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BUSINESS PLAN

NERA SDN. BHD.

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Business Plan prepared August 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 29,502 words.

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Date: 15th August 2016

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1.0 EXECUTIVE SUMMARY

1.1 The Opportunity

Nowadays, the people are lacking of time to take care of their plants due to hectic schedule. Besides that, many people are now treating gardening as a troublesome chore as they are getting busier in their life.

1.2 The Description of the Business

Nera produces the Autopot which comes with the automated watering system. It provide convenience for the customers by automatically water on behalf of the owner.

1.3 Competitive Advantage

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

1.4 The Target Market

There are three types of target customer for Nera, which includes office employees based on Klang Valley, wholesaler and retailer, and household.

1.5 Management Team

There are five managers within NERA Company. Mr. Yong Say Fong will be appointed as Managing Director, Mr. Tan Hoe Choong will be appointed as Account and Finance Manager, Mr. Seah Yett Jing will be appointed as Operation Manager, Mr. Ong Chai Keong will be appointed as Marketing and Sales Manager, and Ms. Ch'ng Yee Peng will be appointed as Human Resource Manager.

1.6 Brief Summary of the Financial Projection

Financial statement 1.1: Income statement of Nera Sdn Bhd for the Year 2017-2021

Year	2017(RM)	2018(RM)	2019(RM)	2020(RM)	2021(RM)
Sales	947,400	1,579,000	2,052,700	2,684,300	3,284,320
(-)Cost of production	420,000	695,800	910,000	1,190,000	1,456,000
Gross Profit	527,400	883,200	1,142,700	1,494,300	1,828,320
(-) Expenses	665,281	924,789.80	1,019,226.70	1,098,088.50	1,183,608.80
Net Profit /Loss before tax	(112,681)	410.20	178,073.30	467,611.50	732,071.20
Tax (20%)	-	(4,404)	(39,592.40)	(97,190.10)	(149,803)
Net Profit /Loss after tax	(85,047)	17,616.20	158,369.90	388,760.40	599,212.20

Sources: Sources: Developed for the research

Financial Statement 1.2 : Cash Flow of Nera Sdn Bhd for the Year 2017- 2021

Year	2017(RM)	2018(RM)	2019(RM)	2020(RM)	2021(RM)
Cash Inflow	1,132,450	1,641,103	2,088,123.20	2,856,105.50	3,684,186
Cash Outflow	1,070,347	1,605,679.80	1,916,317.70	2,276,239.50	2,629,154.80
Cash Balance	62,103	35,423.20	171,805.50	579,866	1,235,032.20

Sources: Developed for the research

Financial Statement 1.3 : Balance Sheet of Nera Sdn Bhd for the Year 2017- 2021

Year	2017(RM)	2018(RM)	2019(RM)	2020(RM)	2021(RM)
Fixed assets	225,816	246,864	231,365	217,416	204,862
Current assets	80,103	55,733.20	188,705.50	604,866	1,262,131.20
Intangible Assets	120,534	141,600	207,304.20	241,700.90	261,710
Total Assets	426,453	444,197.20	627,374.70	1,063,982.90	1,728,703.20

Equity and Liabilities					
Current Liabilities	11,500	12,500	27,652.10	27,500	28,500
Capital	500,000	374,953	441,352.70	647,722.50	1,084,482.90
Net profit /Loss	(85,047)	17,616.20	158,369.90	388,760,40	599,212.20
Additional Capital	-	39,128	-	-	16,508.10
Total	426,453	444,197.20	629,374.70	1,063,982.90	1,728,703.20

Sources: Developed for the research

1.7 Description of What the Business Needs

The total amount of contribution from 5 founders is RM 500,000. This amount will allow Nera to purchase machinery, lorry, office equipment and also other cost related for the operation of the business.

1.8 Exit Strategy for Investor

If Nera suffers a downturn, organization can choose several exit strategy to minimize the loss of investors. First of all, Nera Company will choose to merger as the exit strategy which is the combination with other company and form out a new company. By choosing merger strategy, Nera still have the control over the business. In addition, Nera can obtain additional skills, sharing the cost and loss, and save resource by merging with other company.

Secondly, Nera will choose liquidation as the exit strategy. Organization will liquidate business by selling out all business assets including technology and equipment to get some money back. This is because Nera is operating under private limited company which restricts the shareholders to sell the shares to the public. Hence, liquidation is one of the suitable ways as the exit strategy.

2.0 THE BUSINESS

2.1 The description of the Business

Figure 2.1: Company Logo



2.1.1 The name, logo and location of the propose business

Nera Sdn Bhd will be formed as a technology company that focuses on green industry to provide products that aims to preserve the environment. The name of the company – Nera came from the combinations of the words New Era which brought out the intention of our company on bringing this world into a new era through green technology. Besides that, there will also be a logo of tree and flowers beside our company name to symbolize the preservation of our environment through our green technology. This logo of tree and plants would further enhance the recall of our products which is the automated watering pot. Therefore, this name and logos could allow people to better remember and recognize our brand.

In the beginning stage of developing the business, Nera will set up the factory at Gopeng, Perak where it was located in the rural areas. The main reason of locating factory there is due to the low cost of factors of production such as labor. Our company mainly requires labor cost to assemble our product as the equipment was ordered by suppliers. Hence, as a new startup company, it is tremendously important for us to control our initial cost to sustain our business operations. Nevertheless, our target market is at Klang Valley of Malaysia and this would increase our logistic costs as it requires transportation of our goods from the factory to the outlets. However, the increased in cost of logistics is still far lower than the cost of setting a factory in Klang Valley due to expensive rental and higher wages rates. This also further supported our actions of setting factory in Gopeng although it was far from our target market.

2.1.2 Nature of Business/ Product or services offer

Nera is specialized in coming out products that focuses on green technology. From the online survey, we had figured out many peoples resist to take care of a plant mainly due to busy schedule and troublesome task of taking care it. With this pot, it will ease their trouble as the automated watering plant consist of a sensor to detect the soil moisture level inside a plant and water automatically with the appropriate amount to ensure the plants are well taken care. The water in the pot could last at least one month which means the owner actually only have to refill the water once a month. Nevertheless, there is also an indicator outside the pot which serves to inform the owner the soil moisture inside the pot. The idea was to encourage the adoption of plants in the cities by easing the experience of taking care the plants. The design of this pot would allow people to put it in indoor such as office or house. It also designed in a small, atheistic and suitable size which makes it convenient to put in many places including office tables, cupboards or even rack.

2.1.3 Company mission and objectives

The vision of Nera is to utilize and innovate new technology that could serves to preserve the environment. The company is determined to integrate the knowledge of science and technology to bring benefits to the society. Nevertheless, the company also aims to become recognized as one of the premium innovators in green technology sector, which allows the company to further develop new innovation that could improves human's welfare. The missions of Nera are to provide green technology products that serve to preserve the environment. By utilizing the technological know-how possess by the company, it able to come out with products that serves this purpose and satisfy the customers' needs at the same time. The company's objectives are:

1. To provide customers a whole new planting experience
2. To build brand reputation and good image.
3. To preserve the environment for next generation
4. To become the market leader in green industry.
5. To recuperate the investment by partners within three years.
6. To improve human's welfare by integrating knowledge and expertise.
7. To provide new innovation for the society.
8. To cultivate green behaviour.
9. To provide convenience for customers.

2.2 Opportunity

2.2.1 Problems to be solved or needs to be filled

In recent years, people are typically more engaged in hectic schedule or longer working hours on their daily life which results in the lack of time. It tremendously affects many aspect especially on gardening. Based on Global Garden Reports (2011), 40% out of 5000 house owners worldwide confess that they do not have time to tend their garden as much as they would like. Therefore, it portrays a problem for the house owners as well as a need to be fulfilled as they could not attend to their interest as such problem exists.

At the same time, according to the same reports, 32% out of the 5000 house owners had actually treated gardening as chore. With the addition of responsibility in our daily life, they feel that gardening is an additional responsibility or task for them to take care. This is because plants had to be take care through cleaning the pot, putting fertilizer and most importantly watering the plant to ensure the survival of it. Hence, it became troublesome for many owners which causes them to lose the interest on having a plant.

Thirdly, in order to better understand the problems faced by our target market which is the working adults, we done a survey of 500 candidates for our target market which is the working adults from all the states throughout Malaysia. Even though it could not portray the exact market needs however it could provide a brief insights on what problem are faced by them. 60% out of this 500 respondents revealed that one of the reason of not having a plant so far is troublesome to take care while another 20% revealed that it was due to lack of time to take care.

Hence, the results finding on the survey is consistent with the statistic presented earlier along with the Global Garden Reports (2011). Therefore, it is undeniable that such problems existed and presented a need to be fulfilled on the aspect of gardening.

Furthermore, the source of water pipe or hose is usually absent in almost every indoor place. It causes tremendous inconvenience for the people to water their plant. Hence, it created an additional problem for the owners as they have to figure out their own way either to do it manually or to install the water pipe nearby. However, that should incur an additional cost for them and creates further issues.

2.2.2 How the Proposed Business Solves or Fills the Needs of Social

Therefore, it provides opportunity for the existence of our product as it could solve all of the problems mentioned above. Firstly, with its unique function of automated watering system, it could able to solve the problem of gardening faced by people with hectic lifestyle. They no longer have to allocate partial of their time daily to water the plant because Autopot will water the plant on behalf of them. The product consists of a sensor to detect the soil moisture level in the plant to water it when the moisture level is low. Furthermore, Autopot consist of an indicator to signals the water level to ensure appropriate water is given for the plant's survival.

Besides that, the water storage could store water up to at least 1 month which indicates that the owner only have to refill it once a month. Furthermore, the design of the pot is to ensure the ease of taking care the plant. Additional task such as cleaning the pot is not required as compared to the traditional pot which once again making it more convenient for the customers. Hence, it eases a lot of the owner's task on taking care a plant once again.

In addition, Autopot does not require any water hose or pipe in sourcing the water as it has its own water storage. Thus, it makes it extremely portable for customers to place it anywhere they want whether at office or home.

Hence, the main selling point of our product is it could perform owner's responsibilities on behalf of them as well as providing convenience for them to ease their task on take care their plants. With such values, we believe that our product is indirectly cultivating green behavior and encourage people towards indoor planting. It could be done as our product is changing the perceptions of people towards planting and motivates more people to accept it as it is no longer an additional responsibility as compared to previous but an interesting hobby.

2.3 Competitive Advantage

2.3.1 Description of the Business Model

Figure 2.2: Nera’s Business Model

Key Partners Garden Infrastructure Developer Sensor and pump supplier Glass trading manufacture	Key Activities Inspection Quality Promotion Production Sales	Value Propositions Convenience Cultivate Green Behavior Portable Decorations	Customer Relationships Hotline or toll number Warranty Social Media	Customer Segments Office employees based in Klang Valley Wholesaler and Retailer Household
	Key Resources Tangible Assets Intangible Assets		Channels Outlet / Retail store Manufacturing Factory Sales Agent Website Facebook	
Cost Structure Raw Materials Purchase Operating Cost		Revenue Streams Selling Flower Pot Selling Replacement of Spare Part Shipping Fee		

Key Partnerships

A. Electronic Components Distributor

Firstly, we can co-operate with other business such as electronic components distributor. We can provide some of the product to them at the promotion price so that they could attract customers and helps us to sell in the market. In other words, they can be one of our retailers. This can reduce the cost of opening a physical store at difference location and we access more locations at a lower cost.

Besides that, the electronic components distributor is also supplying us with our product components. Hence, if we can build a strong and long term relationship with them, we can get a lot of benefit from them. For instance, we could get lower material price compare to other, better quality material, and technical or experience support on our business.

➤ **Molex (Malaysia) Sdn. Bhd**

- Raw Materials - Arduino Pro Mini, LED light bulb, vibrator and tiny wire, Water Pump Motor, 10 Segment Digital Tube Light Bar, USB cable.
- Address- 2607 Jalan Perusahaan, Kawasan Perindustrian Perai, 13600 Perai, Penang.
- Tel- (+604) 5032288
- Fax- (+604) 5078140

➤ **Destiny Electronic Centre**

- Raw Materials - Battery and battery holder.
- Address - 4238 & 4239, Jalan Kampung Benggali, 12200 Butterworth, Pulau Pinang, Malaysia.
- Tel - (+604) 324 7699
- Email - sales@destiny-electronic.com.my

B. Sensor and pump supplier

Since our product requires many components especially for the sensor, it is crucial to have good collaboration with the supplier in order to increase profit for the company

as we need to reduce the production cost. Base on it, we can form partnerships with certain suppliers to ensure getting quality material at the cheapest price. Furthermore, we could also receive information frequently to further improve our product.

➤ **C&W Hardware Sdn Bhd**

- Raw materials - 5V 1A AC to DC Power Supply Adapter, 5V 2way relay switch , BC 547 Transistor, Water Pipe, Glue Stick for Hot Glue Gun.
- Address - 10, Jalan Tiga, Off Jalan Sungai Besi 55200 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur Malaysia, Malaysia.
- Tel – (+603) 9222 6296

➤ **Goodwill Instrument (M) Sdn. Bhd.**

- Raw materials - Ultrasonic sensor, Electronic Board Plastic Cover, Soil Moisture Sensor.
- Address - 27, Persiaran Mahsuri 1/1, Sunway Tunas, Bayan Lepas, Penang, 11900, Bayan Lepas, Pulau Pinang, 11900, Malaysia.
- Tel – (+604) 630 9988

C. Glass trading manufacture

Besides that, glass is the major components of our product hence it is extremely crucial to choose the appropriate glass manufacturer. We select the manufacturer based on the quality of their glass as it could directly affect the quality of our product as well.

Hence, we will collaborate with the glass trading manufacturer from Ipoh as they have reputation in this industry and also near to our factory which could be much convenient for us if there is problem with the glass.

➤ **Chee Keong Glass Trading**

- Raw materials – Glass
- Address - 9, Jalan Biji Timah, Ipoh Perak 30000 Malaysia.

- Tel – (+605)-254 4445
- Fax – (+605) 254 4445
-

Key Activities

A. Inspection Quality

Our companies are committed in providing high quality products to the customers. Hence, quality inspection is the most important activity for us. Firstly, our employees will check every incoming material whether there is any defect. They usually follow a pre-established checklist that is based on product specifications. After ensuring the materials in good condition, it will proceed to the assembling. The final inspection stage will only occur for the finished products prior to shipment to the customers. It is to determine whether the product is functioning to ensure high quality of our products.

B. Promotion

As a new startup company, promotion is very important as it helps to create awareness for our product towards the public. We will provide some promotion activity such as discount or buy one free one as it could boost sales in the short term and improving awareness among customers. We will post our promotion through company website or Facebook to disseminate the information for our potential customers. We hope that through such promotion would allow the customers to share their positive experience with us which in turn attract more customers.

C. Production

Production is also one of the key activity for our business as we are in product business. However, we are not producing the components by ourselves but obtaining supplies from suppliers. Then, we will assemble the components received from the suppliers into the finished product which is Autopot as we possess the technology and knowledge.

D. Sales

Furthermore, sales are one of the key activities that cannot be neglected. It contributes directly to the revenue of the company. Hence, we will be selling the products through our own website, factory, outlets as well as sales agents. This involves persuading customers to purchase and providing sufficient information towards our products to ensure sales of our product.

Key Resource**A. Tangible Assets****Employees**

The employees are one of the tangible assets for the company. All of the employees had been provided for specific training to familiarize with our company. Hence, they will have full understanding on our company operation as well as the process of assembling the product. Each employee is assets to the company as they helped to generate revenue for the company. It consists of top management, administration clerk, supervisor, production worker and sales agent.

Physical

For the physical assets, our company consists of lorries for performing logistic functions like delivery of our products to outlet or collecting defect products back to the factory. Besides that, we also possess equipment and machinery that helps to assemble components into the finished products.

Financial

The financial asset is referring to the initial capital contributed by the shareholders as we did not obtain any loan nor investors during the establishment of our business.

Hence, each of the shareholders contributed RM 100,000 which is a total of RM 500,000 as the capital of the business. This capital is mainly use to pay expenses, purchase other asset to allow the business to operate.

B. Intangible Assets

Intellectual

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

Value Proposition

A. Convenience

The main value provided to the customers is convenience. Firstly, our product eases the owner's task by automatically water the plant on behalf of the owner.

This is very applicable especially to working adults who are having a hectic schedule or lack of time. Besides that, it is very suitable for people who treated gardening as a chore because it contains water storage that could store water that last at least one month. This reduces the effort of plant owner in taking care their plant and making gardening more convenient to them.

B. Cultivate Green Behaviour

By easing the task of taking care a plant, we are indirectly cultivating the green behavior for our customers. The main chore of taking care the plant which is watering is replaced

by our product. Thus, it will eventually encourage more people to do gardening since it no longer requires extensive care or responsibility compared to previous.

C. **Portable**

Our product come in an optimum square sized design which could be appropriate to be put in any place such as on top of table or on top of cupboard. Besides that, it does not require water pipe or source as it consist of its own water storage. This indicates that it could be put at any place at our home or office. At the same time, the customers can transfer the pot to any place they want instead of putting it in a fixed spot hence providing the values of portable for the customers.

D. **Decorations**

Autopot comes with a very unique design which is a square shaped pot with the plant in the middle surrounding by the water. The water storage part consists of colourful marbles and the entire casing was made with glass. Thus, it looks tremendously attractive when the pot is full of water. Furthermore, it is transparent which allows people to look through which is extremely suitable to act as a decoration.

Customer relationship

A. **Hotline or toll number**

Nera Company will be having a hotline number which is 03-77835111. Customers can call up to enquire any information regarding our products or company. In addition, this hotline number will be handled by our customer service department. This department will be responsible to receive call and help customer to solve their problem. We believe that by doing so, we will be able to develop and maintain a good relationship with the customer.

B. Warranty

We will be providing our customers a one year warranty for our products. It is to portray our commitment to deliver high quality products. If our products are found to be defect within the warranty period, customers can exchange the new product free from us. They can either select to deliver the damaged products through postal or deliver it directly to our outlet or manufacturing factory.

C. Social Media

Nera will use social media such as company Facebook page and website to build a good relationship with the customers. This is to enable customers to gain further information of the company, learn more about the company and review company's products and services. In addition, customers are also allowed to leave their feedback or comment their problem on the Facebook page and we will respond to the feedback by assisting the customers.

VI. Channels**A. Outlet / Retail store**

Firstly, Nera will sell the Autopot through our own retail stores. Since our company is a new startup company, we could only afford setting up one retail store. Thus, it is very crucial for the beginning of our business to select the suitable location of our outlet. Hence, we will set up our outlet at the high exposure location which could provide accessibility for our target market. After several considerations, we decided to establish our outlet at Kelana Jaya. Whenever customers have any enquiries, they could come to our outlet to enquire as well as making the purchase there.

B. Manufacturing Factory

Nera not only sell the products to the retailers through the own retail shop, it also sell the products directly to the customers through factory for those customers who want to

purchase directly from our company. Our factory will be established at Gopeng, Perak. There will be a small storefront at the entrance of our factory to allow customers to purchase directly from us.

C. Sales Agent

Nera will employ sales agent to sell the products at different city such as Penang or Johor. Most of them are operated under the commission basis and those who are interested to sell the products as their main job will be given the authority to distribute the products of our company. Besides that, they also will be given courses from our company to gain basic knowledge towards the products.

D. Website

Nera will register its own website which is www.nera.com.my. From the website, the customer can online purchase the Autopot from us. Besides that, the website also acts as the channel of communication to disseminate information to the customers so that they are able to know the latest news of the company. There will also be a section for customers to leave down their comments and feedback.

E. Facebook

Nera will also be operating a Facebook page which act as the channel of communication. It allows the company to better understand customers' problem and interact with them.

Customers can provide their feedback which would be attended by our customer service department as well. Besides that, the company will also distribute information regarding promotions or announcement through the Facebook page. This channel will ensure customers to obtain timely information of our company.

Customer segment

A. Office employees based in Klang Valley

We will target the office employees based in Klang Valley who do not have time to cater to their interest such as gardening. This is because they are busy most of the time which preventing them from gardening as it requires extensive effort. Our product solves this problem by watering the plant automatically for them. Besides that, the design was to accommodate with the limited space especially in the office. Hence, it can also be used as a decoration without having to give up large amount of space.

B. Wholesaler and Retailer

Next, we will be targeting wholesaler and retailer. This is because they usually consist of many branches in various locations. It provides accessibility for the customers towards our products. Besides that, they usually purchase in a bulk and resell it to the customers. Hence, it could helped us to improve our revenue as it is could act as our distributor at the same time.

C. Household

Furthermore, we will target our product towards the household. This is because our product comes in an aesthetic design which is very suitable to be act as a decoration. Besides that, it is portable hence it could be placed at anywhere in terms of home decoration. Furthermore, it consist of automated watering system which makes it more acceptable as a decoration since it does not requires much maintenance.

Cost Structure

A. Raw Materials Purchase

The core material for producing the company product is glass, sensor and water pump motor. Nera will choose for the respective suppliers based on the Approved Suppliers

List and the company will rely on few major suppliers. This action is to ensure supply continuity with the best price and at the same time remain at the best quality. Nera is very particular for the quality of glass and water pump motor as well as the price that been offered by the suppliers. Then, we will evaluate which suppliers are better in terms of our priorities for each attributes.

B. Operation Costs

There will be few costs that need to be bear by the company. The first one was the monthly rental for the factory at situated at Gopeng, Perak and also the monthly rental for outlet at Kelana Jaya. Rental was a fixed cost for the company and the approximate amount for the rental of factory every month was RM6000 and RM1900 for outlet, this amount is considered as reasonable as it was low compare to the cost expenditure on other aspects. On the other hand, Nera also need to bear for the wages on each of the employees that been hired. There are approximately 22 employees that had been hired the company and the wages that need to be paid by the company monthly was almost RM30, 000.

Revenue Stream

A. Selling Flower Pot

The sale of Autopot is the main source of revenue for Nera. The selling price for flower pot will be at RM 149 per unit exclusive of GST. The revenue generated by the company will be able to cover the costs of production. There is one type of pricing strategy that is used by Nera is skimming pricing strategy. Since Nera is the first mover in launching automated watering flowerpot to the market, thus Nera will use skimming pricing which is setting a comparable higher price to differentiate from the others and increase company profits.

B. Selling of Autopot spare parts

After the products had been used for a long period, there might have some possible damage occur on the product components such as LED indicator, water pump motor or even sensor. Therefore, we will provide service to help customers to replace the defective parts and at the same time the company can also generate revenue. For example, if the water pump motor had been damaged, the company can help the customer to replace the spare parts by charging maintenance service fee.

C. Shipping Fee

Shipping fee will be part of the activity to generate income as well. Nera is providing transportation service of Autopot to the customer but shipping fee will be charged. The main purpose to provide transportation service is to increase convenience and accessibility for the customers. However, the shipping fee charged may vary due to the certain factor. For example, the shipping fee may be higher when the destination is further.

2.3.2 How business will create sustainable competitive advantage

Competitive advantage is an advantage a business has over its competitors. It could be done by offering clients with better and greater value. Competitive advantage it is important to our company in order to survive in the rivalry and Nera possess several competitive advantages.

A. First mover advantage

In Malaysia, Nera is the first mover in indoor plant industry that created the automatic watering system with the concept of saving time. Therefore, we are able to position in the minds of customers which promotes brand equity and brand recognition. By being first in the market, we could also be obtaining some subsidy or tax incentives from the government in conjunction with the National Green Technology Policies which further strengthens our position in the market.

B. In term of product attribute

Autopot not only provide convenience by having the automatic watering system but also consist of several other key components such as LED indicator, sensor and water storage capability that makes the product superior compare to the others. Firstly, the sensor is able to detect the soil moisture level accurately and displayed through the LED indicator. It provides the better management of soil moisture as it only water as needed which would not causes extreme condition in the soil of too dry or too wet. It enables the owner to manage the irrigation system more effectively. Furthermore, it consists of the water storage that could store water up to at least 1 month. It indicates that the owners only have to refill it once a month which is very convenient. Besides that, it does not require water pipe or source making it more portable and enable owner to place it anywhere. Furthermore, it comes with an aesthetic design which is a square shaped pot with the plant in the middle surrounded by water around it. Hence, it is extremely suitable to act as decoration as well due to its design and portable features.

C. In term of psychological

This product serves to satisfy needs of people who are busy in their daily life that are unable to water their plant or those that could possibly forget to water the plant. This is an increasing trend as more and more people are being occupied in their life. This smart flower pot could satisfy their needs and provide a platform to encourage the interest of having a plant. The users can now have a plant at home without have to worry about it and only have to refill the water once a month. Therefore, the product is able to satisfy their mental needs since it reduce a responsibility for the user. Hence, we are providing the customers a whole new planting experience by solving the problem faced by many of not enough time in taking care of their plants by providing them convenience.

D. In term of social awareness about the importance of plant

Society is aware of the importance of plant to the human. Based on our surveys of 500 respondents throughout Malaysia, it shows that many of them are aware that plant could

purify the air around us and not just to provide oxygen. Besides that, the reports from NASA 1989 further strengthen the points by suggesting efficient air cleaning at home or office could be achieved by having at least one plant per 100 square feet. Thus, it further supports the introduction of our product as our product serves as a platform who ease the experience of taking care the plants. They can now adopt a plant without requiring much effort to take care of it due to the presence of Autopot. It not only serves as a platform to preserve the environment but also allows customers to enjoy the benefits of the plants. Furthermore, the rising global environment issue such as global warming is getting serious and more people are starting to aware of it. The excessive carbon dioxide in the air trapped the sun's heat in the atmosphere leading to an increase in the temperature. Hence, people are encouraged to plant more greenery to absorb the carbon dioxide in the atmosphere. Thus, our product is extremely appropriate as it encourage people to plant more by solving their problems.

2.4 Current Status and Requirement

2.4.1 Evolution of Flower Pots

I. Ceramic pots

The initial stage of flower pot is made by ceramic. It is the medium that is first introduced in the market. However, it was later being eliminated as it is heavy and costly.

II. Plastic pots

The ceramic pot later was replaced by plastic pots as it was light and cheap. However, it could not sustain great weight which causes the pot to break as it was fragile.

III. Autopot

The next generation of flower pots would be Autopot. Firstly, it could withstand greater amount of weight compare to plastic pot. Secondly, it comes with the automated watering system which was not present in the other flower pots. This shows that owner no longer have to water the plant manually but instead the pot water on behalf of them. Furthermore, it consists of water storage to store the water up to at least one month. This indicates that owners have to refill it once a month which is very convenient for the owners. Furthermore, it does not requires water source or pipe which makes it extremely portable to be put anywhere indoor compare to other pot. Other flower pot such as plastic pot will cause a leakage for excessive water causing the place to be dirty and wasting the water as well. Autopot consist of sensor to detect the soil moisture level accurately and water it based on the amount needed which provides better management of soil moisture. It ensures the plant is being water appropriately and there is not leakage which is much more advanced. We believe that the introduction of Autopot will provide the customers a whole new planting experience that never existed before.

2.4.1 Projected Milestones

Tables below are indicating the Nera's pre-commencement milestones that emphasizes on the current tasks of company needs to perform and Nera's projected milestones for the year 2017 to 2021 that indicates company's goal in the next five years.

Table 2.1: Projected Milestones

Milestones	Date Start	Date End	Duration period (days)
Business plan	15 June 2016	24 July 2016	50 days
Collecting Fund	25 July 2016	9 Aug 2016	15 days

Registration of business	10 Aug 2016	18 Aug 2016	8 days
Obtaining business license	19 Aug 2016	26 Aug 2016	7 days
Construction and renovation	27 Aug 2016	25 Oct 2016	60 days
Furnishing and equipment	26 Oct 2016	3 Nov 2016	8 days
Approval from the project	4 Nov 2016	11 Nov 2016	7 days
Registration for income	12 Nov 2016	26 Nov 2016	14 days
Tax			
Compare and choose the suppliers and then make an order from different suppliers	27 Nov 2016	7 Dec 2016	10 days
Set up its website	8 Dec 2016	8 Dec 2016	1 days
Advertising and promotion	9 Dec 2016	8 Jan 2017	30 days
Display its product	1 Dec 2016	10 Dec 2016	10 days
Opening ceremony	9 Jan 2017	9 Jan 2017	1 days

Source: Developed for the research

Our factory will be located at Gopeng, Perak due to its cheap factors of production such as rental of factory and labour cost. The another reason of setting the factory there is because we are near to suppliers for the components of our products such as glass manufacturer and pump supplier which is located in Ipoh. This would further ease the production process as we could receive our materials as soon as we order and return it on the spot if there's any problem with the components.

We will be hiring foreign workers to in charge of the production process which is mainly assembling the components received into the finished products- Autopot. Nevertheless, they will be given training to equip them with the necessary knowledge and skills as needed in the production.

Furthermore, we will be selling through direct channel and indirect channel. Direct channel will be through our factory, outlet as well as sales agent. On the other hand, indirect channel will be selling our product through wholesaler or retailer.

In 2018, we will be expanding our reach towards other states in Malaysia. We will be setting up few other outlets in places like Penang or Johor as the areas are populated. One of the major concerns for this business is the initial loss on the first year as there wasn't many people aware of our product. After the introduction in the market, we believe that we will be gaining profits beginning of year 2 and achieve a payback period of 3 years. From then on, it will be generating significant amount of profits each year.

3.0 INDUSTRY ANALYSIS

3.1 Industry Description

3.1.1 Industry Trends

Firstly, green technology is recognized by Malaysia as one of the key drivers of national economic growth. On 24 July 2009, the government came out with the National Green Technology Policies which focuses on 4 pillars known as Energy, Environment, Economy and Social (MATRADE, 2016). Thus, the Government is consistently prioritizing its policies to promote green production. For instance, the government provides several incentives to encourage the establishment of green production like pioneer tax incentives for companies such as energy conservation, waste recycling and renewable energy. Our project is clearly fulfilled waste recycling because our product was mainly made by glass. In future, if our customers want to dispose our product, they can easily to recycle it. In other word, our product is very environmental friendly. Hence, our project would be benefited from the incentives and ease the establishment on our company. In addition, our ex-deputy prime minister said the government actually increased the allocation to RM 2 billion under Budget 2013 for the green industries which shows their commitment in ensuring a conducive environment for green industries.

Secondly, our prime minister YAB Dato' Sri Mohd Najib made a pledge on Climate Change Conference of Parties at the United Nations Framework Convention to reduce carbon concentration by 40 percent as compared to 2005 standards by the year 2020. Malaysia has also made its step on recognizing and promoting green townships. Our country introduced the Green Building Index which implements the Low Carbon City Framework so that low carbon developments is promoted in our cities and townships.

Thus, their mission is fairly supported by the creation of our product. Technically, our product serves to ease the trouble of having greenery plants at their home or office which also aims to encourage the adoption of plants. By increasing the amount of plants owned by citizens, it would be consistent with the objectives as pursued by our government towards a Low Carbon City.

3.1.2 Industry Size

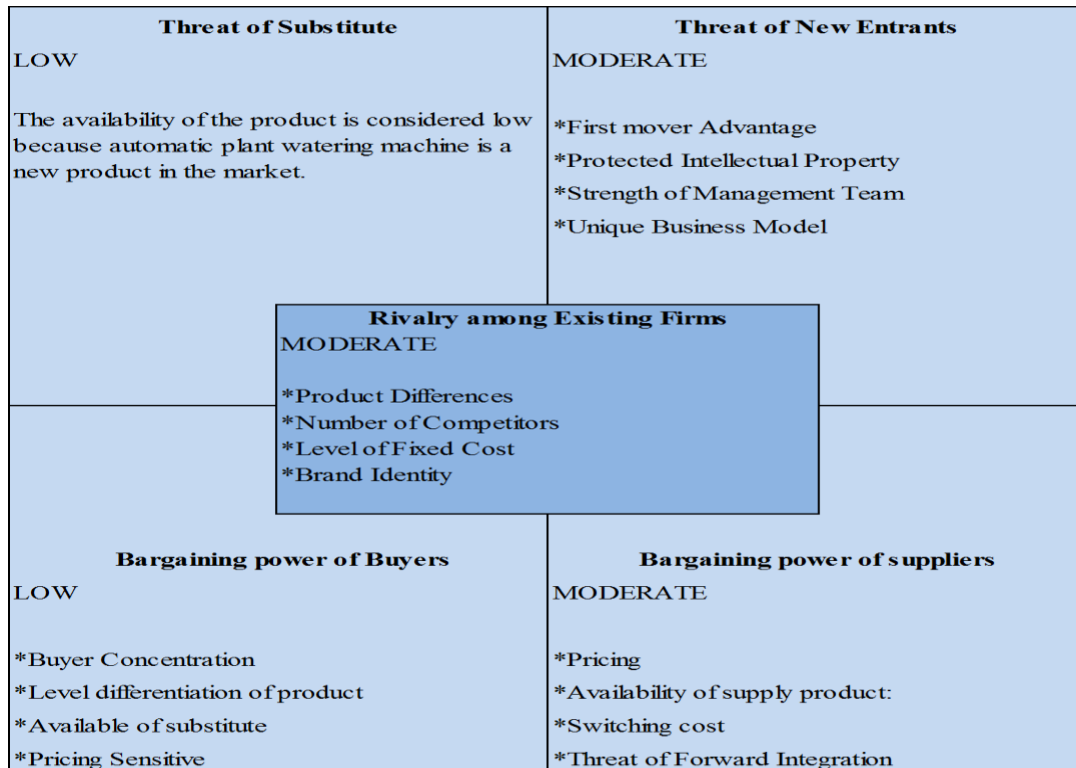
As we mentioned earlier, we will first target the residents that lived at the Klang Valley. Klang Valley is one of the fastest growing metropolitan area in the country, from the 19th century onward, it expanded from east to westerly directions, Gombak to Port Klang, with the urban areas growing towards the north and south, Rawang to Negeri Sembilan. Klang Valley already expand to large area and it included Kuala Lumpur the capital of Malaysia, Subang Jaya Petaling Jaya, Shah Alam, Kajang, Klang, Ampang Jaya, Seleyang, and Sepang. This few city are ranked as an alpha world city, it's also known as the economic, financial and cultural city of our country. The area also has a high Human Development Index and purchase power. In 2014, Klang Valley has around 7.2 million populations and it is about a quarter of Malaysia's total population. It had been predicted the populations will be expand to 10 million people in year 2020 and 20 million people in year 2030. Base on it, Klang Valley can provide a huge customer base for Nera to target and promote the product to the potential customer in the area. According to the EIU's Livability Index Survey, Klang Valley / Kuala Lumpur are to be both the top 20 most livable cities in the world and the top 20 economic growth cities. In 2004, an estimated population of 1.67 million people is recorded at Kuala Lumpur with areas of just 94 square kilometers. It shows that Kuala Lumpur is having a significant population density of 17,310 people per square mile. From this data we able to conclude that one of the city from Klang Valley, like Kuala Lumpur did not have space to plant the flower at outdoor and they will more prefer plant at indoor or

urban farming. At this time our products will be useful to them, due to the functional and unique idea which can help them to overcome the problem. Furthermore, with the higher purchasing power, it can lead our product to success and acceptable by the citizens of Klang Valley.

3.1.3 Industry Attractiveness

Nera is using Porter’s Five Forces to analyze the level of competitive power in industry. By using Porter’s Five Forces to analyze Nera, it may help industry to better understanding strength current competitive position.

Figure 3.1: Porter’s Five Forces Model



Source: Developed for the research

Table 3.1: Porter's Five Forces Analyze Attractiveness of Nera Company

Competitive Force	Threat of Industry Profitability		
	Low	Moderate	High
Threat of Substitute	√		
Threat of New Entrants	√		
Rivalry among Existing Firms		√	
Bargaining power of Buyers	√		
Bargaining power of suppliers		√	

Source: Developed for the research

1. Threat of Substitute

Threat of substitute for Nera is low. This is due to Nera is the pioneer of manufacturing the automatic watering system in the market. The availability of the product is considered low because such system is a new innovation in the market. In addition, it comes with few other components such as sensor, LED indicator and water storage which could be effectively differentiate with other competitor offerings and prevent the competitor to imitate the product.

2. Threat of New Entrants

Threat of new entrants for Nera is low. This is because Autopot requires certain technology and knowledge and it could not be done instantly. It requires a period of time for the research and development and expertise in order to produce such system. Hence, Nera will grab this opportunity and build brand recognition and establish brand loyalty so that customers are tougher to penetrate through.

i. First mover advantage:

Nera enter the market as the first mover. This is because the concept of flowerpot was focusing on automatic watering system. This concept was totally different with traditional flowerpot. Therefore, it will increase the brand awareness and increase the market share as it is completely different compare to existing flower pots.

ii. Protected Intellectual Property:

Since flowerpot's automatic plant watering machine is a new product, Nera can make application at Intellectual Property Corporation of Malaysia (MyIPO) to patent the design for 20 years. This patent will create a legal right to prevent other competitor to imitative or launched a similar product. Hence, it create difficulties for new competitor to entering the market.

iii. Strength of Management Team:

Nera have a strong management team because each of the team members has its own area expertise, skill and knowledge. Therefore, Nera can take the advantage from different perspective and view by the team members to create efficient and effective business. An effective management team is very important because it able to grow and develop the company.

iv. Unique Business Model:

Business model is use to description various aspect of the firm such as key partner, cost, revenue, and etc. Nera have a unique business model to come up new products and differentiate its product with other competitor offering. Designing a unique business model is playing an important role because it will always give advantage for company and make a company successful. Besides that, a unique business model will also create a strong entry barriers to prevent new company easily enter the market.

3. Rivalry among Existing Firms

The competitive rivalry among industry is moderate. Since Nera are setting up new business at Kelana Jaya, the company is facing competition with local flowerpot firms. Fortunately, Nera is providing Autopot which comes with automatic watering system thus it will differentiate its product with other competitor offering.

i. Product Differences:

The offering of flowerpot among the companies is almost similar, thus Nera need to come up a special flowerpot to differentiate with other company offering. Nera is offering Autopot with automatic watering system that operates through sensor. When it detects less moisture in the soil, it will display through the LED indicator and triggers the water pump to pump the water from the storage into the soil. This is the distinguishable features which do not equipped by other competitors' products.

ii. Number of Competitors:

The number of competitors in flowerpot firm is considered high. Therefore, Nera is determined to offer values demanded by customers so that we are able to compete effectively. Besides that, offering reasonable price also becomes one of the competitive advantages of Nera in order to compete with other competitors.

iii. Level of Fixed Cost:

Fixed costs are the costs remain unchanged over a short period. Hence, we have to reduce our fixed cost so that we can compete fiercely with other competitors.

The fixed costs needed to be paid by Nera are moderate such as rental. This is because we select suitable location such as Gopeng for the factory and Kelana Jaya for the outlet which is comparably lower cost compare to other location. Hence, it reduces the level of fixed cost which could further lower the cost of our products and allows us to compete better with other competitors.

iv. Brand Identity:

The risk of competition among firm is consider low because Nera is the first mover in producing this special flowerpot with automatic watering system. Thus, it will create a

strong brand identity and brand preference among customers. The stronger brand identity and consumers brand preference may help Nera to gain more market share as well.

4. Bargaining power of Buyers

The bargaining power of buyers for Nera is low. This is due to Nera is the first mover in producing flowerpot with automatic watering system. This conception of the idea is still new for consumers and market, thus the flowerpot prices is still under control by Nera.

i. Buyer Concentration:

Firstly, the sale of Autopot does not rely on any particular group of customers who buy majority of the products. Hence, the buyer concentration is low in this case as the sales are scattered to the large number of customers who buys the products. Thus, they are not able to exert sufficient pressure for Nera such as reduction in prices.

ii. Level differentiation of product:

Nera has offered the new product which is not available and difficult to find among competitors and have higher differentiation among the others. For instance, the automated watering system that functions through sensor is totally new and unprecedented in the industry. With this concept, Nera able create a perfect convenience for customers because it can save customers time to watering plant. Therefore it may help to create brand loyalty among customers because customers only able to get the product from Nera.

iii. Availability of substitute:

Since Nera is the first mover in offering flowerpot with automatic watering system, so customers will having difficulty to switch from one seller to another. This is because customers difficult to find the similar product from other competitors. Therefore, there is less available substitute in the market.

iv. Pricing Sensitive:

Customers are willing to pay more, if the costs that they paid are able to create values for them.. Buyers are not price sensitive in this aspect because it is an innovative product that is distinguishable from other flowerpots. It provides features that haven't been offered by other competitors. Hence, the buyer is willing to pay for this premium product.

5. Bargaining power of suppliers

The bargaining power of suppliers for Nera is moderate. The electronic components are very important elements for Nera to produce automatic plant watering machine. However, Nera is not relying on any suppliers because Nera wants to compare the price and quality that they offer in order to produce low cost and high quality for customers.

i. Pricing:

Since Nera is not relying entirely on just one supplier, so Nera does not need to worry the pressure exerted by supplier. Nera is able to switch from one supplier to another supplier when the supplier increases the price of electronic components. Nevertheless, the factor below further reduces the bargaining power of suppliers.

ii. Availability of supply product:

If one of the suppliers fail to supply raw material on time, Nera still able to order raw material from other suppliers because there are still have many suppliers who are able to supply raw material for Nera. Hence, Nera won't face any shortage of material which will affect the production process.

iii. Switching cost:

Even though Nera is not relying on one just one supplier but there are still certain cost which will incurred when Nera switch from one supplier to another suppliers. The cost need to be bear by Nera may include cost of breaking the contract, the increase in logistic cost due to further distance and other cost of unknown.

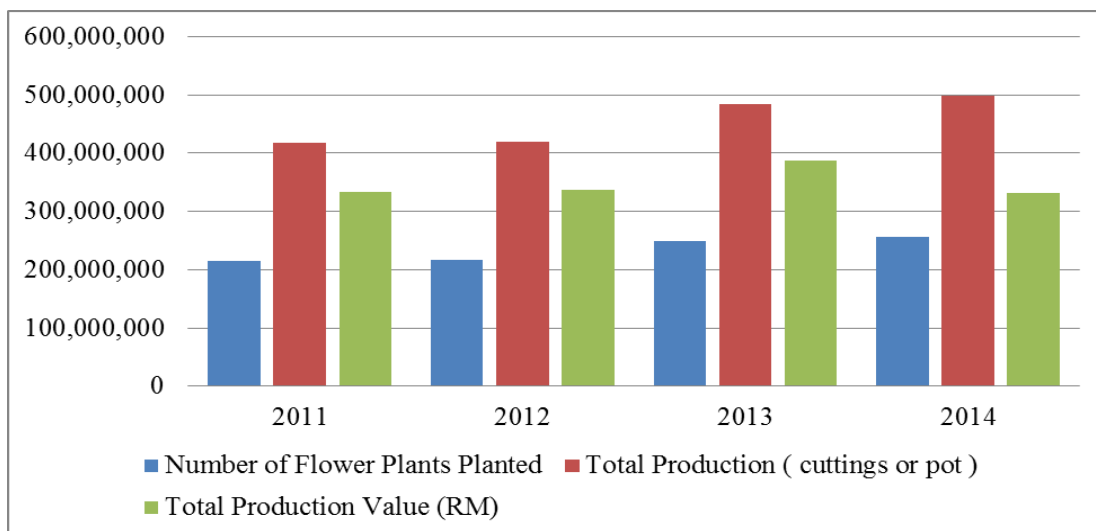
iv. Threat of Forward Integration:

Nera is still improving the way or method to produce high quality of flowerpot with automatic watering system and give training for employee to enhance their knowledge and skills. Besides that, this Autopot required necessary knowledge and skills as well as technology to produce it. Therefore, the possibility for the suppliers to integrate forward is considered low.

3.1.4 Profit Potential

According to Statistic Department of Malaysia (2014), the total production of plant and amount of flower plant planted has increased from 2011 to 2014. It has become a good indicator for Nera profit potential due to the increased in the total production of flower plant. Hence, it provides an opportunity for Nera to offer Autopot because the demand of flower plant is increasing. Nera is offering Autopot that could differentiate with other company offering with its automatic watering system.

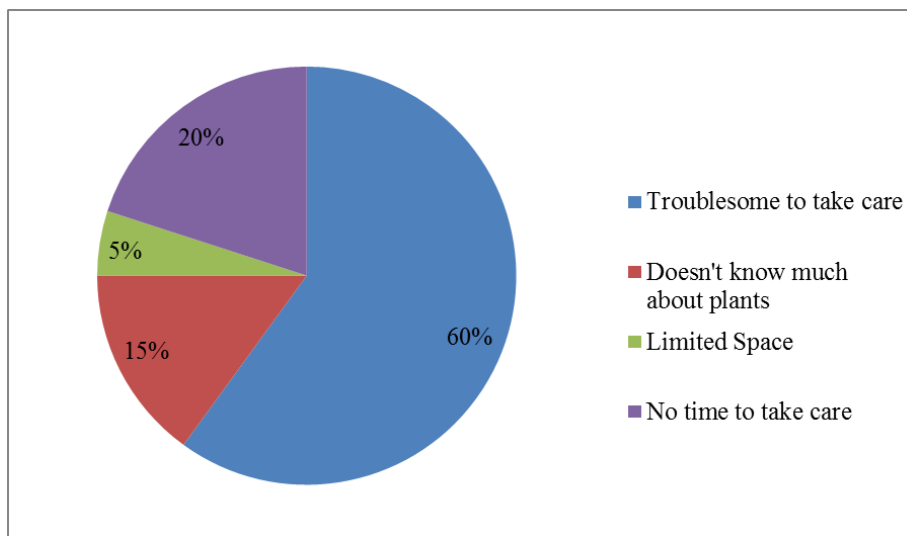
Bar Chat 3. 1: Number of flower plants planted and productions



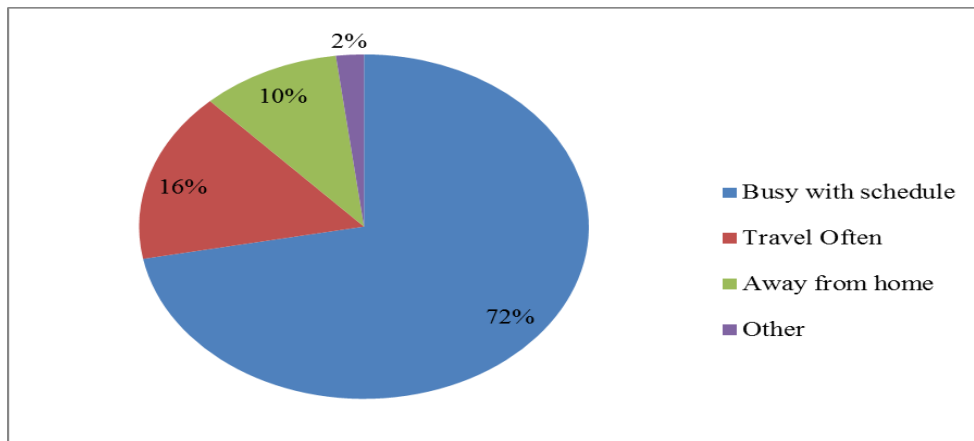
Source: Department of Statistic Malaysia (2014)

Besides that, we have done a survey in order to determine the profit potential of Nera to be launched in selected market. We had distributed the survey form to 500 respondents which involves working adult, wholesaler and retailer, and household. Even though the information that we collected from survey does not represent the entire population but it able to grant an insights to understand customers need and wants, and the problems that customer currently facing. The problem customers usually face is busy with schedule and forgot to water, thus Nera offer this automate watering flower pot to solve customer problems. In addition, some of the customers have interest to plant but they feel troublesome in taking care the plants. Hence, this Autopot is worth to purchase due to its ability of able to water the plant automatically on behalf of the owner.

Pie Chat 3.2: What is the reason of you not having a plant?



Source: Developed for the research

Pie Chat 3.3: What's the main cause of forgetting to water your plant?

Source: Developed for the research

3.2 Target Market

3.2.1 Office Employees based on Klang Valley

First for all, Nera will target the working adult or those office customers who like gardening but didn't have time to take care flower plants. According to Global Garden Reports (2011), there are 40% homeowners worldwide who don't have enough time for them to spent in gardening despite their interest in gardening. This is because this type of customers usually busy on their work. According to our survey, there are 72% of consumers who are busy with their schedule thus it will lead them to insufficient time in taking care their flower plant. Therefore, our product is very suitable for office customer because our product able to water their plants automatically and take care on behalf of them. Besides that, our products are very suitable for indoor customers because the plants are able to purify the air and produce the oxygen.

3.2.2 Wholesaler and Retailer

Next, Nera also will target wholesaler and retailer as our target market such as Tesco. According to Jean Khoo (22nd September 2015), they have almost 40 Tesco store in Malaysia which included in Johor, Penang, Perak, Kedah, etc. Besides that, they usually will purchase in larger amount from us and resell it again to consumer. These type customers is very important for our company because it able to increase the company sales and revenue. They are able to provide accessibility for our product towards the customers coming from different locations. Therefore, we will provide them some discount in order to build and maintain a good relationship between each other. For example, the larger amounts of product they purchase, the more discounts they are able to get from us.

3.2.3 Household

Lastly, Nera will target household who are very concerning on home decoration. According to Tara Heibel and Tassy de Give (12th March 2015), houseplants are able to become an attractive element in a home decoration. Our product “Autopot” will be able to attract and encourage this type of customer to adopt a plant because our product has automated watering system and the design is also very attractive and unique. The unique shape design of Autopot will make its appearance fashionable and modern. Hence, Autopot is very suitable for customer to serve it as home decoration.

3.3 Competitive Position within Target Market

Table 3.2: Competitive Analysis Grid for Nera

Name	Nera	Click & Grow	IKEA
Brand name recognition	Moderate	Low	Low
Customer service	High	Moderate	Low
Product quality	High	Moderate	Low
Selling price	Moderate RM149	High RM240	Low RM99
Space saving	High	High	High
Modern	Moderate	Moderate	Low
Stylish	High	High	Low
Environmental friendly	High	Low	Moderate
Product innovation	High	Moderate	Low
Advertising and promotion	Moderate	Low	Low

Sources: Developed for the research

4.0 MARKETING PLAN

4.1 Product / Service Feasibility Analysis

4.1.1 Full Description of the Product or Service Offer

Nera designs a flower pot with the automated watering system to solve and overcome the inconvenience process of watering the plantation. Our main purpose of the product is to help people reduce the work task in planting activities, reduce waste pollution and providing a whole new planting experience for the customers. The Autopot is adding in various features into the design such as Glass, Soil Moisture Sensor, Water Pump Motor and LED indicator are those main features of our product.

Figure 4.1: Front view of Autopot



Figure 4.2: Side view of Autopot



Glass

According to the WWF (n.d), the problem of waste plastics disposal is increasing. Since plastics is a long lasting material, it will not be disposed in a short time and it will create a land pollution to the environment. Based on it, we are trying our best to minimize the use of plastics as the main component of the product. Thus, Nera is using the glass as the receptacle or vessel of the Autopot.

For the receptacle of the Autopot, Nera are planning to use the glass as the major material to produce it. Compared with plastic, glass is more eco-friendly, it can be disposed in a period of time. Furthermore, glass is produced from sand due to this renewable material, it doesn't contain any chemicals that can leach into the soil and be harmful to the plants. Most of the plastic, such as polyvinyl chloride (PVC) and polycarbonate, under some certain conditions, it may release harmful substances or endocrine disruptors and reproductive function of biological hazards. Glass is a long lasting material, it will not break if we don't drop it. Furthermore, customers can also reuse it to store other things when they do not want to plant anymore. Based on all of

these points, glass can be reuse and recycle thus minimizing the problems of pollution and waste.

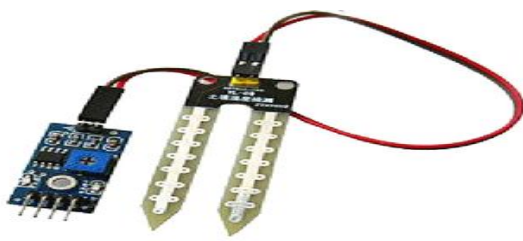
Figure 4.3: Glass



Soil Moisture Sensor

The sensor has been designed to detect the soil moisture level and set to water the plant automatically when it is required. Soil moisture sensor is one of the important components for the product, as it detects the soil moisture and triggers the water pump to extract water from the storage into the soil. If the sensor is not working, then the automated watering system would not function. The sensor can provide the clear information for the user as it could display the soil moisture level through the LED indicator. For this moisture sensor, it can reduce the waste of water, because it will only activate the water pump when the soil or plants lack of water. Other than that, it can help the user to minimize the process and time of watering the plant.

Figure 4.4: Soil Moisture Sensor



Water Pump Motor

The water pump is also one of the important parts for our product. Nera is using a mini water pump to reduce the use of space but it still can provide the enough power to support the system. Base on the design of the Autopot, it is small and suitable for putting on the desk and room, so it does not have more space for a large water pump. Due to that, we are choosing a high quality and suitable water pump as one of the main part of the Autopot. Nevertheless, the mini pump is sufficient for the Autopot as it consume little space and electricity.

Figure 4.5: Water Pump Motor



LED Indicator

LED Indicator portrays the soil moisture level as detected by the sensor in the soil. The main function of the LED Indicator is to provide the information of the soil moisture level to the customer. It is a notification tools that can let the user notice about the soil moisture level whether they are high or low. When the soil moisture level is high, all the LED light will light up. On the other hand, when the soil moisture level is low, the LED light will drop according to the moisture level.

Figure 4.6: LED Indicator



Rechargeable Battery

The rechargeable battery is an important part for our product. Nera is using 9V rechargeable battery in Autopot. The main function of rechargeable battery is to run the water pump motor. This 9V rechargeable battery is able to provide sufficient energy to support the water pump motor for one week. Therefore, we suggest our customers to recharge the battery for every week so that it has sufficient energy to support water pump motor.

Figure 4.7: Rechargeable Battery



4.2 Pricing Strategy

Pricing strategy is very important for Nera because it will affect consumer purchasing decision, product positioning and organization's revenue. Therefore, setting the right pricing strategy is essential for Nera to achieve success. There are two main type of pricing strategy which will be used by Nera are skimming strategy and psychological strategy.

4.2.1 Skimming Pricing Strategy

Skimming pricing strategy will be the first step for Nera to grow a business. According to Miranda Brookins (n.d), companies will use this strategy when they are first mover to enter market by launching a new product. Since Nera is the first mover to launch the automated watering flowerpot to the market, thus Nera has the opportunity to set a higher price. At the beginning, Nera will offer the new product at a higher price and lower the price when competitors enter the market. The main objective of this pricing tactics is to recover back the cost of research and development as well as other costs such as paying employees salary, purchasing machinery, and other costs. Therefore, Nera decided to set a higher price at RM149 in order to recover back the spending cost in creating a new product. Since skimming pricing strategy is about setting a higher price to the new product, so it will be able to attract customers who values good quality rather than low price. Thus, Nera will set a higher price to let customers perceived as high quality of the company product offering while differentiate it from other ordinary flowerpot.

4.2.2 Psychological Pricing Strategy

According to Shelley Frost (2007), psychological pricing is one of the strategies that use the emotional response of customers to generate sales. Nera can adopt this pricing strategy to generate sales volume without reducing the prices. Nera can set the price

range of new product under rounded numbers in order to make the customers feel cheaper price than they actually are. For example, Nera is setting the new product price at RM 149 rather than RM150. Although there is only RM 1 differences but most of the customers will perceive the price of RM149 is cheaper than RM150. This is due to most of the customer are more sensitive with the digits from left to right of a price and less sensitive towards the last few digits of a price (Steven Bragg, n.d). Hence, customers will perceive the price is below RM 150 or not above RM150 so it will encourage customers to purchase more.

4.3 Channels of Distribution

4.3.1 Types of Channels

Nera will use two types of channel as the main channel which is direct channel and indirect channel, Nera choose these two types of channel because, direct channel can defined as a situation which company sell its products directly to the end customers without the help of any of the intermediaries such as retailers and middlemen. Beside that the second channel is using indirect channel, it can let those customer to have a look about the product in any retailer shop and easily for those customer to buy the product in the short distance, customers do no need to go far away to manufacturing to get the product. The reasons Nera uses direct channel includes ensuring for the high quality, high accurate information and lower overhead cost. The direct channels used by Nera are including physical outlet, manufacturing factory and sales agent. Besides that, the reason for Nera to use indirect channel is because indirect channel is more focusing on B2B (business to business), and Nera can supply the product to those retailer, and let the customer to purchase easily.

Direct Channels

1) Physical outlet

The physical outlet for Nera will be located at Kelana Jaya. The main reason of the outlet based in Kelana Jaya is because it was near to our target market which is Klang Valley. In addition, the cost of rental of Kelana Jaya is much cheaper which cost approximately RM 1900 compares to RM8500 of the rental shop in Petaling Jaya. Customers can visit the company's outlet during business hours which start from 8:30AM - 5:30PM.

One of the advantages of visiting the outlet was enabling the customers to feel and touch the products without relying on the imagination of the flower pot practicality. Through this way, Nera can avoid the problems and complaints from the customers regarding the wrong products which will be purchase and cause a huge financial risk. At the same time, there will be company's salesperson providing the detailed information regarding the flower pot to the customers at the outlet.

2) Manufacturing factory

The manufacturing factory for Nera was situated at Gopeng which is somewhere nearby the middle part of Ipoh. The reason why Gopeng was chosen as the company's factory location was due to the low cost of setting up at the industrial area and accessibility to highway. Hence, although it requires transportation cost to deliver finished product to the outlet, nevertheless the cost could be offset by the lower cost in other aspects such as labour and rental. The flower pot will be assembled at the factory by the department of operation before it delivered to the outlet for sales or to the end users. Every month, there will be a proportion of 10% of stocks will be kept at the factory in avoiding the lacking of stocks. Meanwhile, there will also be delivery services for the flower pot but certain amount of transportation fee will be charged depends on distance.

3) **Sales Agent**

In addition, our company will hire 5 sales agents to distribute our products towards customers from various locations. These sales agents will find sales for the company and be paid based on commission. With this channel, we believe we are able to reach out to more customers that is unreachable through our existing channel. This could reduce our cost of setting the outlet at specific location since we have sales agent around that area.

Indirect channel

1) **Wholesaler and retailer**

For indirect channel, Nera will distribute the products through wholesaler and retailer. We will collaborate with wholesaler like Tesco and retailer such as Garden infrastructure developer. This channel can further expand our market reach to more areas throughout Malaysia. Besides that, such channel could also reduce the inventory cost for Nera. Thus, it further improves the efficiency of our business. Besides that, wholesaler and retailer that we selected possess certain reputation in the industry. Hence, it contributes directly to the sales of our product as it instils confidence in the customer's perception.

4.4 Promotions and Advertising

The marketing communication strategies and techniques is all under the promotion heading. Activity such as advertising, public relations, sales promotions and special offers are all included as well. No matter what channel it was used, it was essential for it to be match with the product, the price and the end user it is being targeted to. Therefore, it is very important to distinguish between marketing and promotion.

(Martin, 2014) Therefore, an effective promotion and advertising strategy is a driven key to help a business to reach the customers successfully and Nera has chosen several strategies to promote this product.

4.4.1 International Trade Exhibition

During the developing stage of the company, there will be a limited number of people who know about Nera Company and the product. Hence those potential buyers did not have knowledge, idea and concept about the company name and products. Therefore, Nera will join the business exhibition in places like KLCC or Midvalley to gain high exposure to the public. During the exhibition Nera will display and introduced the Autopot. Nera will also explain how the product functions and how to operate the products. Besides that, Nera employees will tell the people the benefits gained from using this product and the values it could provide. During the exhibition, Nera will spot the potential customers in order to build a good relationship with them especially those office employees and households. A positive relationship with the public could build a good brand image and reputation at the same time can create positive word of mouth. Therefore the exhibition not only promotes our products, it can also establish the brand image and increase the sales for the company.

4.4.2 Sales promotion

Sales promotion is the process of convincing a potential customer to purchase the product. Sales promotion is aimed to be used as a short-term strategy to boost sales it is rarely suitable to be used as a method of establishing long-term customer loyalty. Nera will pick several methods such as coupon, Sales discount, free gift and cash rebate.

1) Sales discount

Since Nera is new to the market therefore it is essential to instil confidence on customers towards the company products. There will be certain risk which will affect their decision such as financial risk and performance risk of our products. Therefore,

Nera will use certain sales discount in order attract the customers while creating awareness to the customers and increase the sales at the same time. It reduce the financial risk and allows more customers to try our product. By implementing the sales discount, the customers will go to the outlet to purchase the products or go to the factory to purchase. It also motivates them to share to their connections and boost more sales for the company.

2) Coupon

Nera will offer the coupons to the customers. For example, when customers spent above a particular total spending range, the company will give the customers some coupons to retain for the next patronize. These coupons could be discount 30% vouchers for the particular products. By using this ways, Nera can retain the customers at the same time while ensuring continuous sales.

3) Free Gift

Finally, Nera also offer free gift to the customers for those who purchase the product from us. For instances we can find several firm giving out free gift during exhibition for their customers. By using this ways it can increase our sales at the same time and also will help firm s promote their good name. It could achieve the win-win situation for both parties.

4.4.3 Social Media

Nera will use social media such as own website, Facebook, YouTube, and LinkedIn to promote the Company's products. Nowadays, social media play an important role to help a company to promote their products and services. In addition, social media able to increase the awareness of public to a particular business. By using social media, it able to reach out to more potential customers throughout the country. Not only that, it is able to provide timely information for the customers regarding any updates of our

company. It also serves as a platform to interact with the customers as customers could leave their feedback on our website or Facebook page. Thus, we are able to solve customer's enquiries and problems and increase their satisfaction. These eventually improve the sales of the company. Lastly, it is also eco-friendly as compared to the traditional ways of distributing flyers at the same time effective in reaching our target market.

I. YouTube

Nera will upload a short video on Youtube to introduce our product. Most of the questions could be answered in the video as we have employees to explain our product part by part. Therefore, it will help the potential customers to understand how to use the products through demonstration. This provides better understanding towards the customers and grant them better acceptance since they are able to familiarize with the product.

II. Facebook fans Page

Next, Nera will create a Facebook fans page for the company which named as Nera - New Era Green Technology. The fans page name contains the company Nera Sdn Bhd which could help people to differentiate the company's fans page with other Companies' fans page. Facebook users can easily find out what kind of products the company is selling since the pages includes the description of the products offered in the page. Besides that, Nera will update company latest news on the page to keep customers informed of the company. In addition, it allows customers to provide their feedback or questions which will be attended by our staff immediately. This allows better interaction between the company and customers which will enhance better loyalty towards the company.

III. LinkedIn

As we know, linkedin is the professional social media platform and we can upload our products on it to inform the users of new offerings by us. Thus, we can upload our products at the categories of green technology. Since we are mainly targeting office employees, LinkedIn is an excellent platform as it contains tremendous connections of professionals. By using LinkedIn, we are able to reach our target market easier which eases our trouble in reaching them.

4.4.4 Print media

For the customers that did not use the social media or the internet, Nera will used the traditional print media to inform them our products since the online social media could not reach them. Thus, print media such as newspaper, flyer, and magazines is being utilized in order to reach them.

I. Newspapers

Nera will make an advertisement on the popular newspapers such as Guang Ming Daily, KwongWah daily The Star or Berita Terkini. In the advertisement, the company will introduce the company products and incoming promotions. Besides that, the company will put the contact number and company location and the e-mail in order to ease the potential customers to reach the company.

II. Flyers

Other than that, the company might hire some part time workers to distribute the flyers at the certain residential area. Since not every household purchase newspaper thus by distributing the flyers it can help to reach more people to know about the company existence and aware of the products offered.

III. Magazine

Nera will advertise the products on the magazines such as The Plant, Plant Society and Frankie magazines. For those who might have interested in plant, most of them will purchase the magazines in order to look for the information regarding the plant. By advertising the information at magazines, Nera is able to inform the potential buyers about the company products.

4.4.5 Product Bundling

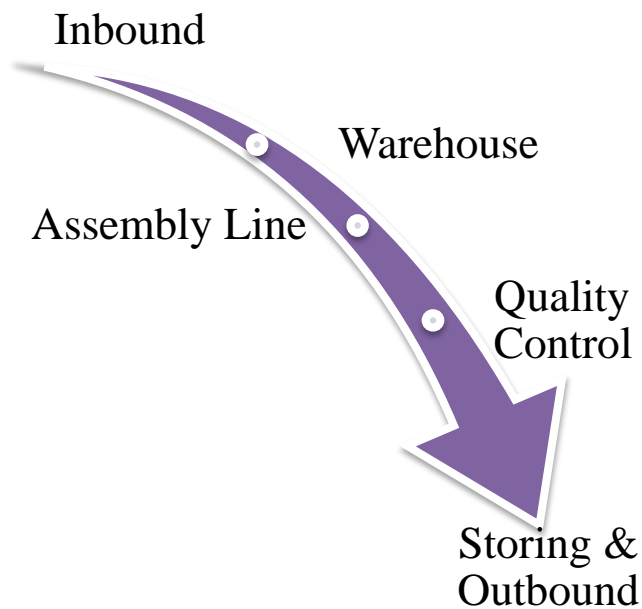
Product bundling is a tactic of combining two or more products or services together. By doing so, it creates differentiation, greater value and hence enhancing the offering to the customer. It is usually deployed when group package instead of individual items are more valued by the customers.

. Therefore, Nera can provide certain plant to be sold together with the smart flower pot. It comes together at a cheaper price compared to purchasing it individually. Therefore, it can provides greater value for the customers as they are able to get their favorite plant together with the plant and save their trouble since they can obtain both at one purchase.

5.0 PRODUCTION PLAN / OPERATION PLAN

5.1 Manufacturing Process

Figure 5.1 Manufacturing Process of Company



Sources: Developed for the research

5.1.1 Inbound

In the first stage, Nera will receive all of the raw materials required from our suppliers, such as the glass receptacle or vessel from Chee Keong Glass Trading and the Garden Infrastructure Developers with the soil moisture sensor, water pump and other part. Our company is practicing batch production of the product; we need to forecast the demand like every company had done before, to get the information about how many product will be sell in one month to know how much material need to be order only can match

the demand of the product. After receiving the raw material, our employees will have a quality check on all of the material, making sure there are no damage on the material. After the inspection process, all of the material will be store in the warehouse or store room.

5.1.2 Warehouse / Storeroom

The personnel of storeroom will store all the part of the product according to the size and category to improve efficiency of the process. Then, they will receive a printout of information about the components required for the production process. This process provides them sufficient information for the sorting process of the components. In order to achieve zero minimum in the process, each of the materials will has a sticker label with a code to identify for sorting purposes. When the personnel receive the order, they will transfer the material part by part to the production line according to the customer's order. This can reduce the confusion among the workers of which components to be used and time of processing a product can also be decreased.

5.1.3 Assembly Line

Our employee of assembly line will start up the process with the design of the product when received the order. This is main production part for the company as each of the part will assemble and install at this stage. Firstly, the high skilled employee will assemble the electronic device, like the soil moisture sensor, water pump, LED indicator and other part will combine together to form the automated watering system which is the major part for our Autopot. The process must be careful and smooth to reduce the damage case in the production line.

Next, the automated watering system will be assembled together with the glass receptacle or vessel. In this process, it must be cautious to ensure no damage on the glass receptacle. After all the production process, the final product needs to be tested before selling it to the market.

5.1.4 Quality Control

After the product had finished assembling, it will move to the quality control section or stage where the final product will be closely inspected. The test analysis of the product will be done at this stage. The Autopot will be intensively tested by putting on weights to get the information about the maximum weights which can let the glass vessel can hold and will not damage it. Furthermore, the automated watering system will be tested by on and off around 5 times to confirm it will function smooth. All of the test can further reduce the amount of defects goods returned by the customers.

5.1.5 Packaging

The final product will move to the packaging department after they completed the quality control process. The employees of packaging department will wrap the final product with a thick transparent plastic to avoid any damaged during delivery process. After that, the final product will be pack into a paper box which can provide the protection to the product and avoid any dirt and dust while transporting to the outlet or customer's location.

5.1.6 Storing

After the packaging stage, the final product will be stored in the warehouse and waiting to be shipped out to the outlet or customer's location. The product will ship out according to the information provided. Our staff will label the product with the bar code, stickers' indicating the production date, location to be shipped and the shipped out date. This can avoid the mistake of shipping out the wrong product to the wrong person, and provide the clear information about the product to the customer.

5.1.7 Outbound

Nera will combine all the order which is located at the same location and send out the product at once to reduce the delivery cost. When the logistic partner arrived at our warehouse, our employee will load at the product which have destined to a same area of location into the trucks. There are a safety procedures or sequence to make sure there are no damage to the product when loaded. At last, the operation manager will communicate with the drivers to make sure they will deliver the goods to the correct destination and the right person.

5.1.8 After-Sales Service or Feedback

This is the last procedures about the sales process, our company will provide a one year warranty to our customer for the product. If the product is found to be defects within the period of one year, the customers can send the product to the factory through postal or bringing to the outlet where they purchase. Our employees will exchange a new product to replace the defective product.

We will also record the customer feedback about the product and conduct a small meeting with customer when they are not satisfied about the product as we will try our best to solve the product and willing to use the feedback as competitive information to improve our product in the future. By doing so, we could come out with better quality product that could better cater to the customer need and wants.

5.2 Availability of Qualified Labor Pool

Nera divides the labor pool into 3 categories which are production, administration and sales. Firstly, Nera do not produce the components itself but rather outsource it and simply assembling them in the factory. Thus, the company production is mainly focusing on assembling the components into the actual product. Therefore, the

company plans to hire 10 permanent workers in the production department to enable the company to meet the demand of customers. In order to reduce the cost of hiring a manager, one of our founders which is Mr. Seah would be personally monitoring the daily operations of manufacturing process to ensure proper flow of conduct. Besides that, he would be in charge of quality control at the same time to prevent any possible defects in the production that could destroy the brand reputation. However, a warehouse supervisor would be recruited to responsible for the replenishment of the products in the warehouse and to come out with ideas that would improve the current supply chain management.

Meanwhile, Nera is using our own transportation service to deliver the products. This decision is mainly because the demand of our products is not that large in the beginning of our business hence does not require frequent delivery of products. Besides that, it is also a worth investment as lorry will serves as a fixed assets that could be used to deliver products in the long run.

For the sales department, Mr. Ong which is one of the founders will be acting as Sales and marketing manager who decided to hired 5 sales personnel to assist the company in getting sales while creating awareness of our products to the public. Most of the personnel would be away from office and getting sales as this is the early stage of the business and getting sales is crucial for the sustainability of the business.

Furthermore, we will be outsourcing cleaning service as well as security services as it would be cheaper and better since they are well trained. We will be taking 1 cleaners who in charge of the factory cleanliness. We are keen to do so to ensure the hygiene and a conducive environment for every employee. Also, we will be taking in one security guard to ensure the security of the warehouse to prevent any theft or unauthorized access to the warehouse.

For the qualifications, we would only require a minimum of SPM and the ability to communicate in English, Bahasa Melayu or Mandarin for normal production workers. Nera would provide training on how to assemble the components which leaves the ability to communicate and understand orders the only requirements for the production workers. The recruit is not necessary to have experience since this is a new product.

However, the sales personnel that would be recruited would require a bachelor degree on any field of marketing or sales and the ability to communicate in English, Bahasa Melayu or Mandarin because this department is crucial to the company. It requires knowledge to predict sales, runs marketing activities as well as gaining sales for the company through interaction with potential customers. Hence, the requirements would be a little bit higher compare to production workers. Nevertheless, recruits with background experience are given priorities for the positions since it would help applying new knowledge from previous company to Nera.

Lastly, our company would be providing 15% EPF and SOCSO for the workers to ensure their welfare are being taken care. Not only that, the wages rate would be following the local employment rate and abide the rules of regulations of minimum wages rate of RM1000. These actions are implemented to ensure employees satisfaction and commitment to the job.

5.3 Physical Plant

The outlet of Nera will be located at Kelana Jaya while manufacturing factory will be located at Gopeng, Kampar. Hence, the company will have two different physical plant layouts and it is included in the appendix regarding the plan for the factory and outlet's layout.

5.3.1 Physical Outlet Layout

For the layout of outlet, Nera will use the office's layout which the sales and customer-facing activities will be conducted in the front office whereby for the back office there will be administration jobs or any of the research and development activities will be carried out. For the front office, there will be including reception, product display area and waiting area for the customer. Since the products are selling directly to the customer, Nera have stored some product in outlet store room. There is only few products display in the outlet, which means that the outlet does not need too much space consumption for the product display area. There will be a waiting area for customers which situated nearby the product display area. When customers need for the information regarding the products, the staff will provide further explanation to the customers there. Besides that, when there is a job applicants coming for interview, they can wait at the waiting area for their interview session.

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

5.3.1 Manufacturing Factory Layout

Nera will build three warehouses in the manufacturing factory which are raw materials warehouse, semi goods warehouse and finish goods warehouse. The raw materials warehouse is used for the purpose of storing newly received and unused raw materials. Workers have to get the raw materials that they needed for production process from the

raw materials warehouse. After the raw materials being used, the remaining raw materials will be sending back to the warehouse. Whereby for the products that in progress and unable to finish on that particular working day, the products will be kept in a semi good warehouse. The production process of the semi goods will proceed in the next working day. After the final products are being produced, the products will be kept in the finish goods warehouse. Hence, when there are orders from customers, the workers will unload the products from finished goods warehouse and then deliver to the customers or deliver to the outlet for replenish purpose.

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

5.4 Machinery and Equipment List

Refer to the Appendix 4 Machinery and Equipment list that had been used by Nera Sdn. Bhd.

5.5 Names of Suppliers of Raw Materials

It is vital for us to look for the right suppliers with good reputation that manage to provide us the raw materials with high quality, low cost and deliver in time. Materials required for key manager are as follow.

1. Molex (Malaysia) Sdn. Bhd

Raw Materials - Arduino Pro Mini, LED light bulb, vibrator and tiny wire, Water Pump Motor, 10 Segment Digital Tube Light Bar, USB cable.

Address- 2607 Jalan Perusahaan, Kawasan Perindustrian Perai, 13600 Perai, Penang.

Tel- (+604) 5032288

Fax- (+604) 5078140

2. Destiny Electronic Centre

Raw Materials - Battery and battery holder.

Address - 4238 & 4239, Jalan Kampung Benggali, 12200 Butterworth, Pulau Pinang, Malaysia.

Tel - (+604) 324 7699

Email - sales@destiny-electronic.com.my

3. Goodwill Instrument (M) Sdn. Bhd.

Raw materials - Ultrasonic sensor, Electronic Board Plastic Cover, Soil Moisture Sensor.

Address - 27, Persiaran Mahsuri 1/1, Sunway Tunas, Bayan Lepas, Penang, 11900, Bayan Lepas, Pulau Pinang, 11900, Malaysia.

Tel – (+604) 630 9988

4. C&W Hardware Sdn Bhd

Raw materials - 5V 1A AC to DC Power Supply Adapter, 5V 2way relay switch , BC 547 Transistor, Water Pipe, Glue Stick for Hot Glue Gun.

Address - 10, Jalan Tiga, Off Jalan Sungai Besi 55200 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur Malaysia, Malaysia.

Tel – (+603) 9222 6296

5. Chee Keong Glass Trading

Raw materials – Glass

Address - 9, Jalan Biji Timah, Ipoh Perak 30000 Malaysia.

Tel – (+605)-254 4445

Fax – (+605) 254 4445

5.6 Quality Control

Nowadays, most of the customers are more concern on the product quality instead of the price. Hence, quality control has become one of the important elements for Nera because it can ensure good quality of product for the customers. If Nera fail to provide a good product quality to the customers, the organization might lost the market share and unable sustain the market. There are the few method that used by Nera to control the quality of product.

5.6.1 Education and Training

First of all, Nera will provide training program for the employees in order to enhance their knowledge and skill of the job. This equips them the ability to better assembling the product and understand how the product function. Eventually, it would improve the productivity of employees and reducing the likelihood of doing mistakes.

5.6.2_Reliable Suppliers

Next, Nera will choose to deal with few reliable suppliers. These reliable suppliers are fulfilling certain characteristic such as able to delivery raw material on time, good communication and having reputation in their respected industry. The main purpose of dealing with these suppliers is to ensure that they able to provide a high quality of raw material at the reasonable price.

5.6.3_Raw Materials Checking

The quality of raw material is very important to produce a good quality of product. During the initial stage of the operation and production process, Nera will conduct raw material checking in order to ensure no defective components are used for the production. If defects components had been found, Nera will return the raw material back to the suppliers.

5.6.4_Machinery Checking and Maintenances

In addition, Nera will make regular machinery checking and conduct maintenance for machinery in order to ensure that all machineries are in well condition. No matter how good is the quality of the raw material, if the machinery and equipment are not in good condition it will surely affect the efficient operation and production process. Hence, regular checking and maintenance of equipment will help to produce good quality of product.

5.6.5 Final Product Checking

Lastly, Nera will also conduct final product checking before selling the product to customers. This can ensure that all products that had been sold to the customers are in the good quality and meet customer's expectation. As a result, it will help to instil confidence on the customers and establish good corporate reputation.

5.7 Customer support

Customer service and support (CSS) is performed by company's customer relationship management (CRM) department. They will interact with the customers through contact centre, the help desk and even call management system with the ultimate aim of benefiting them. It is also an initiative of prioritizing the customer's needs by constantly providing professional, helpful and high quality services assistance throughout the process of sales to ensure their requirements are met. It plays the important role for company to understand the customers' satisfaction towards our company products and the company are able to take the necessary strategy to meet customer needs and wants.

5.7.1 Hotline or toll number

Nera will provide a hotline service to the customers. The customers can reach Nera by calling the hotline number which is 03-77835111. Customers can get the number from the business card, printed material, social media, and company website. Besides that, any enquires and problems from the customers can be reached through the hotline. Our employees will be kind enough to solve their enquiries and problems for them. Besides that, Nera will contact the customers for after sales services with the hotline number to ask for their satisfaction after using the products. Finally, our operators will ask the customers for feedback regarding the performance of our products and any idea to further improve our products. We feel that it is a very effective way as we could better

address the customer's needs by listening to them. It not only allows us to take necessary strategy to outperform other competitors but able to maintain a good relationship with them as well.

5.7.1 After Sales Service

Nera also provides sales services to the customers which is the one year warranty. For those products who are found defective within the period of one year, they can deliver the product back to the factory through postal or bringing it to the outlet where they purchase. By providing the warranty, it provides customers confidence towards our product and improve their satisfaction.

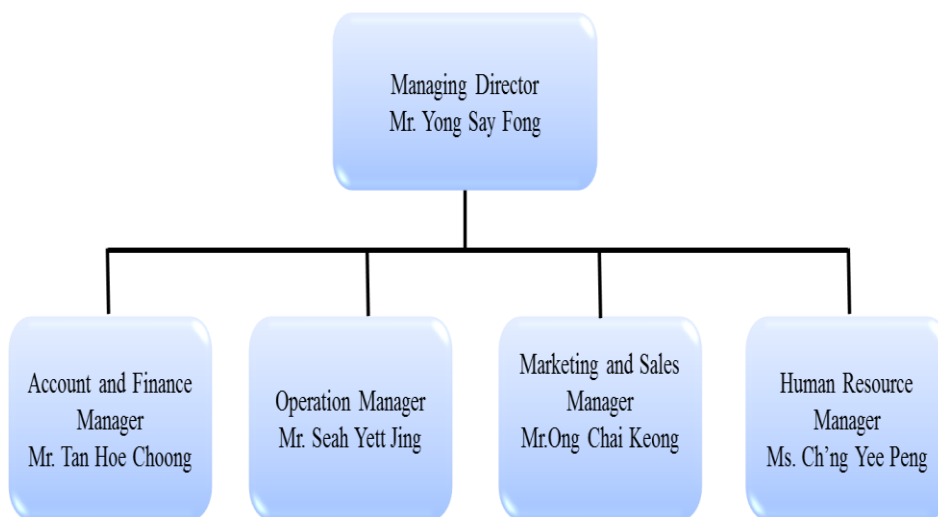
5.7.2 Company website

Nera also have own company website which www.nera.com.my. Customers could access our website to gain the latest update regarding our company and products. They are also feel free to leave their feedback or comment for our products and services. The website able to lead the company in building a stronger relationship with between the customer and our company.

6.0 Management Team

6.1 Management Team

Figure 6.1 Management Team



Sources: Developed for the research

6.1.1 Introduction

We have realized that a strong management team is very important because it able bring successful to an organization. Hence, Nera usually will arrange each of the position of management team based on their education, knowledge, skill and experience. In Nera Company, there are five managers of management team which are Mr. Yong, Mr. Tan, Mr. Seah, Mr. Ong and Ms. Ch'ng.

6.1.1 Profile of Management Team

Managing Director

Mr. Yong Say Fong will be appointed as Managing Director. He will be responsible to overlook company daily operation and establish business strategy guidance to ensure company achieves its mission and vision.

Mr. Yong just graduated from Universiti Tunku Abdul Rahman as a degree holder of Bachelor Degree of Business Administration (Hons) Entrepreneurship with first class honour. Therefore, he was fulfilling all particular knowledge, skill and ability needed in organization. Besides that, he also has an excellent leadership skill and good communication skill which enables him to manage and run business smoothly and successfully.

Account and Finance Manager

Mr. Tan Hoe Choong will be appointed as Account and Finance Manager. He will be responsible for the company financial activities which including of reporting company's profit, expenses, and the overall company financial position.

Mr. Tan is a degree holder of Bachelor Degree of Business Administration (Hons) Entrepreneurship from Universiti Tunku Abdul Rahman. He is very sensitive for any single number change, good in accounting and financial subject while studying in Universiti Tunku Abdul Rahman. Besides that, he has various working experiences as an assistance accountant. Therefore, he had gain a lot of knowledge and skill to handle company financial activities.

Operation Manager

Mr. Seah Yett Jing will be appointed as Operation Manager. He will be responsible to oversee company cash flow and ensure company operation able to run smoothly and efficiently.

Mr. Seah is a degree holder of Bachelor Degree of Business Administration (Hons) Entrepreneurship at Universiti Tunku Abdul Rahman. He is very interested on operation management. Besides that, he had worked as an assistance operation manager before studying in UTAR. He had gain various experience on managing and controlling company stocks and inventories. Hence, he will be the best candidate to assign as Operation Manager.

Marketing and Sales Manager

Mr.Ong Chai Keong will be appointed as Marketing and Sales Manager. He will be responsible to handle company's advertising activities and identify marketing opportunities.

Mr. Ong holds a degree in Bachelor Degree of Business Administration (Hons) Entrepreneurship from Universiti Tunku Abdul Rahman. He is excellent in communication skill and able to speak fluently in Mandarin, English and Malays. Hence, he is able to build and maintain a good relationship with the media and customers. Besides that, he had also worked as assistance sales manager at his family company during semester breaks. Therefore, he has ability to meet customers need, want, and preference.

- Human Resource Manager

Ms. Ch'ng Yee Peng will be appointed as Human Resource Manager. She will be responsible to coordinate all human resource activity such as recruitment, selection, and providing training for the employees.

Ms. Ch'ng is also graduated from Universiti Tunku Abdul Rahman as a degree holder of Bachelor Degree of Business Administration (Hons) Entrepreneurship. She has an excellent negotiation and communication skill, thus she has a good relationship with an employee. Ms. Ch'ng had participated in various talks or seminar such as "Successful Negotiation", "Employment Relations and Misconduct Workshop" and etc. Therefore, the knowledge she gained can be apply to her job. In addition, she is very

friendly, honest, and hardworking person so she will be the best candidates to suit this position.

6.2 Key Professional Service Providers

Electronic Engineering Consultant

Company Name: Mobicon-Remote Electronic Sdn Bhd

Phone : 03- 7783 2257

Fax : 03- 7783 4316

Email : sales-kl@mobicon.com.my

Mobicon-Remote Electronic Sdn Bhd is the electronic engineering firm which are providing electronic engineering consultant to Nera Company. Mobicon-Remote Electronic Sdn Bhd is very expert in electronic components and testing programmer. The firm is located at No. 19 Jalan PJS3/59, Taman Sri Manja, 46000 Petaling Jaya, Selangor, Malaysia. Mr. Jasmond Chooi was a Senior Electronic Engineering from this firm who will provide advice to solve any electronic problem for Nera.

Figure 6.2.1 Location of Mobicon-Remote Electronic Sdn Bhd



Accounting Consultant

Company Name: Alan Yoon Associates

Phone: 03-9281 1302

Alan Yoon Associates is an accounting firms which are providing accounting consultant to Nera. The firm located at No. 50-1, Jalan 1/76D, Desa Pandan, 55100 Kuala Lumpur, Malaysia. Dr Yoon Chung Sin has many years working experience in the area of accounting and finance. Hence, Dr. Yoon will help company to manage accounting, risk management and finance.

Figure 6.2.2 Location of Alan Yoon Associates



Legal and Law Consultant

Company Name: Tan, Ng & Ong Law Office

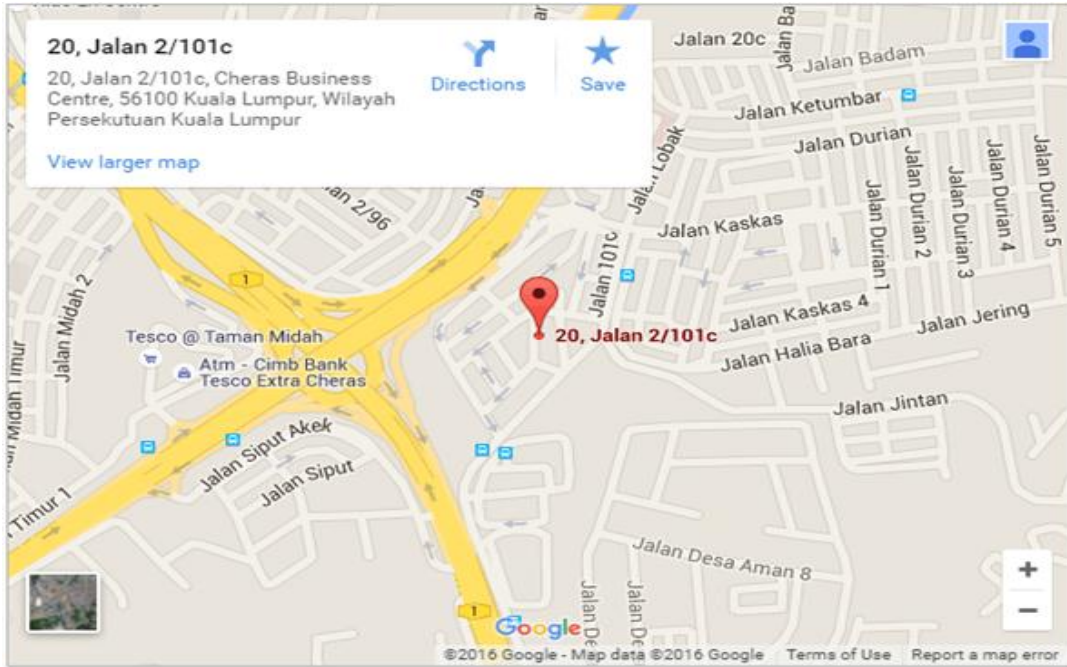
Phone : 013-91301921, 03-91301801

Fax : 03-91301922

E-mail : trolaw@gmail.com

Tan, Ng & Ong is law firm which are providing legal consultant to Nera Company. The firm is located at 20-3-8, Jalan 2/101C, Cheras Business Centre, Taman Cheras, 56100 Kuala Lumpur, Malaysia. One of the members of this firm which is Mr. Ng Chee Keong will help company to solve the problems which are related to legal disputes. Besides that, Mr. Ng will also help company to prepare all legal documents such as supplier's agreement.

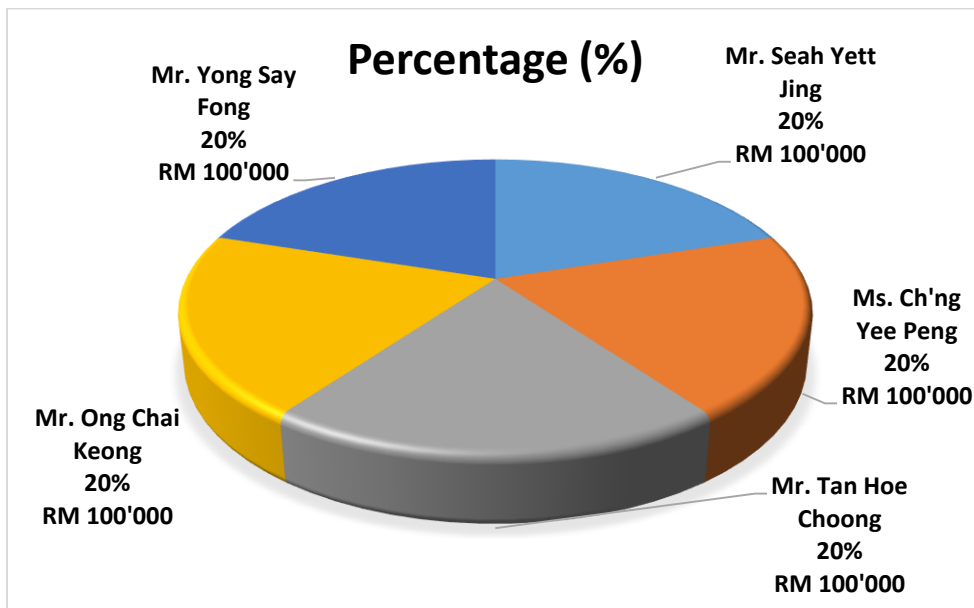
Figure 6.2.3 Location of Tan, Ng & Ong Law Office



7.0 COMPANY STRUCTURE, INTELLECTUAL PROPERTY, AND OWNERSHIP

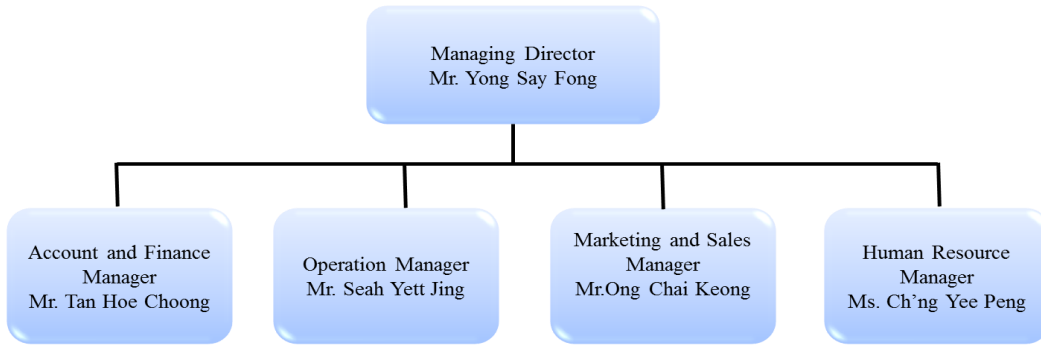
7.1 Organizational Structure

Pie Chart 7.1 : Contribution Each Of The Company Shareholder



Sources: Developed for the research

Figure 7.1 Organization Chat



Sources: Developed for the research

Table 7.1 : Organization Structure

<u>Director of Account and Finance</u>	<u>Director of Operations</u>	<u>Director of Marketing and Sales</u>	<u>Director of Human Resource</u>
Accounting	Research and Development	Sales and Marketing	Recruiting and Staffing
Financing	Supply Chain Management	Public Relation	Employee Training and Development
Budgeting	Quality Control	Recruitment and Training	Employee Relations and Communication
Purchasing	Production Control	Customer Service	Compensation and Benefits Administration

Sources: Developed for the research

Nera is a small start-up business in the market so we have decided to draft a simpler and flatter organizational structure with few employees. It is a simple structure according to Mintzberg's Framework. This structure is suitable for small and start-up organizations as it can provide direct supervision of subordinates and administration in each specific functional area, such as operations, finance, marketing and human resources department. On the other hand, another reason is to prevent from making complex structural decisions like the large firms in the market as it may cost us time and making the wrong decisions for the company. Furthermore, we decided to be slightly formal to avoid our employees from becoming confused and muddled as our company grows larger in the future. The simple organizational structure allows the communication of goals from the management team to the employees. It allows the top manager to have better control over the employees at the bottom level of the structure. Each of the different departments also has their own responsibility and respective role which collaborate to achieve productivity.

7.1.1 Chief Executive Officer (CEO)

First of all, the organizational structure also has been defined as a system that determines each and every job in an organization and their respective functions together with their hierarchy of authority (Lucy, F., n.d.). Besides that, the CEO plays a significant role in a company. The CEO is responsible to oversee the entire operation of the company including purchasing, manufacturing and marketing efforts for the product. The decision made by the CEO can affect the entire company and influence people, particularly the subordinates. The CEO holds the highest authority and responsibility to control over the entire operation of the business and make the ultimate decision for all the business activities. As a CEO, he needs to determine the company's target, goal and objectives and make sure they could be accomplished in either long term or short term period. In addition, the CEO also has to ensure that the entire department are working in a

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

7.1.2 Account and Finance

The Director or manager of Finance has the responsibility to oversees activities of Nera such as finance, purchasing, budgeting and accounting. The major function for this department is to provide the financial support, analysis and professional accounting services to Nera. Department of Finance also work closely with the marketing and operation department of the company to provide

the necessary financial support, professional accounting information while at the same time controlling the expenses incurred. The manager of finance department will provide some advises on the new marketing plan or new expansion of the company as well as course of actions to be taken. Furthermore, the finance manager also have the responsibility to control and developing a perfect fund raising strategies to provide the necessary fund raising activities to support entire market activity of the company.

Besides that, he also need to have the clear information and responsible to purchase the best quality equipment and raw materials as needed by operation department at the most competitive prices in the market. Other than that, department of finance and operations need to cooperate to maintain a good relationship with the suppliers to ensure that they will provide the quality material at a prefect price range to Nera. Hence, it will enable Nera able to produce quality product and sell it into the market. Moreover, finance department also have the right to prepare the finance budget to the company which will be the guide line for the other department. On the other hand, the information of the budget will tell us whether the company are earning profit or loss and provide the clear information of the financial level of the company.

7.1.3 Operation Department

Operation Manager has the right to supervise and oversee the entire production activities of Nera which include the production operation, quality control, supply chain management and the research and development. The main purpose of operations department is to produce a high quality and technology flowerpot which can generate a lot of advantage to the environment.

The operation manager need to plan the working stations and facility layout, determines the processes and activities to be carried out as well as the number of worker need to be allocated in each of the working station. The company can reduce the production hour for a product, if the operation manager can provide

the perfect layout of the facility and allocated the right person at the right place. Furthermore, he also need to determine how many units and types of equipment need to be purchased to provide the smooth production processes and match the need of the market.

Besides that, the manager of operation also needs to control the quality of the product. He needs to make sure each of the employees have the skill to produce a high quality product to the market. Due to that, he needs to conduct some test for the workers to maintain their skill and knowledge. The operation manager also in charge of the supply chain management, he has the responsibility to build a good relationship with the supplier to get the better quality of raw material only then he can produce a good quality product and sell it into the market. He needs to determine the amount of the raw material, no more or less, if more it will become a waste, if less it will not be enough for the company to run the daily task. At last, the operation manager needs to have the knowledge to generate a research and development for the new product. The continuity to launch new product into the market can help the organization to maintain the market share and attract the customer attention, they may try and buy the product in the future.

7.1.4 Marketing and Sales

The organizational structure is said to be very important and interrelated with the organization's performance (Zoetermeer, 2005). In the organization structure, there are two separated divisions under the supervision of Marketing and Public Relation Manager whereby they are Sales and marketing. Sales and Marketing Division will be the one who is in charging of various marketing strategies and techniques in order to improve the company's sales and profits. The personnel that in charge need to execute the sales process and also direct communication with the customers. They must first understand the needs of the customers and try to fulfill the needs desired by the customers through delivering the appropriate and timely information to the customers. So, the salesperson must have adequate understanding about the products so that they could conduct demonstration to the customers professionally. The marketing is needed in order to maintain the image and reputation of the company by observing the publicity of the company and to maintain and strengthen a good relationship with customers. In addition, they are also responsible in having a direct contact with public in organizing press media especially when launching a new version of product. Besides that, marketing department also need to organize and plan some appropriate promotion events in order for the public to get to know the feature of the company's product.

7.1.5 Human Resource and Administration Department

There are two divisions under the supervision of Human Resource and Administration Manager which are Human Resource and Administration. Human Resource Division's objective is to recruit new employees, interview suitable candidates, select right candidates, give hands-on training, evaluate the employees' performance and reward the employees. Human Resource Division is also required to train and develop the employees in order to enhance the effectiveness and efficiency of

employees in the workplace. Besides that, Human Resource Division needs to handle the employee's benefits and rewards such as holidays, insurance, annual leave and so on. The personnel in charged have the responsibility in increasing the satisfaction of the employee's job and working conditions. It is believed that by satisfying employees especially on the non-wages rewards will directly increase and improve the productivity of the company. Followed by the division of administration, it is under the supervision of Human Resource and Administration Manager. The job scope for administration officer is to perform the overall administration task which includes providing general clerical support such as documenting, mailing, faxing, and reporting to the management. This is to make sure that the company has balance manpower to support the daily operation of the company.

7.2 Legal Structure

Nera has 5 shareholders and it will be formed as a private limited company. It can also be called as Nera Sdn. Bhd. This action is to protect the shareholders by separating it as a legal entity which will leads to limited liability of shareholders. Besides that, personal financial condition will not affect company condition and personal assets of Nera's shareholders will not be exposed to the risk of being seized by creditors especially when the company is experiencing financial distress. Furthermore, Nera choose the limited company because it can easily set up the company as the minimum number of shareholders required to start the business are only two. In the future, the number of shareholders can still be increase up to a maximum number of 50. Finally, the scope expansion will be higher, because it is easy to increase the capital from financial institutions and the limited liability advantage. In short, legal structure of Nera will be bounded or governed by Companies Act 1965.

Shareholders Agreement:

Five managers of Nera have made an agreement that they are not entitled to get salary at the first year of starting the business. However, managers will share the revenue by referring to the percentage when company earns profit as the managers understand our products take time to be noticed in the market.

Table 7.2: Percentage of Company Shares

Name	Position	Capital	Stake%
Mr. Yong Say Fong	Managing director	RM100 000	20
Mr. Tan Hoe Choong	Account and Finance manager	RM100 000	20
Mr. Seah Yett Jing	Operation Manager	RM100 000	20
Mr. Ong Chai Keong	Marketing and Sales Manager	RM100 000	20
Ms. Ch'ng Yee Peng	Human Resource Manager	RM100 000	20

Sources: Developed for the research

7.3 Intellectual Property

7.3.1 Trademark

Trademark involved words, letters, pictures, and numbers in order to let customers to recognize company's products and services. Nera Sdn Bhd. had decided to apply and register as a trademark which is able to differentiate its company with other competitors. Besides that, trademark is protected by law so it can avoid company's name and logo being imitated by unauthorized person. We have the right to sue them if other companies use our trademark to do business.

7.3.2 Patent

Nera had also decided to register patent for flower pot design at Intellectual Property Corporation of Malaysia (MyIPO). This patent can be protected up to 20 years from the date of filling. One of the benefit is patent was created with a legal right to prevent other competitor to imitate or launch a similar product. In other words, Nera have the right to take legal action if other parties have make, use, and sell similar product without appr

8.0 FINANCIAL PLAN

8.1 Capital Requirement for the Next Five Year

Nera Company has five shareholders and each of the shareholders will contribute RM100, 000 and hold 20% of the company shares. The shareholders who contribute are Mr Yong Say Fong, Mr Ong Chai Keong, Mr Seah Yett Jing, Mr Tan Hoe Choong, and Ms Ch'ng Yee Peng. The total amounts of capital invested are RM500, 000.

Table 8.1: Sources of Funds

Name of Shareholders	Contribution (RM)	Percentage of Share (%)
Mr Yong Say Fong	100,000	20
Mr Ong Chai Keong	100,000	20
Mr Seah Yett Jing	100,000	20
Mr Tan Hoe Choong	100,000	20
Ms Ch'ng Yee Peng	100,000	20
Total	500,000	100

Source: Developed for the research

Table 8.2: Start-up cost

Particulars	Notes	Costs (RM)	Costs (RM)
Assets			
Office Equipment	1	25,982	
Motor Vehicle	2	25,000	
Fixture and Fittings	3	107,096	
Machinery	4	33,262	
			191,340
Expenses			
General Expenses	5	115,720	
Aministrative Expenses	6	4,110	
Sales and Marketing Tool Expenses	7	1,280	
Advertising	8	2,500	
			123,610
Total Start-up Cost			314,950

Source: Developed for the research

Note 1: Office Equipment

No	Items	Specification	Unit	Unit Price (RM)	Total (RM)
1	Closed Circuit Television (CCTV)	Vstarcam - C7837WIP	10	158	1,580
2	Printer	Canon - PIXMA E400 (Print / Scan /Copy)	1	174	174
3	Punch Card Machine	OEM - Analog-A	1	315	315
4	Computer	Lenovo - C360T	8	1,649	13,192
5	Projector	UNIC UC28+	1	210	210
6	Air Conditioners	Panasonic CS-PV9SKH	5	1,038	5,190
7	Stationery	-	-	700	700
8	Office Phone	Panasonic KX-T7703X	10	71	710
9	Point of Sale	Point of Sale Dynamic	1	3,513	3,513
10	Fax Machine -	Panasonic KXFP701	1	398	398
Total					25,982

Source: Developed for the research

Note 2: Motor Vehicle

No	Items	Specification	Unit	Unit Price (RM)	Total (RM)
1	Lorry - (second hand)	Canvas - Ford Trader	1	25,000	25,000
Total					25,000

Source: Developed for the research

Note 3: Fixture and Fittings

No	Items	Specification	Unit	Unit Price (RM)	Total (RM)
1	Swivels Chair	Pamica - 3OC-555(BX)BU	30	89	2,670
2	Director Office Chair	OEM - PU Leather Luxury Director Office Chair	1	239	239
3	Table	OEM - 3 Drawers with Lock Writing Table	10	249	2,490

4	Meeting Table	T.A. - DC 573	1	362	362
5	Locker	OEM - 12 - Compartment Blue Solid Metal Lockers	1	550	550
6	File cabinet	OEM - Lincoln Multi Storage Cabinet	3	129	387
7	Water Dispenser	HappyWater - HW-MST-168	2	199	398
8	Building Renovation	-	-	100,00 0	100,00 0
Total					107,09 6

Source: Developed for the research

Note 4: Machinery

No	Items	Unit	Unit Price (RM)	Total (RM)
1	Mono Laser Printer	1	312	312
2	PCB Drilling machine	1	2911	2911
3	Laminating Machine	1	1642	1642
4	UV Exposure Machine	1	485	485

5	Assembly Machine	1	26274	26274
6	PCB Inspection Machine	1	1638	1638
Total				33,262

Source: Developed for the research

Note 5: General Expenses

No	Items	Description	Unit	Price Per Month (RM)	Total (RM)
1	Rental deposit		2	6,900	13,800
2	Rental Fees			6,900	6,900 X 12 month =82,800
3	Utility Deposit	-Electricity -Water -Internet - Telephone	2	-500 -200 -160 - 300	2,320
4	Utility Bill	Includes electricity and water		1,300	1,300 X 12 month = 15,600
5	Petrol	Lorry petrol		100	100 X 12

					month = 1,200
Total					115,720

Source: Developed for the research

Note 6: Administrative expenses note

No	Items	Unit	Unit Price (RM)	Total (RM)
1	Trademark	1	2,580	2,580
2	Patent	1	1,390	1,390
3	Company Registration	1	60	60
4	Domain Name Registration	1	80	80
Total				4,110

Source: Developed for the research

Note 7: Sales and Marketing Tool Expenses

No	Items	Unit	Unit Price (RM)	Total (RM)
1	Uniform (T-Shirt)	40	30	1,200
2	Business Card	400	0.2	80

Total	1,280
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Source: Developed for the research

Note 8: Advertising

No	Items	Unit	Unit Price (RM)	Total (RM)
1	Loyalty Card	1,000	2	2,000
2	Banners	15	30	450
3	Flyer	1,000	0.05	50
Total				2,500

Source: Developed for the research

Table 8.3: Start-up Cost Available

Total Funding	RM500,000
Total Start-up Cost	RM314,950
Start-up Cost Available	RM185,050

Source: Developed for the research

8.2 Overview of financial projections

8.2.1 List of assumptions

Nera Sdn Bhd estimates the number of unit sales for every single month:

2017														
Items/Months	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Qt	Total Cost(RM)
1 Beg Inv		0	42	44	45	46	50	51	53	55	58	58	58	560
2 Production Planning		442	422	441	451	464	501	512	532	553	580	580	582	6,060
3 Actual Production		442	422	441	451	464	501	512	532	553	580	580	582	6,060
4 Inventory		442	464	485	496	510	551	563	585	608	638	638	640	6,620
5 Sales (Rm157.9/Unit)		400	420	440	450	460	500	510	530	550	580	580	580	6,000
6 End Inv (10% nxt mth Sell)		42	44	45	46	50	51	53	55	58	58	60	620	

2018														
Items/Months	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Qt	Total Cost(RM)
1 Beg Inv		60	61	62	64	69	72	74	81	85	88	91	93	900
2 Production Planning		601	611	712	735	823	842	867	904	943	953	982	1,000	9,973
3 Actual Production		601	611	712	735	823	842	867	904	943	953	982	1,000	9,973
4 Inventory		661	732	774	799	892	914	941	985	1,028	1,041	1,073	1,093	10,933
5 Sales		600	670	710	730	820	840	860	900	940	950	980	1000	10,000
6 End Inv		61	62	64	69	72	74	81	85	88	91	93	93	933

2019														
Items/Months	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Qt	Total Cost(RM)
1 Beg Inv		93	95	95	100	106	108	110	112	117	119	120	125	1,300
2 Production Planning		932	950	955	1,006	1,062	1,082	1,102	1,125	1,172	1,191	1,205	1,255	13,037
3 Actual Production		932	950	955	1,006	1,062	1,082	1,102	1,125	1,172	1,191	1,205	1,255	13,037
4 Inventory		1,025	1,045	1,050	1,106	1,168	1,190	1,212	1,237	1,289	1,310	1,325	1,380	14,337
5 Sales		930	950	950	1,000	1,060	1,080	1,100	1,120	1,170	1,190	1,200	1,250	13,000
6 End Inv		95	95	100	106	108	110	112	117	119	120	125	130	1,337

2020														
Items/Months	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Qt	Total Cost(RM)
1 Beg Inv		130	132	135	138	139	139	140	144	145	148	150	160	1,700
2 Production Planning		1,302	1,323	1,353	1,381	1,390	1,391	1,404	1,441	1,453	1,482	1,510	1,600	17,030
3 Actual Production		1,302	1,323	1,353	1,381	1,390	1,391	1,404	1,441	1,453	1,482	1,510	1,600	17,030
4 Inventory		1,432	1,455	1,488	1,519	1,529	1,530	1,544	1,585	1,598	1,630	1,660	1,760	18,730
5 Sales		1,300	1,320	1,350	1,380	1,390	1,390	1,400	1,440	1,450	1,480	1,500	1,600	17,000
6 End Inv		132	135	138	139	139	140	144	145	148	150	160	160	1,730

2021														
Items/Months	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Qt	Total Cost(RM)
1 Beg Inv		160	161	162	168	168	172	173	175	180	185	186	190	2080
2 Production Planning		1,601	1,611	1,626	1,680	1,684	1,721	1,732	1,755	1,805	1,851	1,864	1,900	20830
3 Actual Production		1,601	1,611	1,626	1,680	1,684	1,721	1,732	1,755	1,805	1,851	1,864	1,900	20830
4 Inventory		1,761	1,772	1,788	1,848	1,852	1,893	1,905	1,930	1,985	2,036	2,050	2,090	22,910
5 Sales		1,600	1,610	1,620	1,680	1,680	1,720	1,730	1,750	1,800	1,850	1,860	1,900	20,800
6 End Inv		161	162	168	168	172	173	175	180	185	186	190	190	2110

1. Nera assumes that the unit of sales will have an increase around 60% from 2017 to 2018. During 2018 to 2019, Nera predict the sales will increase about 30%. From 2019 to 2020 Nera assume the sales will keep increase about 30%. And from 2020 to 2021 will increase about 22%.
2. Ending inventory is based on the end of the year.
3. All cash from the sales will receive in the same year of selling it.
4. Rental fees for the factory are RM5000 whereas rental fees for shop are RM1900. Every month, Nera needs to pay a total of RM6900. Nera will sign a contract with the owner for 5 year with no increase the rental fees.
5. Nera will pay RM13800 for deposit of rental.
6. Insurance of the company will be RM3600 and 10% increase in each year, vehicle insurance is RM2650 and didn't have any changes in the next few years.
7. Audit Fees will be RM1500.
8. The advertising expense is RM2500 and will increase 15% each year due to the company need to provide more promotion activities in the market.
9. R&D Fee is RM12, 000; it will increase 10% each year for providing the innovation of the product.
10. The online webpage need RM1500 to start up and require RM300 for maintenance in the next year.
11. Accountant and lawyer consultancies fee will be RM3000 in each year. Other consultancies fee is RM1390.
12. The expense of miscellaneous is RM1280 in 2017, and it wills increases 10% each year.
13. Utility are assumed to be increased for 10% per year.
14. Road tax paid per year is RM800.
15. PUSPAKOM fees are to be paid on every year for RM 60.
16. The maintenance fee which is including the vehicle and machinery are RM3000, and will increase 10% each year.
17. The fixture expenses, office equipment, and machinery expense are predicted to increase 10% each year.

18. Trademark and patent register fees are RM2580 and RM1390.
19. The company register fee will be RM60 and the domain name register fee is RM80.
20. For the intangible assets, the Autopots product design will be worth RM40000 in 2017, RM5000 in 2018, RM60000 in 2019, RM70000 in 2020, RM80000 in 2021. For our trademark, it will be RM40000 in 2017, RM5000 in 2018, RM60000 in 2019, RM70000 in 2020, and RM80000 in 2021.
21. Finally, our goodwill worth RM30534 in 2017, RM41600 in 2018. RM87304.20 in 2019, RM101700.90 in 2020, and RM101710 in 2021.
22. All of the shareholders contributed a capital of RM39128 in year 2017.
23. In 2021, the shareholders agreed to invest a total amount of RM16508.10 to expand the business.

Depreciation rates are calculated using reducing balance method as below

Assets	Rates
Office Equipment	10%
Motor Vehicle	10%
Fixture and Fittings	10%
Machinery	10%

Table 8.4: Depreciation (Reducing balance method)

2017 YEAR

Item	OFFICE EQUIPMENT	MOTOR VEHICLE	FIXTURE AND FITTINGS	MACHINERY

Purchase price(RM)	25982	25000	107096	33262
DEP(RM)	2598	2500	10710	3326
NBV(RM)	23384	22500	96389	29936

TOTAL DEPRECIATION=RM19134

2018 YEAR

Item	OFFICE EQUIPEMENT	MOTOR VEHICLE	FIXTURE AND FITTINGS	MACHINERY
Price(RM)	23384	22500	96389	29936
DEP(RM)	2338	2250	9639	2993
NBV(RM)	21046	20250	86750	26943

TOTAL DEPRECIATION=RM17220

2019 YEAR

Item	OFFICE EQUIPMENT	MOTOR VEHICLE	FIXTURE AND FITTINGS	MACHINERY
PRICE(RM)	21046	20250	86750	26943
DEP(RM)	2105	2025	8675	2694
NBV(RM)	18941	18225	78075	24249

TOTAL DEPRECIATION=RM15499

2020YEAR

Item	OFFICE EQUIPMENT	MOTOR VEHICLE	FIXTURE AND FITTINGS	MACHINERY
PRICE(RM)	18941	18225	78075	24249
DEP(RM)	1894	1822	7808	2425
NBV(RM)	17047	16403	70267	21824

TOTAL DEPRECIATION=RM13949

2021YEAR

Item	OFFICE EQUIPMENT	MOTOR VEHICLE	FIXTURE AND FITTINGS	MACHINERY
PRICE(RM)	17047	16403	70267	21824
DEP(RM)	1705	1640	7027	2182
NBV(RM)	15342	14763	63240	19642

TOTAL DEPRECIATION=RM12554

Source: Developed for the research

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

1. In the first year of company establishment, all of the managers agree with no wages from the company and they will receive profit based on percentage that they invested. All shareholders will receive 10% from the profit that company generated.

2. Nera Company assumes that the salary of the employees will increase 6% per year from 2017 to 2021.

3. Salesman will receive 2% of commission for each unit that they sell.

4. Lorry driver will be paid based on the number of trip for shipment of products. The more they send the more they will be received.

5. The shipment expenses will increase 10% each year.

Table 8.5: Monthly Salaries

NO	Position	2017(RM)	2018(RM)	2019(RM)	2020(RM)	2021(RM)
1.	Manager	Empty	3500	3675	3859	4052
2.	Operator	1800	1890	1985	2084	2188
3.	Salesperson	900	945	992	1042	1094
4.	Supervisor (factory)	1600	1680	1764	1852	1945
5.	Supervisor (outlet)	2000	2100	2205	2315	2431

6.	Driver	1000	1050	1103	1158	1216
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Source: Developed for the research

1. Nera Company will hire third party to help us solve the problem such as security and cleaner. Nera will hire 1 cleaner and 1 security and with a contract for 5 year with no increase of the fees. The salary of 1 cleaner is RM1000 while the salary of security is RM1100 per person. So, total cost for cleaners and securities in each month is RM1000 and RM1100.
2. There are at least 3 supervisors in charges which are warehouse supervisor, production supervisor and quality control supervisor.

Table 8.6: Salaries for 5 years

N o	Position	Number of workers	2017(RM)	2018(RM)	2019(RM)	2020(RM)	2021 (RM)
1.	Manager	5	Empty	3500x5x12 =210000	220500	231540	243120
2.	Operator	3	64800	68040	71460	75024	78768
3.	Salesmen	3	32400	34020	35712	37512	39384
4.	Supervisor (factory)	3	57600	60480	63504	66672	70020

5.	Supervisor (outlet)	1	24000	25200	26460	27780	29172
6.	Driver	2	24000	25200	26472	27792	29184
	Total		202800	397740	444108	466320	489648

Source: Developed for the research

1. Employers are required to pay 10% of EPF based on the gross salary of the employees. Before GST was implemented, the EPF is 13% and government decided to decrease 3% of the EPF to become 10%.
2. SOCSO contribution rate are fixed and is depending on the employees' gross salary. Below is the table of rate of SOCSO for different position and total SOCSO payment that company need to be paid.

Table 8.7: Rate of SOCSO

POSITION	2017(RM)	2018(RM)	2019(RM)	2020(RM)	2021(RM)
MANAGER	EMPTY	60.35	63.85	67.35	69.05
OPERATOR	30.65	32.35	34.15	35.85	37.65
SALESMAN	14.85	16.65	16.65	18.35	18.35
SUPERVISOR (FACTORY)	27.15	28.85	30.65	32.35	32.35

SUPERVISOR (OUTLET)	34.15	35.85	39.35	41.15	42.85
DRIVER	16.65	18.35	20.15	20.15	21.85

Source: Developed for the research

Table 8.8: Payment of SOCSO

POSITION	NUMBER OF EMPLOYEES	2017(R M)	2018(R M)	2019(R M)	2020(R M)	2021(R M)
MANAGER	5	EMPTY	3621.00	3831.00	4041.00	4143.00
OPERATOR	3	1103.40	1164.60	1229.40	1290.60	1355.40
SALESMAN	3	534.60	599.40	599.40	660.60	660.60
SUPERVISOR(FACTOR)	3	977.00	1039.00	1103.00	1165.00	1165.00
SUPERVISOR(OUTLET)	1	410.00	430.00	472.00	494.00	514.00
DRIVER	2	400.00	440.00	483.60	483.60	524.00
TOTAL PER YEAR (RM)		3425	7294	7718.40	8134.8	8362.00

Source: Developed for the research

Table 8.9: Amount Of EPF (10%) That Paid By the Company

POSITION	NO.OF EMPL OYEE S	2017(RM)	2018(RM)	2019(RM)	2020(RM)	2021(RM)
MANAGE R	5	EMPTY	3500X5X 10%=175 0	1838	1930	2036
OPERATO R	3	540	567	595.50	625.20	656.40
SALESMA N	3	270	283.50	297.60	312.60	328.20
SUPERVIS OR(FACT ORY)	3	480	504	529	556	584
SUPERVIS OR(OUTL ET)	1	200	210	221	232	243
DRIVER	2	200	210	221	232	243

Source: Developed for the research

1. Total material cost per unit is RM70 included 6% of GST. Company will claim back the GST from the government.
2. Material that needed in order to assemble the smart flower pot is 1 unit of Arduino nano microprocessor board, 1 unit of water pump motor, 1 unit of soil moisture sensor, 1 unit of 10 segment digital tube light bar, 2 unit of Quick spring push wire connector(2ways), 1 unit of 5v 1A AC TO DC Power Supply Adapter, 1 of unit 5V2 way relay switch, 1 unit of BC547 Translator, 2 unit of Solder Wire, 1 Unit of 1N4007 Diode, 1 unit of

USB cable.14 Jumper wire, 1 unit of 9V battery snap clip, 9 unit of Resistor , 3 unit of LED (RED, GREEN, YELLOW), 1 UNIT of Donut Board, 10 unit of single core wire, 1 unit of electronic board plastic cover, 1 unit of USB female to micro USB female Adapter, 2 Unit of water pipe, 3 unit of Glue stick for Hot Glue Gun and finally which is 1 unit of glass box.

TABLE 8.10: MATERIAL LIST

<u>QUANTITY(UNIT)</u>	<u>DESCRIPTION</u>	<u>UNIT PRICE(RM)</u>	<u>AMOUNT(RM)</u>
<u>1</u>	<u>Arduino Nano Microprocessor board</u>	<u>10.00</u>	<u>10.00</u>
<u>1</u>	<u>Water pump motor</u>	<u>4.00</u>	<u>4.00</u>
<u>1</u>	<u>Soil Moisture Sensor</u>	<u>8.00</u>	<u>8.00</u>
<u>1</u>	<u>10 Segment Digital Tube Light bar</u>	<u>1.00</u>	<u>1.00</u>
<u>2</u>	<u>Quick Spring Push Wire Connector (2ways)</u>	<u>0.50</u>	<u>1.00</u>
<u>1</u>	<u>5V 1A AC to DC Power Supply Adapter</u>	<u>5.00</u>	<u>5.00</u>
<u>1</u>	<u>5V 2way relay switch</u>	<u>2.00</u>	<u>2.00</u>
<u>1</u>	<u>BC 547 Transistor</u>	<u>1.00</u>	<u>1.00</u>

<u>2</u>	<u>Solder Wire(1meter 1.0mm)</u>	<u>1.00</u>	<u>1.00</u>
<u>1</u>	<u>1N4007 Diode</u>	<u>1.00</u>	<u>1.00</u>
<u>1</u>	<u>USB CABLE</u>	<u>2.00</u>	<u>2.00</u>
<u>14</u>	<u>Jumper Wire</u>	<u>0.2</u>	<u>2.8</u>
<u>1</u>	<u>9V battery snap clip</u>	<u>1.00</u>	<u>1.00</u>
<u>9</u>	<u>Resistor</u>	<u>0.2</u>	<u>1.80</u>
<u>3</u>	<u>LED(GREEN, RED ,YELLOW)</u>	<u>0.2</u>	<u>0.60</u>
<u>1</u>	<u>Donut Board</u>	<u>1.00</u>	<u>1.00</u>
<u>10</u>	<u>Single core wire(1meter) Blue,red,black,yellow)</u>	<u>0.5</u>	<u>5.00</u>
<u>1</u>	<u>Electronic board plastic cover</u>	<u>5.00</u>	<u>5.00</u>
<u>1</u>	<u>USB Female To MICRO USB Female Adapter</u>	<u>5.00</u>	<u>5.00</u>
<u>2</u>	<u>Water Pipe</u>	<u>0.5</u>	<u>1.00</u>
<u>3</u>	<u>Glue Stick For Hot Glue Gun</u>	<u>0.5</u>	<u>1.5</u>

<u>1</u>	<u>Glass Box</u>	<u>9.3</u>	<u>9.3</u>
		<u>Total inclusive of GST</u>	<u>70.00</u>

Source: Developed for the research

Table 8.11: Estimated Sales Commission For Salesperson

Year	Sales quantity(RM)	Number of unit	Commission rate
2017	6000XRM157.9=RM947400.00	6000	RM947400X2%=RM18948. 00
2018	10000XRM157.9=RM1579000.00	10000	RM1579000X2%=RM3158 0.00
2019	13000XRM157.9=RM2052700.00	13000	RM2052700X2%=RM4105 4.00
2020	17000XRM157.9=RM2684300.00	17000	RM2684300X2%=RM5368 6.00
2021	20800XRM157.9=RM3284320.00	20800	RM3284320X2%=RM6568 6.40

Source: Developed for the research

8.3 Pro Forma Income Statement for 5 Years

Financial Statement 8.1: Pro Forma Income Statement for 5 Years

	Year 1		Year 2		Year 3		Year 4		Year 5	
	2017		2018		2019		2020		2021	
	Units	RM	Units	RM	Units	RM	Units	RM	Units	RM
Sales (RM157.9/Unit)	6,000	947,400.00	10,000	1,579,000.00	13,000	2,052,700.00	17,000	2,684,300.00	20,800	3,284,320.00
		RM		RM		RM		RM		RM
Less Cost of Goods Sold										
Opening Stock	-		4,200.00		6,510.00		9,100.00		11,200.00	
Raw Material (RM 70 x/Unit)	424,200.00		698,110.00		912,590.00		1,192,100.00		1,458,100.00	
Closing Stock	(4,200.00)	420,000.00	(6,510.00)	695,800.00	(9,100.00)	910,000.00	(11,200.00)	1,190,000.00	(13,300.00)	1,456,000.00
Gross Profit		527,400.00		883,200.00		1,142,700.00		1,494,300.00		1,828,320.00
Add Other Revenue										
GST Claim Back (RM4.20/Unit)	25,200.00		42,000.00		54,600.00		71,400.00		87,360.00	
Total other revenue		25,200.00		42,000.00		54,600.00		71,400.00		87,360.00
Less Expenses										
Shipment Expenses	10,000.00	10%	11,000.00		12,100.00		13,310.00		14,641.00	
Employee Salary	202,800.00		397,740.00		444,108.00		466,320.00		489,648.00	
KWSP	20,280.00		42,294.00		44,425.20		46,652.60		49,087.20	
SOCSCO	3,425.00		7,294.00		7,718.40		8,134.80		8,362.00	
Commission	18,948.00		31,580.00		41,054.00		53,686.00		65,686.40	
Cleaning Expenses	25,200.00		25,200.00		25,200.00		25,200.00		25,200.00	
Insurance 10%	3,600.00		3,960.00		4,356.00		4,791.60		5,270.80	
GST (6%)	56,844.00		68,212.80		81,855.40		98,226.40		117,875.50	
Depreciation	19,134.00		17,220.00		15,499.00		13,949.00		12,554.00	
Maintanace	3,000.00	10%	3,300.00		3,630.00		3,993.00		4,392.30	
Audit Fees	1,500.00		1,500.00		1,500.00		1,500.00		1,500.00	
Road Tax	800.00		800.00		800.00		800.00		800.00	
Puspakom	60.00		60.00		60.00		60.00		60.00	
Fixture Expenses	107,096.00	10%	117,805.60		129,586.20		142,544.80		156,799.30	
Office Equipment	25,982.00	10%	28,580.20		31,438.20		34,582.00		38,040.00	
Advertising	2,500.00	15%	2,875.00		3,306.30		3,802.20		4,372.50	
R&D	12,000.00	10%	13,200		14,520		15,972.00		17,569.20	
Online Store dvlp & mtn	1,500.00		300.00		300.00		300.00		300.00	
Machinery Expenses	33,262.00	10%	36,588.20		40,247.00		44,271.70		48,698.90	
Rental Fees	82,800.00		82,800.00		82,800.00		82,800.00		82,800.00	
vehicle Insurance	2,650.00		2,650.00		2,650.00		2,650.00		2,650.00	
Accountant Consultance Fee	3,000.00		3,000.00		3,000.00		3,000.00		3,000.00	
Lawyer Consultance Fee	3,000.00		3,000.00		3,000.00		3,000.00		3,000.00	
Other Consultance Fee	1,390.00		1,390.00		1,390.00		1,390.00		1,390.00	
Miscellaneous	1,280.00	10%	1,408.00		1,548.80		1,703.70		1,874.10	
Utility	19,120.00	10%	21,032.00		23,134.20		25,448.70		28,037.60	
Trademark Reg. Fee	2,580.00		-		-		-		-	
Patent Reg.Fee	1,390.00		-		-		-		-	
Company Reg.Fee	60.00		-		-		-		-	
Domain Name Reg.Fee	80.00	665,281.00	-	924,789.80	-	1,019,226.70	-	1,098,088.50	-	1,183,608.80
Profit/Loss Before Tax		(112,681.00)		410.20		178,073.30		467,611.50		732,071.20
Add										
Depreciation	19,134.00		17,220.00		15,499.00		13,949.00		12,554.00	
Laywer Consultance Fee	3,000.00		3,000.00		3,000.00		3,000.00		3,000.00	
Other Consultance Fee	1,390.00		1,390.00		1,390.00		1,390.00		1,390.00	
Patent	1,390.00		-		-		-		-	
Trademark Reg.Fee	2,580.00		-		-		-		-	
Company Reg.Fee	60.00		-		-		-		-	
Domain Name Reg.Fee	80.00	27,634.00	-	21,610.00	-	19,889.00	-	18,339.00	-	16,944.00
Taxable Income		(85,047.00)		22,020.20		197,962.30		485,950.50		749,015.20
Less										
Tax (20%)		-		(4,404.00)		(39,592.40)		(97,190.10)		(149,803.00)
Net Profit / (Loss)		(85,047.00)		17,616.20		158,369.90		388,760.40		599,212.20

Source: Developed for the research

8.4 Cash Flow Projection for Five Years

Financial Statement 8.2: Cash Flow Projection for 5 Years

	2017		2018		2019		2020		2021	
	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM
Cash on Hand	185,050.00		62,103.00		35,423.20		171,805.50		579,866.00	
Cash Receipt (Sales)	947,400.00		1,579,000.00		2,052,700.00		2,684,300.00		3,284,320.00	
Total Cash Available		1,132,450.00		1,641,103.00		2,088,123.20		2,856,105.50		3,864,186.00
(-) Cash Disbursement:										
Material Cost	424,200.00		698,110.00		912,590.00		1,192,100.00		1,458,100.00	
Shipment Expenses	10,000.00		11,000.00		12,100.00		13,310.00		14,641.00	
Employee Salary	202,800.00		397,740.00		444,108.00		466,320.00		489,648.00	
KWSP	20,280.00		42,294.00		44,425.20		46,652.60		49,087.20	
SOCSSO	3,425.00		7,294.00		7,718.40		8,134.80		8,362.00	
Commission	18,948.00		31,580.00		41,054.00		53,686.00		65,686.40	
Cleaning Expenses	25,200.00		25,200.00		25,200.00		25,200.00		25,200.00	
Insurance 10%	3,600.00		3,960.00		4,356.00		4,791.60		5,270.80	
GST (6%)	56,844.00		68,212.80		81,855.40		98,226.40		117,875.50	
Maintanance	3,000.00		3,300.00		3,630.00		3,993.00		4,392.30	
Audit Fees	1,500.00		1,500.00		1,500.00		1,500.00		1,500.00	
Road Tax	800.00		800.00		800.00		800.00		800.00	
Puspakom	60.00		60.00		60.00		60.00		60.00	
Picture Expenses	107,096.00		117,805.60		129,586.20		142,544.80		156,799.30	
Office Equipment	25,982.00		28,580.20		31,438.20		34,582.00		38,040.00	
Advertising	2,500.00		2,875.00		3,306.30		3,802.20		4,372.50	
R&D	12,000.00		13,200		14,520		15,972.00		17,569.20	
Online Store dvlp & mtn	1,500.00		300.00		300.00		300.00		300.00	
Machinery Expenses	33,262.00		36,588.20		40,247.00		44,271.70		48,698.90	
Rental Fees	82,800.00		82,800.00		82,800.00		82,800.00		82,800.00	
vehicle Insurance	2,650.00		2,650.00		2,650.00		2,650.00		2,650.00	
Accountant Consultance Fee	3,000.00		3,000.00		3,000.00		3,000.00		3,000.00	
Lawyer Consultance Fee	3,000.00		3,000.00		3,000.00		3,000.00		3,000.00	
Other Consultance Fee	1,390.00		1,390.00		1,390.00		1,390.00		1,390.00	
Miscellaneous	1,280.00		1,408.00		1,548.80		1,703.70		1,874.10	
Utility	19,120.00		21,032.00		23,134.20		25,448.70		28,037.60	
Trademark Reg. Fee	2,580.00		-		-		-		-	
Patent Reg.Fee	1,390.00		-		-		-		-	
Company Reg.Fee	60.00		-		-		-		-	
Domain Name Reg.Fee	80.00		-		-		-		-	
Total Cash Disbursement		1,070,347.00		1,605,679.80		1,916,317.70		2,276,239.50		2,629,154.80
Net Cash Flow Position		62,103.00		35,423.20		171,805.50		579,866.00		1,235,031.20

Source: Developed for the research

8.5 Pro Forma Balance Sheet for 5 Years

Financial Statement 8.3: Pro Forma Balance Sheet for 5 Years

	Year 1		Year 2		Year 3		Year 4		Year 5	
	2017		2018		2019		2020		2021	
	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM
Assets										
<i>Fixed Assets:</i>										
Operation Cost	244,950.00		264,084.00		246,864.00		231,365.00		217,416.00	
(-) Acc. Deprecation	(19,134.00)		(17,220.00)		(15,499.00)		(13,949.00)		(12,554.00)	
Total Fixed Assets		225,816.00		246,864.00		231,365.00		217,416.00		204,862.00
<i>Current Assets:</i>										
Inventory	4,200.00		6,510.00		3,100.00		11,200.00		13,300.00	
Deposit	13,800.00		13,800.00		13,800.00		13,800.00		13,800.00	
Bank/Cash	62,103.00		35,423.20		171,805.50		579,866.00		1,235,031.20	
Total Current Assets		80,103.00		55,733.20		188,705.50		604,866.00		1,262,131.20
<i>Intangible Assets:</i>										
GoodWill	40,534.00		41,600.00		87,304.20		101,700.90		101,710.00	
Trade Mark	40,000.00		50,000.00		60,000.00		70,000.00		80,000.00	
Product design	40,000.00		50,000.00		60,000.00		70,000.00		80,000.00	
Total Intangible Assets		120,534.00		141,600.00		207,304.20		241,700.90		261,710.00
Total Assets		<u>426,453.00</u>		<u>444,197.20</u>		<u>627,374.70</u>		<u>1,063,982.90</u>		<u>1,728,703.20</u>
Equity and Liabilities										
<i>Current Liabilities:</i>										
Accrued Audit Fee	1,500.00		1,500.00		1,500.00		1,500.00		1,500.00	
Product warranties	10,000.00		11,000.00		26,152.10		26,000.00		27,000.00	
Total Liabilities		11,500.00		12,500.00		27,652.10		27,500.00		28,500.00
<i>Owner's Equity:</i>										
Capital	500,000.00		374,953.00		441,352.70		647,722.50		1,084,482.90	
Additional capital	-		39,128.00		-		-		16,508.10	
Net Profit/Loss	(85,047.00)	414,953.00	17,616.20	431,697.20	158,369.90	599,722.60	388,760.40	1,036,482.90	599,212.20	1,700,203.20
Total Equity and Liabilities		<u>426,453.00</u>		<u>444,197.20</u>		<u>627,374.70</u>		<u>1,063,982.90</u>		<u>1,728,703.20</u>

Source: Developed for the research

8.6 Payback and Exit Strategy

8.6.1 Payback

Table 8.12: Payback Period and Discounted Payback Period

Year	Cash Flow (RM)	Cumulative Cash Flow (RM)	Discount rate (DR)	$(DR+1)^t$	Discounted Cash Flow NPV=CF/(DR+1) ^t	Net Discounted Cash Flow
0	(500,000.00)	(500,000.00)	10%	1	(500,000)	(500,000)
1	62,103.00	(437,897.00)	10%	1.10	54,457.30	(445,542.70)
2	35,423.20	(402,473.80)	10%	1.21	29,275.40	(416,267.30)
3	171,805.50	(230,668.30)	10%	1.33	129,177.10	(287,090.20)
4	579,866.00	349,197.70	10%	1.46	397,168.50	110,078.30
5	1,235,031.20	1,584,228.90	10%	1.61	767,100.10	877,178.40

Source: Developed for the research

- Payback Period = $a + (b/c)$
= $3 + (230,668.30/579,866.00)$

$$= 3 + 0.4 = 3.4 \text{ years}$$

- Discounted Payback Period = $d + (e/f)$

$$= 3 + (287,090.20/397,168.50)$$

$$= 3 + 0.72$$

$$= 3.72 \text{ years}$$

- Return On Investment:

- 1st Year = $[\text{RM } (85,047.00) / \text{RM}500,000.00] \times 100 = (17\%)$

- 2st Year = $[\text{RM } 17,616.20 / \text{RM}500,000.00] \times 100 = 3.5\%$

- 3st Year = $[\text{RM}158,369.90 / \text{RM}500,000.00] \times 100 = 31.7\%$

- 4st Year = $[\text{RM}388,760.40 / \text{RM}500,000.00] \times 100 = 77.8\%$

- 5st Year = $[\text{RM}599,212.20 / \text{RM}500,000.00] \times 100 = 119.8\%$

8.6.2 Exit Strategy for Investor

- Merger

If Nera suffers a downturn, we will choose to merger as the exit strategy which is combination with other company such as Garden Infrastructure Developers. By adopting merger strategy, Nera Company still have right to control and run the business. In addition, Nera Company also can share the cost and loss with other company. Therefore, it will help to minimize or reduce the company's losses.

- Liquidation

Nera is operated as a private limited company hence it is unable to sell of the shares to the public. Hence, Nera will choose liquidation as the exit strategy if we unable to find

suitable partners to combine business with us. We will liquidate the business by selling out all business assets including technology and equipment to get some money back. After that, organization will use that money to settle the business liabilities first then only will pay the remaining funds to partner.

9.0 CRITICAL RISK FACTORS

In every business, there are many kind of risk that may be face in the future; a perfect analysis can help them to reduce the effect of the risk. Thus, some of the critical risk factors will provide the negative impacts to our business, a contingency plans must be developed to overcome the potential risks should the risk become actual problem.

9.1 Management Risks

Since we are young and just graduated, we are lacking of working experience and skills in management. Hence, there will be a lot of issues and problems ahead of us.

9.1.1 Potential Conflicts among Partners

Conflicts can happen easily during the discussion of a business decision. This is because each of the shareholders has different thinking, ideal, opinions and perception on the same issues. So the conflicts might affect the business process and slow down the operation of the business.

9.1.2 Lack of Confidence of Suppliers and Employees

Suppliers and employees may think that we are still immature and less trustworthy as a new startup company. It will be difficult to build up their confidence towards us. By lacking confidence towards us, it might affect our collaboration which would affect our productivity and sales. It is also more difficult to build and retain relationship with them if we do not instil confidence in them.

9.1.3 Limited Business Experience

The management department are still fresh in to the company and do not have so much of management experience in business process hence we might make certain wrong decisions in the business. For instance, the wrongly estimates of the business trend and inaccurate projections of the orders needed are factors that would affects our business negatively. Although all partners possess qualification of business knowledge acquired from the university studies but all of it are just theories within the textbooks while none of the shareholders possess sufficient experience to handle business in the reality.

9.2 Marketing Risks

9.2.1 Brand Awareness and Recognition

Product awareness is exchangeable with the company brand recognition. Since Nera is still considered as a new company to the market, consumers may unaware of the existence of the company. Normally customers do not know what kind of product or services that is being offered by the company. Brands have strong association with perceived quality (Shamsuddoha, Alamgir, Tasnuba, Nedelea, 2010). For those goods that customer perceives as low brand's goods, it will be affected the consumer's purchase decision making.

For some customer they will perceive low price as an indicator of low quality of the products. Hence those consumers will not have confidence on the company's product. Besides that, the low brand recognition will affect the company and causes difficulty to enter into the market. On the other hand, the company might find it difficult to attract the consumers' attention rapidly as the company does not have existing customers who can discover the company's technology flower pot and share among their social circle. Hence, at the first point, the company must gain awareness in order to grab market share in the industry.

9.3 Operating Risk

9.3.1 Rapport with Suppliers

Raw Materials for the production is needed for every company. Hence, suppliers play a vital role in an organization's microenvironment. It is very important for every company to build and maintain good relationship with suppliers. If Nera is dedicated in building a good relationship with suppliers, we will have a lot of advantage. For instance, the company can get timely delivery of quality raw materials such as glass, priority to get low price or discounts and thus causing a smooth production.

On the contrary, if the company fails to build or maintain relationship with suppliers it will affect the production being delayed due to unpunctuality of the raw material delivery. As a result, this also causes the company unable to deliver the finished goods to the customers on time and also made customers' dissatisfaction on our services. At the same time, it might also affect the market share and reputation of the company to be influence due to the spreading of word of mouth.

9.3.2 Lack of discipline

Every organization contains rules and procedures to guide the behavior of the employees and preventing actions that could affect the business. In some cases, employees might be rebellious and did not obey the policy set by the company. Thus, such actions not only could impact the business negatively and could even destroy the company image. Hence, Nera is committed to enforce the policy established in order to maintain the discipline of the employees. By doing so, it could improve the productivity of the company and promote employees growth.

9.4 Financial Risks

9.4.1 Cash Flows Challenges

Setting up a new business has never been an easy task when it comes to managing cash. As a new start-up company, the start-up period can be the most vulnerable situation for Nera. For the first three years, the initial capital just sufficient to cover fixed cost and operating expenses. This indicates that the company is having limited cash on hand. Furthermore, the cost of producing a product includes the cost of manufacturing, marketing, selling and advertising which are costs that are high and unavoidable. Besides that, the company will be face unstable raw material price as well. Most of the time, the solicit funds from family or friends might not be able to satisfy these costs before the company manages to make profits (Zwilling, 2013). Furthermore, the company is hardly to get the funding from outside investors as we are operating as a private limited company. Thus, the company may face difficulty in sustaining the business with low cash flow.

Meanwhile, credit sales help to boost up the company sales. However, at the same time bad debts are unavoidable when the company provides credit sales (Huter, n.d.). Besides that, the increasing of liability for company could be caused by the growing of the bad debts. The company not only will face financial losses, but at the same time it also will influence the liquidity ratios of the company. Eventually, it will affect the whole financial planning of the company and bad debts may restrict the expanding of the business activities as well.

9.5 Intellectual Property Infringement

9.5.1 Trademark Infringement

The trademark infringement is refer to the use of trademark by unauthorized person. Nera could face trademark infringement issue when the company's name or logo has been use by unauthorized user. Other competitor could imitate Nera's brand and come out with similar products. Hence, such actions could confuse the customers and results in brand parity among customers. It could damage the brand reputation as well as people no longer have confidence due to the terrible quality from other producer.

9.5.2 Patent Infringement

Infringement of patent is defined as patented invention has been use, make and sell by unauthorized person without approval of the patent owner. Nera might face patent infringement issue when Autopot has been imitated by the competitor. For example, the competitor might launch a similar design of automated watering flowerpot using the same concept which includes the sensor. Since the main product of Nera is Autopot with the sensor thus it violates our patent which could cause company to loss a significant amount of customers.

9.6 Other Risks

9.6.1 Employee Risk

Nera might face the risk arising from employees which includes unethical behavior such as dishonesty or fraud. The unethical behavior could allow company to suffer financial losses. On another hand, it could affect the company reputation as well and reduce the company sales if it was known to the public. Thus, the customers would lose confidence on the company and reluctant to purchase from Nera. Therefore, Nera need

to provide a training program for every employee in order to prevent unethical behavior to happen in the company. Nera will also conduct several ethical workshops to instil ethicalness among the employees. Lastly, Nera will strictly enforce the rules and regulations of the company which includes punishing employees who violate the rules. This will serves as a reminder for other employees and prevent them to commit such unethical behavior.

9.6.2 Customer Relationship

Nera need to build a good relationship with customers because customers are one of the key success factors for the company. Maintaining and building a good relationship with customers will be able to help the company to gain the customer retention and build a positive image as well. Besides that, customer satisfaction will allows them to share positive word of mouth which is very helpful for the growth of a company. If Nera didn't build the customers loyalty and fulfill customer's satisfaction, Nera might lose their customer and market share. In other word, customers might switch to other brand when Nera unable to fulfill customers' needs and wants.

9.7 Contingency Plan

9.7.1 Management Plan

In the Management department, it is inevitable to have conflict during the decision making process. One of the ways to minimize is to have an open communication with each other to avoid misunderstanding. Every partners must join the discussion to clarify on any misunderstanding and provide better understanding towards the rationale of each decisions. In addition, we will make sure that the message is concise, clear and complete so that it is easier to be understood by every partner. Lastly, partners should

discuss with appropriate communication channel with good attitude and emotions in order to achieve a rational decision which benefits the company.

Besides that, lacking of confidence from suppliers and customers are unavoidable in the initial stage of our business. Nevertheless, we will slowly establish the confidence on the suppliers and customers. Firstly, we will pay on time every time we receive the materials from the suppliers. This portrays our company as a reputable and trustworthy entity which encourages further collaboration between suppliers and us. Besides that, we will provide a platform at our Facebook and website to allow customers to share their experience after using our products. Customers could see the review by other users and have better understanding towards our product. By doing so, it will boost their confidence towards our products.

Furthermore, we will be attending extra business courses in order to obtain additional knowledge of managing the business. Despite our lacking of experience, we will also seek opinions from experts or even consulting the suppliers as they are working in the industry for a long period. We could more or less gain the insights on knowledge and experience that we never been through. Thus, it prevents us from making huge mistake and aligning our decisions towards achieving company's goals.

9.7.2 Marketing plan

Branding is the most important for all the businesses as branding differentiate a company from its competitors. Furthermore, the brand name could be used to improve the product awareness and brand recognition for the customer. Hence, the company has to establish a strong brand equity which is easy to identify our product. Strong brand equity enables the company to cut down the time and promotional effort to build the brand recognition. In order to increase the brand recognition, Nera can placed the company's logo on the merchandise for instance on the pencil, paper, keychain and envelope. Meanwhile, those merchandises can be distributed to both customers and non-customers. Through this way, it can increase the brand recognition of the customer

toward the company. Besides that, Nera will utilize internet marketing as another strategy to improve brand awareness. Through the social media, the company could reach out to many people and creates better awareness towards our product. The customers who are satisfied with our product will eventually share positive word of mouth which again boost awareness towards our product. Furthermore, we could also gain better insight into customers and gain ideas for product improvements. This enables us to better understand their needs and come out with innovation that suits their needs.

9.7.3 Operation Plans

In order to boost the confidence among suppliers, Nera will meet every contractual obligation because it is the major issue to be concern by other company. For instance, Nera will pay the cost of materials on time upon receiving the materials from suppliers. This is to instil trust and confidence on the part of suppliers. If our company is facing any financial problems or unable to make payments on time, we will communicate with the suppliers before the due date and request for delay of payments. Besides that, we will provide full cooperation with the suppliers to ensure minimum mistakes is committed as we understand the suppliers are not only supplying material to one company. By providing full cooperation, it helps to establish relationship that would instil confidence on our business.

Furthermore, we will utilize our internet platform to boost confidence among customers. We will be more active in managing our social platform such as Facebook page or internet website. We allow a section for customers to leave down feedback as well as experience after using our products. Hence, potential customers can look at the review of our products by other customers before purchasing. They would have a better understanding on the products which will eventually gain better confidence after listening to the testimonials by other customers.

In order to establish discipline among the employees, we will strictly enforce the rules and regulations set by our company. Firstly, we will communicate what kind of action cannot be tolerated in the company and what action will constitute to violation of the rules. Secondly, we will communicate the consequences of violating these rules so that people understand the results of doing it. Lastly, we will punish those who violate the rules strictly to serves as a reminder towards the other. We also take this opportunity to show our commitment to ensure a safety workplace and prevent any actions that would harm the company.

9.7.4 Financial Plans

For the financial contingency plans, if the company is trying to reduce the financial risk then the company has to critically develop financial and accounting strategy. There are few activities that can be carrying out time to time to help company achieve better performance. For instance, the company can come out with better budgeting for planning and control before the activities to be carried out. Budgetary control can help the company to find out and cut off the unnecessary expenses. Budgetary control can also guide the company on how to allocate the resources efficiently and thus maximize the operational efficiency. Besides that the proper cash flow management also can help the company able to always keep track on the account receivables. It can help our company to evaluate and measure the customers' owed amounts and their outstanding period left.

9.7.5 Intellectual Property Infringement

Nera had register as a trademark to prevent and avoid company's name and logo being imitation by unauthorized person. Trademark is protected in law and gives the company right to take legal action if other companies use our trademark to do business. Besides that, Nera will also register patent for the design of automated watering flowerpot at

Intellectual Property Corporation of Malaysia (MyIPO). Patent was created a legal right to prevent other competitor to make, use, and sell a similar product.

9.7.6 Other risks

Since the employee is the key successful factor of Nera thus we will provide training program to our workers in order to protect company reputation and image. For example, Nera can provide ethics training program for the employees in order to reduce employee fraud and dishonesty. This is because this training program will be able to train employee's behavior and attitude. If the employees possess ethical behavior and attitude, it might help the company to gain trust from customers. Nera will also provide reward to employees that perform any ethical actions that serve as an act of encouragement.

Next, Nera will try their best to build a good relationship with customers in order to achieve customer satisfaction. If Nera is able to satisfy the customers, they will share positive word-of-mouth for the company. As a new startup company, sharing positive word-of-mouth is very important for Nera because the beginning sales will depend on the recommendation by existing customers as awareness for our product is not strong yet. Besides that, one of the methods to achieve customer satisfaction is by attending to all the customers' complaint immediately. This shows that we prioritize the customers which will also improve their satisfaction. Thus, Nera will provide a company's hotline number (03-77835111) to the customers. If the customer is facing any problem regarding our product, they can directly call the company's hotline number to seek for assistance. Nevertheless, they could also leave their comment or problems at our social platform which will be attended by our staffs immediately.

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Appendix 1: Nera's Facebook



Autopot Nera

Have you lived anywhere else besides Gopong?

 Activity Log

 Update Info

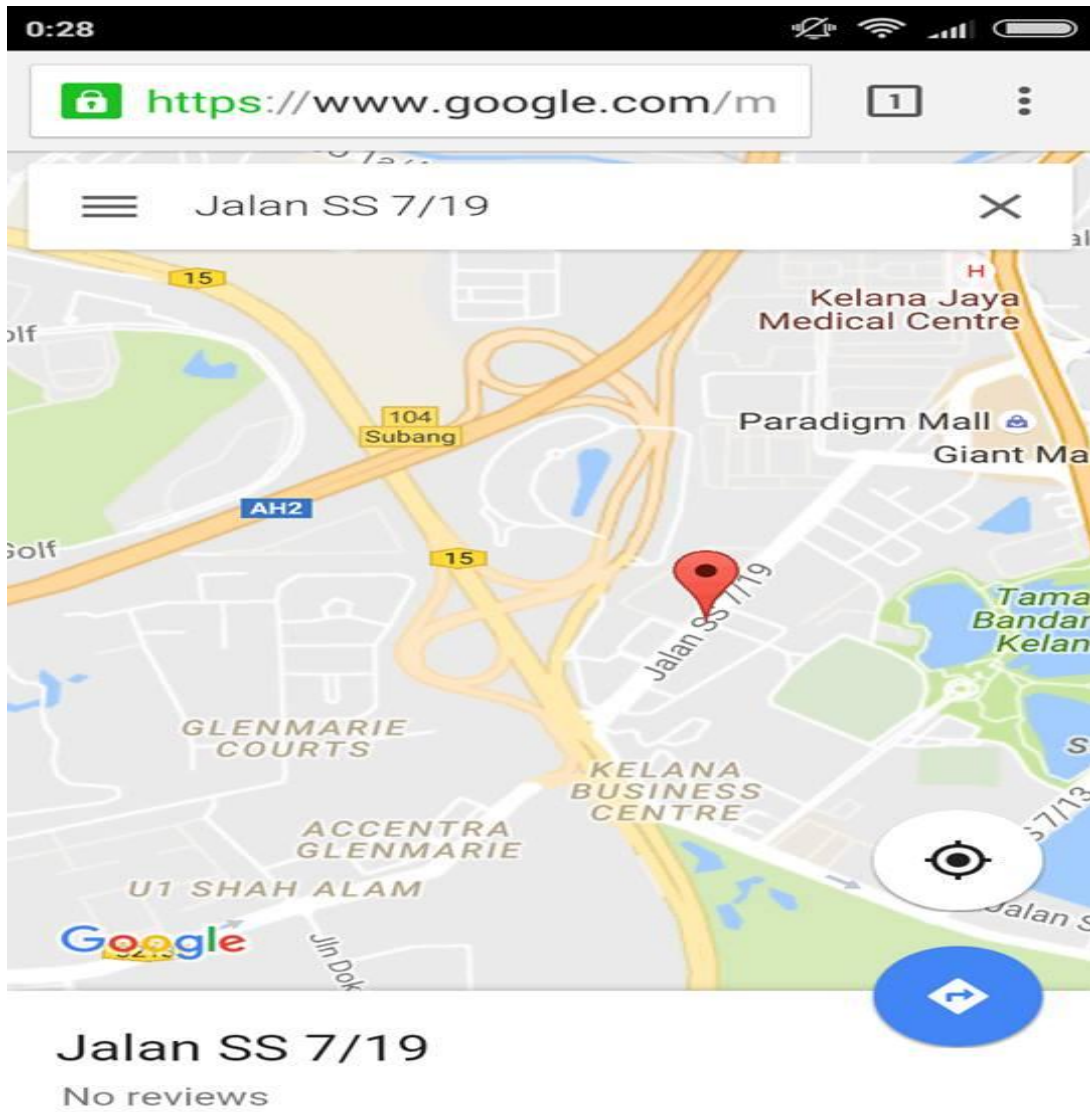


 DESCRIBE WHO YOU ARE

-  Owner at Entrepreneur
-  Former Chief Executive Officer at 想自由
-  Goes to Universiti Tunku Abdul Rahman (UTAR)
-  Lives in Gopong

Appendix 2: Outlet of the Nera at Kelana Jaya

Jalan SS 7/19, Kelana Jaya, 47301 Petaling Jaya, Selangor



Shop Image



Information about the outlet

Asking	RM 1,900.00 (RM 1.82 psf)	Furnishing	Semi-Furnished
Built-up	1,044 sf	Layout	-NA-
Listing	For Rent	Type	Shop
Views	528	Lease	2-Months
Bathroom	-NA-	Car park	-NA-

NOTE : Walking distance to the new LRT station. Please call Liew Lee at 019-3169949 or 019-2143013 for further information.

The subject property is partially furnished with ceiling and lighting. It is located in an established business centre namely; Kelana Centre Point.

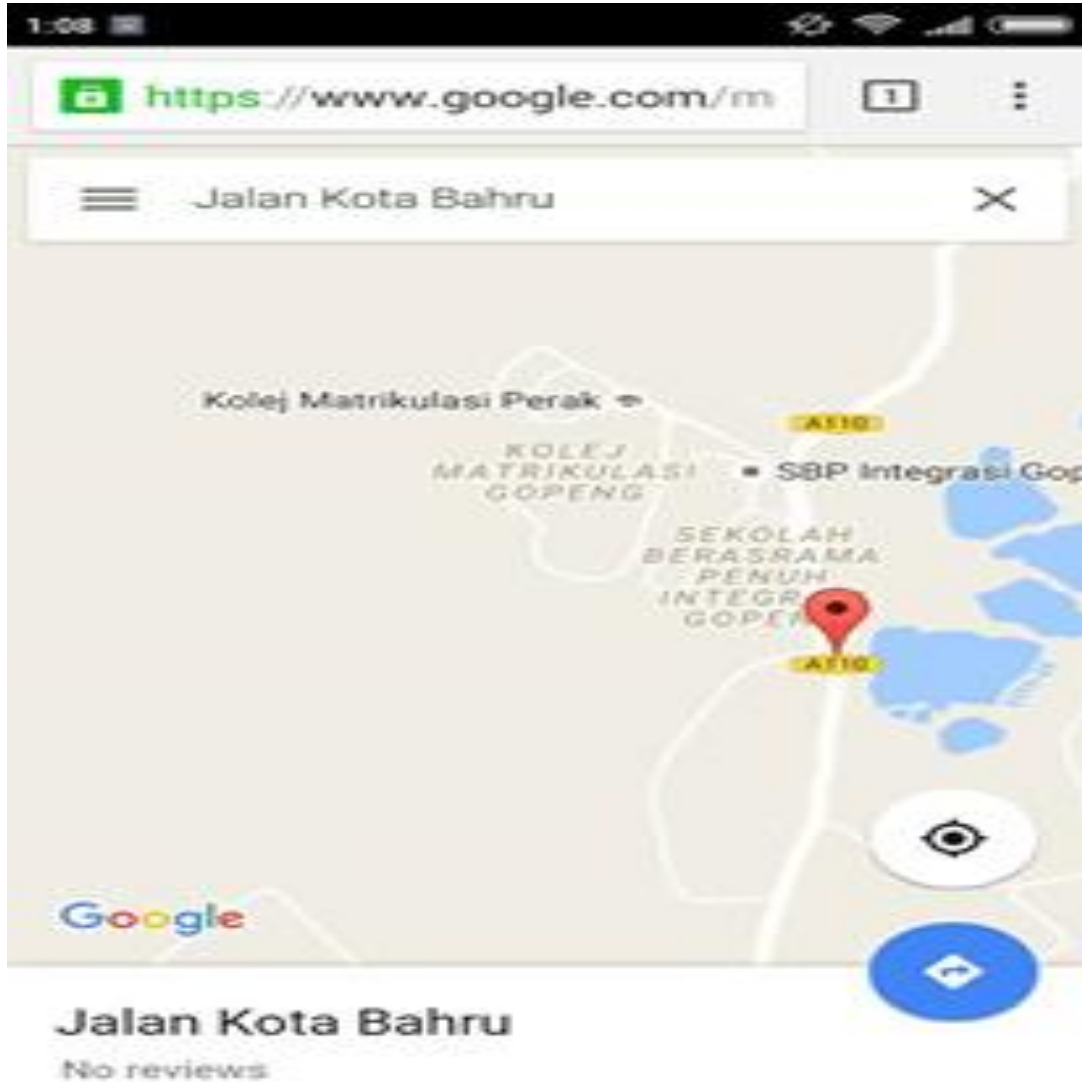
Kelana Centre Point is surrounded by established residential areas such as Kelana Jaya, SS7, SS6, SS5, SS4 and Taman Megah .

and amenities. Walking distance to the Paradigm shopping mall, shops and restaurants in Plaza Glomac and Zenith. On the opposite side of highway, there is a Giant Hypermarket, post office and all the major banks.

Easily accessible to main highways such as Federal highway, NKVE and LDP.5 minutes drive to Kelana Jaya's LRT station and walking distance to the new LRT station which will be ready by 2014 to 2015. Putra bus from the Kelana Jaya LRT station stops right in front of the building. Less than 5 minutes drive to Subang Golf club.




Appendix 3: Factory Location





Address: Lot 34089, 3rd Mile Jalan Kota Bahru, 31600 Gopeng, Perak Darul Ridzuan, Malaysia







Appendix 4: Machinery and Equipment List



Office Equipment:

No	Item Image	Image Name	Quantity (pcs)	Unit Price (RM)	Total (RM)
1		Closed Circuit Television (CCTV)	10	158	1,580
2		Printer	1	174	174
3		Punch Card Machine	1	315	315


4		Computer	8	1,649	13,192
5		Projector	1	210	210
6		Air Conditioners	5	1,038	5,190
7		Stationery	-	700	700

8		Office Phone	10	71	710
9		Point of Sale	1	3,513	3,513
10		Fax Machine	1	398	398
11		Swivels Chair	30	89	2,670




12		Director Office Chair	1	239	239
13		Table	10	249	2,490
14		Meeting Table	1	362	362
15		Locker	1	550	550

16		File cabinet	3	129	387
17		Water Dispenser	2	199	398

Lorry (second hand)

No	Item Image	Image Name	Quantity (pcs)	Unit Price (RM)	Total (RM)
1		Lorry (second hand) Canvas - Ford Trader	1	25,000	25,000

Machinery:

No	Item Image	Image Name	Quantity (pcs)	Unit Price (RM)	Total (RM)
1		Mono Laser Printer	1	312	312
2		PCB Drilling machine	1	2,911	2,911
3		Laminating Machine	1	1,642	1,642
4		UV Exposure Machine	1	485	485
5		Assembly Machine	1	26,274	26,274
6		PCB Inspection Machine	1	1,638	1,638

Appendix 5: Questionnaire

We are students currently pursuing Bachelor of Business Administration (Hons) Entrepreneurship under Year 3 Semester 2. This is the survey for our Final Year Project which is a new innovation by our group- The Automated Watering Pot. We created this survey in order to receive feedback from the people as well as determining whether there is an actual demand for our product. We truly appreciate the time of each and every one on assisting us on our survey. Thank you very much.

*** Required**

1) Where do you come from? *

- Perak
- Penang
- Terrengganu
- Pahang
- Selangor
- Johor
- Kedah
- Sabah
- Sarawak
- Kelantan
- Negeri Sembilan
- Melaka
- Perlis

2)Occupation *

Your answer

3) Income level *

- RM0-RM1000
- RM1001-2000
- RM2001-3000
- RM3000 & Above

4) Age *

Your answer

5) Gender *

- Male
- Female

6) Do you have an indoor plant currently? *

- Yes
- NO

Question 7-9 are for those who answered Yes on question 6. For those who answered No on question 6, please proceed to question 10

7) How often do you water your plant?

- Once a day
- Twice a day
- Once every two day
- Other :

Will you forget to water your plant?

- Yes
- No
- Sometimes

8) What's the main cause of forgetting to water your plant?

- Busy with schedule
- Forgot to water
- Away from home
- Other :

9) Who will water the plant for you when you're away from home?

- Parents
- Maid
- Siblings
- Never water
- Other :

10) If no, what is the reason of you not having an indoor plant so far?

- Troublesome to take care
- Doesn't know much about plants
- Limited Space
- No time to take care
- Other :

11) If there is a pot to water your plant automatically, would it further encourage you to have a plant? *

- Yes
- No

12) If the automated watering pot cost RM149, would you purchase it? *

- Yes
- No
- Other :

13) Will you consider indoor plant as your decoration at office or house?

- Yes
- No

14) For those who answer No on question 12, why?

- It has to be taken care
- It is unattractive
- There's no suitable place to put

(Product prototype: Image 1.1)



15) Based on the product image 1.1, would it encourage you to put it as a decoration at your office or home?

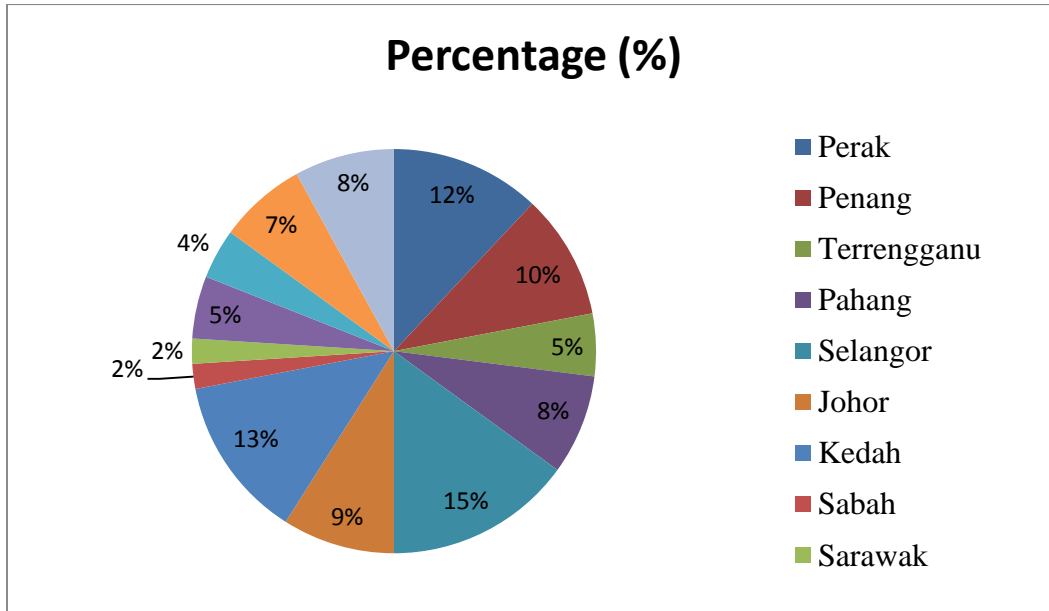
- Yes
- No

16) For those who answer no in question 15, why?

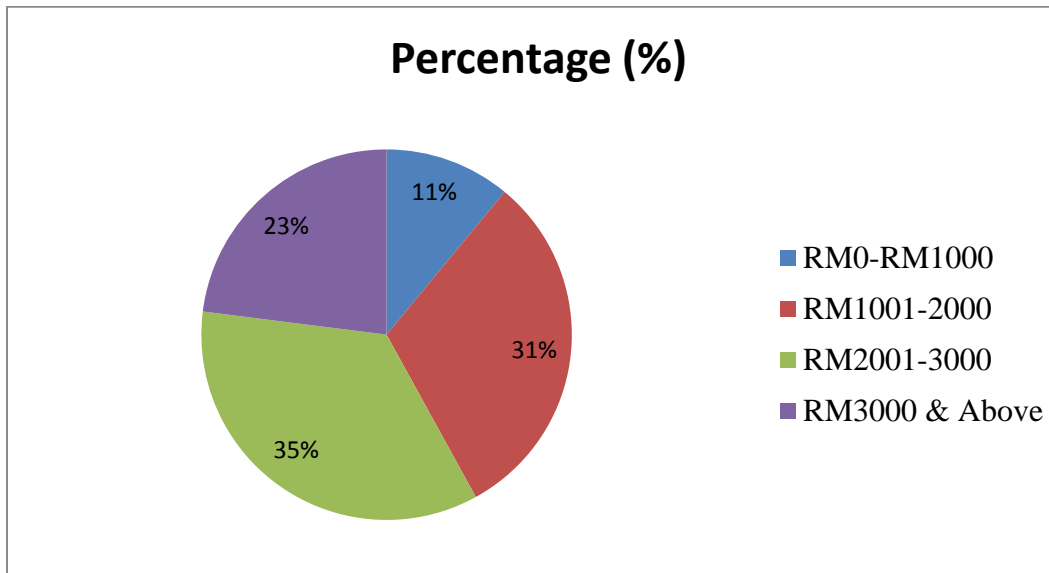
- Not suitable for some plants
- Costly
- Not attractive
- Other :

Appendix 6: Questionnaire Result

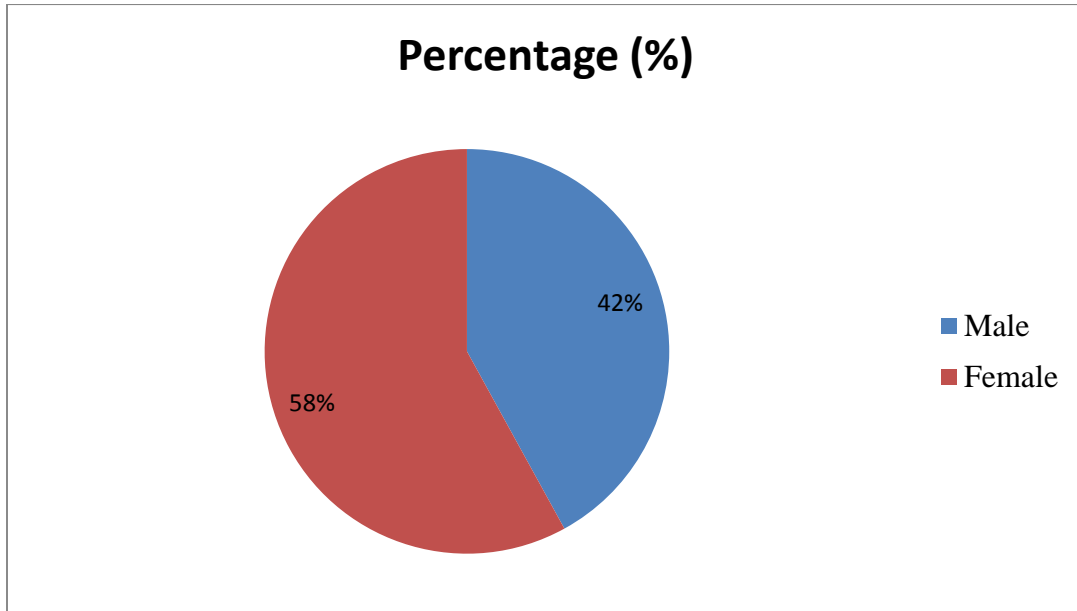
1) Where do you come from?



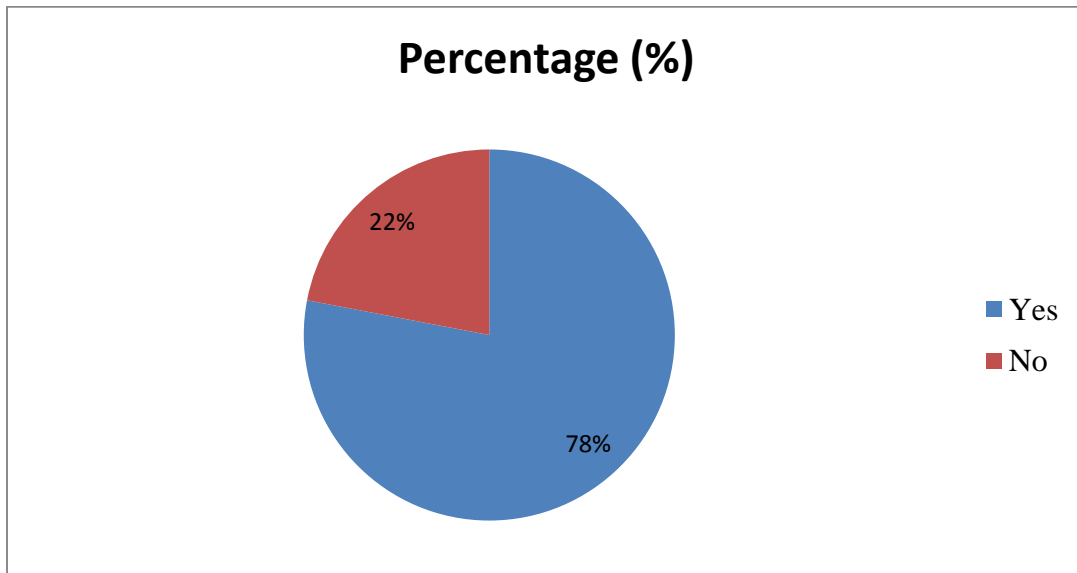
3) Income level



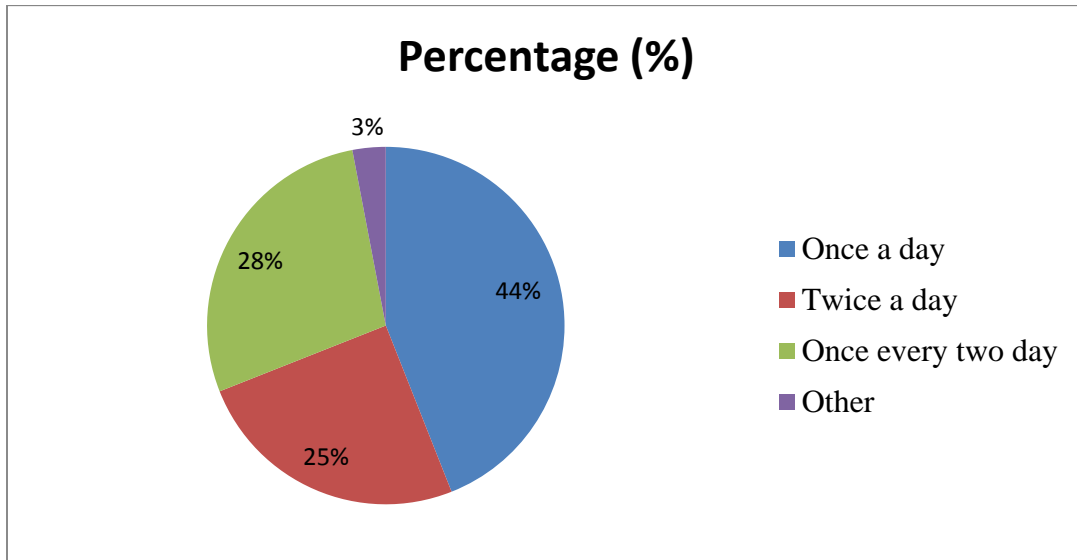
5) Gender



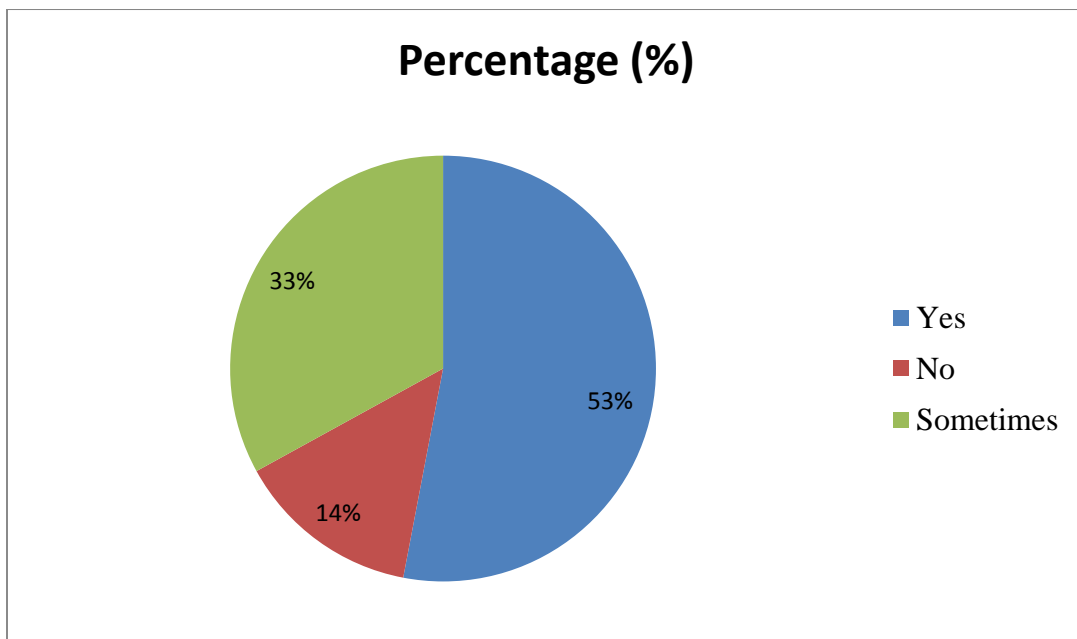
6) Do you have an indoor plant currently?



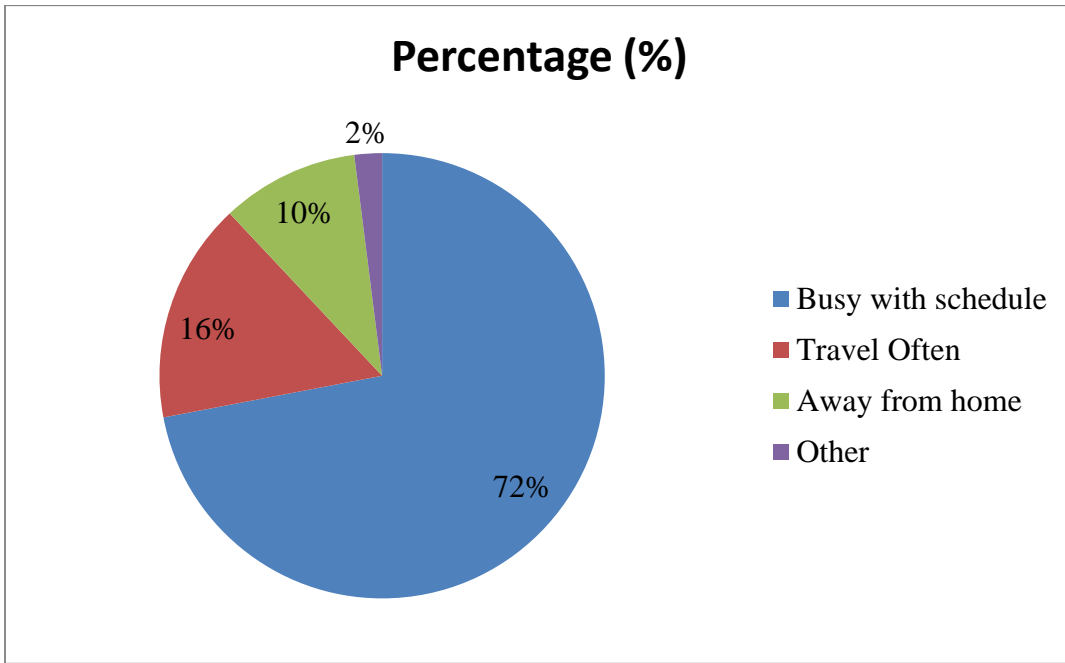
7) How often do you water your plant?



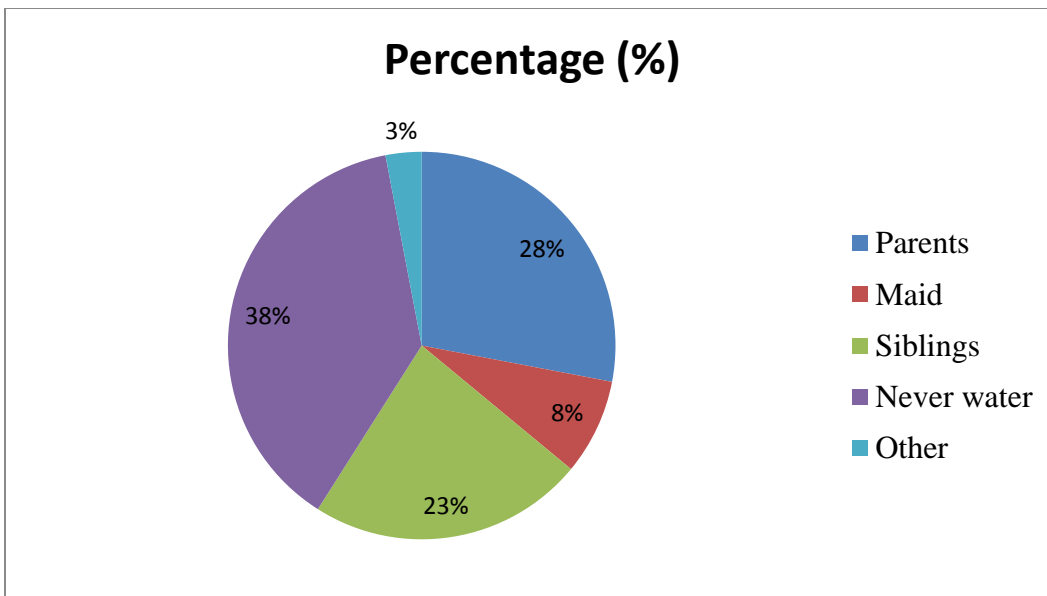
Will you forget to water your plant?



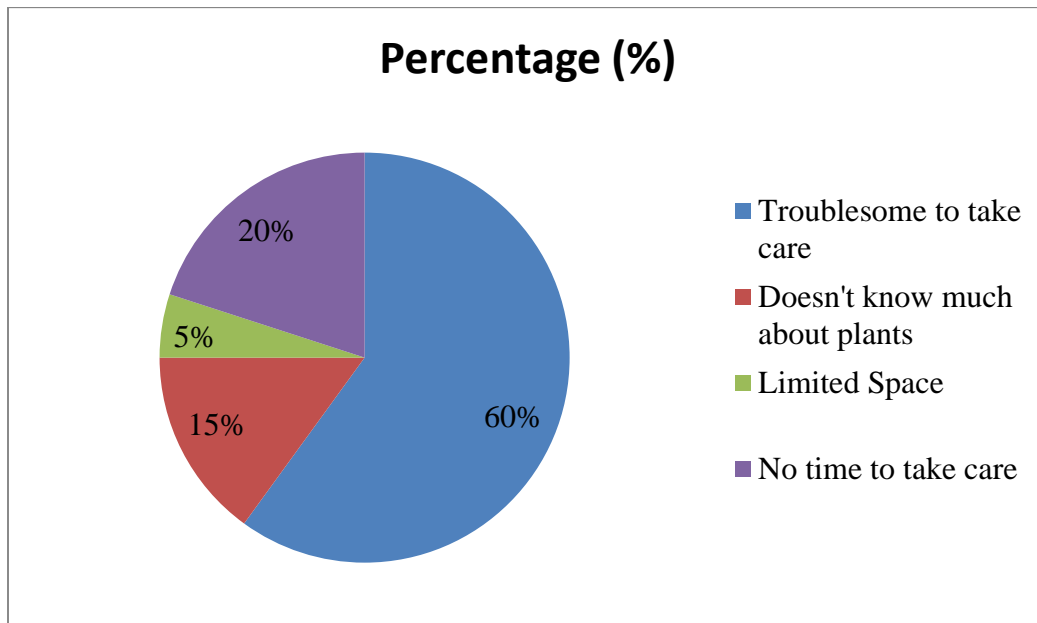
8) What's the main cause of forgetting to water your plant?



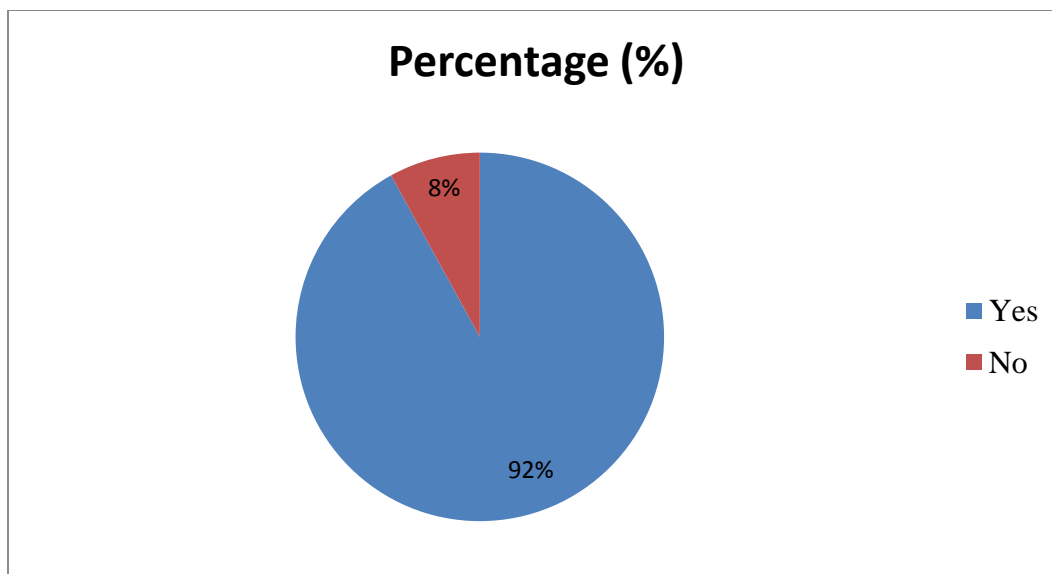
9) Who will water the plant for you when you're away from home?



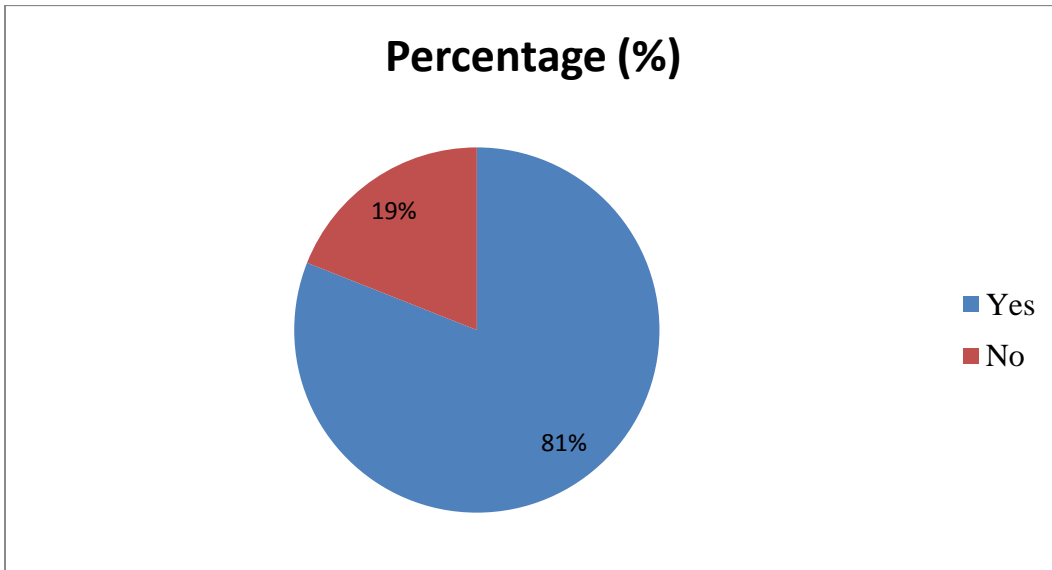
10) If no, what is the reason of you not having an indoor plant so far?



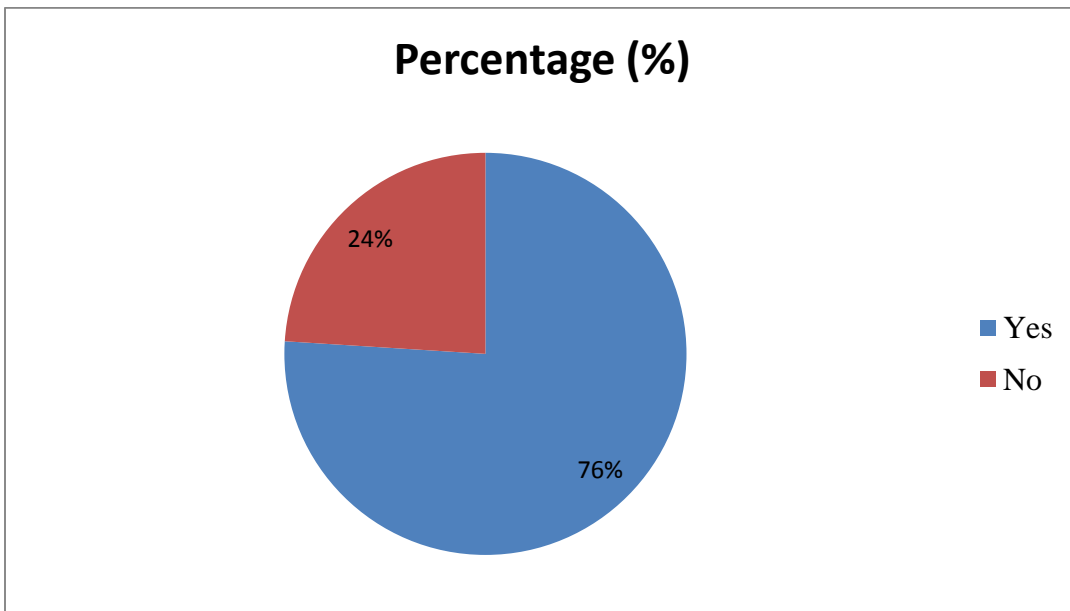
11) If there is a pot to water your plant automatically, would it further encourage you to have a plant?



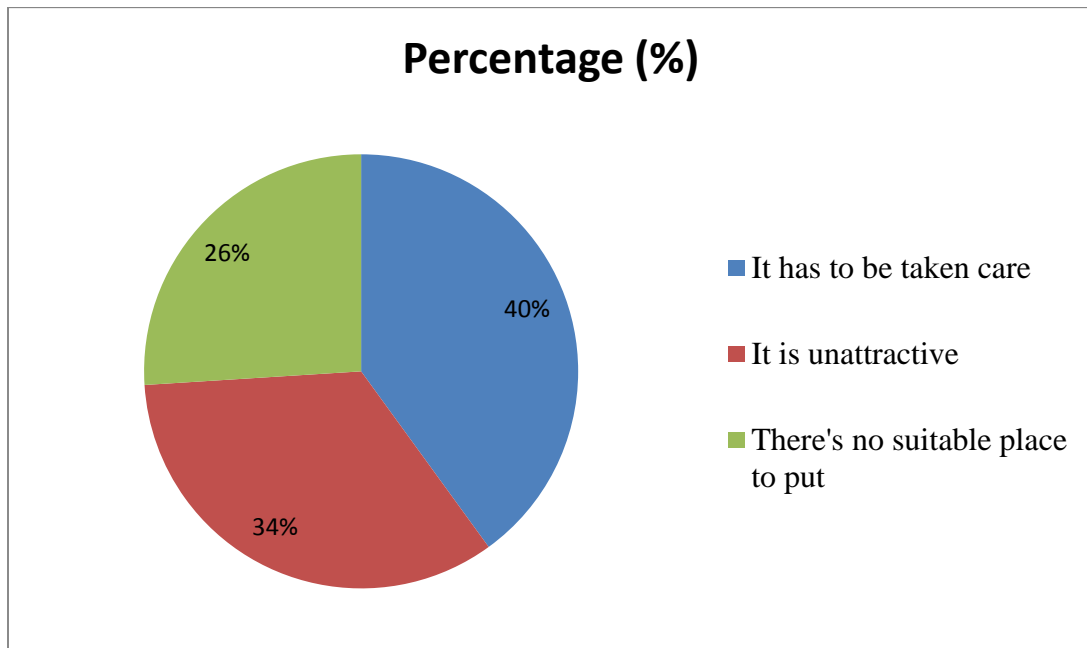
12) If the automated watering pot cost RM149, would you purchase it?



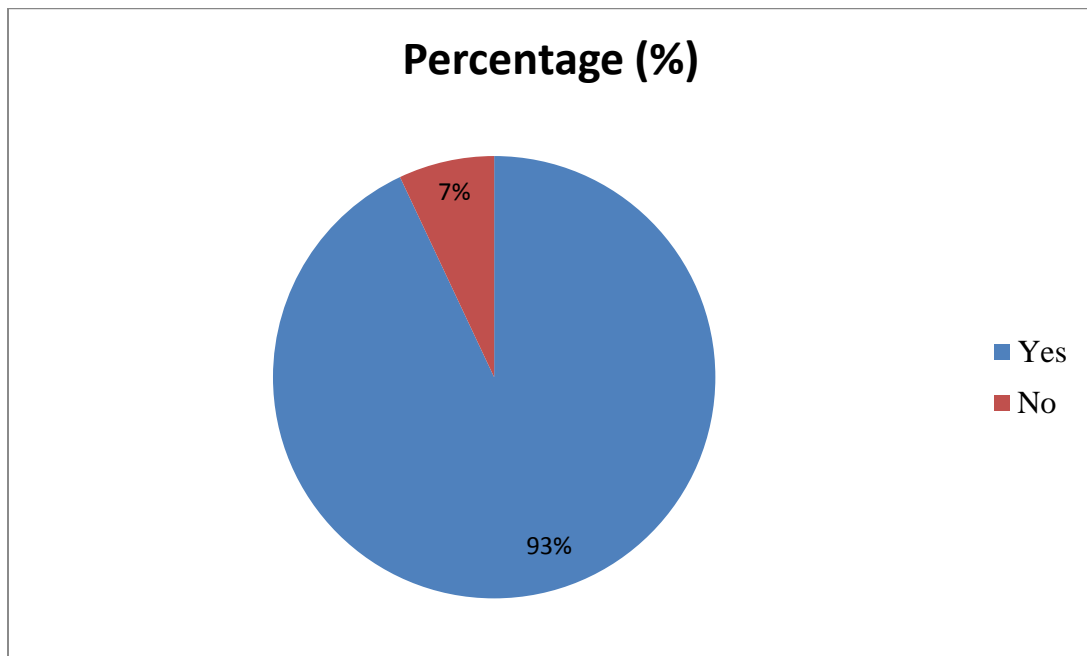
13) Will you consider indoor plant as your decoration at office or house?



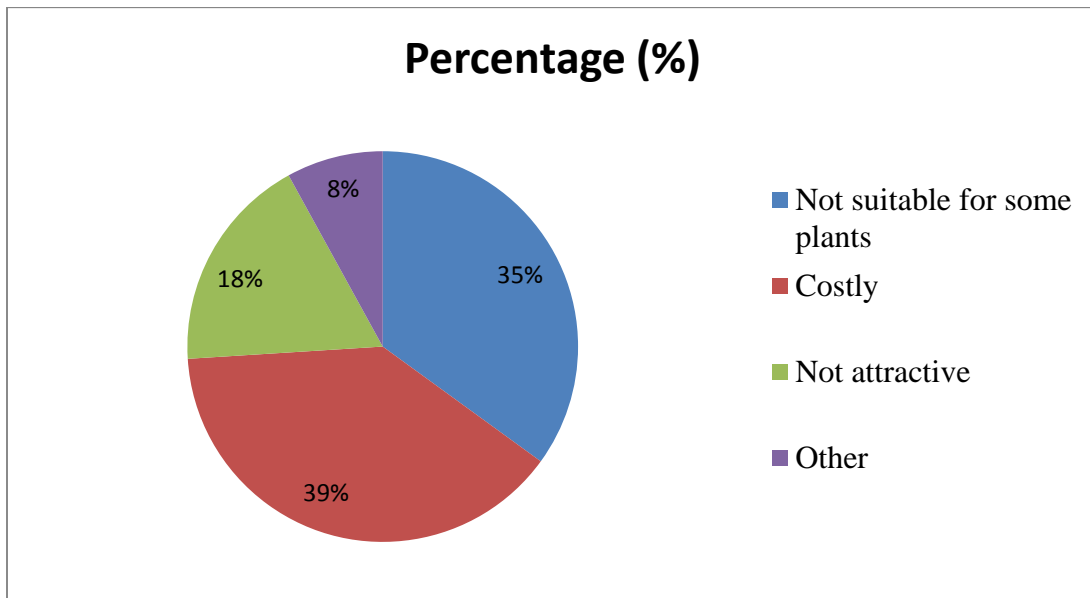
14) For those who answer No on question 12, why?



15) Based on the product image 1.1, would it encourage you to put it as a decoration at your office or home?



16) For those who answer no in question 15, why?



Appendix 7: Product Prototype



Front view of Autopot



Side view of Autopot

Appendix 8: Company Uniform



Front



Back

Appendix 9: Resume of Management Team

RESUME

A. Personal Particulars

Name : Yong Say Fong
 Address : 3-7-6 Sri Permata Condo, Jalan Ssaas
 9/6, 40100 Shah Alam
 Mobile No : 016-6031006
 Email Address :
 thewizardofthecentury@hotmail.com
 Nationality : Malaysia
 Gender : Male
 Race : Chinese
 Marital status : Single



B. Education Qualification

2014 - 2016

Universiti Tunku Abdul Rahman (UTAR) , Kampar

Bachelor of Business Administration (Honours) Entrepreneurship

Graduate Honours Degree with Distinction

2013 May

Universiti Tunku Abdul Rahman (UTAR) , Kampar

Foundation

2012

S.M.J.K. Kwang Hua, Klang, Selangor

SPM

C. Extra-Curricular Activities, Achievements and Involvements

Year	Activities	Position
2016	Leadership in Action	Participant
2016	International Culture Workshop	Participant
2015	Critical Thinking, Problem Solving and Decision Making	Participant
2015	The Effective Leader	Participant

D. Working Experiences

Company : Captivate Sdn. Bhd
 Position : Sales Promoter
 Duration : 2013/5 – 2013/8

E. Skills

- Computer Skill

Computer Skill	Proficiency
Microsoft Word	Good
Microsoft Excel	Good
Microsoft Power Point	Good

- Language Proficiency

Language	Written	Spoken
English	Good	Good
Malay	Excellent	Excellent
Chinese	Excellent	Excellent

F. References

Name : Ms Ng Yin Kuan
 Designation : Lecturer
 Contact No. : Office: 05-4688888 Extension: 4358
 Email Address: ngyk@utar.edu.my

RESUME

A. Personal Particulars

Name : Seah Yett Jing
 Address : 32, Jalan Cermay 2, Taman Cermay,
 13500 Permatang Pauh, Penang.
 Mobile No : 018-4037911
 Email Address : yjing.007@hotmail.com
 Nationality : Malaysia
 Gender : Male
 Race : Chinese
 Marital status : Single



B. Education Qualification

2014 - 2016
Universiti Tunku Abdul Rahman (UTAR), Kampar
Bachelor of Business Administration (Honours) Entrepreneurship Graduate Honours Degree
2012
S.M.K. Seberang Jaya, Penang.
STPM
2010
S.M.K. Seberang Jaya, Penang.
SPM

C. Extra-Curricular Activities, Achievements and Involvements

Year	Activities	Position
2016	Effective Time Management	Participant

2016	E-Portfolio Competition	Participant
2015	Employment Relations and Misconduct Workshop	Participant

D. Working Experiences

Company : Agilent Technologies LDA Malaysia Sdn. Bhd.
 Position : Assistance Operation Manager
 Duration : 2013/5 – 2013/12

E. Skills

- Computer Skill

Computer Skill	Proficiency
Microsoft Word	Intermediate
Microsoft Excel	Intermediate
Microsoft Power Point	Good

- Language Proficiency

Language	Written	Spoken
English	Intermediate	Intermediate
Malay	Good	Good
Chinese	Excellent	Excellent

F. References

Name : Ms Ng Yin Kuan
 Designation : Lecturer
 Contact No. : Office: 05-4688888 Extension: 4358
 Email Address: ngyk@utar.edu.my

RESUME

A. Personal Particulars

Name : Ong Chai Keong
 Address : No 3, Jalan 2, 34650 Kuala Sepetang,
 Taiping, Perak.
 Mobile No : 013-4646451
 Email Address : Snoopy_ong0109@hotmail.com
 Nationality : Malaysia
 Gender : Male
 Race : Chinese
 Marital status : Single



B. Education Qualification

2014 - 2016
Universiti Tunku Abdul Rahman (UTAR), Kampar
Bachelor of Business Administration (Honours) Entrepreneurship Graduate Honours Degree
2013 May
Universiti Tunku Abdul Rahman (UTAR), Kampar
Foundation
2011
S.M.K. Simpang, Taiping, Perak
SPM

C. Extra-Curricular Activities, Achievements and Involvements

Year	Activities	Position
2016	Business Ethics	Participant
2016	Developing Public Speaking Skills	Participant

2015	Innovative Marketing Tools from Blue Ocean Strategy	Participant
------	-----------------------------------------------------	-------------

D. Working Experiences

Company : Cadbury Dairy Milk
 Position : Sales Promoter
 Duration : 2012/1 – 2012/7

E. Skills

- Computer Skill

Computer Skill	Proficiency
Microsoft Word	Intermediate
Microsoft Excel	Good
Microsoft Power Point	Good

- Language Proficiency

Language	Written	Spoken
English	Intermediate	Intermediate
Malay	Good	Good
Chinese	Excellent	Excellent

F. References

Name : Ms Ng Yin Kuan
 Designation : Lecturer
 Contact No. : Office: 05-4688888 Extension: 4358
 Email Address: ngyk@utar.edu.my

RESUME

A. Personal Particulars

Name : Tan Hoe Choong
Address : No 43, Lebuhrapat Baru 9,
Taman Song Choon, 31350 Ipoh Perak
Mobile No : 012-5976761
Email Address : hoechoong@gmail.com
Nationality : Malaysia
Gender : Male
Race : Chinese
Marital status : Single



B. Education Qualification

2014 - 2016

Universiti Tunku Abdul Rahman (UTAR), Kampar

Bachelor of Business Administration (Honours) Entrepreneurship
Graduate Honours Degree

2013 May

Universiti Tunku Abdul Rahman (UTAR), Kampar

Foundation

2011

S.M.K. Rapat Setia, Ipoh, Perak

SPM

C. Extra-Curricular Activities, Achievements and Involvements

Year	Activities	Position
2016	Thinking Out-of-the-Box	Participant
2016	Humour in the Workshop	Participant
2016	Motivational Programme for Youth	Participant
2015	Reading and Thinking Critically	Participant

D. Working Experiences

Company : Longlife Weld Sdn Bhd
 Position : Assistant Accountant
 Duration : 2012/1-2012/12

E. Skills

- Computer Skill

Computer Skill	Proficiency
Microsoft Word	Intermediate
Microsoft Excel	Intermediate
Microsoft Power Point	Good

- Language Proficiency

Language	Written	Spoken
English	Intermediate	Intermediate
Malay	Good	Good
Chinese	Excellent	Excellent

F. References

Name : Ms Ng Yin Kuan
 Designation : Lecturer
 Contact No. : Office: 05-4688888 Extension: 4358
 Email Address: ngyk@utar.edu.my

RESUME

A. Personal Particulars

Name : Ch'ng Yee Peng
 Address : 21, Lorong Meranti 15, Taman
 Meranti, 13000 Butterworth Penang
 Mobile No : 010-3853040
 Email Address : peng930819@hotmail.com
 Nationality : Malaysia
 Gender : Female
 Race : Chinese
 Marital status : Single



B. Education Qualification

2014 - 2016
Universiti Tunku Abdul Rahman (UTAR), Kampar
Bachelor of Business Administration (Honours) Entrepreneurship Graduate Honours Degree
2012
S.M.K. St Mark, Butterworth, Penang.
STPM
2010
S.M.K. Bagan Jaya, Butterworth, Penang.
SPM

C. Extra-Curricular Activities, Achievements and Involvements

Year	Activities	Position
2016	International Culture Workshop	Participant

2015	Successful Negotiation	Participant
2015	Employment Relations and Misconduct Workshop	Participant

D. Working Experiences

Company : Nihoma Sdn. Bhd..
 Position : Human Resource clerk
 Duration : 2013/1 – 2013/12

E. Skills

- Computer Skill

Computer Skill	Proficiency
Microsoft Word	Good
Microsoft Excel	Intermediate
Microsoft Power Point	Good

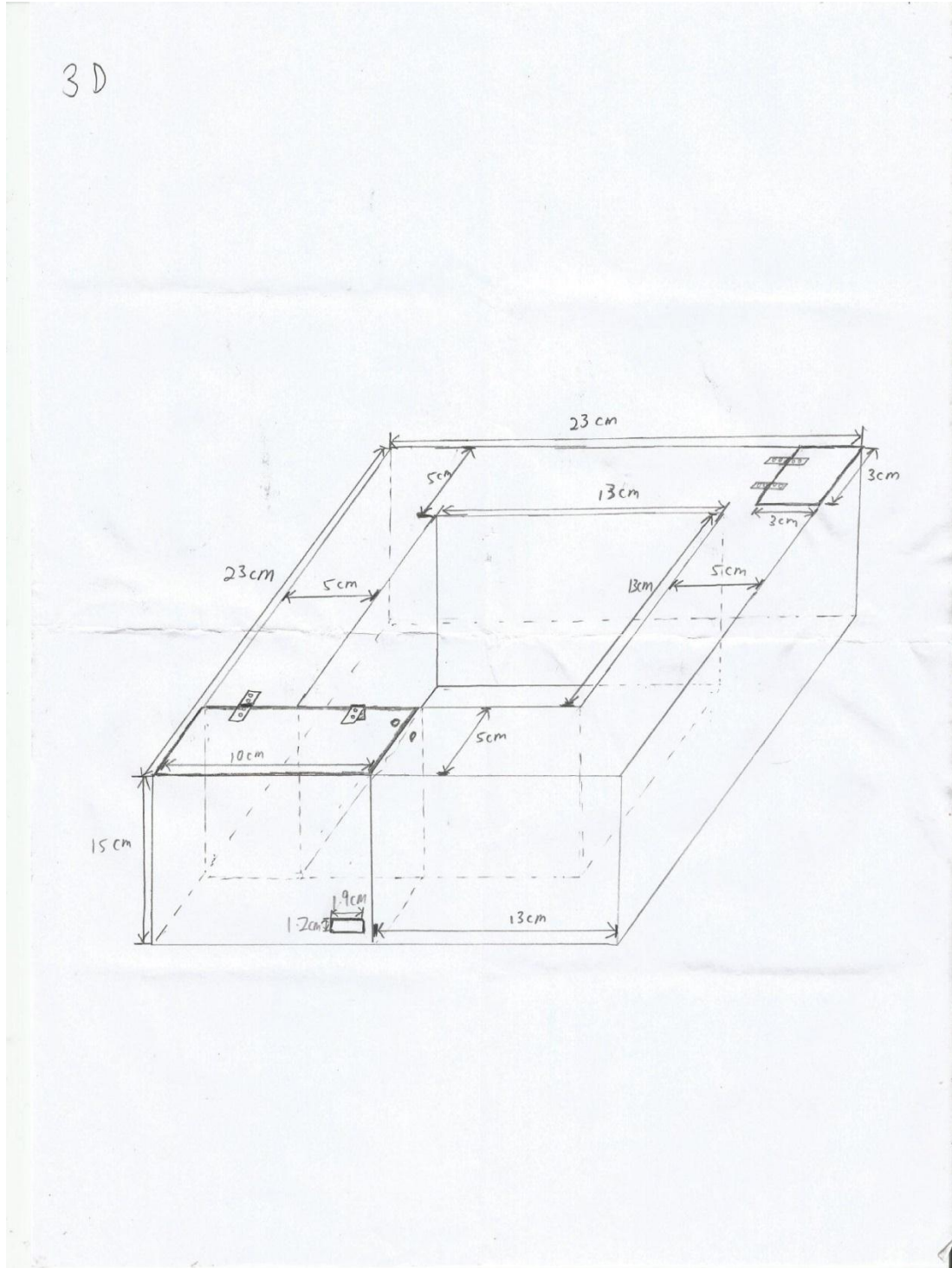
- Language Proficiency

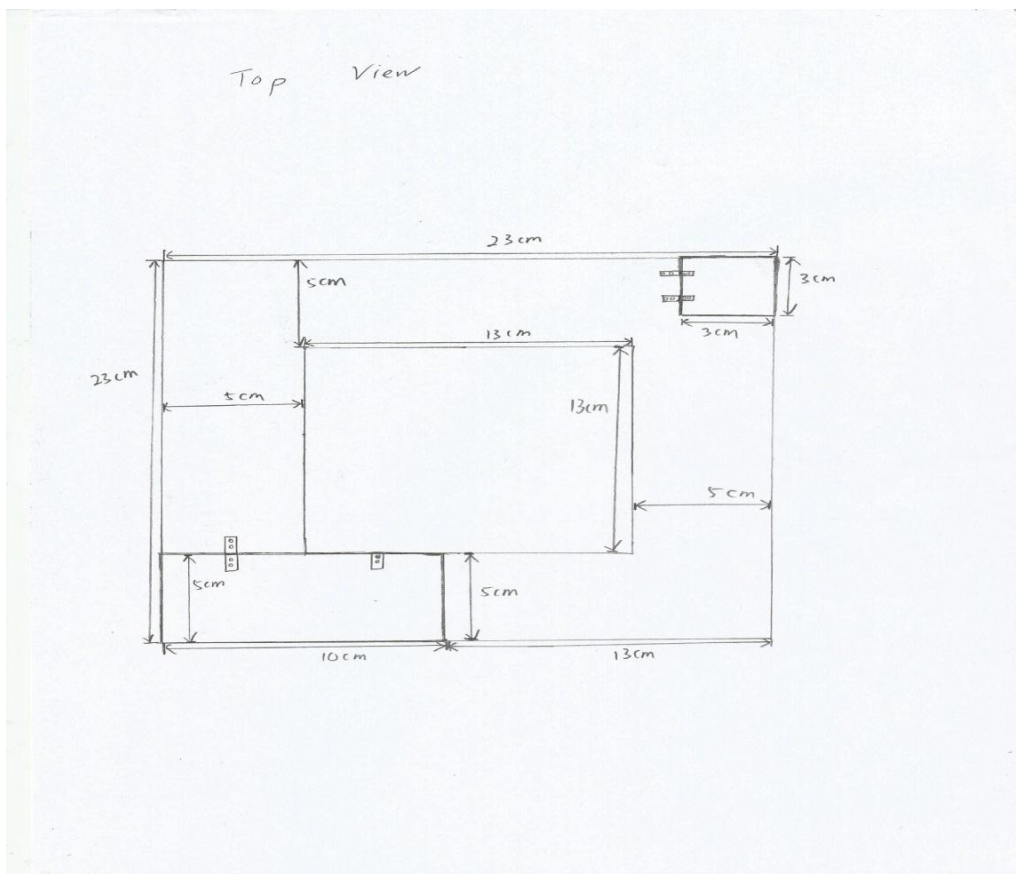
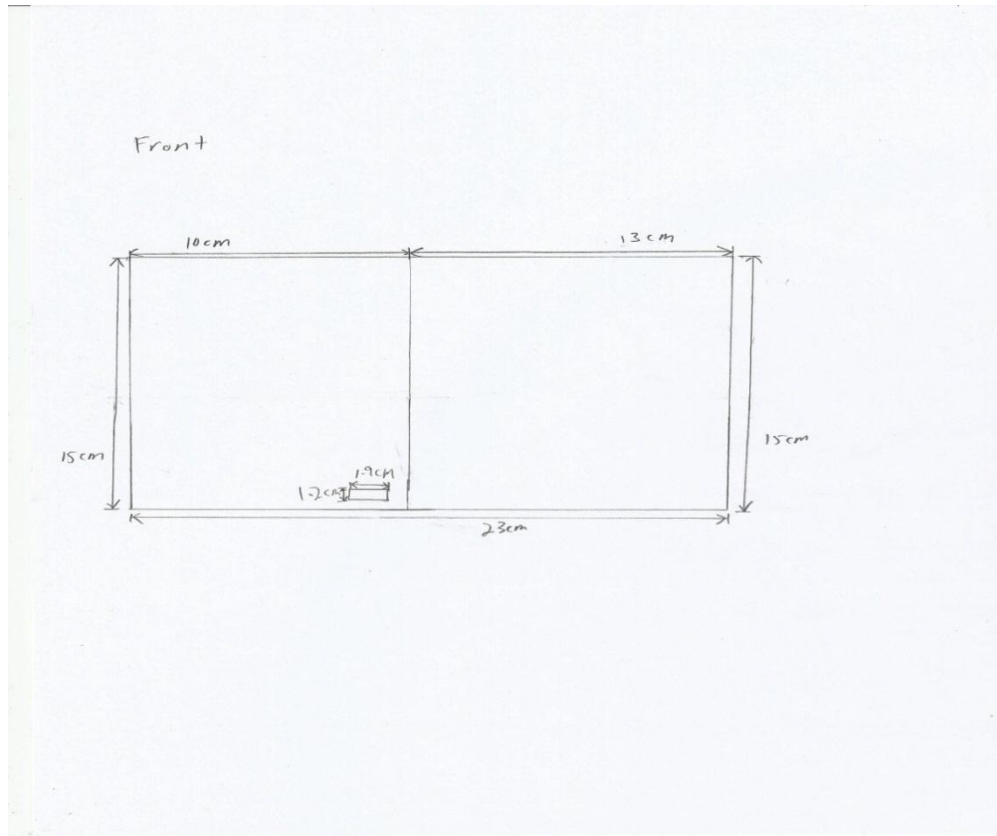
Language	Written	Spoken
English	Intermediate	Intermediate
Malay	Good	Good
Chinese	Excellent	Excellent

F. References

Name : Ms Ng Yin Kuan
 Designation : Lecturer
 Contact No. : Office: 05-4688888 Extension: 4358
 Email Address: ngyk@utar.edu.my

Appendix 10: Pictures of the glass box





Appendix 11: Intellectual Property Registration

INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA

Industrial Designs Act 1996
Office
Industrial Designs Regulations 1999
(Section 14 and Regulation 5)

Industrial Designs Registration

APPLICATION FOR REGISTRATION OF AN INDUSTRIAL DESIGN

Application number (For official use only):

1. Full name and address of / each applicant:
(Names of individuals including all partners in a firm shall be given in full. Underline the surname or family name. For a corporate body give its company name). If the applicant is a corporate body, give country / state of incorporation.

2. Full name and address of the author:

3. Name of agent (if applicable):
Address for service in Malaysia to which correspondence should be sent:
(If agent is appointed, Form ID 10 shall be submitted together with this form)

4. Name the particular article or set of articles to which the design applies:

5. Classification:

Enter the class and subclass number in accordance with the International Classification for Industrial Designs.

6. View(s):

Enter the number(s) and which view(s) to be gazetted.

7. Multiple applications: Enter the number of industrial design applied for registration (if any):

8. Association:

Enter the application number or registration number of the earlier design with which the applicant seeks association under section 23 and regulation 17.

9. Declaration of priority (if any):

Give the convention country and filing date of any previous application made abroad from which priority is claimed under section 17.

Country:
Number:
Date of filing:

10. If the details in column 9 applies, and the previous application was not made in the name(s) given in column 1, give details of the instrument (for example, deed of assignment) which gives the applicant the right to apply for registration. Include appropriate name(s) and date(s):

(If this information is not given at the time this Form is filed, you must submit it before this industrial design is registered).

11. Divisional application: Give the number and filing date of any relevant earlier application whose filing date is claimed under section 20.

Number:

Date of filing:

12. Declaration:

I / We apply to register the industrial design shown in the accompanying representations. I / We declare that I / We the applicant(s) who claim(s) to be the owner(s) of the design in relation to the article or set of articles specified in column 4 and to be the owner of any designs right that exists in this industrial design. I / We also declare in respect of any entry in column 9 that the application made in the convention country upon which the applicant relies is the first application made for registration of the design in a convention country.

Signature(s)

Date

Name of applicant / agent

(Delete whichever is not applicable)

13. Name and telephone number of person to contact in Malaysia:

INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA

TM 01

TRADE MARKS REGISTRY

TRADE MARKS ACT 1976

TRADE MARKS REGULATION 1997


**FORM OF AUTHORISATION AND REQUEST TO ENTER, ALTER OR SUBSTITUTE
AN ADDRESS FOR SERVICE**

This form must be filed whenever an agent is appointed or when one agent is substituted for another

(Subregulations 10(1), 10(2), 10(3) and 11(2))

1.	Trade Mark No:	<input type="text"/>
2.	Class	<input type="text"/>
3.	Full name and address of proprietor:	<input type="text"/>
4.	Full name and address of agent (If any):	<input type="text"/>
5.	Agent's Registration No (If known) :	<input type="text"/>
6.	Agent's own reference :	<input type="text"/>
7.	I request that all communication concerning the above mark be sent to the address indicated, which is the address for service.	
	Note: Enter (3) or (4) as appropriate in the box. An address for service must be in Malaysia. The full postal addresses of the parties must be given.	
	Signature:	<input type="text"/>
	Name of signatory (In block letter):	<input type="text"/>
	Date :	<input type="text"/>

Appendix 12: SOSCO Form



PERKESO

PKS. (K) 50-Pin. 1'91

PERMOHONAN BAYARAN BALIK CARUMAN

Nama Dan Alamat Pemohon:

.....

.....

.....

.....

UNTUK KEGUNAAN PERKESO					
No. Kelompok					

Permohonan Oleh Majikan

No. Kod Majikan

--	--	--	--	--	--	--	--

Permohonan Oleh Pekerja

No. KPPN

--	--	--	--	--	--	--	--	--	--

Lama

--	--	--	--	--	--	--	--	--	--

Baru

--	--	--	--	--	--	--	--	--	--

(Jika tiada, No. Pend. Kes. Sosial)

Saya memohon pembayaran balik caruman yang tersalah/terlebih bayar mengikut Peraturan 41, Peraturan-Peraturan Am Keselamatan Sosial Pekerja 1971, seperti berikut:-

Bagi bahagian majikan dan bagi bahagian pekerja yang masih bekerja di syarikat saya pada tarikh permohonan ini seperti dalam Jadual PKS:(K)50A:

Bagi bahagian majikan sahaja berkaitan dengan pekerja-pekerja yang tidak lagi bekerja dengan syarikat saya pada tarikh permohonan ini seperti dalam Jadual PKS:(K)50A.

Bagi bahagian diri saya sendiri seperti dalam Jadual PKS:(K)50A.

	Bhg. Majikan		Bhg. Pekerja		Jumlah	
	RM	sen	RM	sen	RM	sen
Jumlah caruman yang telah dibayar						
Jumlah caruman yang harus dibayar						
Jumlah bayaran balik caruman yang dituntut						

Saya memperakui bahawa butir-butir ini adalah betul dan saya mengaku tidak pernah membuat tuntutan yang serupa sebelum ini.

.....

Tarikh

.....

Tandatangan Pemohon

ASLITA 2002

UNTUK KEGUNAAN PERKESO

Untuk Pejabat PERKESO

Saya mengesahkan bahawa jumlah bayaran balik yang boleh diluluskan adalah sebanyak
RM

Tarikh

.....
Nama, Tandatangan dan
Cop Pengurus Pejabat PERKESO

Untuk Bahagian Kewangan & Akaun Ibu Pejabat

Pembayaran sebanyak RMadalah diluluskan.

.....
Tarikh

.....
Nama dan Tandatangan Pegawai


No. Baucer Pembayaran

Amaun (RM)

.....

.....

Appendix 13: KWSP Registration Form

 KUMPULAN WANG SIMPANAN PEKERJA PERMOHONAN PENDAFTARAN MAJIKAN EMPLOYER'S REGISTRATION APPLICATION		KWSP 1 (M.A.) PENCIKUP		
(A) JENIS PENDAFTARAN MAJIKAN / EMPLOYER'S REGISTRATION				
SILA TANDAOKAN (SILAH ESTI) SAMA- SAMA / PLEASE TICK ALL OF THE FOLLOWING				
1. NEPAJIAN INDIVIDUAL	<input type="checkbox"/>	4. MAJIKAN KEPADA ORANG GAI DOMESTIK EMPLOYER REGISTRATION FOR DOMESTIC SERVICE	<input type="checkbox"/>	
2. BERDAFTAR DENGAN SURUHANJAYA SYARIKAT MALAYSIA REGISTERED WITH COMPANY COMMISSION OF MALAYSIA	<input type="checkbox"/>	5. LAIN-LAIN OTHER	<input type="checkbox"/>	
3. BERDAFTAR SELAIN DENGAN SURUHANJAYA SYARIKAT MALAYSIA REGISTERED WITH OTHER THAN COMPANY COMMISSION OF MALAYSIA	<input type="checkbox"/>			
NOTA : BAGI PENDAFTARAN MAJIKAN KEPADA ORANG GAI DOMESTIK, SILA LENGKAPKAN BUANGKAS (B), (C) DAN (D) BAHAN A. NOTE : FOR EMPLOYER REGISTRATION FOR DOMESTIC SERVICE, PLEASE COMPLETE B, C AND D OF PART A.				
(B) MAKLUMAT MAJIKAN / EMPLOYER'S DETAILS				
NAMA PENJAJARAN EMPLOYER'S NAME	<input type="text"/>			
NOMOR PENDAFTARAN PERNIAGAAN SYARIKAT/ FIRMA/PERSATUAN BUSINESS REGISTRATION NUMBER OF COMPANY	<input type="text"/>			
TARIKH PENUBUHAN DATE OF INCORPORATION	<input type="text"/>			
TARIKH MULA MENGAJIL PENERAJA BUSINESS REGISTRATION START DATE	<input type="text"/>			
BENTUK PERNIAGAAN BUSINESS ENTITY	PERKONGSIAN PARTNERSHIP	<input type="checkbox"/>	PEMILIK TUNGGAL SOLE PROPRIETOR	<input type="checkbox"/>
	SENDIRI SENDIRI SOLE TRADER	<input type="checkbox"/>	LAIN-LAIN OTHER	<input type="checkbox"/>
JENIS PERNIAGAAN TYPE OF BUSINESS	<input type="text"/>			
BILANGAN PENERAJA NUMBER OF EMPLOYEES	<input type="text"/>			
UNTUK KECUALIAN KWSP SAHAJA FOR EXEMPT USE ONLY				
BULAN TANGGUNGAN MENCARUM	<input type="text"/>			
KOD STANDARD INDUSTRI	<input type="text"/>			
COP TARIKH TERIMA				

Sila hubungi 02 - 6222 0200 untuk maklumat perkhidmatan mengenai pendaftaran di...

NAMA PENJUALAN (MULUT BESAR)
 ENGLISH NAME (CAPITAL LETTERS)

(C) MAKLUMAT PERAGAMAN / address details

ALAMAT PERNIAGAAN BUSINESS ADDRESS											
ALAMAT BERDAFTAR (BERKAITAN DENGAN PERAGAMAN) REGISTERED ADDRESS											
POSKOD POSTCODE			NEGERI STATE								
ALAMAT SURAT MENYUKAT MAILING ADDRESS											
POSKOD POSTCODE			NEGERI STATE								
NAMA PERUMAH MAILING OFFICE											
JAWATAN POSITION											
NO. TELEFON 1 TELEPHONE 1					NO. TELEFON 2 TELEPHONE 2						
NO. TELEFON SIVIL CIVIL NO.					NO. FAKS/FAKSI FAX NO.						

(D) MAKLUMAT POKOK / POKOKAN SYARAT / RAJAN HONGKONG / POKOKAN JAWATAN UTAMA / address details

NAMA NAME										
JAWATAN POSITION										
NO. K/PASPORT PASSPORT NO.					NO. AHLI KUMP GROUP NO.					
WARGANEGARA CITIZENSHIP										
TARIKH LANTIKAN DATE OF RESIGNATION										

(E) NAMA DAN ALAMAT TEMPAT PERNIAGAAN LAIN ATAU BARANGAN / other address details

NAMA NAME	ALAMAT ADDRESS

NOTA: JEKA RUJUKAN TIDAK MENCUKUP, BILA BERTAKS LAMPIRAN BERSEAMA PERSEKUTUAN.
 NOTE: IF SPACE IS INSUFFICIENT PLEASE USE OTHERS ATTACHMENT TOGETHER WITH THIS FORM

NAMA PERUK MAJIKAN (HURUF BESAR)
EMPLOYER NAME (CAPITAL LETTERS)

(F) MAKLUMAT MAJIKAN ORANG GAJI DOMESTIK / EMPLOYER DETAILS FOR MAJORITY ABORIGINALS/INDIGENOUS	
NAMA MAJIKAN <small>EMPLOYER NAME</small>	<input type="text"/>
NO. K. PASPORT <small>EMPLOYER NO.</small>	<input type="text"/>
ALAMAT KEDAI/ALAMAT PERNIAGAAN <small>SHOP/STALL/ADDRESS BUSINESS</small>	<input type="text"/>
POSKOD <small>POSTCODE</small>	<input type="text"/> NEGERI <small>STATE</small> <input type="text"/>
NO. TELEFON RUMAH <small>HOME TELEPHONE NO.</small>	<input type="text"/> NO. TELEFON PEJABAT <small>OFFICE TELEPHONE NO.</small> <input type="text"/>
NO. TELEFON BIMBIT <small>MOBILE TELEPHONE NO.</small>	<input type="text"/> NO. FAKSIMILE <small>FAX NO.</small> <input type="text"/>
BAYA BUAH / SELUM DIDaftarkan SEBAGAI SEORANG MAJIKAN, NO. RUJUKAN MAJIKAN KWSP BAYA ULAH <small>EMPLOYER CONTRIBUTION / BEFORE REGISTERED AS AN EMPLOYER, KWSP EMPLOYER REFERENCE NO.</small>	
	BILANGAN ORANG GAJI DOMESTIK <input type="text"/>
(G) MAKLUMAT ORANG GAJI DOMESTIK / MAJORITY ABORIGINALS	
NOTA : JIKA BILANGAN TIDAK MENCIKUP, SILA LENGGAPKAN DAN BERTUKAR PERMINDAHAN YANG BERLENGGAN.	
NAMA ORANG GAJI DOMESTIK <small>EMPLOYER NAME INDIGENOUS</small>	<input type="text"/>
NO. K. PASPORT <small>EMPLOYER NO.</small>	<input type="text"/>
TANDATANGAN ORANG GAJI DOMESTIK <small>EMPLOYER SIGNATURE</small>	TARIKH <small>DATE</small> <input type="text"/>
(H) PENGESAHAN MAJIKAN / EMPLOYER DECLARATION	
NOTA : RUJUKAN INI PERLU DILENGKAPKAN BERSAMA JENIS PENDAFTARAN MAJIKAN.	
1. SAYA MEMESAHKAN SEMUA MAKLUMAT DAN DOKUMEN YANG DIBERIKAN ADALAH SAIH DAN BENAR. <small>I HEREBY DECLARE THAT ALL INFORMATION AND DOCUMENTS PROVIDED ARE TRUE AND CORRECT.</small>	
TANDATANGAN MAJIKAN / BAWEL MAJIKAN <small>EMPLOYER SIGNATURE</small>	JAWATAN <small>POSITION</small>
NO. K. PASPORT <small>EMPLOYER NO.</small>	NO. K. PASPORT <small>EMPLOYER NO.</small>
NO. K. PASPORT <small>EMPLOYER NO.</small>	NO. K. PASPORT <small>EMPLOYER NO.</small>
TANDATANGAN MAJIKAN / BAWEL MAJIKAN <small>EMPLOYER SIGNATURE</small>	JAWATAN <small>POSITION</small>
NO. K. PASPORT <small>EMPLOYER NO.</small>	NO. K. PASPORT <small>EMPLOYER NO.</small>
NO. K. PASPORT <small>EMPLOYER NO.</small>	NO. K. PASPORT <small>EMPLOYER NO.</small>



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

BORANG INI HENDAKLAH DIENGIKAPKAN DENGAN MENGGUNAKAN PEN DARIWAT HITAM DAN DITULIS MENGGUNAKAN HURUF BESAR. PANDUAN MENGIISI BORANG INI ADALAH MERUJUK KEPADA BAHAGIAN-BAHAGIAN UTAMA DI DALAM BORANG PERMOHONAN.

(A) JENIS PENDAFTARAN MAJIKAN

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

- Kerajaan
Permohonan daripada pihak kerajaan Malaysia seperti jabatan atau agensi kerajaan, badan berkanun dan pihak berkuasa tempatan.
- Berdaftar Dengan Suruhanjaya Syarikat Malaysia
Permohonan daripada syarikat yang berdaftar dengan Suruhanjaya Syarikat Malaysia.
- Berdaftar Selain Dengan Suruhanjaya Syarikat Malaysia
Permohonan daripada syarikat yang berdaftar selain dengan Suruhanjaya Syarikat Malaysia.
- Majikan Kepada Orang Gaji Domestik
Permohonan daripada majikan yang menggaji pekerja domestik/tempatan sebagai pekerja seperti pembantu, pembantu rumah dan seumpamanya.
- Lain-Lain
Permohonan daripada badan atau pertubuhan lain seperti Pertubuhan, Persatuan dan koperasi.

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

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

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

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

- Alamat Perniagaan** - Alamat di mana perniagaan dijalankan.
Alamat Berdaftar - Alamat yang didaftarkan pada Sijil Pendaftaran Syarikat (sekitarnya berbeza dengan alamat perniagaan)
Alamat Surat Menyurat - Alamat untuk urusan surat menyurat (sekitarnya berbeza dengan alamat perniagaan)
Nama Pegawai - Nama pegawai yang bertanggungjawab ke atas urusan KWSP syarikat berkenaan
Jawatan - Isikan jawatan pegawai yang bertanggungjawab ke atas urusan KWSP
Nombor Telefon 1 & 2 - Isikan nombor telefon pegawai yang bertanggungjawab ke atas urusan KWSP
Nombor Telefon Bimbit - Isikan nombor telefon bimbit pegawai yang bertanggungjawab ke atas urusan KWSP

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

- Sila lengkap Bahagian (D) dengan maklumat Pemilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama
Nama - Isikan nama Pemilik / Pengarah syarikat / Rakan kongsi / Pemegang jawatan utama
Jawatan - Isikan jawatan Pemilik / Pengarah syarikat / Rakan kongsi / Pemegang jawatan utama
Nombor KPP/Passport - Isikan KPP/Passport Pemilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama
Nombor Akaun KWSP - Isikan nombor KWSP Pemilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama
warganegara Pemilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama
Tarikh Lantikan - Isikan tarikh lantikan Pemilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama

(E) NAMA DAN ALAMAT TEMPAT PERNIAGAAN LAIN ATAU CAWANGAN

- Sila lengkapkan Bahagian (E) dengan maklumat nama dan alamat tempat lain atau cawangan
Nama dan Alamat - Isikan alamat surat-menyurat tempat perniagaan lain atau cawangan (jika ada)

(F) MAKLUMAT MAJIKAN ORANG GAJI DOMESTIK

- Sila lengkapkan bahagian (F) dengan maklumat majikan orang gaji domestik
Nama majikan - Isikan nama majikan orang gaji domestik
Nombor KPP/Passport - Isikan nombor KPP/Passport Majikan Orang Gaji Domestik

(G) MAKLUMAT ORANG GAJI DOMESTIK

- Sila lengkapkan bahagian G dengan maklumat Orang Gaji Domestik seperti Nama, No. KPP atau passport, dan bendalangan Orang Gaji Domestik

(H) PENDEBAHAN MAJIKAN

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

Sila hubungi 03-8922-0000 untuk maklumat perkhidmatan berkaitan permohonan ini.

SENARAI SEMAKAN DOKUMEN SOKONGAN BAGI PERMOHONAN PENDAFTARAN MAJIKAN

SEGIALA SALINAN DOKUMEN SOKONGAN HENDAKLAH DIBUAT DI DALAM SAIZ A4 DAN FAKTIV DOKUMEN-DOKUMEN YANG DIBERTAKAN BERSAMA-SAMA DENGAN BORANG PERMOHONAN DUKUPAN DAN TIDAK MENGGUNAKAN DAWAI KOKOT (STARBUK).

1.0 DOKUMEN SOKONGAN PERMOHONAN PENDOPTAKAN INDIKON

- 1.1 Salinan Kad Pengenalan Din / Polis / Tertera / Pasport. Salinan Kad Pengenalan PERLU dibuat di kedua-dua bahagian (depan & belakang) di atas sekeping kertas saiz A4
- 1.2 Salinan dokumen-dokumen sokongan yang dikemukakan PERLU dibuat di atas sekeping kertas saiz A4
- 1.3 Bagi Pemohonan Pendaftaran majikan Asasi:
 - 1.3.1. Borang KWSP 1
 - 1.3.2. Satu (1) salinan kad pengenalan Pengarah/Ketua Jabatan
- 1.4. Bagi permohonan Pendaftaran Majikan Swasta/Syarikat Sdn Bhd ATAU Badan
 - 1.4.1. Borang KWSP 1 (mesti ditandatangani oleh salah seorang Pengarah/Syarikat)
 - 1.4.2. Satu (1) salinan kad pengenalan orang yang menandatangani borang KWSP 1
 - 1.4.3. Salinan Borang 49 dan Borang 9 Pendaftaran Syarikat
 - 1.4.4. Sita serahan CEK atau BANK DRAF atas nama KWSP untuk bayaran anuiti pertama (jika terdapat butiran-butan yang tertunggak, sja jelaskan bayaran sehingga bulan yang terkini bagi majikan yang mengambil pekerja lebih awal dari tarikh pendaftaran dengan KWSP).
- 1.5. Bagi permohonan Syarikat Perseorangan ATAU Pemilik Tunggal
 - 1.5.1. Borang KWSP 1 (mesti ditandatangani oleh salah seorang pemilik atau rakan kongsi)
 - 1.5.2. Satu (1) salinan kad pengenalan orang yang menandatangani Borang KWSP 1
 - 1.5.3. Salinan borang pendaftaran Syarikat (Borang D dan Borang A)
 - 1.5.4. Sita serahan CEK atau BANK DRAF atas nama KWSP untuk bayaran anuiti pertama (jika terdapat butiran-butan tertunggak, sja jelaskan bayaran sehingga bulan yang terkini bagi majikan yang mengambil pekerja lebih awal dari tarikh pendaftaran dengan KWSP)
- 1.6. Bagi permohonan Pendaftaran Badan Profesional/Perubahan/Peratuan/Koperasi dan lain-lain
 - 1.6.1. Borang KWSP 1 (mesti ditandatangani oleh salah seorang pemilik)
 - 1.6.2. Satu (1) salinan kad pengenalan orang yang menandatangani borang KWSP 1
 - 1.6.3. Salinan Bilik Pendaftaran Badan Profesional/Perubahan/Peratuan/Koperasi dan lain-lain
 - 1.6.4. Benar keanggotaan Jawatankuasa Badan Profesional/Perubahan/Peratuan/Koperasi dan lain-lain
- 1.7. Bagi permohonan majikan orang gaji domestik:
 - 1.7.1. Borang KWSP 1
 - 1.7.2. Borang KWSP 16 (2 salinan)
 - 1.7.3. Satu (1) salinan kad pengenalan majikan
 - 1.7.4. Satu (1) salinan kad pengenalan pekerja domestik/tempatan

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

- 2.1 Setiap borang permohonan hendaklah ditulis menggunakan pen berdekatat hitam dengan tarung dan jelas dalam HURUF BESAR
- 2.2 Semasa borang di kaunter KWSP, hendaklah di para beritahu dokumen apa beserta salinan dokumen bagi tujuan pengesahan oleh Pegawai KWSP (jika belum dibuat pengesahan dokumen)
- 2.3 Sja pastikan semua salinan dokumen di atas telah ditandakan oleh pegawai yang dibenarkan oleh KWSP lengkap dengan nama, jawatan dan cap rasmi pengesah kecuai bagi salinan dokumen-dokumen yang telah dilekapkan KWSP sebagai pegawai pengesahnya.

DOKUMEN	NAMA PEGAWAI PENGESAH
Salinan Kad Pengenalan Dokumen-dokumen sokongan	a. Pegawai KWSP yang terdiri daripada <ul style="list-style-type: none"> - Pegawai KWSP Gred 18 ke atas - Pegawai Kaunter KWSP b. Majikan Pemohon c. Penghulu atau Pegawai d. Jaksa Pendamai e. Kumpulan Pengurusan/Profesional Kerajaan f. Ahli Dewan Undangan Negeri g. Ahli Parlimen h. Pesuruhjaya Sumpah

Appendix 14: Company registration form

**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]

Appendix 15: Form registration NERA name

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

FORM 13A. Request For Availability Of Name.

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

REQUEST FOR AVAILABILITY OF NAME

Our Ref

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

SECTION A: TO BE COMPLETED BY APPLICANT
IN BLOCK LETTERS

† PROPOSED NAME (MAXIMUM 50 CHARACTERS)

PURPOSE N-NEW INCORPORATION F-REGISTRATION OF FOREIGN COMPANY C-CHANGE OF NAME NAME OF APPLICANT: ADDRESS OF APPLICANT: TELEPHONE No: REQUEST DATE:	TYPE S-LIMITED BY SHARES G-LIMITED BY GUARANTEE U-UNLIMITED COMPANY <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: 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]

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Appendix 16: Declaration of compliance

**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)

Appendix 17: Certificate of private company

**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
the19 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 18 : Suppliers websites and shop





振華五金有限公司
C & W HARDWARE SDN. BHD. (754805-M)
No. 10, Jalan Tiga, Off Jalan Sungai Besi, 55200 K.L.
Tel : 03-9222 9713, 9222 9381, 9223 0268
Fax : 03-9222 4603 H/P: 016-2111 560, 016-2111 562

CHIN WAH YIN (FRAZ. ASST) **ANGIE NG**
016-3111 542 016-3111 059

MAY NG **JEFF NG**
016-3111 053 016-3111 526

Specialised in mild steel, stainless steel, cast iron shaft and API hollow pipes 24" and below, Dealers in all M.S. Products, Band Sawing and M.S. Plate cutting also available

固緯電子榮獲科技創新獎-2015金牌獎
GWInstek WINS TECHNOLOGY INNOVATION AWARD



科技創新獎
TAITRONICS



GDS-2000E Series
數位儲存示波器
Digital Storage Oscilloscope



PEL-3031E Series
可程式直流電子負載
Programmable D.C. Electronic Load



PSB-1000 Series
可程式直流電源供應器
Multi-range D.C. Power Supply

Destiny Electronic Centre

Product Keywords

Home About Us Products News & Updates Contact Us

Company Overview

With over 15000 items and offer a huge inventory of electronics, electro-mechanical, active/passive components and interconnect parts, it has now become a reliable 1-Stop electronics super sourcing store virtually for all your electronic needs.

[continue reading](#)

Featured Products



Latest News

11th May 2010
Curabitur quis vulputate sapien. Sed laoreet orci ut ante placerat ac posuere lectus sollicitudin.

11th May 2010
Curabitur quis vulputate sapien. Sed laoreet orci ut ante placerat ac posuere lectus sollicitudin.

11th May 2010
Curabitur quis vulputate sapien. Sed laoreet orci ut ante placerat ac posuere lectus sollicitudin.

 **OUR LOCATION**

 **CALL US NOW**

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www.destiny.com.my

Products:
Robotic Parts



DESTINY ELECTRONIC



www.destiny-electronic.com.my



Appendix 19 : Company Name Card

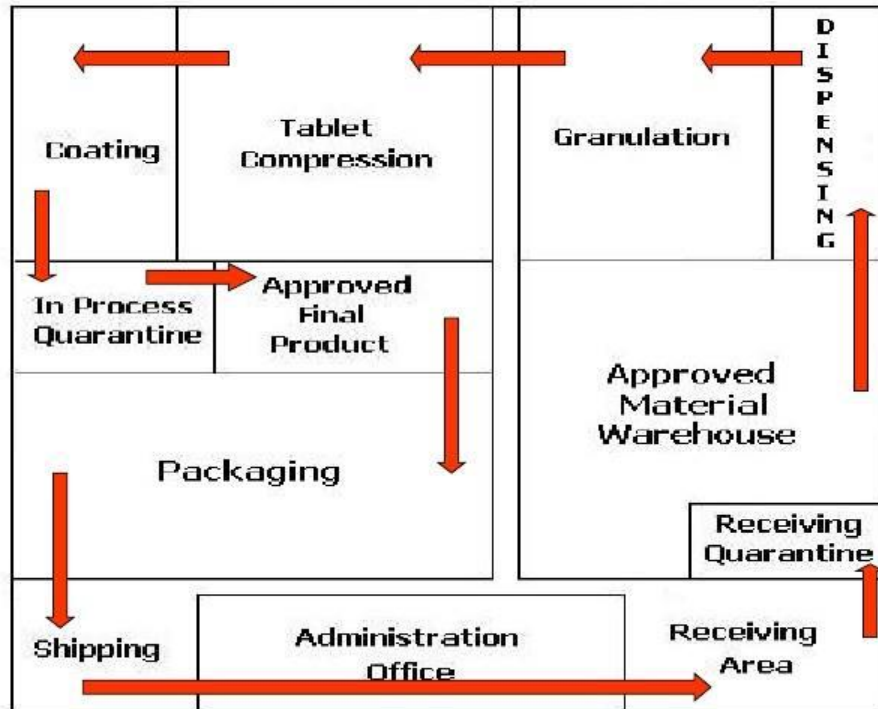






Appendix 20: Manufacture layout

Circular flow



Appendix 21: Outlet layout



Appendix 22: Malaysia population

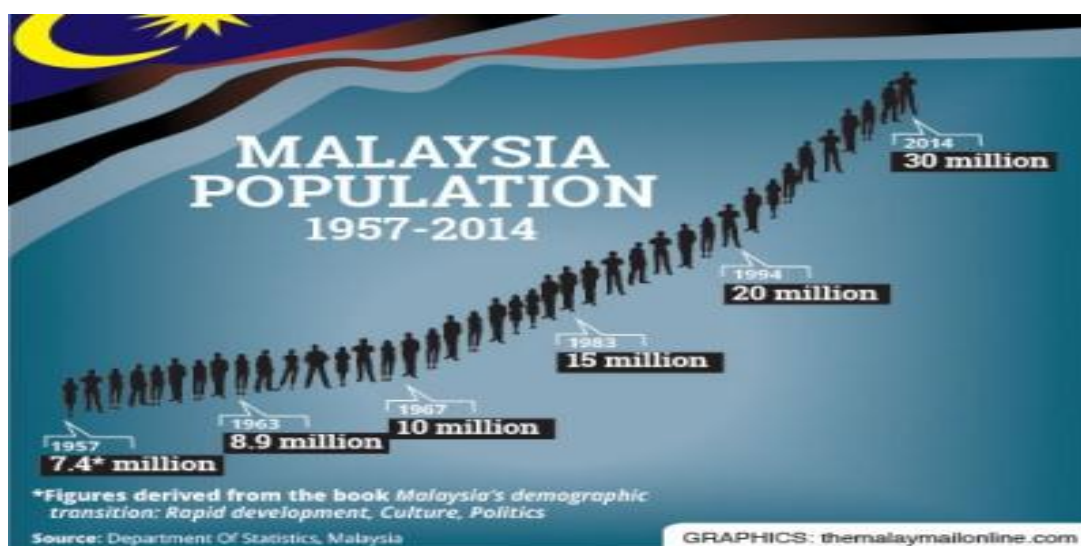


Table (a): Key Indicators of Labour Force in Malaysia, 2013 and 2014

Indicator		2013	2014	Changes (%)
Labour Force	('000)	13,634.6	13,931.6	2.2
Employed	('000)	13,210.0	13,532.1	2.4
Unemployed	('000)	424.6	399.5	-5.9
Outside labour force	('000)	6,700.8	6,712.3	0.2
Labour force participation rate (LFPR)	(%)	67.0	67.5	0.5*
Male	(%)	80.7	80.4	-0.3*
Female	(%)	52.4	53.6	1.2*
Unemployment rate	(%)	3.1	2.9	-0.2

* percentage points

Appendix 23: Feedback form

FEEDBACK FORM OF NERA

We are always keen to receive your views on the product and services we deliver. The feedback you give allows us to continually improvement to better suit your needs. We would appreciate it if you could spend a few minutes filling in this form before you leave.

{All feedback will be treated in the strictest of confidence.}

Name: _____

Date: _____

Products: _____

Name of Sales(s): _____

Products: _____

	Poor	Average	Good	Excellent/ Useful
Product Performance				
Useful level				
Products Content				
Quality of Contribution of products				
After sales services				
Sales services(s)				
Product features				

What did you like about the products?

What do you think could be improved?

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

Outline 3 things that you will take with you/have learnt in this Autopot

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

Do you have any suggestions for new improvement? (If so, please give details and if you would like to be contacted about this idea please include your email address)

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

Signature:

Date:

Appendix 24: Company website

NERA
A WHOLE NEW PLANTING EXPERIENCE

HOME ABOUT PRODUCTS CONTACT

Did you Know?
According to Global Garden Reports (2011),
- 40% out of 5000 homeowners claimed they don't have time for gardening
- 32% out of 5000 homeowners treated gardening as a chore (an additional responsibility)

According to NASA (1989)
- Suggest efficient air cleaning is accomplished with at least one plant per 100 square feet of home or office space

Why Autopots?
Automated Watering System
- Save Time
- Convenience
- Portable
- Aesthetic Design
- Cultivate Green Behaviour

Customer Hotline
We are available by phone 24 hours a day
03-77835111
Jalan SS 7/19, Kota Damansara, 47301 Petaling Jaya, Selangor
Kindly leave down your comment by sending it to www.nera@hotmail.com
We will have experienced staff to cater to your enquiries.
ADDITIONAL WAYS TO CONTACT US >

Events & Announcements
June 19th NERA will be attending international Greentech & Eco Products exhibition held at Midvalley, Kuala Lumpur. See you guys there!
August 7th NERA will be giving out sales discount for the first 100 customers who purchased our Autopots. Additionally, lucky customers will also received surprise gift from us at the same time.

Download Our Brochure

NERA

