

MAGIC CUBE

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BUSINESS PLAN
MAGIC CUBE

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Business Plan prepared August 2015
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DECLARATION

We here 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 contributions has been made by each group member in completing the Entrepreneurial project.
- (4) The word count of this Entrepreneurial Project is 17,760.

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TABLE OF CONTENTS

	Page
Copyright Page.....	ii
Declaration.....	iii
Acknowledgement	iv
Table of Content	v
List of Tables	xii
List of Figures	xiv
List of Financial Statements.....	xv
List of Appendices	xvi
1.0 EXECUTIVE SUMMARY	1
1.1 The Opportunity	1
1.2 The Description of the Business.....	1
1.3 Competitive Advantages	1
1.4 The Target Market.....	1
1.5 The Management Team.....	2
1.6 Brief summary of the Financial Projections.....	2
1.7 Descriptions of What the Business Needs.....	3
1.8 Exit Strategy for the Investor	3

2.0 THE BUSINESS.....	4
2.1 The Description of the Business.....	4
2.1.1 The Name and Logo of the Propose Business.....	4
2.1.2 The Location of the Propose Business	5
2.1.3 Nature of Products Offer	6
2.1.4 Company Vision, Mission and Objectives	6
2.2 The Opportunity	7
2.2.1 Problem to Solve or Need to be Filled	7
2.2.2 How the Proposed Business Solves the Problem or Fills the Need	9
2.3 Competitive Advantages	10
2.3.1 Description of the Business Model.....	10
2.3.2 How the Business will Create Sustainable Competitive Advantages ...	15
2.4 Current Status and Requirement	17
2.4.1 Descriptions of Where the Business Stands Today and What the Business Needs to Move Forward	17
3.0 INDUSTRY ANALYSIS	19
3.1 Industry Description.....	19
3.1.1 Industry Trends.....	19
3.1.2 Industry Size.....	20
3.1.3 Industry Attractiveness	21

3.1.4 Profits Potential	24
3.2 Target Market	27
3.3 Competitive Position within Target Market	27
4.0 MARKETING PLAN	28
4.1 Product Feasibility Analysis	28
4.1.1 Full Descriptions of the Product	28
4.1.2 Concept Testing	29
4.2 Pricing Strategy	30
4.2.1 Value-Based Pricing Strategy	30
4.2.2 Promotional Pricing Strategy	31
4.2.3 Competitive Pricing Strategy	31
4.3 Channel of Distribution	32
4.4 Promotional and Advertising	33
4.4.1 Promotion	33
4.4.2 Advertising	34
5.0 PRODUCTION PLAN	36
5.1 Manufacturing Process	36
5.1.1 Outsourcing	38
5.2 Availability of Qualified Labour Pool	38

5.2.1 Kuantan.....	38
5.2.2 Terengganu	38
5.2.3 Kelantan.....	39
5.3 Physical Plant	40
5.3.1 Manufacturing Plant in Kuantan, Pahang.....	40
5.3.2 Sales Office in Butterworth, Penang	41
5.3.3 Sales Office in Klang, Selangor	42
5.3.4 Sales Office in Johor, Johor Bahru.....	43
5.4 Machineries and Equipment.....	44
5.5 Name of Suppliers	44
5.5.1 Machinery Suppliers.....	44
5.5.2 Material Suppliers	45
5.6 Quality Control.....	45
5.6.1 Quality Circle	45
5.6.2 Final Checking.....	46
5.6.3 Training and Development.....	46
5.6.4 International Organization for Standardization (ISO)	46
5.6.5 OHSAS 18001	47
5.7 Customer Support.....	47
5.7.1 Company Websites (www.magiccube.wixsite.com.magiccube)	47
5.7.2 Social Network	47

5.7.3 Demonstration	48
5.7.4 After-Sales Service	48
5.7.5 Hotline Service	48
 6.0 MANAGEMENT TEAM	 49
6.1 Management Team	49
6.2 Board of Advisers.....	54
6.3 Key Professional Service Providers	54
6.3.1 Legal Firm	54
6.3.2 Accounting Firm.....	55
6.3.3 Business Consultant.....	56
6.3.4 Banking Consultant	56
 7.0 COMPANY STRUCTURE, INTELLECTUAL PROPERTY, AND OWNERSHIP.....	 57
7.1 Organizational Structure	57
7.1.1 Description of Organizational Structure.....	58
7.2 Legal Structure	61
7.3 Intellectual Property	62
7.3.1 Trademark.....	62

8.0 FINANCIAL PLAN	63
8.1 Capital Requirements for the Next 5 Years.....	63
8.1.1 Sources of Fund	63
8.1.2 Uses of Fund.....	65
8.2 Overview of Financial Projections	67
8.2.1 List of Assumptions.....	67
8.2.2 Estimated Production and Sales Cost	68
8.2.3 Estimated Labour Cost	69
8.2.4 Other Expenses	70
8.3 Pro Forma Income Statement for Five Years	78
8.4 Cash Flow Projections for Five Years.....	80
8.5 Pro Forma Balance Sheet for Five Years	82
8.6 Payback Period and Exit Strategy	83
8.6.1 Payback Period	83
8.6.2 Exit Strategy	84
9.0 CRITICAL RISK FACTORS.....	85
9.1 Management Risks	85
9.1.1 Lacking of Experiences, Capabilities and Skills	85
9.1.2 Disputes among Management Personnel.....	85
9.2 Marketing Risk	86

9.2.1 Low Brand and Product Recognition	86
9.3 Operating Risks	86
9.3.1 Poor Production Planning	86
9.3.2 Poor Suppliers	86
9.3.3 Equipment and Machinery Breakdown	87
9.4 Financial Risks	87
9.4.1 Poor Cash Management.....	87
9.4.2 Economic and Political Risks	87
9.5 Intellectual Property Infringement	88
9.6 Other Risk	88
9.6.1 Flood.....	88
9.7 Contingency Plan	89
References.....	92
Appendices.....	100

LIST OF TABLES

	Page
Table 2.1: Pre-commencement Milestones of Business.....	17
Table 2.2: Projected Milestones for 2017 – 2021.....	18
Table 3.1: Eliminate-Reduce-Raise-Create Grid (ERRC Grid).....	22
Table 3.2: Malaysia Population Data.....	25
Table 3.3: Competitive Analysis Grid for Magic Cube.....	27
Table 5.1: Material Supplier.....	45
Table 8.1: Total Start-up Cost.....	65
Table 8.2: Start-up Cash Available.....	66
Table 8.3: Estimated Sales (Quantity) for 2017 – 2021.....	68
Table 8.4: Public Holiday is 3% of Production Cost.....	69
Table 8.5: 3PL Inbound/ Import Logistic Charges.....	70
Table 8.6: 3PL Outbound Logistic Service Expenses.....	71
Table 8.7: GST Claim and Payable.....	71
Table 8.8: Medical Cost Expenses.....	73
Table 8.9: Gross Salaries for 2017 – 2021.....	74
Table 8.10: EPF contributions (13%) by Employer in 2017 – 2021.....	74
Table 8.11: EPF contributions (8%) by Employee in 2017 – 2021.....	75
Table 8.12: SOCSO contributions (1.75%) by Employer in 2017 – 2021.....	75
Table 8.13: SOCSO contributions (0.50%) by Employee in 2017 – 2021.....	76

Table 8.14: Net Salaries for 2017 – 2021.....	76
Table 8.15: Depreciation on Fixed Assets.....	77
Table 8.16: Payback Period and Discounted Payback Period.....	83

LIST OF FIGURES

	Page
Figure 2.1: Company Logo.....	4
Figure 2.2: Business Model of Magic Cube.....	11
Figure 3.1: Evolution of Baby Cribs.....	19
Figure 3.2: Value Innovation.....	21
Figure 3.3: Three Tiers of Noncustomers.....	24
Figure 3.4: Forecasted Average Babies Born.....	25
Figure 3.5: Season for Births.....	26
Figure 4.1: Convertible Baby Crib.....	29
Figure 4.2: Channel of Distribution.....	32
Figure 5.1: Manufacturing Process.....	36
Figure 5.2: Layout of Manufacturing Plant in Kuantan, Pahang.....	40
Figure 5.3: Layout of Sales Office in Butterworth, Penang.....	41
Figure 5.4: Layout of Sales Office in Klang, Selangor.....	42
Figure 5.5: Layout of Sales Office in Johor, Johor Bahru.....	43
Figure 6.1 Management Team.....	49
Figure 7.1: Organizational Chart.....	57
Figure 7.2: Share of Ownership.....	61
Figure 8.1: Shareholder Contribution.....	63

LIST OF FINANCIAL STATEMENTS

	Page
Financial Statement 1.1: Income Statement for 2017 – 2021.....	2
Financial Statement 1.2: Cash Flow Projection for 2017 – 2021.....	2
Financial Statement 1.3: Balance Sheets for 2017 – 2021.....	3
Financial Statement 8.1: Pro Forma Income Statement for 2017-2021.....	78
Financial Statement 8.2: Cash Flow Projection for 2017–2021.....	80
Financial Statement 8.3: Pro Forma Balance for 2017–2021.....	82

LIST OF APPENDICES

	Page
Appendix A: Location of Manufacturing Plant.....	100
Appendix B: Location of Sales Office.....	102
Appendix C: Product Prototype.....	108
Appendix D: Market Research Data.....	111
Appendix E: Machines and Equipment.....	118
Appendix F: Details of Suppliers.....	126
Appendix G: Company Websites.....	128
Appendix H: Business Registration Form.....	130
Appendix I: Partnership Agreement.....	134
Appendix J: Trademark Registration Form.....	139
Appendix K: Total Cost per Crib.....	143
Appendix L: Estimated Production and Sales Cost.....	144
Appendix M: Estimated Labour cost.....	146
Appendix N: IWS fees for Sales office and Manufacturing Plant.....	148
Appendix O: Fire Certification Application.....	150
Appendix P: SOCSO and EPF Form.....	151
Appendix Q: Resume of Management Team.....	156
Appendix R: Company Uniform.....	174
Appendix S: Company Business Cards.....	175

Appendix T: Questionnaire Survey.....	177
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1.0 EXECUTIVE SUMMARY

1.1 The Opportunity

This section highlights the opportunity identified by our management team, which is the limited lifespan of ordinary baby cribs, lacking of free space in storing unused baby cribs, increasing in the living cost and consumers are looking for newness of product.

1.2 The Descriptions of the Business

Magic Cube is producing a convertible baby cribs that able to convert into an adult single bed or a bench. The baby cribs able to extend the lifespan and repurpose the unused baby cribs. The convertible baby cribs are promoting cost saving concept and innovative design.

1.3 Competitive Advantages

Magic Cube's competitive advantage is created by using value proposition, customer interface, value network and strategic resources.

1.4 The Target Market

The target market for Magic Cube is Generation Y and Z; newlyweds and couple who are going to be first time parents.

1.5 The Management Team

The founders of Magic Cube will be nominated as the management team member. Ms. Khor Fung Yong will be the General Manager; Mr. Yew Kuang Ren is the Operation Manager; Ms. Tan E Qian appointed as Human Resource Manager; Ms Hew Yong Wen will be the Finance Manager; and lastly, Ms. Lim Chai Hong will be appointed as Marketing Manager.

1.6 Brief Summary of the Financial Projections

Financial Statement 1.1: Income Statement for 2017 – 2021

Years Details	2017(RM)	2018(RM)	2019(RM)	2020(RM)	2021(RM)
Net Revenue	4,296,699	5,595,399	7,272,720	10,209,780	15,314,670
(-) Cost of Goods Sold	1,943,916	2,519,340	3,276,360	4,573,284	6,846,564
Gross Profits	2,209,115	2,904,762	3,788,111	5,264,304	7,867,552
(-) Expenses	2,377,110	2,944,865	3,817,619	4,639,707	5,712,661
Profits / (Loss) Before Tax	(167,995)	(40,103)	(29,508)	624,597	2,154,891
(-) Total Tax	-	-	-	124,903	492,174
Net Profits / (Loss)	(167,995)	(40,103)	(29,508)	499,693	1,662,717

Source: Developed for the research

Financial Statement 1.2: Cash Flow Projection for 2017 – 2021

Years Details	2017(RM)	2018(RM)	2019(RM)	2020(RM)	2021(RM)
Cash Inflow	4,299,539	5,677,477	7,369,582	10,343,121	16,005,255
Cash Outflow	4,217,461	5,580,615	7,236,241	9,652,536	13,594,402
Cash Balance	82,078	96,862	133,341	690,585	2,410,854

Source: Developed for the research

Financial Statement 1.3: Balance Sheets for 2017 – 2021

Years Details	2017(RM)	2018(RM)	2019(RM)	2020(RM)	2021(RM)
Fixed Assets	545,931	485,272	424,631	363,954	303,295
Current Assets	86,074	106,630	137,781	698,133	2,421,510
Total Assets	632,005	591,902	562,394	1,062,087	2,724,805
Total Liabilities	-	-	-	-	-
Finance by:					
Capital Investment	800,000	632,005	599,522	575,620	1,075,313
Net Profit / (Losses)	(167,995)	(40,103)	(29,508)	499,693	1,662,717
Total Capital Employed	632,005	591,902	562,394	1,062,087	2,724,805

Source: Developed for the research

1.7 Descriptions of What the Business Needs

The total amount of contribution from five founders is RM 440,000. We also obtain funding from potential investors, Malaysia Government Grant and Young Entrepreneur Fund. Therefore, the start-up capital of the business will be RM 800,000. The capital will mainly use to cover business registration cost; renovating manufacturing plant and sales office; purchase machinery and equipment; and purchasing raw material from suppliers.

1.8 Exit Strategy for Investor

The exit strategy for investors is acquisition and liquidation.

2.0 THE BUSINESS

2.1 The Description of the Business

2.1.1 The name and logo of the propose business

Our company is given a name as “Magic Cube” because the product we producing is able to transformed from a baby crib to either a single adult bedframe or a bench in the future. The logo of our company consists of a child, right ticks, squares and our company name.

Figure 2.1: Company Logo



Source: Developed for the research

The squares are representing our product Magic Cube. The position of the squares that have been put in vertical sequences from the bottom to the top show the life span of the baby crib can be further extended by transforming the unused baby crib to other usable furniture. The main material of our product is teak wood and it is well known for its durability.

The right ticks in the logo indicate that our product is a right choice for our customer because our company is providing superior quality product for our

customer. In addition, the right tick is showing in an “opposite direction”. It is reflecting our product’s features with convertible and flexible design.

Moreover, green colour is the colour of our company logo because it is the colour of growth from the meaning of colour perspective and promotes love of family. Thus, it means that parents can show their love and provide a comfortable environment for their children by having our baby crib.

Lastly, the white colour in our company logo indicates new beginnings. Babies come to the world with a perfect balance of white and ready to be imprinted with colours by experiencing the world. Same goes to our business, we are ready to accept the challenges and strive for the success of our business in the near future.

2.1.2 The location of the propose business

Magic Cube having one manufacturing plant in Kuantan and three sales offices in Penang, Selangor and Johor. In order to cover all the states in Malaysia, we will expand our business and open more sales office in the future. We also plan to expand our business to other country in Southeast Asia.

Our manufacturing plant located at Taman Seri Damai Baru; Kuantan. The main reason for us to set up our manufacturing plant in Kuantan is because the cost of renting is lower compare to other states. Besides, this location is only 40 minutes away Kuantan Port, therefore importing wood material from Indonesia will be easier. (Refer to Appendix A for Location of Manufacturing Plant)

One of our sales office will be set up at Klang Sentral, Meru, Setia Alam which located in Selangor. This location is interconnected to Putrajaya and Negeri Sembilan. This location is having ample parking spaces and the Klang Sentral Bus Terminal is 2 minutes walking distance from our sales office.

Another sales office will set up at Permas Boulevard, Permas Jaya which is situated at Johor Bahru; it interconnected to other state such as Melacca. This area is surrounded by different furniture shops. When our sales office is located near to our competitor, we can captured some of the customers of our competitors. In

addition, our company can enjoys high visibility and high volume customer traffic from Johor Bahru city centre.

Lastly, another sales office is located at Tanjung Indah, Butterworth which is situated in Penang. Perak, Kedah and Perlis is interconnected to Penang. This location is ideal for our sales office because it is a new business centre which has high traffic flow. (Refer to Appendix B for Location of Sales Office)

2.1.3 Nature of products offer

Our company, Magic Cube is producing the convertible baby crib, which can be transformed into a single adult size bedframe or a bench. Our main material is teak wood, which well known for its durability. The innovative design of our baby crib is promoting the concept of extending the lifespan of product while creating an alternative way for the parents to save their spending. Such combination is adhering to 3R, which are reuse, reduce and recycle. At the same time, we are also providing customized mattress as a complimentary products of the baby cribs.

2.1.4 Company vision, mission and objectives

2.1.4.1 Vision statement

The vision of our business is to produce the best baby furniture in terms of the product's durability and innovativeness.

2.1.4.2 Mission statement

The mission of Magic Cube is to provide an extraordinary buying experience to our customers by offering a convenient, innovative, quality assured and safety product, simultaneously doing continuous research and development in order to add value while fulfilling the needs and wants of customers.

2.1.4.3 Objectives

The objectives of Magic Cube are:

- To bring greater convenience to the parents with the convertible and space saving features of the baby crib.
- To enable the parents to get a quality assured and safety product with affordable price.
- To fulfill the desires of customers who are looking for innovative and modern baby furniture.
- To minimize and reduce the wastage by adhering to the initiative of 3R, which are reduce, reuse and recycle.

2.2 The opportunity

According to Malaysia External Trade Development Corporation (MATRADE), since 2014 the furniture industry in Malaysia is exporting to more than 160 countries and generate earning over RM6.3billion annually, which is one of the biggest revenue earners in the country. When there is demand, there is supply. The earning from exporting furniture shown that the world has attention in our furniture industry. Therefore, it believed that the growing of furniture industry in the future is encouraging, and it will be an opportunity for us to involve ourselves in the furniture industry.

2.2.1 Problem to solve or need to be filled

2.2.1.1 The life span of baby furniture is short

Newborn baby spend most of their time sleeping on bed, thus baby cribs is a necessity for the newborn baby. Parents need a lot time and effort in choosing the baby cribs, so that it comes with the right size, right colour, decent quality, nice design, and meet the safety standards. However, the lifespan of the baby cribs is

limited; it only can last for a few years before the baby transition into a much bigger bed. The effort and the money spend is wasted if the baby cribs being left at the corner of the house after the baby had grown up.

2.2.1.2 Lack of free space in storing unused baby crib

After the baby had grown up, the unused baby crib will be an issue when the house is already occupy by other furniture. This issue arise because developer tends to build smaller units so that the houses become affordable to buyers (Boey, 2015). According to the research, the percentage of rising a small units homes from 500 to 800 square feet (sq. ft.) grows from 25.9 percent to 34.3 percent over 2011 to 2013 (iproperty, 2014). In another words, constraints of free space will be a problem when the parents want to store the unused baby's furniture in their house.

2.2.1.3 Target market looking for newness of product

Generation Y is taking over the senior position and form the largest consumer segment (Wan Nursafiza & Madden, 2015). The New Product Innovation Survey done by Nielsen (2015) stated that Malaysian always ready to try new product. Whereby, about two third of consumers in Malaysia prefer to purchase new products from brand they familiar with and they like it when the manufacturer offer new product option. In addition, about one third of Malaysian are the early purchaser of new product innovation. The consumers tend to look for the creative yet innovative product that can enhance their lifestyle and they are willing to pay for it. This needs positively encourage us to launch an innovative product.

2.2.1.4 Increase in living cost

According to Department of Statistic Malaysia (2015), the cost of living is escalating over last 10 years. When the cost of living is increasing, the spending

power of target market will decrease. Therefore, it will be a burden for most of the parents to purchase furniture to accommodate their child's growth in different stage. However, it is a responsible for the parents to purchase a cribs for their infants; thus they need to find a cheaper alternative that can fulfill their needs. Therefore, this is a great chance for us to offer a better solution for them.

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

2.2.2.1 Extend the lifespan of baby cribs

The lifespan of a baby cribs is limited. Parents need to think what they need to do with the baby's furniture when their little one had grown up. With Magic Cube Convertible Baby Cribs (CBC), parents able to convert the unused baby cribs to a bench or an adult single bedframe. When the baby crib is repurpose, the lifespan of the cribs is extended.

2.2.2.2 Repurpose the baby cribs

Space limitation forces parents to make decision on what to do with the unused baby cribs. However, it will be a waste to toss it or give it to others, because the price of the crib is not cheap. Repurpose the baby cribs will be an innovative yet creative solution to solve this problem. CBC provide a flexible solution for our target market. It can be repurpose to other usable furniture, such as a bench or an adult bedframe, target market can transformed it according to their needs.

2.2.2.3 Creative convertible baby crib

Todays, Generation Y and Z in Malaysia becoming more knowledgeable, they willing to spend for the quality and safety standards of infants and children's products (Yasmin, 2014). CBC is an innovative yet creative product, whereby it can be convert to a bench or single bedframe. Apart from that, our company using

teak wood as the main material of the baby cribs to ensure the durability of the product. This product can attract attention of target market by its durability, flexibility and innovative design.

2.2.2.4 Convertible baby cribs helps parents to save cost

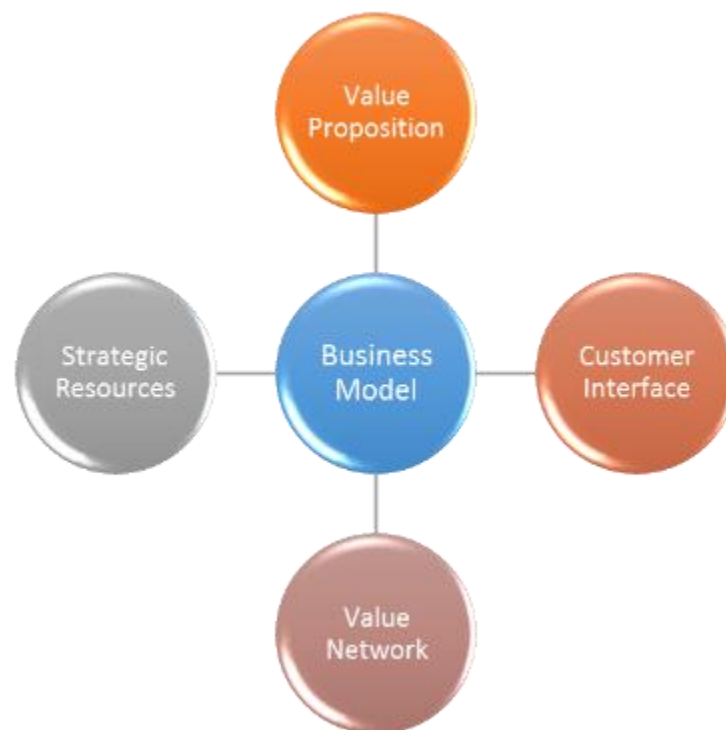
As we know, the outgrowth of baby is very quick, thus buying things for baby is very costly especially baby furniture. The increase in cost of living causes the decrease in spending power. However, it is a need to purchase a baby crib for their little ones. It definitely will be a burden for parents to purchase a crib and then replace it with a much bigger bed in near future. CBC can help parents to save cost whereby they do not need to repurchase a new furniture when their baby grown up, because it can be convert to an adult single bed. The main material of our baby cribs is teak wood; it promotes the value of durability. Thus, our target market can use it for a long period without purchasing a new furniture, thus the household spending for baby furniture can decrease.

2.3 Competitive Advantages

2.3.1 Description of the business model

The business model of Magic Cube including four main components, which is value proposition, customer interface, value network and strategic resources.

Figure 2.2: Business Modal of Magic Cube



Source: Developed for the research

2.3.1.1 Value proposition

The values that we wish to deliver to our target market with our product is product innovativeness, product's durability and differentiated product.

1. Product innovativeness

Innovation strategy enable our company to have a long term competitiveness in the market and add value to our business. Innovative product able to attract attention of our target market and improve customer's lifestyle. Baby crib that offer by Magic Cube is able to transform into a single adult size bedframe or a bench which is very creative yet innovative.

2. Product's durability

Our company will deliver value to our target market through providing superior quality product rather than offering low price product. Teak wood that used in producing the baby crib is one of the selling points of our product. It is very durable compare to other wood materials. Besides, the moisture resistance in teak wood able to prevent water damage and it has natural resistance towards substances such as alkaline and acidic. By using teak wood, our product is more durable and has a longer lifespan.

3. Differentiated product

Our company wish to lengthen the lifespan of the ordinary baby cribs, lessen the spending of consumers and supports the space-saving concept. In this case, our company differentiate our product by manufacturing a convertible baby crib which is able to transforms to a bench or a single adult bed.

2.3.1.2 Value network

Network is a system of partnership or alliance that can help the company to deliver offerings when the sources is in need (Bhasin, n.d.). Networking with suppliers is very important in generating economic success in purchasing the raw material we needed. Companies that have an established relationship with others is able to enjoy the long term benefits such as ensure the quality of the material we receive. Besides, we also able to negotiate a better trade terms. When the cost of product is reduce, the selling price of the product can reduce as well.

2.3.1.3 Customer interface

Customer interface involve the interactions of the customers with our employees and products. Through customer interface, we can have a better understanding of our customer needs. Therefore, we can have better improvement on our product.

1. Target market

The target markets of Magic Cube is Generation Y and Z, newlyweds and couples who are going to be the first time parents. Generation Y and Z is the generation that places big premium on their lifestyle, they value money less and exchange it for a better life style (Wan Nursafiza & Madden, 2015). The convertible baby cribs may probably attract the attention of the target market who are looking for the product that can enhance their lifestyle.

2. Fulfillment support

Fulfillment support can be described as the way a company's product reach their customers. Our company is going to use direct channel to approach our customers whereby we will setup our own sales office to allow the customers to experience the function and quality of the furniture rather than seeing or visiting from website.

3. Pricing structure

Magic Cube is using different pricing strategy throughout the different stages in our business. Generation Y and Z is the group of consumer who put more concern on innovative product and product quality rather than the price of the product. Therefore, we are using value-based pricing strategy. This strategy focus on customer's willingness to pay based on the perceived value rather than the price of the product.

2.3.1.4 Strategic resources

In order to create sustainable competitive advantages, our company will combine our core competencies with strategic assets. Without resources, a company could not implement a strategy. Therefore, the resources own by the company may affect its business model substantially.

1. Human intellectualive

We are going to hire the employees that are knowledgeable and have experiences in the manufacturing process of furniture. Through our training, employees can improve their skills and related knowledge in producing the convertible baby crib. When they become more skilful in producing the baby cribs, the wastage and cost incurred on defective products can be reduce.

2. Process

Our company is promoting green and lean manufacturing. To ensure effective warehouse management, we will standardized the size of the wood. Besides, we will optimized the use of wood material to reduce wastage.

2.3.2 How the business will create sustainable competitive advantages

Sustainable competitive advantages allows the company to generate more sales and profits compare to the competitors (Porter, 1990). Magic Cube sustainable competitive advantage is create by product and services as well as the process of producing the baby cribs.

2.3.3 Product

1. Quality

We will continued to provide high quality convertible baby crib to the customers. Our product is promoting high durability and flexibility.

2. Use of product

Since convertible baby cribs is a newly launch product, the customers might face difficulty in converting the product. Therefore, Magic Cube is providing after-sales service for our customer in order to assist them when assistance is needed.

3. Innovation and creativity

As compare to our competitors, the convertible baby cribs that offer by our company is a creative yet innovative product. Nowadays, the free spaces in their house is limited. Convertible baby crib is a good choice for them since it is space saving and able to convert to other usable furniture in near future.

2.3.2.2 Service

1. Accessibility

Our product can be easily access by our target market because we are having our sales office in four different state of Malaysia, which is Kuantan, Penang, Selangor and Johor. Thus, target market can visit the sales office that is nearest to where they live.

2. Customization

Our convertible baby cribs is able to convert to other usable furniture, such as a single adult bed or bench. Thus, customer is able to convert to the furniture as their needs. On the later stage of the business, our company will provide customize service where the customer can co-design the baby cribs with our company.

3. Promptness

When customer makes an order, we will deliver the product to the customer on the right time with perfect condition. We will satisfy our customers with fast and accurate delivery service.

2.3.2.3 Process

Magic Cube will focus on green and lean manufacturing process. Sustainability include three main components, which is revising past mistakes, solving current issues and building legacies for future generations (Wandiga, 2013). Therefore, we are able to survive and compete with the potential competitors in the competitive environment.

2.4 Current Status and Requirement

2.4.1 Description of where the business stands today and what the business needs to move forward

The table below shows the pre-commencement milestones and projected milestones of our company. It shows the current task that we need to accomplish and the future planning of our company from 2017 to 2021.

Table 2.1: Pre-commencement Milestones of Business

Milestones	Beginning Date	Ending Date	Duration
Business plan	1 st Feb 2016	31 st May 2016	4 months
Prototype designation	1 st June 2016	10 th June 2016	10 days
Propose business to banker and investors	11 th June 2016	30 th June 2016	20 days
Funding approved and received	1 st July 2016	20 th July 2016	20 days
Business registration, documents preparation and obtaining stamps from Suruhanjaya Syarikat Malaysia (SSM)	21 st July 2016	27 th July 2016	7 days
Make a company seal	28 th July 2016	28 th July 2016	1 day
Licenses application	29 th July 2016	4 th Aug 2016	7 days
Construction and renovation - manufacturing plant and three sales office	5 th Aug 2016	4 th Nov 2016	3 months
Furnishing and fitting - manufacturing plant and three sales office	4 th Nov 2016	17 th Nov 2016	14 days
Recruitment	18 th Nov 2016	4 th Dec 2016	17 days
Registration with Income Tax Department	18 th Nov 2016	29 th Nov 2016	7 days
Register with SOSCO and EPF	28 th Nov 2016	28 th Nov 2016	1 days
Apply initial tax allowance	28 th Nov 2016	7 nd Dec 2016	10 days
Building company websites	29 th Nov 2016	29 th Nov 2016	1 days

Place orders with suppliers	29 th Nov 2016	8 th Dec 2016	10 days
Advertising and promotion	1 st Dec 2016	31 st Dec 2016	1 month
Staff training	9 th Dec 2016	11 th Dec 2016	3 days
Produced display product	12 th Dec 2016	23 rd Dec 2016	12 days
Start producing product	12 th Dec 2016	23 rd Dec 2016	12 days
Showroom preparation	26 th Dec 2016	30 th Dec 2016	5 days
Opening ceremony	1 st Jan 2017	1 st Jan 2017	1 days

Source: Developed for the research

Table 2.2: Projected Milestones for 2017 – 2021

Year	Activities
2017	<ul style="list-style-type: none"> - Commencement of business - Aggressive on marketing and promotion - Participate in furniture and baby product exhibition to gain brand and product awareness - Focus on make-to-plan – focus on producing large volume of products to achieve economic of scale
2018	<ul style="list-style-type: none"> - Revise the design of product - Recruit more talented workers and product designer - Participate in furniture and baby product exhibition to increase customer's knowledge of product - Restructure organization structure
2019	<ul style="list-style-type: none"> - Launch new product - Start to promote make-to-order – start to customize product based on customers' requirement
2020	<ul style="list-style-type: none"> - Redesign websites and allow customers to purchase online - Opening the fourth sales office in Kuala Lumpur
2021	<ul style="list-style-type: none"> - Perform research on Southeast Asia

Source: Developed for the research

3.0 INDUSTRY ANALYSIS

3.1 Industry Description

Industry analysis refer to a marketing tool that designed to provide a business regarding the complexity of an industry. Magic Cube is belonged to Furniture Industry and we have done our industry analysis by using Blue Ocean Strategy.

3.1.1 Industry trends

Figure 3.1: Evolution of Baby Cribs



Source: Develop for the research

Nowadays, technologies are getting more advance and people expectations and requirements are getting higher. From the evolution of baby cribs, we realized that, the designs of baby crib is getting more safety concerned, attractive and convenience.

In the beginning, parents keeping their babies in a basket with wire cages to make sure the safety of their babies. After that, people are going to be more innovative where they have designed a wooden type baby crib with the swinging functions for the purpose of coax the babies to sleep or to stop crying. Following by the evolution, the baby crib designed has change to be more beautiful and comfortable by adding cotton materials inside the baby crib for the baby. Later, technology is getting advanced, the design of baby crib has changed and adding new elements such as adding wheels that enable parents to move the baby crib to other places.

Today's, parents-to-be are getting more concerned on the safety of the baby crib. They are also considering on the design and value created from the baby crib. Therefore, we believe our product is able to create a new evolution to the current design of baby crib.

3.1.2 Industry size

Malaysia Furniture Council (MFC) was established in 20th September 2014. It is formed by the merging of 2 large organizations which is, MFC and Malaysia Furniture Entrepreneur Association (MFEA). The merger of these 2 companies has become a representative of Malaysia's furniture industry players.

According to MATRADE, there are more than 2400 furniture companies in the furniture industry in Malaysia in 2016. According to Malaysian Furniture Promotional Council, the main players of this industry is Lorenzo; Poh Huat; SHH Furniture Industries Sdn. Bhd.; Hilim; Marcoco Furniture Industries Sdn. Bhd.; and IKEA Malaysia. While, we have identified the main industry players who are specializing in producing baby crib and being considered as our potential competitors. They are IKEA, Funbies and Tomato Kids.

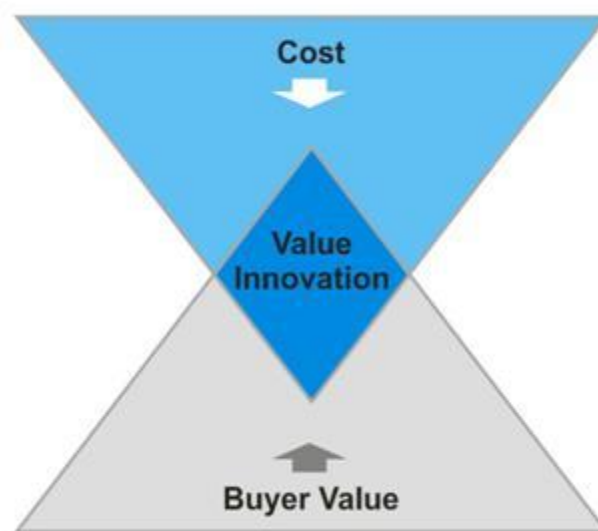
3.1.3 Industry attractiveness

We have chosen Blue Ocean Strategy to conduct our industry attractiveness analysis. There are several reasons in explaining why we have chosen Blue Ocean Strategy. These reasons will be explain in the following sections.

3.1.3.1 Value Innovation

The backbone of Blue Ocean Strategy is creating value innovation. Value innovation place correspond emphasize on two different concepts, which is value and innovation (Sherppad 2010).

Figure 3.2: Value Innovation



Source: Kim, C. &. (n.d.). *Blue ocean strategy tool: Value innovation*. Retrieved from <https://www.blueoceanstrategy.com/tools/value-innovation/>

When our product value is created without innovation, we may increase the value to the customers but it is unlikely to be outstanding in the marketplace. Innovation is refers to the creative design of our product which able to increase the perceive value of our customers. Value proposition refers to the added benefits offered in

Convertible Baby Crib in order to cater for the demands of our target market. When we delivering value proposition to our customers, the value is created for our company as well. From customers point of view, value is refers to the worthiness the customers place over our product. On the other hand, from company point of view, value is the net earnings that we get from selling our product.

3.1.3.2 Eliminate-Reduce-Raise-Create Grid (ERRC Grid)

ERRC Grid refers to the four actions structure of Blue Ocean Strategy. The four actions are crucial for company to uncover a Blue Ocean.

Table 3.1: Eliminate-Reduce-Raise-Create Grid (ERRC Grid)

ELIMINATE	RAISE
Constraint of Space & Saving Money	Extend Life Span of Baby Crib
Reduce	Create
Reduce Wastage by Adhere to 3R	Create Awareness on Durability of Our Product

Adapted from: Kim, C., & Mauborgne, R. (n.d.). *Blue ocean strategy tools: ERRC grid*. Retrieved from <https://www.blueoceanstrategy.com/tools/errc-grid/>

I. *Eliminate*

With Convertible Baby Crib, customers does not need to purchase a bigger bed for their children as our product is able to convert into single adult sized bed when their children are grown up. Therefore, we able to eliminate the space constraints in target market house and help them to eliminate money wasting issue.

II. Raise

As mentioned in problem statement, the lifespan for the baby crib is limited. Our convertible baby crib is offering a superior performance where it able to convert into single adult size bed or bench. By repurpose the baby cribs, the lifespan of our baby crib can be prolonged.

III. Reduce

Our product that adhering to 3R, which is Reuse, Reduce and Recycle. The baby crib we offered is able to be reused and be recycled by converting it into either a single adult size bed or a bench. Besides, our baby cribs is able to reduce the waste caused by disposing unused baby cribs.

IV. Create

We are using teak wood that is well known for its durability as our main material. By promoting our convertible baby crib, we are confident that we able to create the awareness on the durability of our product into customers' perception.

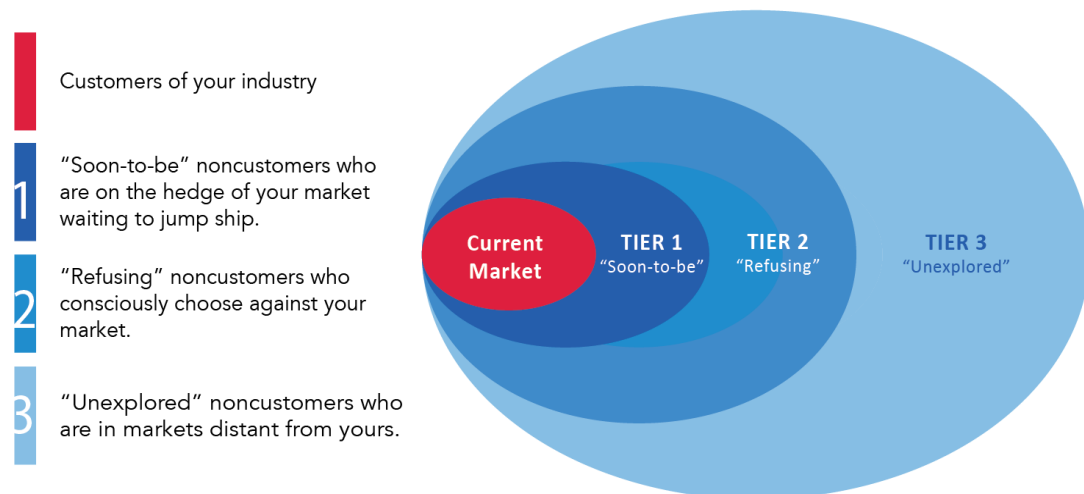
3.1.3.3 Three Tiers of Non-Customers

The diagram below shows the three tiers of customers who can be the potential customer for Magic Cube. The different among the tiers is their relative distance from the current market. In order to survive in Blue Ocean, we need to act in the way that is contrary to the usual, whereby Magic Cube will target on non-customers.

Tier 1 is the non-customers which is the nearest region to the current market. These customers also known as Soon-To-Be. It is meaning that they will purchase the offerings of the industry but at the lowest level. Tier 2 is referring to those non-customers and yet refused to purchase our product or any offerings of an

industry. Tier 3 is called as non-customers which located at the farthest distance from current market. Magic Cube will focus on Tier 1 customers which is “Soon-To-Be”. We have chosen this group of customers as they able to bring in huge demands towards our products when this tier is uncover successfully.

Figure 3.3: Three Tiers of Noncustomers



Source: Kim, C., & Mauborgne, R. (n.d.). *Blue ocean strategy tools: Three tiers of noncustomers*. Retrieved from <https://www.blueoceanstrategy.com/tools/three-tiers-of-noncustomers/>

3.1.4 Profit potential

Profits potential is always being considered as one of an important issue for any business or investment plan. Therefore, there are few issues which able to prove that Magic Cube is having profit potential.

Firstly, it has been proven that there is demand on Convertible Baby Crib. The results from the analysis of our survey have shown that Convertible Baby Crib is having significant amount of potential customers to make our product to be successful.

Table 3.2: Malaysia Population Data

Malaysia Population clock	
	06-07-2016 23:12:59
30 807 278	Current population
15 621 629	Current male population (50.7%)
15 185 649	Current female population (49.3%)
261 953	Births this year
1 348	Births today
74 910	Deaths this year
386	Deaths today
47 769	Net migration this year
246	Net migration today
234 812	Population growth this year
1 208	Population growth today

Source: *Malaysian population*. (1, January 2016). Retrieved from Countrymeters: <http://countrymeters.info/en/Malaysia>

Secondly, there is an increase of birth rate in Malaysia. Figure 3.2 showed the statistic of current population in Malaysia. As our company's core product is a baby crib, birth rate in Malaysia indicate that the demand of baby cribs is exist in the local market. As referring to the table, the birth rate in Malaysia from 1st January 2016 to 6th July 2016 is 261,953 births. In another words, there is an average of 43,659 babies born in every month as shown in the calculation below.

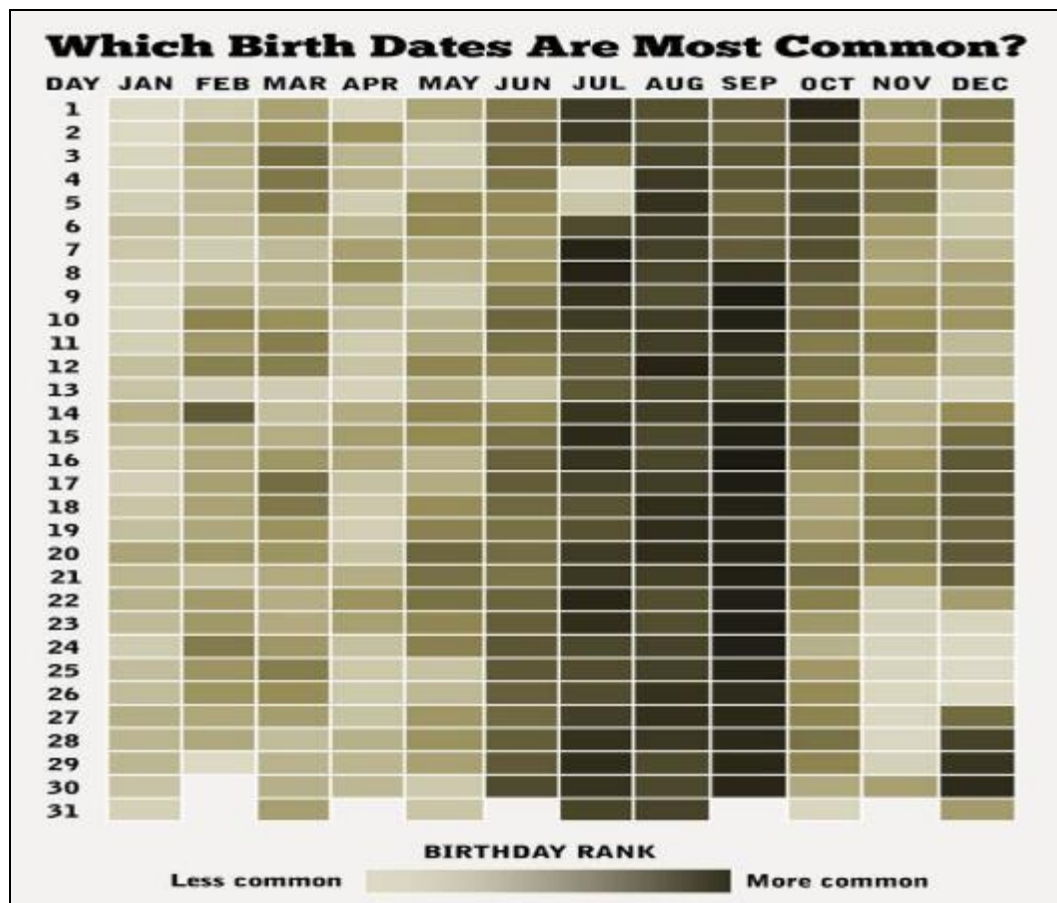
Figure 3.4: Forecasted Average Babies Born

1st January 2016 to 6th July 2016 = approx. 6 months
261953 / 6 months = 43658.83 ≈ 43659 babies each month

Source: Developed for the research

Thirdly, Figure 3.5 shows a research that done by Skwarecki (2013) about the seasons for birth in Asia countries. From the figure we are able to justify that the birth rate is getting higher from June onwards. While, July to September is peak season for birth in majority countries. By adding the demands of baby crib from other months, it shown that there are demands on baby cribs. Besides, the study also prove that innovativeness is one of an essential issue in choosing a product including buying a baby crib.

Figure 3.5: Seasons for Births



Source: Skwarecki, B (2013, February 18). *Is there a season for birth?* Retrieved from Double X Science: <http://www.doublexscience.org/is-there-a-season-for-births/>

3.2 Target Market

The target markets of our product, Magic Cube is Generation Y and Generation Z; newlyweds and couples especially those who are going to be the first-time parents. We believe that the baby crib with convertible concept is able to grab the attention from the customers as the product is said to be unique and outstanding among the competitors. Our targeted customers, especially those teenagers or young adults are looking for something which is creative and innovative in order to be compatible with the modern lifestyle nowadays. Hence, our design of baby crib will be their preference and prior choice if they are planning to have babies in the near future.

3.3 Competitive Position within Target Market

Magic Cube is competing with many direct and indirect competitors. The main competitors of Magic Cube are IKEA, Funbies and Tomato Kidz.

Table 3.3: Competitive Analysis Grid for Magic Cube

Name	Magic Cube	IKEA	FunBies	Tomato Kidz
Product features	Convertible, high durability, innovative, space saving and safety concern	Wide range of well-designed and functional baby furniture with affordable price	Convertible, creative and concern on child's safety	Concern on child's safety and space saving
Brand-name recognition	Low	High	Moderate	Moderate
Access to distribution channels	High	Low	Low	Low
Quality of products	High	Moderate	Moderate	Moderate
Market position	New entrant	Market leader	Contender	Contender
Product customization	High	High	Low	Low
Quality of after-sales service	High	Low	Low	Low

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

4.0 MARKETING PLAN

4.1 Product Feasibility Analysis

4.1.1 Full descriptions of the product

Our company is offering a convertible baby cribs. We name it as Magic Cube, because the product can be transformed from a baby cribs to an adult single bed frame or a bench in the future based on our target market's preferences. In additions, we also providing customize mattress for our target market. The mattress can act as couch cushion when our target market decides to convert the baby cribs to bench.

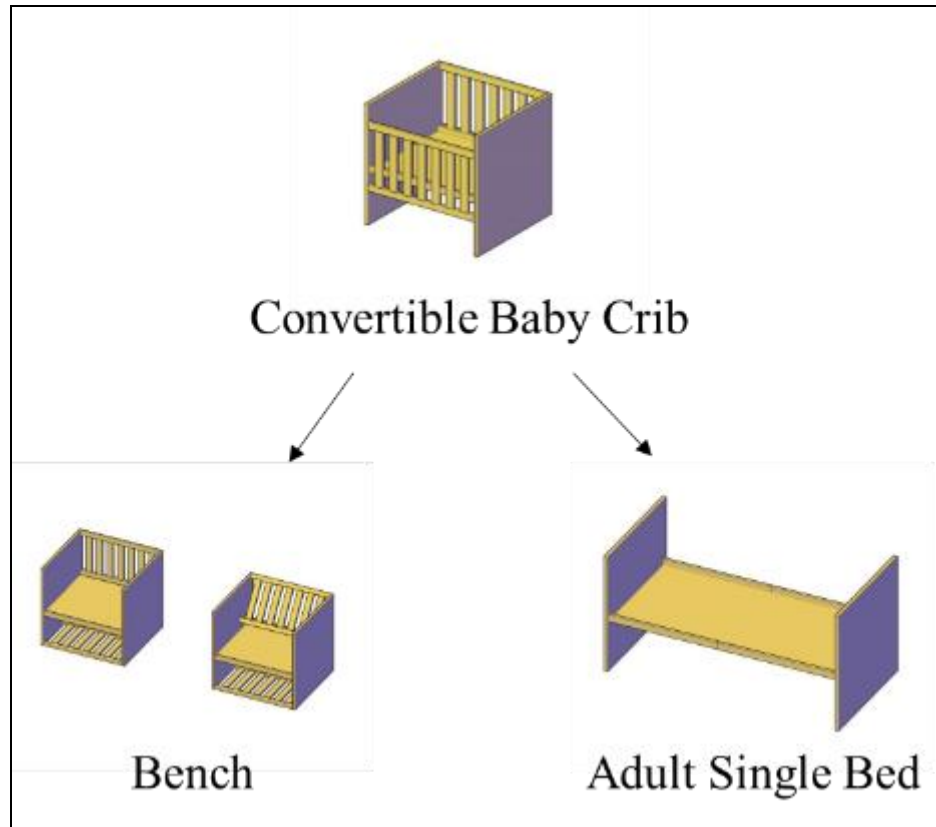
The main intention in producing Magic Cube is to extend the life span of ordinary baby cribs; and we want to create an alternative ways to reduce the spending of our target market in purchasing baby furniture. Magic Cube provide a flexible, innovative yet creative solution for our target market to extend the lifespan of the baby crib.

We using teak wood as our main material in producing the baby cribs to ensure the product's durability. Teak wood is popular in providing excellent durability, reliable strength, and good in anti-fungus and termite. Our products is adhere to the 3R practice (Reuse, Reduce and Recycle) by converting the unused baby cribs to other usable furniture.

In order to have sustainable success in the market, we will hire professional product designer in the future to revise the design of our convertible baby cribs. With the help of the product designer, we able to provide product that have better

design as well as produce new product to meet the changing needs of our target market. (Refer to Appendix C for Product Prototype)

Figure 4.1: Convertible Baby Crib



Source: Developed for the research

4.1.2 Concept Testing

Concept testing is a process of assessing consumer response and perceptions to a new product idea before the product is introduced to market. We have conducted a market research by distributing questionnaire to 100 respondents. Most of our respondent is first time parents and newlywed couples. From the market research, we realize that quite a number of respondents do came across with the concept of the convertible baby cribs, where 67% of respondents had come across with convertible baby furniture, while 33% still do not know about this concept.

From the survey, we observed that most of the respondent will placed their concern on the style and design; and price, which score 84% and 78% respectively.

Follow by the durability and quality of the baby cribs, which scored 63% and 59% respectively. While the aspects that they have least concern is after sales service (30%), and lastly brand (23%). We found that brand is not a main concern when comes to purchase baby furniture. Since consumers have low loyalty towards certain brands, it will be a great opportunity for us to launch our new products.

According to our statistic from the questionnaire, 74% of the respondents think that the idea of convertible baby crib is interesting; 15% think that it is good, 8% of respondent never think of it and 3% think that it has nothing special. From here, we assumed that the respondent who feel our product is interesting have the intention in purchasing our products. (Refer to Appendix D for Market Research Data)

4.2 Pricing Strategy

Good pricing strategy allow our company to gain sufficient profits and sales to achieve success in term of return on investment and development costs (Maguire, 2016). In order to gain sustainable success in the market, we should not involve our company in price war and the product's price must be able to cover the cost incurred.

4.2.1 Value-based Pricing Strategy

Magic Cube is implementing value-based pricing at initial stage of the business. We are setting the product price based on the value perceived by customer. The product's value that we wish to deliver to our customer is the cost saving, durability and flexibility of the product.

Teak wood is the main material in our product. the product that use teak wood as main material often perceived as expensive product due to its quality and features that it provide to the user. However, we are able to sell the product at lower price because we purchased the material in bulk quantity directly from supplier and produce product in our own manufacturing plant. In fact, we are having our own

distribution center, thus we able to lower down the cost of product as well as the selling price. In addition, through the concept testing, our potential customers are willing to spend more on our products as long as the product meets their expectation in term of quality, space-saving and innovation product.

Besides, we are using psychological pricing strategy to set the prices of our convertible baby crib. The selling price of Magic Cube is RM 999. The customers more willing pay at RM 999 compare to RM 1,000 because in the minds of the customers they might think that they are paying 'less' than one thousand ringgit.

4.2.2 Promotional Pricing Strategy

We also using promotional pricing strategy to attract the customers. Magic Cube will reduced the price during Mid-year and Year-end Sales to increase the sales volume. Besides, promotional pricing can increase the revenue growth in the short term period. We can earn more revenue and cash flow in short period.

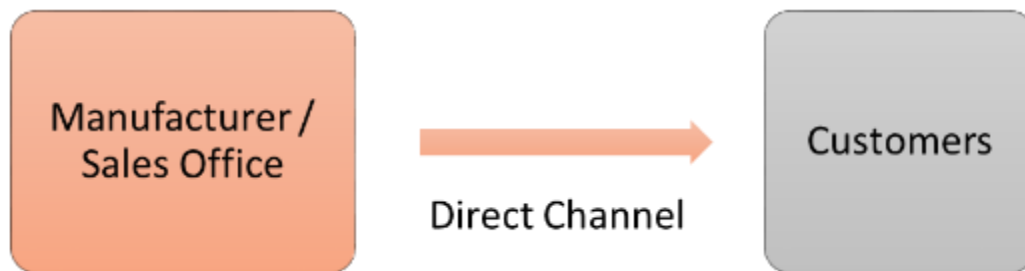
4.2.3 Competitive Pricing Strategy

In the later stage of the business, we will reset our price to accommodate with the changing of competition. When more and more competitor offering convertible baby cribs, we will set our price similar to the competitor offering. In order to be more competitive, we will sell our product that have equivalent price with our competitor but providing more products features and better customer service. Which means, we will revise our product design and try to customize the product according to the needs of the consumers in the later stage of our business.

4.3 Channel of Distribution

This section focus on the distribution channel that is chosen by our company and the rationale of selection.

Figure 4.2: Channel of Distribution



Source: Developed for the research

Magic Cube's channel of distribution is a direct channel, which is from manufacturer or sales office to the end customers, whereby there is no intermediaries. Magic Cube will produce the product in own manufacturing plant and deliver to the customer directly from the sales office. By using this form of distribution channel, the cost associated with sales commission and logistic cost will be reduced.

For the delivery process, we will use third party logistic (3PL) while the appointed 3PL is Tiong Nam Logistic Holdings. They need to carry our main material, teak wood from Port Klang to the manufacturing plant. Besides, the 3PL need to send finished goods to our sales office or customers who purchase our product. Although their charges is 20% of our total sales, it can reduces our cost and capital investment in acquiring our own transportation.

By having our own distribution center, pricing conflict can be minimized. The price of our product will be standardized across the manufacturing plant and three sales offices. Besides, we are able to explain the product to customers access to their needs and wants when we able to communicate with them directly. Our

company also can get higher profits when there are no intermediaries to share the profits.

In addition, our company have provided the online platforms which is Facebook page and official company website to our target market. By using the online platform, customer can search for product-related information. Customers also can watch the demonstration video on how to convert our product in our official websites. They also can contact our company through email and contact number to get more information about our product.

4.4 Promotions and Advertising

4.4.1 Promotions

4.4.1.1 Customer Referral Program

Growing customer base is crucial to a new entrant like Magic Cube. Therefore, we will implement a long-term customer referral program as one of our promotional tools. Referral program is a systematic way where the company encourages people to tell others about the company's product. This is a powerful program because when an existing customer recommends their friend to Magic Cube, they are transferring the trust their friend has in them to our company. When customer purchase our product, we will required customers to provide us their personal information so that we will generate a personalized code and email to them. After receiving, the customer is required to share the code with their friend via Facebook or email. By sharing the code, their friend will entitled to get a free complimentary product during purchase, while the customer will get cash rebate RM50 for every referred purchase. The customer may redeem their cash rebate at our sales office.

4.4.1.2 Trade Shows

Trade show is industry gathering where different companies in a specific industry display their products to their potential customers. Magic Cube will be joining furniture exhibition and baby product exhibition that being held in different cities in Malaysia to increase our sales and build relationship with customer. These exhibitions including TCE baby expo, Homedec, etc. By operating booth in the exhibition, we can demonstrate, and display our product to our target market. Besides that, we also can provide valuable information and educate customer about the benefits and features of our products.

4.4.1.3 Sales Promotion

Sales promotion refer to the process of convincing a potential customer to purchase the product (Riley, n.d.). Sales promotion able to stimulate sales of our product. We will have short-term price reduction during Mid-year and Year-end Sales. As cost of living is increasing, consumer purchasing power will be low. By having sales promotion, it can make it easier for the target market to make purchase.

4.4.2 Advertising

4.4.2.1 Preprint Advertising

Preprint advertising refers to an advertisement that is produced for special purposes, for instances insert into a magazine or newspaper for distribution. Our company will print out the brochure and pass it to the local publication and newspaper agency to insert our brochure in their magazine or newspaper. We will inserts our brochure in the magazine that is targeting at expecting parents, such as Mommy Baby Life Magazine. While the newspaper we choose to inserts our brochure is Sin Chew, Nan Yang, The Star and Utusan Melayu. Our company decided to use preprint advertising is because of its flexibility. We may change

our brochure according to different occasion. Besides, preprint advertising is more cost effective compare to advertise in newspaper, because it is not include in the newspaper and the content of the newspaper does not reduced.

4.4.2.2 Online Advertising

Online advertising is a form of advertising tools that uses the internet platform to deliver promotional messages to potential customer. We will create our official company websites, Facebook page and company email address to promote our business as well as build long-term relationship with our customers. By using internet, we can reduce our cost in delivering our advertising message and we can reach large number of customers easily. We also can use our company's email to send newsletter and up-to-date information to them. By setting up websites, our customers can easily get contact with us if there is any enquiry. We also can update the information that we want to deliver to our customer regularly.

4.4.2.3 Billboard

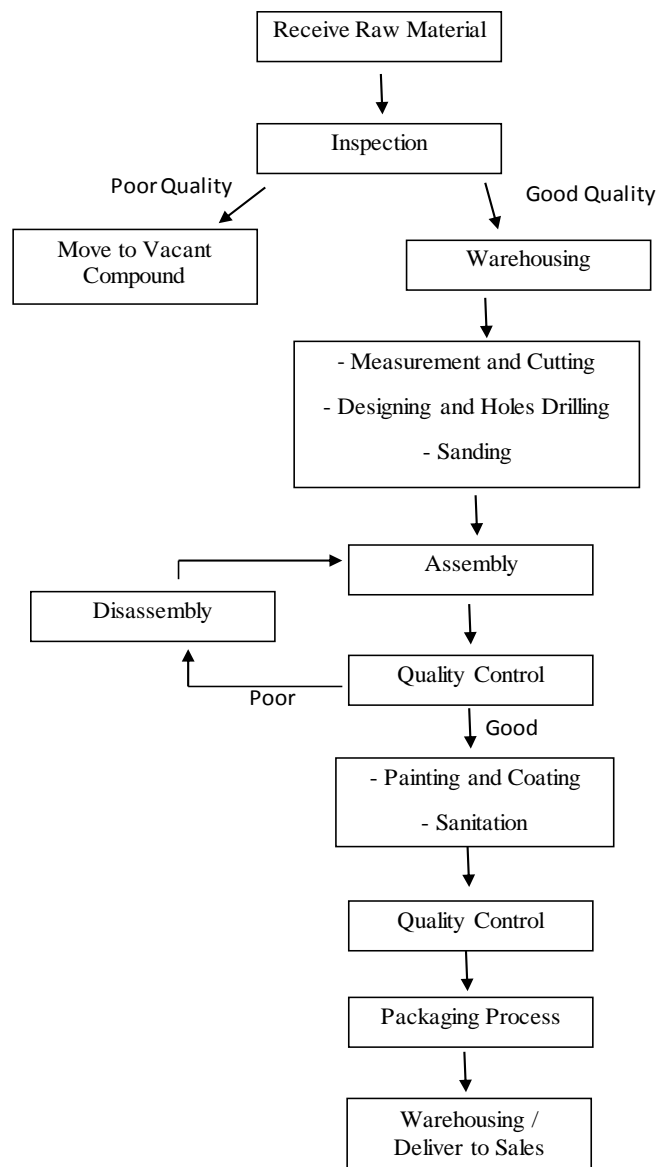
Billboard is a large outdoor advertising board that designed to attract the attention of motorists and pedestrian (Duncan, 2016). We decided to place our advertisement along the busy streets with high traffic flow and highway such as North-South Highway. As our company is new to the market, our main objective is to create brand awareness. This method can help our company to attract target market in different cities.

5.0 PRODUCTION PLAN

5.1 Manufacturing Process

The diagram below shows the manufacturing process of convertible baby crib.

Figure 5.1: Manufacturing Process



Source: Developed for the research

Magic Cube will getting all sort of raw material that we needed for producing the baby crib. The third party logistic (3PL), Tiong Nam will sent our main material, Teak Wood that imported from Indonesia to our manufacturing plant. We have planned to use forklift as our inbound transportation to move our raw material and finished goods.

When the raw materials are arrived at our inbound entrance, an inspection will be carried out to ensure all the material that we receive is in the good condition. The defected raw materials will be then sent to a vacant compound to store before returning to suppliers. While, the raw materials which has been certified in good condition will be sent to raw materials warehouse.

Besides, we are using manual conveyor machine to load our raw materials, work-in-process and finished product. When there are work orders, we will get those material from our raw materials warehouse and sent it for measurement and cutting purposes via manual conveyor machine. When the measurement has taken and the teak wood is being cut into the specific sizes; it will automatically be loaded for designing and drilling holes.

Next, the teak wood will be sent for sanding in order to make sure the surface of every piece of teak wood is in smooth condition. After sanding, the teak wood will be sent for assembly and from here the work-in-process is formed. Then, it is followed by our first stage of quality control inspection. If there is any defect during the assembling process, the work-in-process will be disassembled and sent back to assemble process again.

After inspecting, the work-in-process will be placed on the pallet via Forklift. Then, we will use forklift to carry the work-in-process together with the pallet and send it for painting and coating. Next, the work-in-process will be sent for sanitation. After sanitation, the completed product will sent for second quality inspection. The finished product will be sent for packaging after the quality inspection. We will put it into boxes and send the finished goods to warehouse and store it on the pallet racking. Lastly, the finished goods will be sent to our sales office accordingly.

5.1.1 Outsourcing

We will outsource our transportation system to Tiong Nam Logistics Berhad. Their primary responsibility is to help us to carry our raw materials from Indonesia to our warehouse and send our products to our sales office and our customers.

5.2 Availability of Qualified Labour Pool

We source our workforce in Kuantan as well as the regions that near to Kuantan, such as Terengganu and Kelantan. We believed that we are able to find the suitable and qualified candidates to fill in our manufacturing workers positions.

5.2.1 Kuantan

We have found that Kuantan is a strategic place for us to get the labor with the appropriate skills we needed. There are many technical institutions located at Kuantan, for instance, Poli Teknik Sultan Haji Ahmad Shah and Kolej Poli-Tech Mara. These universities are offering Mechanical Engineering courses and they are providing their students with the opportunity to practice in using the automatic machineries or other machines that related to manufacturing industry. This has given us a benefit in sourcing the right person into our manufacturing plant as they are having the related knowledge and skills in monitoring the machineries.

5.2.2 Terengganu

There are some technical training centers located in Terengganu. For instance, Terengganu Timber Industry Training Centre that offering the training to the skilled and semi-skilled workers in the wood-based industry. The courses that offered by this training center including woodworking machine and tool;

prevention and fire protection; design and construction projects. With all these courses offered, we believed that our potential workers is having sufficient knowledge and capable on woodworking tasks, and have the ability to maintain their own safeties.

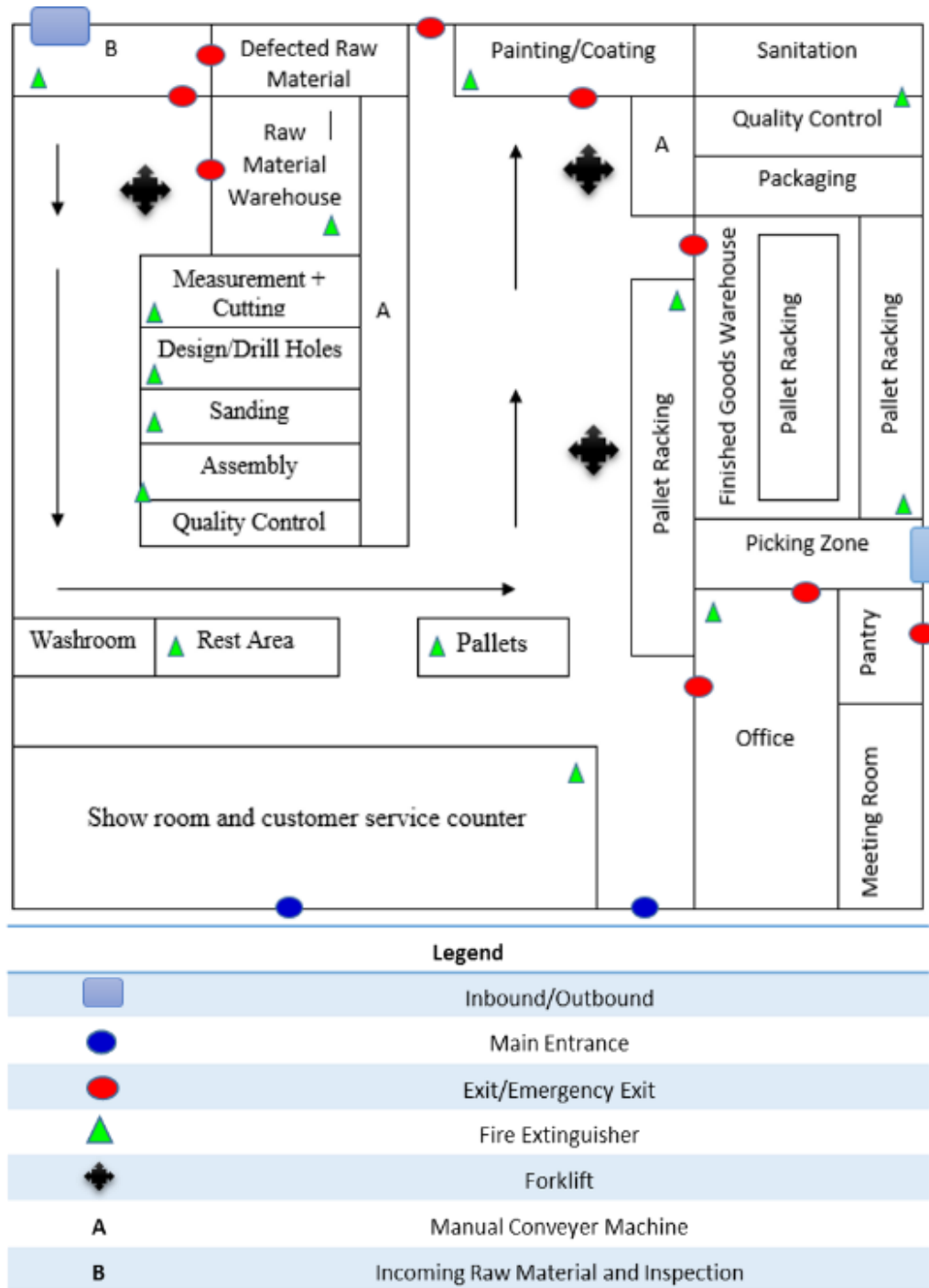
5.2.3 Kelantan

Kelantan is also one of our targeted manpower supplies where the location of Kelantan is near to our manufacturing plant. The common technical school in Kuantan is Mara Kuantan which is similar to Terengganu training centre, they are offering engineering, timber designs and other courses which providing their students with the sufficient knowledge on manufacturing industries.

5.3 Physical Plant

5.3.1 Manufacturing Plant in Kuantan, Pahang

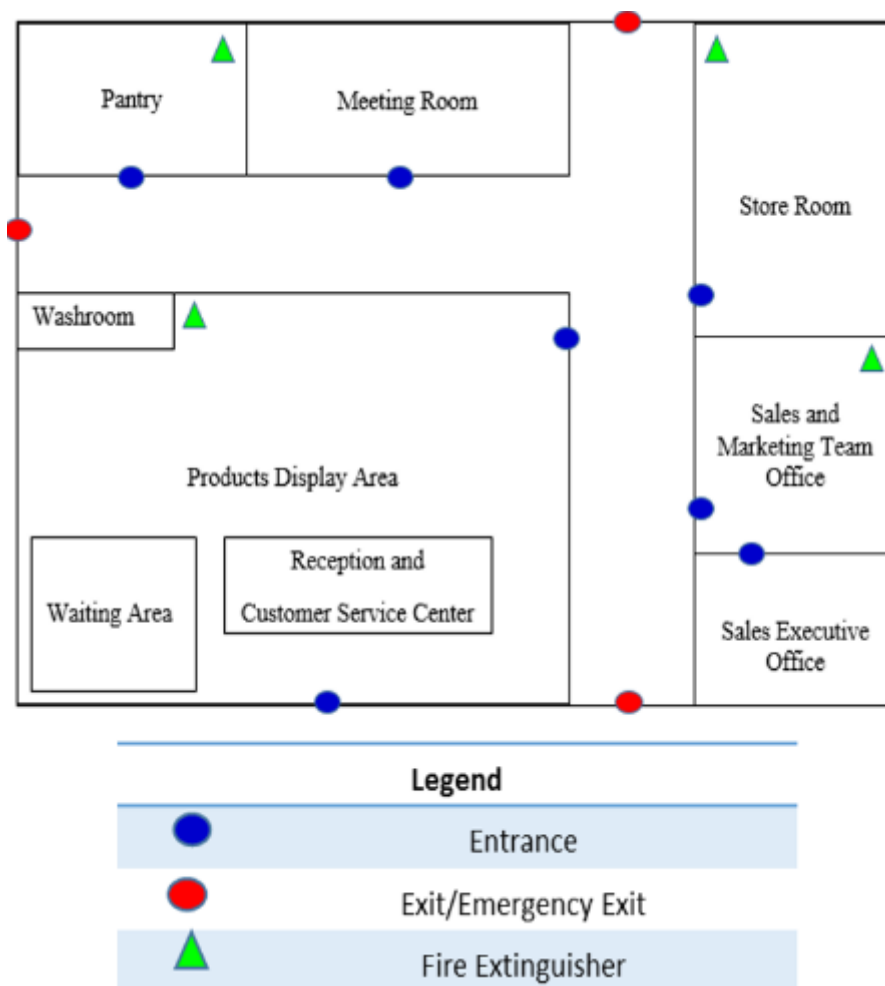
Figure 5.2: Layout of Manufacturing Plant in Kuantan, Pahang



Source: Developed for the research

5.3.2 Sales Office in Butterworth, Penang

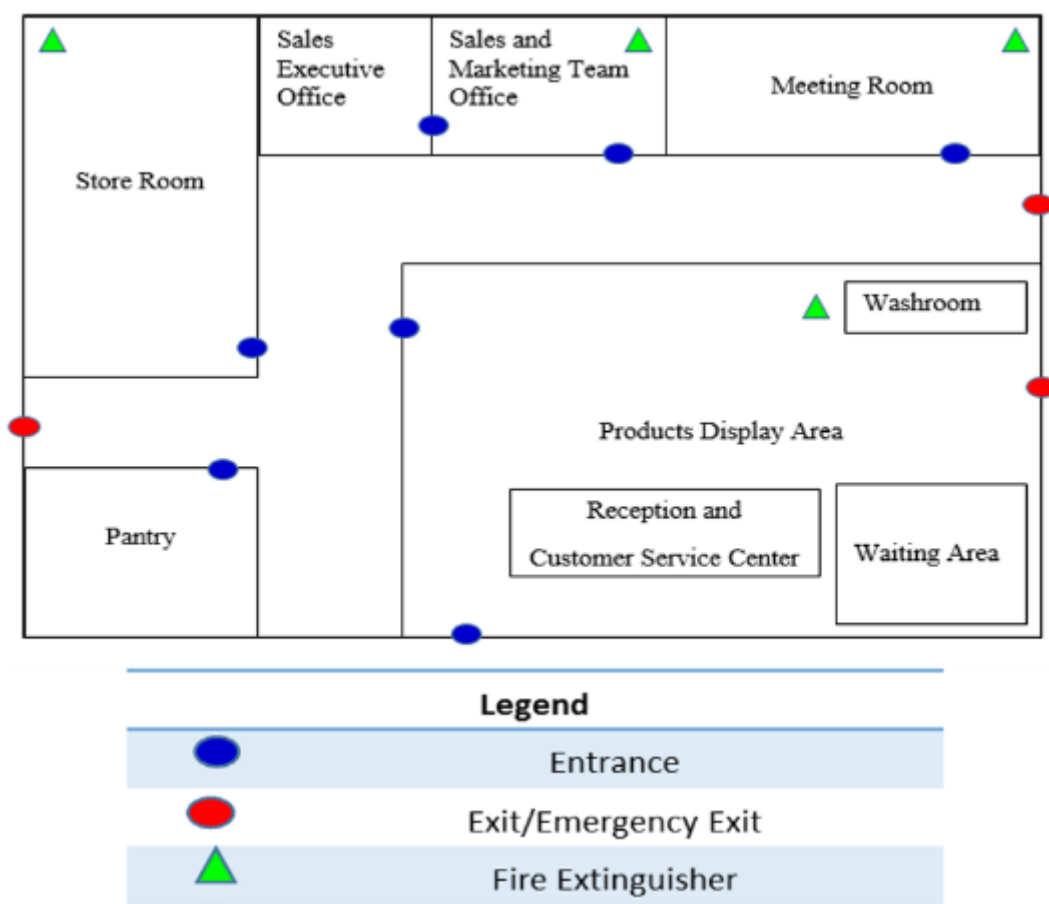
Figure 5.3: Layout of Sales Office in Butterworth, Penang



Source: Developed for the research

5.3.3 Sales Office in Klang, Selangor

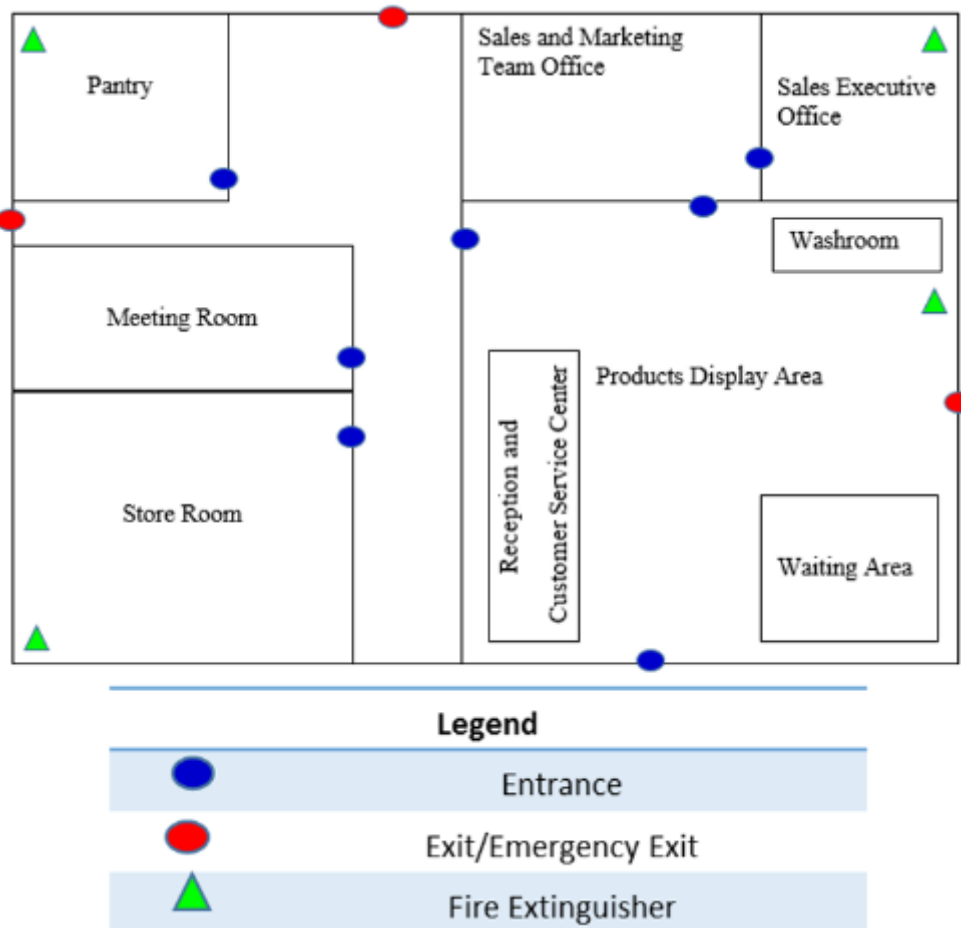
Figure 5.4: Layout of Sales Office in Klang, Selangor



Source: Developed for the research

5.3.4 Sales Office in Johor, Johor Bahru

Figure 5.5: Layout of Sales Office in Johor, Johor Bahru



Source: Developed for the research

5.4 Machineries and Equipment

The machinery and equipment that our company going to use in the manufacturing process are:

1. Heavy duty table saw machine
2. Electric wood cutting saw
3. Heavy duty sander machine
4. Hand carry sander machine
5. Heavy duty multi-boring machine
6. Hand carry wood drilling machine
7. Compressed air machine
8. Manual roller conveyor system
9. Spray gun
10. Carton sealing tape
11. Sand paper
12. Pallets
13. Saw Blade
14. Sand Belt

(Refer to Appendix E for Machineries and Equipment)

5.5 Name of Suppliers

Choosing a reliable supplier is very important, as late delivery and poor quality material will affect our production and product quality directly. Refer to Appendix F for further details of suppliers.

5.5.1 Machinery Suppliers

1. Knight Auto Sdn Bhd
2. Multi Tech Industrial Services (MTIS)
3. Techno Tools & Equipment Sdn Bhd
4. Rokonma (M) Sdn Bhd

5.5.2 Material Suppliers

Table 5.1: Material Suppliers

Material Supplied	Company Name
Wood Supplier	Jati Belanda Murah
Metal Supplier	Kinsteel Berhad
Paint Supplier	Syarikat Chen Seng
Mattress Supplier	Mattress Online

Source: Developed for the research

5.6 Quality Control

Magic Cube is taking several step to enhance and make sure the quality of the product is meeting the standard.

5.6.1 Quality circle

Magic Cube is applying quality circle (QC) whereby the causes of quality problems will be discussed and investigated by a group of employees, consequently solve the problems by implementing the recommended solutions. We have 3 steps of inspection in our quality circle, which is incoming inspection, intermediate checking and final checking.

First and foremost, the raw materials are being checked once they are delivered and unloaded to our manufacturing plant to make sure that they are conformed to the expected specifications. If there are any parts of the materials are found to be defective or nonconforming, they will be returned to that particular supplier. In order to minimize the defective rate, our company is having two quality control inspection to check the work-in-process and the finished goods.

5.6.2 Final Checking

The quantity of the components will be counted and double-checked before it has been packaged. The quality of the product is the outmost important during the final checking process in order to make sure that it is in good condition before reaching our valued customers.

5.6.3 Training and Development

Continuous training and development are playing an important role for a constant improvement on the knowledge and skills that possessed by the workers. Magic Cube is providing on-the-job training that enable the workers to work and learn simultaneously. Also, apprenticeship programme and skill based training are implemented by allowing them to have more hands-on practices. Furthermore, we will also ensure the safety of the employees by giving them a safety guidance handbook and reminding them to take safety precautions within the factory area.

5.6.4 International Organization for Standardization (ISO)

In addition, we are acquiring ISO Certification as it is a widely known quality management organization. Its principle is enabling Magic Cube to be assurance in terms of product and management which is promised to our customers. Since we are implementing ISO 9000 quality management system, the cost incurred which is caused by inefficiency will be minimized (Perry Johnson Registrars, 2016).

Furthermore, we are also adhering to the standards of ISO 14000, whereby it is guiding Magic Cube in conforming to the environmental regulation while improving our efforts on the environmental management (Standard Malaysia, 2016). Indeed, it is aiding our company in maintaining the image of being environmental-friendly, which is then resulting in allowing us to have a wider marketability in the marketplace.

5.6.5 OHSAS 18001

Our standard will also be set according to The Health and Safety & OHSAS Guide, which is a code of practice from international occupational health and safety management specification (OHSAS 18001 Health & Safety Standard, 2015). Any direct or indirect offend in employee's safety, health, abuse and the happening of other non-promote behaviors and procedures within the working area will be eliminated by complying with the system. Hence, competitive advantage is obtained due to the improved brand image when we put health and safety as the first priority in conducting business.

5.7 Customer Support

5.7.1 Company's Website (www.magiccube.wixsite.com/magiccube)

Official website is playing an important role in giving a good first impression to our customers that we a reliable and trusted company. The official website of Magic Cube serves as a medium of communication between Magic Cube and its customers. The details of company such as product descriptions, location of the manufacture plant and sales offices, contact number and so forth will be displayed on the webpage. At the same time, our product's core benefits and function will be clearly stated on our website to ensure that the information provided can persuade the potential customers to buy our product. (Refer to Appendix G for Company's Website)

5.7.2 Social Network

Facebook page of Magic Cube will be created as a channel for us to advertise and promote our baby crib. Facebook is said to be the most sought-after social network in this world. According to the Statistics Portal (2016), there are 1.65 billion active Facebook users around the world as of the first quarter of the year 2016. Social networks is a platform that allows customers to give their

suggestions and reviews on our product, thus we may collect the feedbacks and valuable opinions for further improvement.

5.7.3 Demonstration

Demonstration can deliver the messages of a product more effectively and efficiently, hence it is easier for us to persuade the potential customers to buy our baby crib. Our well-trained sales person will have an in-depth demonstration regarding to the functions and usages of the convertible baby crib to every walk-in customers to our sales office. Hence, customers will be well-informed on the product's features and its core benefits by looking at the demonstration. We will also upload a video of fixing the convertible baby crib to our company website to enable the public to understand the transformation process of our convertible baby crib.

5.7.4 After-sales Services

The sales offices of Magic Cube is located at three geographic locations which are easily accessible and reachable by the potential customers. Thus, we are able to give a prompt and responsive service to the customers whenever they are looking for helps from us. Since our baby crib is providing a features of convertible, we will service the customer by helping them to transform the unused baby crib to either single adult size bedframe or a bench in the future.

5.7.5 Hotline Service

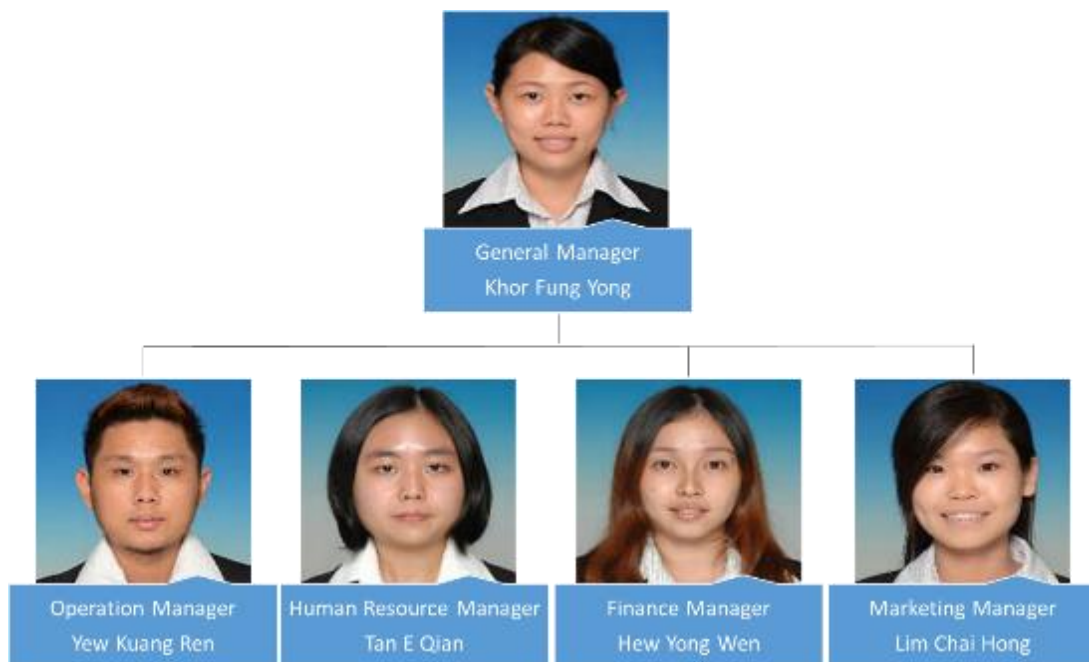
Hotline service is the easiest channel for our customers to reach us directly. The customer service hotline number is displayed on our official website and social network page, which is 1-300-888-888. The hotline service of Magic Cube is activated for 24 hours in order to make sure that we are available all the time to serve the customers whenever they need our helps.

6.0 MANAGEMENT TEAM

6.1 Management Team

The position in top management team of Magic Cube is holding by five founders, who are Ms. Khor Fung Yong, Mr. Yew Kuang Ren, Ms. Tan E Qian, Ms. Hew Yong Wen and lastly Ms. Lim Chai Hong.

Figure 6.1 Management Team



Source: Developed for the research

General Manager

Ms. Khor Fung Yong is assigned to be the General Manager of Magic Cube. Ms. Khor is a degree holder of Bachelor of Administration (Hons) Entrepreneurship from Universiti Tunku Abdul Rahman. She has the capability to act as the general

manager of Magic Cube as she is recognized to have good leadership skills in guiding people, critical thinking skills in making decisions and the abilities to handle the administrative duties. She also has good communication skills which is important in human relations. In order to strengthen the abilities, Ms. Khor is active in joining soft skills classes that held by University, for instance “The Effective Leader”, “Employment Relations and Misconduct at Workplace”, “Effective Time Management” and so forth.

Besides, Ms. Khor has lots of working experiences that enable her to expose to different fields, such as being a sale assistance and promoter in different companies. She is able to develop strong leadership skills while possessing the ability to handle a wide range of duties. Undeniably, her working experiences helped her to have a better insight on the operation of the business activities.

Ms. Khor responsibilities in Magic Cube are to plan for the business long-term strategies and goals to be achieved in the future. She also needs to determine how to achieve the goals and hence lead the organization towards success. With the possessed knowledge and experiences gained by Ms. Khor, we believe that she is the most suitable candidate to in charge in this position.

Operation Manager

Mr. Yew Kuang Ren is appointed to be the Operation Manager of Magic Cube. He has finished his degree program in Universiti Tunku Abdul Rahman in Bachelor of Business Administration (Hons) Entrepreneurship. Mr. Yew always ensure that all the production process is on track and the quality of raw materials are meeting with the standards. He believes that corrective actions can be done if the problems is detected earlier. Thus, the losses that caused by the defect items will be minimized while the efficiency of production can be improved.

Mr. Yew’s responsibility in Magic Cube is to monitor and improve the overall performance of the operation. He also needs to deal with the machinery factors and the operational issues that may arise during production. Besides, he believes that efficiency and effectiveness is very important for a company’s operation to

run smoothly. He insists that the production line must be run efficiently, the quality of the products must fit the standards all the time and the resources must be used effectively in order to reduce unnecessary costs in long-term.

Mr. Yew is trained to be a discipline person since he was young. He will also try his level best and work hard as an Operation Manager. The management team believes that he can handle well in the daily operation and ensure the on time delivery of products to our customers.

Human Resource Manager

Ms. Tan E Qian will be assigned as the Human Resource Manager in Magic Cube. She pursued her Bachelor of Business Administration (Hons) Entrepreneurship in Universiti Tunku Abdul Rahman. She is able to handle well in administration and human resource duties as she was assisting in administration duties in a distribution company during her university semester break. Besides, she was also an administration internship student in a developer company previously.

Ms. Tan's responsibility in Magic Cube is to be involved with those clerical jobs, which are filing, typing, greeting, attending to phone calls, ordering the office stationary supplies as well as the materials for the product offering. She is also in charge in human resource workloads, for instance inviting people to fill in the vacancy by publishing vacancy notice in both online and offline, setting organizational conduct and managing the employees' attendance and employees' salaries or commissions and send a report to finance department to complete the payments process.

Ms. Tan is trained to be an organized and responsible person. The management team believes that she is able to manage the administration duties wisely, consequently enable the company to operate smoothly.

Finance Manager

Ms. Hew Yong Wen will be assigned as Finance Manager in Magic Cube. She pursued her Bachelor of Business Administration (Hons) Entrepreneurship in Universiti Tunku Abdul Rahman. She has good knowledge about the financial aspects of the company although she does not graduate from accounting or finance course. This is due to her experience gained while managing her online business for many years. At the same time, she has passed the finance related subjects with flying colours throughout her study.

Ms. Hew's responsibility in Magic Cube is to prepare budgeted cash flow, compile company annual financial statement and analyze the financial issues that we might face in the future. She also need to analyze our company expenses and forecast company future financial positions. We believe that she has the ability in monitoring and managing daily cash flows of the company and helps to control and ensure that we are not overspending.

In short, we believe that Ms. Hew is the best candidate who is capable and eligible in performing this role. With her knowledge, she can help our company to maximize our profits and minimize the company expenses.

Marketing Manager

Ms. Lim Chai Hong is a degree holder of Bachelor of Administration (Hons) Entrepreneurship from Universiti Tunku Abdul Rahman. She is assigned to be the Marketing Manager of Magic Cube because she has good communication skills in dealing and negotiating with people, while possessing analytical skills and technical proficiency which is playing an important role especially when doing competitor analysis and product analysis in order to stay competitive and sustainable in this dog eats dog marketplace.

On the other hand, Ms. Lim has also attended to many soft skills programs, talks and workshop in order to further broaden her knowledge which is extra than the information that could be obtained from the textbook, while enhancing her skills that is applicable and useful in the business world. Simultaneously, her working

experiences in various fields previously enable her to know the real life working situation very well and so that she can easily adapt herself to work in different working environment. Basically, other than financial department, Ms. Lim has wide knowledge in sales and marketing, operation and even after-sales service department.

Since Ms. Lim is having good communication skills, hence she is responsible to deal with the suppliers and customers of Magic Cube. Ms. Lim can also handle the complaints from the suppliers and customers very well as she has the working experience which is based in after-sales service department previously. At the same time, she is also responsible to develop marketing strategies in launching the company's products and services such as advertisement, exhibition, road shows and so forth. Regarding to this, she is having a good relationship with the media and outsiders which could help to promote Magic Cube and create brand awareness among the public.

6.2 Board of Advisers

Board of advisers is a body that provides non-binding strategic advice to the organization's management. We have selected Mr. Lau Yew Kuok as our advisor for Magic Cube.

Mr. Lau is the owner of Mega LYK Furniture Trading with his partner Ms. Tiong Yen Feng. Mr. Lau has more than 25 years of experiences in furniture industry, whereby he owns four furniture shops and show houses in Klang Valley. We will benefited from his knowledge and learned from him in the related areas. The details of Mr. Lau and his company are as follow:

Company Name	: Mega LYK Furniture Trading
Address	: 4, Jalan Selampit 29, Kaw 3, Taman Klang Jaya, 41200 Klang, Selangor Darul Ehsan, Malaysia.
Person in-charge	: Mr. Lau Yew Kuok, Ms. Tiong Yen Feng
Contact number	: +603-33235493
Fax	: +603-33235493

6.3 Key Professional Service Providers

This section show the key professional service providers that we have chosen to be our consultants along our business operations. One of the reason we involved some consultants in our business is due to we might need advice and expertise in helping us to deal with the business technical matters such as legal, accounting, management, and banking matters.

6.3.1 Legal Firm

Eric Yap & Associates is proficient in many areas of legal practice, for instance real property transactions, debt recovery, labor law, company law, bankruptcy law, general contract and agreements, intellectual property-related matters, and issues

regarding to Malaysia government rules and regulations. We seek for their assistances in helping Magic Cube to deal with all of the legal issues in our company, such as business registration issue and legal issue which is compliances with the rules and regulations of the government.

Company name : Eric Yap & Associates
Address : No. 1008 & 1010, 2nd Floor, Jalan Meru,
41050 Klang, Selangor.
Contact number : +603-33430250, +603-33441872, +603-33438250
Fax : +603-33430431
Email : ericyapassociates@gmail.com

6.3.2 Accounting Firm

Maran & Co is a Certified Chartered Accounting firm in Malaysia, the service provided is including audit and assurance, tax advisory and compliance, as well as accounting. We believe that Maran & Co is able to assist Magic Cube to prepare a reliable, proper and systematic yearly business financial record that compliance with the Malaysia government rules and regulations while meeting the expectation of company's stakeholders.

Company name : Maran & Co (Chartered Accountants)
Address : No. 109, 2nd Floor, Pusat Perniagaan NBC,
Batu 1 ½, Jalan Meru, 41050 Klang, Selangor.
Contact number : +603- 3352810
Fax : +603-33452811
Email : info@maranco.com.my

6.3.3 Business Consultant

Cantolli Sdn Bhd is a company that is selling high quality of timber and veneer which is used for interior design and furniture. Magic Cube is a newly launch company in wood furniture industry, thus we would like to seek for more advice from Cantolli in terms of selecting the right wood and veneer to be used in manufacturing our product while giving our customers the best quality of wood furniture and the perfect aesthetic view of wood product.

Company name : Cantolli Sdn Bhd

Address : No. 39, Jalan TP 7/7, UEP Industrial Park,
40400 Shah Alam, Selangor.

Contact number : +603- 51925632/ 5633

Fax : +603- 51925630

Email : sales@cantolli.com

6.3.4 Banking Consultant

Public Bank Berhad is a financial services provider which is based in Kuala Lumpur, Malaysia. We would like to seek for financial advices and assistances from Public Bank Sdn Bhd (Selangor). Besides, we have registered our current accounts at Public Bank Sdn Bhd (Selangor) and all the banking transactions of our company will be made through this bank.

Company name : Public Bank Bhd

Address : Bandar Mahkota Cheras 2, Jalan Temenggung 7/9,
Bandar Mahkota Cheras, Cheras 43200, Selangor.

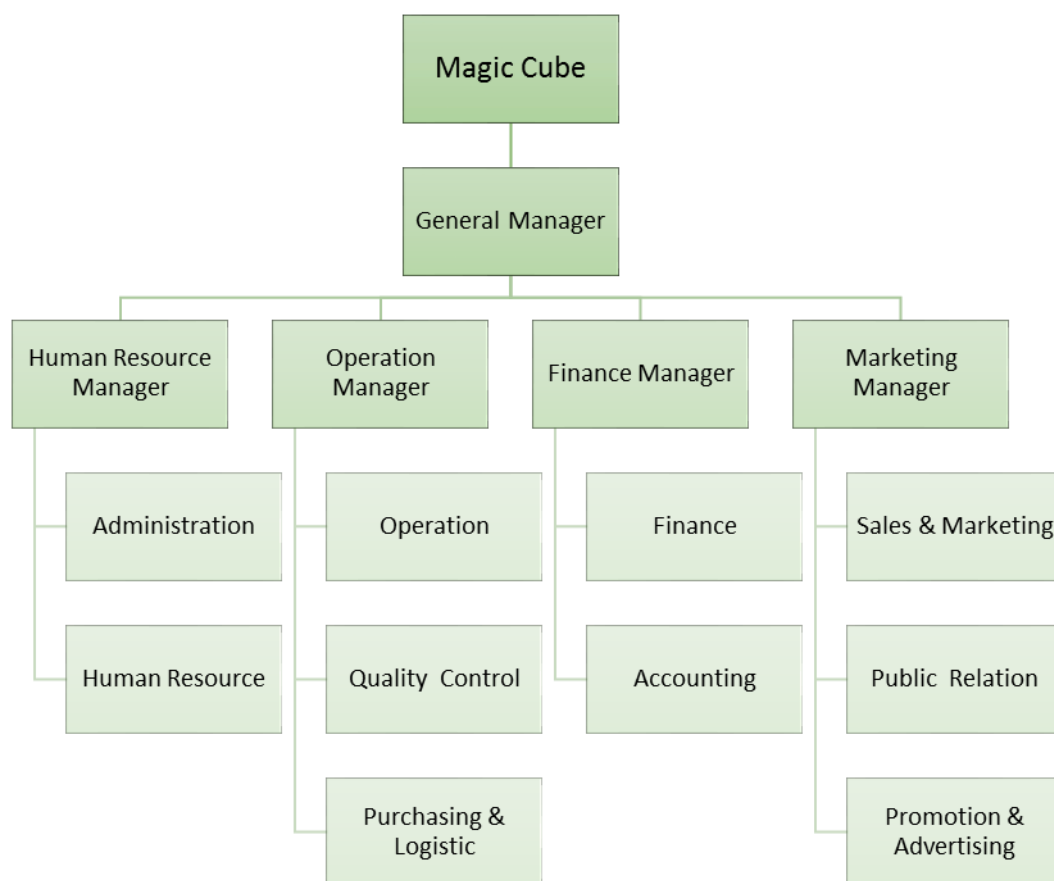
Contact number : +603- 90198788

Fax : +603- 90198896/8897

7.0 COMPANY STRUCTURE, INTELLECTUAL PROPERTY AND OWNERSHIP

7.1 Organizational Structure

Figure 7.1: Organizational Chart



Source: Developed for the research

7.1.1 Description of Organizational Structure

The main position in the management team is General Manager, Administrative Manager, Finance Manager and Marketing Manager. Obviously, the job distribution for each of the manager is uneven whereby some of the departments have more workload compare to the other departments. Therefore, we will revise the organization chart when we are able to recruit more talented employees in the future.

General Manager

The General Manager (GM) is the person who supervises the employees and oversees the production operations in an organization. The GM is the one who set the goals to be achieved and figure out the strategies used by the company for long-term period and lead the company towards success. In addition, the GM also need to ensure that the entire departments are working in a proper manner and carry out the production activities efficiently. A GM must show the collaboration with other managers and work hand-in-hand in encountering and solving the problems that faced by the company.

Operation Manager

There are three main activities in charged by the Operation Manager (OM), including operation of the company, quality control of the product, purchasing and logistic.

OM is responsible in designing, overseeing and controlling throughout the process of production. Indeed, it is said to be an important part of the organization to generate a larger amount of profits while building brand image simultaneously. OM need to ensure that our customers are never buying any failed or defective products from us which may result in losing their trust towards us, consequently damage the reputation of Magic Cube.

The quality control is a task which has been implemented to evaluate and monitor the quality of the raw materials as well as finished goods before sending to the customers. As an OM, the person needs to make decision on how to solve the problems occur and make improvement on those defected products. At the same time, OM has to minimize the rate of defection to scale of zero error while adhering to the level of qualification that set by particular associations such as International Organization of Standardization (ISO).

Furthermore, purchasing and logistic are the process of procurement and ordering the materials from the chosen suppliers and to deal with them in obtaining the best price. The OM has to involve in purchasing activities such as sourcing parts, negotiating with suppliers and seeking for low costs materials for Magic Cube. On the other hand, OM is responsible in monitoring the internal and external processes. Internal process is including the arrangements and layouts of the company, whereas the external process is mainly focusing on the shipping process of the products to the customers. Therefore, OM has to ensure that the products reach the customers with the right place, right time and in a right condition. OM also needs to deal with the operational issues and machinery factors that arise during the production process.

Finance Manager

Accounting is a sensitive issue in an organization. Any mistakes and errors that have been made can bring negative impacts to the profitability of Magic Cube. As a Finance Manager, he or she should always be cautions in handling and dealing with the monetary term. The daily transactions of Magic Cube are stated clearly by the Finance Manager to avoid overspend so that it can maximize the profit gained by Magic Cube.

Financing is also a task of the Finance Manager. He or she need to maintain and control the cash inflow and outflow by illustrate it with a graph and paste it in the office room. This graph may update the management team on the growth of the

company. Besides, the manager must have the ability to know the existing financial risks and forecast the risks we might face in the future.

Human Resource Manager

The Human Resource Manager has the responsibility to enhance and improve employees' skills while increasing the employees' level of satisfaction. He or she is responsible to develop people management and performance management. The manager has to set organizational conduct, manage, employees' attendance and salaries. In the part of administration, the manager has to do clerical jobs and maintain a general affair with all of the connections, for instance attending to the phone calls, filing and ordering the materials for the production.

Marketing Manager

Sales and marketing department is responsible to execute mixed marketing strategies in having a continuous improvement to the company's profits and sales. The manager has to develop marketing strategies such as the way on doing advertisement, frequency in joining the exhibitions and road shows, thus he or she must build a good relationship with the media and outsiders in promoting Magic Cube to the public. Moreover, the concern of public relation is to create brand awareness of company and manage the company's reputation via the arrangement in joining some appropriate events.

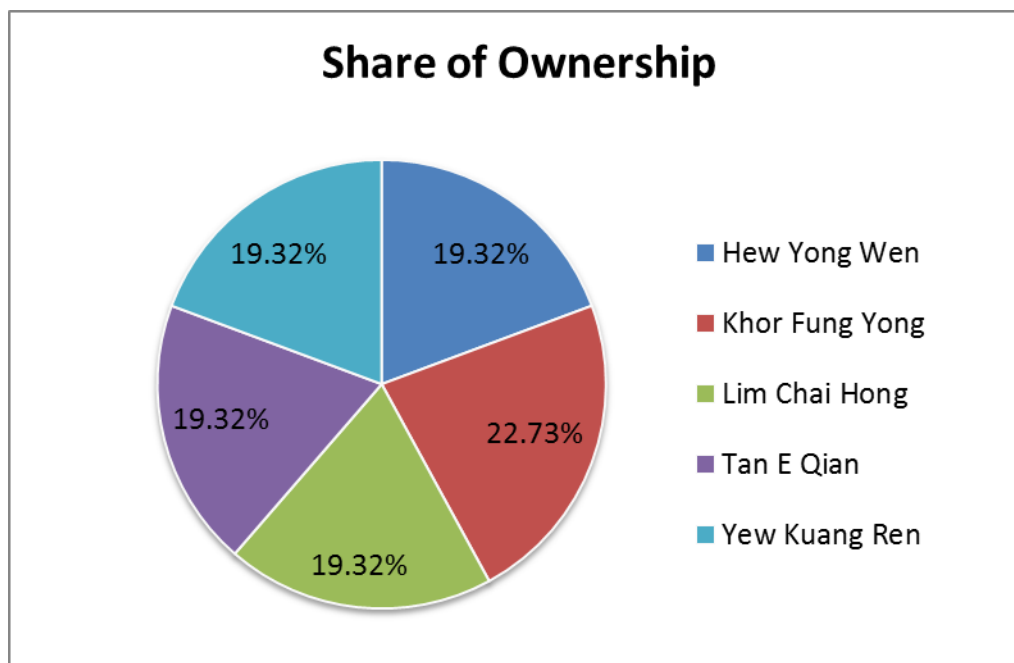
The Marketing Manager also need to motivate and train the sales team so that they able to convince the customer to purchase our product. The sales team must understand and able to explain the specification and features of the product before introducing it to the customers. When the sales team is able to explain our product with confidence, the customers will also have the sense of trust and feel our product is reliable.

7.2 Legal Structure

Magic Cube is formed as a partnership. The formation of the partnership is a simple operating structure, whereby we just need to register the company's name and own a business license. (Refer to Appendix H for Business Registration Form)

The ownership of the company is shared among 5 shareholders. The General Manager of Magic Cube is contributing RM 100,000 to the company whereas the other members in the management team will contribute RM 85,000 each. The shareholders are contributing different amount of capital to the company, thus we have to make sure that there is mutual agreement among the shareholders before making a decision. Besides, the flexibility of the partnership enables the business easier to be managed and fairly distributed. During the decision making process, we are able to make a decision quickly in solving the problems faced by the business as a shorter duration of time is needed by us to discuss the ideas and eventually come out with the most appropriate solution. (Refer to Appendix I for Partnership Agreement)

Figure 7.2: Share of Ownership



Source: Developed for research

7.3 Intellectual Property

7.3.1 Trademark

Generally, the logo of a company is the most recognizable item for the customers to remember our product. In order to avoid customers' confusion and prevent our company logo misuse by third party, our company logo will be register for trademark under the Trade Marks Act 175 1976 and Trade Marks Regulations 1997 to protect our goodwill. (Refer to Appendix J for Trademark Registration Form)

8.0 FINANCIAL PLAN

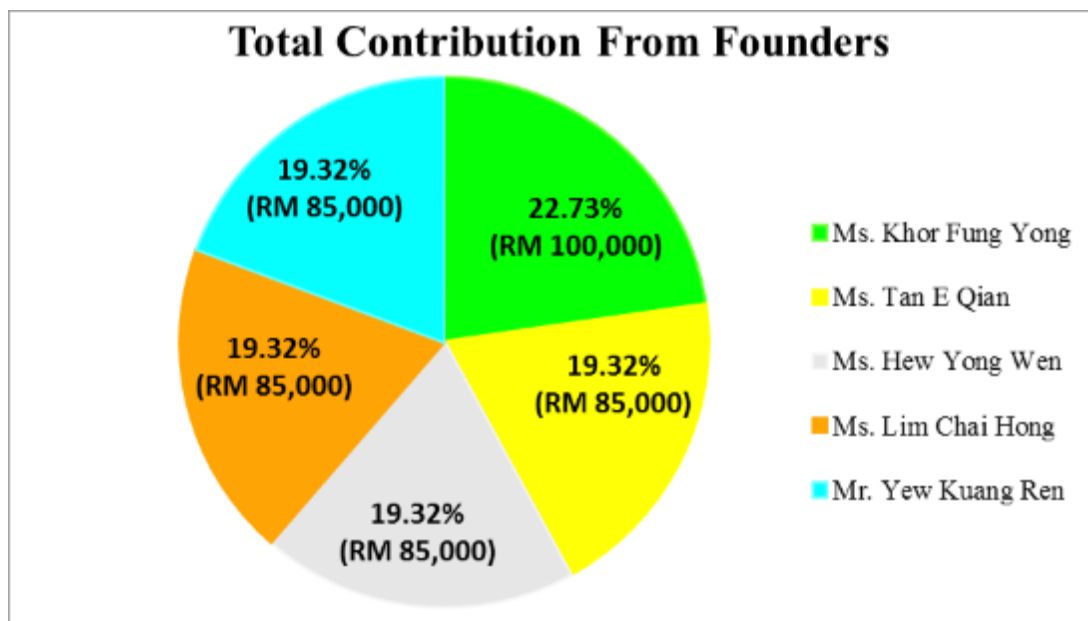
8.1 Capital Requirements for the Next 5 Years

8.1.1 Sources of fund

8.1.1.1 Shareholders contribution

Among the five founders of Magic Cube, one of the founders is contributing RM100,000 and holds 22.73% of company shares. Another four founders will contribute RM85,000 respectively and each of them holds 19.32% of company shares. The total amounts of contribution from founders is RM440, 000.

Figure 8.1: Shareholder Contribution



Source: Developed for the research

8.1.1.2 Government Grants

Malaysia Government Grant is part of SME loan that offer by Malaysia government in order to encourage Malaysians to start their own small business. The benefit of this loan is that there are either low or no interest required during the pay back. The amount of the loan is minimum RM50,000 to maximum RM300,000 with certain terms and conditions. Therefore, our company will apply for the maximum loan amount and we assumed that it only approve 80% from the total applied which is RM240,000.

8.1.1.3 Young entrepreneur fund (YEF)

Young Entrepreneur Fund is handled by Malaysia SME bank with the purpose of providing a venture capital funds and working capital for young entrepreneur who wanted to start-up business (Young Entrepreneur Fund, 2016). The minimum limit of financing from YEF is RM20,000 and maximum limit is up to RM100,000 with 7 years of tenure and 5% of interest per annum is required (Young Entrepreneur Fund, 2016). Our company will apply for RM100,000 of capital funding from YEF and we assumed that it only approve 80% from the total applied which is RM80,000.

8.1.1.4 Investors

Magic Cube is also looking for funding of RM40,000 from potential investors in public who are interested in our business idea or a business angels.

8.1.2 Uses of fund

This section show the total start-up cash of Magic Cube and start-up cash available of the company.

Table 8.1: Total Start-up Cost

Items	Quantity (Unit)	(RM)	(RM)
General Cost			
Business Registration Fees (Partnership)		75	
Trademark Registration Fees		2,580	
Fire Certificates fee		90	
Domain name registration fee		45	
Rental deposit (Factory in Kuantan RM150, 000X50%)		75,000	
Rental deposit (Sales Office at Butterworth RM3500X100%)		3,500	
Rental deposit (Sales Office at Johor RM3500X100%)		3,500	
Rental deposit (Sales Office at Klang RM2500X100%)		2,500	
Renovation		100,000	
Telephone and Internet service deposit (RM70 per line)	4	280	
Electricity deposit (RM400/unit for shop)+ (RM1000/unit for factory)	3+1	2,200	
Water deposit (RM100/unit for Shop)+ (RM500/unit for factory)	3+1	800	
Total General Cost			190,570
Operating Cost:			
Manufacturing Machinery and Equipment			489,603
Warehousing:			
2 Level Pallet Racking	4 (row)	36,000	
Hand Pallet Jack (RM400/unit)	2	800	
Used Toyota Forklift Truck Down (12000/ unit)	1	12,000	
Warehouse Step Ladder- 9 feet	1	1,000	
First-aid Kit- Manufacturing use	2	80	
Safety and Security System		20,000	
Industrial Wall fan - SONIC 26"	10	2,800	
First months purchase material (RM444)/ crib	900	399,600	489,604
Sales Office (for 4 offices):			
Furniture (Chairs, Tables, Garbage bin, Cabinet, Security box)		5,000	
Air Conditioning System (2 house power-RM1916/unit)	4	7,664	
Water Purifier Dispenser -CUCKOO Fusion Stand (RM4000/unit)	4	16,000	
4in1 Printer/ Scanner/ Fax/ Photocopy Machine	4	1,000	

Heavy Duty Photocopy and Scanner Machine (Ricoh 3010)	1	1,500	
Safety and Security system		10,000	
First-aid Kit - office use	4	160	
Punch Card machine	4	1,080	
Punch Cards	100 (piece)	10	
Desktop Computers-DELL (RM2000/ unit)	12	24,000	
Stationery		1,000	67,414
Other Operating Expenses			
Web Hosting service - Company Portal		800	
Employee wages- manufacturing plant (1000/pax)	12	12,000	
Employee wages - Sales people (1800/pax)	8	14,400	
Employee wages - Regional Sales Executive (2800/pax)	3	8,400	
Indah water sewerage charges of Sales offices		330	
Indah water sewerage charges of Factory		34	
Outsource Cleaning service (1000/pax)	6	6,000	
Outsource Security service (1000/pax)	2	2,000	
Medical fee		1,000	
3PL Inbound Logistic charges/ carriage inwards		1,908	
Uniform (RM25/unit)	100	2,500	
Business card (RM0.20/piece)	1000	200	49,572
Total Operating Cost			606,590
Total Start-Up Cost			797,160

Source: Developed for the research

Table 8.2: Start-up Cash Available

Details	(RM)	(RM)
Funding:		
Funding from Shareholders	440,000	
Funding from Malaysia Government Grant	240,000	
Funding from YEF	80,000	
Investors	40,000	
Total Funding		800,000
(-) Total Start-up Cost		797,160
Start-Up Cash Available		2,840

Source: Developed for the research

8.2 Overview of Financial Projections

8.2.1 List of assumptions

- The total product cost per set of crib is RM444. Refer to Appendix K for the calculation of total cost per crib.
- Our rental for our sales office for Butterworth, Klang and Johor per month is RM3,500, RM2,500 and RM3,500 per month respectively. The rental of manufacturing plant that located at Kuantan Pahang is RM150,000 per month.
- The utilities fees assumed to be increase 2% per year for sales office, and 5% per year for factory.
- Fire insurance for sales office and factory are assumed to be increase 10% annually.
- Marketing and advertising expenses are given a minimum budget of RM60,000 for the first year and will increase to RM70,000 for the second year. Meanwhile, the cost will be reduce to RM5,000 annually on third year onwards.
- Research and Development will be given a budget of RM10,000 for the first year and increase 10% annually for the following year.
- Audit consultation fee are assume to be RM5,000.
- Lawyer consultation fee are assume to be RM3,000.
- Tax rate for chargeable income for first RM500,000 is 19%, and another 24% for the remaining.
- Company will outsource cleaning and security service, where 2 securities and 6 cleaners is provided to our company, expected monthly fees is RM1,000 per person.

- Amount of leasing of machinery will be increase 20% annually as we expected to improve and update our machine annually base one the production level.
- Maintenance for fire extinguisher cost RM4,000 annually.
- Business license renewal for manufacturing plant and sales office cost RM65 per year.

8.2.2 Estimated production and sales cost

Table 8.3: Estimated Sales (Quantity) for 2017 – 2021

	2017	2018	2019	2020	2021
Jan	280	450	488	740	1,116
Feb	283	452	493	750	1,131
Mar	282	454	498	765	1,151
April	288	453	520	769	1,166
May	290	455	550	788	1,194
June	303	459	580	809	1,226
July	327	463	610	859	1,266
Aug	345	477	635	889	1,316
Sept	445	485	665	919	1,366
Oct	485	487	715	964	1,416
Nov	488	488	765	979	1,466
Dec	485	478	761	989	1,516
Total(QTY)	4,301	5,601	7,280	10,220	15,330
Total(RM)	4,296,699	5,595,399	7,272,720	10,209,780	15,314,670

Source: Developed for the research

The production and sales volume we set is relies on the primary data we collected from our target customer and secondary data that we obtain from different sources. As mention in Chapter 3, the peak season for birth is June to September thus the production and sales volume for January to June is slightly lesser than July to December. Furthermore, the forecasted sales from 2017 to 2019 will increase 30%

respectively. The sales for the year 2020 is estimated to be increase 40% from the sales in 2019. Meanwhile, the sales in 2021 is estimated to increase 50% in 2020.

We will reserve 5 units of finished product to serve as a buffer stock in order to safeguard against unforeseen inventory shortage. The monthly production is depending on the number of beginning inventory. Production equipment and tools will be increase accordingly by referring to the level of production. We expect each operator to produce 25 unit of finished product per month, thereby the number of worker will increase accordingly by referring to the level of production. Refer to Appendix L for Estimated Production and Sales Cost.

8.2.3 Estimated labour cost

This section shows the estimated laour cost. Labour refers to the person who involve directly in producing our product. All labour is compulsory to work for 6 working days, 8 hours per day. Each labour is receiving monthly salary RM1,000 per person. Refer to Appendix M for Estimated Labour Cost.

8.2.3.1 Public holidays

Table 8.4: Public Holiday is 3% of Production Cost

Items	2017 (RM)	2018 (RM)	2019 (RM)	2020 (RM)	2021 (RM)
Production Cost	1,940,280.00	2,508,600.00	3,261,180.00	4,564,320.00	6,835,380.00
Public Holiday (3%)	58,208.40	75,258.00	97,835.40	136,929.60	205,061.40
Total	58,208.40	75,258.00	97,835.40	136,930.60	205,061.40

Source: Developed for the research

Magic Cube is given 12 gazette public holidays for every employee. These 12 days included the 5 compulsory holidays that listed in Malaysia Employment ACT 1995. The costs occur from public holidays and overtime is forecasted to be 3% annually from the annual production cost.

8.2.4 Other expenses

8.2.4.1 Third-Party Logistics (3PL) service charge

We outsourced transportation service to Tiong Nam Logistic Berhad. Inbound logistic services charges is based on the type of container, import duty and import logistic GST. We only need to pay for the import GST because import duty for importing teak wood is exempted in Malaysia.

The 3PL logistic service for inbound is solely on transporting the main material, teak wood from Indonesia to our manufacturing plant. The other raw material will ship directly to our manufacturing plant from supplier without charges because we are purchase in bulk and they are located within 10km from our manufacturing plant.

Table 8.5: 3PL Inbound/ Import Logistic Charges

Year	Month of inbound	Size Of Container	Charges per shipment without GST (RM)	Total GST (RM)	Charges with GST 6% (RM)
2017-2019	Jan	20ft	1,800	108	1,908
	Apr		1,800	108	1,908
	July		1,800	108	1,908
	Oct		1,800	108	1,908
Annual Charges			7,200	432	7,632
2020-2021	Jan	40ft	3,500	210	3,710
	Apr		3,500	210	3,710
	July		3,500	210	3,710
	Oct		3,500	210	3,710
Annual Charges			14,000	840	14,840

Source: Developed for the research

The charges for inbound and outbound are different. For outbound logistic services, the charges will be 20% on our total sales.

Table 8.6: 3PL Outbound Logistic Service Expenses

Items	2017 (RM)	2018 (RM)	2019 (RM)	2020 (RM)	2021 (RM)
Sales	4,296,699	6,971,022	10,269,720	12,891,096	15,879,105
3PL Cost	20%	20%	20%	20%	20%
Charge without GST	859,340	1,394,204	2,053,944	2,578,219	3,175,821
GST 6%	51,560.40	83,652.30	123,236.60	154,693.20	190,549.30
Total Charge With GST	910,900	1,477,857	2,177,181	2,732,912	3,366,370

Source: Developed for the research

8.2.4.2 Good and Service Tax (GST)

Our company's annual sales is exceed RM500,000, thus we are required to register our company for GST. The standard rate that we need to pay for GST is 6% annually.

Table 8.7: GST Claim and Payable

Year	Item	Value (RM)	Ratio (RM)	Output Tax (RM)	Input Tax (RM)
2017	Revenue				
	Sales	4,296,699	6%	257,801.94	
	(-) Expenditure				
	purchases	1,035,690	6%		62,141.40
	3PL Outbound logistic service	859,340	6%		51,560.40
	3PL Inbound/Imported logistic service	7,200	6%		432
Net GST Payable = Output tax - Input Tax			143668.14		
2018	Revenue				
	Sales	5,595,399	6%	335,723.94	
	(-) Expenditure				
	purchases	1,339,050	6%		80,343

	3PL Outbound logistic service	1,394,204	6%		83,652.24
	3PL Inbound/Imported logistic service	7,200	6%		432
Net GST Payable			171296.7		
2019	Revenue				
	Sales	7,272,720	6%	436363.2	
	(-) Expenditure				
	purchases	1,740,765	6%		104,445.9
	3PL Outbound logistic service	2,053,944	6%		123,236.64
	3PL Inbound/Imported logistic service	7,200	6%		432
Net GST Payable			208,248.66		
2020	Revenue				
	Sales	11,231,780	6%	673,906.8	
	(-) Expenditure				
	purchases	2,436,360	6%		146,181.6
	3PL Outbound logistic service	2,578,219	6%		154,693.14
	3PL Inbound/Imported logistic service	14,000	6%		840
Net GST Payable			372,192.06		
2021	Revenue				
	Sales	16,847,670	6%	1,010,860.2	
	(-) Expenditure				
	purchases	3,648,615	6%		218,916.9
	3PL Outbound logistic service	3,175,821	6%		190,549.26
	3PL Inbound/Imported logistic service	14,000	6%		840
Net GST Payable			600,554.04		

Source: Developed for the research

8.2.4.3 Cost of medical expenses

Medical expenses incurred when we allow the employee to do medical claim. We estimated that the cost will increase 15% annually.

Table 8.8: Medical Cost Expenses

	2017(RM)	2018(RM)	2019(RM)	2020(RM)	2021(RM)
Medical Cost per year	12,000	13,800	15,870	18,251	20,988

Source: Developed for the research

8.2.4.4 Gross salaries, Employees Provident Fund (EPF) and Social Security Organization (SOCSO)

Our company will only hiring local people because we hope able to provide more job opportunity in our country. Inventory clerk will not be hired for the first year because there is lacking of working procedure and flow. Therefore, the management team will in-charge of the task and create a set of working, filing, and documentation pattern. The salaries of all managers are equal while dividend is distributed according to the percentage of shares holds by each manager.

Furthermore, yearly salary increment is different for all the workers in different level. Managers, Regional Sales Executive and Sales people will have annual increment of RM300, RM200 and RM100 respectively. While, inventory clerk and manufacturing plant workforce will have increment of RM 50 annually.

Table 8.9: Gross Salaries for 2017 – 2021

Position	2017 (RM)	2018 (RM)	2019 (RM)	2020 (RM)	2021 (RM)
Manager (5pax)	12,500	14,000	15,500	17,000	18,500
Regional Sales Executive (3pax)	8,400	9,000	9,600	10,200	10,800
Sales people (8pax)	14,400	15,200	16,000	16,800	17,600
Inventory clerk (2pax)	-	3,000	3,100	3,200	3,300
Manufacturing Plant Workforce (per year)	174,800	237,300	323,180	472,880	738,960
Advisor	3,000	3,000	3,000	3,000	3,000
Total of 12 Months	634,400	767,700	889,580	1,075,280	1,377,360

Source: Developed for the research

Based on Malaysia Employees Provident Act 1991, employers are required to help their employees to register with KWSP within 7 days of employment. Besides, employers need to provide a minimum contribution of 13% for employees who have monthly wages below RM5000. Apart from that, employees need to contribute a minimum 8% of their monthly wages for this EPF as well.

Table 8.10: EPF contributions (13%) by Employer in 2017 – 2021

Position	2017 (RM)	2018 (RM)	2019 (RM)	2020 (RM)	2021 (RM)
Manager (5pax)	1,625	1,820	2,015	2,210	2,405
Regional Sales Executive (3pax)	1,092	1,170	1,248	1,326	1,404
Sales people (8pax)	1,872	1,976	2,080	2,184	2,288
Inventory clerk (2pax)	-	390	403	416	429
Manufacturing Plant Workforce (per year)	22,724.00	30,849.00	42,013.40	61,474.40	96,064.80
Total of 12 Months	77,792	95,121	110,965	135,106	174,377

Source: Developed for the research

Table 8.11: EPF contributions (8%) by Employee in 2017 – 2021

Position	2017 (RM)	2018 (RM)	2019 (RM)	2020 (RM)	2021 (RM)
Manager (5pax)	1,000	1,120	1,240	1,360	1,480
Regional Sales Executive (3pax)	672	720	768	816	864
Sales people (8pax)	1,152	1,216	1,280	1,344	1,408
Inventory clerk (2pax)	-	240	248	256	264
Manufacturing Plant Workforce (per year)	13,984	18,984	25,854.4	37,830.4	59,116.8
Total of 12 Months	47,872	58,536	68,286	83,142	107,309

Source: Developed for the research

SOCSCO is a Malaysia governmental organization that provides medical and financial coverage for workers who injured in their workplace or during working hours. Worker who earning less than RM3000 is compulsory to contribute in SOCSCO. According to the Contribution Table and Rates of SOCSCO, employer is required to contribute 1.75% for every employee based on their wages while employees themselves need to contribute 0.5% of their wages.

Table 8.12: SOCSCO contributions (1.75%) by Employer in 2017 – 2021

Position	2017 (RM)	2018 (RM)	2019 (RM)	2020 (RM)	2021 (RM)
Manager (5pax)	219	245	271	298	324
Regional Sales Executive (3pax)	147	157.5	168	178.50	189
Sales people (8pax)	252	266	280	294	308
Inventory clerk (2pax)	-	52.5	54.25	56	57.75
Manufacturing Plant Workforce (per year)	3,059	4,152.75	5,655.65	8,275.4	12,931.80
Total of 12 Months	10,472	12,805	14,938	18,187	23,474

Source: Developed for the research

Table 8.13: SOCSO contributions (0.50%) by Employee in 2017 – 2021

Position	2017 (RM)	2018 (RM)	2019 (RM)	2020 (RM)	2021 (RM)
Manager (5pax)	63	70	78	85	93
Regional Sales Executive (3pax)	42	45	48	51	54
Sales people (8pax)	72	76	80	84	88
Inventory clerk (2pax)	-	15	15.5	16	16.5
Manufacturing Plant Workforce (per year)	874	1,186.50	1,615.90	2,364.40	3,694.80
Total of 12 Months	2,992	3,658.50	4,267.90	5,196.40	6,706.80

Source: Developed for the research

Table below shows the net salaries receive by the management team and employees after deduction of EPF and SOCSO.

Table 8.14: Net Salaries for 2017 – 2021

Position	2017(RM)	2018(RM)	2019(RM)	2020(RM)	2021(RM)
Manager (5pax)	11,438	12,810	14,183	15,555	16,928
Regional Sales Executive (3pax)	7,686	8,235	8,784	9,333	9,882
Sales people (8pax)	13,176	13,908	14,640	15,372	16,104
Inventory clerk (2pax)	-	2745	2836.5	2928	3019.5
Advisor	3,000	3,000	3,000	3,000	3,000
Total of 12 Months	583,536	705,505.5	817,026	986,941.2	1,263,344

Source: Developed for the research

8.2.4.5 Indah Water Sewerage expenses

The charge of IWS is categorized into few different categories with different rate. The charges for commercial premise are based on total annual value of premise. Assuming that our sales office value is around RM200,001 – RM400,000, the monthly payment for IWS will be RM330. Meanwhile, the IWS for industrial rate

is charge based on the headcount in the factory. Assuming our factory is using individual septic tank, the charges will be RM2 per head per month. Refer to Appendix N for IWS fees in manufacturing plant and sales office.

8.2.4.6 Depreciation

Our company is using straight-line method in calculating the depreciation of fixed assets. We assume that the fixed assets will 10% annually.

Table 8.15: Depreciation on Fixed Assets

Year	Fixed Asset on Book Value(RM)	Accumulated Depreciation(RM)
2017	606,590	60,659
2018	545,931	121,318
2019	424,613	181,977
2020	363,954	242,636
2021	303,295	303,295

Source: Developed for the research

8.3 Pro Forma Income Statement for Five (5) Years

Financial Statement 8.1: Pro Forma Income Statement for 2017-2021

	2017(RM)		2018(RM)		2019(RM)		2020(RM)		2021(RM)	
Sales		4,296,699		5,595,399		7,272,720		10,209,780		15,314,670
(-) Cost of Goods Sold										
Opening Stock	-		3,996		9,768		4,440		7,548	
Purchases	1,940,280		2,517,480		3,263,400		4,568,760		6,842,040	
(+) Carriage inwards	7,632		7,632		7,632		7,632		7,632	
(-) Ending inventory	3,996		9,768		4,440		7,548		10,656	
Cost of Goods Sold	1,943,916			2,519,340		3,276,360		4,573,284		6,846,564
(-) Goods & Service Tax (GST)	143,668			171,297		208,249		372,192		600,554
Gross Profit		2,209,115		2,904,762		3,788,111		5,264,304		7,867,552
(-) Expenses										
General Cost	190,570		-		-		-		-	
Business License renewal	-		75		75		75		75	
Employee Salary	634,400		767,700		889,580		1,075,280		1,377,360	
Employee Provident Fund(EPF)	77,792		95,121		110,965		135,106		174,377	
SOCISO	10,472		12,805		14,938		18,187		23,474	
Public Holiday Cost	58,208		75,258		97,835		136,930		205,061	
Rental for sales office	9,500		9,500		9,500		9,500		9,500	
Rental for Factory	150,000		150,000		150,000		150,000		150,000	
Utilities for Sales Office	10,000		10200		10404		10,612		10,824	

Utilities for Factory	18,000		18,900		19,845		20,837		21,879	
Indah Water Sewerage	12,352		12,500		12,636		12,870		13,280	
Medical expenses	12,000		13,800		15,870		18,251		20,988	
Fire Insurance	18,600		20,460		22,506		24,757		27,232	
Maintenance for fire extinguisher	4,000		4,000		4,000		4,000		4,000	
Leasing of Machinery	8,546		102,55.20		12,306		14,767		17,721	
3PL outbound Logistic Services	910,900		1477,857		2,177,181		2,732,912		3,366,370	
Outsource Cleaning Service	72,000		72,000		72,000		72,000		72,000	
Outsource Security Service	24,000		24,000		24,000		24,000		24,000	
Audit Consultation fee	5,000		5,000		5,000		5,000		5,000	
Lawyer consultation fee	3,000		3,000		3,000		3,000		3,000	
Marketing & Advertising	60,000		70,000		65,000		60,000		55,000	
Research & Development	10,000		11,000		12,100		13,310		14,641	
Production Tools & Equipment	17,111		20,775		28,219		37,654		56,219	
Depreciation 10%	60,659		60,659		60,659		60,659		60,659	
Total Expenses		2,377,110		294,4865		3,817,619		4,639,707		5,712,661
Profit / (Losses) Before Tax		(167,995)		(40,103)		(29,508)		624,597		2,154,891
(-) Total Tax										
Tax 19% for first RM500K	-		-		-		95,000		95,000	
Tax 24% for next after RM500K	-		-		-		29,903		397,174	
Total Corporate Tax		-		-		-		124,903		492,174
Net Profit/ Loss		(167,995)		(40,103)		(29,508)		499,693		1,662,717

Source: Developed for the research

8.4 Cash Flow Projection for Five Years

Financial Statement 8.2: Cash Flow Projection for 2017–2021

	2017(RM)		2018(RM)		2019(RM)		2020(RM)		2021(RM)	
Cash on Hand	2,840		82,078		96,862		133,341		690,585	
Cash Receipt (Sales)	4,296,699		5,595,399		7,272,720		10,209,780		15,314,670	
Total Cash Available		4,299,539		5,677,477		7,369,582		10,343,121		16,005,255
(-)Cash Disbursement :										
Purchases	1,940,280		2,517,480		3,263,400		4,568,760		6,842,040	
Carriage inwards	7,632		7,632		7,632		7,632		7,632	
Corporate tax	0		0		0		124,903		492,174	
Net GST payable	143,668		171,297		208,249		372,192		600,554	
Business License renewal	~		75		75		75		75	
Employee Salary	634,400		767,700		889,580		1,075,280		1,377,360	
Employee Provident Fund(EPF)	77,792		95,121		110,965		135,106		174,377	
SOCSSO	10,472		12,805		14,938		18,187		23,474	
Public Holiday Cost	58,208		75,258		97,835		136,930		205,061	
Rental for sales office	9,500		9,500		9,500		9,500		9,500	
Rental for Factory	150,000		150,000		150,000		150,000		150,000	
Utilities for Sales Office	10,000		10,200		10,404		10,612		10,824	
Utilities for Factory	18,000		18,900		19,845		20,837		21,879	
Indah Water Sewerage	12,352		12,500		12,636		12,870		13,280	

Medical expenses	12,000		13,800		15,870		18,251		20,988	
Fire Insurance	18,600		20,460		22,506		24,757		27,232	
Maintenance for fire extinguisher	4,000		4,000		4,000		4,000		4,000	
Leasing of Machinery	8,546		10,255		12,306		14,767		17,721	
3PL outbound Logistic Services	910,900		1,477,857		2,177,181		2,732,912		3,366,370	
Outsource Cleaning Service	72,000		72,000		72,000		72,000		72,000	
Outsource Security Service	24,000		24,000		24,000		24,000		24,000	
Audit Consultation fee	5,000		5,000		5,000		5,000		5,000	
Lawyer consultation fee	3,000		3,000		3,000		3,000		3,000	
Marketing & Advertising	60,000		70,000		65,000		60,000		55,000	
Research & Development	10,000		11,000		12,100		13,310		14,641	
Production Tools & Equipment	17,111		20,775		28,219		37,654		56,219	
Total Cash Disbursement		4,217,461		5,580,615		7,236,241		9,652,536		13,594,402
Net Cash Flow Position		82,078		96,862		133,341		690,585		2,410,854

Source: Developed for the research

8.5 Pro Forma Balance Sheet for Five (5) Years

Financial Statement 8.3: Pro Forma Balance for 2017–2021

	2017(RM)		2018(RM)		2019(RM)		2020(RM)		2021(RM)	
Assets										
Fixed Asset										
Operation Cost	606,590		545,931		485,272		424,613		363,954	
(-) Acc. Deprecation	60,659		60,659		60,659		60,659		60,659	
Total Fixed Asset		545,931		485,272		424,613		363,954		303,295
Current Asset										
Closing stock	3,996		9,768		4,440		7,548		10,656	
Cash/ Bank	82,078		96,862		133,341		690,585		2,410,854	
Account Receivable	~		~		~		~		~	
Total Current Asset		86,074		106,630		137,781		698,133		2,421,510
Total Asset		632,005		591,902		562,394		1,062,087		2,724,805
Finance by:										
Owners' Equity										
Capital Investment	800,000		632,005		591,902		562,394		1,062,087	
Net Profit/ (Loss)	(167,995)		(40,103)		(29,508)		499,693		1,662,717	
Total Owner's Equity		632,005		591,902		562,394		1,062,087		2,724,805
Total Liabilities and Owner's Equity		632,005		591,902		562,394		1,062,087		2,724,805

Source: Developed for the research

8.6 Payback Period and Exit Strategy

8.6.1 Payback Period

Table 8.16: 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 (RM)
0	-(800,000)	-800,000	10%	1	-(800,000)	-800,000
1 st	82,078	-717,922	10%	1.10	74,616.36	-725,383.64
2 nd	96,862	-621,060	10%	1.21	80,051.24	-645,332.40
3 rd (a)	133,341	-487,719 (b)	10%	1.33	100,256.39	-545,076.01
4 th (d)	6,905,859 (c)	202,866	10%	1.46	473,003.42	-72,072.58 (e)
5 th	2,410,854	2,613,720	10%	1.61	1,497,424.84 (f)	1,425,352.26

Source: Developed for the research

- Payback Period $= a + (b/c)$
 $= 3 + (487,719 / 6,905,859)$
 $= 3 + 0.71$
 $= 3.71 \text{ years}$
- Discounted Payback Period $= d + (e/f)$
 $= 4 + (72072.58 / 1497424.84)$
 $= 4 + 0.05$
 $= 4.05 \text{ years}$
- Return On Investment:
 - 1st Year: $[RM (167,995) / RM 800,000] \times 100 = (21\%)$
 - 2nd Year: $[RM (40,103) / RM 800,000] \times 100 = (5.01\%)$
 - 3rd Year: $[RM (29,508) / RM 800,000] \times 100 = (3.69\%)$
 - 4th Year: $[RM 499,693 / RM 800,000] \times 100 = 62.46\%$
 - 5th Year: $[RM 166,2717 / RM 800,000] \times 100 = 207.84\%$

8.6.2 Exit Strategy

If the management team of Magic Cube wants to quit the business or the business is no longer profitable, there are two type of exit strategy can be choose.

8.6.2.1 Acquisition

Acquisition refers to selling off the entire business ownerships and assets to third party who wishes to acquire our business. However, it is better to sell the business to those who are in the same industry so that they have better knowledge in managing and grow the business. The management team will set the selling price according to the latest market value. The cash receive from selling off the business will used to cover existing debt while the balance will be share among the shareholders.

8.6.2.2 Liquidation

Liquidation also known as dissolution or winding-up. The assets and the property of Magic Cube will be redistributed. The money that we receive from selling off the property and assets will used to repay our debts, while the remaining will be shared among the shareholders. This strategy will be adopted when our business is facing huge losses or the business is unable to survive in the market. This strategy may help the shareholders to minimize the losses.

9.0 CRITICAL RISK FACTORS

9.1 Management Risks

9.1.1 Lacking of Experiences, Capabilities and Skills

The management team of Magic Cube is said to be lack of experiences, capabilities, skills and personal connections in managing a company since we are fresh graduates. Majority of us do not have experiences in managing a business although we have working experiences. Therefore, it is harder for us to be confident in making every decision since we do not have the capabilities in handling or predicting uncertainties. Beside, our business will be in a vulnerable position as we are immature and weak in handling issues that arise. Thus, we need to confront these weaknesses before we start-up our business.

9.1.2 Disputes among Management Personnel

Management issue and other problem may arise along business operation. When these issues arise, discussion will be held among the management team to solve the problem. However, different people have different point of view and different judgment. Dispute or conflict might happen among the management team when there is disagreement. Conflicts and disputes will block us from achieving the goals that we have set earlier, thus negatives disputes should be solved in short-term.

9.2 Marketing Risks

9.2.1 Low Brand and Product Recognition

Low brand recognition can be a threat to our company because the potential customers will tend to choose the brand they are familiar with. Since Magic Cube is a new developed product in the market, the perceived risk will be higher when customers purchase the products they are not familiar with. Failure in promoting our brand and product will lead to losses to the company, thus appropriate marketing strategies in promoting our products is essential.

9.3 Operating Risks

9.3.1 Poor Production Planning

The production planning system of the company ensures the manufacturing process can run effectively and efficiently. Effective planning covers a wide range of activity to ensure that materials, equipment and human resources are available when they are needed. Poor production forecasts may lead to over ordering on raw materials or over producing the products. Meanwhile, it will result in having excessive inventory and hence causing the increase in inventory cost.

9.3.2 Poor Suppliers

Supplier is a party who is playing an important role in supplying goods or raw material. The main raw material that has been chosen in producing Magic Cube is teak wood. The raw materials are essential in our production process. Without these raw materials, there will be a great impact on the flow of our daily operation.

On the other hand, raw materials with low quality will directly affect our product quality as well. In this case, we might face problems in obtaining a stable supply

of raw materials since we do not have an established relationship with any suppliers. Generally, the suppliers will choose to supply raw materials to the customers whom they are trusted. Failed to establish trust and maintain a good relationship with suppliers will cause inconvenience and troublesome to our company. For instance, we might face difficulties in getting trade credit.

9.3.3 Equipment and Machinery Breakdown

Our manufacturing process will be further enhanced with the aids of machineries and equipment. The manufacturing process will be delay when there is malfunction on the equipment and machine. When the production is delayed, we may not able to meet the demand of our customers and hence cause losses to our company and losing our valued customers.

9.4 Financial Risks

9.4.1 Poor Cash Management

Start-up a new business need a lot of funding or cash. In order to maintain the sustainability of Magic Cube we need a sufficient amount of cash flow to ensure survival in the market. Sufficient positive cash flows ensure that there is no interruption during the operation of business, such as materials purchasing and also debt repayments. Cash shortages due to poor cash management will leave our business with insufficient income to settle our bills and repay debts. As a result, it will be an obstacle which threaten the existence of our business.

9.4.2 Economic and Political Risks

Economic risks are the risks which arise from inflation and economic crisis. During inflation, customers' spending power will decrease, resulting in the decrease on the demand of our product. On the other hand, our company is

importing teak wood from Indonesia, thus the inevitable political risk will arise from the changes in political condition and tax policy. Unstable political condition and changes of import tariff will affect the dealing process of our company in importing the raw materials from Indonesia.

9.5 Intellectual Property Infringement

There will be some competitors in the market who are trying to imitate our product's design and features once we launch our new product. Besides, some competitors might misuse our company logo and name to confuse the customers. When the counterfeit product is low in quality, customer who purchases it will have the perception that our product's quality is the same with the counterfeit product. Hence, it will bring negative impacts on the sales and damage our company reputation. At the end of the day, customers will lose their confidence and trust towards our brand.

9.6 Other Risk

9.6.1 Flood

Our manufacturing plant is located at east coast of Malaysia. Indeed, flooding is a common occurrence in east coast. When there is flash flood, our production will be affected and we may not able to meet the demand of customers. Besides, it may cause financial losses to our company which is resulted from the damage of machines and raw materials.

9.7 Contingency Plan

Management Risk

We need to consider a comprehensive method in overcoming the issues on lacking of experiences, capabilities, skills and personal connections. In this case, we will further improve ourselves by attending talks, seminar and other business-related courses from time to time. By attending the courses and programs, we are able to broaden our knowledge on business-related field while enhancing our skills on problem solving, communication and decision making.

Moreover, we need to minimize the disputes and conflicts among the management team. Thus, we are going to establish standard operating procedures (SOPs) to be served as a guideline for the employee as well as the management team. By this way, everyone in the organization will follow the standard procedure which is stated in the SOPs.

Marketing Risk

By conducting marketing analysis, we are able to collect the data regarding to customer preferences, purchasing attitudes as well as their concern during the purchasing process. The data enables us to develop the most effective and appropriate strategies in marketing our product. Besides, our company will focus on delivering value to our customers instead of offering them with a lower price product, as we do not want to be involved in price war with the existing competitors.

Furthermore, choosing the appropriate marketing tools is playing an important role in obtaining a great marketing effect while creating brand awareness among the public. Advertise in the right media with the right timing is also an important issue in gaining brand awareness. We also decided to have a customer referral program, whereby it is a low cost yet effective marketing strategy. Throughout the

customer referral program, customers are going to promote our new products and introduce our brand to their friends via word-of-mouth.

In order to overcome the low product recognition issue, we need to put more effort in marketing and advertising strategy to raise brand awareness. We have decided to promote and advertise our program through preprint advertising, placing advertising on billboard, and set up booth in several exhibition.

Operating Risk

An accurate forecast and effective production planning helps our company to reduce the inventory costs by decreasing the needs for buffer stocks and excessive raw materials. In order to have a more accurate forecast on the production plan, we can forecast the sales based on the established orders.

Building a good relationship with suppliers is very essential in maintaining our business's health and growth. In order to build a good relationship with the suppliers, we should always pay our trade credit on time and provide adequate lead time for the suppliers to deliver the raw materials. Besides, we should share the up-to-date information with our suppliers, for instance the inventory status, sales and forecasting, future plan, order tracking and technology know-how. By information sharing, the situation of facing shortage in stocks or having repetition on stocks can be avoided. Besides, it will be easier for the suppliers to do an advance forecasting on the amount needed for the raw materials before they deliver to us.

At the same time, operators who operate the machinery should adhere to the standard operating procedure in order to minimize the equipment and machinery breakdown risk. Meanwhile, they need to read and understand the user manual before operating the machine. The machine and equipment also need consistent maintenance to ensure that they are under good condition for optimal functioning all the time.

Financial Risk

Finance department plays a vital role in minimizing the financial risk, whereby finance department need to prepare a detailed cash flow budget to enable us to have sufficient cash in handling emergency cases and unexpected situations. By creating a cash flow forecast, we can predict the cash inflow and outflow in advance. Besides, finance department should collaborate with other departments in order to minimize the costs as much as possible, subsequently enable our company to gain better profits.

In order to cope with the changes in both economic and political environment, the management team must possess a good sense in observing the economic and political environment.

Intellectual Property Infringement

Trademark is referring to the words, phrases, symbols and designs that distinguish the sources of goods of one party from another party. In fact, we can take legal actions on the parties who are trying to imitate our logo and get the claims from them when our product is being trademarked.

Other Risk

Our company will also do precautions such as purchasing flood insurances to protect our company property. Besides, we will keep an eye on the weather forecast and flood warning which is announced by the government agency from time to time. In order to prevent the machineries, raw materials and other valuable assets in our manufacturing plant from being damaged by the flood, we will elevate our manufacturing plant.

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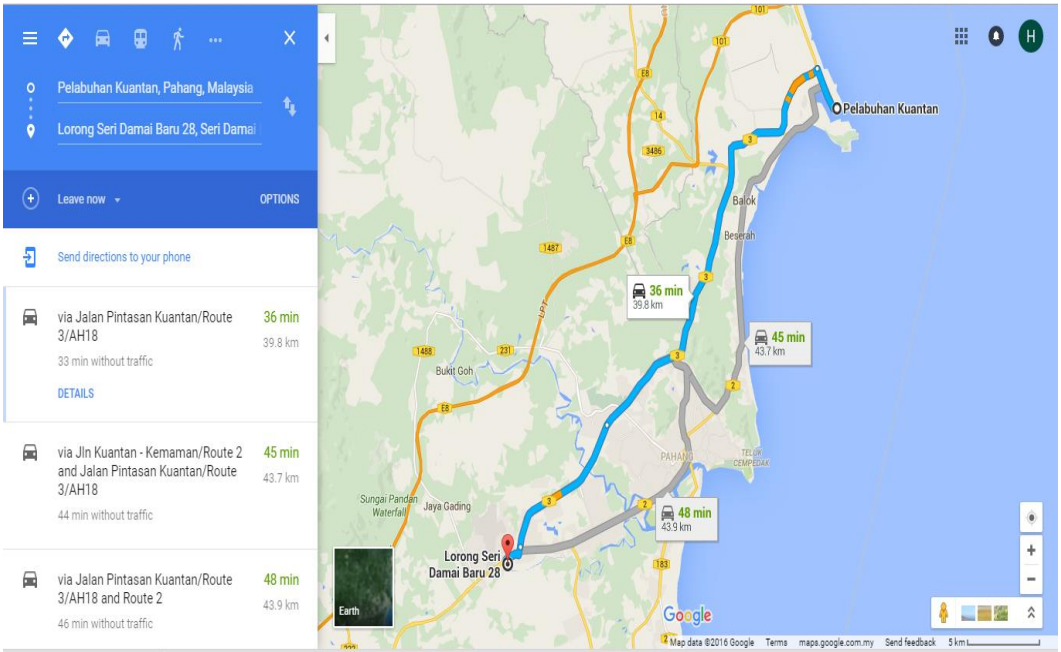
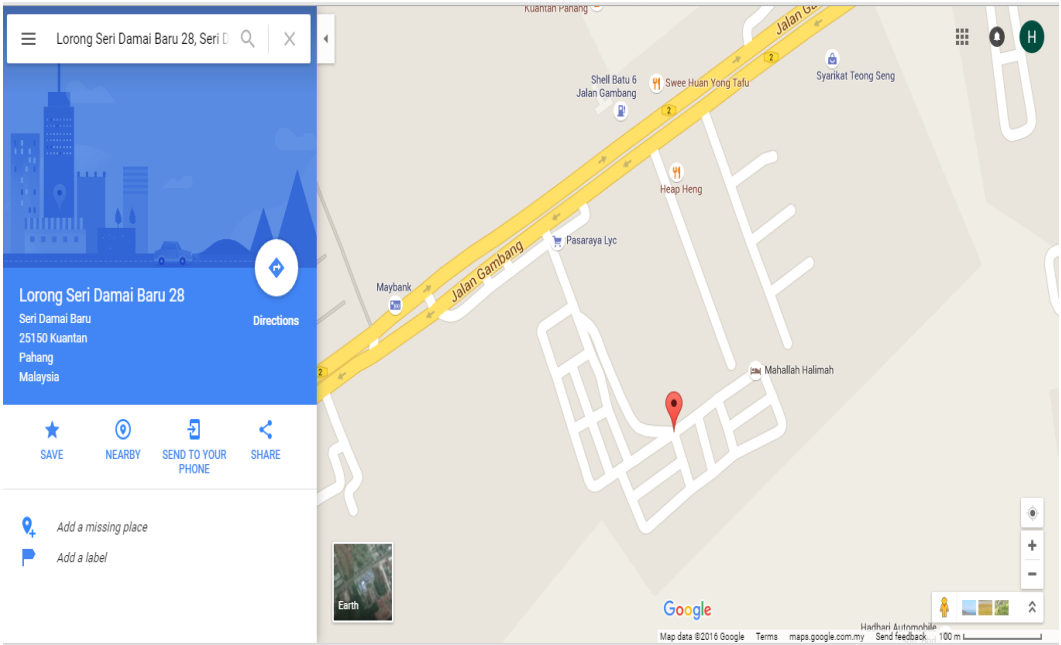
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APPENDICES

Appendix A: Location of Manufacturing Plant

Taman Seri Damai Baru, Kuantan, Pahang





Appendix B: Location of Sales Office

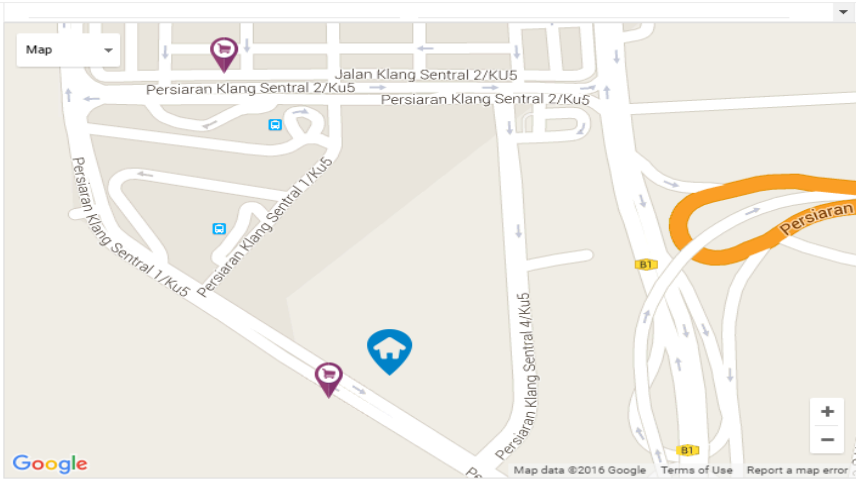
a) Sales office at Klang Sentral, Selangor





The Galleri, Home City, Klang Sentr...
Persiaran Klang Sentral 1/KU5, Selangor

RM 1,000
1,540 sq. ft.



b) Sales Office at Permas Jaya, Johor Bahru



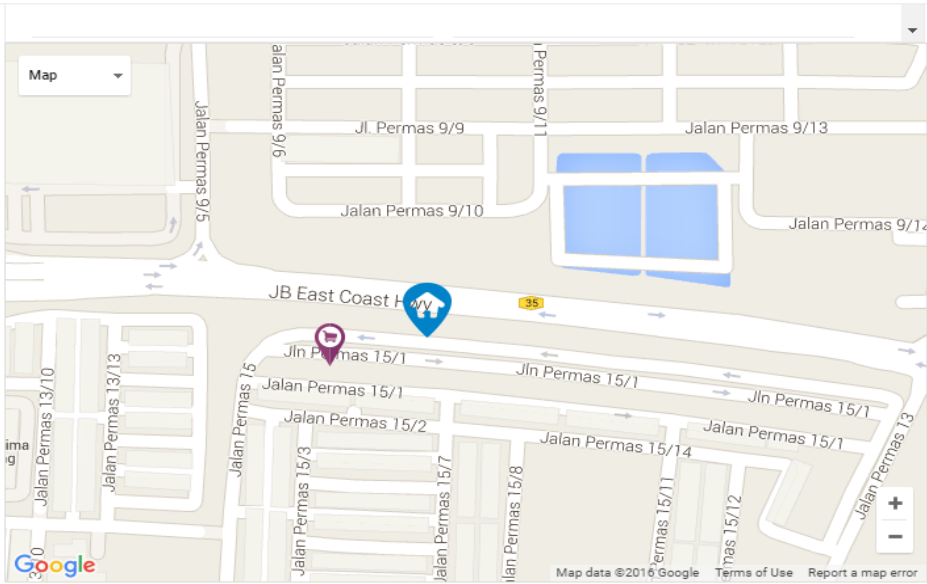


Permas Boulevard, Permas Jaya

RM 4,500

Jalan Permas 15/1, Permas Jaya, 81750, Johor

1,500 sq. ft.

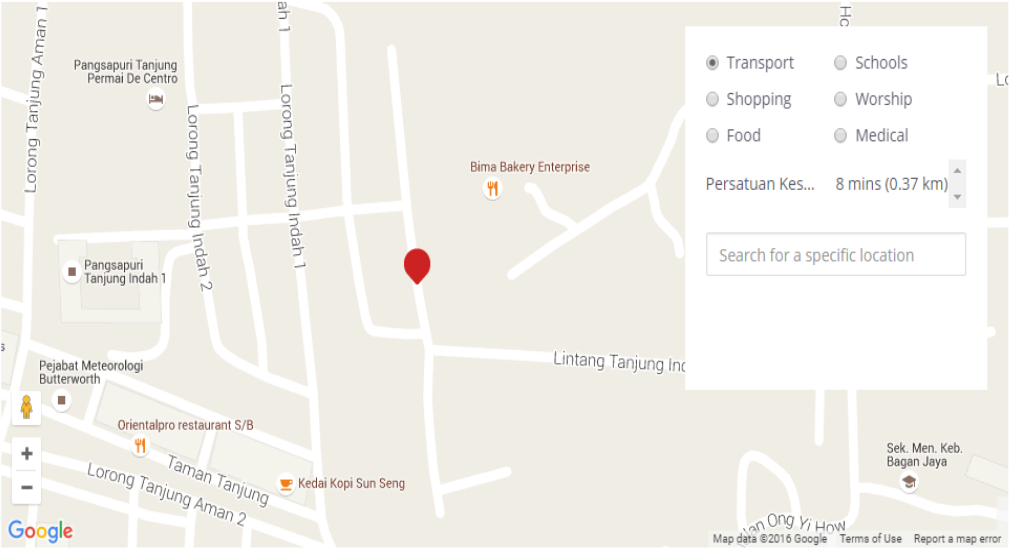


c) Sales office at Tanjung Indah, Butterworth



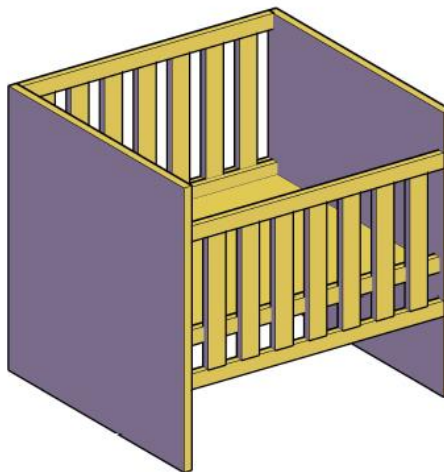
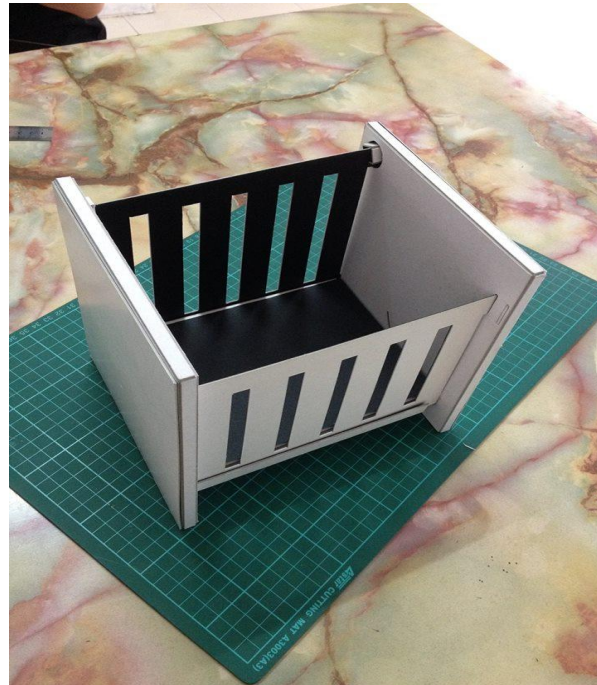


Map & Nearby

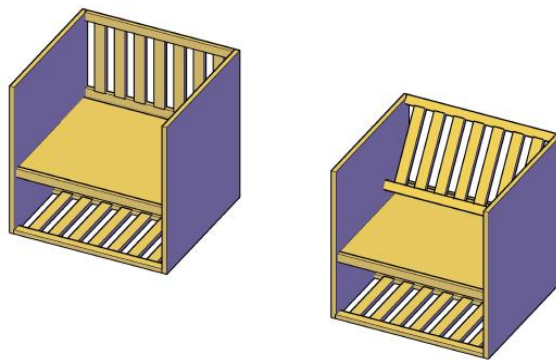


Appendix C: Product Prototype

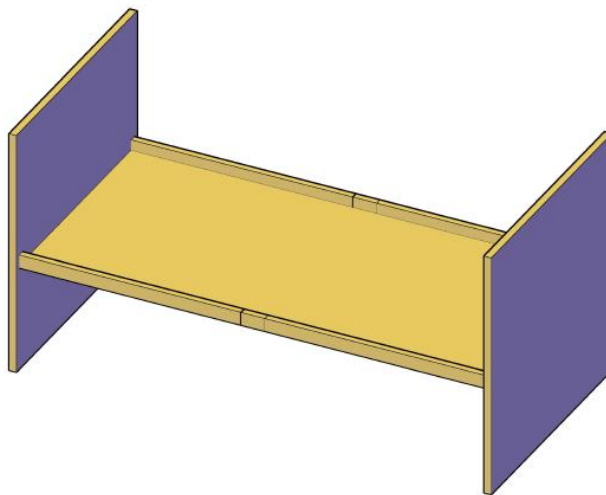
a) Baby Crib



b) Bench

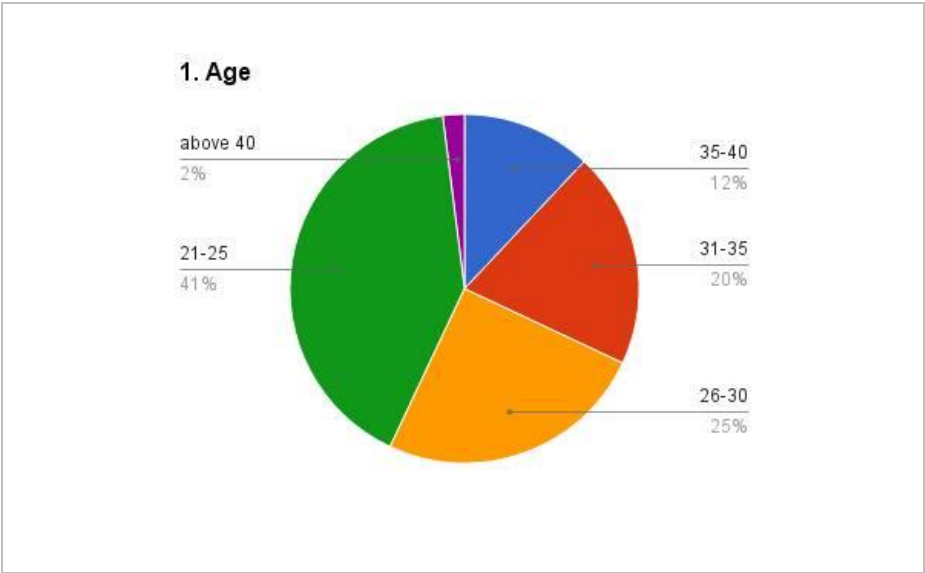


c) Single Bed Frame



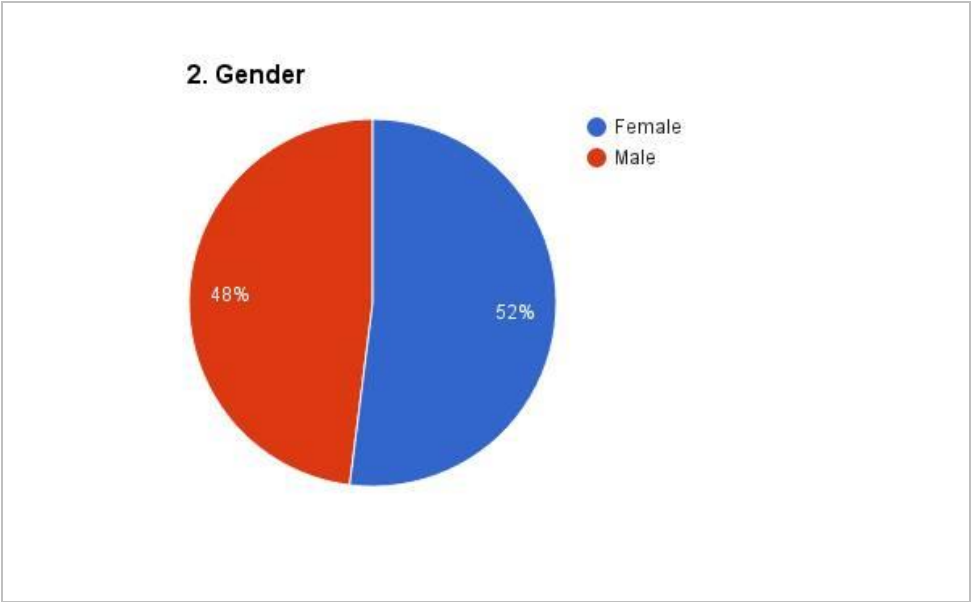
Appendix D: Market Research Data

1. Age of Respondents



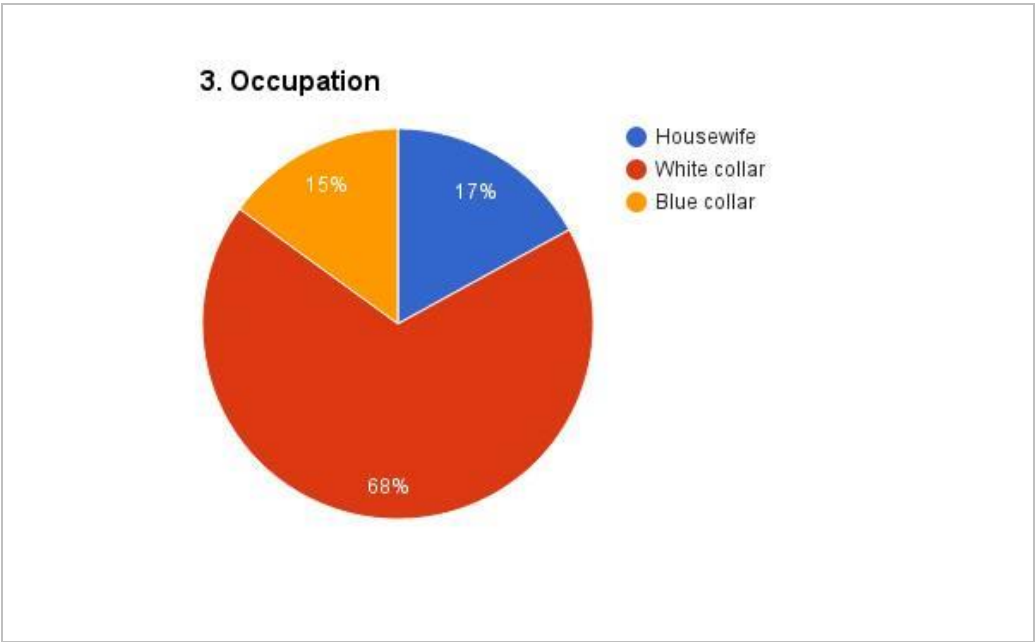
Source: Developed for the research

2. Gender of respondents



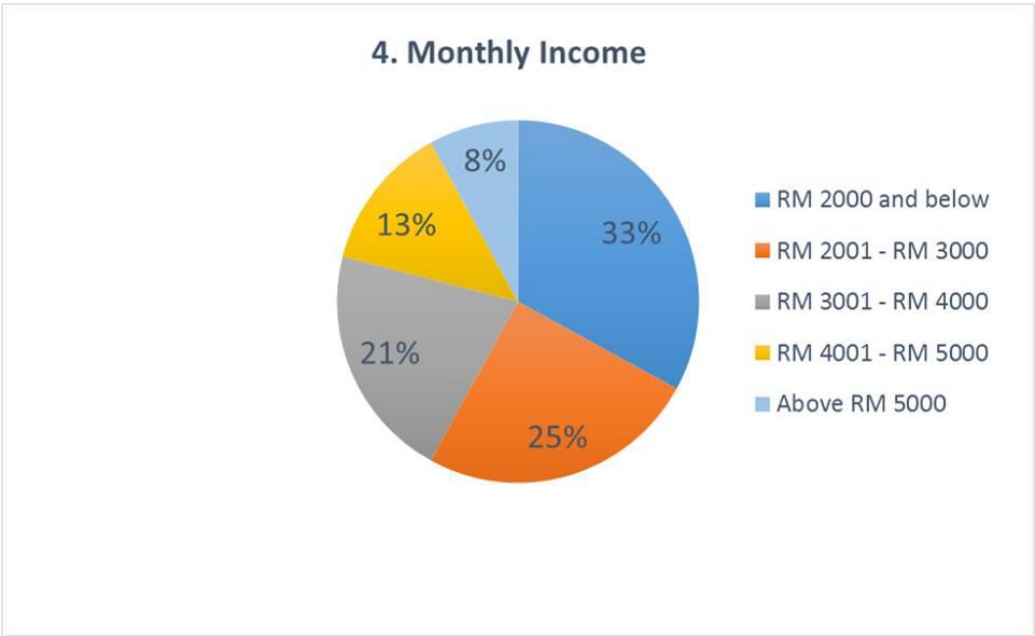
Source: Developed for the research

3. Occupation of respondents



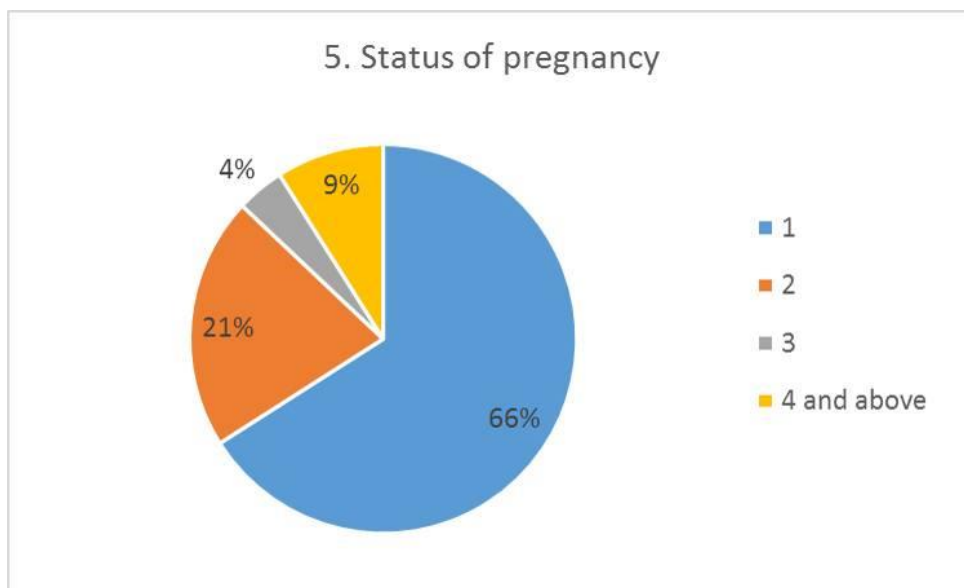
Source: Developed for the research

4. Monthly income of respondents



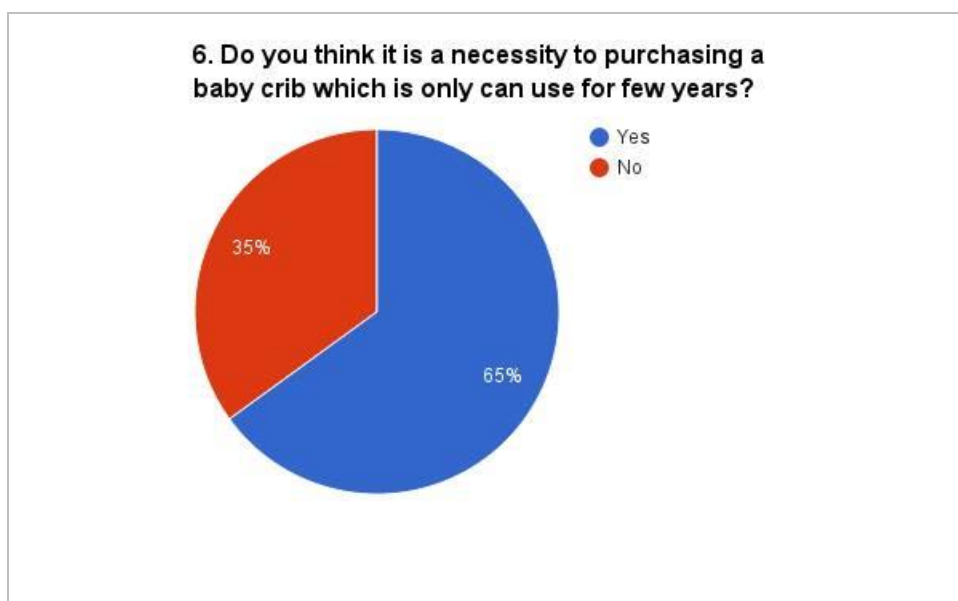
Source: Developed for the research

5. Status of pregnancy



Source: Developed for the research

6. Do you think it is a necessity to purchasing a baby crib which is only can use for few years?



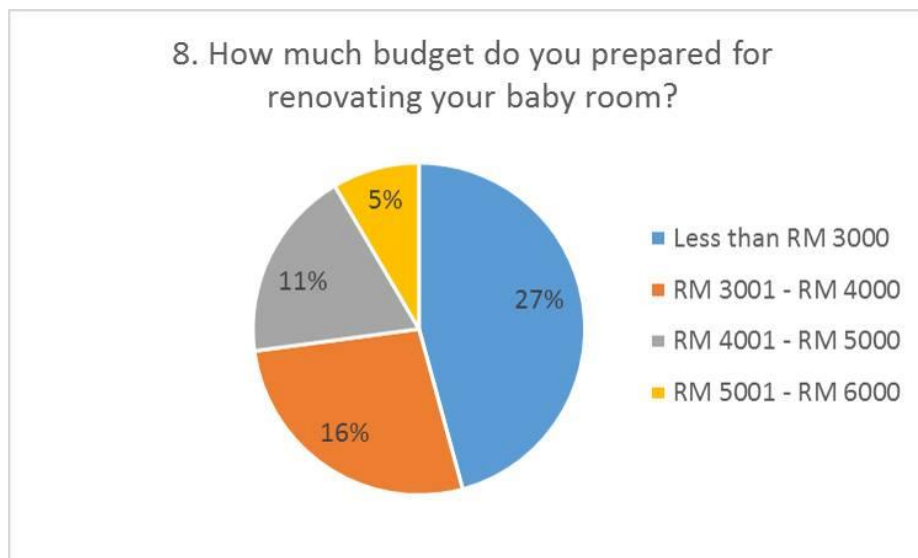
Source: Developed for the research

7. Will you prepared a baby room for your baby?



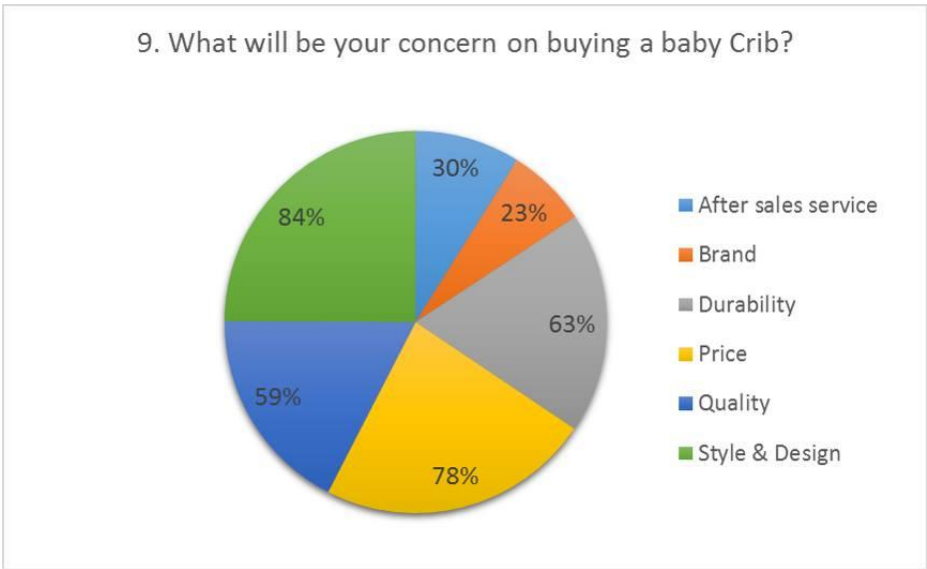
Source: Developed for the research

8. How much budget do you prepared for renovating your baby room?



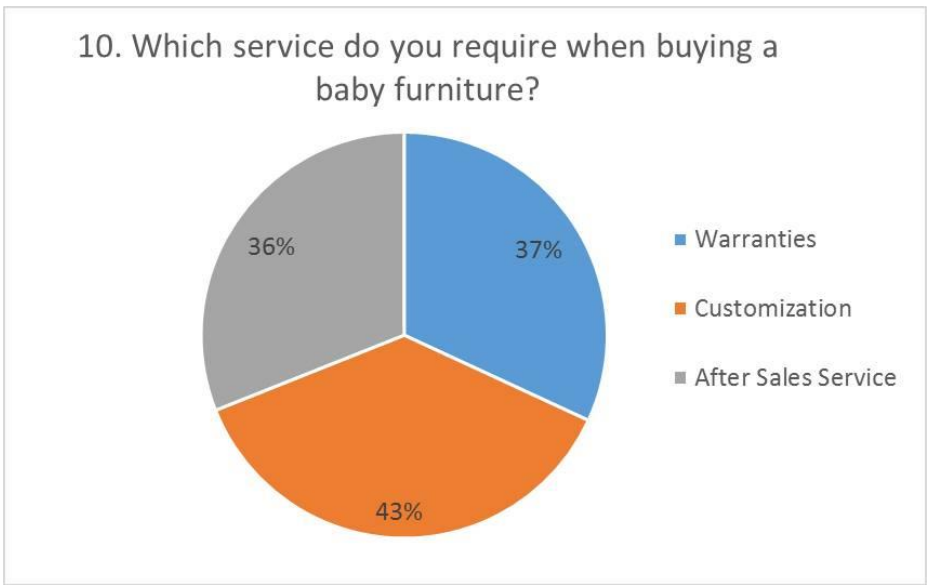
Source: Developed for the research

9. What will be your concern on buying a baby crib?



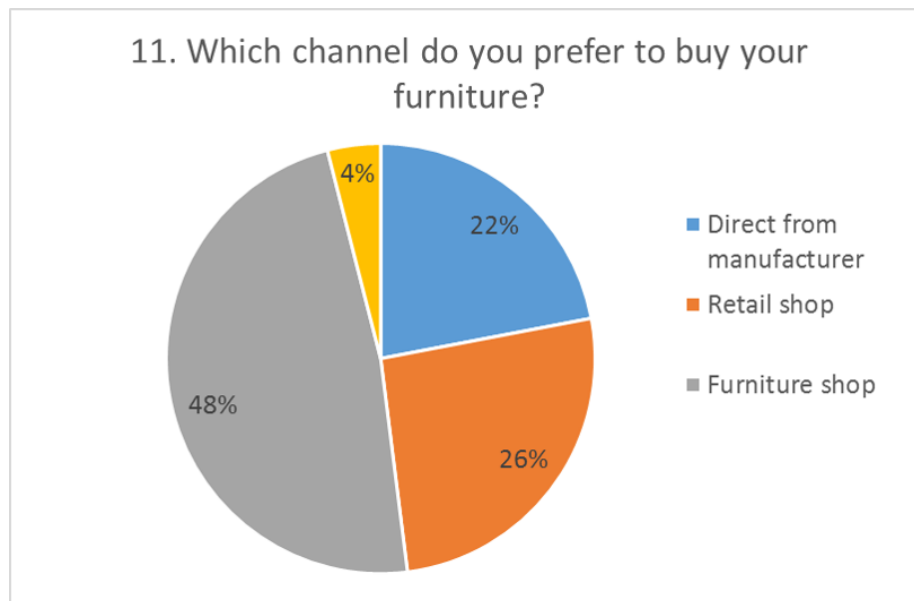
Source: Developed for the research

10. Which service do you require when buying a baby furniture?



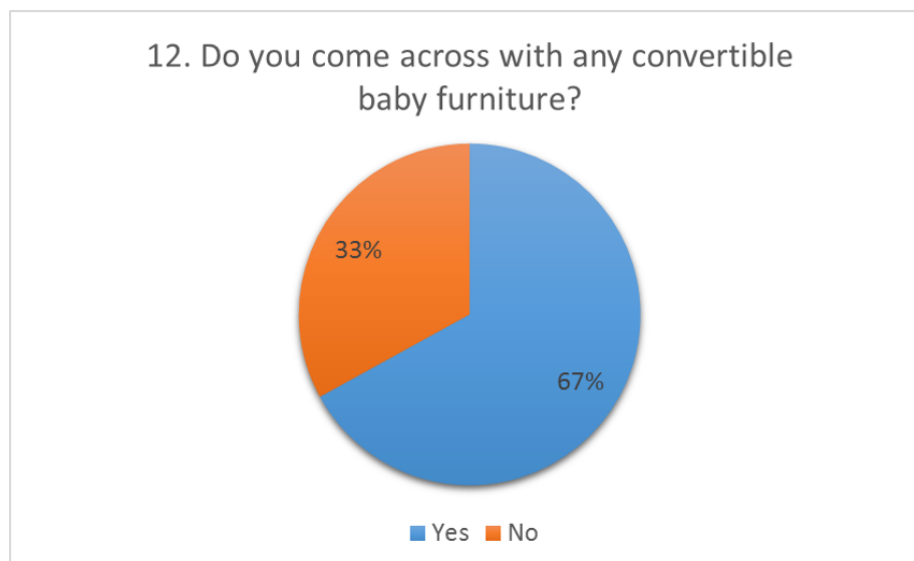
Source: Developed for the research

11. Which channel do you prefer to buy your furniture?



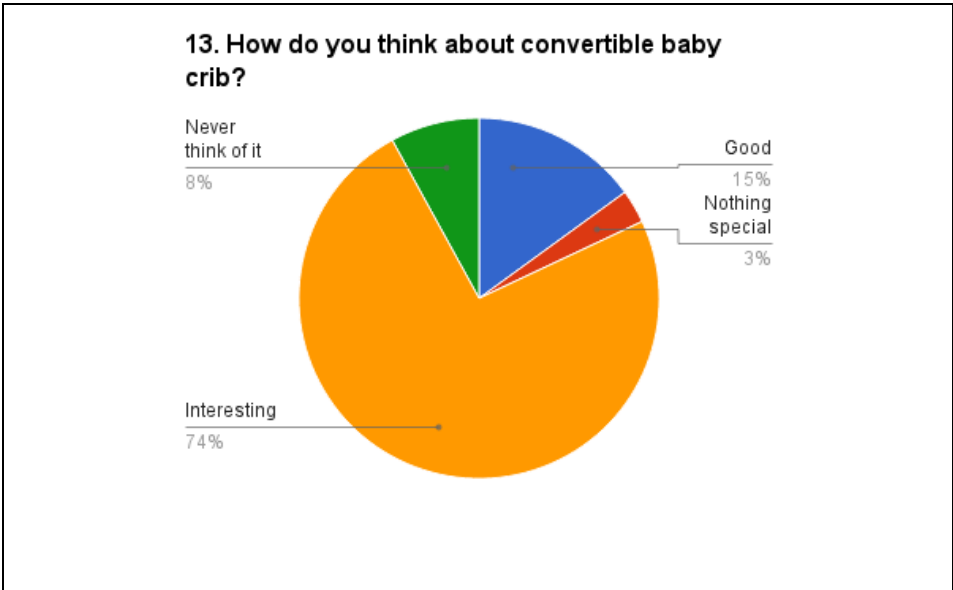
Source: Developed for the research

12. Do you come across with any convertible baby furniture?



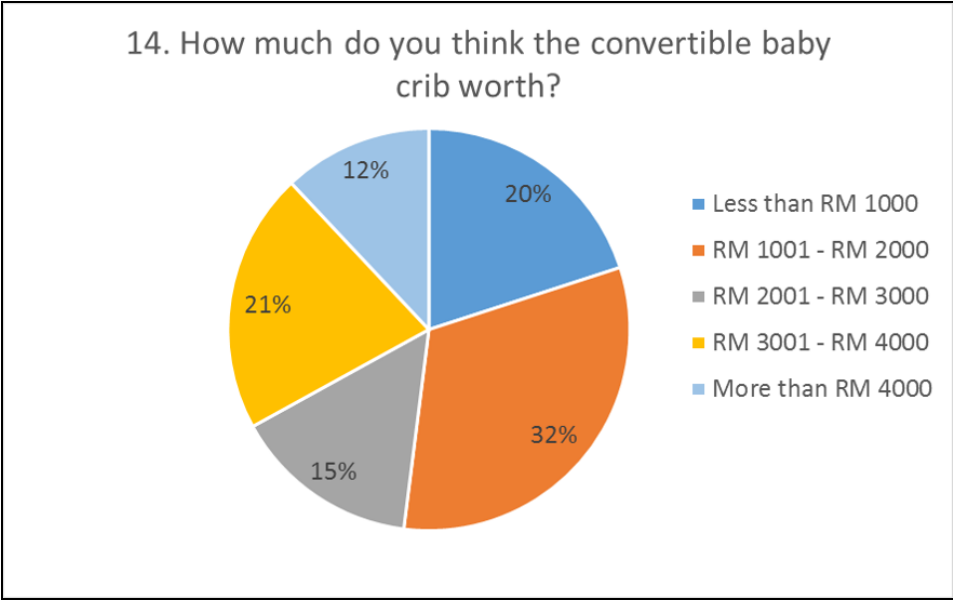
Source: Developed for the research

13. How do you think about convertible baby crib?



Source: Developed for the research

14. How much do you think the convertible baby crib worth?








Source: Developed for the research

Appendix E: Machines and Equipment

Machine	Name and Price per Unit (RM)
	<p>Heavy duty table saw machine</p> <p>RM24,000/unit</p>
	<p>Electric wood cutting saw</p> <p>RM299/unit</p>
	<p>Heavy duty sander machine</p> <p>RM5,920/unit</p>

	<p>Hand carry sander machine</p> <p>RM350/unit</p>
	<p>Heavy duty multi-boring machine</p> <p>RM37,536/unit</p>
	<p>Compressed air machine</p> <p>RM2,900/unit</p>

	<p>Hand carry wood drilling machine RM280/unit</p>
	<p>Manual roller conveyor system RM12,000/unit</p>
	<p>Spray gun RM50/unit</p>

	<p>Pallets</p> <p>RM8/unit</p>
	<p>Sand paper</p> <p>RM15/roll</p>
	<p>Hand pallet jack</p> <p>RM400/unit</p>

	<p>Used Toyota forklift truck</p> <p>RM12,000/unit</p>
	<p>DELL Desktop computer set</p> <p>RM2,000/unit</p>
	<p>Brother's All in one Printer (Printer/ Scanner/ Fax/ Photocopy)</p> <p>RM 250/unit</p>

 A white Biosystem iClock 80 punch card machine is shown next to two punch cards. The machine has a digital display showing '10:25' and '23'. The punch cards are yellow and orange, with various fields for time, date, and other information.	<p>Punch card machine RM270/unit;</p> <p>Punch cards RM 10/100 pieces</p>
 A large, white, heavy-duty photocopier and scanner machine with multiple paper trays and a control panel.	<p>Heavy Duty Photocopy and Scanner Machine</p> <p>RM1,500/unit</p>
 A tall, white, CUCKOO Water Purifier Dispenser with a black water filter and a digital display.	<p>CUCKOO Water Purifier Dispenser</p> <p>RM4,000/unit</p>

	<p>Sonic 26" Industrial wall fan</p> <p>RM280/unit</p>
	<p>Air Conditioner 2hp</p> <p>RM1,916/unit</p>
	<p>Telephone</p> <p>RM70/unit</p>

	<p>Carton sealing tape</p> <p>RM3/roll</p>
	<p>Stationery</p> <p>RM1,000</p>

Appendix F: Details of Suppliers

a) Machine Suppliers

No.	Company Name	Address	Tel. No.	Email & Websites	Machine Supplied
1	Knight Auto Sdn Bhd	Lot 1879, Jalan KPB 5, Taman Bukit Belimbing, Kawasan Perindustrian Kampung Baru Balakong, 43300 Seri Kembangan, Selangor.	+603-8962 3888 +603-8962 6993	knightautotools@gmail.com eknightauto@gmail.com http://www.knightauto.com.my	Compressed air machine
2	Multi Tech Industrial Services (MTIS)	No. 18, Jalan Bayu Tinggi 6, Taman Bayu Tinggi, 41200 Klang, Selangor.	+603-3326 2905	sales@mtis.com.my http://www.machinemart.com.my	Heavy duty multi-boring machine, Heavy duty sander machine
3	Hup Sheng Hardware Trading Co.	No. 1483-B, Jalan Besar, 43300 Seri Kembangan, Selangor.	+603-8948 0628 +603-8948 5763 +603-8948 6787	hupsheng88@gmail.com http://www.hupshenghardware.com/	Hand carry wood drilling machine, Heavy duty table saw machine
4	Techno Tools & Equipment Sdn Bhd	No. 36-1 & 38-3, Jalan Sulaiman 1, Taman Putra Sulaiman, 68000 Ampang, Selangor.	+603-4270 2333 +603-4270 7333	sales@techno.com.my http://www.techno.com.my/online/	Hand carry sander machine, Electric wood cutting saw
5	Rokonma (M) Sdn Bhd	2-S Jalan Bukit Badak, Subang New Village, 40150 Shah Alam, Selangor.	+603-7846 3355 +603-7846 2824 +603-7846 2554 +603-7847 5564 +603-7846 2211 +603-7847 5663	sales@techno.com.my http://www.rkm.com.my/index.html	Manual roller conveyor system

b) Material Suppliers

Wood Supplier

Company Name	Address	Tel. No.	Email & Websites
Jati Belanda Murah	Jalan Ringroad Selatan, Singosaren, Yogyakarta.	0857- 4362 7061	http://www.jatibelandamurah.com/

Metal Supplier

Company Name	Address	Tel. No.	Email & Websites
Kinsteel Berhad	No.5, Kawasan Perindustrian Ringan IM 6, Bandar Indera Mahkota, 25200 Kuantan, Pahang.	+609-5733 333 +609-5733 999	info@kinsteel.com.my http://www.kinsteel.com.my/

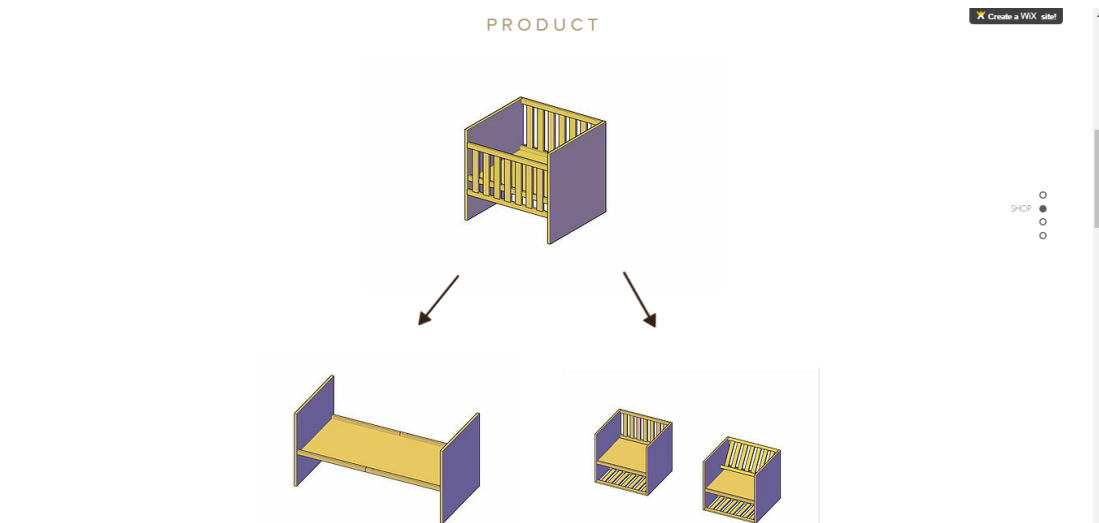
Paint Supplier

Company Name	Address	Tel. No.	Email & Websites
Syarikat Chen Seng	B-2590, Jalan Berserah, 25300 Kuantan, Pahang.	+609-566 0206 +609-566 3854	http://chenseng.my/

Mattress Supplier

Company Name	Address	Tel. No.	Email & Websites
Mattress Online	-	+6012-685 9336	sales@mattressonline.com.my http://mattressonline.com.my/

Appendix G: Company Websites






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[★ Create a WIX site!](#)

Appendix H: Business Registration Form

a) Business Name Registration Form (Borang PNA 42)

 <small>SURUHJAJARAN SYARIKAT MALAYSIA COMPANIES COMMISSION OF MALAYSIA</small>	BORANG PNA 42 PERCUMA
PERMOHONAN NAMA PERNIAGAAN	
<i>(Permohonan ini perlu dilampirkan bersama dengan Borang A. Tiada bayaran dikenakan)</i>	
A. Saya memohon untuk menggunakan salah satu nama perniagaan mengikut pilihan di bawah :	
1.	<input style="width: 95%;" type="text"/>
2.	<input style="width: 95%;" type="text"/>
3.	<input style="width: 95%;" type="text"/>
<p>Jika nama perniagaan menggunakan perkataan rekan dan singkatan atau selain B. Malaysia / Inggeris. Sila jelaskan maksud (Jika ada, lampirkan dokumen sokongan).</p> <div style="border: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; height: 20px; margin-bottom: 5px;"></div>	
B. Jenis perniagaan yang dijalankan (Sesuai dengan nama perniagaan yang dicadangkan) :	
C. Pengesahan pemilik atau salah seorang rakan kongsi :	
<div style="text-align: right; margin-bottom: 10px;"> TANDATANGAN PEMILIK ATAU SALAH SEORANG RAKAN KONGSI </div> <div style="display: flex; justify-content: flex-end;"> <div style="text-align: right; margin-right: 20px;"> NAMA : NO. MYKAD/MYPR : NO. TELEFON BIMBIT : </div> <div style="border-top: 1px solid black; width: 150px;"></div> </div>	
TARIKH PERMOHONAN	<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>
Perhatian:	
<p>(a) Permohonan nama perniagaan diluluskan berdasarkan keutamaan nama perniagaan yang dipohon.</p> <p>(b) Nama perniagaan yang telah diluluskan diberi tempoh 30 hari dan tidak boleh dipinda atau ditukar kepada pemilik yang lain.</p> <p>(c) Jika ada arahan mahkamah atau bantahan oleh pihak ketiga ke atas nama perniagaan disebabkan penggunaan Cap Dagangan dan lain-lain, pemilik diminta mengambil tindakan menutup perniagaan dan mendaftar menggunakan nama perniagaan yang lain.</p>	

PENDAFTARAN PERNIAGAAN		
*MAKLUMAT PEMILIK (Ejaan nama seperti di dalam MYKAD/MYPR)		
NAMA PEMILIK	<div style="border: 1px solid black; height: 20px; width: 100%;"></div>	
NO. MYKAD/MYPR	<div style="border: 1px solid black; height: 20px; width: 100%;"></div>	NO. K/P <small>(Larut)</small>
TARIKH LAHIR	<div style="border: 1px solid black; height: 20px; width: 100%;"></div>	JANTINA L <input type="checkbox"/> p <input type="checkbox"/>
KERAKYATAN	WARGANEGARA <input type="checkbox"/> PENDUDUK TETAP <small>(Nyatakan negara asal)</small>	
BANGSA	MELAYU <input type="checkbox"/> CINA <input type="checkbox"/> INDIA <input type="checkbox"/> LAIN-LAIN <small>(Nyatakan bangsa)</small>	
ALAMAT KEDIAMAN	<div style="border: 1px solid black; height: 20px; width: 100%;"></div>	
BANDAR	<div style="border: 1px solid black; height: 20px; width: 100%;"></div>	
POSKOD	<div style="border: 1px solid black; height: 20px; width: 100%;"></div>	
NO. TELEFON	<div style="border: 1px solid black; height: 20px; width: 100%;"></div>	
NAMA PEMILIK	<div style="border: 1px solid black; height: 20px; width: 100%;"></div>	
NO. MYKAD/MYPR	<div style="border: 1px solid black; height: 20px; width: 100%;"></div>	NO. K/P <small>(Larut)</small>
TARIKH LAHIR	<div style="border: 1px solid black; height: 20px; width: 100%;"></div>	JANTINA L <input type="checkbox"/> p <input type="checkbox"/>
KERAKYATAN	WARGANEGARA <input type="checkbox"/> PENDUDUK TETAP <small>(Nyatakan negara asal)</small>	
BANGSA	MELAYU <input type="checkbox"/> CINA <input type="checkbox"/> INDIA <input type="checkbox"/> LAIN-LAIN <small>(Nyatakan bangsa)</small>	
ALAMAT KEDIAMAN	<div style="border: 1px solid black; height: 20px; width: 100%;"></div>	
BANDAR	<div style="border: 1px solid black; height: 20px; width: 100%;"></div>	
POSKOD	<div style="border: 1px solid black; height: 20px; width: 100%;"></div>	
NO. TELEFON	<div style="border: 1px solid black; height: 20px; width: 100%;"></div>	
PENGESAHAN PEMILIK TUNGGAL/RAKAN KONGSI <small>(Dinyatakan setiap pemilik tunggal/rakan kongsi mengesahkan kebenaran dan menandatangani cap ibu jari kanan di atas borang ini)</small>		
<small>Saya/kami yang bertandatangan di bawah mengesahkan semua kenyataan yang dibuat dalam borang ini adalah benar dan mengaku bahawa saya/kami adalah pemilik tunggal/rakan kongsi bagi perniagaan ini.</small>		
BIL.	NAMA DAN NO. MYKAD/MYPR	TANDATANGAN/CAP IBU JARI KANAN
TARIKH PERMOHONAN <div style="border: 1px solid black; display: inline-block; width: 100px; height: 20px;"></div>		
UNTUK KEGUNAAN PEJABAT <small>Saya adalah Orang Yang Bertanggungjawab (OYB) menyerahkan butir pendaftaran perniagaan yang dinyatakan di atas.</small>		
NAMA DAN NO. MYKAD/MYPR		TANDATANGAN/CAP IBU JARI KANAN

Appendix I: Partnership Agreement

Partnership Agreement

Name of Partnership _____

1. Details of partners

This agreement is made between

Partner 1 – name and address

Partner 2 – name and address

Partner 3 – name and address

Partner 4 – name and address

Partner 5 – name and address

2. Context

This partnership is set up to *briefly set out purpose of partnership*.

3. Period covered

The agreement will be from *insert start date* to *insert end date (if there is one)* unless extended by mutual agreement or terminated in accordance with section 6

OR

This agreement will start on *insert start date* and will continue indefinitely or until terminated by mutual consent or in accordance with section 6

4. Relationships

4.1 Principles of partnership

All members are expected to agree to our principles of partnership. These are set out at Annex A.

4.2 Structure

The partnership consists of the whole partnership group *plus the following sub groups*. The partnership group will be chaired by *insert partner who will chair*. The chair will be elected annually by the partnership.

4.3 Membership

The partnership consists of the individuals/organizations listed above under *details of partners*. The lead partner is *insert name*. New members may be brought into the partnership *explain how*

4.4 Communications

The partnership will meet *give frequency*. A draft agenda for meetings will be sent out a week in advance and each partner should let the chair know whether or not they have additional items. Notes of meetings will be sent out *state how soon after the meeting by insert who is responsible*. Outside of these meetings we will communicate by email. *Explain if there are to be any reports sent between meetings and by whom*.

4.5 Decision making

The main partnership group will make decisions. Where possible we will try to achieve a consensus. If we do vote on any issue the decision will be carried by a majority vote.

4.6 Resolving problems

Where there is a conflict, dispute of difference within the partnership, in the first place we will try to resolve the matter through senior managers of the parties concerned. If

there is still no resolution then we will involve a third party. *This will be another member of the partnership / the accountable body / the funding body / an independent body.*

5. Membership roles and responsibilities

5.1 Range of services

Each partner will deliver the services as set out in Annex B

5.2 Attendance at partnership meetings & sub groups

All partners are expected to attend partnership meetings and where possible send the same representative each time to ensure continuity. If a partner is unable to attend then the onus is on them to find out what was discussed and agreed at the meeting.

5.3 Quality standards

The partnership will adopt the following quality standards and all partners are expected to comply with these

5.4 Sub-contracting (if relevant)

State whether or not sub-contracting is allowed.

5.5 Insurance requirements

Each partner is responsible for maintaining relevant insurance policies including public liability, employer's liability and professional indemnity.

5.6 Health and safety

Each partner is responsible for the health and safety of their staff, volunteers and beneficiaries (where relevant) in accordance with their health and safety policy and should have suitable risk assessment systems.

5.7 Data protection

All partners should comply with the requirements of the data protection act

5.8 Equal opportunities

All partners must have a written equal opportunities policy that outlines the arrangements that are in place to ensure staff, volunteers and beneficiaries are treated fairly and protected from bullying and harassment.

6. Financial arrangements

6.1 Details of funding

Explain how much money the partnership has and where it comes from

6.2 Payments and claims

Explain the process for making claims and payments (if applicable). This could mirror what the funder expects

6.3 Overpayments

Explain what will happen if too much is paid in error

7. Terminating this agreement

7.1 Giving notice

A member of the partnership may terminate their membership by *explain how*

7.2 Breach of agreement

If there is a breach of this partnership agreement the lead partner will endeavour to resolve the matter swiftly and in writing. The partner in breach may have their membership suspended during this time in which case they will not be able to act on behalf of the partnership. If the breach cannot be rectified, the member may be asked to leave.

Individual Partner Responsibilities

Partner:
Detail the outputs and outcomes of that partner
Detail any specific roles that they have that are different to the other partners

It is a good idea to give each partner a copy of all of these pages so that everyone is clear what each other is doing

Appendix J: Trademark Registration Form

a) Trademark Malaysia Form (Form A)

INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA TRADE MARKS REGISTRY TRADE MARKS ACT 1976 TRADE MARKS REGULATION 1997 REQUEST FOR APPROVAL FOR EXPEDITED EXAMINATION OF A TRADE MARK APPLICATION (Subregulation 18A(2))		TM 5A
Please submit this Form in duplicate together with the prescribed fee	Applicant's* or Agent's* file reference: * Delete whichever not applicable	
1. IN THE MATTER OF : Trade Mark Application No. : Filing Date : Class:		
2. FULL NAME AND ADDRESS OF APPLICANT: Name : Address :		
3. REQUEST : The applicant(s) request(s) the Registrar to refer the trade mark application identified above for an expedited examination in accordance with Regulation 18A of the Trade Mark Regulations 1997. This application contains the following, stating the reason(s) for the request <i>(please tick)</i> : <div style="display: flex; justify-content: space-between;"> a) Statutory Declaration <input style="width: 40px;" type="checkbox"/> </div> <div style="display: flex; justify-content: space-between;"> b) Other <i>(please specify)</i> <input style="width: 40px;" type="checkbox"/> </div>		
4. ADDITIONAL INFORMATION accompanying this Form : Yes <input style="width: 40px;" type="checkbox"/> <i>Please specify:</i> No <input style="width: 40px;" type="checkbox"/>		
5 Signature: Name of signatory (in block letter): Telephone No.: Valid E-mail: Date : <i>If Column 3 is signed by an agent on behalf of the applicant, the agent must satisfy himself as to the truth of the declaration.</i>		

For Official Use Only

Notification: (a) Your request for approval for expedited examination of a trade mark application is approved. ☐
Please file Form 5B accompanied by the prescribed fee.

(b) Your request for approval for expedited examination of a trade mark application is refused. ☐

Authorised Signature :

Name :

Date :

Note: Applicant is advisable to conduct a proper search of the trade mark filed for application prior to the filing of this Form

Statutory Declaration

Expedited Examination of a Trade Mark Application

I, (*insert name of person making declaration*) of

(*insert full address of person making declaration*) do solemnly and sincerely declare that:

1. I am making this declaration in my capacity as (*insert designation of person making declaration*) of

(*insert name of company and address of person making declaration*); or I am making this declaration on behalf of another person

(*insert name name and address of another person*)

2. I request the Registrar of Trade Mark to expedite the examination of trade mark application no. In class for reason(s) stated below:

.....

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

Subscribed and solemnly declared by the
above named,
this day of

At

Before me,
Commissioner for Oaths

b) Trademark Malaysia Form (Form B)

<div style="border: 1px solid black; padding: 2px 10px; display: inline-block;">TM 5B</div>
<p>INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA TRADE MARKS REGISTRY TRADE MARKS ACT 1976 TRADE MARKS REGULATION 1997 REQUEST FOR EXPEDITED EXAMINATION OF A TRADE MARK APPLICATION (Subregulation 18A(5))</p>
<p>Applicant's* or Agent's* file reference:</p> <p><i>* Delete whichever not applicable</i></p>
<p>1. IN THE MATTER OF :</p> <p>Trade Mark Application No. : Filing Date :</p> <p>Class:</p>
<p>2. FULL NAME AND ADDRESS OF APPLICANT:</p> <p>Name :</p> <p>Address :</p> <p>.....</p>
<p>3. REQUEST :</p> <p>The applicant(s) make the payment for the expedited examination upon receipt of the Registrar's notification in accordance with Regulation 18A of the Trade Marks Regulations 1997.</p>
<p>4. ADDITIONAL INFORMATION accompanying this Form :</p> <p>Yes <input type="checkbox"/> Please specify: No <input type="checkbox"/></p>
<p>5. Signature:</p> <p>Name of signatory (in block letter):</p> <p>Telephone No.: Valid E-mail:</p> <p>Date :</p>
<p>Note: Applicant is advisable to conduct a proper search of the trade mark filed for application prior to the filing of this Form.</p>

Appendix K: Total Cost per Crib

Total Cost per Crib

Item	Unit	Price per Unit (RM)	Total (RM)
GST Exempted			
Solid Teak Wood Board 103 x 3 x 105cm	2	28	56
Solid Teak Wood Bar 87 x 7 x 1.5cm	7	2.57	18
Solid Teak Wood Bar 49 x 7 x 1.5cm	7	1.71	12
Teak Veneered Plywood 105 x 93 x 1cm	1	7	7
GST Imposed			
Metal Rod 105cm x 2.5cm x 5.5cm x 1.6mm	6	5.85	35
Nut + Screw (set)	20	2	40
Shellact coat (5L)	1	106	106
Custom Made Baby Mattress + Bed Sheets	1	56	56
GST Imposed (Taxable Amount)			237
Labor Charge	-	-	100
Total GST 6%* RM237			14.22
Total Cost			444

Source: Develop for the research

Appendix L: Estimated Production and Sales Cost

Estimated Production & Sales Cost for 2017 – 2021															
Year	Items	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total Qty	Total (RM)
2017	Beginning Inventory	0	15	7	10	7	2	4	2	2	2	7	4	62	27528
	Inbound of raw material	900			900			1100			1470			4370	1940280
	Material		600	320	30	640	350	40	810	460	10	985	495		
	Production Planning	300	300	290	290	290	310	330	350	450	500	500	500	4410	
	Actual Production	300	280	290	290	290	310	330	350	450	495	490	495	4370	1940280
	Material Carry Forward	600	320	30	640	350	40	810	460	10	985	495	0		
	Buffer Stock (Safety)	5	5	5	5	5	5	5	5	5	5	5	5	60	26640
	Sales	280	283	282	288	290	303	327	345	445	485	488	485	4301	4296699
	Ending Inventory	15	7	10	7	2	4	2	2	2	7	4	9	71	
2018	Beginning Inventory	9	9	2	0	2	2	0	2	10	10	8	5	59	26196
	Inbound of raw material	1400			1350			1450			1470			5670	2517480
	Material	0	945	495	40	930	470	10	990	500	10	990	500		
	Production Planning	455	450	455	460	460	460	470	490	500	500	500	480	5680	
	Actual Production	455	450	455	460	460	460	470	490	490	490	490	480	5650	2508600
	Material Carry Forward	945	495	40	930	470	10	990	500	10	990	500	20		
	Buffer Stock (Safety)	5	5	3	5	5	3	5	5	5	5	5	5	56	24864
	Sales	450	452	454	453	455	459	463	477	485	487	488	478	5601	5595399
	Ending Inventory	9	2	0	2	2	0	2	10	10	8	5	2	52	
2019	Beginning Inventory	2	7	4	1	6	11	11	6	6	6	6	6	72	31968
	Inbound of raw material	1500			1700			1900			2250			7350	3263400
	Material	20	1000	505	5	1175	615	30	1320	680	10	1540	770		

	Production Planning	500	500	500	530	560	590	620	650	670	720	770	770	7380	
	Actual Production	500	495	500	530	560	585	610	640	670	720	770	765	7345	3261180
	Material Carry Forward	1000	505	5	1175	615	30	1320	680	10	1540	770	5		
	Buffer Stock (Safety)	5	5	5	5	5	5	5	5	5	5	5	5	60	26640
	Sales	488	493	498	520	550	580	610	635	665	715	765	761	7280	7272720
	Ending Inventory	7	4	1	6	11	11	6	6	6	6	6	5	75	
2020	Beginning Inventory	5	5	10	5	11	0	6	2	0	6	0	6	56	24864
	Inbound of raw material	2300			2370			2670			2950			10290	4568760
	Material	5	1550	790	25	1615	835	15	1825	935	5	1995	1005		
	Production Planning	750	760	770	780	790	820	860	890	930	960	990	1000	10300	
	Actual Production	750	760	765	780	780	820	860	890	930	960	990	995	10280	4564320
	Material Carry Forward	1550	790	25	1615	835	15	1825	935	5	1995	1005	10		
	Buffer Stock (Safety)	5	5	5	5	3	5	5	3	5	2	5	5	53	23532
	Sales	740	750	765	769	788	809	859	889	919	964	979	989	10220	10209780
	Ending Inventory	5	10	5	11	0	6	2	0	6	0	6	7	58	
2021	Beginning Inventory	7	9	13	7	0	1	0	9	8	7	11	10	82	36408
	Inbound of raw material	3420			3590			3980			4420			15410	6842040
	Material	10	2290	1150	0	2430	1230	0	2700	1380	10	3005	1535		
	Production Planning	1140	1140	1150	1160	1200	1230	1280	1330	1380	1430	1470	1530	15440	
	Actual Production	1130	1140	1150	1160	1200	1230	1280	1320	1370	1425	1470	1520	15395	6835380
	Material Carry Forward	2290	1150	0	2430	1230	0	2700	1380	10	3005	1535	15		
	Buffer Stock (Safety)	5	5	5	1	5	5	5	5	5	5	5	5	56	24864
	Sales	1116	1131	1151	1166	1194	1226	1266	1316	1366	1416	1466	1516	15330	15314670
	Ending Inventory	9	13	7	0	1	0	9	8	7	11	10	9	84	
Total Ending inventory at year end (Finished goods + non-finish goods) (unit)															

Appendix M: Estimated Labour Cost

Estimated Labour Cost for 2017 – 2021															
Year	Items	Jan	Feb	Mac	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total Qty	Total (RM)
2017	No. of worker needed	12	11	12	12	12	12	13	14	18	20	20	20		
	Basic working day	24	24	24	24	24	24	24	24	24	24	24	24	288	
	Public Holidays (Day)	3				2	2		1	1	2		1	12	
	Total working day	21	24	24	24	22	22	24	23	23	22	24	23	276	
	Total working hour 8hrs/day	168	192	192	192	176	176	192	184	184	176	192	184		
	Salary per month	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000		
	Total workers cost	12000	11200	11600	11600	11600	12400	13200	14000	18000	19800	19600	19800		174800
2018	No. of worker needed	18	18	18	18	18	18	19	20	20	20	20	19		
	Basic working day	24	24	24	24	24	24	24	24	24	24	24	24	288	
	Public Holidays (Day)	1	2			2	2		1	1	1	1	1	12	
	Total working day	23	22	24	24	22	22	24	23	23	23	23	23	276	
	Total working hour 8hrs/day	184	176	192	192	176	176	192	184	184	184	184	184		
	Salary per month	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050		
	Total workers cost	19110	18900	19110	19320	19320	19320	19740	20580	20580	20580	20580	20160		237300
2019	No. of worker needed	20	20	20	21	22	23	24	26	27	29	31	31		
	Basic working day	24	24	24	24	24	24	24	24	24	24	24	24	288	
	Public Holidays (Day)	1	2			2	2		1	1	2		1	12	
	Total working day	23	22	24	24	22	22	24	23	23	22	24	23	276	
	Total working hour 8hrs/day	184	176	192	192	176	176	192	184	184	176	192	184		
	Salary per month	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100		
	Total workers cost	22000	21780	22000	23320	24640	25740	26840	28160	29480	31680	33880	33660		323180

2020	No. of worker needed	30	30	31	31	31	33	34	36	37	38	40	40		
	Basic working day	24	24	24	24	24	24	24	24	24	24	24	24	288	
	Public Holidays (Day)	3				3	1		1	1	1	1	1	12	
	Total working day	21	24	24	24	21	23	24	23	23	23	23	23	276	
	Total working hour 8hrs/day	168	192	192	192	168	184	192	184	184	184	184	184		
	Salary per month	1150	1150	1150	1150	1150	1150	1150	1150	1150	1150	1150	1150		
	Total workers cost	34500	34960	35190	35880	35880	37720	39560	40940	42780	44160	45540	45770		472880
2021	No. of worker needed	45	46	46	46	48	49	51	53	55	57	59	61		
	Basic working day	24	24	24	24	24	24	24	24	24	24	24	24	288	
	Public Holidays (Day)	1	2			3	1		1	1	1	1	1	12	
	Total working day	23	22	24	24	21	23	24	23	23	23	23	23	276	
	Total working hour 8hrs/day	184	176	192	192	168	184	192	184	184	184	184	184		
	Salary per month	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200		
	Total workers cost	54240	54720	55200	55680	57600	59040	61440	63360	65760	68400	70560	72960		738960

Source: Developed for the research

Appendix N: IWS fees for Sales office and Manufacturing Plant

IWS Fees for Sales office (Commercial rate RM330/month)

Items	2017 (RM)	2018 (RM)	2019 (RM)	2020 (RM)	2021 (RM)
Butterworth	3960	3960	3960	3960	3960
Johor	3960	3960	3960	3960	3960
Klang	3960	3960	3960	3960	3960
Total	11,880	11,880	11,880	11,880	11,880

Source: Develop for the research

IWS Fees for Manufacturing Office (Indusrtly Rate RM2 per head/ month)

IWS fees for Manufacturing Plant (monthly payment = RM2//head)															
Year	2017			2018			2019			2020			2021		
Month	No. of Labor	No. of Office staff	Monthly Payment	No. of Labor	No. of Office staff	Monthly Payment	No. of Labor	No. of Office staff	Monthly Payment	No. of Labor	No. of Office staff	Monthly Payment	No. of Labor	No. of Office staff	Monthly Payment
Jan	12	5	34	18	7	50	20	7	54	30	7	74	45	7	104
Feb	11	5	32	18	7	50	20	7	54	30	7	74	46	7	106
Mar	12	5	34	18	7	50	20	7	54	31	7	76	46	7	106
Apr	12	5	34	18	7	50	21	7	56	31	7	76	46	7	106
May	12	5	34	18	7	50	22	7	58	31	7	76	48	7	110
Jun	12	5	34	18	7	50	23	7	60	33	7	80	49	7	112
Jul	13	5	36	19	7	52	24	7	62	34	7	82	51	7	116
Aug	14	5	38	20	7	54	26	7	66	36	7	86	53	7	120
Sep	18	5	46	20	7	54	27	7	68	37	7	88	55	7	124
Oct	20	5	50	20	7	54	29	7	72	38	7	90	57	7	128
Nov	20	5	50	20	7	54	31	7	76	40	7	94	59	7	132
Dec	20	5	50	19	7	52	31	7	76	40	7	94	61	7	136
Total	RM472			RM620			RM756			RM990			RM1400		

Source: Develop for the research

Appendix O: Fire Certification Application

<p>[FP 1 (Rev) 1993]</p> <h3 style="text-align: center;">Application for a Fire Certificate</h3> <p>Fire Precautions Act 1971</p> <p>To the Chief Executive of the Fire Authority* (See Notes 7 and 9)</p> <p>I hereby apply for a fire certificate in respect of the premises of which details are given below. I make the application as, or on behalf of, the occupier/owner of the premises</p> <p style="text-align: right;">Signature</p> <p style="text-align: right;">Name and Initials Mr/Mrs/Miss (In block capitals)</p> <p>If signing on behalf of a company or some other person, state the capacity in which signing</p> <p>Address</p> <p>Telephone Number Date</p> <p>To be completed by the Applicant:</p> <p>1. Postal Address of the Premises</p> <div style="border: 1px solid black; height: 50px; margin-top: 5px;"></div> <p>2. Name and address of the owner of the premises (in the case of premises in plural ownership, the names and addresses of all owners should be given) (See Notes 7 and 9)</p> <div style="border: 1px solid black; height: 60px; margin-top: 5px;"></div> <p>3. Details of the premises (If the fire certificate is to cover the use of two or more sets of premises in the same building, details of each set of premises should be given on a separate sheet) (See Note 9)</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 40%; vertical-align: top; padding: 5px;">(a) Name of occupier (and any trading name if different)</td> <td style="border: 1px solid black; width: 60%; padding: 5px;">Mr/Mrs/Miss</td> </tr> <tr> <td style="vertical-align: top; padding: 5px;">(b) Use(s) to which premises put</td> <td style="border: 1px solid black; height: 30px;"></td> </tr> <tr> <td style="vertical-align: top; padding: 5px;">(c) Floor(s) in building on which premises situated (eg basement(s), ground floor, first floor, etc.)</td> <td style="border: 1px solid black; height: 30px;"></td> </tr> </table>	(a) Name of occupier (and any trading name if different)	Mr/Mrs/Miss	(b) Use(s) to which premises put		(c) Floor(s) in building on which premises situated (eg basement(s), ground floor, first floor, etc.)		<div style="border: 1px solid black; width: 100px; height: 40px; margin: 0 auto; text-align: left; padding: 2px;">FOR OFFICIAL USE ONLY</div>
(a) Name of occupier (and any trading name if different)	Mr/Mrs/Miss						
(b) Use(s) to which premises put							
(c) Floor(s) in building on which premises situated (eg basement(s), ground floor, first floor, etc.)							

*In the case of Crown premises substitute H.M. Inspector of Fire Services

NAMA PENUH MAJIKAN (HURUF BESAR)
EMPLOYER'S NAME (CAPITAL LETTER)

(C) MAKLUMAT PERNIAGAAN / BUSINESS DETAILS

ALAMAT PERNIAGAAN
BUSINESS ADDRESS

POSKOD
POSTCODE

NEGERI
STATE

ALAMAT BERDAFTAR
(SEKIRANYA BERBEZA
DENGAN
PERNIAGAAN)
REGISTERED ADDRESS

POSKOD
POSTCODE

NEGERI
STATE

ALAMAT SURAT
MENYURAT
MAILING ADDRESS

POSKOD
POSTCODE

NEGERI
STATE

E-MAIL
EMAIL

NAMA PEGAWAI
NAME OF OFFICER

JAWATAN
DESIGNATION

NO. TELEFON
1
TELEPHONE NO. 1

NO. MyKad

NO. TELEFON BIMSIT
MOBILE NO.

NO. FAKSIMILI
FAX NO.

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

BUSINESS OWNER DETAILS

NAMA
NAME

JAWATAN
DESIGNATION

NO. K/PASPORT
NO. PASSPORT NO.

NO. AHLI KWSP
MEMBER'S NO.

WARGANEGARA
CITIZENSHIP

TARIKH LANTIKAN
DATE OF APPOINTMENT

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

OTHER BUSINESS OR BRANCH

NAMA
NAME

ALAMAT
ADDRESS

NOTA : JIKA RUANGAN TIDAK MENCIKUPI, SILA BERTAKAN LAMPIRAN BERSAMA PERMOHONAN INI.
NOTE : IF SPACE IS INSUFFICIENT, PLEASE USE SEPARATE ATTACHMENT TOGETHER WITH THIS FORM.

Sila hubungi 03 - 8922 6000 untuk sebarang pertanyaan mengenai permohonan ini.

Appendix Q: Resume of Management Team

Resume of General Manager

A. Personal Particulars

Name : Khor Fung Yong
Gender : Female
Age : 23
IC Number : 930719-07-5590
Date of Birth : 19th July 1993
Race : Chinese
Marital Status : Single
Nationality : Malaysian
Religion : Buddhist



B. Contact Info

Contact Number : 017-4170783
Email Address : khorfungyong@gmail.com
Mailing Address : 24, Tingkat Siakap 15, Seberang Jaya, 13700 Perai, Pulau Pinang.

C. Academic Qualification

I. Primary School

Institution : Sekolah Jenis Kebangsaan (Cina) Seng Keow
Duration : 2000 – 2005

II. Secondary School

Institution : Sekolah Menengah Kebangsaan Tun Hussein Onn

Duration : 2011 – 2012

III. Pre-University

Institution : Sekolah Menengah Kebangsaan (L) Methodist

Course : Form Six

Duration : 2011 – 2012

IV. Bachelor Degree

Institutions : Universiti Tunku Abdul Rahman, Perak Campus (Kampar)

Course : Business Administration (Hons) Entrepreneurship

Duration : 2013 – 2016

Academic performance : CGPA 2.57

D. Extra-Curricular Activities

Activity Name	Position	Date
School Librarian	Members	2011 / 2012
We Care We Act UTAR New Village Community Service 2014 – Motivational Day at SJK (C) Sungai Durian	Member	2 nd August 2014
Community Sociology Project 2014	Committee Member	22 nd May 2014-25 th May 2014
Community Sociology Project	Committee Member	14 th October 2015 – 8 th March 2015
Entrepreneurship Society	Committee Member	2014 / 2015
Move On Charity Night 2015	Decoration Department Assistant Manager	4 th July 2015

E. Soft Skills Activities

Activity Name	Date
Successful Negotiation	25 th January 2015
Effective Time Management	23 ^h January 2016
POWER! Managing your Debts Effectively by AgensiKaunselingdanPengurusanKredit (AKPK)	29 th January 2016
Employment Relations and Misconduct at The Workplace	31 st January 2016
English Day	11 th March 2016
Workshop on Art and Craft (Crochet)	23 rd March 2016
Participant of E-Portfolio Competition	30 th April 2016
The Effective Leader	5 th June 2016
Work Ethics at The Workplace	14 th June 2016

F. Past Working Experiences

Employer name	Position	Duration	Job description
SuzzaneHomestyleEnt.	Sales Assistant	January 2013 - September 2013	Assist customers in understanding company's property, giving advice and guidance on the property selection to the customers.
Allexcel trading SdnBhd	EMY sampling promoter	January 2013 – June 2013	Distribute company's product in selected location, educate the public about the company product and create brand awareness
Sunrise Paper (M) SdnBhd	Intern as a planner	5 th October 2015 – 4 th January 2016	Assist in processing work order and planning production schedule

G. Language Proficiency

Language	Spoken Proficiency	Written Proficiency
Mandarin	Intermediate	Intermediate
English	Intermediate	Intermediate
Malay	Intermediate	Intermediate

H. Personal Strength

- Approachable
 - Leadership
 - Hardworking and responsible
 - Willing to learn something new
 - Able to work in team efficiently
 - Able to communicate well with others
-

I. Reference

Name : Mr. Peter a/l Yacob
Company : Universiti Tunku Abdul Rahman (UTAR)
Position : Lecturer
Contact :
Email : petery@utar.edu.my

Resume of Operation Manager**A. Personal Particulars**

Name : Yew Kuang Ren

Gender : Male

Age : 23

IC Number : 931006-10-6179

Date of Birth : 6th October 1993

Race : Chinese

Marital Status : Single

Nationality : Malaysian

Religion : Buddhist



B. Contact Info

Address : No.10, Jalan Selampit 29, Kawasan 3, Taman Klang Jaya,
41200 Klang, Selangor Darul Ehsan.

Contact Number : 014-9285395

E-mail Address : rayyew@hotmail.com

C. Academic Qualification**I. Primary School**

Institution : Sekolah Jenis Kebangsaan (Cina) Hin Hua

Duration : 2000 – 2005

II. Secondary School

Institution : Sekolah Menengah Kebangsaan Raja Mahadi
Duration : 2006 – 2010

III. Pre-University

Institution : Universiti Tunku Abdul Rahman
Course : Foundation in Arts for Management & Accountancy
Duration : 2012 – 2013
CGPA : 2.6328

IV. Bachelor Degree

Institution : Universiti Tunku Abdul Rahman (UTAR)
Course : Bachelor of Business Administration (Hons) Entrepreneurship
Duration : 2013 – 2016
CGPA : 2.4332

D. Extra-Curricular Activities**i. Sekolah Jenis Kebangsaan (Cina) Tanjong Karang**

✓ Librarian

ii. Sekolah Menengah Kebangsaan Raja Mahadi

✓ Koperasi member

iii. Universiti Tunku Abdul Rahman (UTAR)

✓ Helpers of event in university

E. Past Working Experiences

Company : Brand Supervisor of Starker Fresh beer at OverTime Pub & Bistro
Duration : 2011 – 2013

Company : Tiong Nam Logistics Berhad

Duration : October 2015 – January 2016

F. Personal Strengths

- ✓ Enthusiastic
 - ✓ Approachable
 - ✓ Critical thinker
 - ✓ Critical analyst
 - ✓ Eagerness to learn something new
 - ✓ Able to communicate well with others
 - ✓ Good observer
-

G. Language Proficiency

Language	Written	Spoken
English	8	7
Malay	8	7
Mandarin	8	9

Other Dialects : Hokkien, Cantonese

H. Reference

Name : Mr. Peter a/l Yacob
Company : Universiti Tunku Abdul Rahman (UTAR)
Position : Lecturer
Contact :
Email : petery@utar.edu.my

Resume of Human Resource Manager**A. Personal Particulars**

Name : Tan E Qian
Gender : Female
Age : 22
IC Number : 940606-08-6348
Date of Birth : 6th June 1994
Race : Chinese
Marital Status : Single
Nationality : Malaysian
Religion : Buddhist

**B. Contact Info**

Contact Number : 012-5080363
Email Address : eqian94@outlook.com
Mailing Address : 137, Lbh Bercham Selatan, Tmn Cahaya Tasek, 31400 Ipoh, Perak.

C. Academic Qualification**I. Primary School**

Institution : Sekolah Jenis Kebangsaan (C) Poi Lam
Duration : 2001 – 2006

II. Secondary School

Institution : Sekolah Menengah Jenis Kebangsaan Poi Lam

Duration : 2007 – 2011

III. Pre-University

Institution : Universiti Tunku Abdul Rahman

Course : Foundation in Arts for Management & Accountancy

Duration : 2011 – 2012

IV. Bachelor Degree

Institutions : Universiti Tunku Abdul Rahman, Perak Campus (Kampar)

Course : Business Administration (Hons) Entrepreneurship

Duration : 2013 – 2016

Academic performance : CGPA 2.63

D. Extra-Curricular Activities

Activity Name	Position	Date
ST. John Ambulans	Members	2007 - 2008
School Perfect	Member	2007 – 2008
School Librarian	Head of the Day (Thursday)	2010 - 2012

E. Past Working Experiences

Company : TSK Distribution Sdn. Bhd.

Year : 2013/04 – 2013/05

Company : The Haven Sdn. Bhd.

Year : 2015/10 – 2016/01

F. Language Proficiency

Language	Spoken Proficiency	Written Proficiency
Mandarin	Intermediate	Intermediate
English	Good	Good
Malay	Intermediate	Intermediate

G. Personal Strength

- Sincere
 - Honest
 - Understanding
 - Loyal
 - Truthful
 - Trustworthy
 - Responsible
 - Willingness to learn
 - Highly motivated and confident
 - Able to work in a team efficiently
-

H. Reference

Name : Mr. Peter a/l Yacob
Company : Universiti Tunku Abdul Rahman (UTAR)
Position : Lecturer
Contact :
Email : petery@utar.edu.my

Resume of Finance Manager**A. Personal Particulars**

Name : Hew Yong Wen

Gender : Female

Age : 23

IC Number : 930315-08-6410

Date of Birth : 15th March 1993

Race : Chinese

Marital Status : Single

Nationality : Malaysian

Religion : Buddhist

**B. Contact Info**

Contact No. : 018-5720183

Email Add. : yw0315@hotmail.com

Mailing Add. : 10, Lalan Kledang Timur 8, Bandar Baru, 31450 Menglembu, Perak.

C. Academic Qualification**I. Primary School**

Institution : Sekolah Jenis Kebangsaan (Cina) Wan Hwa No. 1

Duration : 2000 – 2005

II. Secondary School

Institution : Sekolah Menengah Kebangsaan Seri Keledang

Duration : 2006 – 2010

III. Pre-University

Institution : Sekolah Menengah Kebangsaan Menglembu

Course : Form Six

Duration : 2011 – 2012

IV. Bachelor Degree

Institutions : Universiti Tunku Abdul Rahman, Perak Campus (Kampar)

Course : Business Administration (Hons) Entrepreneurship

Duration : 2013 – 2016

Academic performance : CGPA 2.57

D. Extra-Curricular Activities

Activity Name	Position	Date
Girl Guides	Chairman	2009 / 2010
School Librarian	Member	2011 / 2012
Young Entrepreneurship Society	Member	2014 / 2015
WE CARE WE ACT UTAR New Village Community Service 2014- School Beautify and Recycle Project at SK Temoh, Perak	Member	21 st June 2014

E. Soft Skills Activities

Activity Name	Date
Citizen's Action in Response to Emergencies	16 th November 2014
Managing Life Stresses	2 nd February 2015
Study Skills	17 th January 2015
Goods and Services Tax (GST)	12 nd March 2015
Pay it Forward	16 th June 2015
English Day	11 st March 2016
Effective Time Management	12 nd March 2016
Presentation Skills	31 st March 2016
Interpersonal Skills and Dining Etiquette in Business Workshop	16 th June 2016
The Effective Leader	18 th June 2016

F. Past Working Experiences

Employer name	Position	Duration	Job description
Maxis Menglembu	Cashier	January 2011 - May 2011	Balances cash drawer by counting cash at beginning and end of work shift and collects payments.
Forth Dimension	Sampling promoter (Part Time)	January 2011 – April 2013	Distribute company's product in selected location, educate the public about the company product and create brand awareness
W.O.Chan & Margaret Lin Lawyer Firm	Clerk	November 2012 – September 2013	Provide general information and prepare agreement to client about sales and purchase of houses.
Tang Siew Kim Agency Advisor	Intern as a agent	5 th October 2015 – 4 th January 2016	Explain company's product about insurance and create brand awareness to customers.

G. Language Proficiency

Language	Spoken Proficiency	Written Proficiency
Mandarin	Intermediate	Intermediate
English	Intermediate	Intermediate
Malay	Intermediate	Intermediate

H. Personal Strength

- Eagerness to learn something new
 - Leadership
 - Hardworking and responsible
 - Highly motivated
 - Able to communicate well with others
 - Able to work in team efficiently
-

I. Reference

Name : Mr. Peter a/l Yacob
Company : Universiti Tunku Abdul Rahman (UTAR)
Position : Lecturer
Contact :
Email : petery@utar.edu.my

Resume of Marketing Manager**A. Personal Particular**

Name : Lim Chai Hong

Gender : Female

Age : 23

IC Number : 930206-10-6056

Date of Birth : 6th February 1993

Race : Chinese

Marital Status : Single

Nationality : Malaysian

Religion : Buddhist



B. Contact Info

Mailing Address : No.28, Jalan 4, Taman Ria, 45500 Tanjong Karang, Selangor Darul Ehsan.

Contact Number : 014-3657178

E-mail Address : rainbowranee93@hotmail.com

C. Academic Qualification**I. Primary School**

Institution : Sekolah Jenis Kebangsaan (Cina) Tanjong Karang

Duration : 2000–2005

II. Secondary School

Institution : Sekolah Menengah Jenis Kebangsaan Yoke Kuan

Duration : 2006 – 2010

III. Pre-University

Institution : Sekolah Menengah Jenis Kebangsaan Yoke Kuan

Course : Form Six

Duration : 2011 –2012

IV. Bachelor Degree

Institution : Universiti Tunku Abdul Rahman (UTAR)

Course : Bachelor of Business Administration (Hons) Entrepreneurship

Duration : 2013– 2016

CGPA : 2.7633

D. Extra-Curricular Activities

i. Sekolah Jenis Kebangsaan (Cina) Tanjong Karang

- ✓ Head of Prefect
- ✓ Emcee during assembly
- ✓ State player of chess competition
- ✓ 6 years champion for Mandarin speech competition and singing competition

ii. Sekolah Menengah Jenis Kebangsaan Yoke Kuan

- ✓ Prefect (Head of Department)

- ✓ Emcee during assembly
- ✓ Taekwondo black belt holder
- ✓ Performer of Chinese Orchestra

iii. Universiti Tunku Abdul Rahman (UTAR)

- ✓ Complete workshop on Effective Time Management in 2014
 - ✓ Complete workshop on Communicate with Body Language 2015
 - ✓ Complete workshop on Work Ethics in the Workplace 2016
 - ✓ Complete workshop on The Effective Leader 2016
 - ✓ Complete workshop on Applying Critical Thinking in the Workplace 2016
 - ✓ Committee members of event in University (Eg: Charity Night)
 - ✓ Helpers of event in university
-

E. Past Working Experiences

Company : Laneige AmorePacific (M) Sdn Bhd

Duration : January 2013 – June 2013

Company : Teka Küchentechnik (M) Sdn Bhd

Duration : October 2015 – January 2016

Part-Time : Promoter, Teacher/Tutor

F. Personal Strengths

- ✓ Enthusiastic
 - ✓ Approachable
 - ✓ Critical thinker
 - ✓ Eagerness to learn something new
 - ✓ Able to communicate well with others
-

✓ Easily making good working relationships

G. Relevant Skills

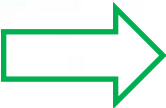
Language Proficiency	Written	Spoken
English	7	7
Malay	8	8
Mandarin	8	8

Other Dialects : Hokkien, Cantonese

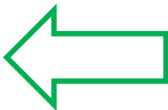
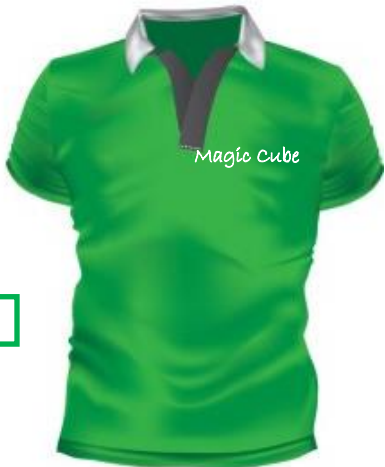
H. Reference

Name : Mr. Peter a/l Yacob
Company : Universiti Tunku Abdul Rahman (UTAR)
Position : Lecturer
Contact :
Email : petery@utar.edu.my

Appendix R: Company Uniform



**Uniform of Male
Sales Personnel**



**Uniform of Female
Sales Personnel**

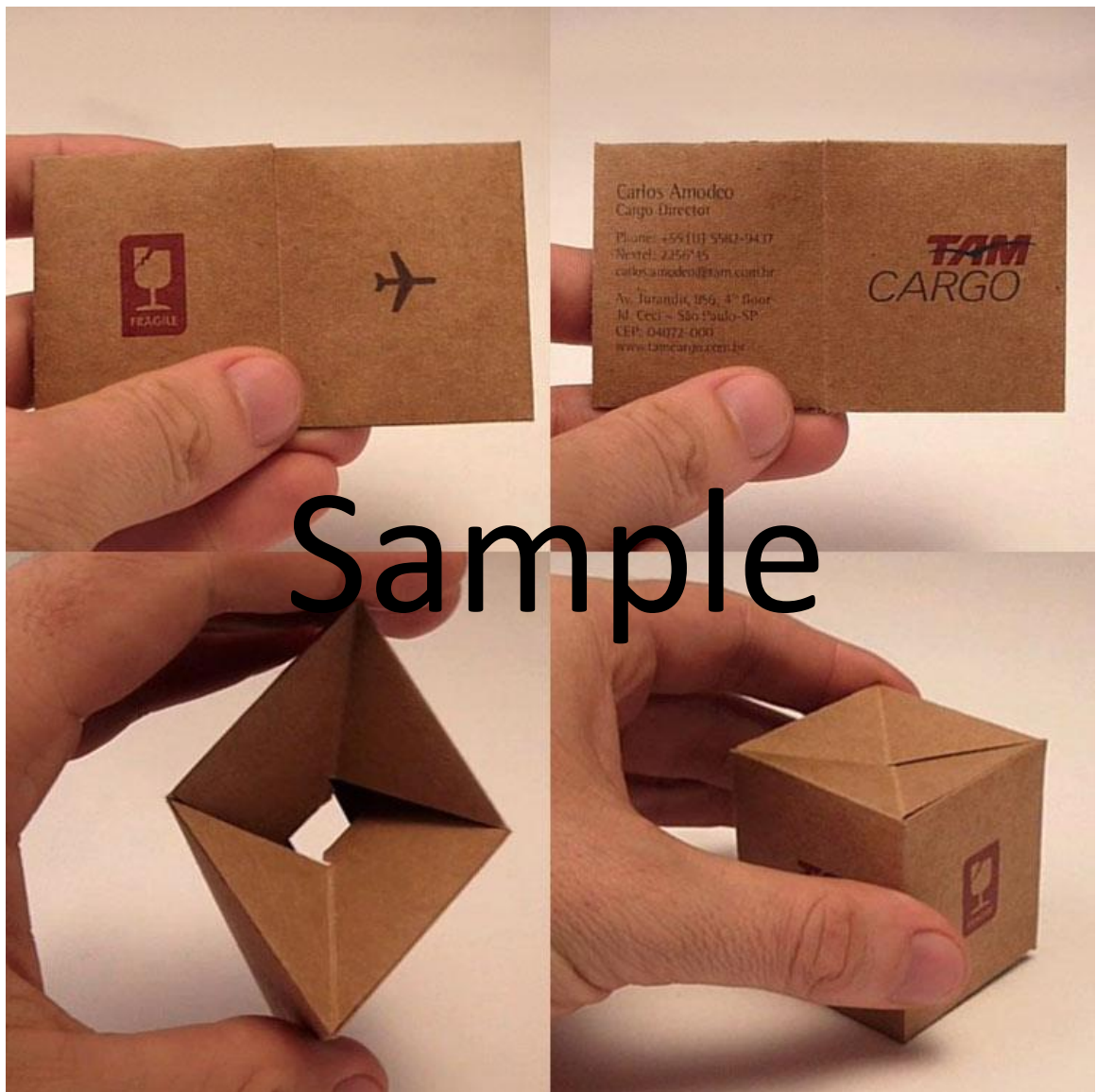
Polo Shirt



Front

Back


Appendix S: Company Business Cards







Side 1:

Magic Cube	Contact Me
Ms. Khor Fung Yong	Hotline: 1300-888-888
General Manager	Email: magiccube@gmail.com
H/P: +60 17-4170783	Website: http://magiccube.wixsit.e.com/magiccube

Side 2:

Sales Office:	Manufacturing Plant :
-The Galleria, Home City, Klang Sentral , Persiaran Klang, Sentral 1/KUS, Selangor.	Lorong Seri Damai Baru 28, Seri Damai Baru, 25150 Kuantan, Pahang.
-Permas Boulevard, Permas Jaya, Jalan Permas 15/1, Permas Jaya, 91750 , Johor.	
-Tanjung Indah, Butterworth, Penang.	
	

<p>Magic Cube</p> <p>Mr. Yew Kuang Ren</p> <p>Operation Manager H/P: +60 14-9285395</p>	<p>Contact Me Hotline: 1300-888-888</p> <p>Email: magiccube@gmail.com</p> <p>Website: http://magiccube.wixsite.com/magiccube</p>	<p>Sales Office: -The Galleri, Home City, Klang Sentral, Persiaran Klang, Sentral 1/KUS, Selangor. -Permas Boulevard, Permas Jaya, Jalan Permas 15/1, Permas Jaya, 91750, Johor. -Tanjung Indah, Butterworth, Penang.</p>	<p>Manufacturing Plant : Lorong Seri Damai Baru 28, Seri Damai Baru, 25150 Kuantan, Pahang.</p> 
<p>Magic Cube</p> <p>Ms. Tan E Qian</p> <p>Human Resource Manager H/P: +60 12-5080363</p>	<p>Contact Me Hotline: 1300-888-888</p> <p>Email: magiccube@gmail.com</p> <p>Website: http://magiccube.wixsite.com/magiccube</p>	<p>Sales Office: -The Galleri, Home City, Klang Sentral, Persiaran Klang, Sentral 1/KUS, Selangor. -Permas Boulevard, Permas Jaya, Jalan Permas 15/1, Permas Jaya, 91750, Johor. -Tanjung Indah, Butterworth, Penang.</p>	<p>Manufacturing Plant : Lorong Seri Damai Baru 28, Seri Damai Baru, 25150 Kuantan, Pahang.</p> 
<p>Magic Cube</p> <p>Ms. Hew Yong Wen</p> <p>Human Resource Manager H/P: +60 18-5720183</p>	<p>Contact Me Hotline: 1300-888-888</p> <p>Email: magiccube@gmail.com</p> <p>Website: http://magiccube.wixsite.com/magiccube</p>	<p>Sales Office: -The Galleri, Home City, Klang Sentral, Persiaran Klang, Sentral 1/KUS, Selangor. -Permas Boulevard, Permas Jaya, Jalan Permas 15/1, Permas Jaya, 91750, Johor. -Tanjung Indah, Butterworth, Penang.</p>	<p>Manufacturing Plant : Lorong Seri Damai Baru 28, Seri Damai Baru, 25150 Kuantan, Pahang</p> 
<p>Magic Cube</p> <p>Ms. Lim Chai Hong</p> <p>Marketing Manager H/P: +60 14-3657178</p>	<p>Contact Me Hotline: 1300-888-888</p> <p>Email: magiccube@gmail.com</p> <p>Website: http://magiccube.wixsite.com/magiccube</p>	<p>Sales Office: -The Galleri, Home City, Klang Sentral, Persiaran Klang, Sentral 1/KUS, Selangor. -Permas Boulevard, Permas Jaya, Jalan Permas 15/1, Permas Jaya, 91750, Johor. -Tanjung Indah, Butterworth, Penang.</p>	<p>Manufacturing Plant : Lorong Seri Damai Baru 28, Seri Damai Baru, 25150 Kuantan, Pahang.</p> 

Appendix T: Questionnaire Survey

UBTZ 3016 Entrepreneurial Project Questionnaire

Universiti Tunku Abdul Rahman

Faculty of Business and Finance

Bachelor of Business Administration (Hons) Entrepreneurship

Dear respondents,

We are currently a group of final year students who pursuing the degree of Business Administration (Hons) Entrepreneurship in Universiti Tunku Abdul Rahman (UTAR). We are now doing a business proposal about the convertible baby crib which is designed to be convertible for the use of baby and can last for at least 7 years. The baby crib set can be transformed into a bench or adult single bed in the future. The design is mainly based on the concept of creating an alternative way for the parents to save their living costs while concerning on a comfortable yet modern space saving lifestyle, whereby such combination is indeed responding to the awareness of being environmental friendly nowadays as the features of our product are durable and flexible. This survey is part of our final year project, and our main purpose is to obtain primary data from the public, with the objective to understand the public opinion and understanding of convertible baby crib. All the information that you disclose to us will be strictly used for research purposes only and will be kept private and confidential. Thank you very much for your participation.

Sincerely,

Hew Yong Wen

Khor Fung Yong

Lim Chai Hong

Tan E Qian

Yew Kuang Ren

Section A: Demographic

1. Age

- ☐ 25 year old and below
- ☐ 26-30 year old
- ☐ 31-35 year old
- ☐ 35-40 year old
- ☐ above 40 year old

2. Gender

- ☐ Male
- ☐ Female

3. Occupation

- ☐ Housewife
- ☐ White collar
- ☐ Blue collar
- ☐ Other, please specify _____

4. Monthly income

- ☐ RM 2000 and below
- ☐ RM 2001 –RM 3000
- ☐ RM 3001 –RM 4000
- ☐ RM 4001 –RM 5000
- ☐ above RM 5000

5. Status of pregnancy

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4 and above

Section B: Concept and Buying Preferences

6. Do you think it is a necessity to purchase a baby crib which is only can use for few years?

☐ Yes

☐ No

7. Will you prepare a baby room for your baby?

☐ Yes

☐ No (Please proceed to Question 9)

8. How much budget do you prepared for renovating your baby room?

☐ Less than RM 3000

☐ RM 3001 – RM 4000

☐ RM 4001 – RM 5000

☐ RM 5001 – RM 6000

☐ more than RM 6000

9. What will be your main concern on buying a baby crib?

☐ Price

☐ Style & design

☐ Quality

☐ Brand

☐ After sales service

☐ Durability

10. Which services do you require when buying a baby furniture? You may choose more than one.

☐ Warranties

☐ Customization

☐ After sales services

☐ Other, please specify _____

11. Which channel do you prefer to buy your furniture?

- ☐ Directly from manufacturer
- ☐ Retail stores
- ☐ Furniture shop
- ☐ Online

12. Do you come across with any convertible baby furniture?

- ☐ Yes
- ☐ No

13. How do you think about convertible baby crib?

- ☐ Interesting
- ☐ Good
- ☐ Nothing special
- ☐ Never think of it

14. How much do you think the convertible baby crib worth?

- ☐ Less than RM 1000
- ☐ RM 1001 – RM 2000
- ☐ RM 2001 – RM 3000
- ☐ RM 3001 – RM 4000
- ☐ more than RM 4000