BIL	ALAMAT CAWANGAN	BANDAR	NEGERI
1.	<input style="width: 100%; height: 40px;" type="text"/>	<input style="width: 80%; height: 25px;" type="text"/>	<input style="width: 80%; height: 25px;" type="text"/>
2.	<input style="width: 100%; height: 40px;" type="text"/>	<input style="width: 80%; height: 25px;" type="text"/>	<input style="width: 80%; height: 25px;" type="text"/>
3.	<input style="width: 100%; height: 40px;" type="text"/>	<input style="width: 80%; height: 25px;" type="text"/>	<input style="width: 80%; height: 25px;" type="text"/>
4.	<input style="width: 100%; height: 40px;" type="text"/>	<input style="width: 80%; height: 25px;" type="text"/>	<input style="width: 80%; height: 25px;" type="text"/>
5.	<input style="width: 100%; height: 40px;" type="text"/>	<input style="width: 80%; height: 25px;" type="text"/>	<input style="width: 80%; height: 25px;" type="text"/>
6.	<input style="width: 100%; height: 40px;" type="text"/>	<input style="width: 80%; height: 25px;" type="text"/>	<input style="width: 80%; height: 25px;" type="text"/>
7.	<input style="width: 100%; height: 40px;" type="text"/>	<input style="width: 80%; height: 25px;" type="text"/>	<input style="width: 80%; height: 25px;" type="text"/>
8.	<input style="width: 100%; height: 40px;" type="text"/>	<input style="width: 80%; height: 25px;" type="text"/>	<input style="width: 80%; height: 25px;" type="text"/>
9.	<input style="width: 100%; height: 40px;" type="text"/>	<input style="width: 80%; height: 25px;" type="text"/>	<input style="width: 80%; height: 25px;" type="text"/>
10.	<input style="width: 100%; height: 40px;" type="text"/>	<input style="width: 80%; height: 25px;" type="text"/>	<input style="width: 80%; height: 25px;" type="text"/>

<b>BORANG A</b>		<b>BORANG PERCUMA</b>
KAEDAH-KAEDAH PENDAFTARAN PERNIAGAAN 1957 (KAEDAH 3) PENDAFTARAN PERNIAGAAN		
<b>MAKLUMAT PEMILIK (* Ruangan yang wajib)</b>		
1. * NAMA PEMILIK	<input style="width: 100%;" type="text"/>	
2. * TARIKH LAHIR	<input style="width: 100%;" type="text"/>	
3. * KERAKYATAN	<input type="checkbox"/> MALAYSIA <input type="checkbox"/> PENDUDUK TETAP (nyatakan negara asal) <div style="border: 1px solid black; width: 100%; height: 20px; margin-top: 5px;"></div>	
4. * NO. PENGENALAN PERIBADI	5. * WARNA	
KAD PENGENALAN (LAMA)	<input style="width: 100%;" type="text"/>	
MYKAD	<input type="checkbox"/> BIRU <input type="checkbox"/> MERAH <input type="checkbox"/> LAIN-LAIN <div style="border: 1px solid black; width: 100%; height: 20px; margin-top: 5px;"></div>	
MYPR	<input type="checkbox"/> - <input type="checkbox"/> - <input type="checkbox"/> <small>(i.e.: 810226-02-5601)</small>	
PASPORT	<input type="checkbox"/> - <input type="checkbox"/> - <input type="checkbox"/> <small>(i.e.: 810226-02-5601)</small>	
POLIS	<input style="width: 100%;" type="text"/>	
TENTERA	<input style="width: 100%;" type="text"/>	
6. * JANTINA	<input type="checkbox"/> LELAKI <input type="checkbox"/> PEREMPUAN	
7. * BANGSA	<input type="checkbox"/> MELAYU <input type="checkbox"/> BUMIPUTERA SABAH <input type="checkbox"/> BUMIPUTERA SARAWAK <input type="checkbox"/> CINA <input type="checkbox"/> i. KADAZAN <input type="checkbox"/> i. BIDAYUH <input type="checkbox"/> INDIA <input type="checkbox"/> ii. IBAN <input type="checkbox"/> ii. BAJAU <input type="checkbox"/> LAIN-LAIN (sila nyatakan) <input type="checkbox"/> iii. DUSUN <input type="checkbox"/> iii. MELANAU <div style="border: 1px solid black; width: 100%; height: 20px; margin-top: 5px;"></div>	
8. * ALAMAT KEDIAMAN	<input style="width: 100%; height: 40px;" type="text"/>	
9. * BANDAR	<input style="width: 100%;" type="text"/>	
10. * POSKOD	<input style="width: 100%;" type="text"/>	
11. * NEGERI	<input style="width: 100%;" type="text"/>	
12. TELEFON	<input style="width: 100%;" type="text"/>	FAKS <input style="width: 100%;" type="text"/>
13. E-MEL	<input style="width: 100%;" type="text"/>	
14. * PEMILIKAN	<input type="checkbox"/> PEMILIKAN TUNGGAL <input type="checkbox"/> PERKONGSIAN	
		TANDATANGAN PEMILIK

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

**Appendix 9: From 13A, 6, 48A, 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 sufficient to disclose that the person is the holder of one or more directorships in that group of companies and the group may be described by the name of the holding company with the addition of the word "Group". If no other directorships, state so.

# Insert in relation to a new officer "Appointed w. e. f. ." or "In place of *name of former officer*". Insert in relation to a former officer "Died on . Resigned w. e. f. . ." "Removed on....." or as the case may be "Retired on....." RELEVANT DATE SHOULD BE INSERTED.  
If there is a change in the other prescribed particulars, state nature of change and relevant date.

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

@ Strike out whichever is inapplicable.

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

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

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

**FORM 6. Declaration Of Compliance.**

FORM 6  
Companies Act 1965  
(Section 16 (2))

Company No.

DECLARATION OF COMPLIANCE  
..... (NAME OF COMPANY)

I, ....., \*I/C No./ Passport No . .....,  
of.....sincerely declare the following:

1. I am the person named in the articles as the first secretary of  
..... (Name of Company).
2. All the requirements of the Companies Act 1965 and of the Companies  
Regulations in respect of matters precedent to the registration of the company  
and incidental to its registration have been complied with.
3. As from the date of its incorporation, the registered office of the company  
will be situated at ..... in the State of  
..... Post Code.....
4. The first directors named in the articles of the company are as follows:

# Name	Address	I/C No./ Passport No.	Date of Birth

5. The principal objects for which the company is incorporated are as follows:

- 1 . .....
- 2 . .....
- 3 . .....

6. The authorised capital of the company is

RM ..... divided into.....shares of

RM ..... each.

Declared at ..... this..... day

of.....

.....

(Name)

(\*Licence No./ Prescribed  
Body Membership No.)

---

\*Strike out whichever is inapplicable.

# If the director is of the female gender, insert "(f)" against her name.

(Subs. P.U.(A) 313 /1998:s.3)

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

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**FORM 13A. Request For Availability Of Name.**

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

REQUEST FOR AVAILABILITY OF NAME

Our Ref .....

Reference No. (Leave Blank)  
.....

SECTION A: TO BE COMPLETED BY APPLICANT  
IN BLOCK LETTERS

† PROPOSED NAME ..... (MAXIMUM 50  
CHARACTERS)

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

† 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><i>(Am. P.U.(A) 80 /1993:s.5)</i></p> <p>8. Other comments:</p> <p><i>(Am. P.U.(A) 80 /1993:s.5)</i></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]*

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

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

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

Company No.

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

..... (NAME OF COMPANY)

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

(1) I am not an undischarged bankrupt.

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

(a) in connection with the promotion, formation or management of a  
corporation;

(b) involving fraud or dishonesty punishable on conviction with  
imprisonment for three months or more, or

(c) under section 132, 132A or under section 303, within a period of  
five years preceding the date of this declaration.

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

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

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

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

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

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

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

\* Strike out whichever is inapplicable.

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

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



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

**FORM 9. Certificate Of Incorporation Of Private Company.**

FORM 9  
Companies Act 1965

(Section 16(4))

Company No.

CERTIFICATE OF INCORPORATION OF PRIVATE COMPANY

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


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

.....  
Registrar of Companies

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

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

Appendix 10: KWSP Registration Form

	<b>KUMPULAN WANG SIMPANAN PEKERJA PERMOHONAN PENDAFTARAN MAJIKAN EMPLOYER REGISTRATION APPLICATION FORM</b>	<b>(MAJIKAN) PERCUMA</b>
<b>(A) JENIS PENDAFTARAN MAJIKAN / TYPE OF EMPLOYER REGISTRATION</b>		
<p><b>SILA TANDAKAN SALAH SATU KOTAK SAHAJA / PLEASE TICK ANY ONE OF THE BOXES BELOW</b></p> <p>1. KERAJAAN GOVERNMENT <input type="checkbox"/></p> <p>2. BERDAFTAR DENGAN SURUHANJAYA SYARKAT MALAYSIA SEBAGAI: REGISTERED WITH COMPAHNS COMMISSION OF MALAYSIA:</p> <p>SYARKAT COMPANY <input type="checkbox"/></p> <p>PERNAGAAAN ASSOCIATION <input type="checkbox"/></p> <p>PERKONGSIAN LIABILITI TERHAD LIMITED LIABILITY PARTNERSHIP <input type="checkbox"/></p> <p>3. BERDAFTAR SELAIN DENGAN SURUHANJAYA SYARKAT MALAYSIA REGISTERED NOT UNDER COMPAHNS COMMISSION OF MALAYSIA <input type="checkbox"/></p> <p>4. MAJIKAN KEPADA ORANG GAJIDOMESTIK REGISTERED AS AN EMPLOYER FOR DOMESTIC SERVANTS <input type="checkbox"/></p> <p><b>NOTA : BAGI PENDAFTARAN MAJIKAN KEPADA ORANG GAJI DOMESTIK, SILA LENGKAPKAN RUANGAN (F), (G) DAN (H) SAHAJA. NOTE : PLEASE COMPLETE SECTION (F), (G) AND (H) ONLY IF REGISTERED AS AN EMPLOYER FOR DOMESTIC SERVANTS</b></p>		
<b>(B) MAKLUMAT MAJIKAN / DETAILS OF EMPLOYER</b>		
NAMA PENJAJ SYARKAT / PERNAGAAAN / PERSATUAN <small>REG. NAME OF COMPANY / ASSOCIATION / ASSOCIATION</small>	<input type="text"/>	
NOMBOR PENDAFTARAN PERNAGAAAN/ SYARKAT/ PERSATUAN / PERKONGSIAN LIABILITI TERHAD <small>REGISTRATION NUMBER OF ASSOCIATION / COMPANY / ASSOCIATION / LIMITED LIABILITY PARTNERSHIP</small>	<input type="text"/>	
TARikh PENJAJHAN <small>DATE OF INCORPORATION / REGISTRATION / SOLUTION</small>	<input type="text"/>	
TARikh MULA MENGAMBIL PEKERJA <small>DATE ON WHICH FIRST EMPLOYEE IS EMPLOYED</small>	<input type="text"/>	
ENTITI PERNAGAAAN <small>ASSOCIATION ENTITY</small>	<input type="checkbox"/> KERAJAAN GOVERNMENT <input type="checkbox"/> SYARKAT SENDIRIAN BERHAD PRIVATE LIMITED COMPANY <input type="checkbox"/> SYARKAT BERHAD LIMITED COMPANY <input type="checkbox"/> PERKONGSIAN PARTNERSHIP <input type="checkbox"/> PEMILIK TUNGGAL SOLE PROPRIETORSHIP <input type="checkbox"/> PERKONGSIAN LIABILITI TERHAD LIMITED LIABILITY PARTNERSHIP <input type="checkbox"/> LAIN-LAIN OTHER	
JENIS PERNAGAAAN <small>NAME OF ASSOCIATION</small>	<input type="text"/>	
BILANGAN PEKERJA <small>NUMBER OF EMPLOYEES</small>	<input type="text"/>	
<b>UNTUK KEGUNAAN KWSP SAHAJA / FOR EPF USE ONLY</b>		
BULAN TANGGUNGAN MENCARUM <input type="text"/>	<input style="width: 100%; height: 100%;" type="text"/>	
KOD STANDARD INDUSTRI <input type="text"/>		
<p><small>Sila hubungi 03 - 8922 8000 untuk sebarang pertanyaan mengenai permohonan ini. Please contact 03 - 8922 8000 for any query on this application.</small></p> <p style="text-align: right;"><small>03/2020/14 1</small></p>		

NAMA PENJAJK (HURUF BESAR) <small>FULL NAME OF EMPLOYER (CAPITAL LETTERS)</small>	
<b>(C) MAKLUMAT PERNIAGAAN / DETAILS OF BUSINESS</b>	
ALAMAT PERNIAGAAN <small>BUSINESS ADDRESS</small>	<input style="width: 100%; height: 20px;" type="text"/> <input style="width: 100%; height: 20px;" type="text"/> <input style="width: 100%; height: 20px;" type="text"/>
POSKOD <small>POSTCODE</small>	<input style="width: 40%; height: 20px;" type="text"/> NEGERI <small>STATE</small> <input style="width: 50%; height: 20px;" type="text"/>
ALAMAT BERDAFTAR (SEKIRANYA BERBEZA DENGAN PERNIAGAAN) <small>REGISTERED ADDRESS                  (IF DIFFERENT FROM BUSINESS ADDRESS)</small>	<input style="width: 100%; height: 20px;" type="text"/> <input style="width: 100%; height: 20px;" type="text"/> <input style="width: 100%; height: 20px;" type="text"/>
POSKOD <small>POSTCODE</small>	<input style="width: 40%; height: 20px;" type="text"/> NEGERI <small>STATE</small> <input style="width: 50%; height: 20px;" type="text"/>
ALAMAT SURAT MENYURAT <small>MAILING ADDRESS</small>	<input style="width: 100%; height: 20px;" type="text"/> <input style="width: 100%; height: 20px;" type="text"/> <input style="width: 100%; height: 20px;" type="text"/>
POSKOD <small>POSTCODE</small>	<input style="width: 40%; height: 20px;" type="text"/> NEGERI <small>STATE</small> <input style="width: 50%; height: 20px;" type="text"/>
E-MAIL <small>EMAIL</small>	<input style="width: 100%; height: 20px;" type="text"/>
NAMA ORANG UNTUK DIHUBUNGI <small>NAME OF PERSON TO CONTACT</small>	<input style="width: 100%; height: 20px;" type="text"/>
JAWATAN <small>DESIGNATION</small>	<input style="width: 100%; height: 20px;" type="text"/>
NO. TELEFON 1 <small>TELEPHONE NO 1</small>	<input style="width: 40%; height: 20px;" type="text"/>
NO. TELEFON 2 <small>TELEPHONE NO 2</small>	<input style="width: 40%; height: 20px;" type="text"/>
NO. TELEFON BIMBIT <small>MOBILE TELEPHONE NO</small>	<input style="width: 40%; height: 20px;" type="text"/>
NO. FAKSIMILI <small>FACSIMILE NO</small>	<input style="width: 40%; height: 20px;" type="text"/>
<b>(D) MAKLUMAT PEMILIK / PENGARAH SYARIKAT / RAKAN KONGSI / PEMEGANG JAWATAN UTAMA                  BUSINESS OWNER DETAILS</b>	
NAMA PEMILIK SYARIKAT <small>OWNER'S NAME</small>	<input style="width: 100%; height: 20px;" type="text"/> <input style="width: 100%; height: 20px;" type="text"/>
JAWATAN <small>DESIGNATION</small>	<input style="width: 100%; height: 20px;" type="text"/>
NO. K.P.PASPORT <small>KOMPASSPORT NO</small>	<input style="width: 40%; height: 20px;" type="text"/>
WARGANEGARA <small>CITIZENSHIP</small>	<input style="width: 40%; height: 20px;" type="text"/>
<b>(E) NAMA DAN ALAMAT TEMPAT PERNIAGAAN LAIN ATAU CAWANGAN                  OTHER BUSINESS OR BRANCH NAME AND PLACE OF BUSINESS</b>	
NAMA <small>NAME</small>	ALAMAT <small>ADDRESS</small>
NOTA: JIKA RUJUKAN TIDAK MENCUKUP, SILA GUNAKAN KERTAS LAIN DAN BERTAHAN LAMPIRAN BERSAMA PERMOHONAN INI <small>NOTE: IF THE FORM PROVIDED ARE NOT SUFFICIENT, PLEASE FILL IN A SEPARATE PAPER AND ATTACH WITH THIS FORM.</small>	
Sila hubungi 03 - 8922 0000 untuk sebarang pertanyaan mengenai permohonan ini. <small>Please contact 03 - 8922 0000 for any query on this application.</small>	
V23082014	<b>2</b>

NAMA PENHJ MAJIKAN (HURUF BESAR) <small>FULL NAME OF EMPLOYER (CAPITAL LETTERS)</small>			
<b>(F) MAKLUMAT MAJIKAN ORANG GAJI DOMESTIK / DETAILS OF EMPLOYER OF DOMESTIC SERVANT</b>			
NAMA MAJIKAN <small>EMPLOYER NAME</small>	<input style="width: 100%; height: 20px;" type="text"/> <input style="width: 100%; height: 20px;" type="text"/> <input style="width: 100%; height: 20px;" type="text"/>		
NO. K. PIPASPORT <small>EMPLOYER NO.</small>	<input style="width: 100%; height: 20px;" type="text"/>		
ALAMAT KEDIAMAN/ PERNJAGAAN <small>RESIDENCE / BUSINESS ADDRESS</small>	<input style="width: 100%; height: 20px;" type="text"/> <input style="width: 100%; height: 20px;" type="text"/>		
POSKOD <small>POSTCODE</small>	<input style="width: 40%; height: 20px;" type="text"/>	NEGERI <small>STATE</small>	<input style="width: 60%; height: 20px;" type="text"/>
NO. TELEFON RUMAH <small>HOME TELEPHONE NO.</small>	<input style="width: 40%; height: 20px;" type="text"/>	NO. TELEFON PEJABAT <small>OFFICE TELEPHONE NO.</small>	<input style="width: 60%; height: 20px;" type="text"/>
NO. TELEFON BIMBIT <small>MOBILE TELEPHONE NO.</small>	<input style="width: 40%; height: 20px;" type="text"/>	NO. FAKSIMILI <small>FAX NO.</small>	<input style="width: 60%; height: 20px;" type="text"/>
SAYA SUDAH DIDAFTARKAN SEBAGAI SEORANG MAJIKAN. <small>I AM REGISTERED AS AN EMPLOYER AND AN EMPLOYER MEMBER.</small>		<input style="width: 100%; height: 20px;" type="text"/>	BILANGAN ORANG GAJI DOMESTIK <small>NO. OF DOMESTIC SERVANTS</small>
<input style="width: 100%; height: 20px;" type="text"/>			
<b>(G) MAKLUMAT ORANG GAJI DOMESTIK / DETAILS OF DOMESTIC SERVANT</b>			
NOTA : RUJANGAN TIDAK MENKULUPI, SILA GUNAKAN KERTAS LAIN DAN BERTAKAN BERSAMA PERMOHONAN INI. <small>NOTE : IF THE SPACE PROVIDED IS NOT SUFFICIENT, PLEASE FILL IN A SEPARATE PAPER AND ATTACH WITH THIS FORM.</small>			
NAMA ORANG GAJI DOMESTIK <small>NAME OF DOMESTIC SERVANT</small>	<input style="width: 100%; height: 20px;" type="text"/> <input style="width: 100%; height: 20px;" type="text"/>		
NO. K. PIPASPORT <small>EMPLOYER NO.</small>	<input style="width: 100%; height: 20px;" type="text"/>		
TANDATANGAN ORANG GAJI DOMESTIK <small>SIGNATURE OF DOMESTIC SERVANT</small>	<input style="width: 100%; height: 20px;" type="text"/>		TARIKH <small>DATE</small>
<input style="width: 100%; height: 20px;" type="text"/>		<input style="width: 100%; height: 20px;" type="text"/>	
<b>(H) PENGESAHAN MAJIKAN / DECLARATION OF EMPLOYER</b>			
NOTA : RUJANGAN INI PERLU DILENGKAPKAN BAGI SEMUA JENIS PENDAFTARAN MAJIKAN. <small>NOTE : THIS SECTION MUST BE COMPLETED FOR ALL REGISTRATION TYPES OF EMPLOYER.</small>			
1. SAYA MENGESEHAJIKAN BAHAWA SEMUA MAKLUMAT DAN DOKUMEN YANG DIBERIKAN ADALAH SAIH DAN BENAR. <small>I AM CONSIDERED TO BE DECLARING THAT ALL THE INFORMATION GIVEN IN THIS APPLICATION AND SUPPORTING DOCUMENTS ARE CORRECT AND TRUE.</small>			
<input style="width: 100%; height: 100%;" type="text"/>			
TANDATANGAN MAJIKAN / WAKIL MAJIKAN <small>SIGNATURE OF EMPLOYER REPRESENTATIVE OF EMPLOYER</small>	JAWATAN <small>DESIGNATION</small>	COP RASMI ORGANISASI <small>OFFICIAL SEAL OF BUSINESS</small>	TARIKH <small>DATE</small>
<input style="width: 100%; height: 20px;" type="text"/>	<input style="width: 100%; height: 20px;" type="text"/>	<input style="width: 100%; height: 20px;" type="text"/>	<input style="width: 100%; height: 20px;" type="text"/>
Sila hubungi 03 - 9222 8000 untuk sebarang pertanyaan mengenai permohonan ini. <small>Please contact 03 - 9222 8000 for any enquiry on this application.</small>			V23082014 <b>3</b>



**KUMPULAN WANG SIMPANAN PEKERJA  
PANDUAN MENGISI BORANG KWSP 1 DAN SENARAI SEMAK  
DOKUMEN SOKONGAN BAGI PERMOHONAN PENDAFTARAN  
MAJIKAN**

**1. ANDA DINASIHATKAN UNTUK MEMBACA DENGAN TELITI ARAHAN DI BAWAH SEBELUM MENGISI BORANG**

- 1.1 Borang ini hendaklah dilengkapkan dengan menggunakan pen dakwat hitam dan ditulis dengan terang dan jelas menggunakan HURUF BESAR.
- 1.2 Serahan borang di kaunter KWSP hendaklah dibawa bersama dokumen asal beserta salinan dokumen bagi tujuan pengesahan oleh Pegawai KWSP (jika belum dibuat pengesahan dokumen)
- 1.3 Semua salinan dokumen sokongan hendaklah dibuat di dalam saiz A4 dan pastikan dokumen-dokumen yang disertakan bersama-sama dengan borang permohonan diklipkan dan tidak menggunakan dawai kokot (staples)

**2. PANDUAN MENGISI BORANG INI ADALAH MERUJUK KEPADA BAHAGIAN-BAHAGIAN UTAMA DI DALAM BORANG PERMOHONAN**

**(A) JENIS PENDAFTARAN MAJIKAN**

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

1. Kerajaan  
Permohonan daripada pihak Kerajaan Malaysia seperti jabatan atau agensi kerajaan, badan berkanun dan pihak berkuasa tempatan.
2. Berdaftar dengan Suruhanjaya Syarikat Malaysia  
Permohonan daripada organisasi yang berdaftar dengan Suruhanjaya Syarikat Malaysia.  
\* Syarikat  
\* Perniagaan  
\* Perkongsian Liabiliti Terhad
3. Berdaftar Selain dengan Suruhanjaya Syarikat Malaysia  
Permohonan daripada organisasi yang berdaftar selain dengan Suruhanjaya Syarikat Malaysia.
4. Majikan kepada Orang Gaji Domestik  
Permohonan daripada majikan yang menggaji pekerja domestik/tempatan sebagai pekerja seperti pemandu, pembantu rumah dan seumpamanya.

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

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

- \* Nama Penuh Syarikat/Perniagaan/Persatuan - Isikan nama penuh majikan sebagaimana dinyatakan di dokumen Syarikat/Firma/Persatuan
- \* Nombor Pendaftaran Perniagaan /Syarikat / Persatuan / Perkongsian Liabiliti Terhad - Isikan nombor pendaftaran perniagaan / syarikat / firma / persatuan / perkongsian liabiliti terhad / lain-lain
- \* Tarikh Penubuhan - Isi tarikh syarikat/firma/persatuan / perkongsian liabiliti terhad ditubuhkan
- \* Tarikh Mula Mengambil Pekerja - Isi tarikh mula mengambil pekerja pertama
- \* Entiti Pendaftaran - Tandakan ( / ) pada kotak yang berkenaan berdasarkan Sijil Pendaftaran Perniagaan
- \* Jenis Perniagaan - Isikan jenis perniagaan berdasarkan pada Sijil Pendaftaran Perniagaan
- \* Bilangan Pekerja - Isinyatakan bilangan pekerja yang digaji semasa pendaftaran dibuat

**(C) MAKLUMAT PERNIAGAAN**

Lengkapkan Bahagian (C) dengan maklumat perniagaan majikan

- \* Alamat Perniagaan - Alamat di mana perniagaan dijalankan.
- \* Alamat Berdaftar - Alamat yang didaftarkan pada Sijil Pendaftaran Perniagaan (sekitarnya berbeza dengan alamat perniagaan)
- \* Alamat Surat Menyurat - Alamat untuk urusan surat menyurat (sekitarnya berbeza dengan alamat perniagaan)
- \* Emel - Alamat emel rasmi perniagaan
- \* Nama Orang untuk Dihubungi - Nama pegawai yang bertanggungjawab ke atas urusan KWSP organisasi berkenaan termasuk penggunaan i-Akaun.
- \* Jawatan - Isi jawatan pegawai yang bertanggungjawab ke atas urusan KWSP
- \* Nombor Telefon 1 & 2 - Isi nombor telefon pegawai yang bertanggungjawab ke atas urusan KWSP
- \* Nombor Telefon Bimbit - Isi nombor telefon bimbit pegawai yang bertanggungjawab ke atas urusan KWSP
- \* Nombor Faksimili - Isi nombor faksimili perniagaan.

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

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

- \* Nama Pemilik Syarikat - Isi nama Pemilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama
- \* Jawatan - Isi jawatan Pemilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama
- \* Nombor KP/Pasport - Isi no. KP/Pasport Pemilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama
- \* Warganegara - Isi warganegara Pemilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama

**(E) NAMA DAN ALAMAT TEMPAT PERNIAGAAN LAIN ATAU CAWANGAN**

Lengkapkan Bahagian (E) dengan maklumat nama dan alamat tempat perniagaan lain atau cawangan

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

Sila hubungi 03 - 9222 6000 untuk sebarang pertanyaan berkaitan permohonan ini.

**1**

**(F) MAKLUMAT MAJIKAN ORANG GAJI DOMESTIK**

Lengkapkan Bahagian (F) dengan maklumat Majikan Orang Gaji Domestik

- \* Nama majikan - Isi nama Majikan Orang Gaji Domestik
- \* Nombor KP/Pasport - Isi nombor KP/Pasport Majikan Orang Gaji Domestik
- \* Alamat Kediaman/Perniagaan -
- \* No. Telefon Rumah & Pejabat - Isi nombor telefon pegawai yang bertanggungjawab ke atas urusan KWSP
- \* No. Telefon Bimbit - Isi nombor telefon bimbit pegawai yang bertanggungjawab ke atas urusan KWSP
- \* No. Faksimili - Isi nombor faksimili.

**(G) MAKLUMAT ORANG GAJI DOMESTIK**

Lengkapkan Bahagian G dengan maklumat Orang Gaji Domestik seperti Nama, No. KP atau pasport dan tandatangan Orang Gaji Domestik

**(H) PENGESAHAN MAJIKAN**

Turunkan tandatangan majikan / wakil majikan, jawatan, cop rasmi organisasi dan tarikh

3. Pastikan semua salinan dokumen sokongan pendaftaran majikan seperti di bawah telah disahkan oleh pegawai pengesah yang dibenarkan oleh KWSP (lengkap dengan nama, jawatan dan cop rasmi pengesah).

- 3.1 Salinan Kad Pengenalan Diri / Polis / Tentera / Pasport. Salinan kad pengenalan PERLU dibuat di kedua-dua bahagian (depan & belakang) di atas sekeping kertas saiz A4
- 3.2 Salinan dokumen-dokumen sokongan yang dikemukakan PERLU dibuat di atas sekeping kertas saiz A4
- 3.3 Bagi Pemohonan Pendaftaran Majikan Awam
  - 3.3.1 Borang KWSP 1
  - 3.3.2 Satu (1) salinan kad pengenalan atau pasport Pengarah/ Ketua Jabatan.
- 3.4 Bagi pemohonan Pendaftaran Majikan Swasta/Syarikat Sdn Bhd ATAU Berhad
  - 3.4.1. Borang KWSP 1 (mesti ditandatangani oleh salah seorang Pengarah Syarikat atau wakilnya)
  - 3.4.2. Satu (1) salinan kad pengenalan atau pasport majikan.
  - 3.4.3. Salinan Borang 49 dan Borang 9 Pendaftaran Syarikat
  - 3.4.4. Bertakan CEK atau DRAF BANK atas nama KWSP untuk bayaran caruman pertama (jika terdapat bulan-bulan yang tertunggak, jelaskan bayaran sehingga bulan yang terkini bagi majikan yang mengambil pekerja lebih awal dari tarikh pendaftaran dengan KWSP).
- 3.5 Bagi pemohonan Perkongsian ATAU Pemilik Tunggal
  - 3.5.1. Borang KWSP 1 (mesti ditandatangani oleh salah seorang pemilik atau rakan kongsi atau wakilnya)
  - 3.5.2. Satu (1) salinan kad pengenalan atau pasport majikan.
  - 3.5.3. Salinan borang pendaftaran Syarikat ( Borang D dan Borang A)
  - 3.5.4. Bertakan CEK atau DRAF BANK atas nama KWSP untuk bayaran caruman pertama (jika terdapat bulan-bulan tertunggak, jelaskan bayaran sehingga bulan yang terkini bagi majikan yang mengambil pekerja lebih awal dari tarikh pendaftaran dengan KWSP).
- 3.6 Bagi pemohonan Pendaftaran Badan Profesional/Pertubuhan/Persatuan/Koperasi / lain-lain
  - 3.6.1. Borang KWSP 1 (mesti ditandatangani oleh salah seorang pemilik atau wakilnya)
  - 3.6.2. Satu (1) salinan kad pengenalan atau pasport majikan.
  - 3.6.3. Salinan Sijil Pendaftaran Badan Profesional/Pertubuhan/Persatuan/Koperasi dan lain-lain
  - 3.6.4. Senarai keanggotaan Jawatankuasa Badan Profesional/Pertubuhan/Persatuan/Koperasi / lain-lain
- 3.7 Bagi pemohonan majikan Orang Gaji Domestik:
  - 3.7.1. Borang KWSP 1
  - 3.7.2. Borang KWSP 16 (2 salinan)
  - 3.7.3 Satu (1) salinan kad pengenalan atau pasport majikan.
  - 3.7.4 Satu (1) salinan kad pengenalan pekerja domestik/tempatan atau pasport

4. Senarai dokumen dan nama Pegawai Pengesah yang dibenarkan adalah seperti berikut:-

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

Sila hubungi 03 – 0922 9000 untuk sebarang pertanyaan berkaitan permohonan ini.

**Appendix 11: Local Authority License**



**BORANG PERMOHONAN LESEN PREMIS PERNIAGAAN**

<b>(A) Butiran Pemohon</b>			
<b>(i) Warganegara Malaysia</b>			
Nama:			
No. Kad Pengenalan:			
Alamat			
<b>(ii) Bukan Warganegara Malaysia</b>			
Nama:			
Warganegara:			
No. Passport:			
Alamat			
<b>(B) Butiran Premis Perniagaan</b>		<b>(C) Tempoh Sah Laku Lesen Yang Dipohon (tandaan v)</b>	<b>(D) Dokumen Sokongan (tandaan v)</b>
Alamat		<input type="checkbox"/> 1 tahun <input type="checkbox"/> 2 tahun <input type="checkbox"/> 3 tahun	<input type="checkbox"/> Salinan Kad Pengenalan /Passport  <input type="checkbox"/> Lakaran Papan Iklan
No. Pendaftaran Perniagaan: <b>(S.S.M)</b>			
Tankh CFO/CCC dikeluarkan:			
No. Rujukan CFO/CCC:			
No. Tel:			
No. Faks:			
Aktiviti Perniagaan:			
Saiz Ruang Lantai: (Meter persegi)			
Saiz Papan Iklan (Meter Persegi)			
<b>(E) Akuan Pemohon</b>			
Disahkan bahawa setiap maklumat dan dokumen sokongan yang disertakan adalah tepat dan benar. Saya akan mematuhi sepenuhnya syarat-syarat lesen yang telah ditetapkan. Sekiranya saya melanggar syarat-syarat lesen tersebut, PBT berhak mengambil tindakan penguatkuasaan yang ditetapkan oleh undang-undang.			
Tandatangan:			
Tarikh:			
<b>(F) Kelulusan PBT</b>			
Tankh Lesen Diluluskan:			
Tempoh Sah Laku Lesen:			
Kadar Bayaran Lesen:			
Tandatangan Pegawai Pelesenan/Pegawai Yang Diberi Kuasa:			
Nama:			
Jawatan:			
<b>(G) Pematuhan Kepada Syarat-Syarat Lesen</b>			
Lesen yang telah diluluskan perlu mematuhi syarat-syarat lesen dan sebarang ketidakpatuhan boleh diambil tindakan di bawah Akta Kerajaan Tempatan 1976 (Akta 171)			

**Appendix 12: Quality Control Form**

<b>JOKKY SDN. BHD.</b> <small>JOKKY SDN. BHD.</small>	No. Dokumen	
	Tarikh Berkuatkuasa	14/1/2016
 <b>MANUAL PJKM PENGENDALI MAKANAN</b>	Versi	
	Muka surat	
<b>SUB TOPIK : KEBERSIHAN DIRI PENGENDALI &amp; PELAWAT</b>		

**BORANG PENGISYTIHARAN KESIHATAN PELAWAT**

Nama : .....

Tarikh:.....

No I/C : .....

Keturunan: .....

Kem / Jab / Agensi / Institusi / Unit :

.....

Alamat Jab / Unit :

.....

.....

Jawatan :

.....

Tujuan Lawatan :

.....



Adalah saya dengan ini mengisytiharkan bahawa saya bebas dari penyakit-  
penyakit seperti di bawah:-

(Tandakan ✓✓ di ruangan berkenaan jika mengalami)

	Demam campak / Chicken pox
	Cacar / Measles
	Luka / nanah / bisul / kudis
	Batuk / selsema
	Lelehan dari mata, telinga dan hidung
	Cirit birit

**Yang memohon:**

**Tandatangan :**

**Nama :**

**Diterima oleh :**

**Tandatangan :**

**Nama :**

<b>JOKKY SDN. BHD.</b> <small>JOKKY SDN. BHD.</small>	No. Dokumen	
	Tarikh Berkuatkuasa	14/1/2016
<b>MANUAL PJKM</b> <b>PENYELENGGARAAN DAN SANITASI</b>	Versi	
	Muka surat	
<b>SUB TOPIK : KEBERSIHAN PREMIS</b>		

**REKOD PEMBUANGAN SAMPAH**

Bulan : .....

Tahun

: .....


BIL	KAWASAN												
	TARIKH												
1	Tempat Pemprosesan												
2	Sinki Mencuci Tangan												
3	Tandas												
4	Bilik/ruang persalinan												
5	Kawasan Pembungkusan												
6	Kawasan pemungghahan												

TANDAKAN  - Memuaskan  X - Tidak Memuaskan

Diperiksa Oleh :

Disemak Oleh :

**Appendix 13: PERKESO Registration Form**

	<p><b>PERTUBUHAN KESELAMATAN SOSIAL (PERKESO)</b>                  Talian Am : 03-42645000                  website : www.perkeso.gov.my</p>	<p>PKS: (F)42</p>																																								
<p><b>AKTA KESELAMATAN SOSIAL PEKERJA 1969</b>                  NOTIS PILIHAN PKS: (F)42                  Proviso kepada perenggan (1) Jadual Pertama                  Akta Keselamatan Sosial Pekerja 1969</p>																																										
<p><small>Nombor Pendaftaran (No. SSM/MyCoID, Badan Profesional, Pertubuhan, Persatuan, Koperasi) atau Nombor Pengenalan Diri Majikan (yang tidak berdaftar dengan SSM dan agensi lain), atau Nombor PTJ Kerajaan atau Kerajaan Negeri</small></p> <table border="1" style="width: 100%; height: 20px;"> <tr> <td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td> </tr> </table>																						<p style="text-align: center;"><b>NOMBOR KOD MAJIKAN/MyCoID</b></p> <table border="1" style="width: 100%; height: 20px;"> <tr> <td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td> </tr> </table>																				
<b>A) PENGESAHAN PEKERJA</b>																																										
<p>Saya .....</p> <p>No. Kad Pengenalan / Pasport / Tentera <table border="1" style="display: inline-table; width: 150px; height: 20px;"></table></p> <p>sebagai pekerja kepada (Nama Alamat Perusahaan).....↓</p> <p>.....</p> <p>dengan ini memilih untuk mencarum dengan PERKESO menurut proviso kepada perenggan (1) Jadual Pertama Akta Keselamatan Sosial Pekerja 1969.</p> <p>Tarikh : .....</p> <p style="text-align: right;">Tandatangan Pekerja / Cop Ibu Jari Kanan</p>																																										
<b>B) PENGESAHAN MAJIKAN</b>																																										
<p>Saya .....</p> <p>No. Kad Pengenalan / Pasport / Tentera <table border="1" style="display: inline-table; width: 150px; height: 20px;"></table></p> <p>*majikan/berjawatan .....mewakili majikan kepada                  (Nama Pekerja) .....</p> <p>dengan ini memilih untuk mencarum bagi pekerja ini menurut proviso kepada perenggan (1) Jadual Pertama Akta Keselamatan Sosial Pekerja 1969.</p> <p>.....</p> <p>Tandatangan Pemunya / Pekongsi / Pengarah / Pengerusi                  Nama :                  Tarikh :                  Nama perusahaan dan alamat yang boleh dihubungi                  .....                  .....</p> <p>No. Telefon:.....(Pejabat).....(Bimbit)                  No. Faks : .....                  Alamat Emel : .....</p> <div style="border: 1px solid black; width: 150px; height: 80px; margin-left: auto; margin-right: auto; text-align: center; padding-top: 40px;"> <p><b>Cop Rasmi Majikan</b></p> </div>																																										

## **Appendix 14: JOKKY Sdn. Bhd's Terms and Conditions**

### **TERMS AND CONDITIONS**

By entering our website, you unconditionally consent to the following Terms and Conditions of Use which JOKKY reserves all rights to change, modify and remove portions of these terms and conditions at any time with or without prior notice. The Terms and Conditions of Use including, but not limited to, any other agreements and policies incorporated by reference herein. Your continued use of this website shall signify your agreement to be bound by the modified terms and conditions. Unless otherwise referenced herein, any reference to “the company” shall include JOKKY and all of its affiliates.

JOKKY.com is made available to you in accordance with the following Terms and Conditions. Please read them carefully before ordering. We periodically make amendments to these Terms and Conditions and to the information contained in our website. Your statutory rights shall remain unaffected by these Terms and Conditions.

### **Acceptance of your order**

Once an order is placed, you will receive a confirmation acknowledging your order attached with order tracking number. We reserve the rights not to accept your order if the item is out of stock, does not pass our quality checking stage and/or if we are unable to obtain authorization for payment. All orders are subject to availability and confirmation of the order price.

If item(s) that you order is out of stock, subject to a delay or consist of pricing, detail and description errors, we shall try to contact you at your registered email address on our website. If we cannot reach you via email, we shall cancel your order within 48 hours with/without your acknowledgment.

We aim to dispatch all orders within 7 working days subject to credit clearance and address verification. All shipments sent by our courier partner require a signature as proof of delivery. Shipments are insured whilst in transit from JOKKY until the parcel is signed for, at which point responsibility for your purchased goods passes to you.

The tracking information is available in your account information once a shipment has been generated with our courier partner. You may track your order delivery process at Track My Order in [www.jokky.com](http://www.jokky.com). If your tracking information is not available, please contact us at [customersupport@jokky.com](mailto:customersupport@jokky.com).

### **Product and Pricing Information**

Although we have made every effort to display the products and its colours as accurately as possible, the displayed colour of products will depend upon one's monitor and we cannot guarantee that one's monitor will accurately portray the actual colours of the products. Products displayed may be out of stock or discontinued, and prices are subject to change. We are not responsible for typographical errors regarding price or any other matters.

### **Duties and Taxes**

Duties and taxes are calculated according to your shipping destination. The online prices shown are including GST charges. You may find the total GST charges once you have proceed to Checkout page. International orders are shipped on a DDU (Delivery Duty Unpaid) basis. This means that any duties and taxes incurred in Customs charges vary depending on the country of delivery. Please kindly be informed that your shipment/order cannot be classed as personal effects/personal use as your shipment is delivering from JOKKY.com as a business to yourself as a consumer. Therefore, you are responsible for import duties and/or taxes at your local customs office. Duties and taxes incurred in the country of destination are the responsibility of the customers. By placing your order in JOKKY.com, you unconditionally consent to our terms and conditions of purchase.

**Shipping Rate**Normal Delivery

COUNTRY	NORMAL DELIVERY	FREE DELIVERY with purchase of
Australia	35 AUD	500 AUD & above
Hong Kong	150 HKD	2,500 HKD & above
Malaysia (East)	15 MYR	450 MYR & above
Malaysia (West)	8 MYR	450 MYR & above
New Zealand	35 NZD	500 NZD & above
Philippines	750 PHP	17,500 PHP & above

\*Delivery rate to other countries not stated above may vary based on the logistics provider.

Same Day Delivery

If you place an order before 11A.M., you are allowed to upgrade your delivery service to Same Day Delivery and your parcel will be received before 5P.M. on the same day. RM35 will be charged as shipping cost. Same Day Delivery service is only applicable for delivery within Klang Valley (Malaysia) and not applicable for weekends and public holidays.

**Pre-Orders and Made-to-Orders**

Pre-orders and Made-to-Orders are non-returnable, non-exchangeable and must be agreed to before orders can be engaged. You will receive a confirmation email attached with order tracking number once orders have been placed.

Item(s) will be charged in full and secured for you as soon as the order is placed. Your order can be shipped directly to you only when it has arrived. The return policy for pre-orders and made-to-orders are the same as for all other orders.

---

**Returns and refunds – Cancellation**

Cancellation of your order and claims for returns and refund regarding any item purchased on the site must be made in the following way. Claims concerning possible returns of goods must be made within 10 (ten) days from the delivery date of the items to the customer by means of a request to be sent to the following via after sales service section in JOKKY.com

You must fill in and send the 'return card' included with the package of your order specifying the reason for return and the quantity of the items that you wish to return. Such “return card” has to be included in the return parcel. The products must be returned in their original condition and original packaging. You have to use the return address label enclosed in the parcel sent to you by JOKKY for your convenience. The products must be returned, at JOKKY’s expenses, to the following address:

36, Jalan Teknologi 2,  
Kawasan Perindustrian Gopeng,  
31600, Gopeng, Perak,  
Malaysia.

JOKKY will verify whether the returned products are effectively in original condition being entitled to ask for damages in case of any damage or non-correspondence with the products delivered to the customer. JOKKY shall not be liable for any item returned being lost, misdirected or delivered late, the customer assuming all shipping risks. JOKKY does not allow to ask via the Site refunds for cancellation of JOKKY products purchased in JOKKY websites; i.e. No refunds.

### **Payment**

We accept both Visa and Master Card, debit card and online payment portal via PayPal and American Express. All credit/debit card holders are subject to validation checks and authorization by the card issuer. If the issuer of your payment card refuses to authorize the payment, we will not be liable for any delay or non-delivery of your order. We also reserve the rights to cancel your order.

By submitting an order to us through our website you represent and warrant that the payment details provided on your order are valid and correct. Once your order is accepted and processed by us, payment will be made in full.

All transactions on our website are processed using PayPal, a secure online payment gateway that encrypts your card details in a secure host environment.

### **Liability and Indemnity**

Except the relation to our contractual obligations to supply goods following acceptance of orders placed on our website, neither we nor any of our directors, employees, suppliers or other representatives will be liable in contract, tort, negligence or otherwise for any loss and damage whatsoever in any way connected with your use of the website.

You agree fully to indemnify us, our directors, employees, suppliers or other representatives from and against all liabilities against all claims, liability, damages, losses, costs and expenses, including reasonable legal fees, arising out of any breach of the conditions by you or any other liabilities arising out of your use of our website. We may terminate your use of the website immediately if we consider that you have breached these terms and conditions.



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### **Copyright Statement**

JOKKY.com owns or has rights to all content including logos, wallpaper, icons, characters, artworks, images, graphics, photographs, music, texts, software and other materials of the website (the “content”), and all HTML, CGI and other codes and scripts in any format used to implement the website (the “codes”). The content and code of the website is protected by copyright. Except as set forth above, you may not copy, modify, upload, download, transmit, re-publish, display for distribution to third parties for commercial purposes, or otherwise distribute any code or content from the website without the prior written agreement of the company. Your failure to comply with this legal statement will constitute breach of contract and will violate the company’s copyright, trademark and other proprietary and industrial property rights.

### **Privacy Policy**

We collect certain information when you visit to our website, in order to improve your experience and allow us to better communicate with you regarding our products and services. By using and submitting information to our website, you are agreeing that we may collect, use and disclose the information we collect in accordance with the purposes and uses identified in this privacy policy.

We may share your information collected on our website with our subsidiaries or affiliated companies, including those located in other countries. We may also share your information with selected third parties who provide services to us, including to process payments, provide electronic online investor information, monitor site activity, serve site content, help to maintain our customer database, administer emails, surveys, or contests and administer and maintain employment application information. Our service providers have undertaken to keep such information confidential in accordance with the terms of this privacy policy and applicable law, and, accordingly, are not authorized to use your information for any purpose other than to provide the contracted services.

We also must always reserve the right to disclose information about you as required by law, in response to legal process including law enforcement requests, and where needed to protect safety, property, or legal rights of users of the website, or company or its affiliates or third parties.

Occasionally we may provide a link to a third party website, for example to conduct a survey for the company. If you elect to provide your personal information on that third party website, this information will be subject to that third party website's privacy policy and security practices. We are not responsible or liable for any content presented by or contained on any independent website, including, but not limited to, any advertising claims or marketing practices. We also are not responsible or liable for any privacy or security policies of these third parties websites.

In the unlikely event that the company or substantial assets are acquired by another company, or due to any merger, reorganization or liquidation, customer information will be one of the transferred assets. Your personal information shall remain subject to any pre-existing privacy policy as updated from time to time.

### **Information We Collected Online**

#### 1. Personal Information

For the purposes of this privacy policy, "personal information" means any information by which one can be personally identified including name, address, contact number, email address, billing and account information, credit and/or debit card information and other information incidental to providing goods and services. We collect personal information from you only when you voluntarily provide us with this information such as when ordering via our website or signing up an account and/or adding information to your existing account, entering a contest, taking a survey; contacting us for inquiries, subscribing for our newsletter or applying for a job online.

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## 2. Browsing Information and Cookies

When you visit to our website, our web servers may automatically recognize certain non-personally identifiable information about you such as domain name, access provider, and IP address and browser language. Our website uses a browser feature known as cookies, which assigns a unique identification to your computer. The information collected from cookies allows us to provide a better service to you and improve the feature of our website in a variety of ways.

We may use third party advertising companies to serve company advertisement in our website or other websites you may visit. In order to accomplish this purpose, these companies may employ anonymous cookies and action tags to measure the advertising effectiveness. These companies also provide us the information which we use for marketing purposes.

### **Use of Information**

Information including, but not limited to, feedback, data, questions, comments, suggestions or like shall not be deemed confidential. Submission stated as above shall be deemed the property of our company and your submission of such information shall constitute an assignment to us of all rights, titles and interests. The company will not be liable for any use or disclosure of such information and will not have any obligation to keep such information confidential. The company reserves the rights to use any ideas, concepts, know-how or techniques contained in such information for any purposes including but not limited to developing, manufacturing and marketing products which incorporate or otherwise rely upon such information.

We do not seek to solicit any confidential or proprietary ideas, suggestions, materials or other information relating to developing, designing, modifying, manufacturing or marketing our products. By submitting such information, you warrant that the company may publish such information, use it as part of our operation, and incorporate its concept in our products without liability.

### **Security**

We use Website Firewall (WAF) that provides Distributed Denial of Service (DDoS), Malware Prevention and the popular technique of Brute Force to provide security while transmitting information over the internet and maintaining the website.

### **Disclaimer**

The information that published on our website is for the conveniences to our visitors. While we attempt to provide accurate and timely information, there may be inadvertent technical or factual inaccuracies and typographical errors. We reserve all rights to make corrections and changes to the website at any time with or without prior notice. We do not claim that the information shown in our website is appropriate to your jurisdiction.

You assume all responsibility and risk with respect to the use of our website. The company disclaims all warranties, representations and endorsements express or implied, with regard to information accessed from or via our website, including but not limited to all express and implied warranties such as warranty of title, merchantability, non-infringement and fitness for a particular purpose. The company does not warrant that our website is virus-free, bugs-free or free of any harmful components. The company does not warrant that the functions contained in the material will be uninterrupted or error-free or that errors will be detected and fixed.

The company does not assume any liability or responsibility for the accuracy, completeness, reliability or usefulness of the information disclosed or accessed via our website. We do not have any duty to update and/or upgrade our website or modify the content or code and we shall not be liable for our failure in updating such information. It is your responsibility to verify any information contained in our website before relying upon it.

The company also makes no warranties of any kind regarding any non-company website to which the use may be hyperlinked from our website. It is included solely for the convenience of user, and we make no representations or warranties with regard to accuracy, availability, suitability or reliability of information provided in such non-company website.

Effective date:

These Terms and Conditions are effective from 1st January 2016.