

**GREENIE INNOWARE SDN BHD**

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GREENIE INNOWARE

**BUSINESS PLAN**

**GREENIE INNOWARE SDN BHD**

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Business Plan prepared January 2017

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## TABLE OF CONTENT

	Page
Copyright Page .....	ii
Declaration .....	iii
Acknowledgement .....	iv
Table of Contents .....	v
List of Tables .....	xii
List of Figures .....	xiv
List of Charts .....	xv
List of Financial Statements .....	xvi
List of Appendices.....	xvii
<b>1.0 EXECUTIVE SUMMARY.....</b>	<b>1</b>
1.1 The Opportunity .....	1
1.2 The Description of the Business .....	1
1.3 Competitive Advantages .....	1
1.4 The Target Market .....	2
1.5 The Management Team .....	2
1.6 Brief Summary of Business Financial Projections .....	2
1.7 Description of What the Business Requirements .....	3

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1.8 Exit Strategy for Investors.....	3
<b>2.0 THE BUSINESS.....</b>	<b>4</b>
2.1 Description of the Business.....	4
2.1.1 Name, Logo, and Location of Proposed Business.....	4
2.1.2 Nature of Business.....	6
2.1.3 Company Vision, Mission and Objectives.....	7
2.2 The Opportunity.....	8
2.2.1 Problems to be Solved or Needs to be Fulfilled.....	8
2.2.2 How the Proposed Business Resolves Problems or Fulfills Needs .....	12
2.3 Competitive Advantages.....	14
2.3.1 Description of Business Model.....	15
2.3.2 SWOT Analysis of Greenie Innoware.....	19
2.3.3 How the Business Able to Establish Sustainable Competitive Advantages.....	23
2.4 Current Status and Requirements.....	25
2.4.1 Description of Current Business Progression and What the Business Required to Advance .....	25
2.4.2 Organization Projected Milestones.....	26
<b>3.0 INDUSTRY ANALYSIS.....</b>	<b>28</b>
3.1 Description of the Industry.....	28
3.1.1 Industry Trends.....	29

3.1.2 Industry Size.....	31
3.1.3 Industry Attractiveness.....	32
3.1.4 Industry Profit Potential.....	36
3.2 Target Market.....	39
3.3 Competitive Position within Target Market.....	40
<b>4.0 MARKETING PLAN.....</b>	<b>43</b>
4.1 Feasibility Analysis of the Product.....	43
4.1.1 Detail Description of the Product .....	43
4.1.2 Concept Testing.....	44
4.1.3 Usability Testing.....	46
4.2 Pricing Strategy.....	47
4.2.1 Value-based Pricing Strategy.....	47
4.2.2 Volume-based Pricing Strategy.....	47
4.3 Channels of Distribution.....	48
4.3.1 Physical Distribution.....	48
4.3.2 Click and Mortal.....	48
4.4 Promotions and Advertising.....	49
4.4.1 Social Media.....	49
4.4.2 Sales Promotion.....	50
4.4.3 Corporate Social Responsibility.....	51
<b>5.0 PRODUCTION PLAN / OPERATION PLAN.....</b>	<b>52</b>

5.1 Manufacturing Process.....	52
5.2 Availability of Qualified Labour Pool.....	54
5.2.1 Administrative Professionals.....	54
5.2.2 Sales Personnel.....	56
5.2.3 Production Personnel.....	56
5.2.4 Internship.....	57
5.3 Physical Plant.....	58
5.3.1 Showroom and Factory Layout.....	58
5.3.2 Administration Floor Layout.....	61
5.4 Machineries and Equipment.....	63
5.4.1 Machineries.....	63
5.4.2 Employee Uniform.....	63
5.4.3 Equipment.....	64
5.4.4 Furniture.....	66
5.4.5 Stationary.....	66
5.5 Name of Suppliers of Raw Materials.....	67
5.6 Quality Control.....	68
5.6.1 Cost of Quality.....	68
5.6.2 Supplier Selection.....	69
5.6.3 Raw Materials Inspection.....	69
5.6.4 Final Product Inspection.....	70
5.6.5 Packaging and Labeling.....	70
5.7 Quality Assurance.....	71



5.7.1 Training and Development.....	71
5.7.2 Cleanliness of Company.....	72
5.7.3 Logistic and Shipment.....	72
5.8 Customer Support.....	73
5.8.1 Company Website and Social Network.....	73
5.8.2 Demonstration of Product.....	74
5.8.3 After Sales Service.....	74
<b>6.0 MANAGEMENT TEAM.....</b>	<b>75</b>
6.1 Management Team.....	75
6.1.1 Chief Executive Officer.....	76
6.1.2 Chief Operations Officer.....	77
6.1.3 Chief Marketing Officer.....	79
6.1.4 Chief Financial Officer.....	80
6.1.5 Chief Human Resources Officer.....	81
6.2 Key Professional Service Providers.....	83
6.2.1 Law Firm.....	83
6.2.2 Accounting Firm.....	84
6.2.3 Business Consultant.....	85
6.2.4 Logistic Service Provider.....	86
6.2.5 Safety Protection Equipment Supplier.....	87
6.2.6 Advertising and Promotional Service Provider.....	87

<b>7.0 COMPANY STRUCTURE, INTELLECTUAL PROPERTY, AND OWNERSHIP.....</b>	<b>88</b>
7.1 Organizational Structure.....	88
7.1.1 Organizational Chart.....	88
7.1.2 Description of the Organizational Structure.....	89
7.2 Legal Structure.....	93
7.3 Intellectual Property.....	95
7.3.1 Trademarks.....	95
7.3.2 Patents.....	96
7.4 Organizational Cultures and Core Values.....	97
7.4.1 Organizational Cultures.....	97
7.4.2 Core Values.....	97
<b>8.0 FINANCIAL PLAN.....</b>	<b>98</b>
8.1 Capital Requirements for the Next Five Years.....	98
8.1.1 Founders Contributions.....	98
8.2 Overview of Financial Projections.....	101
8.2.1 List of Assumptions.....	101
8.2.2 Estimated Production and Sales Cost.....	103
8.2.3 Other Expenses.....	104
8.3 Pro Forma Income Statement (5 years).....	110
8.4 Cash Flow Projections (5 years).....	111
8.5 Pro Forma Balance Sheet (5 years).....	112

8.6 Payback and Exit Strategy.....	113
8.6.1 Payback Period.....	113
8.6.2 Exit Strategy.....	115
<b>9.0 CRITICAL RISK FACTORS.....</b>	<b>116</b>
9.1 Management Risks.....	116
9.1.1 Conflict among Management Team.....	116
9.1.2 Strategy and Planning Risk.....	117
9.2 Marketing Risks.....	118
9.2.1 Pricing.....	118
9.2.2 Branding.....	118
9.2.3 Trends.....	119
9.3 Operating Risks.....	120
9.3.1 Business Disruption and System Failures.....	120
9.3.2 Research and Development.....	121
9.4 Financial Risks.....	122
9.4.1 Cash Management Challenges.....	122
9.4.2 Credit Risk.....	123
9.5 Intellectual Property Infringement.....	124
References.....	125
Appendices.....	128

## LIST OF TABLES

	Page
Table 2.1: Greenie Innoware Business Model	14
Table 2.2: Greenie Innoware Projected Milestones	26
Table 3.1: Buyer Utility Map of Greenie Innoware	35
Table 3.2: Competitive Analysis Grid	42
Table 5.1: Machineries Needed for the Business Venture	63
Table 5.2: Employee Uniform for Production Personnel	63
Table 5.3: Equipment Needed for the Business Venture	64
Table 5.4: Furniture Needed for the Business Venture	66
Table 5.5: Stationary Needed for the Business Venture	66
Table 5.6: Raw Materials Suppliers	67
Table 7.1: Responsibilities of Greenie Innoware Management	89
Table 7.2: Ownership Structure of Business	94
Table 8.1: Greenie Innoware Start-Up Cost	99
Table 8.2: Greenie Innoware Start-Up Cash Available	100
Table 8.3: Estimated Sales (Units) for 2018 - 2022	103
Table 8.4: Depreciation of Greenie Innoware Machinery	104
Table 8.5: Greenie Innoware Medical Cost Expenses	104
Table 8.6: Greenie Innoware Monthly Salaries	105

Table 8.7: Greenie Innoware Gross Salaries for Five Years	106
Table 8.8: EPF Contributions (13%) by Employer for Five Years	107
Table 8.9: SOCSO Contribution (1.75%) by Employer for Five Years	108
Table 8.10: Estimated Sales Commission for Salesperson	109
Table 8.11: Financial Payback Period of Greenie Innoware	113

## LIST OF FIGURES

	Page
Figure 2.1: Greenie Innoware Company Logo	4
Figure 3.1: Pioneer-Migrator-Settler (PMS) Map	33
Figure 3.2: Value Innovation	34
Figure 5.1: Production Flow of Duocon	52
Figure 5.2: Greenie Innoware Ground Floor Plan	59
Figure 5.3: Greenie Innoware Ground Floor Layout	59
Figure 5.4: Greenie Innoware Showroom Layout	60
Figure 5.5: Greenie Innoware Production Plant	60
Figure 5.6: Greenie Innoware Upper Floor Plan	61
Figure 5.7: Greenie Innoware Upper Floor Layout (Side View)	62
Figure 5.8: Greenie Innoware Upper Floor Layout (Top View)	62
Figure 6.1: Greenie Innoware Management Team	75
Figure 7.1: Greenie Innoware Organizational Chart	88

## LIST OF CHARTS

	Page
Bar Chart 3.1: Global Plastic Packaging Market, 2014 - 2020	30
Pie Chart 3.2: Major Market Segment for Plastic Products 2016	31
Pie Chart 3.3: Experience of Respondents on Similar Products	36
Pie Chart 3.4: Willingness of Respondents to Spend on Duocon	37
Pie Chart 3.5: Interest of Respondents to Purchase Duocon	38
Pie Chart 8.1: Founders Contribution	98

## LIST OF FINANCIAL STATEMENTS

	Page
Financial Statement 1.1: Income Statement for 2018 – 2022	2
Financial Statement 1.2: Cash Flow Projection for 2018 – 2022	3
Financial Statement 1.3: Balance Sheet for 2018 - 2022	3
Financial Statement 8.1: Pro Forma Income Statement (5Years)	110
Financial Statement 8.2: Cash Flow Projections (5 Years)	111
Financial Statement 8.3: Pro Forma Balance Sheet (5 Years)	112



## LIST OF APPENDICES

	Page
Appendix A1: Resume of Chief Executive Officer	128
Appendix A2: Resume of Chief Operations Officer	131
Appendix A3: Resume of Chief Marketing Officer	135
Appendix A4: Resume of Chief Financial Officer	138
Appendix A5: Resume of Chief Human Resources Officer	140
Appendix A6: Greenie Innoware Organizational Chart	143
Appendix B1: Greenie Innoware Sdn Bhd Factory-Office	144
Appendix B2: Greenie Innoware Sdn Bhd Alliance Network Map	146
Appendix C1: Product Prototype	147
Appendix D1: Certification Letter	149
Appendix D2: Questionnaire Survey & Market Research Data	150
Appendix D3: Interview Survey with Manufacturers	169
Appendix E1: Safety and Security System (CCTV) Quotation	171
Appendix E2: Safety Protection Equipment Quotation	172
Appendix E3: Bunting Desgin by Nine Nine Design & Print Enterprise	180
Appendix E4: Production Cost of Duocon	181
Appendix E5: Transportation Costing	182
Appendix F1: Greenie Innoware Social Media Platform	183

Appendix F2: Greenie Innoware Company Website	185
Appendix G1: Greenie Innoware Sdn Bhd Purchase Order	186
Appendix G2: Greenie Innoware Sdn Bhd Packaging Template	187
Appendix G3: Greenie Innoware Sdn Bhd Customer Feedback Form	188
Appendix G4: Greenie Innoware Sdn Bhd Partnership Agreement	189
Appendix H1: Registration of Business (SSM Borang A)	200
Appendix H2: Application for Registration of a Mark (TM 5)	202
Appendix H3: Application for Expedited Examination of a Trade Mark Application (TM 5A)	205
Appendix H4: Application for Registration of Registered User (TM 23)	207
Appendix H5: Application of Request for Grant of Patent	209
Appendix H6: Application of Employees Provident Fund (EPF)	213
Appendix H7: Application of SOCSO (Form 8A)	218

## **1.0 EXECUTIVE SUMMARY**

### **1.1 The Opportunity**

This section highlights opportunities of increase in demand on convenience packaging and interest of public seeking healthier lifestyle. Subversion design of Duocon capable to fulfill demands while provide fresh experiences and joys.

### **1.2 The Description of Business**

Greenie Innoware Sdn Bhd is a packaging and container manufacturer with visionary brand which determine to deliver innovative containers and packaging solutions. Duocon introduced as an innovative product with dual containers concept and friendly designed, to benefit people by provide safer spreading method and encourage healthier lifestyle. Convenience of packaging reduces accident rate in kitchen, while unique design encourages interest on breakfast consumption by provide fresh experience of spreading and joys during meal.

### **1.3 Competitive Advantages**

Competitive advantage of Greenie Innoware is create by its first mover advantage of introducing new trend of container innovation. Unique designed Duocon differentiates traditional containers and features attached benefit users in dining. The advantage sustained through continuous research and development, and strong collaboration between management team and alliances.

## 1.4 The Target Market

Target markets of Greenie Innoware are both large scale spread manufacturers and microbusiness homemade spread manufacturers.

## 1.5 The Management Team

Greenie Innoware founded by five partners, each nominated to hold key position of high management level. Management team lead by Mr. Chiam Yee Ping as Chief Executive Officer; supported by Mr. Tan Woei Siong as Chief Operations Officer, Mr. Khor Ching Yuh as Chief Marketing Officer, Mr. Lee Zhe Heng as Chief Financial Officer, and Ms. Chew Sheau Huey as Chief Human Resources Officer.

## 1.6 Brief Summary of Business Financial Projections

Financial Statement 1.1: Income Statement for 2018 – 2022

	2018	2019	2020	2021	2022
Sales	711, 275	1, 072, 958	1, 407, 054	1, 606, 806	1, 656, 567
(-) Cost of Goods Sold	217, 694	328, 290	430, 644	491, 870	507, 010
Gross Profit	493, 581	744, 568	976, 410	1, 115, 026	1, 149, 557
(-) Total Expenses	670, 960	700, 844	750, 595	801, 441	853, 318
Profit / (Loss) Before Tax	(177, 379)	43, 724	225, 815	313, 585	296, 239
(-) Total Tax	-	-	-	-	-
Net Profit / (Loss)	(177, 379)	43, 724	225, 815	313, 585	296, 239

Source: Developed for the research

**Financial Statement 1.2: Cash Flow Projection for 2018 – 2022**

	2018	2019	2020	2021	2022
Cash Inflow	868,902	1,080,828	1,472,898	1,912,457	2,287,961
Cash Outflow	861,032	1,014,984	1,167,247	1,281,063	1,394,315
Cash Balance	7,870	65,844	305,651	631,394	938,646

Source: Developed for the research

**Financial Statement 1.3: Balance Sheet for 2018 – 2022**

	2018	2019	2020	2021	2022
Fixed Assets	193,225	178,105	164,497	152,249	141,226
Current Assets	14,396	73,240	312,663	638,496	945,758
Total Assets	207,621	251,345	477,160	790,745	1,086,984
Total Liabilities	-	-	-	-	-
Finance by:					
Capital Investment	385,000	207,621	251,345	477,160	790,745
Net Profit / (Loss)	(177,379)	43,724	225,815	313,585	296,239
Total Capital Employed	207,621	251,345	477,160	790,745	1,086,984

Source: Developed for the research

**1.7 Description of What the Business Requirements**

The sum of start-up capital solely based on contribution from five founders, which possess RM225,000. Appropriate financial planning by management team utilized available resources in establish business. Majority of capital invested in business registration and infrastructure.

**1.8 Exit Strategy for Investors**

Poor company performance with continuous loss for years will be resolved through liquidation. Restriction of selling shares to public left the option by selling business assets including technology and equipment, as minimize loss from investment. While, withdrawal of partnership or any unfortunate incidents by partners, replacement of junior partners take place with approval of existing partners.

## 2.0 THE BUSINESS

### 2.1 Description of the Business

#### 2.1.1 Name, Logo and Location of Proposed Business

Greenie Innoware Sdn Bhd, is a packaging and containers manufacturer with visionary brand, founded by five partners who determined to deliver innovative packaging solutions and fantastic quality products. The company is named after the meaning of green production for innovative products.

Figure 2.1: Greenie Innoware Company Logo



Source: Developed for the research

Company logo of Greenie Innoware is designed to be simple and refined. The green alphabets of GI indicate abbreviation of Greenie Innoware. Greenie indicates sustainability of goods and services provided by Greenie Innoware while reduce and minimize harms upon ecosystem or environment. Innoware conveys

that Greenie Innoware is established by a group of young innovators that aim to invent convenience products for the ease of daily activities. Hidden alphabet of P stands for premium products with good quality at price that affordable by everyone. Significantly, it indicates the passionate of Greenie Innoware to continuously seeking new innovation by offering added values and innovative solutions. It also

Green colour used associates with the meaning of balanced, healthy, and youthful. In Japanese culture, green is associated with eternal life. Whereas grey stands for neutrality, which specifies that Greenie Innoware will actively participates in research and development for new innovations without affect by any circumstances. Moreover, the logo is designed in clock form, which implies the objective of Greenie Innoware to provide timely convenience for every customer.

Penang is an ideal location for Greenie Innoware to start a business. It is based on selection of target market, key partners and suppliers. There is variety of manufacturers located around Bukit Minyak and Batu Kawan industry area which provide ease for any service whenever needed during operations. Short distance with suppliers and manufacturers could be an advantage in logistic management.

As a result, Greenie Innoware will be headquartered at 2A, Lorong Industri Impian 1, Taman Industri Impian, Seberang Perai Tengah, 14000 Bukit Mertajam, Pulau Pinang, Malaysia. It is a newly developed compound next to Bukit Minyak Industry area which occupies a total land size of 8, 300 sqft including 4, 800 sqft of factory-office. Double storey of building included management office with showroom, and attached with factory. Customers can look forward to experience wide range of product selections through demonstration at showroom. Another attractive point for Greenie Innoware is partially furnished factory-office provided by property agency, which cut down cost for founders in establishing company infrastructures.

### *2.1.2 Nature of Business*

Greenie Innoware Sdn Bhd is a newly start-up company that introduces innovative containers and packaging solutions. It is a company with integrated specialists that concern about customers' dining experience and environmental issues. Product variety offered by Greenie Innoware includes food and beverage containers, bottles, compostable containers and tableware.

The first product launched by Greenie Innoware is a combination of jam container with butter container, named Duocon. Duocon is an innovative new trend of container designed in twist or push-up tubes that change the way of spreading. This idea is inspired from a glue stick that provide convenience to paste papers. Greenie Innoware believes that Duocon able to benefit people by provide safer spreading methods and convenience of usage.

Greenie Innoware emphasizes on green productions, thus production of Duocon is adhering to 3R, which are reuse, reduce and recycle. Main materials used in the production are Polyethylene Terephthalate Glycol-modified (PETG) and High-Density Polyethylene (HDPE), which are advanced thermoplastics and they can be recycle for reprocessing. PETG and HDPE are commonly used due to their good chemical resistance and low cost processing method. Most importantly, they are recyclable and reduce pollutions to the environment.

Greenie Innoware understands that cooking is not just only preparing a meal. Not matter how simple to plan and share a meal, it is a timeless tradition forms of life celebration. It is this belief that motivate Greenie Innoware to change human lifestyle by introducing the variety of solutions for packaging and tableware needs.



### *2.1.3 Company Vision, Mission and Objectives*

Greenie Innoware Sdn Bhd is looking forward for long term business development. In order to create well-known branding and increase reputation of company, management team developed a tagline: Innovative Packaging for a Greener Future. In the period of five years, management team aimed to expand business by diversified the product range by introducing new and innovative products.

Vision of Greenie Innoware:

- ✓ To provide sustainable containers and packaging solutions that are superior in quality at an affordable price.

Mission of Greenie Innoware:

- ✓ To be a leading innovative company in packaging and container industry.

Objectives of Greenie Innoware:

- ✓ To be a highly efficient, effective and fast moving organization.
- ✓ To continuously produce innovative and safe products for customers.
- ✓ To expand business and build excellent customer relationship to maximize customer satisfaction.

## **2.2 The Opportunity**

Whenever there is a problem society faces, there will be business opportunity. Duocon introduced by Greenie Innoware turns problem into business opportunity with advanced problem solving solutions.

### *2.2.1 Problems to be Solved or Needs to be Fulfilled*

#### *2.2.1.1 Accidents in Kitchen*

Kitchen is a part of a residence or commercial establishment used for cooking and food preparation. It is a common area in a residence as cooks happen every day for most of families, not to mention restaurants as well.

Generally bathrooms and living rooms are the most common locations for many of home accidents, but the most serious injuries and accidents typically take place in kitchen area (Pickett, 2005). Courtney et al. (2006) state that cooks are regularly exposed to hot utensils that increase the risk of burns, and Haruyama et al. (2014) mention that activities in kitchens involve functioning of machinery with sharp blades that increase risks of injury.

Jeong (2015) studies that the highest possibility of accidents in kitchen was occurred by knives or caught in and between by sharp edges of objects during food preparation process. Knife is commonly used in spreading, even a butter knife could endangers someone's health. A mother accidentally stabbed her 6 months old boy with a knife when attempt to save her son in kitchen (Stringel, Talutis, Alemayehu & Guertin, 2013). As result from questionnaire distributed shown, more than 80% of respondents spreading using knife.

Muhsen and Khadim (2015) discover that youngsters are at the risk of sharp injuries with households, especially during dishwashing or dangerous handling of sharp objects in kitchen. Dangerous and hazardous instrument can cause someone

to be illness, cut, puncture, or even amputation with improper operations of it. Threats that concealed in kitchen area may result critical damages or injuries to youths.

Besides, accidents happen in restaurants had cost hundreds of millions in compensate workforce's losses, and cost for reconstruct productivity. Frable (1999) proclaims that some of accidents are consequence of errors made by employees and certain unfortunate circumstances. Inexperience young cooks tend to be more imprudence and careless in preparation, thus accidents happen more often particularly when worked with cutting machine or knives.

Accordingly, high rate of accidents in kitchen can be clarified by the fact that individuals spend more time in kitchen while performing using sharp objects that could cause injuries (Şahin & Erkal, 2016).

### *2.2.1.2 Target Market Looking for Convenience of Packaging*

High quality products are not accepted as good packaged products when they are poor in packaging and labelling. Consumers are concerning with packaging convenience and safety issues, especially when it comes to products for children. Heng (2015) reported an accident happen at Singapore which a three years old toddler cuts her hands on broken jar at Kallang Wave Mall.

Research made by researchers from Nottingham University shown that more than 60, 000 people had been sent for hospital treatment annually who injuring themselves from trying to open a jar, bottle or tightly packed product (Britten, 2003) and most of spreads in the current market are contained in glass jars and seal with steel lids. Britten further mentioned that there are over 9, 000 people injured themselves during removal of sharp lids.

Packaging plays an important role in term of products by protecting and preserving products when they move through supply chain. The sight, touch, smell, or even sound of packaging can plays an important role in customer's perception of flavor when come into food and beverage industry. Greenie Innoware believes that a good packaging should include containment, convenience, communication and protection.

### *2.2.1.3 Unhealthy Lifestyle of Skipping Breakfast*

Skipping breakfast has documented to have deleterious impact on problem solving ability of a person (Meyers et al, 1989) and insufficient energy and nutrition intake during breakfast may negatively impact mental thinking and physical endurance for daily activities (Wyson et al, 1997). Meanwhile, Smith (2002) states that regular breakfast consumption is associated with reduction of stress and depression.

In the study of Leidy et al. (2015) shows that it is uncertain as to whether young people or their parents would devote time for breakfast preparation in every morning of a free-living environment. Family with two working parents is another reason that children skip their breakfast. Accident rate in kitchen arise whenever children trying to prepare their breakfast in absent of parents' guidance. Lack of time is commonly given as the main reason for skipping breakfast, especially youths who maintain late working hours. Result from questionnaire distributed support the statement with 64% of respondents mention that they are short on time to prepare their breakfast in the morning.

## *2.2.2 How the Proposed Business Resolves Problems or Fulfills Needs*

### *2.2.2.1 Unique Designed Products Reduce Usage of Dangerous Tools*

Safety in kitchen is certain to carry weight. Unique design of Duocon capable to reduce accident rate in kitchen as it reduces usage of dangerous tools when preparing a meal. It is attached with twist to push function, which enable consumers to spread easily. Consequently, users do not need to use any tools such as spoon, fork, brush or knife for spreading jam or butter.

Moreover, most of spread containers in market are made in glasses. Thus, broken glass and fragments potential to be health hazard if it contaminated with infectious substances which may enter body through wound. Duocon that made by plastic can overcomes this issue effortlessly. Kids can make simple breakfast, even in the absent of parents' supervision.

### *2.2.2.2 Convenience of Packaging Assist in Behaviour Transformation*

Convenience had become a significant factor in changing breakfast habits, with consumers seeking healthy alternatives that they can fit into their busy lifestyle.

Convenience of packaging goes beyond the essential purpose of protecting and preserving the products. A simple serving of spread in tube without needs of supporting utensils, makes it convenient for kids to enjoy at home, school, or even on the bus. With Duocon, children can make themselves a simple breakfast even in the absent of parent's supervision. All they need is just having the spread and bread with them. Service providers such as airlines, restaurants, hotels and hospitals are benefit from convenience packaging through maintenance of food quality and safety in food preparation.

Bespoke shows a great example by increase 65% of sales with unique butter tub design (Eagle, 2016). Another good example is that Duerr attract 86% of local to purchase its "Easy Open" series products attached with innovative Orbit™ lid,

showing incredibly positive feedback upon their new invention. In news reported by Alleyne (2012) mentioned jam market in UK has been stagnant for years and start to fallen into decline. Lesley Arnot, Category Buying Manager of Tesco PLC, also stated that old fashioned leads to jams falling out of favour, in the same news report by Richard.

Consumers demand for conveniently packaged food products that can be serve into meals effortlessly without further forfeiting quality. Convenience packaging goes beyond the fundamental purpose of protecting and preserving the content. Based on the problem, management team foresees the opportunity by introduce a brand new container, named Duocon.

#### *2.2.2.3 Growing Interest in Healthy Lifestyle*

Greenie Innoware vigorously in encouraging healthier lifestyle as nowadays behaviour of skipping breakfast is commonly found. One of the major reasons of skipping breakfast is shortage of time in preparation of breakfast and cleaning after dinning. Making breakfast preparation interesting like a game, can increase interest of people for taking their breakfast, especially for children. Duocon provides workforces and students convenience of preparing simple breakfast at schools or workplaces, which enable them to make themselves a simple breakfast instead of skipping breakfast.

Greenie Innoware changes consumer behaviors and encourages healthy lifestyle by introducing Duocon and creating various awareness campaign together with government associations and non-profit organizations. Awareness campaigns advocate the importance of having breakfast and healthy lifestyle, as well as impacts of container disposal methods towards environmental.

After all, the main objective of launching Duocon is to provide better dining experience through green production. Throughout the product launching, Greenie Innoware believes that this can encourages breakfast consumption and practices healthier lifestyle.

### 2.3 Competitive Advantages

Competitive advantages defined as favorable position of an organization or company seeks to be more profitable than its competitors. It is the outcome from matching core competencies to the opportunities.

Table 2.1: Greenie Innoware Business Model

<b>Key Partners</b> <ul style="list-style-type: none"> <li>• Spread Manufacturers</li> <li>• Raw Materials Suppliers</li> <li>• Logistic Firms</li> </ul>	<b>Key Activities</b> <ul style="list-style-type: none"> <li>• Manufacture</li> <li>• Assembly</li> <li>• Quality Check</li> <li>• Packaging</li> <li>• Labelling</li> <li>• Research and Development</li> </ul>	<b>Value Propositions</b> <ul style="list-style-type: none"> <li>• Unique Design</li> <li>• Customization</li> <li>• Convenience</li> <li>• User-friendly</li> <li>• Safety Concerned</li> </ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"> <li>• Warranty</li> <li>• Corporate Social Responsibility</li> <li>• Social Media Channels</li> </ul>	<b>Customer Segments</b> <ul style="list-style-type: none"> <li>• Spread Manufacturers</li> </ul>
	<b>Key Resources</b> <ul style="list-style-type: none"> <li>• Intellectual Property</li> <li>• Talented Workforces</li> </ul>		<b>Channels</b> <ul style="list-style-type: none"> <li>• Sales Team</li> <li>• Logistic Firms</li> </ul>	
<b>Cost Structure</b> <ul style="list-style-type: none"> <li>• Cost of Production</li> <li>• Cost of Logistic and Warehousing</li> <li>• Cost of Research and Development</li> </ul>			<b>Revenue Streams</b> <ul style="list-style-type: none"> <li>• Physical Goods Sold</li> </ul>	

Source: Developed for the research



### *2.3.1 Description of Business Model*

#### *2.3.1.1 Value Propositions*

Value proposition discusses about what core values of a product and/or service collection that Greenie Innoware offers to satisfy customers' needs and requirement.

Duocon is a product introduced with elements of user-friendly and convenience, customization of unique design, and feature to provide a safer dining experience.

Efficient and effective production operated to utilize resources and minimize cost of operations. Although price reduction can attracts more customers but this might affect overall product performance. However, Greenie Innoware emphasizes on qualitative above quantitative. Management team believes that high value attributed product is an assurance to company for quality production and customer satisfaction.

#### *2.3.1.2 Customer Segmentation*

Greenie Innoware Sdn Bhd is a company that aims to provide the best packaging solutions to the world.

Duocon is a product launched by Greenie Innoware, focuses on encourage healthy dining lifestyle in a safer matter. Thus, in the production line of Duocon, management team targets on both large scale spread manufacturers and homemade spread manufactures to include nutritious spreads inside Duocon before market to end users. After all, Duocon is a container designed to overturn traditional spread containers in the market. Greenie Innoware always welcome end users to walk-in for visit at showroom in headquarter.

### *2.3.1.3 Customer Relationship*

Greenie Innoware has established various platforms to create close relationship with stakeholders. Management team be certain of product warranty is a must for every manufacturer in order to build customer confidence towards their products. Corporate social responsibility activity is one of the approaches to enhance customer relationship in return of their supports.

As the advancing of technology and Internet, several social media channels had been set up, such as official company website, Facebook, Twitter, Instagram, YouTube and WeChat for the ease of approachability. Customers able to receive latest products information and company's events, as well as provide feedbacks for better improvement.

### *2.3.1.4 Key Partners*

Greenie Innoware cultivates strategic alliances with numerous parties, in order to optimize business operations and reduce risk of a business. Management team collaborates with spread manufacturers, with the intention for both parties to market combination deals which leading for better sales opportunity.

Greenie Innoware builds close relationship with raw materials suppliers to ensure quality production, as well as with logistic firms to ensure wide coverage of businesses and speedy delivery to increase market penetration. Accordingly, Greenie Innoware can focuses on their core activities for better core performance outcomes.

#### *2.3.1.5 Key Resources*

Intellectual property and human capital are the important assets of Greenie Innoware needed to sustain and support the business, as well as create values for customers.

Management team registers for intellectual property protection as it is one of the key competitive advantages in the industry, especially for a newly developed company. Besides, every employee in Greenie Innoware possesses outstanding knowledge and skills. Constant training programs held to enhance employees with latest information and cross departments working experience sharing.

#### *2.3.1.6 Key Activities*

Key activity of Greenie Innoware is manufacturing, as well as research and development. Management team always keen to ensure productive production that minimize harm to environmental. Processes such as manufacturing, assembly, quality checking, packaging and labelling are done in factory before distributed to spread manufacturer for spread containing. Research and development conduct by expertise in Greenie Innoware not only focus on product developments, but also solutions for green production.

#### *2.3.1.7 Distribution Channel*

Greenie Innoware had been thinking hard about which channels work best to deliver products to customers in efficient logistical and cost effective. After thoughtful discussion, management team decided to reach customers through its own sales team and logistical companies.

Sales team is a good approach which they can show demonstration to customers and give detailed explanation directly. Customers can walk in to headquarter for direct purchasing as well. While, logistic firms can assist a company in its logistic operation and increase logistic performance, in the meanwhile of minimizing cost for a company to acquire its own transportations.

#### *2.3.1.8 Cost Structure*

Greenie Innoware is a value-driven company that aims to produce high quality products. Thus, cost of research and development is heavily incurred as ongoing processes throughout business operation period. In addition, research team of Greenie Innoware also researching green production technology aside from product improvement and development.

Cost of logistic is high as it outsourced to third parties for better performance. However, this enable Greenie Innoware to cut down costs on acquiring own transportation system and vehicles. While, cost of warehousing is low because Greenie Innoware owns its warehouse which do not need to rely on third parties for inventory.

After all, as a manufacturer, Greenie Innoware need to pay for high cost in production, particularly in fixed cost. Fixed cost such as building rental, machinery rental, and employees' salary are incurred even when production stop at weekend.

#### *2.3.1.9 Revenue Stream*

The revenue stream that represents net income of Greenie Innoware mainly generated from goods sold to customers. In revenue stream, management team concerns about value of products that customers are willing to pay for, price and frequent of purchase.

Part of profit gained will then later on used for the purpose of corporate social responsibility and internal improvements.

### *2.3.2 SWOT Analysis of Greenie Innoware*

#### *2.3.2.1 Strengths*

- Strong management team
  - Greenie Innoware lead by a strong management team formed by five high capable partners who possess different specialties in different areas.
  - Management team able to construct appropriate strategies with strength combination of each partner. Greenie Innoware is capable to create unique positioning not simply because of unique products, but also capability of entire management team.
- Collaboration of strong alliances
  - Greenie Innoware alliances with Foong Chi Mould Industries Sdn Bhd and Sunrise Mould Manufacturing Sdn Bhd who supports Greenie Innoware in products moulding, and several manufacturers who assists Greenie Innoware in manufacturing processes.
  - Strong alliances act as backstage and support Greenie Innoware in business development.
- Research and development
  - Greenie Innoware possesses own research and development department which lead by a group of competent professionals, dealing with range from product development to raw materials selection.
  - It is one of the approaches for sustaining competitive advantages over competitors, as it not only increase productivity, but also increase intellectual property assets for a business.
- Unique product features

- Duocon is a user-friendly product that helps the users to spread in an innovative and safety way, effortlessly without using of any kitchen utensils. Spreads such as butter and jam can be pushed out easily via unique components of Duocon. Hence, it helps to make preparation of dinning more easily and reduce troublesome of cleaning after dinning.
- Duocon is a container designed with feature of combining two containers into one. Thus, users can customize the spread combination based on their preferences.

A well-designed container that possesses all functional needs is not only aesthetically satisfying but also essential for the promotion of consumer choices nowadays, especially in an increasing competitive field. Therefore, unique design of Duocon capable to promote brand identification and competition in the industry.

#### 2.3.2.2 Weaknesses

- Tight financial planning
  - Greenie Innoware manages to acquire just sufficient capital for normal business operation, tight financial only supports limited future development of business.
  - Development of advanced technology not only costly, but also time consuming. Procurement of machinery is pricy as well.
  - Consequently, several operations of Greenie Innoware are outsourced to specialists in order to reduce financial burden. Conversely, this increase risk of confidential business leakage.
- Inadequate reputation of company
  - Greenie Innoware is a newly startup company with low reputation which leads to difficulties in business development.
  - Strong and positive reputation attracts business opportunities while poor credibility will consequently delay in business operations of Greenie Innoware.

- Strong collaboration between members and high capabilities of management team will eventually overcome this through implement efficient and effective strategies.
- Insufficient product awareness
  - Customers are lacking of security as Duocon is a total brand new design of container to the market. People have no idea about what is the benefits of product offered, thus mislead the customers on whether it is selling a container or butter/jam.

### *2.3.2.3 Opportunities*

- Innovative trend
  - Subversive design of Duocon will have implosive impacts on changes of customer behaviors toward dining experiences. Spreading method of Duocon completely different compare to traditional spreading method as consumers able to spread directly without using additional utensil.
- Increasing number of customers who insufficient time in prepare meals
  - Convenience of products changes customer's perceptions in preparation of a simple meal.
  - Launching of Duocon reduces time consumption in prepare breakfast, attributed to its unique design that eliminate the needs of cleaning after dinning. Innovative spreading methods through using of Duocon allow users to enjoy their simple breakfast anytime anywhere.
- Growing interest in healthy lifestyle
  - Society nowadays emphasis on healthy lifestyle, not limited to exercise but also important of sufficient nutritious intake for daily activities.
  - Breakfast is an important daily routine for nutritious intake. Introduction of Duocon encourages people by providing convenience

in dining as most of people skip their breakfast due to limited time of breakfast preparation.

- Actively strengthen company capabilities and market presence
  - Small and Medium Enterprises Market Advisory Resource and Training Centre is one of initiative actions by Penang state government that armed to deliver market intellect, related advisory and information, as well as resources to local small and medium companies.
  - As a member, Greenie Innoware capable to carry out intensive industry research easily for development of appropriate strategies in future business using their database. Interactive business events are conducted regularly to allow members exchange opinions, sharing business experiences and seek for new business expansion opportunities.
  - Greenie Innoware also participates in MetalTech Exhibition which endorsed by Ministry of International Trade and Industry. It is one of the best platforms to launch any new product ideas and maximize market presence. There is also potential sponsorship opportunities to attract investors for broaden market exposure.

#### *2.3.2.4 Threats*

- Existing competitors and products substitution
  - Greenie Innoware was not the first manufacturer in packaging and container industry, thus competitors such as Signoraware and Tupperware are challenging development of Greenie Innoware.
  - There are lots of substitutions for spread containers in the market as well. Moreover, plastic products can be imitated easily due to limited manufacturing process methods. However, Greenie Innoware manages to gain advantages through unique design of Duocon container and continuous effort of research and development.



- Difficulty in convincing cost-conscious customers to spend on quality products
  - Greenie Innoware emphasizes on value of products that benefit users, instead of simply cost reduction that only attract one-time consumers.
  - Collaboration with key partners in launching of small campaigns can provide customers with necessary information and guide them in making positive decisions.

### *2.3.3 How the Business Able to Establish Sustainable Competitive Advantages*

Greenie Innoware identified core strength areas through SWOT analysis, and developed direction to build sustainable competitive advantages in order to differentiate with competitors.

A solid management team is the key resource of Greenie Innoware to utilize its internal strengths in order to grab external opportunities. Reduction of internal conflicts enable management team to better perform in overcome external threats and strive for greater business opportunities. Collaboration of each member work closely to create unique business positioning and prominent strategies for superior business growth.

Strong alliances unable to reduce number of competitors but it aids in reducing fierce competition in market share. As a newly developed company, Greenie Innoware is inadequate capability to compete with well-establish companies in term of resources. Alliance with firms beyond the same industry greatly strengthen a company's competitive advantages. Professional consultants play significant roles as they provide superior market advice and suggestion, so that to avoid wastage of resources on unnecessary operations.

There are numerous product substitutions in the market as Greenie Innoware was not the first comer into the industry. However, Greenie Innoware is capable to gain first mover advantage as the pioneer in introducing new design of container categories. Unique design of Duocon not only provide the chances to achieve market share, but also allow the growth of company's reputation. Effort of research and development plays significant role in sustaining competitive advantages.

On the other hand, limited amount of budget lead to tight financial planning. Capability of management team in implementing efficient and effective strategies to utilize resources, as well as creative and innovation design of products, are the key to get rid of the limitations. Management team continuously improve in research and development while seeking for greater revenue streams to stand-up the ability of Greenie Innoware for compete in the market.

Increasing numbers of people concerning about healthy lifestyle, and numbers of customers who insufficient time in prepare their meals, drive the motivation of Greenie Innoware to participate in the industry. Promptness of quality products and services are the solution to convince cost-conscious customers.

## 2.4 Current Status and Requirements

This section highlights current exploration efforts and progress of Greenie Innoware while identifies requirements to anticipate future necessities.

### *2.4.1 Description of Current Business Progression and What the Business Required to Advance*

Greenie Innoware progressed in stage of application for start-up, registration of company name and funding for capital. Management team proposed detailed business plan to the investors and has been looking forward to receive funding from investors.

The management team has allocates strategic business location and plans to renovate the double-storey building once collect sufficient budget. Procurement of assets and office equipment undergoes gradually with renovation of factory-office. Greenie Innoware sets up necessary marketing tools such as company website, social media, and so forth. Meanwhile, management team will meet up with related key partners and make agreements, including raw materials suppliers and logistic companies. Strategic alliance is one of approaches for Ggreenie Innoware to safeguard its market value in packaging and container industry.

Skilled employees are recruited for key positions which support in decreasing cost and time for training. Employees such as interns and fresh-graduates are hired for normal operation section which minimize cost in human resources, but training are essential before involvement for business operation.

Greenie Innoware will starts with production of Duocon once factory is completely renovated and received all necessary raw materials needed. Two weeks before product launching, promotion and advertisement of Duocon are distributed, starting

from the nearby resident areas and through Internet platforms. The progress will continue until end of new product launching event.

Greenie Innovare will continuously research and develop for improvement points of Duocon and new series of innovative packaging products. The management team plans achieving financial goal within three years. New series of packaging solutions will be launch in three to five years time.

2.4.2 Organization Projected Milestones

Table 2.2: Greenie Innovare Projected Milestones

Itinerary	Commencement Date	Completion Date	Time Interval
1. Protocol designation	16 <sup>th</sup> Jan 2017	31 <sup>st</sup> Jan 2017	2 weeks
2. Business plan construction	1 <sup>st</sup> Feb 2017	2 <sup>nd</sup> July 2017	22 weeks
3. Propose business to investors	3 <sup>rd</sup> July 2017	9 <sup>th</sup> July 2017	1 week
4. Company and business registration from Suruhanjaya Syarikat Malaysia (SSM)	10 <sup>th</sup> July 2017	10 <sup>th</sup> July 2017	1 day
5. Apply and obtain relevant licenses	11 <sup>st</sup> July 2017	23 <sup>rd</sup> July 2017	2 weeks
6. Open bank account	24 <sup>th</sup> July 2017	24 <sup>th</sup> July 2017	1 day
7. Allocation sufficient capital	25 <sup>th</sup> July 2017	27 <sup>th</sup> Aug 2017	5 weeks
8. Secure business premises	28 <sup>th</sup> Aug 2017	3 <sup>rd</sup> Sept 2017	1 week
9. Factory-office renovation	4 <sup>th</sup> Sept 2017	3 <sup>rd</sup> Dec 2017	13 weeks
10. Asset purchasing	4 <sup>th</sup> Sept 2017	3 <sup>rd</sup> Dec 2017	13 weeks
11. Web hosting & design	4 <sup>th</sup> Sept 2017	3 <sup>rd</sup> Dec 2017	13 weeks
12. Agreement with key partners	4 <sup>th</sup> Sept 2017	31 <sup>st</sup> Dec 2017	17 weeks
13. Raw materials purchasing	6 <sup>th</sup> Nov 2017	26 <sup>th</sup> Nov 2017	3 weeks
14. Recruiting and training	6 <sup>th</sup> Nov 2017	3 <sup>rd</sup> Dec 2017	4 weeks
15. Tax registration	13 <sup>rd</sup> Nov 2017	19 <sup>th</sup> Nov 2017	1 week
16. Operation preparation	27 <sup>th</sup> Nov 2017	3 <sup>rd</sup> Dec 2017	1 week

17. Official factory opening	3 <sup>rd</sup> Dec 2017	4 <sup>th</sup> Dec 2017	1 day
18. 1 <sup>st</sup> batch of manufacturing	4 <sup>th</sup> Dec 2017	31 <sup>st</sup> Dec 2017	4 weeks
19. Advertising and promotion	18 <sup>th</sup> Dec 2017	14 <sup>th</sup> Jan 2018	4 weeks
20. 1 <sup>st</sup> product launching	1 <sup>st</sup> Jan 2018	14 <sup>th</sup> Jan 2018	2 weeks
21. Research & Development	4 <sup>th</sup> Dec 2017	-	-
22. 1 <sup>st</sup> financial year	4 <sup>th</sup> Dec 2017	3 <sup>rd</sup> Dec 2018	1 year
23. 2 <sup>nd</sup> financial year	4 <sup>th</sup> Dec 2018	3 <sup>rd</sup> Dec 2019	1 year
24. 3 <sup>rd</sup> financial year	4 <sup>th</sup> Dec 2019	3 <sup>rd</sup> Dec 2010	1 year
25. 2 <sup>nd</sup> product launching with new series products	4 <sup>th</sup> Dec 2019	-	-

Source: Developed for the research

## **3.0 INDUSTRY ANALYSIS**

### **3.1 Description of the Industry**

Packaging and Container (P&C) industry encapsulates any businesses related to the manufacture of containers or packaging services. In the industry, some businesses that fall under this sector are pure plays that either manufacture containers or packaging services, there are businesses conducted with both packaging services and container manufacturing as well. Greenie Innoware Sdn Bhd is categories under packaging and container industry. Container businesses of Packaging and Container Industry consist of manufacturers of pharmaceutical pumps, glass or plastic bottles, food and beverage cans, kitchenware containers, storage and waste bags, and so forth, while packaging solutions provided by the industry take account of packaging and labelling for container-type products such as spread containers.

### *3.1.1 Industry Trends*

In former times, ancients were using plant leaves to shield foods, which they unable finish consume, and this probably was the beginning of food packaging. With the advancement of civilization, conception of food protection was established and needs is increasing correspond with development. The concept of traditional packaging itself is changing with times. This can be seen when senior citizen would give examples of metal container as modern packaging while youngster cite PET bottles as modern packaging.

The global market of plastic container is booming rapidly. Share of plastic packaging within global packaging volumes has increased from year 2000 to 2015, with a strong growth of 5% increase annually in global plastic packaging market (Neufeld, Stassen, Sheppard, & Gilman, 2016). 78 million tons of plastic packaging which worth a total value of \$260 billions has been manufactured in 2013. Plastic packaging volume projected to growth twofold within fifteen years then fourfold by 2050, and reaching 318 millions ton.

Packaging with high durability and cost effectiveness is favoured among manufacturers as well as consumers. Such containers account for features of sturdy, multifunction and lightweight, and thus can be conveniently used in food and beverages industries. Recycling policies enforced by governments contribute to the sustainability of environment for future generation while conserve natural resources. These factors hamper the growth of overall market of plastic container.

Global demand for plastic packaging was valued at \$270 billions in 2014, on the rise at annual compound growth rate of 4.8%, and expected to achieve \$375 billions in 2020 (John, 2016). In conclusion, the demand for packaged consumer goods in many countries will continue to increase demand for plastics containers, plastics bottles and other plastics products in different applications is expected to rise notably during the next few years.

Bar Chart 3.1: Global Plastic Packaging Market, 2014 – 2020



Source: John. (2016). *Zion Research Analysis 2016*. Retrieved from <http://www.marketresearchstore.com/news/global-plastic-packaging-market-170>

Researches conducted by World Packaging Organization shown 54.5% of respondents viewed convenience of packaging is the major driver to motivate growth in industries over the next five years. Increased consumption of convenience products proved to be the new trend, and this leading to smaller packaging sizes in certain product and consumer groups. As a result, demand for packaged consumer goods is favoured by many countries. This lead to increase in demand for plastic containers, bottles, and any plastic made products of different applications.

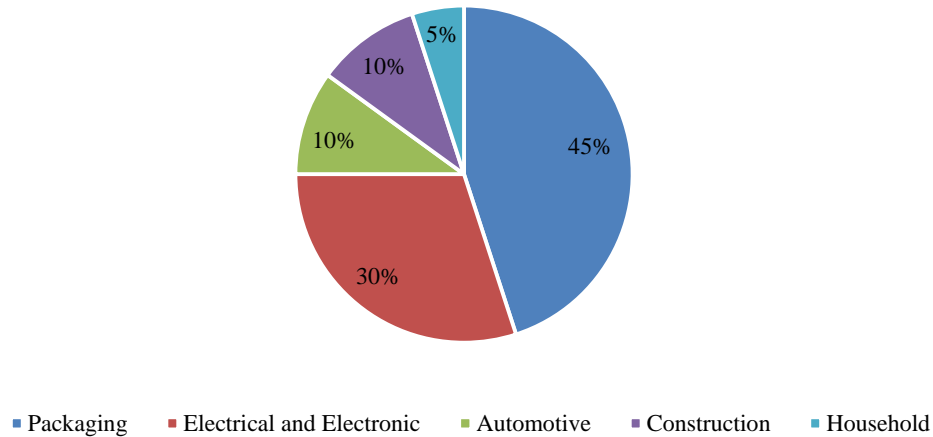


### 3.1.2 Industry Size

Market dimension of Malaysia plastics production was valued at \$580 millions in 2015 and anticipated to grow at 6.6% over forecast period (“Malaysia Plastic Compounding,” 2017). There are more than 900 members of Malaysian Plastics Manufacturers Association, represents 60% of plastic manufacturers and account for 80% of country’s total plastic production. The main player of plastic and container industry in Malaysia included Tupperware Malaysia, Toray Plastics Sdn Bhd, Meditop Corp. Sdn Bhd and Ee-Lian Enterprise (M) Sdn Bhd.

Pie Chart 3.2: Major Market Segment for Plastic Products 2016

Major Market Segment for Plastic Products 2016



Source: MPMA. (2016). *Performance of the Malaysia Plastic Industry 2015*.

### *3.1.3 Industry Attractiveness*

Extent and ease of generate revenue, in contrast with risks involved, an attractiveness of industrial sector offering. It is constructed on the total of competitors involved with their relative strength at particular industry, width of margins, and growth rate in supply and demand.

According to Malaysia Plastics Manufacturers Association, there is 50% of demand on both plastic packaging segment and household segment. This indicates that the packaging industry in Malaysia is profitable and attractive for manufacturers.

The future trend of packaging sector remains bright for both domestic and export. Challenges arise in changes of packaging materials, such as simpler, thinner, lighter and more durable design. These encourage the industry to continue growing healthier in developments and create more value to society.

#### *3.1.3.1 Blue Ocean Strategy*

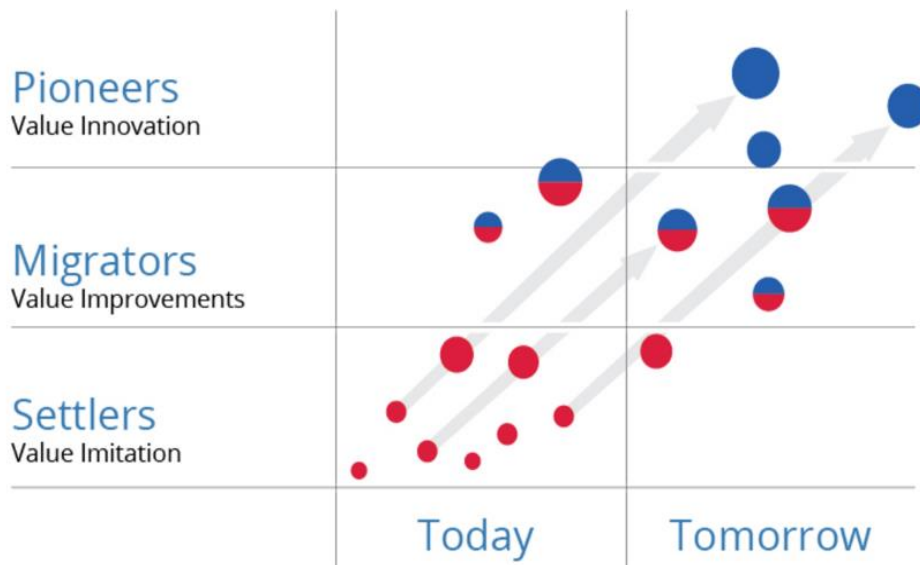
Blue Ocean Strategy is theory used in develop strategic tools that create leap in value for a company, its employees and its customers, while discovering and unlocking new demands that make competition irrelevant which strengthen sustainability of the business. Greenie Innoware chosen Blue Ocean Strategy as industry analysis by reason of it provides systematic approaches, strategy tools, methodologies and frameworks to enable organization to construct new market spaces while establish with irrelevant competition.

### *Pioneer-Migrator-Settler (PMS) Map*

Pioneer refers to business that offer unique value to customers, migrator are business that offer products better than others in marketplace, while settler is defined as me-too business which is ordinary.

It is useful for corporate management team pursuing profitable growth. Products or services offered located at “settlers” indicated company with low growth trajectory. Generally, the particular company is confined into red oceans, hence there is a must to push for value innovation in order to survive in the market. Management team views most of offerings in current market are settlers, thus Greenie Innoware tends to shift to “pioneer” which is value innovation creator. Duocon is the result of Greenie Innoware’s effort to move from settler to pioneer, which can help Greenie Innoware to create a blue ocean of new marketplace and secure sources of profitable growth.

Figure 3.1: Pioneer-Migrator-Settler (PMS) Map



Source: Kim, W. C., & Mauborgne, R. (n.d.). *Blue ocean strategy tools: Price Corridor of the Mass*. Retrieved from <https://www.blueoceanstrategy.com/tools/pms-map/>

*Value Innovation*

Value Innovation defined as foundation of Blue Ocean Strategy, that directs to contemporary pursuit of differentiation and low cost production, by forming leap in value creation for both organization and customers while opening newly uncontested marketplace.

Increase value of products that are low innovation or no innovation, do not make them to be outstanding in the market. Accordingly, Duocon is produced which strive to achieve value innovation by exceeding demand of customer, while capable to sell at affordable price. Attribute to dual concept built of Duocon and delicate design with removal necessity of using tools in spreading, Greenie Innoware declared its innovation that beyond customers' imagination.

Figure 3.2: Value Innovation



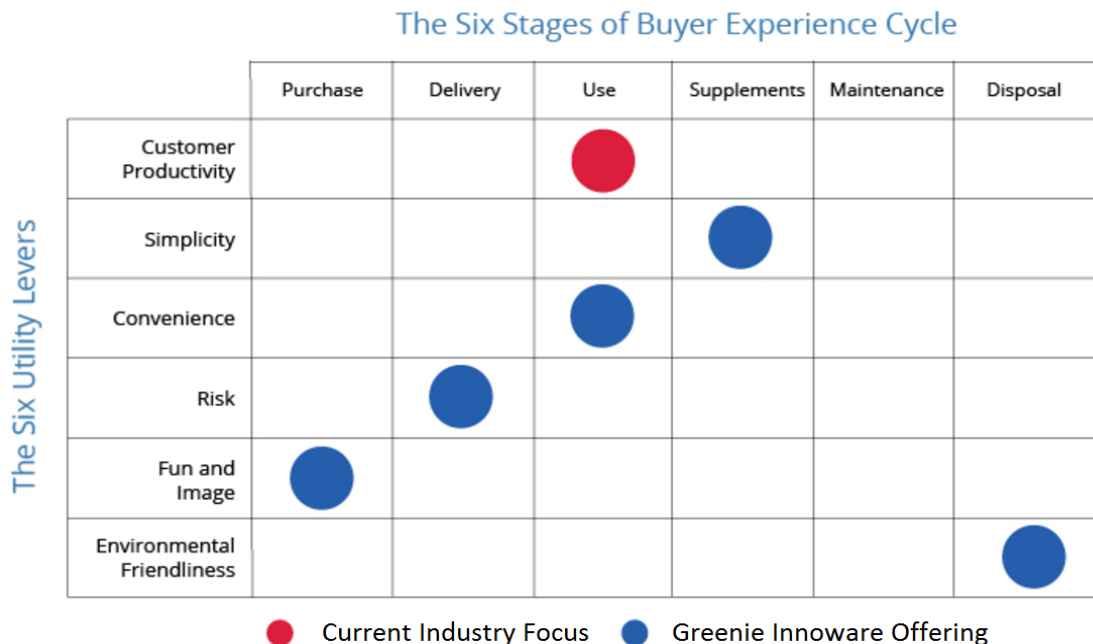
Source: Kim, W. C., & Mauborgne, R. (n.d.). *Blue ocean strategy tools: Value Innovation*. Retrieved from <https://www.blueoceanstrategy.com/tools/value-innovation/>

*Buyer Utility Map*

Buyer Utility Map lists out degrees that a company capable to deliver exceptional utility and various experiences that customers can obtain with the product or service offering. It is categorized into two dimensions which are known as “Buyer Experience Cycle” and “Utility levers”. Buyer experience cycle refers to progression that consist of six stages of buyer experience with each encompasses wide variety of specific experience from purchase to disposal, while utility lever refers to method in which a company unlock various utility for its market.

At buyer experience cycle, Duocon delivers ease of convenience, fun and image; fulfill simplicity and convenience at utility levers. By reason of unique innovated Duocon that overturns traditional concept, this made Greenie Innoware more competitive in the industry.

Table 3.1: Buyer Utility Map of Greenie Innoware



Adapted from: Kim, W. C., & Mauborgne, R. (n.d.). *Blue ocean strategy tools: Buyer Utility Map*. Retrieved from <https://www.blueoceanstrategy.com/tools/buyer-utility-map/>

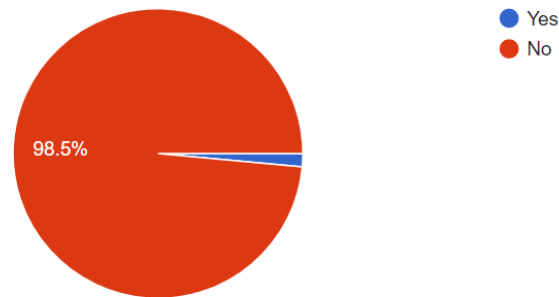
### 3.1.4 Industry Profit Potential

Potential profitability of an industry associates with industry attractiveness. Greenie Innoware had conducted a survey in order to test the response, expectation and acceptance of target market towards Duocon before commercialize to market.

Pie Chart 3.3: Experience of Respondents on Similar Products

Do you experience a jam and/or butter container which as shown in diagram attached before?

408 responses



Source: Developed for the research

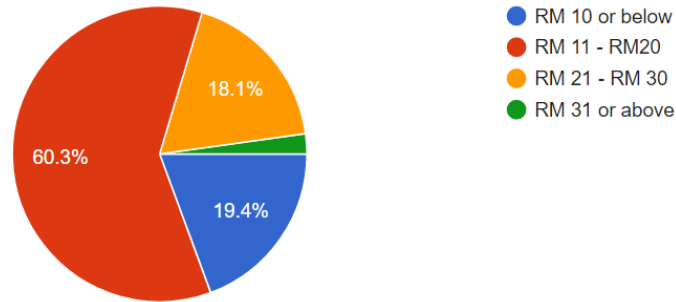
Outcomes of questionnaire shown 402 respondents (98.5) previously do not experience any products that similar with Duocon, while 6 respondents (1.5%) claimed that they had experienced similar products.

As some of respondents are from foreign country, thus management team unable to exclude the possibility that respondents might experience similar features of product. Honey container by Capilano best explained this with its squeeze features. However, Greenie Innoware still confident with its dual container concept.

Pie Chart 3.4: Willingness of Respondents to Spend on Duocon

How much would you willing to spend for a container as shown in diagram attached?

408 responses



Source: Developed for the research

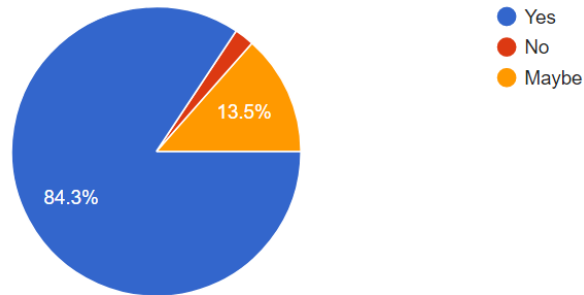
As most of respondents are fall in middle income level, thus 246 respondents (60.3%) affordable for price ranging from RM11 to RM20. Respondents who might still a student, housewife, unemployed individual, or retired personnel generally able to afford for RM10 or below (19.4%). However, there are also employed individuals who willing to pay for higher pricing of RM21 – RM30 (18.1%) and RM31 or above (2.2%).

From the result, Duocon is best set within price range of RM11 to RM20 in order to secure maximum profit. As production cost of Duocon is relatively lower compare to existing market product, Greenie Innoware capable to penetrate market share using pricing of RM 10 or below.

Pie Chart 3.5: Interest of Respondents to Purchase Duocon

Do you interested to purchase the container as shown in diagram attached?

408 responses



Source: Developed for the research

Feasibility of a business idea depends on the willingness of market whether they interested to purchase products or services offered. Greenie Innoware receives positive response from survey of questionnaire, achieving 84.3% of respondents interested in Duocon. 55 respondents (13.5%) do not show a clear statement on this matter, yet management team believes with further enhance products benefits and values, surely can grab their attention towards Duocon. Same goes to remaining of 9 respondents (2.2%) who do not interested in purchasing Duocon.

Throughout the survey, the management team analyzed the behaviors of target market towards Duocon, and the overall results are positive. It validated innovation of Greenie Innoware is widely accepted by public, supported by their interest that indicates their intention to purchase. This is closely linked to value innovation of Duocon that able to fulfill demand, and offer at a relatively low price which worth each piece of money upon transaction. Willingness of respondents to pay for higher price indicates considerable of profit generated, especially cost of production needed for Duocon is lower compare to competitors in the industry. In short, Greenie Innoware confidences to achieve positive market share with launching of Duocon.



### **3.2 Target Market**

Target market talks about a precise or well-defined segment of customers that an organization intends to target with its offerings and marketing activities. Target marketing activities position various aspect components of marketing functions toward a specific group, while capitalize on brands appeal to particular markets whereas target audiences are the demographic of people that promoting to show interest in product or service offered.

The main categories of target market spotted by Greenie Innoware are large scale spread manufacturers and also homemade spread manufactures. Greenie Innoware will be the containers' supplier for those manufacturers that wish to improve with current packaging solution. Greenie Innoware possesses an image of innovative and eco-friendly products at affordable prices. Hence, it could be the best choice for the manufacturers to upgrade their product as well as attract more customers. Besides, homemade spread manufacturers also the target market as it is a niche market which can be utilized Greenie Innoware. This is due to the homemade spread manufacturers required more customized container. Customers who have quality awareness and environmental awareness would consider Greenie Innoware as their first choice.

### 3.3 Competitive Position within Target Market

Although there is no direct competitors in the market, yet manufacturers of product substitution still able to threaten business development of Greenie Innoware. Management team has listed few plastic and container manufacturers as current competitors of Greenie Innoware.

Nayasa, Signoraware, Elianware and Tupperware are strong competitors as they provide wide variety and deep assortment of products attribute to their own diversified of portfolio with multiple production lines. However, Greenie Innoware able to salience among competitors with durable and unique design of Duocon while giving it a high competitive advantage among the rivals. Duocon provides feature of customization based on preference of customers, which is attractive and distinctive compare to current market offered. Elite members of Greenie Innoware research and development team support with their strong knowledge in continuous product improvements and inventions.

In term of distribution accessibility, Nayasa possesses lowest access of distribution as production done at India and required local logistic firms to support it in distribution around Malaysia. However, Signoraware, Elianware, Tupperware and Greenie Innoware established production plant locally which allow them to have greater access in goods and services distribution.

Signoraware, Elianware and Tupperware possess high product availability with their capability to operate in large scale production, supported by establishment of international brands. Nayasa is relatively weaker as its low reputation recognized. Conversely, Greenie Innoware categorized as moderate product availability by reason of limited resources for an infant company to operate in gigantic productions. Production outcomes had to be controlled to avoid unfavourable sales as Greenie Innoware yet to achieve well-recognize reputation in marketplace.

Products of Signoraware and Tupperware are selling at higher price setting in represent with high business reputation. Nayasa is relatively lower as inadequate branding reputation achieved. Yet, Greenie Innoware having strong alliances that assist in cost efficient production which enable Duocon to sell at lower price compare with competitors. Generally, price setting is interrelated with product quality. This occasion excluded Greenie Innoware in it as Duocon manufactured with high quality of advanced thermoplastic that deliver high durability against impact and high resistant towards heat and chemical substances. Duocon fulfilled consideration of quality points such as raw materials used, overall outcomes of finished goods, excellent design with good appearance, as well as high quality offered to provide benefit.

Packaging solutions and containers manufactured in current market are the best evidence to demonstrate innovation of Greenie Innoware. Dual container concept with twist and squeeze features, completely overturn current market offer. However, as there is well-established manufacturers such as Signoraware and Tupperware proven functionality of their production. Lower investment in production reduce product performance of Elianware and Nayasa in terms of quality and functionality. Prototype of Duocon indicates its excellent functionality with practical through usability testing. Management team believes actual production of Duocon with authentic raw materials will significantly escalate its quality functionality to higher level.

In order to give prominence to competitive capability within industry, warranty is necessary. Tupperware provided lifetime warranty for every purchase. Thus, Greenie Innoware imitates the practice within its capability of business with 6 months warranty given. Management team believes this is current best options that Greenie Innoware capable to accomplish in retaining loyal customers as well as enhance customer relationship. Successful implementation gives Greenie Innoware competitive advantages as Signoraware, Elianware and Nayasa did not provide warranty as assurance to their product quality.

Table 3.2: Competitive Analysis Grid

Competitor Name	Nayasa	Signoraware	Elianware	Tupperware	Greenie Innoware
<b>Product feature</b>	Broad variety	Broad variety	Broad variety and deep assortment	Broad variety and deep assortment	Unique and durable design with customization flexibility
<b>Product availability</b>	Low	High	High	High	Moderate
<b>Brand recognition</b>	Low	Moderate	High	High	Low
<b>Distribution accessibility</b>	Low	Moderate	Moderate	Moderate	Moderate
<b>Price</b>	Moderate	High	Low	High	Low
<b>Quality</b>	Moderate	Moderate	Low	High	High
<b>Innovation</b>	Low	Low	Moderate	Moderate	High
<b>Functionality</b>	Low	Moderate	Moderate	High	High
<b>Warranty</b>	-	-	-	Lifetime	6 months

Source: Developed for the research

Overall, Greenie Innoware possesses capability to compete with strong competitors based on several aspects. It is linked with high innovation as idea of Duocon completely overturns current and traditional market concept. Low selling price and high quality products with value added attributes are part of competitive advantages for Greenie Innoware. However, reputation that yet to be established cause delay in market expansion as reputation management is time-consuming.

## **4.0 MARKETING PLAN**

### **4.1 Feasibility Analysis of the Product**

#### *4.1.1 Detail Description of the Product*

Greenie Innoware Sdn Bhd is launching a new trend container, named Duocon, which capable to contain both butter and fruit jams in one. Duocon is a brand new innovative container, brought by the Gadget Designers of Greenie Innoware! Quality designed Duocon with secure sealing creates convenience of packaging and changing consumer behaviors towards dining experiences. Polyethylene Terephthalate Glycol-modified (PETG) and High-Density Polyethylene (HDPE) packaging options allow Duocon to accommodate virtually any food products or environments. PETG has become common choice for food and beverage packaging, it is microwaveable as well. In fact, U.S. Food and Drug Administration (FDA) has been runs through strict scientific testing and shown safety usage of PET.

Duocon is designed in cylinder shape which combines two different kind of spreads in a special container. Customers can make their own combination based on own preferences. With the aid of roller in the middle of container, consumers can easily to roll out the butter within a moment and also enables the fruit jam easily to squeeze out from the container. It is handy which enable users to just spread and consume at the same time, with minimum time for preparation and cleaning.

Greenie Innoware constantly research and development on product design to provide integrated packaging solution in achieve total customer satisfaction. Strategy alliances provide Greenie Innoware with integrated plastic packaging manufacturing and injection moulding.

#### *4.1.2 Concept Testing*

Greenie Innoware decided to apply concept testing on every product. Management team conducted survey through questionnaires to evaluate consumer acceptance of Duocon before leading up to the introduction for commercialized.

A total number of 408 respondents from different age range had been respond to questionnaire distributed, nine respondents (2.2%) are 18 years old and below, 130 respondents from 19-25 years old (31.9%), 169 respondents from 26-45 years old (41.4%), 89 respondents from 46-64 years old (21.8%), and 11 respondents (2.7%) from 65 years old and above. Majority of respondents are workforces with 51.7% employed and 14.2% self-employed, followed by 16.9% of students, 9.1% housewife, 5.9% retired individual and 2.2% unemployed.

66 Indians (16.2%), 148 Malays (36.3%) and 194 Chinese (47.5%) respondents indicate fair judgement and evaluation made for better market understanding. Throughout the market research, almost none of the respondents (98.5%) do come across with the concept of Duocon container, which certify first mover advantages of Greenie Innoware in the market.

Outcome of questionnaire shows positive response towards preferences of spread consumption. However, frequency of consumption is low. Only a small group of respondents consume daily, while most of respondents consume more than once in a week or a month. There are also part of respondents never consume butter or jam.

As a result of research outcome, 155 respondents (38%) did not consume breakfast daily. The main reason for breakfast skipping is short on time for

breakfast preparation and cleaning (64%), follow by not hungry in the morning (8.6%), trying to cut calories and lose weight (3.4%), breakfast foods seem fail to be loaded with nutritious ingredient (3.9%), lazy (1%) and overslept (0.5%). 76 respondents (18.6%) state that they will never skip their breakfast.

Greenie Innoware believes that unique design of Duocon will provides convenience and significantly encourage breakfast consumption. According to outcome of research, most of respondents placed their concern on convenience of packaging (87.75%), follow by repeatability usage of containers (48.4%) and premium appearance of containers (16.55%). There are also minor of respondents seeking for convenience tools to aid in spreading. Attractive features of Duocon that enable users to spread easily without using any tools strengthen competitive advantages among the same industry.

In addition, most of respondents spreading using knife (82.4%), followed by spoon (14.1%), fork (2%), brush (1.2%) and without tools (0.2%). According to research, most of the incidents happen in kitchen because of using dangerous tools, and knife was the highest rate. From market perspective, 219 respondents (53.7%) do not satisfied with current jam containers and 248 respondents (60.8%) do not satisfied with current butter containers. Among 408 respondents, 185 respondents (45.3%) prefer plastic jam containers and 236 respondents (57.8%) prefer plastic butter containers. Management team believes that Duocon made in plastic will provide convenience to public, hence receives great acceptance from market. Furthermore, cost-conscious customers with low branding concept indicate low loyalty towards current spread competitors. Thus, appropriate pricing strategy is significant to compete for market share.

In summary, concept testing of Duocon is receiving positive response from majority and feasible to conduct further development and production. 408 respondents (84.3%) interested and willing to purchase Duocon at the price range around RM20 and above. Management team believes that further improvements for Duocon before commercialization will greatly attract more customers.

#### *4.1.3 Usability Testing*

Similarity to concept testing, pilot test will be conducted for further improvement on every product aspect to minimize product defection and maximize customer satisfactions before product launching into the market.

Solely based on questionnaire survey unable to present overall product idea. For instances, several respondents not understand functionality of Duocon and how it benefit to them. Thus, purpose of having pilot test is to provide respondents with better understanding and lead to precise feedback of survey.

A number of respondents have been participated in pilot test of Duocon before respond in questionnaire survey. Various of suggestion on product improvement points have been giving after experiences demonstration on prototype, such as transparent plastic body for volume measurement purpose and better sealing of cap to prevent leakage issues. Duocon is functional as expected even it was made using fused deposition modeling. Young adults feel joy when using Duocon as it is a brand new experience of spreading, while elderly feel convenience and safer with it. Hence, overall outcomes are within acceptable expectation.

Attribute to interview with G. Ware Enterprise Sdn Bhd, Mr. Khor advice and suggest management team to use PETG in production, which generally more durable and cost-efficient compare to other raw materials. On the other hand, interview with Phee Brothers Food Product Sdn Bhd, Mrs. Tan stated that priority of spread manufacturer is least cost containers with quality assurance. Life span of spread contained depends on quality of raw materials used in container production. Management team confident with actual production of Duocon after fulfil improvement points, able to increase favourable publicity and acceptance.



## **4.2 Pricing Strategy**

Greenie Innoware Sdn Bhd not only operates to provide convenience with value-added features, but also unique designs and innovative trending. Management team understands a good pricing strategy secure a company's profitability and achievement in term of return on investment. Thus, management team did not involves in price war with competitors during start-up of business while apply appropriate pricing strategy that copes with company's mission and vision.

### *4.2.1 Value-based Pricing Strategy*

Greenie Innoware emphasizes values of product that can benefit to customers. For that reason, management team implementing value-based pricing accordingly to perceived or estimated value of products or services for customers instead cost of production. They firmly believes that it will greatly improve profitability through generating higher price without affect by sales volumes once value-based pricing strategy successfully implemented. In order to maximize profitability of business, management team has conducted and survey criteria for customers' purchasing behavior, and also identify appropriate value of benefits for customers.

Greenie Innoware capable to set a lower price compare to competitors due to bulk quantity of raw materials purchased from partners. Moreover, plastic production usually required lower cost. Throughout concept testing, respondents are willing to spend more on condition that product requirements meets their expectations.

### *4.2.2 Volume-based Pricing Strategy*

Greenie Innoware implemented volume-based pricing strategy for whoever that purchase in large quantity. Mass production is one of the reasons that allow Greenie Innoware to do so. This is also a good approach to maintain good relationships with customers and appreciate for their support.

## **4.3 Channels of Distribution**

### *4.3.1 Physical Distribution*

Greenie Innoware implements selective distribution as main distribution channel. As a new startup business, management team seeks for alliance with spread manufacturers to introduce and penetrate Duocon into market. Third party logistic firms appointed to outsource Greenie Innoware's logistical operations. Although this might increase cost of production at certain degree, but it greatly reduces investment for acquiring own transportation.

Greenie Innoware plans to set up direct distribution channel by utilize showroom set up at headquarter. Public are welcome to visit and experience product trials and make their purchasing on spot with available products.

### *4.3.2 Click and Mortal*

Customers nowadays can enhance their purchasing experience with the advance technology of e-commerce and m-commerce. Predominantly, the management team is focusing on advertising and promotion through official company website as traditional advertisements are costly.

Greenie Innoware decides to collaborate with one of the famous e-commerce platforms, Shopee. User-friendly design of Shopee interface that make users to access easily on the platform and also the similarity of local culture. Management team can enlarges business by targeting homemade spread manufacturers and micro business manufacturers which deal in smaller quantity of transaction.

## 4.4 Promotions and Advertising

In today's advanced business world, social media plays a significant role to assist and support a company's marketing operation while exploit the market. Social media helps startup business to advertise and promote in the least costly manners while reaching larger numbers of customers compare to traditional advertising. Besides increasing awareness of public towards a particular business, management team believes the use of social media channels can better interact with customers in a more efficient and effective manner. Ease of approachability and real-time information updates enable to build customer loyalty.

### 4.4.1 Social Media

An official website is necessity to let customers know how Greenie Innoware is going to provide and serve them. Important details such as company profile, products information, and customer service platform are included. Any feedbacks or suggestions on the products and services can be made on the website. Social media such as Facebook, Twitter, Instagram, YouTube and WeChat are options for Greenie Innoware in marketing and communicate with public.

i. Facebook

Facebook serves as reminder platform to share the latest information and any related information.

ii. Twitter

In Greenie Innoware's official Twitter account, every tweet arrives at every followers feed.

iii. Instagram

Instagram attract users who use to snap and share photos. Photos uploaded can be the best method to demonstrate on usage of product and keep exploring the new way to use it.

iv. YouTube

YouTube is one of the most popular video channels nowadays. Greenie Innoware is collaborating with local YouTubers such as

Dennis Lim Ming and Lim Shang Jin in promote and product demonstration.

v. WeChat

WeChat as messaging and calling application maximize approachability for public to reach Greenie Innoware effortlessly.

#### *4.4.2 Sales Promotion*

Management team decides to offer special promotions during every special occasion periods such as Hari Raya Aidilfitri, Hari Deepavali, Thaipusam, Chinese New Year, and Christmas Day for expressing gratefulness of customer's loyalty and support.

As Duocon launched with low pricing, thus Greenie Innoware unable to afford further price discount that may affect the position of Greenie Innoware. Alternatives such as product bundling and freebies are implemented.

Greenie Innoware will collaborate with spread manufacturers to give out free samples for customers during new product launching and special occasional events. Most of the people feel hesitant to make purchase on something unfamiliar without having trial on it. Therefore, provide samples and product demonstration can keep one's mind on.

#### *4.4.3 Corporate Social Responsibility*

Public Relations are the practice of managing distribution of information between an individual and an organization, building good relations with the stakeholders of business in order to establishment of good corporate reputation, and obtain favorable publicity while heading off negative rumors and occasions.

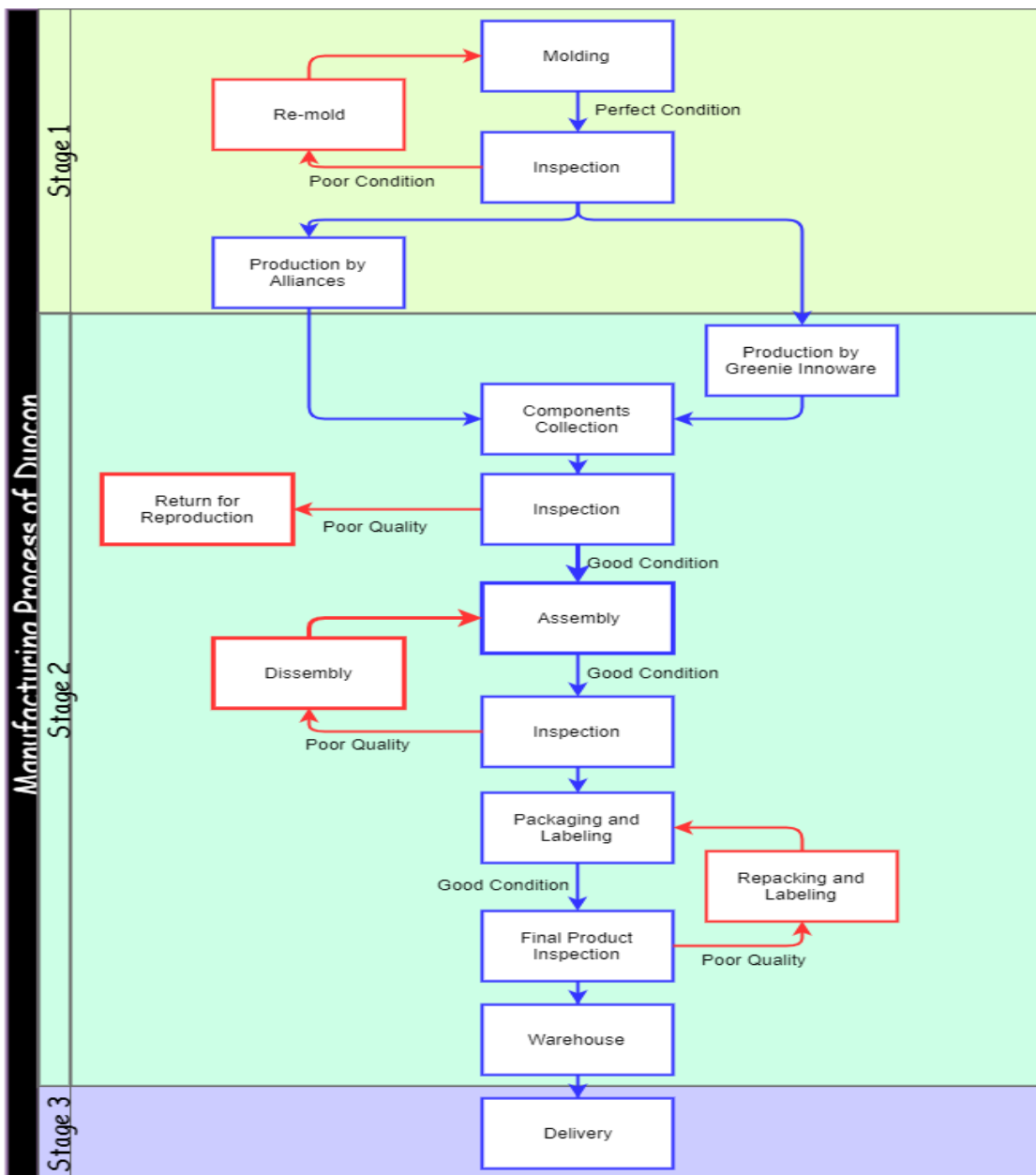
Corporate social responsibility is one of the initiatives by Greenie Innoware to carry its responsibilities for society well being. The word “Greenie” implicates the mission of Greenie Innoware to operate the business that reduce and minimum the harm upon ecosystems and the environment. 5% of annual profit will be use in funding for environmental protection activities. “Go Green” is the first project lauched by Greenie Innoware, collaboration with Penang Green Council to create forest nation around Penang state. After all, Greenie Innoware is headquartered at Penang.

Besides, Greenie Innoware wishes to connect with every youth and teenage through collaboration with Ministry of Education Malaysia. The sole purpose is to educate them about the importance of healthy dining behaviour, especially breakfast. It is important to educate them in younger age in order to build a better mindset. Breakfast campaign “Morning People!” will be launch, encourages people with sharing messages about nutrition education information. Management team plans to collaborate with Nestlé in its #ShareBreakfastGoodness campaign at coming future.

## 5.0 PRODUCTION PLAN / OPERATION PLAN

### 5.1 Manufacturing Process

Figure 5.1: Production Flow of Duocon



Sources: Developed for the research

Greenie Innoware Sdn Bhd forming strategic alliance with Foong Chi Mould Industries Sdn Bhd and Sunrise Mould Manufacturing Sdn Bhd for components moulding. There are total nine components of Duocon to be mould, and each component are assigned to both manufacturers for reducing risk of product design leakage. When moulding is complete, it undergoes strict inspection processes such as mould trial and product dimension inspection before sending for nitrogenation treatment and stress released.

Manufacturing of key components such as center core, pusher and turner will start to operate once received completed moulds from respective parties. Another six remaining components such as container cap, container body, spread cap, connector and locker, will then outsourced to Fu Hao Manufacturing (M) Sdn Bhd and G. Ware Enterprise Sdn Bhd for manufacturing, by reason of limited machinery available.

Every production stage is undergoing strict inspection before proceeding to next stage, in order to avoid any unnecessary wastage of resources or events to be occurred. Completed components will gathered at warehouse of Greenie Innoware for inspection before proceed for assembly. A slight defective component will be sent back to respective departments for reproduction, while qualified components will queue for next stage of production. Every product component is stored cautiously while awaiting for work order from assembly department. Later on, production operators will assemble and combine all components to become final product, Duocon.

Again, Duocon is sent for quality check and product testing before proceed for packaging and labeling. Test analysis carried out to examine workable of each functional component. Corrective procedures will be taken to improve finished product until it qualified in every aspect and requirement. Packaging is the upcoming process after product testing. Duocon is covered with bubble wrapped to prevent collision before placed in carton box. Transparent plastic wrapping paper is used to cover carton box as second protection to prevent wetting during delivery. Detailed description of packaging list attached to avoid shipment errors. Final inspection is execute. Purpose of repetitive quality check and inspection is to

identify production problem immediately and remedial steps taken to prevent it getting worst in following stages.

Duocon will either deliver in cartons or pallets, depends on amount ordered by spread manufacturers. Tasco Berhad is selected to deliver pallets of product, while Airpak Express (M) Sdn Bhd will deliver smaller amount of product in cartons, according to respective transportation cost offered. Both Greenie Innoware and spread manufacturers can track package condition through well-established tracking tools of logistic firms.

## **5.2 Availability of Qualified Labor Pool**

Greenie Innoware categorizes qualified labor pool into three categories as administration, sales and production. Each personnel assigned with respective job scopes, duties and responsibilities. Management team believes that qualified candidates that match with company's objective should be retained to fill in suitable positions.

### *5.2.1 Administrative Professionals*

Administrative professionals are backbone of corporate businesses by supporting an organization through performing wide variety of tasks necessary for organizations to function, and free management from administrative details that are time-consuming. An administrator is substantial to duties that entrusted with, advanced skill set is required in each administrator. Accordingly, every administrative personnel is the junior partner of founders, yet still a salaried employees with no stake in the partnership. Their abilities are acknowledged by management team that they are designated professionals qualified for respective tasks.

#### *Production Manager*

Mr. James Chuah, previously employed as warehouse manager at Leeden Hercules Sdn Bhd with 3 years experiences in organize warehouse operations. He



is furnished with production and logistic knowledge during his employment. Mr. James Chuah will be assisted by quality control officer, and several production operators at Greenie Innoware. As a production manager, he will be responsible in monitoring daily operations of manufacturing processes and supervise production personnel in any production related issues.

*Research and Development Manager*

Mr. Orson Yeap graduated from Informatics Institute of Technology, Sri Lanka, currently is a freelancer product designer with 5 years of prior relevant experiences in various product design, modeling and prototyping. He had been assisting many companies in their product design with his strong industrial knowledge and professional advice. As a research and development manager at Greenie Innoware, Mr Yeap is assigned with tasks of product improvement and new product development, while assist by two high capability associates for raw materials evaluation in term of science.

*Research and Development Associate*

Ms. Renee Ang is a degree holder in Bachelor of Biotechnology from AIMST University and master degree holder in Master of Forensic Science from Murdoch University, Perth. She has been assisting in project research at Institute of Nano Electronic Engineering in University Malaysia Perlis.

*Research and Development Associate*

Mr. Khoo Tou Seng is a degree holder in Bachelor of Chemical Engineering from University Technology Petronas, previously employed as Process Engineer at Century Chemical Works Sdn. Bhd. Mr. Khoo has participated the HITACHI's Integrated Coal Gasification Combined Cycle (IGCC) Project at Japan in 2016.

*Business Development Manager*

Ms. Olivia Woon is a degree holder in Bachelor of International Business Management from Universiti Utara Malaysia. As senior retail associate at Uniqlo (Malaysia) Sdn Bhd, she aware of necessary business operation techniques that enable her to best assist management team in exploiting business opportunities.

### *Administrators*

Mr. Wallace Cheong, previously employed as a senior sales executive at St. Nivel Tour Sdn Bhd. Management team believes his ability can best assist Ms. Chew in human resources matters, as he had been interact with difference of people along his employment in St. Nivel Tour Sdn Bhd.

### *5.2.2 Sales Personnel*

Sales personnel is the representative of a company designated to solicit business. They are the key personnel to discover new sales leads, either by way of business directories or client referrals, and ensures smooth financial process in business development.

*Accountants* refer to expertise who executes accounting functions of financial statement analysis or audits. Greenie Innoware will recruit two accountants for measure, disclose or provision of assurance about company financial information that helps managers, tax authorities and stakeholders in making decision about allocating resources.

*Sales associates* refers to individuals that organize sales visits, demonstrating and presenting products. Getting sales is crucial for business sustainability especially during early stage of business as need to strengthen customer base. Five sales associates are recruited by Greenie Innoware, while each required knowledge to predict sales, runs marketing activities as well as gaining sales for the company through interaction with potential customers.

### *5.2.3 Production Personnel*

Production personnel refers to person with responsibilities in production. Basically, four categories of operators charged in the production line of Greenie Innoware.

#### *Quality Control Officer*

Mr. Ong Lean Wan is double degree holder in Bachelor of Science (Hons) Housing, Building & Planning (Quantity Surveying), and Bachelor of Engineering (Chemical Engineer) (Hons) specializing in Process Control Engineering from Universiti Sains Malaysia. Mr Ong does not equipped with much working experience, aside from internship training, but management team believes his capability in quality control and assurance. His role is to protect company from damaged reputation resulted by inferior manufacturing processes, as well as protect customer from defective products.

*Operators* hereby include machine operators and production operators, who assist with manufacturing, packaging, labeling, and operations along production line. Exact duties by each operator may vary from department to department. Machine operators must maintain machinery performance, while production operators works along assembly line. Both operators are expected to capable functioning various machinery including forklifts, and ensure their progress match with production schedule.

#### *5.2.4 Internship*

Internship refers to a student or a trainee who works for an organization, in exchange of their services for real working experience. Greenie Innoware collaborates with local universities and colleges to provide internship and seeking potential talented personnel. Interns that find permanent job offer with respective organizations for which they been worked upon completion of their internship, would significantly benefit employers as experienced interns had understand the organization's culture and require minimum training when they begin with regular employment.

There are a lot of potential education institutions established in Penang. Public universities such as Universiti Sains Malaysia and Universiti Teknologi Mara, while private universities such as Wawasan Open University and Open University Malaysia, are those well-known university at Penang.

## 5.3 Physical Plant

Greenie Innoware will be located at 2A, Lorong Industri Impian 1, Taman Industri Impian, Seberang Perai Tengah, 14000 Bukit Mertajam, Pulau Pinang, Malaysia. Greenie Innoware rented a double storey building included management office with showroom, and attached with factory.

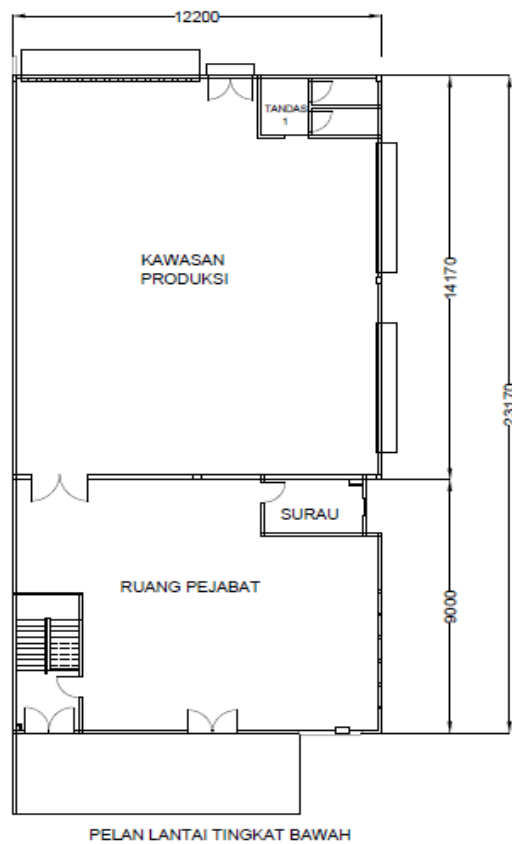
### *5.3.1 Showroom and Factory Layout*

Ground floor of Greenie Innoware is separated into two sections. First section is the showroom, and second section is the production plant.

The showroom is equipped with a receptionist department and basic infrastructure for customers during visitation. There are two racking used to display latest series of products, which enable customers to experience and have a better understanding on the products. More display racks will be added as business grows.

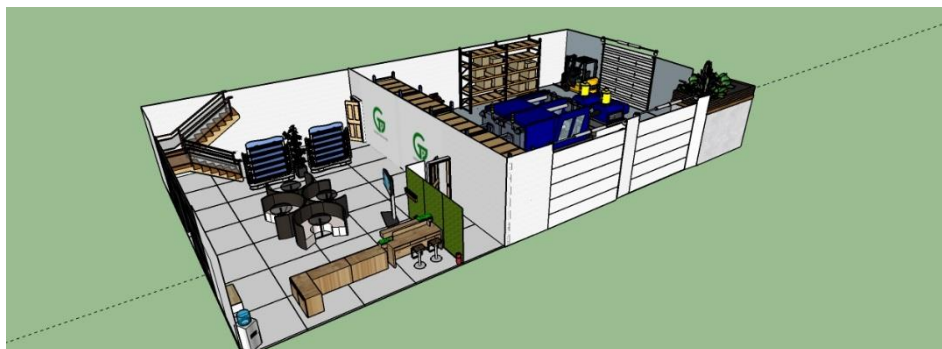
At factory, there are three units of plastic injection and moulding machine installed, and additional machines will be purchased and installed as well. After first, production operators receive raw materials and product components from the factory life gate to begin their daily tasks. Later on, finished goods are placed on the rack while waiting for the shipping process.

Figure 5.2: Greenie Innoware Ground Floor Plan



Source: Developed for the research

Figure 5.3: Greenie Innoware Ground Floor Layout



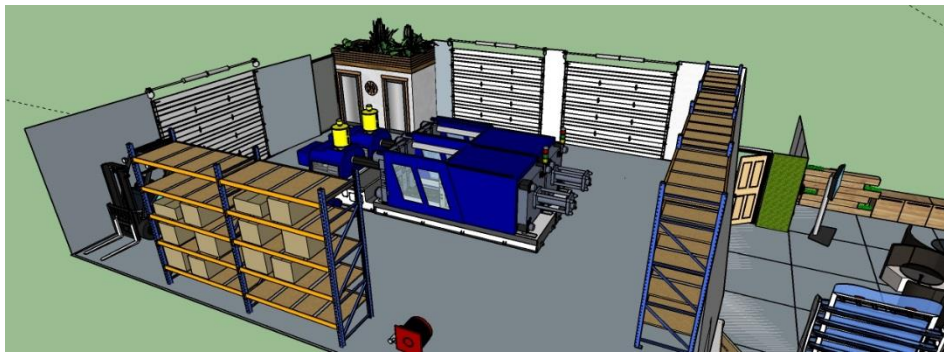
Source: Developed for the research

Figure 5.4: Greenie Innoware Showroom Layout



Source: Developed for the research

Figure 5.5: Greenie Innoware Production Plant

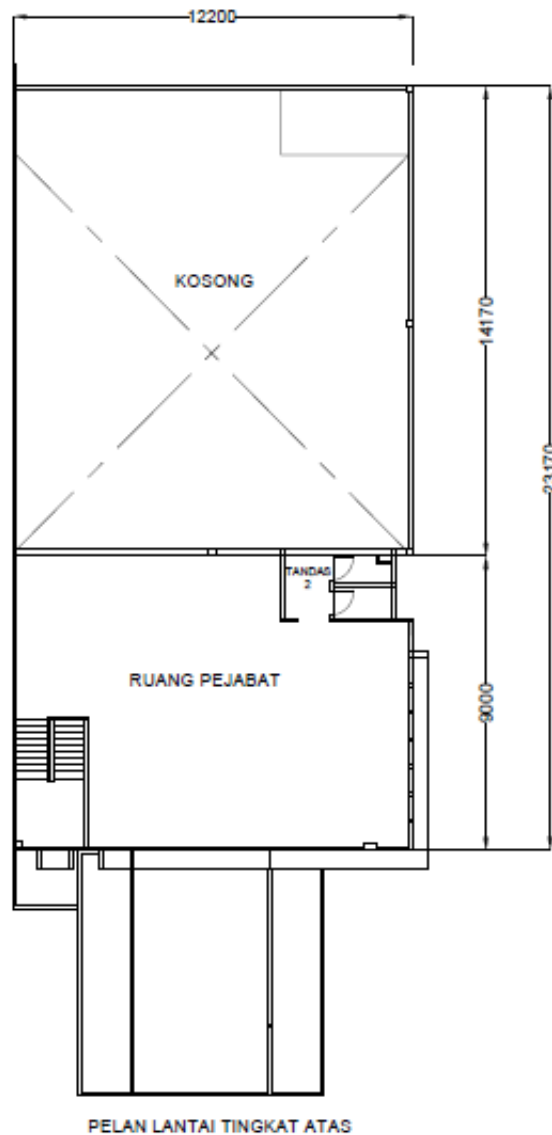


Source: Developed for the research

### 5.3.2 Administration Floor Layout

Upper floor of Greenie Innoware is used as administration office. Management team will work together at this floor. It included a mini conference room, executives' workspace, pantry and washrooms. Executives can directly communicate with managers to enhance and improve the work flows.

Figure 5.6: Greenie Innoware Upper Floor Plan



Source: Developed for the research

Figure 5.7: Greenie Innoware Upper Floor Layout (Side View)



Source: Developed for the research

Figure 5.8: Greenie Innoware Upper Floor Layout (Top View)



Source: Developed for the research



## 5.4 Machineries and Equipment

### 5.4.1 Machineries

Table 5.1: Machineries Needed for the Business Venture

No.	Machinery	Quantity
1.	Plastic Injection and Moulding Machine - NISSEI 80 Ton Year 1985 FS80S12ASE (used)	3 units

Source: Developed for the research

### 5.4.2 Employee Uniform

Table 5.2: Employee Uniform for Production Personnel

No.	Stationary	Quantity
1.	Safety Helmet	10 units
2.	Ear Muff	10 units
3.	N95 Particulate Respirator with Valve (DTC3C-F) - 10 pcs/box (1 carton = 20 boxes)	1 carton
4.	Safety Vest - HS700 Safety Vest (Polyester Mesh)	10 units
5.	Safety Glasses - 988C Safety Glasses (Clear Lens)	10 units
6.	(Hercules) B104 Cotton Glove - 1 dozen = 12 pairs (1 carton = 50 dozen)	1 carton
7.	(Hercules) 14" Heat Resistant Hand Glove - 1 dozen = 12 pairs (1 carton = 5 dozen)	10 pairs
8.	(Hercules) 10" Cut Resistant Gloves – Level 5 - 1 dozen = 12 pairs (1 carton = 5 dozen)	10 pairs
9.	(Hercules) FS604 Safety Shoes	10 pairs

Source: Developed for the research

## 5.4.3 Equipment

Table 5.3: Equipment Needed for the Business Venture

No.	Equipment	Quantity
1.	Closed-Circuit Television System	
	- 16 inch DVR with 2TB HDD	1
	- 1080p IR Camera	16
	- Power supply for Camera	2
2.	Finger Attendance Check Machine	
	- N-A6 DBPower 2.4" TFT Fingerprint Time Attendance Biometric Clock with Employee Payroll Recorder Supported	1
3.	Conference Room Projector	
	- (ACER) C120 LED Portable Projector	1
4.	Water Dispenser	
	- Midea Water Dispenser MD-YR1246T	3
5.	Microwave Oven	
	- Midea Microwave Oven 20L MM720CXM	1
6.	Coffee Maker Machine	
	- BEAR KFJ-A07V1 Automatic Drip Coffee Maker & America Café Machine with Teapot	1
7.	Refrigerator	
	- Panasonic 155L Single Door Fridge PSN-NRAF163SH	1
8.	Office Telephone	
	- Panasonic Single Line Phone KX-TS580ML	5
9.	Multi-function Laser Printer	
	- Canon Pixma E610 All-in-One Color Inkjet Printer with Fax Machine	3
10.	High Pressure Cleaner	
	- (Hercules) HPW V-1900 Pressure Washer	1
11.	Portable Industrial Stand Fan	
	- (Hercules) 26" Industrial Stand Fan	4

12.	Hand Trolley	
	- (HMG) LH130 Plastic Platform Hand Truck	1
13.	2 Ton Hand Stacker	
	- CTY-E 2.0 Hand Stacker	1
14.	Fire Extinguisher	
	- (EVERSAFE) ABC Powder Fire Extinguisher – 2KG	10
	- Bomba certificate attached	
15.	Fire Hose Reel Set	
	- (EVERSAFE) 1” Swinging Hose Reel Set (Brass)	1
16.	First-aid Kit	3

Source: Developed for the research

#### 5.4.4 Furniture

Table 5.4: Furniture Needed for the Business Venture

No.	Furniture	Quantity
1.	Reception Desk	1
2.	Conference Table	1
3.	Office Desks	15
4.	Office Chairs	26
5.	Guest Desks	5
6.	Guest Chairs	4
7.	Dining Tables	2
8.	Dining Chairs	6
9.	Display Rack	2
10.	Filing Cabinets	5
11.	Bulk Storage Shelving	6
12.	Garbage Can	5

Source: Developed for the research

#### 5.4.5 Stationary

Table 5.5: Stationary Needed for the Business Venture

No.	Stationary	Quantity
1.	Bubble-Pack Bag	400 bundle
	- 50 pcs per bundle	per month
2.	Carton Box	200 pcs
	- 650mm (L) x 450mm (W) x 420mm (H)	per month
3.	Stationery	-

Source: Developed for the research

## 5.5 Name of Suppliers of Raw Materials

Table 5.6: Raw Materials Suppliers

Raw Material	Supplier
Polyethylene Terephthalate Glycol-modified (PETG)	Toling Corporation (M) Sdn Bhd (224464-P) (Associate Company of ITOCHU Group, Japan) 3 <sup>rd</sup> & 4 <sup>th</sup> Floor, Wisma Giap Chew, 28 Church Street, 10200 Penang, Malaysia.
High-Density Polyethylene (HDPE)	Tel: +604 261 8625 / +604 263 1539 Fax: +604 261 7697 Email: customerservice@tolingcorp.com

Source: Developed for the research

Toling Corporation is a pioneering distributor of high quality plastic resins since 1991, serving more than 800 customers across various of industries. Joint venture with Itochu Corporation, second largest Japanese general trading company, increase its credibility in the industry. Greenie Innoware aware that smooth and quality production require high quality raw materials as foundation. Thus, quality supplier is, indeed, complement to production of Duocon.

## 5.6 Quality Control

Quality control is an important element through which businesses seek to maintain or improve product quality while reduce or eliminate manufacturing errors. Collaboration between both management team and workforces is significant in order to strive for perfection. Good quality control helps Greenie Innoware to meet customer demands for better products development. The following methods taken by Greenie Innoware to enhance and ensure quality of product meets the standard and requirement.

### *5.6.1 Cost of Quality*

Greenie Innoware is applying cost of quality in total quality management. Cost of quality is one of the approaches that allows Greenie Innoware to evaluate the extent of resources used for activities to maximize products quality, appraise quality of products, and that result from internal and external failures.

Prevention cost is the cost associated with actions taken by Greenie Innoware to avoid or prevent quality problems and reduce the risks. Activities include supplier evaluation, quality improvement team meetings, new product review and so forth. Cost of improvement or manufacturing process, or training and development cost are the cost incurred to prevent or minimize risks of quality. Regular evaluation on products or services offered is to safeguard they are priced, packaged and delivered accordingly.

Appraisal costs is the cost associated with action taken by Greenie Innoware to control, monitor and inspect the process of production. Product inspections and equipment maintenance cost needed to support better quality control and quality assurance processes.

The costs which encompass internal failure and external failure also applying by Greenie Innoware to handle and solve the failure in prior and after to shipment

and delivery of the products to the customers. Cost of rework or retest are incurred as there are many stages of inspection done during production, however this reduce the cost of external failure such as warranty claim as every production are high quality product.

### *5.6.2 Supplier Selection*

Characteristic of a supplier is one of the fundamental criteria in the selection. Management team believes that a good supplier should be someone who is understanding, accountability, integrity, responsible, as well as punctuality on delivery. High credibility and trustworthy supplier able to supply quality raw materials and equipment at a fair price.

Management team will not solely based on suppliers who offer lowest price, but consider with quality offered as well. Qualified suppliers who be in line with mission and vision of Greenie Innoware are selected. Both chief operations officer and chief financial officer will work closely to supervise performance of suppliers, any low performance supplier who does not meet company's requirement will be replace immediately to promise product quality and avoid production discrepancy.

### *5.6.3 Raw Materials Inspection*

Majority of product quality stems from fundamental product design and raw materials used. Quality of raw materials will be directly impact towards final outcome of product quality.

Production personnel will executive for initial inspection upon raw materials arrival at inbound. Defected materials will then be separated and send back to supplier for exchange purpose. Both production manager and quality control officer will in charge on the inspection, at the same time, record and report to management regarding performance of supplier.

#### *5.6.4 Final Product Inspection*

There are three inspection stages before reaching final product inspection. Final product inspection takes longest time as strict procedures take place, in order to make sure products at the best condition before deliver to customers.

Quality control officer is recruited and responsible to oversee and monitor every production stages work accordingly, setting quality benchmarks and evaluate products through statistically significant variations. Colleagues from research and development department will provide assistances to increase effective quality control of production. Any incidents happen at outbound eventually increase operation cost of company. As return, it will helps to establish good customer impression towards Greenie Innoware, as well as increases confidence and satisfaction of customer towards company's products.

#### *5.6.5 Packaging and Labeling*

Packaging plays an important role in protecting and preserving product content, while labeling plays the significant role in providing accurate and detailed information to related parties. As a manufacturer in plastic and container industry, Greenie Innoware pays lot of attention on this issues.

Greenie Innoware takes necessary preventive actions in packaging and storing finished goods with cautious, as management team wishes to lead by example and shows the principle of Greenie Innoware in providing the best packaging solutions and containers to the world. Every finished product packed accordingly with suitable packaging before placed in carton for sealing. This is to avoid collision during delivery and causes any damages. Each carton of product will labelled accordingly to avoid any mistake before second protection sealing. Appropriate equipment used to transfer products from place to place, or storage, for instance with the use of forklift and hand stacker.



## 5.7 Quality Assurance

Interchanged with quality control, quality assurance is a process-oriented strategy of prevention that cover broader concepts within quality system. It is an approach to ensure production activities or associated operations are carried out correctly and effectively in accordance with standards and procedures. The purpose is to achieve specified requirements in early stage while prevent mistakes or defects on manufactured products or services before deliver solutions to customers.

Quality assurance benefits in motivation on workforce, improvement of productivity, customer confidence, and credibility of an organization. It helps businesses to gain better competitive advantages from its consistent level of quality as well.

### *5.7.1 Training and Development*

Personnel training for employees limit room for errors to occur, as adequate training and development enhance their knowledge in particular production activities. Production operators are send to attend workshop at machinery manufacturer for better understanding about machine operation and how to fix whenever problems occurs. Cross learning programs with G. Ware Enterprise Sdn Bhd enable production operators learn more on various manufacturing technique and machine handling.

Greenie Innoware is alliance with PSC Training & Research Services Consultancy, to provide monthly sales and marketing course for every sales personnel. Desmond Pang is a manager and lecturer with accumulated 20 years of experiences, revolving around core of successful philosophy. Management team convinced that continuous education enhance employees' knowledge and ability, as well as builds long term relationship between employers and employees to reduce employee turnover.

### *5.7.2 Cleanliness of Company*

Cleanliness of company impacts on how an employee perform in the workplace. Clean environment ensures health of employees and visitors, as well as their safety around the compound. Employee is the important asset to Greenie Innoware, and a healthy employee greatly improve productivity. Unorganized environment can be wreaking havoc on employees, even cause death.

Moreover, employees are not the only people who goes in and out of Greenie Innoware factory-office. Suppliers, business partners, potential and current clients might as well visit anytime. Environment of workplace indicates performance of respective business organization, and this affect the first impression towards the organization. Thus, ensure orderly environment makes operations easier as it improves workflow and reduces likelihood of operation errors, especially at production area.

It is also the responsibility of every Greenie Innoware members to work together in ensuring cleanliness of working environment. Reduction number of garbage bin around compound is one of the approaches proposed by management team, which aims to encourage every workforce utilize the resources and avoid create more waste and rubbish.

### *5.7.3 Logistic and Shipment*

Logistic and shipment are one of elements in assurance of product quality. An effective and efficient transportation system required to provide on-time deliver for customers.

Greenie Innoware does not possesses own transportation system, thus it rely on third party logistic firm such as Tasco Berhad and Airpak Express (M) Sdn Bhd. Both logistic firms are expertise in the area and established with effective transportation system. Therefore, management team believes this would be greater

performance in overall compare to own establish a new logistic team, which suffers higher cost and risk.

## **5.8 Customer Support**

Customer support, or also known as customer service, is part of customer relationship management for customer interaction and customer retention. Excellent customer support provided in response to customer demand while gives customers the opportunity to make their feeling acknowledged. Customers should receive timely attention when problems arise or help is needed. It is easy to understand what customers want as a start-up business, but things get complicated as soon as customer base increase. Thus, create quality customer support policy and adhering to it is significant for business growth. Periodic assessment of customer support is essential to run a successful company as well established support systems help the organization to drive off competitors and anticipate potential problems.

### *5.8.1 Company Website and Social Network*

Greenie Innoware has created its own company website which provide with company profile, product directory, customer service platform, and any necessary information.

Social media network such as Facebook, Twitter, Instagram, and WeChat provide ease of approachability for customers. Customers will feel convenience and secure as they can make any enquiry, or provide feedback towards business operations. They can be updated with latest information from available channels, while Greenie Innoware can increases interaction and engagement with customers. Additionally, most of the available channels require no cost or least cost. Customers can share their interest with friends through social network as well.

### *5.8.2 Demonstration of Product*

Demonstration can be easier to describe the messages or functions of a product in details and more specific, which make Greenie Innoware to attract customer's attention easily. A showroom is set up in order to serve customers in more friendly way. Two display rack allocated to display latest product for customers. Customers feel free to visit the showroom for trial on their interested products with staff available to provide demonstration.

New products cause customers lack of confident, but this can overcome through demonstration of product or sampling. It is an effective direct marketing which experience staff or salesperson able to solve customer's confusion directly on spot, while customer can have a trial before actual purchase.

### *5.8.3 After-Sales Service*

Every customer is entitled for a six month warranty with every purchase of products from Greenie Innoware. Any defect or damage found on products will get exchange into a new product by showing their sales invoice as an evidence. However, the exchange for new product due to defect product does not included man-made damages such as accidentally melted caused by heat source or impact cracks caused by accidentally broke and dropped in any damage corner or ground.

Company with great after-sales services increase value of products and encourage more customers for purchase, as providing warranty can increase customers satisfaction and confidence towards Greenie Innoware products. With such after sales services, management team have confidence that it will builds a strong and long term relationship between the company and customers.

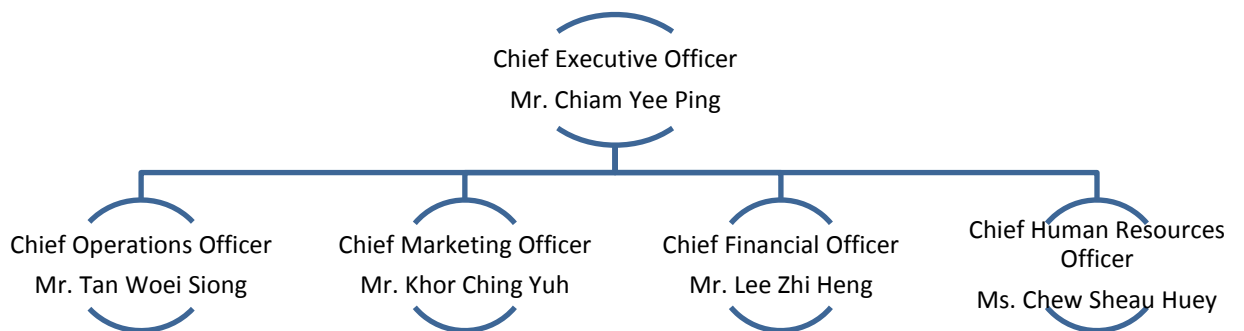
Customer support representatives will interact with customer until issue faced is fully resolve, follow up in the following days is to ensure customer fully satisfied with respective actions.

## 6.0 MANAGEMENT TEAM

### 6.1 Management Team

Greenie Innoware Sdn Bhd encompasses a professional management team from different expertise background. Each partner possesses substantial management capabilities and well-established management experiences. Partners are positioned at five different key positions accordingly to their strengths and abilities, in order to deliver the most suitable products at the right time in right place with perfect condition at the reasonable price attached with detailed information.

Figure 6.1: Greenie Innoware Management Team



Source: Developed for the research

### *6.1.1 Chief Executive Officer*

Mr. Chiam Yee Ping is elected as the Chief Executive Officer of Greenie Innoware Sdn Bhd. He will be assisted by a strong management team in organization management and daily business operations.

Mr. Chiam is respectable in leadership as he was the lead commander for Malaysia School Youth Cadet Corps during secondary school life. He able to ensure everyone is performing their role during the marching. With his leadership skill, the marching team has won the state championship. Besides, Mr. Chiam is also chairman of basketball society. As a point guard of basketball team, he always provide appropriate strategy in competition. Both of the positions has provided him a fundamental to lead the company in more effective and efficient way.

Over and above, during internship at purchasing department of Sunrise Paper Sdn Bhd, Mr. Chiam mainly deals with issuing of purchase order, updating raw materials information, schedules outflow sequence of logistic departments, and assists in quality assurance and quality control department. Mr. Chiam had strengthened his computer skills such as professional QAD Application Enterprise software that used to deal with business transaction. Moreover, he understands importance of resource allocation to ensure cost minimization while maximization of profit.

Mr. Chiam responsible to oversee daily operation of company to ensure entire business runs smoothly. As a Chief Executive Officer, Mr. Chiam develops and communicates strategy with key partners to pursue targeted objectives and goals which allow company for better performance. Mr. Chiam is decisive when the company is encountered with problems. He will tolerate with other key partners by having discussion together in order to overcome the problem together.

The management team recognized with his ability and willing to provide him with full support in the management. Beyond gainsay, Mr Chiam is qualified for the significant position with his outstanding experience, knowledge and skills.

### *6.1.2 Chief Operations Officer*

Mr. Tan Woei Siong is assigned as Chief Operations Officer of Greenie Innoware. He had completed Bachelor of Business Administration (Hons) Entrepreneurship at Universiti Tunku Abdul Rahman, which furnish him with minimum requirement of relevant knowledge and ability to face diverse circumstances of difficulty.

During journey of education, Mr. Tan involved in many societies and hold significant position. Three years of committee member experience in football club enhanced his ability to assist key position in various tasks such as recruiting and competition matters. After withdraw from school representative of football club, Mr Tan assigned as general affair to assist in coaching and competition matters. He has good personality to analyze and understand both teammates and competitors which assist the coach in planning strategy or schedule training. Mr. Tan was also appointed as chairman of Task Force and president of Construction, Building and Furniture Club which honor him the leadership skill to manage and collaborate the operation between departments.

During internship training, Mr. Tan was assigned in corporate department of Leeden Hercules Sdn Bhd, under the supervision of Mr. Cheang Fook Sam, General Manager of Leeden Hercules. The major activities was dealing with quotation, updating company and customer database, and machinery certificate registration. He was given the opportunities to learn about welding technique and machinery maintenance at technical service department, as well as logistic and warehouse management at the warehouse. Hence, he has adequate of knowledge and experience in operation department.

Mr. Tan was assigned to assist operation manager in setting up new branches. He learned to use computer software in constructing shop floor layout, Microsoft Excel in product and market analysis, dealing with supplier for appropriate infrastructure needed and so forth. Mr. Tan was assigned to chair for the monthly internship meeting that further strengthen him with time management and people

management to ensure the smooth flow of whole meeting. He was also involved in event planning for company annual dinner and new product launching party.

Due to Mr. Tan well performance in all assigned tasks, he was given the opportunity to accompany general manager to attend a business investment meeting with local government agency. He had showcased his innovation and creativity in preparing attractive business plans for the meeting, and enhanced his communication skills through the arrangement of meeting with government officers. Mr. Tan aware and understand the responsibility and duty of a core management during the course of meeting, this had strengthen him with how to best assist the management team. In addition, Mr. Tan is in charge for minute recording as he is well equipped with writing and listening skills.

Another supporting points for Mr. Tan as Chief Operations Officer of Greenie Innoware is his family background. His aunt was the founder of Kopitan Classic, therefore Mr. Tan was helping in the family business since young which provide him strong foundation about operation management. He also been worked as waiter, bartender and cashier at Kopitan Classic Restaurant.

Mr. Tan is empowered with his working experiences. He had been worked as merchandiser at Permanis Sandilands Sdn Bhd, promoter of Digi and Maxis, retail associate at Uniqlo (Malaysia) Sdn Bhd. He also been working at Captivate Sdn Bhd to help clients promote and distribute their products or services. Throughout his experience dealing with different customers, he developed strong communication skill and understand the importance of customer relationship management.

Mr. Tan understands that Chief Operations Officer plays a significant role and responsibility to ensure business operations are efficient in terms of utilize resources and effective in term of satisfy customer requirement. As a result, duty of Mr Tan as Chief Operations Officer of Greenie Innoware involved monitoring and analyzing production system, production planning and inventory control, research and development, and risk management.



Management team believe that he is the most suitable candidate that can perform and manage his authority to maximize operation performance of the business. With his knowledges, skills, capabilities and experiences, Mr. Tan undeniable to entitle for the significant position.

### *6.1.3 Chief Marketing Officer*

Mr. Khor Ching Yuh is assigned as Chief Marketing Officer of Greenie Innoware. He had completed Bachelor of Business Administration (Hons) Entrepreneurship at Universiti Tunku Abdul Rahman with excellent result, especially in Global Marketing, which showcase his ability in marketing sector.

Mr. Khor had participated in several curriculums and appointed with several positions during his education. One year of assistant secretary experience at photography club enhanced his skill in advertising and promotion. Involvement in Kiwanis, a charity organization of local area, enhances his understanding towards marginal society. This involvement illustrate his caring and kindness towards society well-being which closely fit with company's objective.

Mr. Khor was undergoes his internship training at Quality Department of Sunrise Paper Sdn Bhd. He was dealing with quality control process, updating company database and customer database, and quality assurance documentation. The experience strengthen his ability to develop good strategies planning to maximize efficient and effective quality production. Besides, he is also rotated to the sales and marketing department and he had learned several marketing skill which beneficial him to take role as the Chief Marketing Officer.

Work as general clerk at G-ware Sdn Bhd enhanced his skill which enable him to know the real working world and also deals with customers. Mr. Khor understands that the role as a Chief Marketing Officer is to ensure business growth and also enable organizations to build a strong reputation and hence build up a strong relationship with stakeholders and customers. Setting appropriate marketing strategies enable to assist company is better achievement towards business

objectives and goals. Thus, duty of Mr. Khor involved monitoring and analyzing market, select appropriate marketing tools, develop marketing strategies, implement marketing strategies and also evaluate the result of marketing and advertising effort.

As a result, Mr. Khor is appointed as Chief Marketing Officer attributable to his passionate in marketing and relationship building.

#### *6.1.4 Chief Financial Officer*

Mr. Lee Zhi Heng is appointed as Chief Financial Officer of Greenie Innoware. He had finished his study at University Tunku Abdul Rahman (Kampar) with a degree level in Bachelor of Business Administration (Hons) Entrepreneurship. He is talented in financial subject and good at calculations which this is also the only position that eventually make use of his full potential in Greenie Innoware.

Mr. Lee has 5 years experiences at accounting since young. As a result of his family business, he is exposed to the knowledge of accounting and auditing. This furnished him to gain and learn advanced accounting skill. He is assisting in preparing basic account for the family business. With his strong accounting basic, knowledge and experience, makes him monitoring accounts, preparing activity reports and financial forecasts effortlessly. Therefore, Mr. Lee clearly understands his role and duties to perform in this position.

On the other hand, as a Chief Financial Officer, Mr. Lee is responsible in seeking ways to improve company's profitability. Knowledge gained from education are useful in analyze markets for business opportunities. Supporting point that Mr. Lee always gets a better grade on subjects related to calculation or financial, showcase his ability to uphold this significant position. Mr. Lee is assigned with the position that related to financial in Basketball Club, Chinese Society Club, as well as Informational Communication Technology Club that he joined during his educational period. It gives such a good experience for him to sharpen his skills on this particular field. He learned a lot of things through those events and

activities that he joined and it could be useful and easier for him to face diverse circumstances of difficulty throughout his entire life.

In short, management team believes Mr. Lee can come out with a good financial position and ensure sufficient cash flow for daily operations, even future business development.

#### *6.1.5 Chief Human Resources Officer*

Ms Chew Sheau Huey is taking responsibility as Chief Human Resources Officer in Greenie Innoware Sdn. Bhd. Completion of Degree in Bachelor of Business Administration (Hons) Entrepreneurship from University Tunku Abdul Rahman ascertain her knowledge and ability in human resource management.

During her education in university, she was elected as the secretary and recruitment committee in the several societies and events. Accordingly, she has been armed with excellent managerial skills, reporting techniques and communication abilities. Irreplaceable experiences could be an lead of Ms. Chew by possesses the capability to accomplish various human resources related matters in a company, motivate and encourage employees to work harder and appropriate task allocation to right people for the right position in the right time. Therefore, Greenie Innoware can be keep develop and success by having the employees' upright commitment.

Ms Chew is empowered with her experience during internship training. She been assigned at Human Resource Department which strengthen her knowledge in administrative and human resource. She has gained a lot of knowledge from her company supervisor and colleagues. Besides, Ms Chew was not only learnt the specific human resource field knowledge and skills, yet she learnt about customer service field as well. She assist in create a new mobile application which are help clients to look for the services demanded. These skills could be an opportunity for her able to build and maintain the profitable and long-term relationship with the customer by delivery superior value and satisfaction.

Last but not least, Ms Chew has to assist in company policies development. Appropriate employees' rewards and compensations motivate workforces and hereafter contribute greater productivity. She has to carry out long-term customer relationship management programs such as understand customer needs and wants, deliver value and after sales service which to create customer loyalty, retention and growing share of customer in future.

Ms Chew understands that Chief Human Resources Officer is a significant role, and responsible to ensure business operations are always efficient in terms of relationship between the employer and employees and effective in term of satisfy employees in the working place. In short, management team have faith in Ms Chew as Chief Human Resources Officer of Greenie Innoware, which she able to motivate employees and establish harmony working environment.

## 6.2 Key Professional Service Providers

Greenie Innoware has chosen several professional service providers to be consultants along business operations. A newly developed company require expertise and professional assistance in dealing with technical business matters.

### 6.2.1 Law Firm

Protects the company from any infringement is as important as earning profit from business. Whenever there is any legal issue occurred within a company, a law firm is essential to resolve the legal issues and to compliance with government rules and regulations. K. H. Tan & Associates is one of the well-experienced legal professional on relevant field. They had been achieving great results in civil high court and court of appeal. Services provided include legal consultation, general contracts and agreements, breach of contract, debt recovery, intellectual protection, and business-related issues.

K. H. Tan & Associates

No. 7462, 1<sup>st</sup> Floor, Jalan Bagan Lalang, Taman Carissa Villa, 13400  
Butterworth, Pulau Pinang.

Tel: +604 320 0865

Fax: +604 332 2552

Person in Charge: Ms Jeanette Tan Jau Jiin

[jeanette@khtanlaw.com](mailto:jeanette@khtanlaw.com)

### 6.2.2 Accounting Firm

Whenever there is any issue regarding accounting and financial concerned in business, an accounting firm is vital to resolve it. Kalyx Consultants is a fast-growing chartered accounting firm that providing quality services since 2000. Service provided by Kalyx Consultants include development and installation of accounting system, training in accounting and administrative matters, corporate and personal tax compliance, and discharge monthly government submission which minimize monthly administrative burden. It helps Greenie Innoware to connect with bankers and other business associates as well.

Kalyx Management & Consulting Sdn Bhd

No. 8-1, Jalan Icon City, Icon City, 14000 Bukit Mertajam, Pulau Pinang.

Tel: +604 505 9577/7499

Fax: +604 505 9677

<http://www.kalyxconsultants.com.my>

[admin@kalyx.com.my](mailto:admin@kalyx.com.my)

Person in Charge: Mr Johnlus (HR Manager)

[johnlus@kalyx.com.my](mailto:johnlus@kalyx.com.my)

### 6.2.3 Business Consultant

SMART (SME Market Advisory, Resource & Training) Centre is an approach by Penang state government and division under investPenang that focuses as the point of contact for all SMEs in Penang. It assists business owners and corporations on company formation and ensure compliance of Company Act requirements by provides services such as market intelligence, information and resources, and training services to local SMEs companies. As a Penang-based company, it certainly the best option for Greenie Innoware in business advisory and consultations.

Small and Medium Enterprises Market Advisory Resource and Training  
Centre

PSDC Building, No. 1, Jalan Sultan Azlan Shah, Bayan Lepas, 11900  
Pulau Pinang.

Tel: +604 640 9988

Fax: +604 646 8811

<http://www.smartpenang.my>

Person in Charge: Ms Krystle Khoo (Executive)

[krystle@investpenang.gov.my](mailto:krystle@investpenang.gov.my)

#### 6.2.4 Logistic Service Provider

Whenever there is any logistical issue occurred within a company, a logistic firm is essential to ensure delivery reaches customers at right location in appropriate timing with great condition. Greenie Innoware has sought some logistic firm for different requirements.

Tasco Berhad is one of the well-established logistic company in Malaysia. Selection of Tasco mainly on its low delivery cost per pallet. It will help Greenie Innoware in delivery pallets of product to supplier within the nation.

Tasco Berhad (20218-T) - Penang Air Freight Logistics Centre  
1441, Lorong Perusahaan Maju 8, Prai Industrial Estate, 13600 Prai.  
Tel: +604 509 9888  
Fax: +604 509 9988  
<http://www.tasco.com.my>  
Person in Charge: Mr Cha Kim Pau (Prai PIC) [kimpau.cha@tasco.com.my](mailto:kimpau.cha@tasco.com.my)

Airpak Express is another well-known logistic firm in Malaysia. Selection of Airpak mainly on low quantity delivery, usually in cartons. Although it also provides delivery in pallet, however it is more costly compare to Tasco. Therefore, Greenie Innoware seek for Airpak in delivery carton of products, especially after Greenie Innoware had successfully establish e-commerce services.

Airpak Express (M) Sdn Bhd  
No. 13, Lebuhraya Gereja, 10300 Penang.  
Tel: +604 262 2961 / +604 262 1922 / +604 263 7408  
Fax: +604 263 1318  
<http://www.airpak-express.com/my/>  
Person in Charge: Mr KH Ang (Penang PIC) [angkh.pen@airpak-express.com](mailto:angkh.pen@airpak-express.com)



#### *6.2.5 Safety Protection Equipment Supplier*

Safety of employees is the priority of Greenie Innoware as they are the most valuable and important assets for company. Leeden Hercules's Safety Division is equipped with technical expertise to deliver effective and customized safety solutions, ranging from personal protection, fall protection, and fire protection. As Greenie Innoware possess its own manufacturing department, thus personal protection equipment is necessary, included fire safety equipment.

Leeden Hercules Sdn Bhd (595657-M)

2249, Jalan IKS Bukit Minyak 1, Taman IKS Bukit Minyak, 14000 Bukit Mertajam, Pulau Pinang.

Tel: +604 501 5555/5556

Fax: +604 501 5550/5551

<http://www.leedenhercules.com>

Person in Charge: Mr Raymond Hon (Sales Executive)

[raymond.hon@nig.com.my](mailto:raymond.hon@nig.com.my)

#### *6.2.6 Advertising and Promotional Service Provider*

Although Greenie Innoware focuses on production, lowest limit of advertising and promotion are required. Business card, brochure, catalogue, banner and bunting are associated with it. Nine Nine Design & Print Enterprise will help Greenie Innoware in packaging design and premium gift matters as well.

Nine Nine Design & Print Enterprise (PG0307189-X)

No. 67, Jalan Perniagaan Gemilang 1, Pusat Perniagaan Gemilang, 14000 Bukit Mertajam, Pulau Pinang.

Tel: +604 539 2999

Fax: +604 530 9985

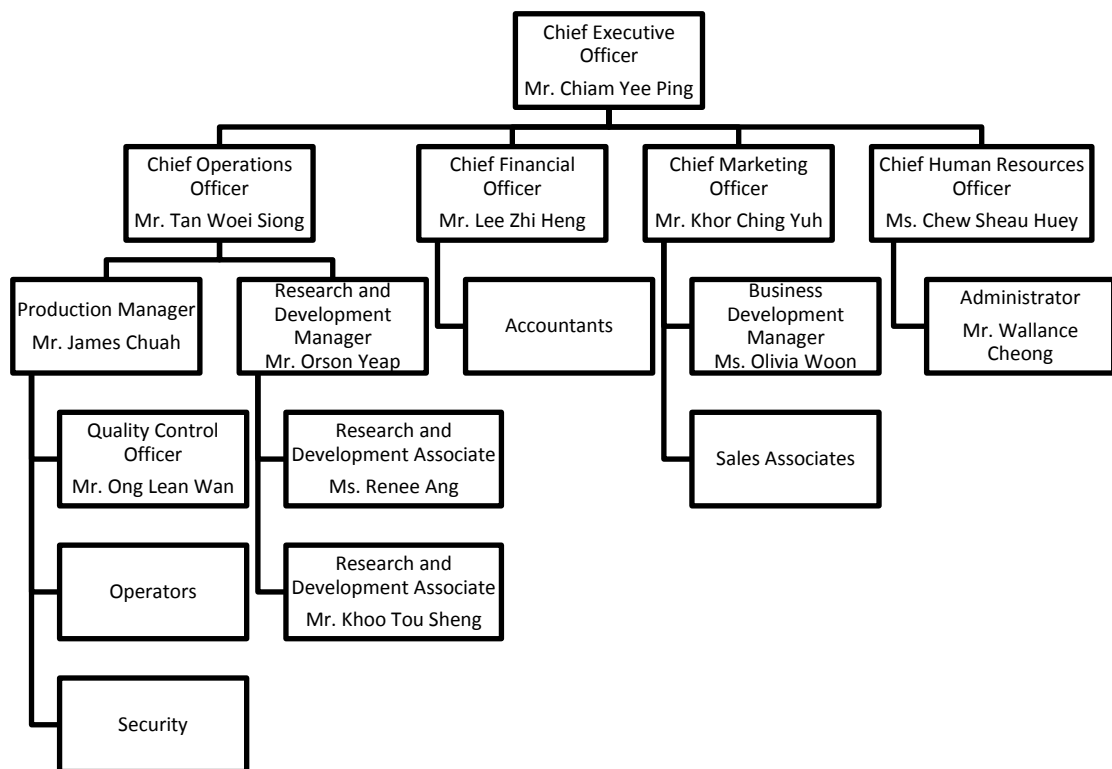
Person in Charge: Ms Winnie [99designprint@gmail.com](mailto:99designprint@gmail.com)

## 7.0 COMPANY STRUCTURE, INTELLECTUAL PROPERTY, AND OWNERSHIP

### 7.1 Organizational Structure

#### 7.1.1 Organizational Chart

Figure 7.1: Greenie Innoware Organizational Chart



Source: Developed for the research

7.1.2 Description of the Organizational Structure

Greenie Innoware Sdn Bhd is founded by five partners, which each of them holding key positions of management level. Job distribution for each manager is vary from department to department, whereby some might have more workload compare to another. However, each department have their own responsibility and respective role which collaborate to achieve profitability and productivity. Thus, each partner supported by competency junior partners in assisting them to work on detailed work, which free up them to focus on management tasks.

Management team will revise the organizational structure in future when more talented workforces recruited and more funding are available. Before that, Greenie Innoware will operate in a simpler and flatter organizational structure which suitable for newly start-up business as it provide ease of communication and better supervision on entire operations.

Table 7.1: Responsibilities of Greenie Innoware Management

Chief Executive Officer	Building and leading senior executive team
	Modeling and setting company's directions, cultures, values and behavior
	Final decision maker on corporate decisions, strategies and policies
Chief Operations Officer	Productions and daily operations
	Procurement and logistical distribution
	Research and development
Chief Marketing Officer	Sales and marketing
	Business development and expansion
	Public Relation, promotion and advertising
Chief Financial Officer	Accounting
	Analyzing financial strengths and weaknesses
	Financial planning and budget implementation
Chief Human Resources Officer	Administration
	Recruitment, training and career development
	Acquisition, retention and succession planning

Source: Developed for the research

#### *7.1.2.1 Chief Executive Officer*

Chief Executive Officer (CEO) is an individual elected as the highest ranking executive manager among the management team within an organization or corporation. CEO bears the significant responsibility and accountability within an organization as he or she possesses with ultimate authority in making final decisions on behalf of the organization. Responsibility of CEO attach importance to the success or failure of a business, especially when it comes to a newly developed company. Decisions made decide the path of company to growth.

As similar with any level of management in an organization, the role of CEO starts with its fundamental responsibility as a manager. Daily tasks and duties of a CEO can vary from organization to organization, but overall responsibilities as CEO is consistent across the organization by providing framework accordingly to the needs of organization. He makes certain that organization's leadership maintains constant awareness for both internal and external competitive landscape, business opportunities for market expansion or industry developments, and so forth. Collaboration between management team strengthen foundation of an organization against competitors.

#### *7.1.2.2 Chief Operations Officer*

Chief Operations Officer (COO) generally the second in command within an organization, next to Chief Executive Officer. Some organizations practice with COO handles internal affairs within the organization, while CEO focuses on external affairs such as being public face and representative of organization.

Position as COO provides necessary vision and management to safeguard organization with proper operational controls, and productivity efficiency. He collaborates with management team to create operations strategies and policies, development and implementation of plans for systematic operational infrastructure, implementation and communication of effective operational strategies or

processes to employees, and building employee alignment to accommodate rapid growth objectives of organization.

Primary role of COO in Greenie Innoware is routinely of operations management, which responsible for ensuring efficient and effective of business day-to-day operations, sourcing and procurement of quality raw materials, appropriate resources allocation for production, logistical distribution of supply chain management, quality assurance and quality control, and analysis of queue systems for systematic production flow. Research and development is spearhead for a company to sustain competitive advantage, thus COO need to take into account on this matter.

#### *7.1.2.3 Chief Marketing Officer*

Chief Marketing Officer (CMO) is executive in charges for all marketing activities of an organization. He is responsible for facilitating growth of an organization by assures performance of organization consistently presented in strong and positive image to relevant stakeholders.

CMO must be vigilant and react quickly against unpredictable effect of marketing efforts and changing circumstances in marketplace. As business expand with diversified production line, CMO must act as nexus of information with involvement in departments for better understanding of particular products before construction of any marketing ideas or sales strategy. Collaboration with departments is essential to work towards objectives of revenue generation and risk mitigation.

Generally, CMO accountable for brand management, sales and marketing management, and marketing communications. Still, he also responsible for analytical tasks such as price setting and market research; creative tasks such as designing promotions and advertisement; and interpersonal tasks such as coordinating and public relations management.

#### *7.1.2.4 Chief Financial Officer*

Chief Financial Officer (CFO) is corporate officer primarily responsible for financial planning and record keeping, as well as financial risks of corporation. He is the chief financial spokesperson of an organization, oversees financial planning and budget implementation.

Position of CFO is similar as treasurer or financial controller attribute to his or her responsibility in supervising finance and accounting units in an organization, ensure financial statement are accurate and completed in timely manner. In some sectors, CFO is responsible for analyzing and reviewing financial data, coordinating financing and administrating financial documentation, managing investment and taxation issues, preparing budget and monitoring expenditures and liquidity, and prudently management of resources within budget guidelines according to legal rules and regulations.

CFO reports financial performance to top management, and closely assist COO on every strategic or tactical matters as both departments linked to budget management and cost-benefit analysis in securing sufficient financial flow.

#### *7.1.2.5 Chief Human Resources Officer*

Chief Human Resources Officer (CHRO), also known as Chief People Officer, is a high level executive who oversees industrial relations policies and accountable all aspects of an organization's human capital management. She is responsible to develop and execute comprehensive strategy in support achievement of entire business operations objectives and strategic direction of an organization, specifically in area of talent management and succession planning.

Typically, roles or responsibilities of a CHRO encompasses communications at all levels, developments of high performance culture within an organization, and related areas which may fall within the scope of human resources management. Yet, the most prominent role of CHRO is her long-ranged strategic planning to

acquisition talented individual, provides training and development, and succession planning in order to anticipate innovation of changes in initiatives which promote organizational efficiency and cost effectiveness in people productivity. Development of comprehensive compensation and benefits plans that are cost effective, provide competitive advantages for an organization in talent acquisition and retention. This helps organization to maintain high levels of employee commitment and lead to high performance in overall business operations as well.

## **7.2 Legal Structure**

Greenie Innoware Sdn Bhd is formed as limited liability partnership by five partners under Limited Liability Partnership Act 2012 and Limited Liability Partnership Regulation 2012. It is a format structure that requires written partnership agreement and generally attached with annual reporting requirements depending on legal jurisdiction.

Limited liability partnership creates liability protection that enables partners away from involving in unlimited liabilities. Personal financial condition of a partner will not affect company operation and personal assets as a partner will not be exposed to risks of being seized by creditors when company is experiencing financial distress. Liability is limited during losing assets in partnership but not those outside of partnership. One partner is not responsible or liable for misconduct or negligence of another partner. Flexibility of partnership enables a business to be manage effortlessly and fairly distributed resources or profit.

Another advantage of limited liability partnership is the ability to bring in partners and let partners out. This comes in handy as partners can add new partners who bring existing business with them, however this usually requires approval from all existing partners. Partners in limited liability partnership may have a number of junior partners in the company who might be one of the partners in the company. Junior partners can aid in working on detail work and free up partners to focus on core activities.

Additionally, limited liability partnership benefit partners to enjoy taxation advantages as an entity instead of personal income taxes or self-employment taxes which require payment made by individuals. Members in partnership can enjoy tax return when tax is paid in the form of partnership.

Five partners have made a mutual agreement on ownership structure of business based on their contribution on business establishment.

Table 7.2: Ownership Structure of Business

	Position	Contribution	Share of Ownership
Chiam Yee Ping	General Manager	RM 65, 000	28.89%
Chew Sheau Huey	Human Resources Manager	RM 40, 000	17.78%
Khor Ching Yuh	Marketing Manager	RM 40, 000	17.78%
Lee Zhi Heng	Finance Manager	RM 40, 000	17.78%
Tan Woei Siong	Operation Manager	RM 40, 000	17.78%

Source: Developed for the research



## **7.3 Intellectual Property**

### *7.3.1 Trademarks*

Trademark is a recognizable design or expression which refers to any distinguishing products or services attribute of a particular source from others. Trademarks typically is a word, phrase, number, logo, symbol, picture, or combination of these elements.

As a startup company, a company logo is the most recognizable asset for public to differentiate products or services from those of others that exist within marketplace. Greenie Innoware will approaches Intellectual Property Corporation of Malaysia (MyIPO) for company logo registration as trademarks for legal protection under Trade Marks 1976 Act 175 and Trade Marks Regulations 1997. Trademark registration avoid a company's intellectual property being imitated by unauthorized person and prevent abuse by competitors. Greenie Innoware given the right to pursue legal actions against any trademark infringement.

Management team can better implement brand positioning strategy in creating brand image into customers' mind with benefit of trademark registration. A distinct trademark not only avoid customers' confusion, but also increase trust and loyalty of customers towards a company.

### 7.3.2 Patents

Patent is an exclusive right granted to particular party in order to acquire monopoly rights to exploit invention under Patents Act 1983 and Patents Regulations 1986, which govern the grant and validity of legal rights within Malaysia. It can be classified into product or process patent protection, and utility innovation.

Patent application approved by authorities, grants maximum 20 years of protection since date of filing upon annual renewal of patent. Any party who manufacture, offer for sale, import or export without consent of Greenie Innoware is consider infringement of patents, not matter either for industrial or commercial purposes. After granted with patent protection, Greenie Innoware has exclusive right to exploit product invention and take necessity legal actions against any parties who infringe the patents. Greenie Innoware will keep the rights not to assign or transmit patent, as the initial intention of patent application is to prevent imitation by current or potential competitors.

Duocon is patentable as it is a totally new invention involve inventive step, proven to be useful in any kind of industrial application and not disclosed to public yet. As inventor of Duocon, Greenie Innoware is entitled to apply for patent protection. Hereby, Greenie Innoware is applying 5 years of patent protection for product design as production of Duocon is using existing manufacturing techniques and machinery. Amount of annual renewal fee increases as patent gets older is the reason why Greenie Innoware only apply for five years protection. Additionally, management team believes talented workforces able to launch new series of product within five years, thus it would be a waste of resources if extend the application more than five years.

## **7.4 Organizational Cultures and Core Values**

### *7.4.1 Organizational Cultures*

Organizational culture is a company basic personality and essence of how its members interact and work. It is a self-sustaining pattern of behavior from within that define how things ought to be done.

Greenie Innoware emphasizes on communication and transparency. Employees who have regular reviews for performance feedback and are eligible for promotion. Company strives to promote from within and encourage employees to pursue opportunities that align with company's objectives and goals.

Greenie Innoware practices both high individualism and high collectivism culture. Management team believes that employees are one of the most valuable asset of Greenie Innoware, therefore encourages teamwork while giving equal opportunities and freedom to voice out their opinions. This gives opportunities to make appropriate decisions and strategies effectively in a short duration of time when faces problems during business operation.

### *7.4.2 Core Values*

Management team have confidence in that a worthy core value helps to achieve company's goals by creating unwavering guide. Dedication is the fundamental belief of Greenie Innoware. No matter how a circumstance may change, Greenie Innoware always stay on the course and never give up. Management team strive to face challenges and establish a better environment for both internal and external parties.

## 8.0 FINANCIAL PLAN

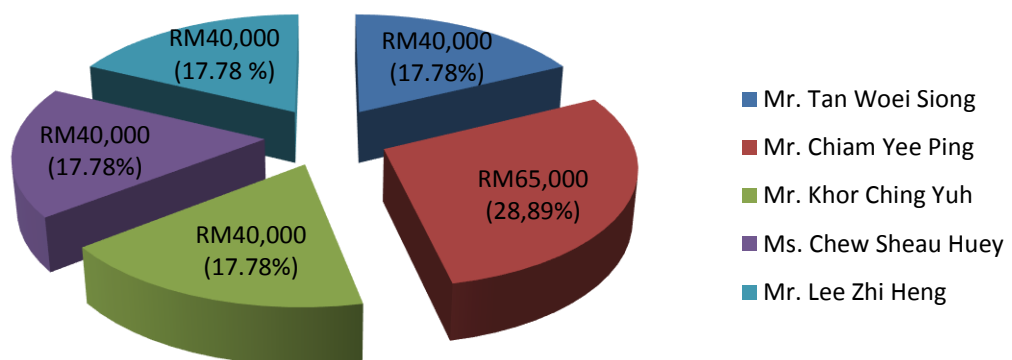
### 8.1 Capital Requirements for the Next Five Years

#### 8.1.1 Founders Contributions

Initial capital to establish Greenie Innoware Sdn Bhd is solely based on contribution of each founder. As the Chief Executive Officer of Greenie Innoware, Mr. Chiam contribute RM 65, 000, and part of it was the support from his family. The rest of partners each contribute RM 40, 000. In short, Greenie Innoware will have a capital of RM 225, 000 for business start-up.

Pie Chart 8.1: Founders Contribution

### Total Contributions from Founders



Source: Developed for the research

As result of limited capital, founders will seek for financial assistance through MOSTI Enterprise Innovation Fund grants which recommended by Smart Centre Penang. Management team unable to guarantee approval of funding, thus it will only consider as supportive funding for capital obligation.

Table 8.1: Greenie Innovare Start-Up Cost

	Quantity (unit)	RM	RM
<b>General Cost</b>			
Business Registration Fees (Limited Liability Partnership)		500	
Rental Deposit (RM 5, 000 X 2 months)		10, 000	
Electricity Deposit (RM 1, 000 X 2 months)		2, 000	
Water Deposit (RM 200 X 2 months)		400	
Telephone and Internet Deposit (RM 299 X 2 months)		598	
Trademark Registration Fees		2, 700	
Patent registration fees		1, 110	
<ul style="list-style-type: none"> <li>• Registration (RM 260)</li> <li>• Lawyer fees (RM 150)</li> <li>• Substantive Examination (RM 700)</li> </ul>			
Domain name registration fees		40	
<b>Total General Cost</b>			<b>17, 348</b>
<b>Operating Cost</b>			
Plastic Injection and Moulding Machinery (Used)	3	168, 000	
CTY-E 2.0 Hand Stacker	1	2, 550	
LH130 Plastic Platform Hand Truck	1	115	
26" Industrial Stand Fan	4	720	
HPW V-1900 Pressure Washer	1	380	
NBPower N-A6 Finger Attendance Check Machine	1	153	
Safety and Security System (CCTV)		12, 130	
<ul style="list-style-type: none"> <li>• 16 inch DVR with 2TB HDD X 1 set</li> <li>• 1080P IR Camera X 16 unit</li> <li>• Power Supply for Camera X 2 set</li> <li>• Cabling and Installation for Camera</li> </ul>			
Stationery		1, 000	
Furniture		5, 0000	
Midea Microwave Oven 20L MM720CXM	1	259	
Midea Water Dispenser MD-YR1246T	3	357	
BEAR KFJ-A07V1 Coffee Maker Machine	1	105	

Panasonic 155L Refrigerator	1	745	
Panasonic KX-TS580ML Office Telephone	5	775	
Canon Pixma E610 Multi-Function Laser Printer	3	1137	
C120 ACER LED Portable Projector	1	949	
			194, 375
<b>Other Operating Expenses</b>			
Medical Fees		1, 000	
Employee Salary and Wages		11, 600	
Employee Uniform for Production Personnel		1, 739	
Safety helmet (RM 9.50 X 10 units)			
Ear Muff (RM 13.80 X 10 units)			
N95 Particulate Respirator (RM 2.80 X 20 boxes)			
HS700 Safety Vest (RM 3.00 X 10 units)			
988C Safety Glasses (RM 3.50 X 10 units)			
B104 Cotton Glove (RM 4.70 X 50 dozen)			
10" Cut Resistance Glove (RM 20 X 10 pairs)			
14" Heat Resistance Glove (RM35 X 10 pairs)			
FS604 Safety Shoes (RM 60.00 X 10 units)			
EVERSAFE 1" Swinging Hose Reel Set	1	391	
EVERSAFE ABC Powder Fire Extinguisher – 2KG	10	700	
First Aid Kit	3	120	
Business Cards (RM 0.10/piece)	1000	100	15, 650
<b>Total Operating Cost</b>			<b>210, 025</b>
<b>Total Start-up Cost</b>			<b>227, 373</b>

Source: Developed for the research

Table 8.2: Greenie Innoware Start-Up Cash Available

	(RM)	(RM)
Funding from founders	225, 000	
Funding from MOSTI Enterprise Innovation Fund	160, 000	385, 500
( - ) Total Start-Up Cost		227, 373
Start-Up Cash Available		157,627

Source: Developed for the research

## 8.2 Overview of Financial Projections

### 8.2.1 List of Assumptions

- Greenie Innoware assumes that there will be an increase of 50% of sales from 2018 to 2022. Estimated sales of Duocon will achieved maturity period at 2022, while later on a new series of product will be launched to boost up sales for 2023.
- All cash from sales will receive in the same year of selling it.
- Production cost of Duocon offered by G. Ware Enterprise Sdn Bhd is RM 7.00 for first 2000 units. As mass production up to 200,000 units annually, production cost of Duocon is expected reduce to RM 1.00 with economics of scale.
- Selling price of Duocon per unit is set as RM 3.30 after adding up total cost of production cost.
- Three units of second-handed plastic injection and moulding machine purchased to keep up with production capacity.
- Light usage of equipment, such as forklift used once per week during loading and unloading, is leased for assist in operations performance.
- Utility fees encompass electric bill, water bill, telephone and internet bill are assumed to be increased for 5% to 10% per year due to the operation is getting larger. Electric bill relatively increase with highest rate as expected production demand will increases simultaneously.
- Cost of carriage outward will increase 20% annually from 2018 to 2022.
- Cost of maintenance fees for machinery and equipment are RM 3,000 and it will increase 10% each year.
- Cost of advertising and promotion increase 25% annually from 2018 to 2022.
- Greenie Innoware will purchases fire insurance and it is assumed to be increase 10% annually.
- Company will provide RM 50,000 in year 2017 for the purpose of Research and Development, while the amount of money will increase 10% annually for the following years.

- Cost of training and development of employees is categorised under cost of research and development as well.
- Rental of Greenie Innoware factory-office is RM 5,000 per month and deposit is paid for 2 month. Five years of contract will sign with property agency to prevent fluctuation of rental cost within the period.
- Total registration fees of patent cost RM1, 100 for the first year. Annual renewal fees are paid for the following years according to particular amount fixed by Intellectual Property Corporation of Malaysia (MyIPO).
- Legal fees charged by lawyer upon their assistance on patent renewal around 50% of respective patent renewal fee.
- Lawyer consultation fee are assume to be RM 5,000 depends on circumstances.
- Audit consultation fee are assume to be RM 5,000 per year and the company will sign a contract with that particular consultation firm in order to maintain the price for the service.
- According to Inland Revenue Board of Malaysia (2017) , newly established companies with shareholders' funding less than RM 500, 000 and annual income not exceed RM 2, 500, 000 are granted with taxes exemption in first five years.



8.2.2 *Estimated Production and Sales Cost*Table 8.3: Estimated Sales (Units) for 2018 – 2022

	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
January	10,000	23,702	33,096	39,996	42,003
February	12,200	23,911	33,900	39,984	42,123
March	13,533	24,039	33,135	40,051	41,095
April	15,200	26,184	34,784	39,992	41,400
May	17,505	26,052	34,533	40,233	41,433
June	18,051	27,807	34,179	40,055	41,502
July	20,029	27,799	34,997	40,175	41,326
August	19,834	27,635	37,002	41,009	41,457
September	20,671	27,711	36,900	41,124	41,983
October	22,312	29,145	37,183	40,988	42,057
November	23,026	29,031	37,905	41,238	42,111
December	23,177	32,123	38,766	42,066	43,500
Total (Units)	215,538	325,139	426,380	486,911	501,990
<b>Total (RM)</b>	<b>711,275</b>	<b>1,072,958</b>	<b>1,407,054</b>	<b>1,606,806</b>	<b>1,656,567</b>

Source: Developed for the research

Since sales forecast is not perfect, primary data and secondary data was used to estimate sales volume from year 2018 to 2022. Primary data is the information that has collected from target customers of Greenie Innoware while the secondary data is based on materials that can be founded from different sources. Purpose of using primary data and secondary data in forecasting estimated sales is to reduce disparity between actual amount and expected amount, while make it more realistic as well as reasonable.

### 8.2.3 Other Expenses

#### 8.2.3.1 Depreciation

Greenie Innoware using straight-line method to calculate depreciation rate. Depreciation rate for the machinery assumed to be 10% annually.

Table 8.4: Depreciation of Greenie Innoware Machinery

Year	Fixed Asset on Book Value (RM)	Accumulated Depreciation (RM)
2018	168,000	16,800
2019	151,200	16,800+15,120 = 31,920
2020	136,080	31,920+13,608 = 45,528
2021	122,472	45,528+12,248 = 57,776
2022	110,224	57,776+11,023 = 68,799

Source: Developed for the research

#### 8.2.3.2 Cost of medical expenses

Medical expenses is one of the costs that have to be incurred by Greenie Innoware in order to provide a healthier and safer working environment. If any incidents happen to employees during operations, they can have assurance with financial support the company regarding with medical purpose. It is estimated that the cost will increase 15% annually.

Table 8.5: Greenie Innoware Medical Cost Expenses

	2018 (RM)	2019 (RM)	2020 (RM)	2021 (RM)	2022 (RM)
Medical Cost per year	12,000	13,800	15,870	18,251	20,988

Source: Developed for the research

### 8.2.3.3 Estimated Labor Cost

Salary for each employee is given based on employment position. Production workforces are compulsory to work for 8 hours per day with 6 working days per week, while administrative and sales personnel is required to work for 5 working days per week. Every employee is entitled for public holidays and religious holidays.

**Table 8.6: Greenie Innoware Monthly Salaries**

Position	2018 (RM)	2019 (RM)	2020 (RM)	2021 (RM)	2022 (RM)
Top Management	2, 200	2, 332	2, 472	2, 620	2, 777
Research and Development Manager	2, 000	2, 120	2, 247	2, 382	2, 525
Business Development Manager	1, 800	1, 908	2, 022	2, 144	2, 272
Production Manager	1, 800	1, 908	2, 022	2, 144	2, 272
Administrator	1, 800	1, 908	2, 022	2, 144	2, 272
Research and Development Associates	1, 800	1, 908	2, 022	2, 144	2, 272
Quality Control Officer	1, 500	1, 590	1, 685	1, 787	1, 894
Accountant	1, 500	1, 590	1, 685	1, 787	1, 894
Sales Associates	1, 200	1, 272	1, 348	1, 429	1, 515
Production Operators	1, 000	1, 060	1, 124	1, 191	1, 262
Security	1, 000	1, 060	1, 124	1, 191	1, 262

Source: Developed for the research

Beginning human resources needed by Greenie Innovare, include five founders and nineteen competent workforces in related field. Number of workforces is expected to match with operation capacity within first five years. Greenie Innovare will provide 6% of incremental salary for its employees annually. Incentives such as training and career development will be given as well.

Table 8.7: Greenie Innovare Gross Salaries for Five Years

Position	Number of Worker	2018 (RM)	2019 (RM)	2020 (RM)	2021 (RM)	2022 (RM)
Top Management	5	132,000	139,920	148,320	157,200	166,620
Research and Development Manager	1	24,000	25,440	26,964	28,584	30,300
Business Development Manager	1	21,600	22,896	24,264	25,728	27,264
Production Manager	1	21,600	22,896	24,264	25,728	27,264
Administrator	1	21,600	22,896	24,264	25,728	27,264
Research and Development Associates	2	43,200	45,792	48,528	51,456	54,528
Quality Control Officer	1	18,000	19,080	20,220	21,444	22,728
Accountant	1	18,000	19,080	20,220	21,444	22,728
Sales Associates	4	57,600	61,056	64,704	68,592	72,720
Production Operators	5	60,000	63,600	67,440	71,460	75,720
Security	2	24,000	25,440	26,976	28,584	30,288
<b>Total</b>	<b>24</b>	<b>441,600</b>	<b>468,096</b>	<b>496,164</b>	<b>525,948</b>	<b>557,424</b>

Source: Developed for the research

#### 8.2.3.4 Employees Provident Fund (EPF)

According to Malaysia Employees Provident Act 1991, employees are entitled for Employees Provident Fund. Obligation of employers to register with Kumpulan Wang Simpanan Pekerja (KWSP) Malaysia within 7 days of employment. Minimum contribution of 13% total monthly salary of an employee who possesses monthly salary below RM 5, 000 is provided by employers, while employee need to contribute a minimum of 8% total monthly salary by themselves as well.

**Table 8.8: EPF Contributions (13%) by Employer for Five Years**

Position	2018 (RM)	2019 (RM)	2020 (RM)	2021 (RM)	2022 (RM)
Top Management	17, 160	18, 190	19, 282	20, 436	21, 661
Research and Development Manager	3, 120	3, 307	3, 505	3, 716	3, 939
Business Development Manager	2, 808	2, 976	3, 154	3, 345	3, 544
Production Manager	2, 808	2, 976	3, 154	3, 345	3, 544
Administrator	2, 808	2, 976	3, 154	3, 345	3, 544
Research and Development Associates	5, 616	5, 953	6, 309	6, 689	7, 089
Quality Control Officer	2, 340	2, 480	2, 629	2, 788	2, 955
Accountant	2, 340	2, 480	2, 629	2, 788	2, 955
Sales Associates	7, 488	7, 938	8, 412	8, 916	9, 454
Production Operators	7, 800	8, 268	8, 767	9, 290	9, 844
Security	3, 120	3, 307	3, 507	3, 716	3, 937
<b>Total</b>	<b>57, 408</b>	<b>60, 851</b>	<b>64, 502</b>	<b>68, 374</b>	<b>72, 466</b>

Source: Developed for the research

### 8.2.3.5 Social Security Organization (SOCSO)

Social Security Organization (SOCSO) is an initiative by Malaysia government authorities that provide with medical and financial coverage for workforces in case any incidents or injuries occur during working hours. As stated by federal social security organization, employers demanded with contribution of 1.75% of an employee's total monthly salary, while employees needed to contribute 0.5% from their salary by themselves.

**Table 8.9: SOCSO Contribution (1.75%) by Employer for Five Years**

Position	2018 (RM)	2019 (RM)	2020 (RM)	2021 (RM)	2022 (RM)
Top Management	2,310	2,449	2,596	2,751	2,916
Research and Development Manager	420	445	472	500	530
Business Development Manager	378	401	425	450	477
Production Manager	378	401	425	450	477
Administrator	378	401	425	450	477
Research and Development Associates	756	801	849	900	954
Quality Control Officer	315	334	354	375	398
Accountant	315	334	354	375	398
Sales Associates	1,008	1,068	1,132	1,200	1,273
Production Operators	1,050	1,113	1,180	1,251	1,325
Security	420	445	472	500	530
<b>Total</b>	<b>7,728</b>	<b>8,192</b>	<b>8,683</b>	<b>9,204</b>	<b>9,755</b>

Source: Developed for the research

8.2.3.6 *Estimated Sales Commission for Sales Personnel*

Sales personnel of Greenie Innoware is entitle for 2% commission with monthly individual sales generated. The purpose is to reward personnel upon their efforts and motivates them to generate more sales for company.

Table 8.10: Estimated Sales Commission for Salesperson

Year	Number of sales (units)	Price per unit (RM)	Total sales (RM)	Commission fees (2% X total sales)
2018	215,538	3.30	711,275	14,226
2019	325,139	3.30	1,072,958	21,459
2020	426,380	3.30	1,407,054	28,142
2021	486,911	3.30	1,606,806	32,137
2022	501,990	3.30	1,656,567	33,132

Source: Developed for the research

### 8.3 Pro Forma Income Statement (5 Years)

Financial Statement 8.1: Pro Forma Income Statement (5 Years)

	2018		2019		2020		2021		2022	
	(Units)	(RM)	(Units)	(RM)	(Units)	(RM)	(Units)	(RM)	(Units)	(RM)
<b>Sales</b>	215,538	711,275	325,139	1,072,958	426,380	1,407,054	486,911	1,606,806	501,990	1,656,567
	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)
<b>(-) Cost of Goods Sold</b>										
Opening Stock	-		6,526		7,396		7,012		7,102	
Purchases	224,220		329,260		430,260		491,870		507,020	
(-) Closing Stock	6,526		7,396		7,012		7,102		7,112	
Cost of Goods Sold		217,694		328,290		430,644		491,870		507,010
Gross Profit		493,581		744,568		976,410		1,115,026		1,149,557
<b>(-) Expenses</b>										
General Cost	17,348		-		-		-		-	
Business License Renewal	-		60		60		60		60	
Patent Renewal Fee	-		416		528		624		736	
Employee Salary	441,600		468,096		496,164		525,948		557,424	
Employee Provident Fund (EPF)	57,408		60,851		64,502		68,374		72,466	
SOCISO (Perkeso)	7,728		8,192		8,683		9,204		9,755	
Commission	14,226		21,459		28,142		32,137		33,132	
Medical Expenses	12,000		13,800		15,870		18,251		20,988	
Audit Consultation Fee	5,000		5,000		5,000		5,000		5,000	
Lawyer Consultation Fee	5,000		5,000		5,000		5,000		5,000	
Rental	5,000		5,000		5,000		5,000		5,000	
Utilities	15,000		15,750		16,538		17,365		18,233	
Advertising and Promotion	5,125		6,450		8,070		10,047		12,455	
Leasing of Equipment	3,600		3,600		3,600		3,600		3,600	
Machinery Maintenance	3,000		3,300		3,630		3,993		4,393	
Fire Extinguisher Maintenance	4,000		4,000		4,000		4,000		4,000	
Carriage Outward	8,125		9,750		11,700		14,040		16,848	
Research and Development	50,000		55,000		60,500		66,550		73,205	
Depreciation Cost (10%)	16,800		15,120		13,608		12,248		11,023	
Total Expenses		670,960		700,844		750,595		801,441		853,318
Profit / Loss before tax		(177,379)		43,724		225,815		313,585		296,239
<b>(-) Tax</b>										
Total Corporate Tax (exempted)	-		-		-		-		-	
<b>Net Profit / Loss</b>		<b>(177,379)</b>		<b>43,724</b>		<b>225,815</b>		<b>313,585</b>		<b>296,239</b>

Source: Developed for the research



## 8.4 Cash Flow Projections (5 Years)

Financial Statement 8.2: Cash Flow Projections (5 Years)

	2018		2019		2020		2021		2022	
	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)
Cash on Hand	157,627		7,870		65,844		305,651		631,394	
Cash Receipt (Sales)	711,275		1,072,958		1,407,054		1,606,806		1,656,567	
<b>Total Cash Available</b>		868,902		1,080,828		1,472,898		1,912,457		2,287,961
(-) Cash Disbursement										
Carriage Outward	8,125		9,750		11,700		14,040		16,848	
Purchases	224,220		329,260		430,260		491,870		507,020	
Business License Renewal	-		60		60		60		60	
Patent Renewal Fee	-		416		528		624		736	
Employee Salary	441,600		468,096		496,164		525,948		557,424	
Employee Provident Fund (EPF)	57,408		60,851		64,502		68,374		72,466	
SOCSSO (Perkeso)	7,728		8,192		8,683		9,204		9,755	
Commission	14,226		21,459		28,142		32,137		33,132	
Medical Expenses	12,000		13,800		15,870		18,251		20,988	
Audit Consultation Fee	5,000		5,000		5,000		5,000		5,000	
Lawyer Consultation Fee	5,000		5,000		5,000		5,000		5,000	
Rental	5,000		5,000		5,000		5,000		5,000	
Utilities	15,000		15,750		16,538		17,365		18,233	
Advertising and Promotion	5,125		6,450		8,070		10,047		12,455	
Leasing of Equipment	3,600		3,600		3,600		3,600		3,600	
Machinery Maintenance	3,000		3,300		3,630		3,993		4,393	
Fire Extinguisher Maintenance	4,000		4,000		4,000		4,000		4,000	
Research and Development	50,000		55,000		60,500		66,550		73,205	
<b>Total Cash Disbursement</b>		861,032		1,014,984		1,167,247		1,281,063		1,394,315
<b>Net Cash Flow Position</b>		7,870		65,844		305,651		631,394		938,646

Source: Developed for the research

## 8.5 Pro Forma Balance Sheet (5 Years)

Financial Statement 8.3: Pro Forma Balance Sheet (5 Years)

	2018		2019		2020		2021		2022	
	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)
<b>Assets</b>										
<b>Fixed Assets</b>										
Operating Cost	210,025		193,225		178,105		164,497		152,249	
(-) Acc. Depreciation	(16,800)		(15,120)		(13,608)		(12,248)		(11,023)	
<b>Total Fixed Assets</b>		193,225		178,105		164,497		152,249		141,226
<b>Current Assets</b>										
Inventory	6,526		7,396		7,012		7,102		7,112	
Cash / Bank	7,870		65,844		305,651		631,394		938,646	
<b>Total Current Assets</b>		14,396		73,240		312,663		638,496		945,758
<b>Total Assets</b>		<b>207,621</b>		<b>251,345</b>		<b>477,160</b>		<b>790,745</b>		<b>1,086,984</b>
<b>Financed by:</b>										
<b>Owner's Equity</b>										
Capital Investment	385,000		207,621		251,345		477,160		790,745	
Net Profit / Loss	(177,379)		43,724		225,815		313,585		296,239	
<b>Total Owner's Equity</b>		207,621		251,345		477,160		790,745		1,086,984
		<b>207,621</b>		<b>251,345</b>		<b>477,160</b>		<b>790,745</b>		<b>1,086,984</b>

Source: Developed for the research

## 8.6 Payback and Exit Strategy

### 8.6.1 Payback Period

Table 8.11 Financial Payback Period of Greenie Innoware

Financial Year	Cash Flow (RM)	Cumulative Cash Flow (RM)	Discount Rate (10%)	$(DR+ 1)^t$	Discounted Cash Flow $NPV=CF/(DR+ 1)^t$	Net Discounted Cash Flow
0	(375,000.00)	(375,000.00)	10%	1.00	(375,000.00)	(375,000.00)
1	7,870.00	(367,130.00)	10%	1.10	7154.55	(367,845.45)
2	65,844.00	(432,974.00)	10%	1.21	5441.53	(362,403.92)
3	305,651.00	(127,323.00)	10%	1.33	229,812.78	(132,591.14)
(a)		(b)				(d)
4	631,394.00 (c)	504,071.00	10%	1.46	432,461.64 (e)	299,870.50
5	938,646.00	1,442,717.00	10%	1.61	583,009.94	882,880.44

Source: Developed for the research

Payback Period:

$$\begin{aligned} & a + (b / c) \\ & = 3 + (127,323.00 / 631,394.00) \\ & = 3 + 0.20 \\ & = 3.2 \text{ years} \end{aligned}$$

Discounted Payback Period:

$$\begin{aligned} & a + (d / e) \\ & = 3 + (132,591.14 / 432,461.64) \\ & = 3 + 0.31 \\ & = 3.31 \text{ years} \end{aligned}$$

Return on Investment:

[Net profit / Start-up Fund] X 100

$$1\text{st Year} = [\text{RM } (177,379) / \text{RM}375,000] \times 100 = (47.30\%)$$

$$2\text{nd Year} = [\text{RM } 43,724 / \text{RM}375,000] \times 100 = 11.66\%$$

$$3\text{rd Year} = [\text{RM } 225,815 / \text{RM}375,000] \times 100 = 60.22\%$$

$$4\text{th Year} = [\text{RM } 313,585 / \text{RM}375,000] \times 100 = 83.62\%$$

$$5\text{th Year} = [\text{RM } 296,239 / \text{RM}375,000] \times 100 = 79.00\%$$

### 8.6.2 *Exit Strategy*

Exit strategy is pre-planned that refers to extrication from a circumstances that is likely to become difficult or unpleasant. The business may turn out to be unprofitable in the future or there are difficulties faces by management, these are the probability that may happen during process of business operations.

#### 8.6.2.1 *Voluntary Winding Up*

Voluntary winding up is not controlled by law, but it happened based on decisions made by business owner. A company is considered legally solvent where total value of its assets is greater than total liabilities in order to meet financial obligations.

For a company to enter into a voluntary winding up, shareholders of a company must make a sworn Declaration of Solvency in which proven that they have thoroughly reviewed the company's financial status as well as concluded that it is solvent and able to reasonably repay all existing and prospective debts within a period of no more than 12 months.

#### 8.6.2.2 *Selling to a Friendly Buyer*

It is regarding the strategy of passing ownership to another known entity that will preserve the legacy. Potential buyers might include employees, family members, friends, or even family members.

The biggest advantage of this strategy is less due diligence required since both buyer and seller know each other. Next, it will also somehow preserves current business operations while continue to run business as usual. It would be better to sell business to internal organization members or those who involved in similar industry as they possess relevant knowledge and experience in business daily operations. Accordingly, they will have greater commitment and put more effort into the business for better performance.

## **9.0 CRITICAL RISK FACTORS**

### **9.1 Management Risks**

Management risk is the risk associated with decisions made by destructive, incompetent and underperforming management in relation to overall interest of stakeholders. Poor decisions made result in destruction of overall business performance and stakeholder wealth.

#### *9.1.1 Conflict among Management Team*

Management team has discovered the challenges whenever every partner proposed different opinions in decision making process and hence create difficulty to reach a consensus. It will leads to conflict, for instance partners may misunderstand with what others would want, thus unable to fulfill the overall needs and requirements. Lack of communications between departments increase the risk of conflict when ones conducted errors or doing things wrongly, it will affect the entire business operations.

Therefore, management team will be establishing a standard operating procedures to ensure everyone follow on it. Managers are encouraged to attend dispute resolution workshops and training for instance workshops of managing difficult behaviors. Aside from platform set up to enhance relationship with customers, an internal communication platform will be establish as well to serve with ease of communication for every member in Greenie Innoware.

### *9.1.2 Strategy and Planning Risk*

Top management are concern with every decision making when decide and plan for a strategic implementation. It is because every decision made will wreaking havoc the entire operations of company. As a result of involvement five top managers in decision making, it become time consuming and cause company to lose precious business opportunity approach. Hence it affects company's short term and long term profit directly.

Accordingly, five of top managers come to a conclusion that each manager will fully in charge for department-related matters. Top management will gathers for discussion whenever matter goes beyond department or any matters that will impact entire business operations. However, a standard operation procedure had been established and agreed by each partner as a guideline for each partner to make decision accordingly depends on situations.

## 9.2 Marketing Risks

Marketing risk, or known as systematic risk, refers to risks associated with market selection that impact overall financial market performance which an organization involved. Potential of marketing losses related to inappropriate price setting, insufficient promotion and poor branding. External threats due to marketing failure might affect internal profitability of shareholders as well.

### 9.2.1 Pricing

Pricing strategies fall under the marketing umbrella. Greenie Innoware Sdn Bhd must select pricing strategy that corresponsive with brand and position. There are some companies that practice either low price strategies or high price strategies. However, there will be risk for high price adopters if the quality of product does not match with the price. Similarly, there will be risk for low price providers as it will create reputation for poor quality to customers.

In order to improvise the best pricing strategy, Greenie Innoware constantly revise pricing strategy implemented over time. This is to ensure that price of offering will always meet the quality of products while prevent flop in market and cause damage to reputation of company.

### 9.2.2 Branding

Greenie Innoware is afresh company to the industry, therefore it yet to establish outstanding brand name. A well-established branding is a time-consuming process which take years for public to recognize and trust the company. There will be also hidden risks with developing a marketing plan that overestimates the effect of brand or overconfidence with brand to be more relevant than what it actually worth for,



therefore the plan is most likely does not account for efforts on extra time or marketing and promotional needed to build value and trust with prospects.

Greenie Innoware can overcome the problem of weak branding by provide extra benefits or value added products in order to gain positive reputation. Furthermore, management team adopted advertising tools such as promote Greenie Innoware at the social network platform. These methods not only save costs but also effective as it able to reach customers broadly. Word of mouth is a powerful advertising tool as it is more convincible and friendly compare to what official provide. Management team just need to build strong and long term relationship with customers by providing excellent service and product to create a positive word of mouth and this certainly will lead to creation of strong brand recognition.

### *9.2.3 Trends*

Keeping on top of industry trends is vital to staying competitive, however Greenie Innoware may less sensitive to the trend due to it is a new company and this will become a marketing risk. Failure accessing latest trend may impact Greenie Innoware as competitors may anticipate with new services or launch new pricing strategies, to encounter what is going to happen next. Out of the path not only cause Greenie Innoware to lose business opportunities, but also weaken competition advantage to compete with others.

Management team must keeping on tracking the trend in order to not miss up any opportunities arises. This can be done by putting greater effort in conduct various market analysis and understand on customers requirement for future trends so that able to formulating a efficient marketing plan to capture their attention.

## 9.3 Operating Risks

Operations risk encompasses anything that potentially affect daily business processes. It is the prospect of losses attribute to inadequate disciplines or indefinite procedures which may result in production delay or failure in supply chain management.

### *9.3.1 Business Disruption and System Failures*

Although Greenie Innoware had hired quality candidates as employees, but there will errors occurred as unpredictable or unavoidable uncertainty. There are various errors and risks that Greenie Innoware may face such as errors in data entry, miscommunication, accounting errors, incorrect client records, inaccurate account and negligent loss of client assets. These errors are operational risk that could bring threats to the organization.

Management team may face several business interruptions such as disruption in telecommunication, power failure and interruption during production process, operations will be delay when there is malfunction or break down on the equipment and machine. When production is delayed, Greenie Innoware may fail to fulfill market demand and hence cause losses to organization and customer base. All these risks can result in interrupted business and financial loss.

Organization contains standards and procedures to guide the behavior of employees by preventing actions that could affect the business. Therefore, Greenie Innoware is committed to enforce established policy in order to maintain discipline of employees. Besides, necessary training courses can be given in order to improve performance of employees. This allows employees to perform job more efficient and effective efficient by minimize possibility of errors occurred while increase productivity of organization. Maintenance will be conducted consistently by professional technician

in order to prevent the sudden breakdown of operation which will bring negative impact to organization.

### *9.3.2 Research and Development*

Greenie Innoware is a company emphasizes on continuous research and development with the aim of create more innovative products. Research and development is used to identify what customer desire, and to develop products that align with benefits and features that match with customer's wants.

There will be risk of wasteful investments occurred as outcome of failure to identify useful data or achieve positive results. Additionally, it will also burden Greenie Innoware as it consume large sum of capital.

In order to overcome the research and development risk, management team must evaluate profitability of the target market before launch research and development process in order to ensure effort done will be rewarded. This can be done by conducting marketing analysis consistently in order to collect the data regarding to customer preferences, purchasing attitudes as well as their concern during previous purchasing behavior. Management team will work closely with local state government to obtain first-hand information for data mining. The data enables Greenie Innoware to develop the most effective and appropriate offering to customers.

## **9.4 Financial Risks**

Financial risk is the possibility that stakeholders at risk of financial loss when a company's cash flow proves inadequate abilities to meet its financial obligations. Risk involves the possibility of business owners losing large amounts of capital when using debt financing for starting or operating their company.

### *9.4.1 Cash Management Challenges*

Since Greenie Innoware is a newly start-up company, large amount of capital and resources are needed for establish better growth of company. Initial cash for Greenie Innoware is merely enough to cover the fixed cost and operating expenses, while there are still manufacturing cost, marketing cost, selling and advertising cost which is unavoidable. In order to sustain overtime, Greenie Innoware face a huge challenges on cash management with limited resources.

A company might face difficulty to convert its current assets into cash without suffering capital losses. Cash shortages will definitely threaten the business which the debts are not able to settle up on time. Credit sales can increase company sales; however, it could become a risk that will put company into a dangerous situation. Company may face issue such as unavoidable bad debts while it will restrict the company to grow.

Cost reduction is one of the ways that may increase cash liquidity of Greenie Innoware. Management may have policy to avoid any unnecessary costs that incurred during the operations such as overhead costs. Some of the unnecessary costs may be avoid if the company practices with a good culture. Every employee should aware on reducing any unwanted wastage in order to help the company to save costs.

#### *9.4.2 Credit Risk*

Credit risk, or known as default risk, is risk refer to a financial loss incurred whenever counterparty to a transaction does not fulfil its financial obligations in a timely manner.

Greenie Innoware had invested in machinery and necessary equipment needed in production, the capital that used to invest in the equipment, solely based on start-up capital contributed by each founder. As Duocon is new to the market, there is no guarantee that Greenie Innoware can make convincible profit in early stage. Management team will face risk when sales are low and unable to recover investment in shorter period alongside with uncertainty that may occur. Additionally, provide credit sales to customers is common, especially B2B businesses. It will helps to increase sales and grow business effiecient, yet it lead to financial risk whenever customers fail to repay the amount or delay the payment.

To control the risk, company's finance department have to establish a policy that concern with the credit limits and all credit-related activity. The credit policy will involves the terms and conditions for applying loans, credit limits, contracts, sales agreement, and so on. It can prevent a company to have excessive loan that the company itself may not be able to repay. Finance department responsible to develop strategies for credit risk management as well as monitoring the risk.

## **9.5 Intellectual Property Infringement**

Greenie Innoware might face trademark infringement issue when company name or logo been imitated by unauthorized user. New comers or competitors will tend to imitate products that shown positive economic result or sales, which threaten Greenie Innoware in business development that shortage in resources to compete.

Strong manufacturers with sufficient resource capable to produce similar products in lower price. Price-conscious customers will shift toward competitors as they able to get similar products with lower price. However competitors will limited resource might produce in lower quality which indirectly affect branding of Duocon in marketplace.

Trademark had been registered to avoid company reputation being abused or misuse by competitors illegally, and affect entire business operations. Patent registered to prevent products being imitated by unauthorized party into their own interest. Greenie Innoware has exclusive rights to take legal actions against infringer who act without consent.

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## Appendix A1: Resume of Chief Executive Officer

### CHIAM YEE PING

20, Lorong Kenanga, Taman Jaya,  
13000, Butterworth,  
Pulau Pinang.  
+60164455514  
fred\_5823@hotmail.com



### Objective

Seeking middle to senior level assignments in Organization Management with an innovation organization of repute in manufacturing sector.

### Personal Details

Date of Birth : 30 November 1994  
Gender : Male  
Ethnic : Chinese  
Nationality : Malaysian  
Marital Status : Single

### Profile Summary

- Bachelor of Business Administration (Hons) Entrepreneurship from University Tunku Abdul Rahman.
- 4 years of working experiences with enhanced customer interaction knowledge and market observation.
- Able to build a teamwork with strong culture and align departmental goals to the company's objective.
- Adequate knowledge of best manufacturing practices including lean manufacturing.
- Great negotiation and communication skills.

### Core Competencies

- Manage operational performance of the company's production, oversee the marketing activities, financial performance and human resource in the company.
- Provide leadership towards achievement of organization vision, mission, strategy and goals.
- To lead and create continuous operational excellent culture within the operation team.
- Monitor, measures and report on operational issues, development plans, opportunities and achievements within budgets and timescales.
- Supervise, guide and monitor the management team with the aim of higher work efficiency and explore new business opportunities.
- Review on the progress against plans, contractual arrangements, and delivery milestones.

### **Languages Proficiency**

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Written : Malay, English, Chinese  
Spoken : Malay, English, Chinese

### **Organizational Experiences**

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2016 Sunrise Paper (M) Sdn. Bhd. as Intern - Purchasing Department

Role:

- i. Paperwork Quotations, stock list, processing customer orders and complete activations in an accurate and timely manner.
- ii. Feedback and update sales team on customer's requirement and delivery status.
- iii. Assist, review and issue Sales Executive's Job Order (by fax, telephone or email).
- iv. Co-ordinate orders to and from respective departments.
- v. Assist in accounts receivable and accounts payable.
- vi. Bank reconciliation and update record.
- vii. Data collection for purchasing department.
- viii. Control, record, update and distribution of necessary documents and reports of purchasing department.
- ix. Data entry and filing for production planning department.
- x. Knowledge of daily work and operation.
- xi. Ensure all records and documents are documented as per ISO 9001:2015 requirements.

**Highlight:** Played a key role to support the purchasing department.

### **Previous Working Experiences**

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2013– Present KOPITAN Classic Sdn. Bhd as Waiter, Bartender, Cashier

### **Personal Characteristics**

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- Patient and able to tolerate with others.
- Passionate for new knowledge and challenge.
- Honest.

### **Soft Skills**

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- Great Communication Skills
- Creativity and Problem solving ability
- Decision Making
- Leadership and Teamwork
- Self-Motivation
- Time Management

## **Hard Skills**

### **Computer software and Application knowledge**

- Proficient in Microsoft Office including Words, Excel, and PowerPoints.
- Proficient in Google application including Google form and Spreadsheets.

### **Machine operation**

- Capable in operate printing machine, forklift.

## **Academic Details**

### **2014 – 2017: Universiti Tunku Abdul Rahman (UTAR)**

- Kampar, Perak, Malaysia
- Bachelor of Business Administration (Hons) Entrepreneurship

No	Society/ Club	Position
1	Finance and Investment Society	Member
2	Japanese Culture Club	Member
3	Wushu Club	Member

### **2007 – 2013: Sekolah Menengah Jenis Kebangsaan Chung Ling Butterworth**

- Butterworth, P. Pinang, Malaysia
- Highest achievement : STPM
- Additional achievement : MUET

No	Society/ Club	Position
1	Civil Defense	Member (2007 – 2011)
2	School Youth Cadet Corps	Committee (2011 – 2013)
3	Economic Club	Committee (2010/2011)

### **2001 – 2006: Sekolah Jenis Kebangsaan (Cina) Li Hwa**

- Butterworth, P. Pinang, Malaysia
- Highest achievement : UPSR

## **Workshop / Seminar Attended**

- Workshop on “How to Influence Others”, 2016
- Workshop on “Emotional Intelligence and Teamwork Skills”, 2015
- Seminar on “Communication and Language Skills”, 2015
- Seminar on “Lifelong Learning and Teamwork Skills”, 2015
- Seminar on “Entrepreneurship Skills”, 2015

## **Referees**

### **1. Encik Adi Wira Bin Mohd Zin**

Relationship : Academic Advisor  
Designation : Lecturer  
Company : Universiti Tunku Abdul Rahman (UTAR)  
Telephone No. : + (605) 468-8888 Extension: 4629  
Email : adiw@utar.edu.my

## Appendix A2: Resume of Chief Operations Officer

### TAN WOEI SIONG

28, Lorong Belimbing 6,  
Taman Belimbing 2,  
14000, Bukit Mertajam,  
Pulau Pinang.  
+60175850775  
siong\_0317@hotmail.com



### Objective

Seeking middle to senior level assignments in Operation Management with an innovation organization of repute in manufacturing sector.

### Personal Details

Date of Birth : 17 March 1994  
Gender : Male  
Ethnic : Chinese  
Nationality : Malaysian  
Marital Status : Single

### Profile Summary

- Bachelor of Business Administration (Hons) Entrepreneurship from University Tunku Abdul Rahman.
- 3 years of experiences in Sales & Marketing and Customer Service.
- 2 years of experiences in Corporate and Operational Management.
- Adaptable to operate under pressure and changing environment with flexible scheduling.
- Multi-tasking and proficient in performing daily departmental maintenance tasks.
- An effective communicator with excellent interpersonal, logical thinking and analytical abilities.

### Core Competencies

- Analysis business potential, implementing plans to drive sales, supplementing turnover and achieve desired targets.
- Conduct competitor analysis by keeping abreast of market trends and competitors' moves to achieve market share metrics, evolving market segmentation and penetration strategies to achieve targets.
- Resourceful in ensuring high quality customer experience, elevating customer satisfaction, while adhering to work processes and managing cost-effective operations.
- Proficient in managing business operations with focus on overall performance and skills in determining company's mission & strategic direction as conveyed through policies and corporate objectives.

- Proficient in answering queries and resolving issues, using exceptional technical and communication skills.
- Ability to express technical concepts clearly to people with no technical background.
- Leading, training and monitoring performance of team members to ensure efficiency in operations and meeting objectives.

### **Languages Proficiency**

---

Written : Malay, English, Chinese, Japanese  
Spoken : Malay, English, Chinese, Japanese

### **Organizational Experiences**

---

2016 Leeden Hercules Sdn. Bhd as Intern - Corporate Department

Role: Quotation preparation  
General administration such as filling, data entry, database update.  
Market research to analyze and justified potential customers and competitors.  
Interact with subsidiary corporations, suppliers, and stakeholders.  
Assist in new products launching and company events planning.  
Assist warehouse in stock arrangement and racking system.  
Assist other departments in tasks assigned.  
Perform other related duties incidental to the work.

Highlight: Played a key role in adding new revenue streams.  
Set up new marketing platform with collaboration of government sector.

Assist in renovation of branch at Kedah and new branch set up at Penang.

### **Previous Working Experiences**

---

2014 – 2015 Uniqlo (Malaysia) Sdn. Bhd. as Retail Associate  
2014 – 2015 Captivate Sdn. Bhd. as Products Promoter  
2014 Permanis Sandilands Sdn. Bhd. as Merchandiser  
2013 Digi Telecommunications Sdn. Bhd. as Business Plan Roadshow Promoter  
2013 Maxis Berhad as PIC Fair Promoter  
2009 – Present KOPITAN Classic Sdn. Bhd as Waiter, Bartender, Cashier, Management trainee

### **Soft Skills**

- Leadership and Teamwork
  - Proven leadership and organizational capability.
  - Enjoy working as a team as well as independently.
- Analytical and Problem solving ability
  - Logical thinking in gathering and analyzing information.
  - Determination and persistence to troubleshoot problems.
- Time Management
  - Well planning and complete assigned tasks on time.
- Communication
  - Empathic listener and persuasive speaker.
  - Excellent presentation and negotiation skills.

### **Hard Skills**

#### **Computer software and Application knowledge**

- Proficient in Microsoft Office including Words, Excel, and PowerPoints.
- Proficient in Google application including Google form and Spreadsheets.
- Conversant in Adobe Photoshop, Adobe Illustrator, CorelDraw, and 3D Builder.

#### **Machine operation**

- Capable in operate printing machine, welding machine, forklift.

### **Academic Details**

#### **2014 – 2017: Universiti Tunku Abdul Rahman (UTAR)**

- Kampar, Perak, Malaysia
- Bachelor of Business Administration (Hons) Entrepreneurship

No	Society/ Club	Position
1	Sports Club	Member
2	Photography Society	Member
3	Young Entrepreneurs Society	Member

#### **2007 – 2013: Sekolah Kluster Kecemerlangan Kebangsaan Jit Sin**

- Bukit Mertajam, P. Pinang, Malaysia
- Highest achievement : STPM
- Additional achievement : MUET

No	Society/ Club	Position
1	Scout	Member (2007 – 2011)
2	Football Club	Committee (2009 – 2011) School Representative (2010)
3	Task Force Club	Chairman (2010/2011)
4	Kelab Binaan, Bangunan & Perabot	Chairman (2010/2011)

#### **2001 – 2006: Sekolah Jenis Kebangsaan (Cina) Peng Bin**

- Bukit Tengah, P. Pinang, Malaysia
- Highest achievement : UPSR

### **Workshop / Seminar Attended**

- Seminar on “How To Multiply Your Talents and Creativity through the Web”, in 2017
- Seminar on “Lokalocal Startup Experience”, 2015
- Seminar on “The Dolphin Wave Innovation System for Business”, 2017
- Workshop on “How to Influence Others”, 2016
- Workshop on “International Culture Workshop”, 2015
- Workshop on “Effective Time Management”, 2015
- Seminar on “POWER! Managing your Debts Effectively by AKPK”, 2015
- Seminar on “Goods and Service Tax (GST) Awareness”, 2015
- Seminar on “To Create, Copy or Consume?”, 2015
- Workshop on “Philosophy of Success” conducted by Desmond Pang, 2012

### **References**

- 1. Encik Mohamad Fared bin Mohamad Makmor**  
Relationship : Academic Advisor  
Designation : Lecturer  
Company : Universiti Tunku Abdul Rahman (UTAR)  
Telephone No. : +(605) 468-8888 Extension: 4567  
Email : faredm@utar.edu.my
  
- 2. Ms. Yip Sok Yiing**  
Relationship : Employer  
Designation : Store Manager of Uniqlo  
Company : Uniqlo (Malaysia) Sdn. Bhd.  
Telephone No. : +6016-5907918



## Appendix A3: Resume of Chief Marketing Officer

### **KHOR CHING YUH**

Blok 12,1-07  
Jalan Mesra 2,  
Taman Mesra,  
13400 Butterworth,  
Pulau Pinang.  
+60174062149  
devilrave5566@gmail.com



### **Objective**

Expertise in formulating sales and marketing strategies with the aims to reach the desire target.

### **Personal Details**

Date of Birth : 03 May 1994  
Gender : Male  
Ethnic : Chinese  
Nationality : Malaysian  
Marital Status : Single

### **Profile Summary**

- Bachelor of Business Administration (Hons) Entrepreneurship from University Tunku Abdul Rahman.
- 2 years of experiences in Sales & Marketing and Customer Service.
- Adaptable to operate under pressure
- Confident with strong interpersonal, passion and enthusiasm to work.
- Analytical skills to forecast and identify trends and challenges
- A team player, pro-active, responsible, energetic and self-motivated

### **Core Competencies**

- Excellent relationship building skills, ability to communicate with individuals at all levels of the organization.
- Develop and execute marketing plan, strategies and organize company events.
- Lead and manage marketing planned, tactical plans, by timelines, with periodic reviews and plan updates to ensure objectives are met and stay on budget.
- Assist in management team and work closely with management members on the execution of marketing plans, advertising and promotions activities to achieve business growth.
- Provide ideas and solutions to solve marketing related issues and matters.
- Achieve and ensure completion of marketing process and operational goal.

### **Languages Proficiency**

---

Written : Malay, English, Chinese  
Spoken : Malay, English, Chinese

### **Organizational Experiences**

---

2016 Sunrise Paper (M) Sdn Bhd

Role: To source and develop new customer as well as servicing existing customer

information Maintain relationship with clients by providing support and relevant information

Responsible for attending sales enquiries, preparation and follow up of quotation and customer feedback.

Existing in the documentation of sales record

Maintain strong relationship with clients

### **Previous Working Experiences**

---

2014 – 2015 G-Ware Sdn. Bhd. as General Clerk

### **Soft Skills**

---

- Strong Work Ethic
  - Motivated and dedicated to getting the job done
- Positive Attitude
  - Optimistic and upbeat.
  - Generate good energy and good will.
- Time Management
  - Know how to prioritize tasks and works on a number of different projects at once
- Good Communication Skills
  - Verbally articulate and a good listener
  - Able to express needs in a way that builds bridges with colleagues, customers and vendors.

### **Hard Skills**

---

#### **Computer software and Application knowledge**

- Proficient in Microsoft Office including Words, Excel, and PowerPoints.
- Conversant in Adobe Photoshop, and 3D Builder.

#### **Data Analysis**

- Proficient in data visualization software and flowchart software

### **Academic Details**

---

#### **2014 – 2017: Universiti Tunku Abdul Rahman (UTAR)**

- Kampar, Perak, Malaysia
- Bachelor of Business Administration (Hons) Entrepreneurship

No	Society/ Club	Position
1	Japanese Culture Club	Member
2	Wushu Society	Member
3	Marketing Society	Member

#### **2007 – 2013: Sekolah Chung Ling Butterworth**

- Butterworth, P. Pinang, Malaysia
- Highest achievement : STPM
- Additional achievement : MUET

No	Society/ Club	Position
1	Kiwanis Club	AJK
2	Photography Club	Assistant Secretary
3	Boys Brigade	Member

#### **2001 – 2006: Sekolah Jenis Kebangsaan (Cina) Li Hwa**

- Butterworth, P. Pinang, Malaysia
- Highest achievement : UPSR

### **References**

---

- 1. Mrs Khor Hooi Ching**  
Relationship : Academic Advisor  
Designation : Lecturer  
Company : Universiti Tunku Abdul Rahman (UTAR)  
Telephone No. : +(605) 468-8888 Extension: 4377  
Email : khorhc@utar.edu.my

## Appendix A4: Resume of Chief Financial Officer

### LEE ZHI HENG

No 42 Jalan Tepi Sungai,  
Taman Sungai Bertek KS3,  
41100, Klang, Selangor.  
+60143216828  
jackleezhiheng@hotmail.com



### Objective

Seeking middle to senior level assignments in Financial Management with an innovation organization of repute in manufacturing sector.

### Personal Details

Date of Birth : 15 December 1994  
Gender : Male  
Ethnic : Chinese  
Nationality : Malaysian  
Marital Status : Single

### Profile Summary

- Bachelor of Business Administration (Hons) Entrepreneurship from University Tunku Abdul Rahman.
- 2 years of working experiences with financial knowledge.
- Adaptable to operate under pressure with flexible scheduling.
- Excellent interpersonal, logical thinking and analytical abilities.

### Core Competencies

- Tackle a problem by using a logical, systematic, sequential approach.
- Conduct competitor analysis by keeping abreast of market trends and competitors' moves to achieve market share metrics, evolving market segmentation and penetration strategies to achieve targets.
- The ability to notice, interpret, and anticipate others' concerns and feelings, and to communicate this awareness empathetically to others.
- Able to work cooperatively with others so solve problems.
- The ability to plan and deliver oral and written communications that make an impact and persuade their intended audiences.

### Languages Proficiency

Written : Malay, English, Chinese, Japanese  
Spoken : Malay, English, Chinese, Japanese

### Previous Working Experiences

2014 Hong Kong Kim Gary Restaurant as Chef Assistant  
2013 Lee A+ as Teacher

### **Soft Skills**

- Teamwork
  - Enjoy working as a team as well as independently.
- Analytical and Problem solving ability
  - Logical thinking in gathering and analyzing information.
  - Determination and persistence to troubleshoot problems.
- Communication
  - Excellent presentation and negotiation skills.

### **Hard Skills**

#### **Computer software and Application knowledge**

- Proficient in Microsoft Office including Words, Excel, and PowerPoints.
- Proficient in Google application including Google form and Spreadsheets.

### **Academic Details**

#### **2014 – 2017: Universiti Tunku Abdul Rahman (UTAR)**

- Kampar, Perak, Malaysia
- Bachelor of Business Administration (Hons) Entrepreneurship

No	Society/ Club	Position
1	Voice of Choir and Acapella	Member
2	Japanese Social Club	Member
3	Young Entrepreneurs Society	Member

#### **2012 – 2013: SMK METHODIST (ACS)**

- Klang, Selangor, Malaysia
- Highest achievement : STPM
- Additional achievement : MUET

No	Society/ Club	Position
1	Basketball Club	Member
2	President Club	Chairman

#### **2007 – 2012: SMK Telok Gadong**

- Klang, Selangor, Malaysia
- Highest achievement : SPM

### **Workshop / Seminar Attended**

- Seminar on “How to Start Your Investment with Limited Funds”, 2016
- Workshop on “Effective Time Management”, 2015
- Seminar on “POWER! Managing your Debts Effectively by AKPK”, 2015

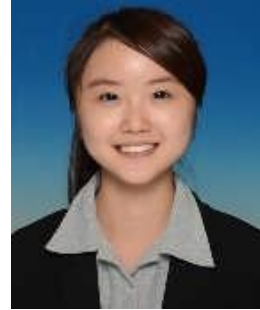
### **References**

1. **Mr. Tan Chun Eng**
  - Relationship : Academic Advisor
  - Designation : Lecturer
  - Company : Universiti Tunku Abdul Rahman (UTAR)
  - Telephone No. : +(605) 468-8888 Extension: 4601
  - Email : tance@utar.edu.my

## Appendix A5: Resume of Chief Human Resources Officer

### **CHEW SHEAU HUEY**

No A24, Jalan 20/42,  
Taman Kok Doh,  
Jalan Segambut,  
51200 Kuala Lumpur.  
013-8860821  
shuey0821@hotmail.com



### **Objective**

Seeking middle to senior level assignments in Human Resource Management with an innovation organization of repute in manufacturing sector.

### **Personal Details**

Date of Birth : 21 August 1995  
Gender : Female  
Ethnic : Chinese  
Nationality : Malaysian  
Marital Status : Single

### **Profile Summary**

- Bachelor of Business Administration (Hons) Entrepreneurship from University Tunku Abdul Rahman.
- Adaptable to operate under pressure and changing environment with flexible scheduling.
- Multi-tasking and proficient in performing daily departmental maintenance tasks.
- An effective communicator with excellent interpersonal, logical thinking and analytical abilities.
- Willing to learn, take challenge and pay full commitment to the organization.
- Innovative by improving task given.
- Interested in tasks which giving support to the organization as well as their staff.
- Life-long learning process is my primary concern.

### **Languages Proficiency**

Written : Malay, English, Chinese  
Spoken : Malay, English, Chinese

### **Organizational Experiences**

2016 Vision Technology Consulting Sdn. Bhd as Intern - Corporate Department

Role: General administration such as filling, data entry, database update.  
Assist in marketing department.

Market research to analyze searching for the appropriate service provider.

Interact with other company management.

Manage all the trainees' test and register.

Perform other related duties incidental to the work.

### **Previous Working Experiences**

2015 99 Speedmart Sdn. Bhd. as Cadbury Dairy Milk Chocolate Promoter  
2014 Aeon Midvalley as Baby Milk Promoter  
2013 Watson's Personal Care Stores Sdn. Bhd. as Neutrogena Skin Care Promoter

### **Soft Skills**

- Leadership and Teamwork
  - Proven leadership and organizational capability.
  - Enjoy working as a team as well as independently.
- Time Management
  - Well planning and complete assigned tasks on time.
- Communication
  - Empathic listener and persuasive speaker.
  - Excellent presentation and negotiation skills.

### **Hard Skills**

#### **Computer software and Application knowledge**

- Proficient in Microsoft Office including Words, Excel, and PowerPoints.
- Proficient in Google application including Google form and Spreadsheets.
- Conversant in Adobe Photoshop and Adobe Illustrator.

#### **Machine operation**

- Capable in operate printing machine.

### **Academic Details**

#### **2013 – 2017: Universiti Tunku Abdul Rahman (UTAR)**

- Kampar, Perak, Malaysia
- Bachelor of Business Administration (Hons) Entrepreneurship
- Additional achievement : MUET

No	Society/ Club	Position
1	Buddhist Society	Member
2	Chinese Language Society	Member
3	Crime Prevention Society	Member
4	Financial Economics Society	Member
5	Mass Communication Society	Member

#### **2007 – 2013: Sekolah Menengah Kebangsaan Menjalara**

- Kepong, Kuala Lumpur, Malaysia
- Highest achievement : SPM

**2001 – 2006: Sekolah Jenis Kebangsaan (Cina) Jinjang Selantan**

- Kepong, Kuala Lumpur, Malaysia
- Highest achievement : UPSR

**Society / Events**

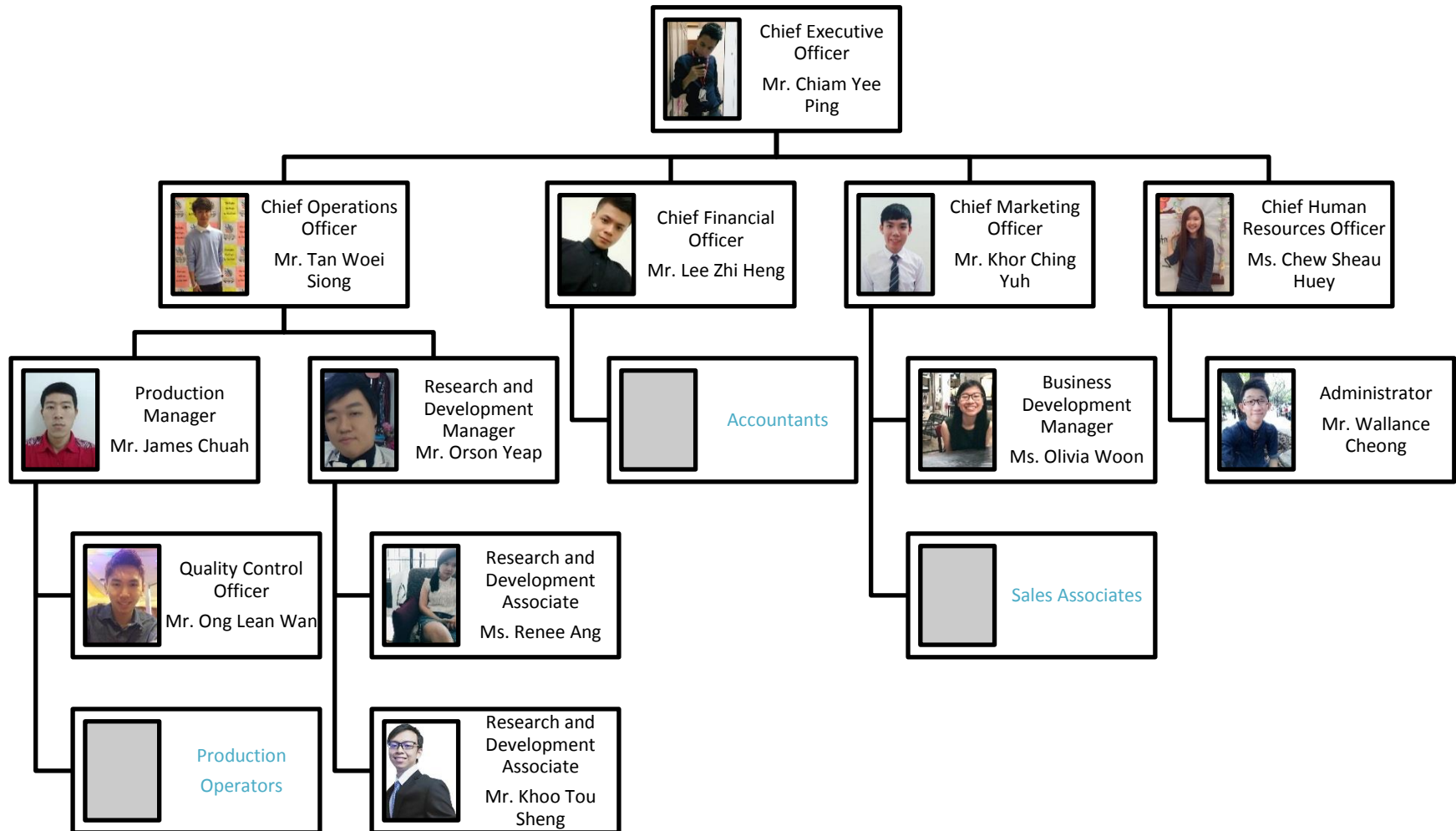
- Blood Donation Campaign, May 2013 – Helper
- City Tour , Oct 2014 – Programme Assistant Manager
- Ice Breaking & Talent Time, Oct 2014 – Assistant Ceremony cum Refreshment
- City Tour , Jan 2015 – Secretary
- Ice Breaking & Talent Time, Jan 2015 – Helper
- Golden Wheel Exhibition, July 2015 – Decoration Manager
- Non-smoking Campaign, Oct 2015 – Logistic Assistant
- Safety Campaign, Nov 2015 – Logistic Assistant

**Workshop / Seminar Attended**

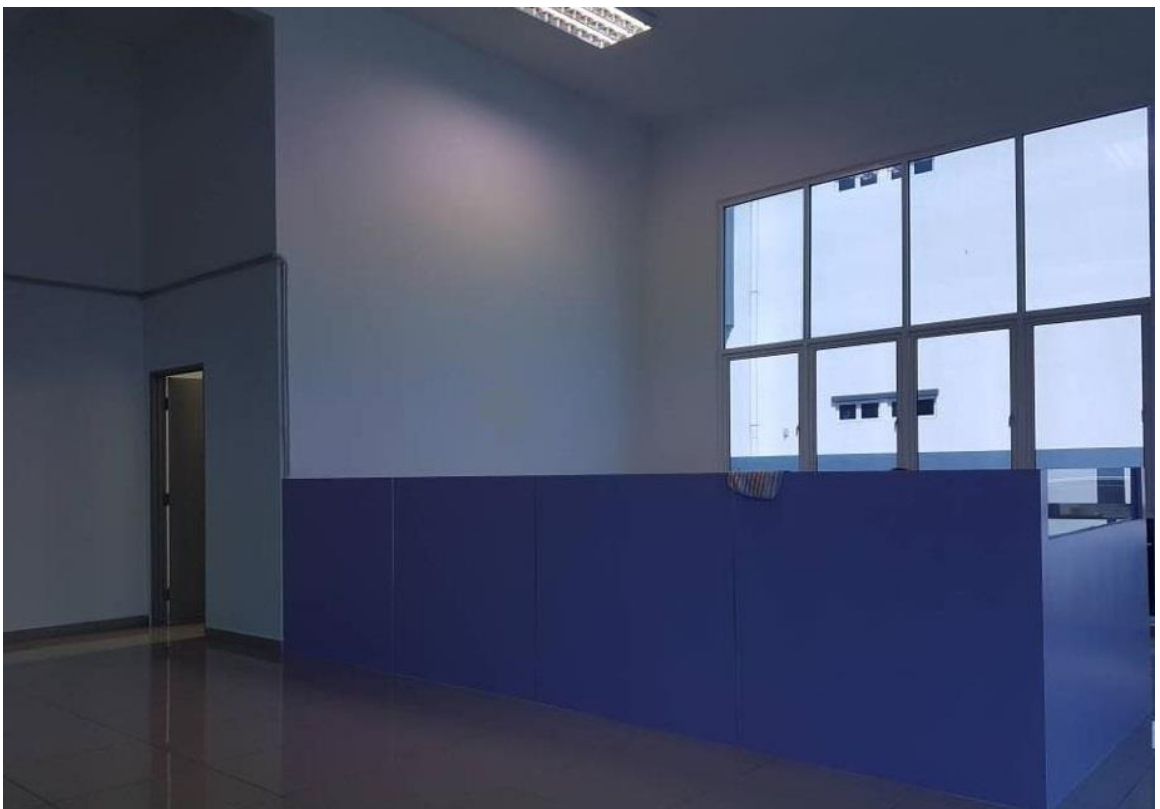
- Seminar on “9<sup>th</sup> Malaysia Festival of The Mind: Mind Mastery & How to Enhance Brain Power” on 2013
- Workshop on “Communicate with Body Language”, on 2015
- Workshop on “International Culture Workshop”, on 2016



Appendix A6: Greenie Innware Organizational Chart

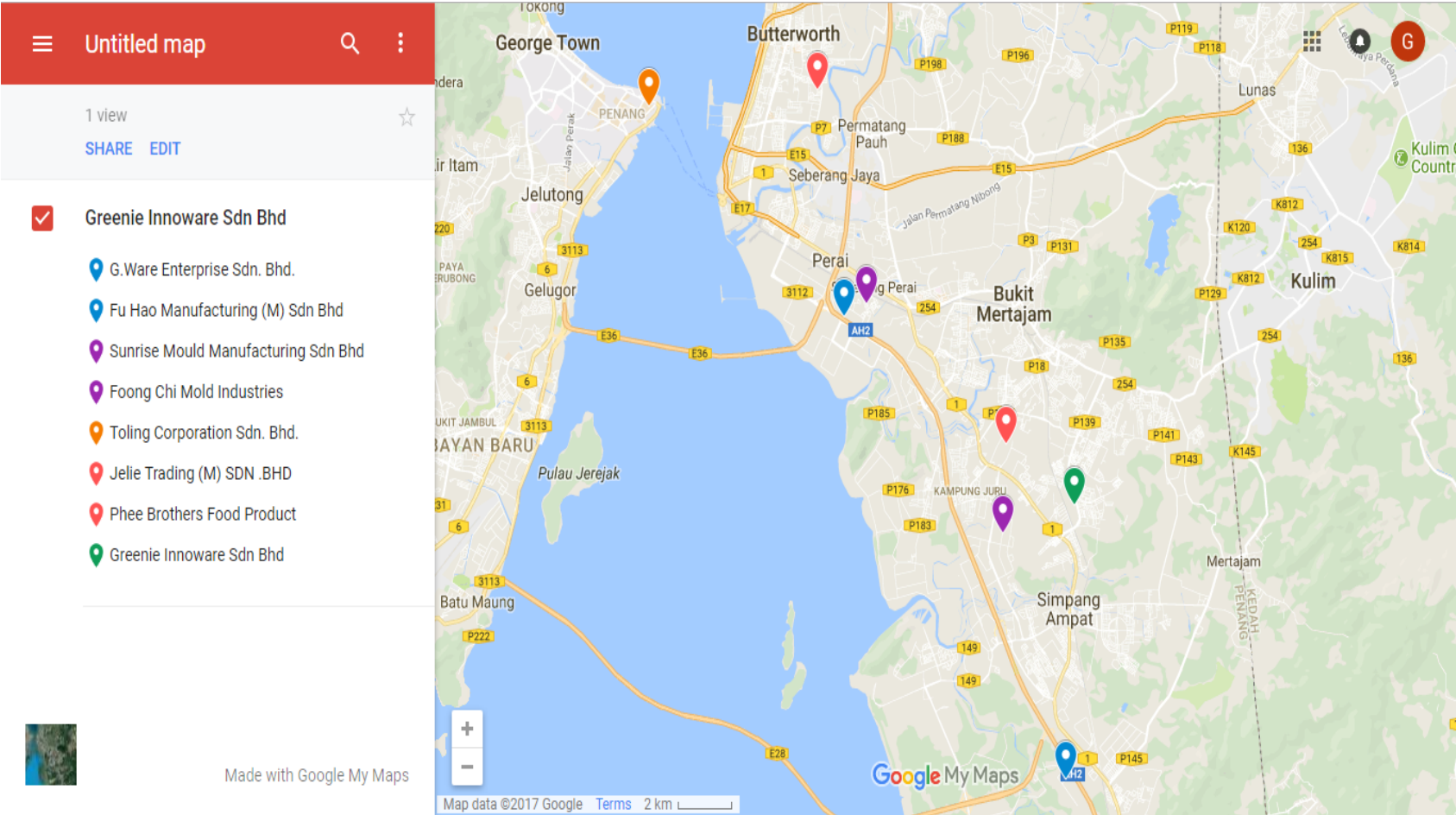


**Appendix B1: Greenie Innoware Sdn Bhd Factory-Office**

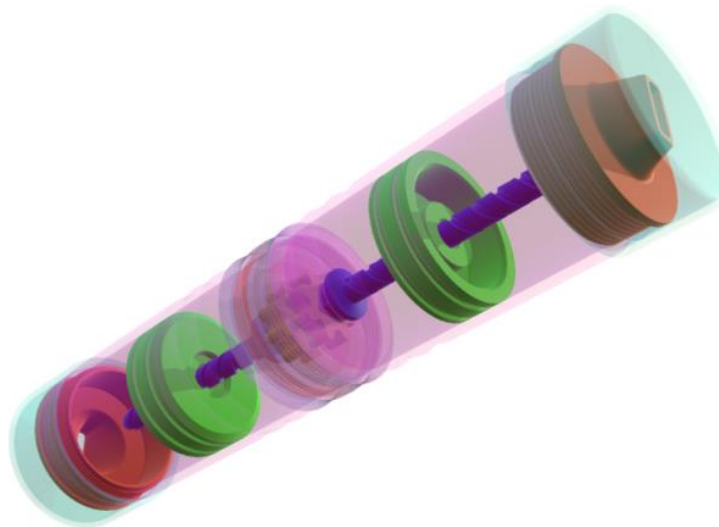
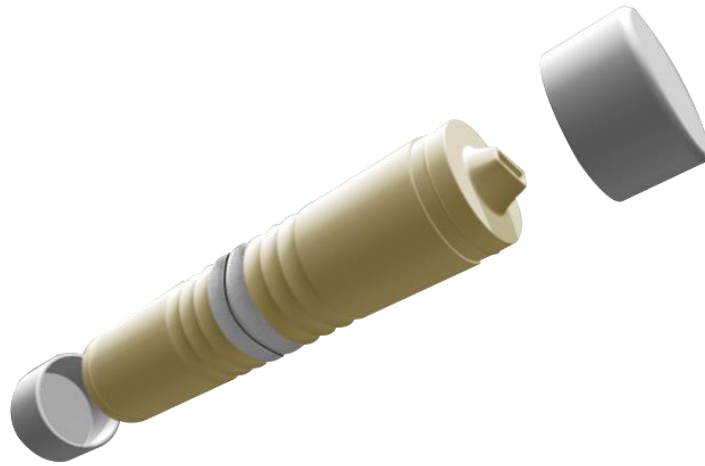


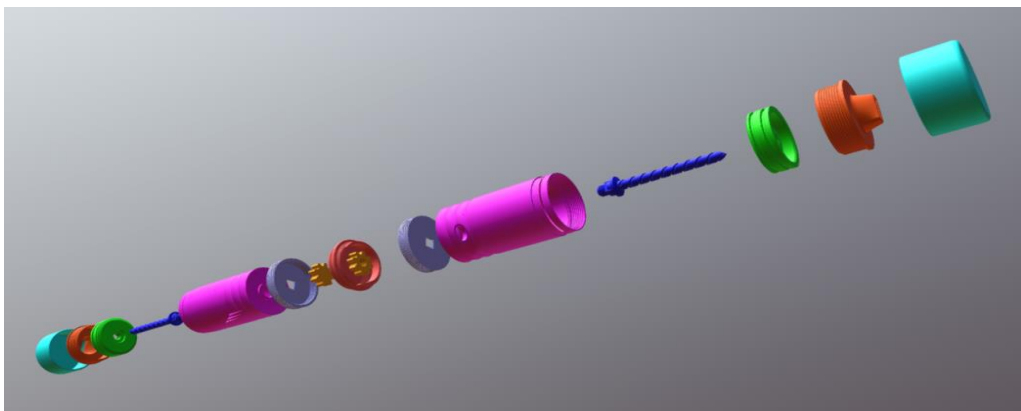


Appendix B2: Greenie Innoware Sdn Bhd Alliance Network Map



**Appendix C1: Product Prototype**





## Appendix D1: Certification Letter



### UNIVERSITI TUNKU ABDUL RAHMAN

Wholly Owned by UTAR Education Foundation (Company No. 578227-M)

13<sup>th</sup> June 2017

**To Whom It May Concern**

Dear Sir/Madam,

**Permission to Conduct Survey**

This is to confirm that the following students are currently pursuing their *Bachelor of Business Administration (Hons) Entrepreneurship* program at the Faculty of Business and Finance, Universiti Tunku Abdul Rahman (UTAR) Kampar Campus(Perak).

I would be most grateful if you could assist them by allowing them to conduct their research at your institution. All information collected will be kept confidential and used only for academic purposes.


The students are as follows:

<u>Name of Student</u>	<u>Student ID</u>
Chew Sheau Huey	13ABB03045
Chiam Yee Ping	14ABB06945
Khor Ching Yuh	14ABB06944
Lee Zhi Heng	14ABB07716
Tan Woei Siong	14ABB07187

If you need further verification, please do not hesitate to contact me.

Thank you.

Yours sincerely,

  
.....  
Ms Ng Yih Kuan  
Supervisor and Head of Department,  
Faculty of Business and Finance  
Email: [ngyk@utar.edu.my](mailto:ngyk@utar.edu.my)

## Appendix D2: Questionnaire Survey & Market Research Data



Dear Sir/Madam,

We are final year undergraduate students from Universiti Tunku Abdul Rahman (UTAR), pursuing Bachelor of Business Administration (Hons) Entrepreneurship.

We are conducting research study for the market trend and customer behavior towards our business idea, as a requirement for the course of Entrepreneurial Project.

We would like to seek for your assistance and precious time in answering this questionnaire. Your participation in this survey is highly needed and appreciated. However, the participation in this survey is voluntary which you have the rights to withdraw at anytime or refuse to participate entirely without any penalty.

The purposes of this research are:

- 1) To identify the consumer behavior towards consumption of butter and/or jam.
- 2) To identify the market trend of packaging for butter and/or jam containment.

Your point of view on this issue is much more appreciated.

We appreciate your time and cooperation, your kind contributions will be a part of completion of our Final Year Project.

Thank you in advance for the assistance provided.

If you have further inquiries, please feel free to contact us at [greenieinnoware@gmail.com](mailto:greenieinnoware@gmail.com)

Sincerely,  
Tan Woei Siong  
Chew Sheau Huey  
Chiam Yee Ping  
Khor Ching Yuh  
Lee Zhi Heng

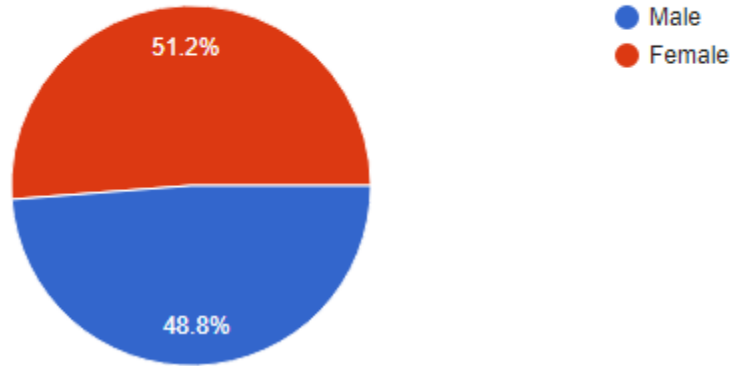
\*Note: All responses given to this research is for academic purposes. Any personal information you provide will be kept strictly confidential.



Section A: Demographic

Gender

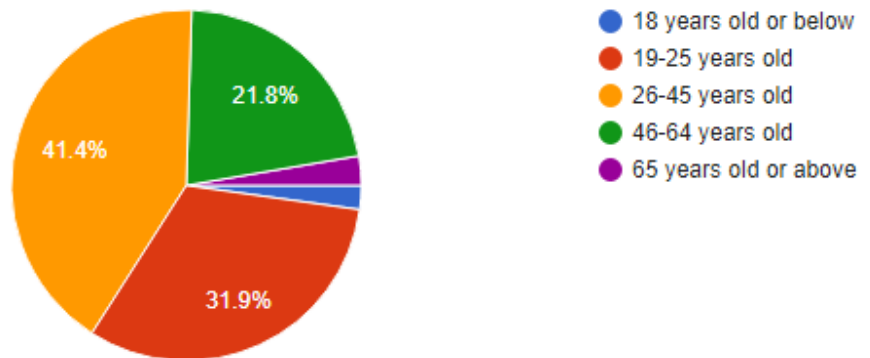
408 responses



Gender	Response	Percentage (%)
Male	199	51.2%
Female	209	48.8%

Age

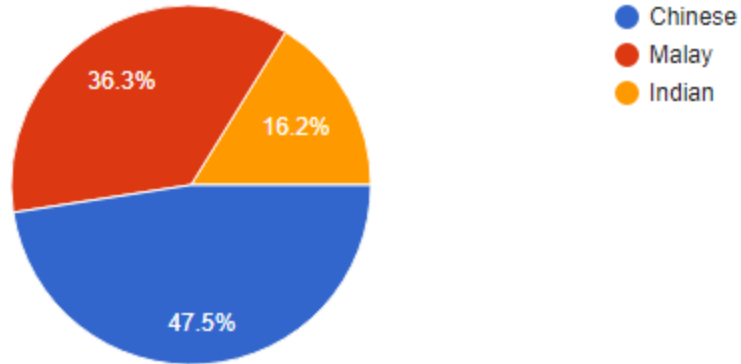
408 responses



Age	Response	Percentage (%)
18 years old or below	9	2.2%
19 – 25 years old	130	31.9%
26 – 45 years old	169	41.4%
46 – 64 years old	89	21.8%
65 years old or above	11	2.7%

## Ethic group

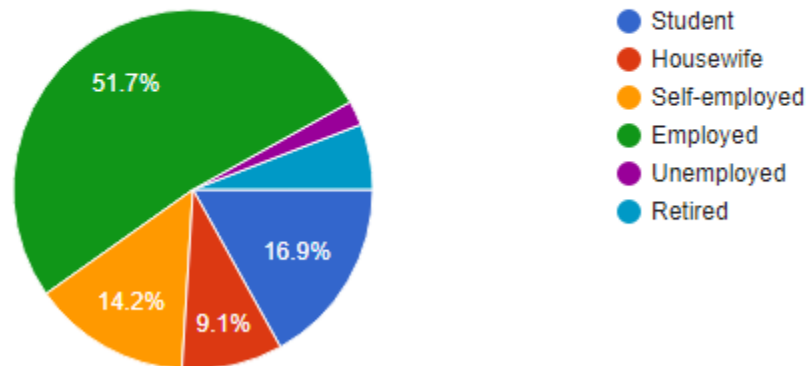
408 responses



Ethic Group	Response	Percentage (%)
Chinese	194	47.5%
Malay	148	36.3%
Indian	66	16.2%

## Employment status

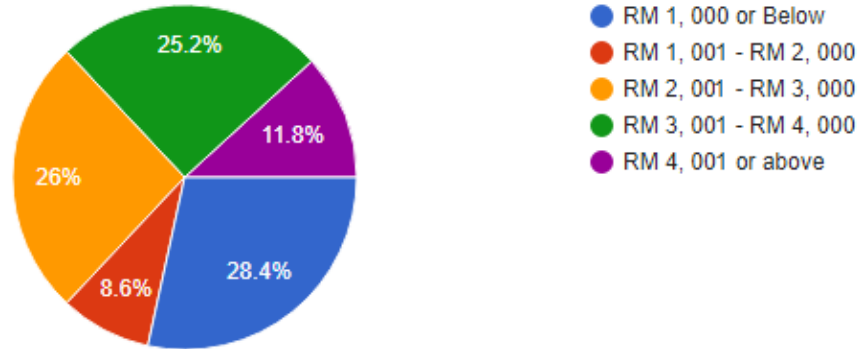
408 responses



Employment Status	Response	Percentage (%)
Student	69	16.9%
Housewife	37	9.1%
Self-employed	58	14.2%
Employed	211	51.7%
Unemployed	9	2.2%
Retired	24	5.9%

## Income

408 responses

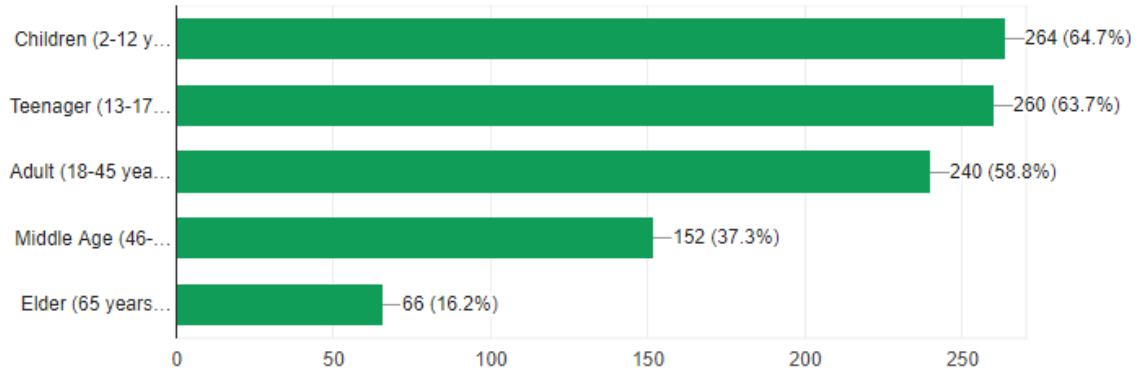


Income	Response	Percentage (%)
RM 1,000 or Below	116	28.4%
RM 1,001 - RM 2,000	35	8.6%
RM 2,001 - RM 3,000	106	26.0%
RM 3,001 - RM 4,000	103	25.2%
RM 4,001 or above	48	11.8%

Section B: Breakfast Consumption

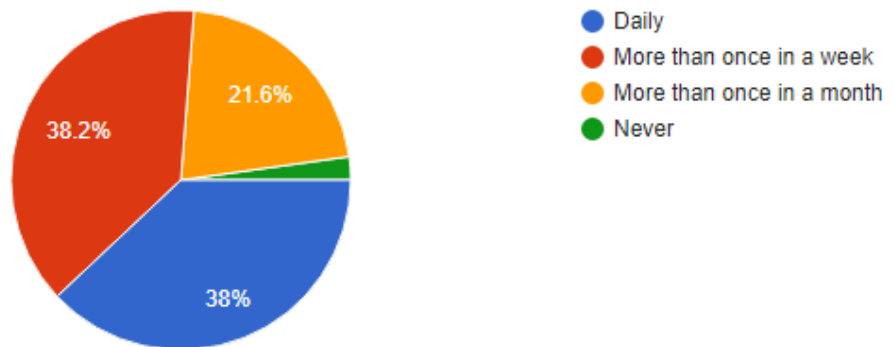
Who is the main breakfast consumer in your residence?

408 responses



How often do you consume breakfast?

408 responses



	Response	Percentage (%)
Daily	155	38.0%
More than once in a week	156	38.2%
More than once in a month	88	21.6%
Never	9	2.2%

## Where do you usually have your breakfast?

408 responses



	Response	Percentage (%)
At home	182	44.6%
Home / Workplace	1	0.2%
Workplace / School	160	39.2%
Restaurants	63	15.4%
Coffee Shops	1	0.2%
No consume	1	0.2%

## What would be the reason for you to skip breakfast?

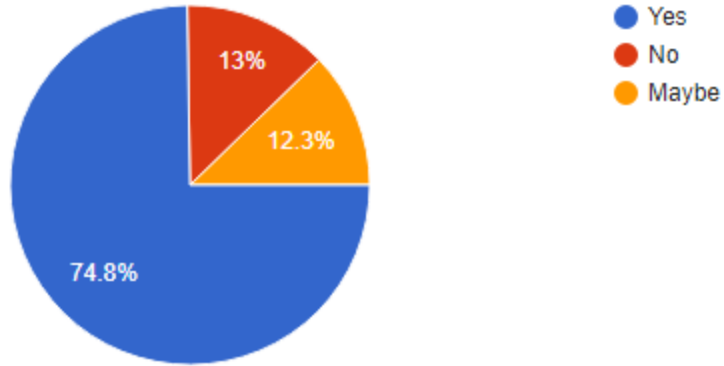
408 responses



	Response	Percentage (%)
I'm short on time in the morning for breakfast preparation and cleaning.	261	64%
I'm just not hungry in the morning.	35	8.6%
I'm trying to cut calories and lose weight.	14	3.4%
Breakfast foods seem fail to loaded with nutritious ingredients.	16	3.9%
Lazy to prepare.	4	1.0%
Overslept.	2	0.5%
I never skip my breakfast.	76	18.6%

## Do you prefer having bread or toast as your breakfast?

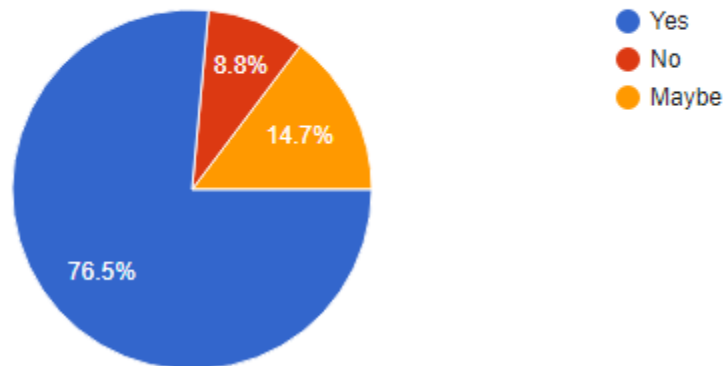
408 responses



	Response	Percentage (%)
Yes	305	74.8%
No	53	13.0%
Maybe	50	12.3%

## Do you prefer spread(s) during breakfast consumption?

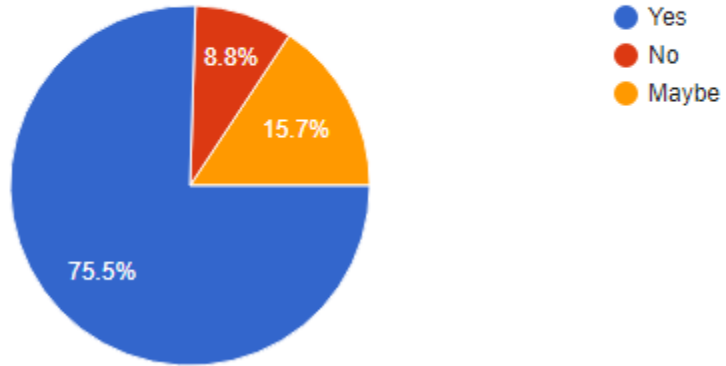
408 responses



	Response	Percentage (%)
Yes	312	76.5%
No	36	8.8%
Maybe	60	14.7%

## Will you consume spread(s) other than during breakfast?

408 responses

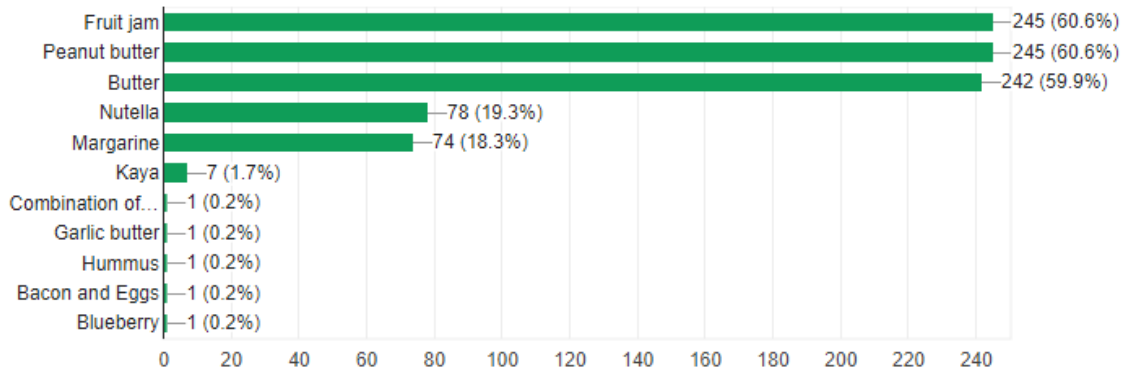


	Response	Percentage (%)
Yes	308	75.5%
No	36	8.8%
Maybe	64	15.7%

Section C: Spreads Consumption

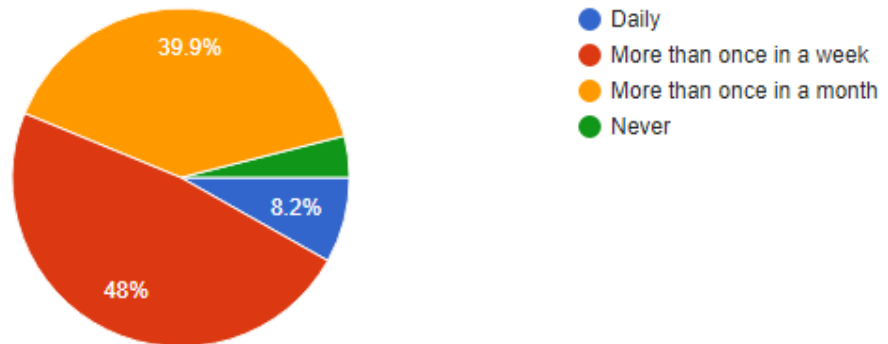
Which spread(s) do you prefer?

404 responses



How often do you consume jam?

404 responses

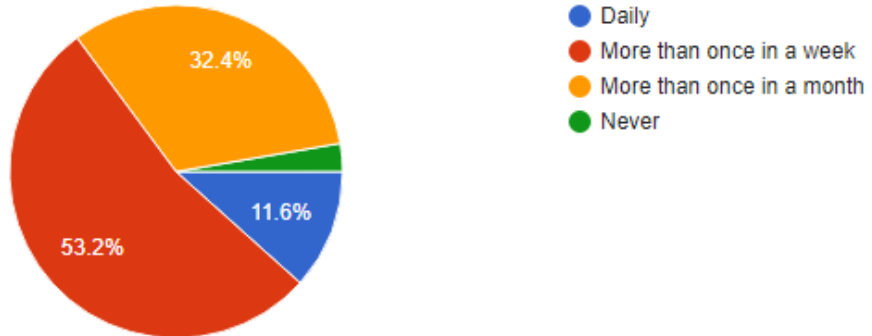


	Response	Percentage (%)
Daily	33	8.2%
More than once in a week	194	48.0%
More than once in a month	161	39.9%
Never	16	4%



## How often do you consume butter?

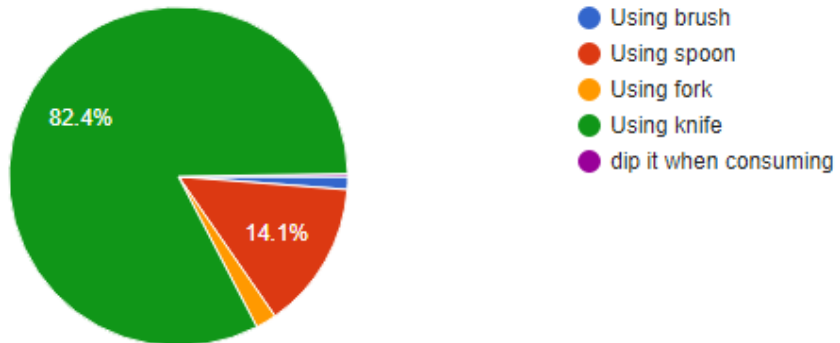
404 responses



	Response	Percentage (%)
Daily	47	11.6%
More than once in a week	215	53.2%
More than once in a month	131	32.4%
Never	11	2.7%

## How do you spread on bread or toast?

404 responses

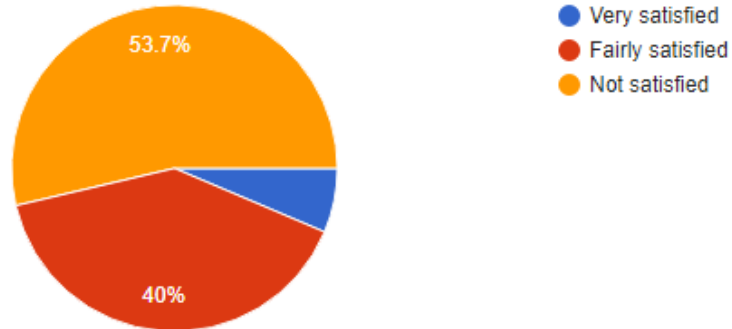


	Response	Percentage (%)
Using brush	5	1.2%
Using spoon	57	14.1%
Using fork	8	2.0%
Using knife	333	82.4%
Dip it when consuming	1	0.2%

Section D: Packaging

Are you satisfied with current jam container/packaging in the market?

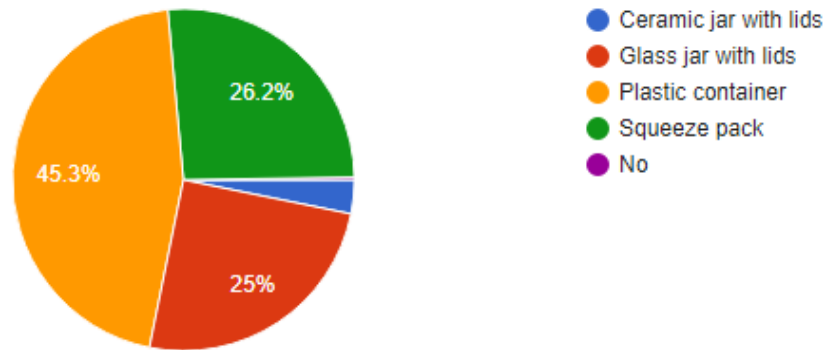
408 responses



	Response	Percentage (%)
Very satisfied	26	6.4%
Fairly satisfied	163	40.0%
Not satisfied	219	53.7%

What kind of jam container/packaging do you prefer?

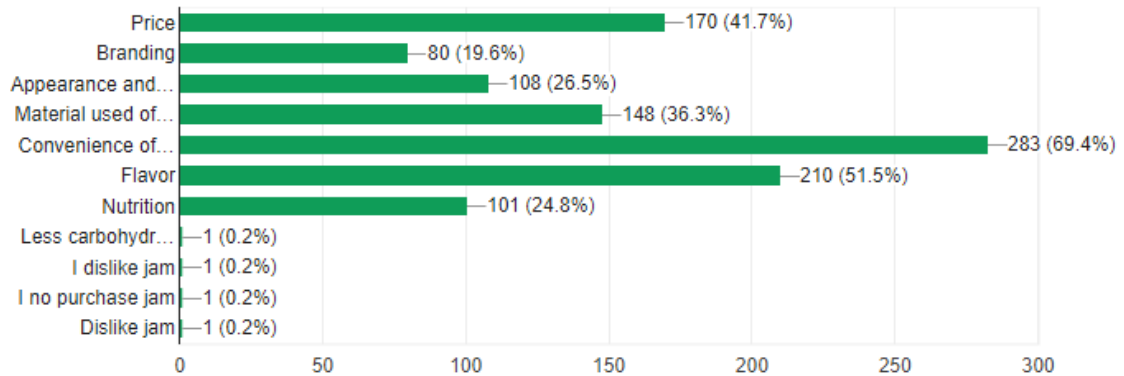
408 responses



	Response	Percentage (%)
Ceramic jar with lids	13	3.2%
Glass jar with lids	103	25.0%
Plastic container	185	45.3%
Squeeze pack	107	26.2%
No	1	0.2%

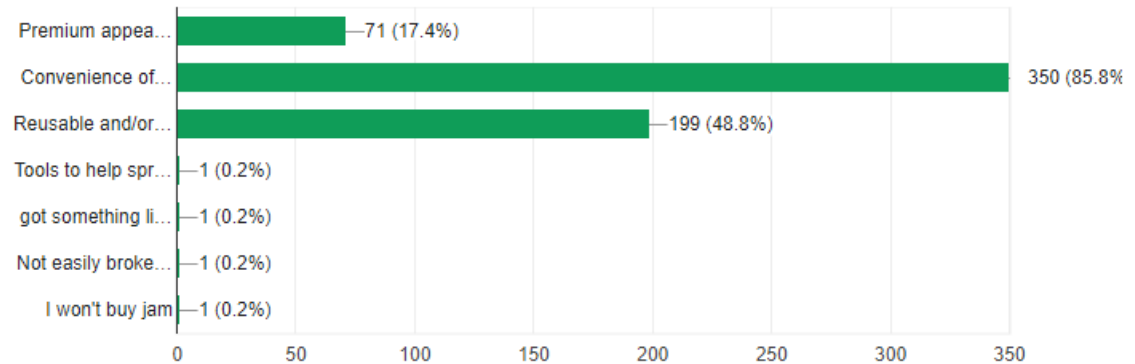
### Which aspect do you consider when purchasing jam?

408 responses



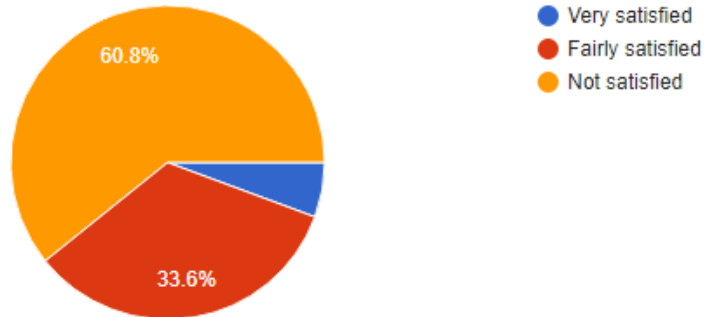
### What kind of features, functions or values do you like to see on a jam container?

408 responses



### Are you satisfied with current butter container/packaging in the market?

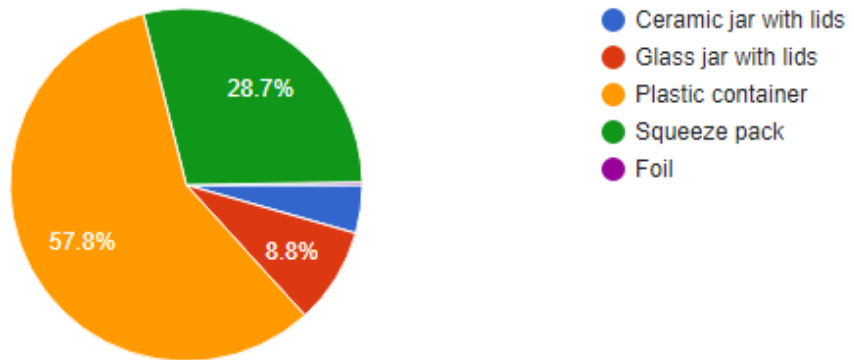
408 responses



	Response	Percentage (%)
Very satisfied	23	5.6%
Fairly satisfied	137	33.6%
Not satisfied	248	60.8%

### What kind of butter container/packaging do you prefer?

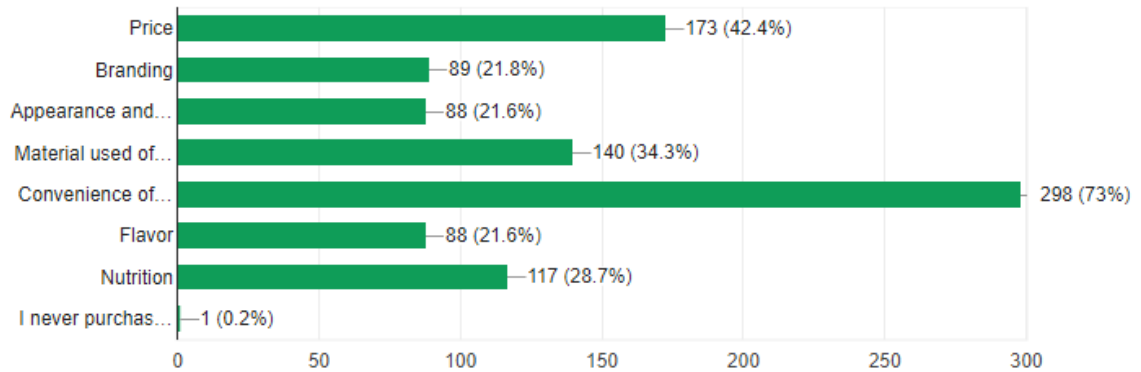
408 responses



	Response	Percentage (%)
Ceramic jar with lids	18	4.4%
Glass jar with lids	36	8.8%
Plastic container	236	57.8%
Squeeze pack	117	28.7%
Foil	1	0.2%

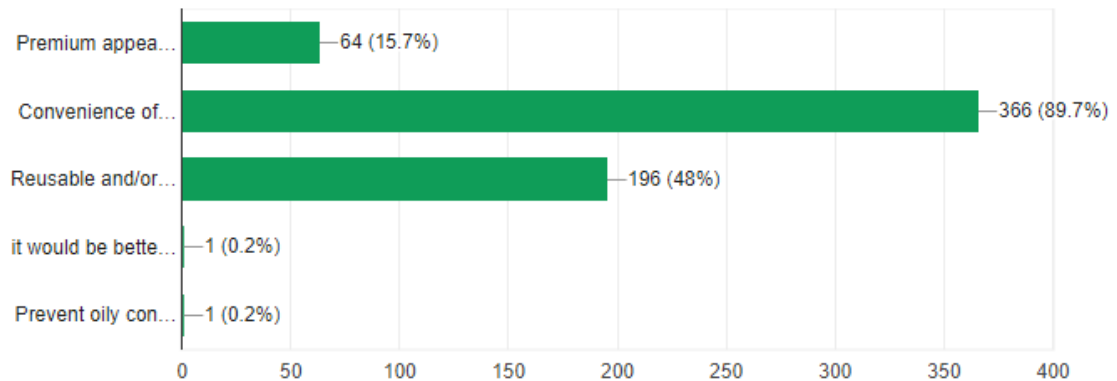
### Which aspect do you consider when purchasing butter?

408 responses



### What kind of features, functions or values do you like to see on a butter container?

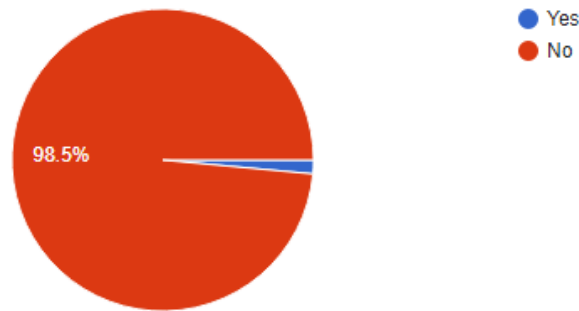
408 responses



Section E: New Product Introduction

Do you experience a jam and/or butter container which as shown in diagram attached before?

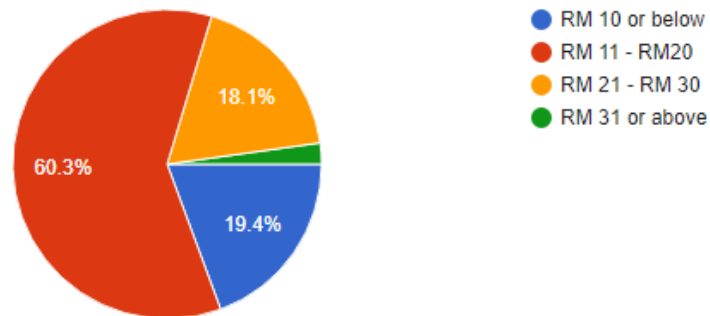
408 responses



	Response	Percentage (%)
Yes	402	98.5%
No	6	1.5%

How much would you willing to spend for a container as shown in diagram attached?

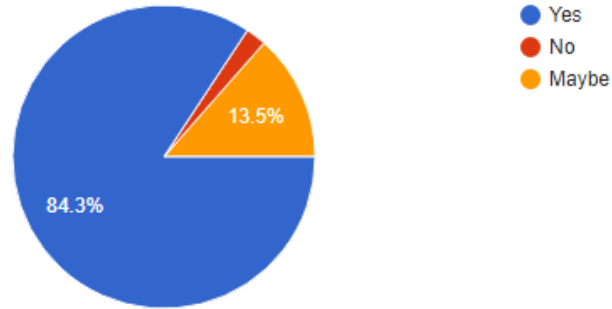
408 responses



	Response	Percentage (%)
RM 10 or below	79	19.4%
RM 11 – RM 20	246	60.3%
RM 21 – RM 30	74	18.1%
RM 31 or above	9	2.2%

Do you interested to purchase the container as shown in diagram attached?

408 responses



	Response	Percentage (%)
Yes	344	84.3%
No	9	2.2%
Maybe	55	13.5%

## Section F: Feedback and Suggestions

**Do you have any feedback or improvement points on the product proposed?**

Nil
No (7)
No comments (3)
No feedback (2)
No opinion.
Not really.
No, it's pretty good
No. Looking forward for the product launching.
Nice
Never try it before.
Good idea (2)
Good product idea.
Quite interesting.
Great.
Great idea!
Overall is great.
I like the innovative concept of the idea. It is great and I hope to get it in market one day. Well done!
I looking forward to your new product launch 😊
Hope to see the product launching soon.
Very great concept, very attractive to me, good job.
For me, the product is ok.
It is a new generation of design and a good idea. Work hard to achieve it, son.
Hope it can function well, then I will definitely buy it.
I hope the quality will be meet the conformance.
How to clean / reusable?
Make it easy to squeeze
Can use it anywhere?
Can bring out easily
Convenient bring to anywhere (2)
I want to bring it when work or travel.
Is it made of plastic or glass?
Is it the container able to withstand high temperature?
Depends on what material used for this container. I believe with good price it is worth to buy as long its convenience to use.
It's better if easier to spread it in a square toast. This design seems like is easier to spread on a long bread.
Easy to carry around.
Please make it easy to carry around.
Like the design
Attractive packaging.
The packaging very attractive.
Looks very premium, I like it very much.



No very understand how to use it when using on jam
I'm not very clear about your product, but for sure new innovation can change the trend. Advice to make more creative and user friendly.
I'm not understand jam diagram. How does it use? For current consumer in big city, consumer would like have toast served jam together, instead of spread jam by themselves. It might take times or make dirt during put on jam or butter. Maybe can have some product that easy use & less time. Ex, like a liquid paper, press & correct the words.
Perhaps you can describe how to use the container that shown in diagram, what is so attractive of using this kind of container?
Seriously, based on the photo, I can't imagine the product how to work, but for sure the function is combine with spreading and containing, just only the price manufactured will be expensive.
It would be costly compare to current market product.
The appearance and packaging should be more creative and attractive.
First explain how the usage of the container designed, then its specifications such as how much it contains. (eg: 250g).
One of the aspects that you may have to consider is the freezing point of butter. A lot of people usually store butter in the fridge and that will harden the butter. If the butter is hard, you will not be able to squeeze it out, in this case, you're going to have to microwave or leave it in ambient temperature to melt it. This would be unnecessary extra steps for your consumers. This is a good design for food and beverage but may not be the best design for butter. Kudos on the design and good luck.
Please ensure the jam won't leak out from the container as I can't see the container suitable to container the jam.
Ensure it is well design to prevent leakage of the spread. Nutrition is another issue for food and beverage as well. Anyhow it is a good idea thought. Good luck with it.
I assume consumer mostly prefer on their flavour and nutrition when they choose a product.
Nutrition is the most important factor.
Transparent plastic can allow user to have better info about remaining amount.
Try to use transparent plastic as we can easily notice the remaining volume of jam or butter in the container.
This innovation could really solve my problem as it can solve my short of time situation.
I am a burger seller, this is very useful for me. I think it would be useful for those hawker at foodside or even restaurant as well.
I like the idea so much and it is pretty fit with my little son so he is able to take breakfast by his own. Good job and keep it on.
Plastic design is good because my grandson was cut previously due to broken jar on the floor.
Without using knife or tools seem convenience to elderly, my grandson would like it a lot.
I am willing to pay as much as possible as long as it would provide convenience and safety to my parent as they are older and not being well with their movement.
A way to make simple breakfast can make easy for people that early wake in the mooring to have their breakfast easily. This is what I think.
I will use it to prepare tea time for my children and husband.
I wish to use this packaging of butter to cook.
Prefer not to place 2 spreads in one container.

Just add more spread not only limited to butter and jam.
If it can customize based on customer preference, (like jam and Nutella instead of jam with butter), this would change my mind to purchase it, because I dislike butter.
Not interested unless if I am using it to bake cakes/breads. If it's just for casual morning breakfast I believe a spoon would be enough.
Using knife or spoon is more convenient than this.

**Appendix D3: Interview Survey with Manufacturers**

1. Business Name : \_\_\_\_\_

2. Industry of Business : \_\_\_\_\_

3. Location of Business : \_\_\_\_\_

4. Products/Services Offered :  Butter  
 Jam  
 Others:

5. How often do you take stock for packaging / container?

- After sales everyday.
- Every weekend.
- Once in a month.
- Quarterly.
- Bi-annually.
- Annually.

6. Do you have any considerations as packaging of your products before contain them?

- Yes.
- No.
- Not really.

7. Which of the following do you look out for in stocking your products with regard to their packaging?

- Exposed product content.
- Expiry date.
- Production date.
- Storage and/or care instructions.
- Fading labels.
- Lid that is not tight.
- Leaking containers.
- Rusting on containers.

8. From your experience, to what extent does the structural packaging of a product determine the purchasing decision of consumers?

- Very large influences.
- Average influences.
- No influences.
- Not sure.

9. What are your impressions of packaging of locally manufactured products?

- Not attractive.
- Poor finishes.
- Inadequate information provided.
- Others: \_\_\_\_\_

10. Has there ever been an instance where a poorly packaged product has been rejected by consumers?

- If "Yes", please specify: \_\_\_\_\_
- No.

Appendix E1: Safety and Security System (CCTV) Quotation



**JVL Secure Network**  
74, Lorong Perda Timur 9, Bandar Perda, 14000 Bukit Mertajam, Pulau Pinang.  
H/P: 019-4947333 Email: jvlsn@live.com

QUOTATION

To : Mr. Tan Woei Siong  
Greenie Innoware Sdn. Bhd  
2A, Lorong Industri Impian 1,  
Taman Industri Impian,  
Seberang Perai Tengah,  
14000 Bukit Mertajam.

Date : 07.08.17  
Quo. No : JVLQ106/17  
Page : 1 OF 1  
REV: 00

Tel : 04-5331388  
Fax : 04-5331688

Email: siong@ginno.com.my

No.	Description	Qty	UOM	U.Price (RM)	Amount (RM)
	CCTV System				
1	16 Channel HDTV H.264 1080P DVR System c/w 2TB Surveillance Hard Disl (Model : DS-7216HQHI-F2/N) c/w setting	1	Set	12,130.00	12,130.00
2	2 Megapixel 1080p IR Turbo HD IR Bullet Camera c/w 3.6mm Fixed Lens (Model : DS-2CE16D1T-IR)	16	Nos		
3	12V Power Supply	2	Nos		
4	Cabling, installaion, testing and commissioning for camera.	16	Nos		

RM : Twelve Thousand One Hundred and Thirty Only Total (RM) 12,130.00

Payment Term: 50% Downpayment Upon Confirmation & 50% Upon Completion  
Warranty: 1 Year Parts & Labour

Yours faithfully ,



Mr. Chin Wee Loon

Customer's Chop & Signature

Appendix E2: Safety Protection Equipment Quotation



To : Greenie Innoware Sdn Bhd Date : 25/07/2017  
 Attention : Mr Tan Woei Siong From : Raymond Hon  
 Cc : - Reference No. : BM170725-01  
 Tel : 04- 533 1388 No. of Pages : 8  
 Fax : 04- 533 1688 Email : raymond.hon@leeden.com.my  
 Address : 2A, Lorong Industri Impian 1, Taman Industri Impian, Seberang Perai Tengah, 14000 Bukit Mertajam, Pulau Pinang.

Re: Quotation for Hercules Safety Products & Hardware

Dear Sir/Madam,

Thank you for your enquiry. We are pleased to present you the following quotation for your consideration.

1. PRICE

NO	DISPLAY PICTURE	MODEL / DESCRIPTION	SELLING PRICE						
1		<p><b>SAFETY HELMET</b></p> <p><b>Specification</b></p> <table border="1"> <tr> <td>Colour</td> <td>Blue / White / Yellow</td> </tr> <tr> <td>Weight</td> <td>0.37kg</td> </tr> <tr> <td>Dimension</td> <td>222 mm x 282mm</td> </tr> </table> <p>This helmet is made to absorb the energy of an impact by partial destruction or damage to the shell or harness; even though such damage may not be readily apparent, any helmet subjected to the severe impact should be replaced.</p>	Colour	Blue / White / Yellow	Weight	0.37kg	Dimension	222 mm x 282mm	RM 9.50 / UNIT
Colour	Blue / White / Yellow								
Weight	0.37kg								
Dimension	222 mm x 282mm								
2		<p><b>EAR MUFF</b></p> <p>The ultimate in safety and protection.</p> <p>User could use ear muffs to block noise and manage sound in some of the acoustically environments.</p>	RM 13.80 / UNIT						

**HEAD OFFICE**  
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 2249, Jalan IKS Bukit Minyak 1,  
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 +604-501 5556  
 Fax: +604-501 5550/5551  
 Website: www.myhercules.com.my  
 Email: hercules@nig.com.my

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 Email: hmg.bs@nig.com.my

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 16000 Teluk Intan, Perak  
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 Fax: +605-621 4797  
 Email: hmg.ti@nig.com.my

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 Email: hmg.ip@nig.com.my

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 25100 Kuantan, Pahang Darul Makmur.  
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**Leeden Hercules Sdn Bhd**  
 (Formerly known as NIG UTARA SDN BHD)  
 A Member Of Leeden Group  
 (595657-M)  
 GST No: 001855143936

NO	DISPLAY PICTURE	MODEL / DESCRIPTION	SELLING PRICE										
3	  <i>*picture is for illustration purpose only, actual may vary.</i>	<p><b>(HERCULES) N95 PARTICULATE RESPIRATOR WITH VALVE (DTC3C-F)</b></p> <p>Use for solids such as those from processing minerals, coal, iron ore, flour, and certain other substances. Liquid or non-oil based particles from sprays that do not also emit oil aerosols or vapors.</p> <p>Packing : 10 pc / Box (1 Carton = 20 boxes)</p>	RM 2.80 / UNIT										
4	   <i>*picture is for illustration purpose only, actual may vary.</i>	<p><b>HS700 SAFETY VEST (POLYESTER MESH)</b></p> <p><b>Specification</b></p> <table border="1"> <tr> <td>Colour</td> <td>Yellow / Orange</td> </tr> <tr> <td>Dimension</td> <td>626mm x 538mm</td> </tr> </table> <p>Personal protective equipment that's designed to have high visibility and reflectivity.</p> <p>Usually worn by cyclists, motor cyclists, traffic police and workers engaged in construction, road work, rail work and those working in ports, airports, yards, hangers, fire, rescue, emergency services and utility jobs.</p> <p>Easily detected, which can help other parties avoid colliding with the individual.</p>	Colour	Yellow / Orange	Dimension	626mm x 538mm	RM 3.00 / PC						
Colour	Yellow / Orange												
Dimension	626mm x 538mm												
5	  <i>*picture is for illustration purpose only, actual may vary.</i>	<p><b>(HERCULES) 988C SAFETY GLASSES – CLEAR LENS</b></p> <p><b>Specification:</b></p> <table border="1"> <tr> <td>Dimension (mm)</td> <td>145*153*56</td> </tr> <tr> <td>Colour</td> <td>Clear</td> </tr> <tr> <td>Lens</td> <td>Clear</td> </tr> <tr> <td>Weight</td> <td>0.04kg</td> </tr> <tr> <td>Packing</td> <td>1 box = 10 pcs</td> </tr> </table>	Dimension (mm)	145*153*56	Colour	Clear	Lens	Clear	Weight	0.04kg	Packing	1 box = 10 pcs	RM 3.50 / PC
Dimension (mm)	145*153*56												
Colour	Clear												
Lens	Clear												
Weight	0.04kg												
Packing	1 box = 10 pcs												

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 Email: hercules@nig.com.my

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GST No: 001855143936

NO	DISPLAY PICTURE	MODEL / DESCRIPTION	SELLING PRICE
6	  *picture is for illustration purpose only, actual may vary.	<b>(HERCULES) B104 COTTON GLOVE</b>  Packing: 1 dozen = 12 pairs (1 carton = 50 dozen )	RM 4.70 / DOZEN
7	  *picture is for illustration purpose only, actual may vary.	<b>(HERCULES) 10" CUT RESISTANCE GLOVES LEVEL 5</b>  Cut Resistance Level = 5.	RM 20.00 / PAIR
8	  *picture is for illustration purpose only, actual may vary.	<b>(HERCULES) 14" HEAT RESISTANT HAND GLOVE</b>  Heat Resistant: 120°C Packing: 1 dozen = 12 pairs (1 carton = 5 dozen )	RM 35.00 / PAIR

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 A Member Of Leeden Group

(595657-M)

GST No: 001855143936

NO	DISPLAY PICTURE	MODEL / DESCRIPTION	SELLING PRICE										
9	  <p><i>*picture is for illustration purpose only, actual may vary.</i></p>	<b>(HERCULES) FS7 SAFETY SHOES</b>  <b>Specification</b> <table border="1"> <tr> <td>Outsole</td> <td>Rubber (with steel toe cap and steel plate)</td> </tr> <tr> <td>Upper</td> <td>First Grade Leather</td> </tr> <tr> <td>Colour</td> <td>Brown</td> </tr> <tr> <td>Size</td> <td>UK 5 – 11</td> </tr> </table>	Outsole	Rubber (with steel toe cap and steel plate)	Upper	First Grade Leather	Colour	Brown	Size	UK 5 – 11	RM 190.00 / PAIR		
Outsole	Rubber (with steel toe cap and steel plate)												
Upper	First Grade Leather												
Colour	Brown												
Size	UK 5 – 11												
10	  <p><i>*picture is for illustration purpose only, actual may vary.</i></p>	<b>(HERCULES) FS167 SAFETY SHOES</b>  <b>Specification</b> <table border="1"> <tr> <td>Outsole</td> <td>Rubber (with steel toe cap and steel plate)</td> </tr> <tr> <td>Upper</td> <td>First Grade Leather</td> </tr> <tr> <td>Colour</td> <td>Dark Brown</td> </tr> <tr> <td>Size</td> <td>UK 5 – 11</td> </tr> </table>	Outsole	Rubber (with steel toe cap and steel plate)	Upper	First Grade Leather	Colour	Dark Brown	Size	UK 5 – 11	RM 220.00 / PAIR		
Outsole	Rubber (with steel toe cap and steel plate)												
Upper	First Grade Leather												
Colour	Dark Brown												
Size	UK 5 – 11												
11	   <p><i>*picture is for illustration purpose only, actual may vary.</i></p>	<b>(HERCULES) FS604 SAFETY SHOES</b>  <b>Specification</b> <table border="1"> <tr> <td>Outsole</td> <td>Rubber (Full Stitching with steel toe cap and steel plate)</td> </tr> <tr> <td>Upper</td> <td>Cow Leather</td> </tr> <tr> <td>Colour</td> <td>Black</td> </tr> <tr> <td>Size</td> <td>UK 5 - 12</td> </tr> <tr> <td>ESD</td> <td>Yes</td> </tr> </table>	Outsole	Rubber (Full Stitching with steel toe cap and steel plate)	Upper	Cow Leather	Colour	Black	Size	UK 5 - 12	ESD	Yes	RM 60.00 / PAIR
Outsole	Rubber (Full Stitching with steel toe cap and steel plate)												
Upper	Cow Leather												
Colour	Black												
Size	UK 5 - 12												
ESD	Yes												

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NO	DISPLAY PICTURE	MODEL / DESCRIPTION	SELLING PRICE										
12	  <p><i>*picture is for illustration purpose only, actual may vary.</i></p>	<p><b>(HERCULES) 9500 SAFETY SHOES</b></p> <p><b>Specification</b></p> <table border="1"> <tr> <td><b>Outsole</b></td> <td>PU/TPU (double injection with painted steel toe cap and steel plate)</td> </tr> <tr> <td><b>Upper</b></td> <td>Full Grain Leather</td> </tr> <tr> <td><b>Colour</b></td> <td>Black</td> </tr> <tr> <td><b>Size</b></td> <td>UK 5 - 12</td> </tr> <tr> <td><b>ESD</b></td> <td>Yes</td> </tr> </table> <p><b>**Using best steel midsole</b></p>	<b>Outsole</b>	PU/TPU (double injection with painted steel toe cap and steel plate)	<b>Upper</b>	Full Grain Leather	<b>Colour</b>	Black	<b>Size</b>	UK 5 - 12	<b>ESD</b>	Yes	RM 78.00 / PAIR
<b>Outsole</b>	PU/TPU (double injection with painted steel toe cap and steel plate)												
<b>Upper</b>	Full Grain Leather												
<b>Colour</b>	Black												
<b>Size</b>	UK 5 - 12												
<b>ESD</b>	Yes												
13	  <p><i>*picture is for illustration purpose only, actual may vary.</i></p>	<p><b>(EVERSAFE) ABC POWDER FIRE EXTINGUISHER-2KG</b></p> <p><b>Body Diameter(mm):110</b>  <b>Overall Height(mm):375</b>  <b>Approx. full weight (kg):3.5</b>  <b>Approx. Discharge Range (m):2-4</b>  <b>Approx. Discharge Time (sec):10</b></p> <p><b>Bomba Certificate</b></p>	<p>RM 70.00 / CYLINDER</p> <p>RM 5.00 / PC (No GST)</p>										
14	  <p><i>*picture is for illustration purpose only, actual may vary.</i></p>	<p><b>FIRE BLANKET</b></p> <p>Size: 1.2 x 1.2m</p> <p>Quickly smother flames to minimized burn injuries or prevent a fire from spreading.</p>	RM 40.00 / UNIT										

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(595657-M)

GST No: 001855143936

NO	DISPLAY PICTURE	MODEL / DESCRIPTION	SELLING PRICE																								
15	  <i>*picture is for illustration purpose only, actual may vary.</i>	(EVERSAFE) 1" SWINGING HOSEREEL SET (BRASS)	RM 391.00 / UNIT																								
16	 <i>*picture is for illustration purpose only, actual may vary.</i>	<b>CTY-E 2.0 HAND STACKER</b>  <b>Specification</b> <table border="1"> <tr><td>Load Capacity (kg)</td><td>2000</td></tr> <tr><td>Lift height (mm)</td><td>1600</td></tr> <tr><td>Lowered fork height (mm)</td><td>85</td></tr> <tr><td>Fork Length (mm)</td><td>900</td></tr> <tr><td>Fork adjust width (mm)</td><td>360-740</td></tr> <tr><td>Lifting speed (mm/stroke)</td><td>14</td></tr> <tr><td>Lowering speed (mm/stroke)</td><td>Controllable</td></tr> <tr><td>Outer width of front legs (mm)</td><td>690</td></tr> <tr><td>Front wheel (mm)</td><td>Ø75*70</td></tr> <tr><td>Rear wheel (mm)</td><td>Ø180*50</td></tr> <tr><td>Overall size (mm)</td><td>2040*780*1470</td></tr> <tr><td>Self-weight (kg)</td><td>250</td></tr> </table> <b>WARRANTY 3 MONTHS</b>	Load Capacity (kg)	2000	Lift height (mm)	1600	Lowered fork height (mm)	85	Fork Length (mm)	900	Fork adjust width (mm)	360-740	Lifting speed (mm/stroke)	14	Lowering speed (mm/stroke)	Controllable	Outer width of front legs (mm)	690	Front wheel (mm)	Ø75*70	Rear wheel (mm)	Ø180*50	Overall size (mm)	2040*780*1470	Self-weight (kg)	250	RM 2550.00 / UNIT
Load Capacity (kg)	2000																										
Lift height (mm)	1600																										
Lowered fork height (mm)	85																										
Fork Length (mm)	900																										
Fork adjust width (mm)	360-740																										
Lifting speed (mm/stroke)	14																										
Lowering speed (mm/stroke)	Controllable																										
Outer width of front legs (mm)	690																										
Front wheel (mm)	Ø75*70																										
Rear wheel (mm)	Ø180*50																										
Overall size (mm)	2040*780*1470																										
Self-weight (kg)	250																										

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NO	DISPLAY PICTURE	MODEL / DESCRIPTION	SELLING PRICE								
17	<p><i>*picture is for illustration purpose only, actual may vary.</i></p>	<b>(HERCULES) HPW V-1900 PRESSURE WASHER</b>  <b>Specification</b> <table border="1"> <tr> <td>Max Pressure (Bar)</td> <td>135</td> </tr> <tr> <td>Power (Watt)</td> <td>1900</td> </tr> </table>	Max Pressure (Bar)	135	Power (Watt)	1900	RM 380.00 / UNIT				
Max Pressure (Bar)	135										
Power (Watt)	1900										
18	<p><i>*picture is for illustration purpose only, actual may vary.</i></p>	<b>(HMG) LH130 PLASTIC PLATFORM HAND TRUCK</b>  <b>Specification</b> <table border="1"> <tr> <td>Weight</td> <td>8.4kg</td> </tr> <tr> <td>Load</td> <td>130kg</td> </tr> <tr> <td>Castor</td> <td>4''</td> </tr> <tr> <td>H*h*L*W</td> <td>820*139.5*725*475mm</td> </tr> </table>	Weight	8.4kg	Load	130kg	Castor	4''	H*h*L*W	820*139.5*725*475mm	RM 115.00 / UNIT
Weight	8.4kg										
Load	130kg										
Castor	4''										
H*h*L*W	820*139.5*725*475mm										

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NO	DISPLAY PICTURE	MODEL / DESCRIPTION	SELLING PRICE						
19	  <i>*picture is for illustration purpose only, actual may vary.</i>	<b>(HERCULES) 26" INDUSTRIAL STAND FAN</b>  <b>Specification</b> <table border="1"> <tr> <td><b>Voltage</b></td> <td>240V</td> </tr> <tr> <td><b>Speed</b></td> <td>50Hz</td> </tr> <tr> <td><b>Power</b></td> <td>220W</td> </tr> </table>	<b>Voltage</b>	240V	<b>Speed</b>	50Hz	<b>Power</b>	220W	RM 180.00 / UNIT
<b>Voltage</b>	240V								
<b>Speed</b>	50Hz								
<b>Power</b>	220W								

**Note:**

- i. All prices quoted in Ringgit Malaysia.
- ii. **Please noted that the prices quoted are exclusive 6% GST and Transportation Charges.**
- iii. Price is subjected to review if technical requirement and/or specification are different from the configuration described in the quotation.

**2. DELIVERY TERMS:** Ex-works PENANG, Malaysia.

**3. DELIVERY:** Standard delivery **4-5 working days** upon order confirmation. (Subjected to stock availability)

Order cannot be cancelled upon confirmation. Lead time for stock 6-8 weeks.

**4. PAYMENT TERMS:** COD (Cash on Delivery)

**5. VALIDITY OF QUOTATION:** 4 weeks from date of quotation.

We trust the above meet your expectation and look forward to your orders soon.  
 Please do not hesitate to contact us for any clarifications on the quotation.

Yours faithfully,  
**LEEDEN HERCULES SDN BHD**

*Raymond*

Raymond Hon (012-407 7797)  
 Sales Admin Officer

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**Appendix E3: Bunting Design by Nine Nine Design & Print Enterprise**



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Tel : 04-539 2999 Fax : 04-530 9985

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*"Innovative Packaging for a Greener Future"*

**"Duocon"**  
Innovative new kind of container

- Outstanding of rocket turner component help to spin out spread from container effortlessly.
- prevent leakage of spread and provide convenience spreading method.
- A designed connector allow you to customize yours own spread combination.
- Provide amazing sense of handling.

by Kitchen Gadget Designers

**The Benefit of Duocon :**

- Encourage healthier lifestyle
- Reduce incidents rate in kitchen
- Unique and convenience

\*Kindly confirm this artwork by sign & chop.  
We will not be responsible for any errors after this approval.  
Thank you



Artwork Approved by  
Please sign, Chop & Fax back to  
Nine Nine Design & Print Enterprise  
Tel : 04-539 2999 Fax : 04-530 9985

**Appendix E4: Production Cost of Duocon**

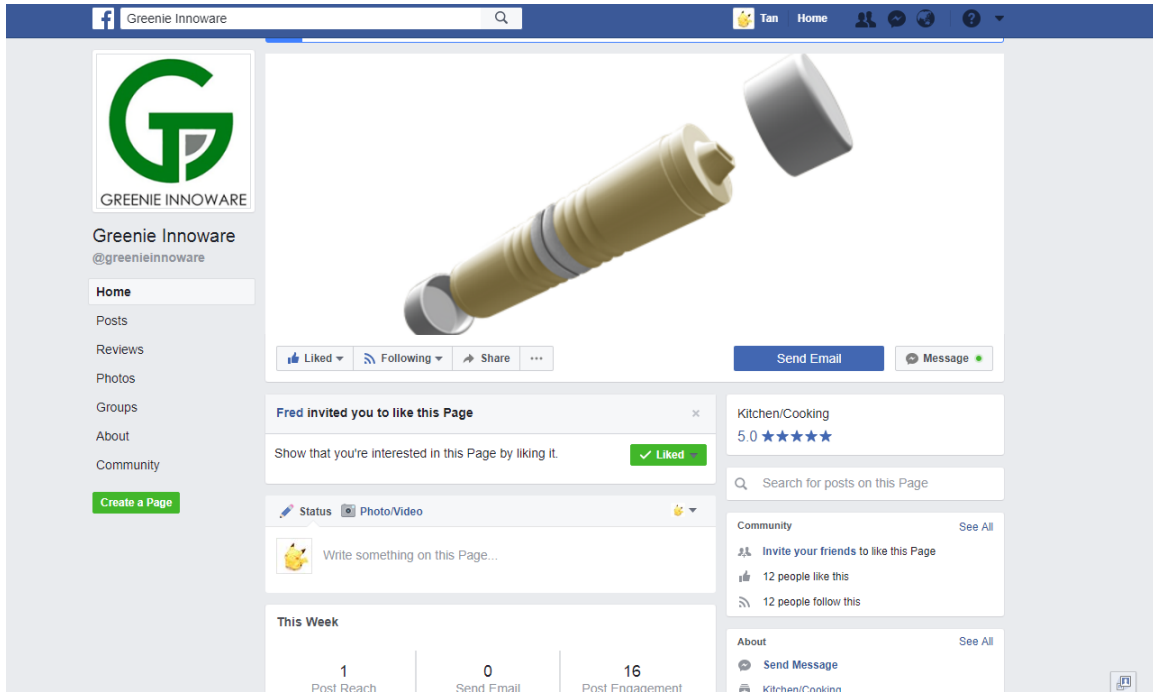
Production Cost of Duocon				
		Cost per Unit		Remarks
<b>Raw Materials Cost</b>				
	Quantity Needed per Unit			1kg PETG = RM 13.00
PETG	36g		RM 13.00 X 36g = RM 0.468	1kg HDPE = RM 6.50
HDPE	84g		RM 6.50 X 84g = RM 0.546	Weight of Duocon: 120g
<b>Total</b>			<b>RM 1.014</b>	
<b>Logistic Cost</b>				
	Units Contained	Logistic Cost per Unit		1 carton = RM 12.00
1 carton	234	RM 12.00 / 234 = RM 0.05		1 pallet = RM 150.00
1 pallet	5616	RM 150.00 / 5616 = RM 0.03		Assumption based on majority customers of large scale spread manufacturers.
<b>Total</b>			<b>RM 0.03</b>	
<b>Utilities Cost</b>				
Electricity				Max working hour per month = 192 hours
Tariff E1 – Medium Voltage General Industrial Tariff				Max production per hour = 60 units
Each kilowatt of max. demand per month (RM 29.60 / kW)		-		Max capacity per machine = 11520 units / month
For all kWh (RM 33.70 / kWh)		RM 33.70 / 4377.6 kWh = RM 0.008		Machine output (Motor) = 15.0 kw / h
<b>Total</b>			<b>RM 0.008</b>	Machine output (Heater) = 7.8 kw / h
<b>Total</b>			<b>RM 1.052</b>	

**Appendix E5: Transportation Costing**

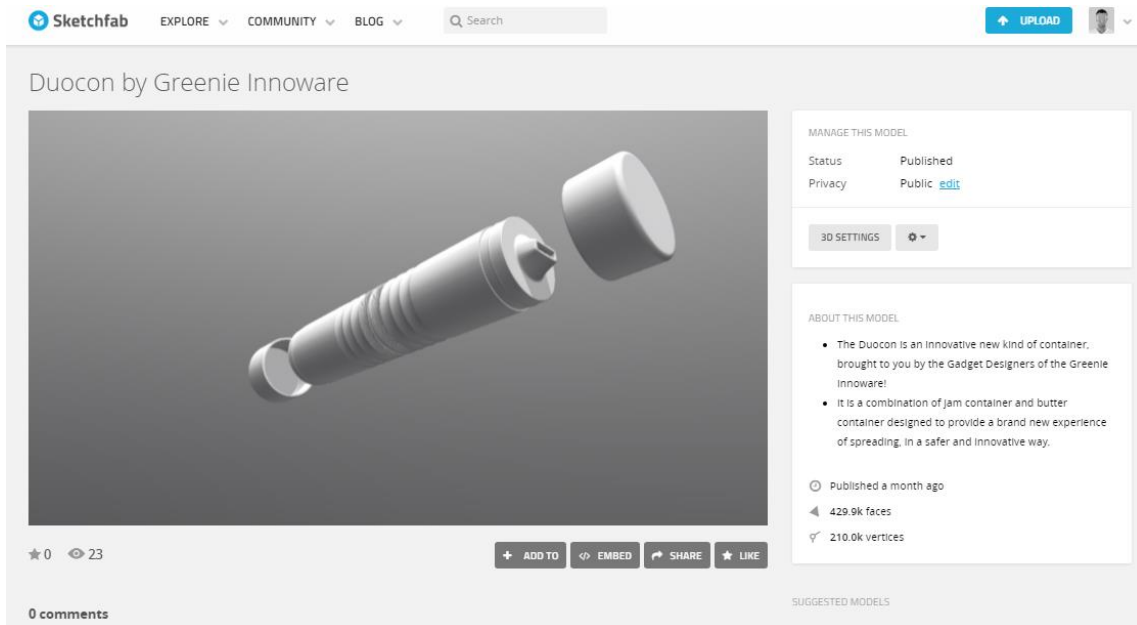
Transportation Costing		
Courier : Airpak Express (M) Sdn Bhd		
Delivery from Penang to	Per Carton	Additional per KG
Penang / Perlis / Kedah / Kuala Lumpur / Selangor	RM 12.00 / per 15kgs	RM 1.20
Perak / Kelantan / Melaka / Seremban / Johor / Pahang	RM 16.00 / per 10kgs	RM 1.60
Terengganu / Pulau Langkawi / Pulau Pangkor	RM 43.00 / per 10kgs	RM 1.30
Courier : Tasco Berhad		
Delivery from	RM	Min Order
Penang to Johor / Batu Pahat / Melaka	RM 11.00 / carton RM 150.00 / pallet	5 carton (RM 55.00)
Penang to Klang Valley / Ipoh	RM 11.00 / carton RM 120.00 / pallet	5 carton (RM 55.00)
Penang to Kubang Parit / Terengganu / Kelantan / Pahang	RM 18.00 / carton RM 200.00 / pallet	5 carton (RM 90.00)
Pasir Gudang to Shah Alam / Penang / Perak	- / carton RM 150.00 / pallet	



## Appendix F1: Greenie Innoware Social Media Platform





<https://www.facebook.com/greenieinnoware/>



<https://skfb.ly/68R8B>

0 subscribers Video Manager



### Greenie Innovare

Greenie Innovare Sdn Bhd is a packaging and containers manufacturer with visionary brand, founded by five partners who determined to deliver innovative packaging solutions and fantastic quality products.  
Show less

Uploads Public

**Duocon by Greenie Innovare**  
1 minutes ago · 0 views  
The Duocon is an innovative new kind of container, brought to you by the Gadget Designers of the Greenie Innovare!

YouTube MY

Duocon by Greenie Innovare



0:21 / 1:53

Analytics Video Manager

### Duocon by Greenie Innovare

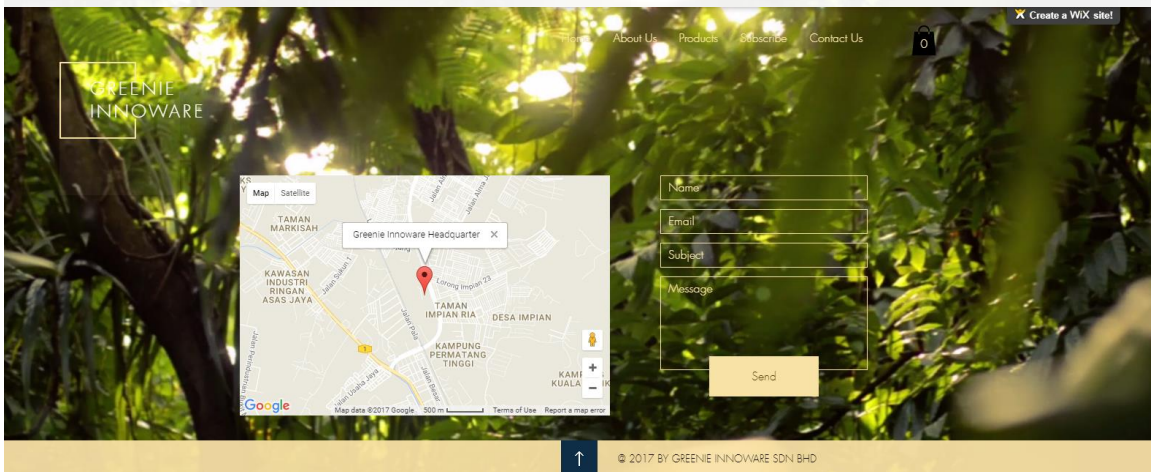
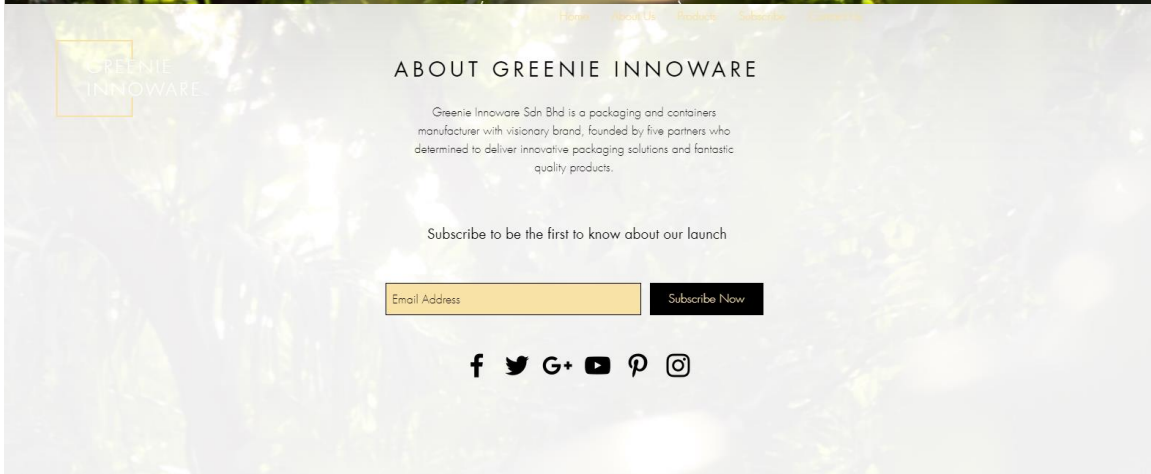
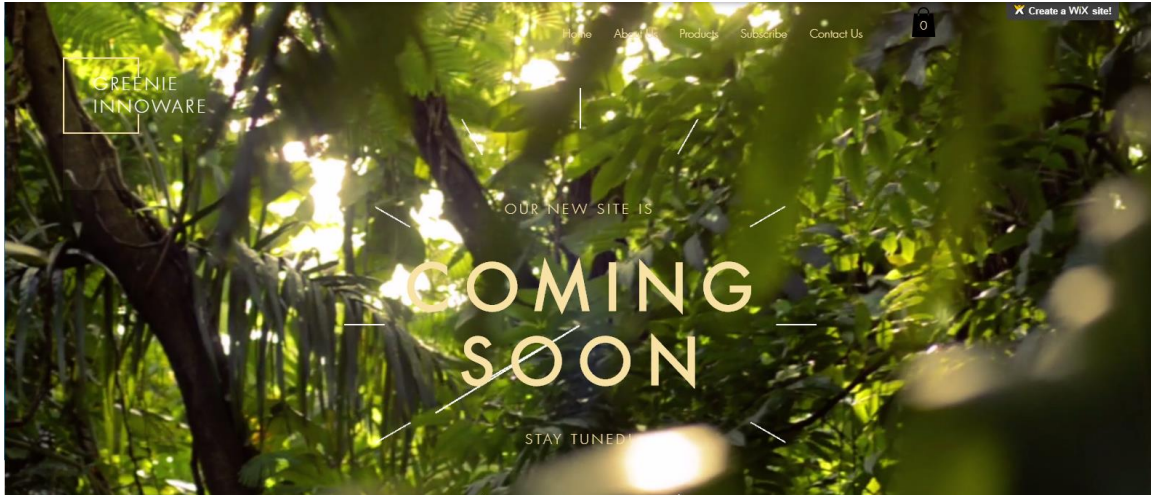
Greenie Innovare  
Channel settings

4 views

+ Add to Share More

<https://www.youtube.com/watch?v=rYA3cvfc66U>

## Appendix F2: Greenie Innovare Company Website



<https://greenieinnovare.wixsite.com/>

## Appendix G1: Greenie Innoware Sdn Bhd Purchase Order



GREENIE INNOWARE SDN BHD

Address : 2A, Lorong Industri Impian 1, Taman Industri Impian, Seberang Perai Tengah,  
14000 Bukit Mertajam, Pulau Pinang, Malaysia.

Tel : +604 - 533 1388  
Fax : +604 - 533 1688  
Email : enquiries@ginno.com.my

### PURCHASE ORDER

GST Registration No:

COMPANY :	REFERENCE NO :
ADDRESS :	TRANSACTION NO :
	DATE :
	TERMS :
ATTENTION :	BUYER :
TEL :	MODE OF DELIVERY :
FAX :	DELIVERY DATE :
	PAGE NO :

SN	PRODUCT CODE	PRODUCT DESCRIPTION	UOM	QUANTITY	UNIT PRICE	DISC %	AMOUNT
----	--------------	---------------------	-----	----------	------------	--------	--------

ALL AMOUNTS ARE IN MALAYSIA RINGGIT

DELIVERY ADDRESS :	SUB-TOTAL	MYR
	DISCOUNT	MYR
	GST @ 6.00%	MYR
	GRAND TOTAL	MYR

REMARKS :

CONDITIONS :

- Greenie Innoware Sdn Bhd reserves the right to refuse any materials and/or services of inferior quality, poor workmanship or otherwise.
- All correspondence to be addressed to above office address.
- Please mark all invoices, packages and communications with our Purchase Order Numbers.

CONFIRMED & ACCEPTED BY SUPPLIER

GREENIE INNOWARE SDN BHD

SIGNATURE

PREPARED BY

VERIFIED & APPROVED BY

## Appendix G2: Greenie Innoware Sdn Bhd Packaging Template



GREENIE INNOWARE SDN BHD  
Address : 2A, Lorong Industri Impian 1, Taman Industri Impian, Seberang Perai Tengah,  
14000 Bukit Mertajam, Pulau Pinang, Malaysia.

Tel : +604 - 533 1388  
Fax : +604 - 533 1688  
Email : enquiries@ginno.com.my

### PACKAGING LIST

Tel No :  
Fax No :  
Contact Person :

Account Code :  
Required Date :  
Sales Person :  
Credit Term :  
Term of Payment :  
DO Number :

PALLET	DESCRIPTION	QUANTITY	CARTON
1	170CM (H) X 110CM (L) X 120CM (W)		
	TOTAL		

TOTAL PACK IN 0 PALLETS

Shipper Contact Number :  
Shipper Contact Name :

**Appendix G3: Greenie Innoware Sdn Bhd Customer Feedback Form**



**CUSTOMER FEEDBACK FORM**

Dear Valued Customer:

Thank you for visiting Greenie Innoware Sdn. Bhd. Our customers are important to us and we work hard to meet everyone’s needs. Feedback from you is important to help us continue to improve the high quality of customer service we commit to provide. Please take a moment to complete this form.

Name : \_\_\_\_\_ Date: \_\_\_\_\_  
Products : \_\_\_\_\_  
Name of Sales(s) : \_\_\_\_\_

	Poor	Average	Good	Excellent
Performance				
Content				
Features				
Sales service				
After Sales Service				
Overall Quality				

1. What do you like about the product?  
\_\_\_\_\_  
\_\_\_\_\_

2. What features do you think could be improved / added on?  
\_\_\_\_\_  
\_\_\_\_\_

3. Was our customer service provided to you in a timely manner?  
\_\_\_\_\_  
\_\_\_\_\_

4. Was our customer service provided to you in a helpful manner?  
\_\_\_\_\_  
\_\_\_\_\_

5. Did you have any problems accessing our products and services?  
\_\_\_\_\_  
\_\_\_\_\_

**Appendix G4: Greenie Innoware Sdn Bhd Partnership Agreement**

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**GREENIE INNOWARE SDN BHD**

**PARTNERSHIP AGREEMENT**

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*

---

Effective as of *date*

## **PARTNERSHIP AGREEMENT**

**WHEREAS** *Partner 1, Partner 2, Partner 3, Partner 4* and *Partner 5* entered into the Partnership (as defined herein) effective as of *date* on the terms and conditions hereinafter set forth;

**AND WHEREAS** from and following, the Partnership acquired certain assets required by it to carry on its business;

**NOW THEREFORE THIS AGREEMENT WITNESSETH** that in consideration of the premises and the mutual covenants, agreements and conditions herein contained, it is hereby covenanted, agreed and declared by and among the Partners (as defined herein) as follows:

### **ARTICLE 1 – INTRODUCTION**

#### **1.1 Definitions.**

In this Agreement (as defined herein), unless there is something in the subject matter or context inconsistent therewith, the following terms shall have the respective meanings ascribed below:

- (a) “**Agreement**”, “**this Agreement**”, “**hereto**”, “**herein**”, “**hereby**”, “**hereunder**” and similar expressions refer to this Agreement and not to any particular Article, Section or other portion hereof, and include any and every instrument supplemental or ancillary to or in implement hereof;
- (b) “**Agreement**” shall mean this Limited Partnership Agreement, as amended from time to time,
- (c) “**Business**” means any business or businesses carried on by the Partnership as may be deemed by the Partners to be in the best interest of the Partnership and any other general business activities related or incidental thereto;
- (d) “**Effective Date**” means *date*;
- (e) “**Fiscal Year**” means *date to date*;



- (f) “**Partner**” means any one of *Partner 1* or *Partner 2* or *Partner 3* or *Partner 4* or *Partner 5* or any other partner admitted pursuant to the provisions of this Agreement, “**Partners**” means all of them, and the “**Partnership**” means the partnership established by this Agreement; and
- (g) “**Partnership interest**” shall mean all of a Partner’s rights possessed or accruing to a Partner under this Agreement including (but not limited to) his or her capital account, rights in the profits of the Partnership, and voting rights but not including any rights said Partner may possess as a lender to the Partnership under any loan agreement entered into between the Partner and the Partnership.
- (h) “**Person**” means any individual, firm, corporation, partnership, joint venture, trustee or trust, government or agency thereof, unincorporated association, or other entity and pronouns have a similarly extended meaning.

## 1.2 Governing Legislation.

Except as expressly stipulated in this Agreement to the contrary, the rights and obligations of the Partners and the administration and termination of the Partnership shall be governed by the *Limited Liability Partnership Act* or any successor legislation or other statute which may be passed to take the place of the Act or to amend same.

## ARTICLE 2 – FORMATION OF PARTNERSHIP

### 2.1 Establishment.

Subject to the terms and conditions hereof, the parties hereto agree to carry on the Business in partnership.

### 2.2 Term.

Subject to the provisions of this Agreement, the Partnership shall commence as of the Effective Date and shall continue for a term ending on the earlier of:

- (a) the date on which the Partnership is voluntarily dissolved by unanimous agreement of the Partners; or
- (b) the date on which the Partnership is dissolved by operation of law.

**2.3 Name.**

The name of the Partnership shall be *partnership name* and/or such other name or names as the Partners may from time to time agree upon in writing and no party shall carry on business under such name except as a Partner of the Partnership.

**2.4 Place of Business.**

The place of business of the Partnership shall be at *address* or places as the Partners shall from time to time hereafter determine.

**2.5 New Partners.**

No person shall be admitted as a Partner except with the unanimous consent in writing of the Partners. New members may be brought into the Partnership by *explain how*.

**ARTICLE 3 – FINANCIAL MATTERS**

**3.1 Capital Contributions and Financing Requirements.**

The initial capital of the Partnership shall be:

- (a) For *Partner 1* the amount of *RM*, being the capital contribution made by *Partner 1* to the Partnership on *partnership name*; and
- (b) For *Partner 2* the amount of *RM*, being the capital contribution made by *Partner 2* to the Partnership on *partnership name*; and
- (c) For *Partner 3* the amount of *RM*, being the capital contribution made by *Partner 3* to the Partnership on *partnership name*; and
- (d) For *Partner 4* the amount of *RM*, being the capital contribution made by *Partner 4* to the Partnership on *partnership name*; and
- (e) For *Partner 5* the amount of *RM*, being the capital contribution made by *Partner 5* to the Partnership on *partnership name*; and

The initial capital so contributed by each of the Partners is credited to the capital account (“**Capital Account**”) of each Partner. The following provisions of this Section 3.1 shall apply in respect of the capital contributions of the Partners:

- (f) the capital funds of the Partnership shall belong to the Partners in the proportion contributed by each Partner;
- (g) any further contribution of capital required by the Partnership may be contributed to the Partnership by any one or both of the Partners

without limitation as to the amount of such further capital contribution and any such additional capital contribution shall be treated in the same manner as the initial capital contributions above set out; and

- (h) no Partner shall be entitled to interest on the amount of its capital contribution to the Partnership.

### **3.2 Profits and Losses.**

In each Fiscal Year all items of income and gain, and expense and loss of the Partnership shall be determined by the Accountants of the Partnership at the end of each Fiscal Year.

### **3.3 Net Profits and Losses.**

Until otherwise unanimously agreed by the Partners, and subject to the provisions of this Agreement, the net profits, if any, of the Partnership as determined at the end of each such Fiscal Year shall be allocated among the Partners in proportion to the respective Capital Account of each of the Partners as calculated at the end of each such Fiscal Year. All expenses incurred in the course of the Business and all losses, if any, arising therefrom shall be borne out of the earnings of the Business, or in the case of a deficiency, the losses shall be allocated amongst the Partners *pro rata* to their respective individual Capital Accounts at the end of each such Fiscal Year.

### **3.4 Drawings.**

Each of the Partners may draw out of the Partnership, from time to time, on account of its share of the net profits for the current year, a sum not exceeding their respective Capital Accounts. Any sums drawn out by any Partner in excess of its share of the net profits for any such year shall be repaid in full to the Partnership unless otherwise unanimously agreed by the Partners.

### **3.5 Financial Statements.**

Proper accounts shall be kept of all transactions of the Business and at the end of each Fiscal Year or as soon thereafter as possible, a statement shall be prepared showing the income and expenses of the Business for the past year and what belongs and is due to each of the Partners as its share of the profits.

### **3.6 Borrowing or Encumbrance of Partnership Interest.**

Neither Partner shall, without the previous consent in writing of the other, sign or encumber its share or interest in the Partnership, borrow money on behalf of the Business or, hire or dismiss any employee or subcontractor.

### **3.7 Payment of Obligations.**

Each of the Partners shall punctually pay and discharge its separate debts, liabilities, obligations, duties and agreements whether at present or future and keep indemnified the Partnership property and the other Partner from all actions, proceedings, costs, claims and demands of every nature.

### **3.8 Indemnification.**

If at any time either of the Partners is required to pay or become liable for more than its proportion of the Partnership debts as provided for in this Agreement, that Partner shall have as against the other Partner a right of recovery of the appropriate proportion of the payment or indemnification against such liability, and the Partner shall have, on becoming liable for such debt, the first lien or charge on the capital and all other interest or interests of the offending Partner in the Partnership business.

## **ARTICLE 4 – MANAGEMENT**

### **4.1 Management.**

Final authority, management and control of the business and affairs of the Partnership shall be vested in the Partners.

### **4.2 Action of the Partners.**

The powers of the Partners may be exercised by resolution passed at a meeting of the Partners or by resolution consented to by the signatures of the Partners.

### **4.3 Delegation of Authority.**

The Partners may at any time and from time to time by resolution passed at a meeting of the Partners delegate any power or authority relating to the management of the business and affairs of the Partnership to any Partner and the exercise of any such authority or authority by such Partner shall be valid and binding upon all Partners until such power or authority has been rescinded by resolution.

### **4.4 Place of Meeting.**

Meetings of the Partners shall be held at the principal office of the Partnership, or, at such other place as the Partners may, by unanimous agreement, determine.

### **4.5 Calling of Meetings.**

Meetings of the Partners shall be held from time to time at such time and on such day without notice as any Partner may determine.

#### **4.6 Power of Attorney.**

Each Partner grants to the other Partner for such time as he remains a Partner to this Agreement, an irrevocable power of attorney for the purposes of filing any notices or registrations as may be required by law in connection with the existence or carrying on of the business of the Partnership.

#### **4.7 Fiscal Year.**

Until changed with the unanimous approval of the Partners, the Fiscal Year shall be the fiscal year of the Partnership.

#### **4.8 Banking Arrangements.**

The Partners agree that the Partnership shall enter into banking arrangements with any bank or banks or other financial institutions as the Partners shall agree on. All cheques, drafts and other instruments and documents on behalf of the Partnership may be signed by any one of the Partners alone, unless otherwise agreed between the parties. All Partnership money shall, when received from time to time, be paid and deposited with the bankers of the Partnership to the credit of the Partnership account.

#### **4.9 Books and Records.**

Complete and accurate books of account shall be kept at the principal place of business of the Partnership and shall show the condition of the business and finances of the Partnership, and each Partner shall have access to, and may inspect and copy, any part thereof.

#### **4.10 Partnership Property.**

Unless otherwise unanimously agreed by the Partners or unless registered in the name of a trustee, all Partnership property shall be registered in the name of the Partnership in proportion to the Capital Account of each Partner.

#### **4.11 Data Protection.**

Partners should comply with the requirements of the data protection act 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.

## ARTICLE 5 – DETERMINATION OF PARTNERSHIP

### 5.1 General.

Except as expressly permitted in this Article 5, or as otherwise unanimously agreed to in writing by the Partners, no Partner may sell, assign, convey, transfer, mortgage, charge or otherwise encumber all or any part of its share or interest in the Partnership.

### 5.2 Dissolution.

The Partnership shall be dissolved at any time by unanimous resolution of the Partners passed at a meeting of the Partners called for that purpose. The Partnership may also be terminated by unanimous agreement in writing signed by all of the Partners.

### 5.3 Determination.

In the event of the dissolution of the Partnership, the Partnership shall terminate and a proper accounting shall be made of the capital and income accounts of each Partner and the profit or losses of the Partnership to the date of dissolution by the Accountants. The assets of the Partnership shall be liquidated and the proceeds of such liquidation shall then be distributed as follows, unless the Partners otherwise unanimously agree:

- (a) firstly, to repay all costs, debts, expenses, liabilities and obligations of the Partnership;
- (b) secondly, to pay to each Partner its share of the capital; and
- (c) thirdly, to divide the surplus, if any, between the Partners in the proportions in which they are entitled to share in profits.

In the event that such liquidation proceeds shall not be sufficient to satisfy the liabilities of the Partnership, each of the Partners shall contribute its *pro rata* share, as determined in accordance with their individual Capital Accounts of the Partnership, of such further funds as shall be necessary to satisfy in full, the liabilities of the Partnership.

### 5.4 Agreements with Transferees.

In the event that any Partner (in this Section 5.4 called the “**Transferor**”), pursuant to the terms and conditions hereof, purports to transfer all, but not less than all, of its interest or share in the Partnership to any Person (such Person in this Section 5.4 called the “**Transferee**”), then no such transfer shall be made or shall be effective until the Transferee enters into an agreement with the other Partner hereto whereby the Transferee agrees to assume and be bound by all of the obligations of the Transferor and to be subject to all of the terms and conditions of this Agreement.

### **5.5 Restraining Order.**

In the event that any Partner shall at any time purport to transfer, charge or mortgage its interest or share or any part thereof in the Partnership in violation of the provisions of this Agreement, then the other Partner shall, in addition to any rights and remedies which may be available to such Partner, at law or in equity, be entitled to a decree or order restraining or enjoining such transfer, charge or mortgage.

## **ARTICLE 6 – GENERAL**

### **6.1 Headings.**

The headings of any Article, Section or part thereof are inserted for purposes of convenience only and shall not form part hereof and shall not be considered in the interpretation hereof.

### **6.2 Notices.**

Any notice, demand, request, consent, agreement or approval which may or is required to be given pursuant to this Agreement shall be in writing and shall be sufficiently given or made if served personally upon the party or a representative or officer of the party for whom it is intended, or mailed by certified or registered mail, postage prepaid, or telexed, telegraphed, or telecopied, addressed at such address to such officers as a party may from time to time advise to the other parties by notice in writing. The date of receipt of any such notice, demand, request, consent, agreement or approval if served personally shall be deemed to be the date of delivery thereof, or if mailed as aforesaid, the second business day following the date of mailing, or if delivered via telex, telegraph, or telecopier, the business day following transmission.

### **6.3 Governing Law.**

The validity and interpretation of this Agreement shall be governed exclusively by the laws of the Province of Ontario and the federal laws of Canada applicable therein.

### **6.4 Severability.**

The invalidity or unenforceability of any particular provision of this Agreement shall not affect any other provision hereof, but this Agreement shall be construed and enforced as if such invalid or unenforceable provision was omitted.

### **6.5 Effective Date.**

Notwithstanding the actual date of execution hereof, this Agreement shall be effective as of and from the Effective Date.

**6.6 Entire Agreement.**

This Agreement embodies the entire and final agreement of the Partners with regard to the Partnership and no representations, warranties, agreements, understandings, verbal or otherwise, exist between the Partners except as herein expressly set out.

**6.7 Amendments.**

No amendment, alteration, change, qualification or modification of this Agreement shall be valid unless it is in writing and signed by each Partner hereto and any such amendment, alteration, change, qualification or modification shall be adhered to and have the same effect as if they had been originally embodied in and formed a part of this Agreement.

**6.8 Time.**

Time is of the essence of this Agreement and of every part hereof.

**6.9 Further Assurances.**

The Partners hereto, and each of them, covenant and agree that each of them shall and will, upon reasonable request of the other Partners, make, do, execute or cause to be made, done or executed all such further and other lawful acts, deeds, things, devices and assurances whatsoever for the better or more perfect and absolute performance of the terms and conditions of this Agreement.

**6.10 Enurement.**

This Agreement and the provisions hereof shall enure to the benefit of and shall be binding upon the parties hereto and their respective successors and permitted assigns.

**6.11 Counterparts.**

This Agreement may be executed in counterparts, each of which shall be deemed to be an original and all of which taken together shall constitute one and the same agreement.

**[THE REMAINDER OF THIS PAGE HAS INTENTIONALLY BEEN LEFT  
BLANK]**



**IN WITNESS WHEREOF** the parties hereto have duly executed this Agreement this day of *date*, to be effective as of the Effective Date in accordance with Section 6.5 of this Agreement.

Per: \_\_\_\_\_  
Name:  
Title:

Per: \_\_\_\_\_  
Name:  
Title:

Per: \_\_\_\_\_  
Name:  
Title:

Per: \_\_\_\_\_  
Name:  
Title:

Per: \_\_\_\_\_  
Name:  
Title:

\*\* This Partnership Agreement is constructed accordingly after consultation from K. H. Tan & Associates.

Appendix H1: Registration of Business (SSM Borang A)

SSM				BORANG A PERCUMA	
SURUHANJAYA SYARIKAT MALAYSIA COMPANIES COMMISSION OF MALAYSIA					
PENDAFTARAN PERNIAGAAN KAEDAH-KAEDAH PENDAFTARAN PERNIAGAAN 1957 (KAEDAH 3)					
SILA TANDAKAN (✓) DI PETAK BERKENAAN DAN LENGKAPKAN MAKLUMAT DENGAN HURUF BESAR (*Ruangannya wajib diisi)					
NAMA SENDIRI	Menggunakan nama sendiri seperti di dalam MYKAD/MYPR sebagai nama perniagaan.	<input type="checkbox"/>			
NAMA TRED	Menggunakan nama perniagaan yang direka atau selain nama di MYKAD/MYPR sebagai nama perniagaan.	<input type="checkbox"/>			
NO. RUJUKAN (Untuk kegunaan pejabat)		<input type="text"/>			
MAKLUMAT PERNIAGAAN					
*NAMA PERNIAGAAN	<input type="text"/>				
*TARIKH MULA BERNIAGA	<input type="text"/> - <input type="text"/> - <input type="text"/>				
*PERJANJIAN PERKONGSIAN	TIADA <input type="checkbox"/>	ADA <input type="checkbox"/>	TARIKH	<input type="text"/> - <input type="text"/> - <input type="text"/>	
<i>(Nyatakan tarikh dan lampirkan perjanjian)</i>					
*ALAMAT (P.O. Box tidak dibenarkan)	<input type="text"/>				
BANDAR	<input type="text"/>				
POSKOD	<input type="text"/>	NEGERI	<input type="text"/>		
ALAMAT SURAT MENYURAT (Jika berlainan dari alamat di atas)	<input type="text"/>				
BANDAR	<input type="text"/>				
POSKOD	<input type="text"/>	NEGERI	<input type="text"/>		
NO. TELEFON	<input type="text"/>	-	<input type="text"/>	E-MEL	<input type="text"/>
*JENIS PERNIAGAAN YANG DIJALANKAN					
<input type="text"/>					
<input type="text"/>					
<input type="text"/>					
<input type="text"/>					
<input type="text"/>					
<input type="text"/>					
<input type="text"/>					
<input type="text"/>					
ALAMAT CAWANGAN (Jika ada, P.O. Box tidak dibenarkan)					
ALAMAT (P.O. Box tidak dibenarkan)	<input type="text"/>				
POSKOD	<input type="text"/>	NEGERI	<input type="text"/>		
ALAMAT (P.O. Box tidak dibenarkan)	<input type="text"/>				
POSKOD	<input type="text"/>	NEGERI	<input type="text"/>		

PENDAFTARAN PERNIAGAAN		
*MAKLUMAT PEMILIK (Ejaan nama seperti di dalam MYKAD/MYPR)		
NAMA PEMILIK	<input style="width: 100%;" type="text"/>	
	<input style="width: 100%;" type="text"/>	
NO. MYKAD/MYPR	<input style="width: 20%;" type="text"/> - <input style="width: 20%;" type="text"/> - <input style="width: 20%;" type="text"/>	NO. K/P (Lama) <input style="width: 20%;" type="text"/>
TARIKH LAHIR	<input style="width: 10%;" type="text"/> - <input style="width: 10%;" type="text"/> - <input style="width: 10%;" type="text"/>	JANTINA L <input type="checkbox"/> P <input type="checkbox"/>
KERAKYATAN	WARGANEGARA <input type="checkbox"/> PENDUDUK TETAP <small>(Nyatakan negara asal)</small> <input type="checkbox"/>	<input style="width: 60%;" type="text"/>
BANGSA	MELAYU <input type="checkbox"/> CINA <input type="checkbox"/> INDIA <input type="checkbox"/> LAIN-LAIN <small>(Nyatakan bangsa)</small> <input type="checkbox"/>	<input style="width: 60%;" type="text"/>
ALAMAT KEDIAMAN	<input style="width: 100%;" type="text"/>	
	<input style="width: 100%;" type="text"/>	
BANDAR	<input style="width: 100%;" type="text"/>	
POSKOD	<input style="width: 10%;" type="text"/> NEGERI <input style="width: 10%;" type="text"/>	<input style="width: 80%;" type="text"/>
NO. TELEFON	<input style="width: 50%;" type="text"/> - <input style="width: 50%;" type="text"/>	
NAMA PEMILIK	<input style="width: 100%;" type="text"/>	
	<input style="width: 100%;" type="text"/>	
NO. MYKAD/MYPR	<input style="width: 20%;" type="text"/> - <input style="width: 20%;" type="text"/> - <input style="width: 20%;" type="text"/>	NO. K/P (Lama) <input style="width: 20%;" type="text"/>
TARIKH LAHIR	<input style="width: 10%;" type="text"/> - <input style="width: 10%;" type="text"/> - <input style="width: 10%;" type="text"/>	JANTINA L <input type="checkbox"/> P <input type="checkbox"/>
KERAKYATAN	WARGANEGARA <input type="checkbox"/> PENDUDUK TETAP <small>(Nyatakan negara asal)</small> <input type="checkbox"/>	<input style="width: 60%;" type="text"/>
BANGSA	MELAYU <input type="checkbox"/> CINA <input type="checkbox"/> INDIA <input type="checkbox"/> LAIN-LAIN <small>(Nyatakan bangsa)</small> <input type="checkbox"/>	<input style="width: 60%;" type="text"/>
ALAMAT KEDIAMAN	<input style="width: 100%;" type="text"/>	
	<input style="width: 100%;" type="text"/>	
BANDAR	<input style="width: 100%;" type="text"/>	
POSKOD	<input style="width: 10%;" type="text"/> NEGERI <input style="width: 10%;" type="text"/>	<input style="width: 80%;" type="text"/>
NO. TELEFON	<input style="width: 50%;" type="text"/> - <input style="width: 50%;" type="text"/>	
PENGESAHAN PEMILIK TUNGGAL/RAKAN KONGSI		
<small>(Diwajibkan setiap pemilik tunggal/rakan kongsi mengisi butiran dan menurunkan tandatangan/cap ibu jari kanan di atas borang ini)</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.		
BIL.	NAMA DAN NO. MYKAD/MYPR	TANDATANGAN/CAP IBU JARI KANAN
TARIKH PERMOHONAN <input style="width: 10%;" type="text"/> - <input style="width: 10%;" type="text"/> - <input style="width: 10%;" type="text"/>		
<b>UNTUK KEGUNAAN PEJABAT</b>		
Saya adalah Orang Yang Bertanggungjawab (OYB) menyerahkan butir pendaftaran perniagaan yang dinyatakan di atas.		
	NAMA DAN NO. MYKAD/MYPR	TANDATANGAN/CAP IBU JARI KANAN

**Appendix H2: Application for Registration of a Mark (TM 5)**

INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA

TRADE MARKS REGISTRY

TM 5

TRADE MARKS ACT 1976

TRADE MARKS REGULATIONS 1997

APPLICATION FOR REGISTRATION OF A MARK  
[Subregulation 18(1)]

Applicant's\* or Agent's\* file reference: .....  
\* Delete whichever not applicable

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

trade mark                       defensive trade mark                       certification trade mark

*Note: Please tick the box appropriate to the kind of mark which registration is desired. In the case of a trade mark, please attach a copy of the oath, sworn statement or statutory declaration evidencing that the applicant is the true owner. In the case of a certification trade mark, please attach a copy of the rules governing its use. In the case of a defensive trade mark, please attach a copy of the statement of case verified by a statutory declaration.*

*[Please enclose five (5) copies of the Form with the application]*

2. Representation of mark:

*Note: If the space provided is insufficient, the representation may be made on a separate sheet and firmly attached to this Form. Please ensure that the representation is clear and comply fully with regulation 34 and the size of the trade mark shall not exceed 10 x 10 cm.*

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

If the application is for a series of trade marks under section 24, please specify the number of series in this box:

*Note: Any application made for a series of trade marks exceeding two trade marks is subject to an additional fee of RM50.00 per trade mark.*

3. Limitations, etc.:

*(Insert below any conditions, disclaimers or other limitations to which the registration will be subjected to. If the mark contains or consists of a word or words in non-Roman characters or in a language other than English language or the national language, please provide a certified transliteration and translation as appropriate.)*

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

4. Class:

5. List of goods or services:  
*(Goods or services falling within more than one international class are subject to separate applications. Please use a separate sheet if necessary.)*

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

6. Full name and address of applicant:

Name : .....

Address : .....

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

NRIC No./Company Registration No./Passport No.: .....  
*(as a personal reference number)*

*If the applicant is a partnership, please state the full names of all the partners.  
If the applicant resides abroad, please provide an address for service in Malaysia (Column 7).*

7. Full name and address of agent (if any):

Name : .....

Address : .....

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

*Note: If this is the address for service, please file Form TM 1 together with this Form.*

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

*Note: If the applicant is a partnership, please state the full names of all the partners.*

### Appendix H3: Approval for Expedited Examination of a Trade Mark Application (TM 5A)

INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA

TRADE MARKS REGISTRY

TM 5A

TRADE MARKS ACT 1976

TRADE MARKS REGULATIONS 1997

REQUEST FOR APPROVAL FOR EXPEDITED EXAMINATION OF A TRADE MARK APPLICATION  
[Subregulation 18A(2)]

<p>Please submit this Form in duplicate together with the prescribed fee</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. NAME AND ADDRESS OF APPLICANT:</p> <p>Name : .....</p> <p>Address : .....</p> <p>.....</p> <p>.....</p>	
<p>3. REQUEST:</p> <p>The applicant requests 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 for the request (<i>please tick</i>):</p> <p>(a) Statutory Declaration <input type="checkbox"/></p> <p>(b) Other (<i>please specify</i>) <input type="checkbox"/></p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	
<p>4. ADDITIONAL INFORMATION accompanying this Form:</p> <p>Yes <input type="checkbox"/> <i>Please specify:</i> ..... No <input type="checkbox"/></p>	

5. Signature: .....

Name of signatory (in block letter): .....

Telephone No.: ..... E-mail: .....

Date : .....

*If Column 5 is signed by an agent on behalf of the applicant, the agent shall satisfy himself as to the truth of the declaration.*

---

*For Official Use Only*

Notification:

(a) Your request for approval for expedited examination of a trade mark application is approved.  
Please file Form TM 5B accompanied with 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 advised to conduct a proper search in respect of the trade mark filed for application prior to the filing of this Form)*



### Appendix H4: Application for Registration of Registered User (TM 23)

INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA

TRADE MARKS REGISTRY

TM 23

TRADE MARKS ACT 1976

TRADE MARKS REGULATION 1997

APPLICATION FOR REGISTRATION OF REGISTERED USER

(Subregulation 80(1))

Trade Mark No:            Class:

**PARTICULARS OF REGISTERED PROPRIETOR:**

Full name:

Address:

Telephone No:

**PARTICULARS OF REGISTERED USER:**

Full Name:

Address:

Telephone No:

Note: Please state the full names of each of the partners, if the registered user is a partnership.

- Effective from:
- Without limit of period
- With limit. Please state the expiry date: .....
- Exclusive/ Sole registered user.
- Non exclusive/ Not sole registered user.
- To use all goods or services registered under the proprietor.
- To use parts of the goods or services registered under the proprietor. Please state below:

(If the space provided is insufficient, please continue on a separate sheet which must be firmly annexed to this Form)

(Please tick whichever is applicable)

Representation of the registered mark:

(If the space provided is insufficient, please continue on a separate sheet which must be firmly annexed to this Form)

.....  
(Signature of registered proprietor)

Date

Note: if there is any appointment of agent or address for service, please attach Form TM 1 together with this Form.

- One application form for each trade mark.

**Appendix H5: Application of Request for Grant of Patent**

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

III. INVENTOR :

Applicant is the inventor Yes  No

If the applicant is not the inventor:

Name of inventor: \_\_\_\_\_

Address of inventor: \_\_\_\_\_

A statement justifying the applicant's right to the patent accompanies this Form:

Yes  No

Additional Information (if any)

\_\_\_\_\_

IV. AGENT OR REPRESENTATIVE :

Applicant has appointed a patent agent in accompanying Form No. 17

Yes  No

Agent's registration No. : \_\_\_\_\_

Applicant has appointed \_\_\_\_\_ to be their representative

V. DIVISIONAL APPLICATION :

This application is a divisional application

The benefit of the filing date  priority date

of the initial application is claimed in as much as the subject-matter of the present application is contained in the initial application identified below :

Initial Application No. : \_\_\_\_\_

Date of Filing of initial application : \_\_\_\_\_

Additional Information (if any)

\_\_\_\_\_

VI. DISCLOSURE TO BE DISREGARDED FOR PRIOR ART PURPOSES:

Additional information is contained in supplemental box:

(a) Disclosure was due to acts of applicant or his predecessor in title

Date of disclosure \_\_\_\_\_

(b) Disclosure was due to abuse of rights of applicant or his predecessor in title

Date of disclosure \_\_\_\_\_

<p>A statement specifying in more detail the facts concerning the disclosure accompanies this Form</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>Additional Information (if any)</p> <p>_____</p>
<p>VII. PRIORITY CLAIM (if any) :</p> <p>The priority of an earlier application is claimed as follows :</p> <p>Country (if the earlier application is a regional or international application, indicate the office with which it is filed) : _____</p> <p>Filing Date : _____</p> <p>Application No. : _____</p> <p>Symbol of the International Patent Classification :</p> <p>If not yet allocated, please tick <input type="checkbox"/></p> <p>The priority of more than one earlier application is claimed :</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>The certified copy of the earlier application (s) accompanies this Form :</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If No, it will be furnished by _____ (date)</p>
<p>Additional Information (if any)</p> <p>_____</p>
<p>VIII. CHECK LIST :</p> <p>A. This application contains the following :</p> <ol style="list-style-type: none"><li>1. Request</li><li>2. Description _____ sheets</li><li>3. Claim _____ sheets</li><li>4. Abstract _____ sheets</li><li>5. Drawings _____ sheets</li><li>6. Total _____ sheets</li></ol> <p>B. This Form, as filed, is accompanied by the items checked below :</p> <ol style="list-style-type: none"><li>a. signed Form No. 17 <input type="checkbox"/></li><li>b. declaration that inventor does not wish to be named in the patent <input type="checkbox"/></li></ol>

- c. statement justifying applicant's right to the patent
- d. statement that certain disclosure be disregarded
- e. priority document (certified copy of earlier application)
- f. cash, cheque, money order, bank draft or postal order for the payment of application fee
- g. other documents (specify)

IX. SIGNATURE .....  
\*\* (*Applicant/Agent*)                      (*Date*)

If Agent, indicate Agent's Registration No. \_\_\_\_\_

For Official Use

- 1. Date application received: .....
- 2. Date of receipt of correction, later filed papers or drawings completing the application:  
.....

\* Delete whichever does not apply

\*\* Type name under signature and delete whichever does not apply

## Appendix H6: Application of Employees Provident Fund (EPF)



KUMPULAN WANG SIMPANAN PEKERJA

### KWSP PANDUAN MENGISI BORANG KWSP 1 DAN SENARAI SEMAK EPF DOKUMEN SOKONGAN BAGI PERMOHONAN PENDAFTARAN MAJIKAN

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

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

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

##### JENIS PENDAFTARAN MAJIKAN

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

##### 1. Kerajaan

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

##### 2. Berdaftar dengan Suruhanjaya Syarikat Malaysia

Permohonan daripada organisasi yang berdaftar dengan Suruhanjaya Syarikat Malaysia.

- Syarikat
- Perniagaan
- Perkongsian Liabiliti Terhad

##### 3. Berdaftar Selain dengan Suruhanjaya Syarikat Malaysia

Permohonan daripada organisasi yang berdaftar selain dengan Suruhanjaya Syarikat Malaysia.

##### 4. Majikan kepada Orang Gaji Domestik

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

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

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

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

##### (C) MAKLUMAT PERNIAGAAN

- Lengkapkan Bahagian (C) dengan maklumat perniagaan majikan

- **Alamat Perniagaan** - Alamat di mana perniagaan dijalankan.
- **Alamat Berdaftar** - Alamat yang didaftarkan pada Sijil Pendaftaran Perniagaan (sekiranya berbeza dengan alamat perniagaan)
- **Alamat Surat Menyurat** - Alamat untuk urusan surat menyurat (sekiranya berbeza dengan alamat perniagaan)
- **Emel** – Alamat emel rasmi perniagaan
- **Nama dan Nombor Pengenalan Diri Pegawai** - Nama dan nombor Pengenalan Diri pegawai yang bertanggungjawab ke atas urusan KWSP termasuk penggunaan i-Akaun.
- **Jawatan** - Isi jawatan pegawai yang bertanggungjawab ke atas urusan KWSP
- **Nombor Telefon** - Isi nombor telefon pegawai yang bertanggungjawab ke atas urusan KWSP
- **Nombor Telefon Bimbit** - Isi nombor telefon bimbit pegawai yang bertanggungjawab ke atas urusan KWSP
- **Nombor Faksimili** - Isi nombor faksimili perniagaan.

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

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

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

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

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

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

Sila hubungi Pusat Pengurusan Perhubungan KWSP 03 – 8922 6000 untuk sebarang pertanyaan berkaitan permohonan ini.

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

Lengkapkan Bahagian (F) dengan maklumat Majikan Orang Gaji Domestik

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

**(G) MAKLUMAT ORANG GAJI DOMESTIK**

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

**(H) PENGESAHAN MAJIKAN**

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

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


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

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

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

Sila hubungi Pusat Pengurusan Perhubungan 03 – 8922 6000 untuk sebarang pertanyaan berkaitan permohonan ini.



	<b>KUMPULAN WANG SIMPANAN PEKERJA</b> <b>PERMOHONAN PENDAFTARAN MAJIKAN</b> <i>EMPLOYER REGISTRATION APPLICATION FORM</i>	KWSP 1 (MAJIKAN) PERCUMA
<b>(A) JENIS PENDAFTARAN MAJIKAN / TYPE OF EMPLOYER REGISTRATION</b>		
<b>SILA TANDAKAN SALAH SATU KOTAK SAHAJA / PLEASE TICK ANY ONE OF THE BOXES BELOW</b>		
1. KERAJAAN <small>GOVERNMENT</small>	<input type="checkbox"/>	
2. BERDAFTAR DENGAN SURUHANJAYA SYARIKAT MALAYSIA SEBAGAI: <small>REGISTERED WITH COMPANIES COMMISSION OF MALAYSIA AS A:</small>		
SYARIKAT <small>COMPANY</small>	<input type="checkbox"/>	
PERNIAGAAN <small>BUSINESS</small>	<input type="checkbox"/>	
PERKONGSIAN LIABILITI TERHAD <small>LIMITED LIABILITY PARTNERSHIP</small>	<input type="checkbox"/>	
3. BERDAFTAR SELAIN DENGAN SURUHANJAYA SYARIKAT MALAYSIA <small>REGISTERED NOT UNDER COMPANIES COMMISSION OF MALAYSIA</small>		
4. MAJIKAN KEPADA ORANG GAJI DOMESTIK <small>REGISTRATION AS AN EMPLOYER FOR DOMESTIC SERVANTS</small>	<input type="checkbox"/>	
<small>NOTA : BAGI PENDAFTARAN MAJIKAN KEPADA ORANG GAJI DOMESTIK, SILA LENGKAPKAN RUANGAN (F), (G) DAN (H) SAHAJA.                  NOTE : PLEASE COMPLETE SECTION (F), (G) AND (H) ONLY IF REGISTERING AS AN EMPLOYER FOR DOMESTIC SERVANT</small>		
<b>(B) MAKLUMAT MAJIKAN / DETAILS OF EMPLOYER</b>		
NAMA PENUH SYARIKAT / PERNIAGAAN / PERSATUAN <small>FULL NAME OF COMPANY / BUSINESS / ASSOCIATION</small>		
NOMBOR PENDAFTARAN PERNIAGAAN / SYARIKAT / PERSATUAN / PERKONGSIAN LIABILITI TERHAD <small>REGISTRATION NUMBER OF BUSINESS / COMPANY / ASSOCIATION / LIMITED LIABILITY PARTNERSHIP</small>	<input style="width: 100%;" type="text"/>	
TARIKH PENUBUHAN <small>DATE OF INCORPORATION / BUSINESS REGISTRATION</small>	<input style="width: 100%;" type="text"/>	
TARIKH MULA MENGAMBIL PEKERJA <small>DATE ON WHICH FIRST EMPLOYEE IS EMPLOYED</small>	<input style="width: 100%;" type="text"/>	
ENTITI PERNIAGAAN <small>BUSINESS ENTITY</small>	<input type="checkbox"/> KERAJAAN <small>GOVERNMENT</small>	
	<input type="checkbox"/> SYARIKAT SENDIRIAN BERHAD <small>PRIVATE LIMITED COMPANY</small>	
	<input type="checkbox"/> SYARIKAT BERHAD <small>LIMITED COMPANY</small>	
	<input type="checkbox"/> PERKONGSIAN <small>PARTNERSHIP</small>	
	<input type="checkbox"/> PEMILIK TUNGGAL <small>SOLE PROPRIETORSHIP</small>	
	<input type="checkbox"/> PERKONGSIAN LIABILITI TERHAD <small>LIMITED LIABILITY PARTNERSHIP</small>	
	<input type="checkbox"/> LAIN-LAIN <small>OTHERS</small>	
JENIS PERNIAGAAN <small>NATURE OF BUSINESS</small>		
BILANGAN PEKERJA <small>NUMBER OF EMPLOYEES</small>	<input style="width: 100%;" type="text"/>	
<b>UNTUK KEGUNAAN KWSP SAHAJA / FOR EPF USE ONLY</b>		
NOMBOR MAJIKAN	<input style="width: 100%;" type="text"/>	
BULAN TANGGUNGAN MENCARUM	<input style="width: 100%;" type="text"/>	
KOD STANDARD INDUSTRI	<input style="width: 100%;" type="text"/>	
	COP TARIKH TERIMA	
<small>Sila hubungi Pusat Pengurusan Perhubungan KWSP 03 – 8922 6000 untuk sebarang pertanyaan berkaitan permohonan ini.                  Please contact Call Management Centre 03 – 8922 6000 for any query on this application.</small>		

NAMA PENUH MAJIKAN (HURUF BESAR) FULL NAME OF EMPLOYER (CAPITAL LETTERS)	
<b>(C) MAKLUMAT PERNIAGAAN / DETAILS OF BUSINESS</b>	
ALAMAT PERNIAGAAN <small>BUSINESS ADDRESS</small>	<input style="width: 100%;" type="text"/>
POSKOD <small>POSTCODE</small>	<input style="width: 30%;" type="text"/> NEGERI <small>STATE</small> <input style="width: 30%;" type="text"/>
ALAMAT BERDAFTAR (SEKIRANYA BERBEZA DENGAN PERNIAGAAN) <small>REGISTERED ADDRESS</small>	<input style="width: 100%;" type="text"/>
POSKOD <small>POSTCODE</small>	<input style="width: 30%;" type="text"/> NEGERI <small>STATE</small> <input style="width: 30%;" type="text"/>
ALAMAT SURAT MENYURAT <small>MAILING ADDRESS</small>	<input style="width: 100%;" type="text"/>
POSKOD <small>POSTCODE</small>	<input style="width: 30%;" type="text"/> NEGERI <small>STATE</small> <input style="width: 30%;" type="text"/>
E-MEL <small>EMAIL</small>	<input style="width: 70%;" type="text"/>
NAMA PEGAWAI <small>NAME OF OFFICER</small>	<input style="width: 100%;" type="text"/>
NO. MyKad / POLIS / TENTERA / PASPORT / SIJIL WARGANEGARA <small>MYKAD / POLICE / MILITARY / PASSPORT / CITIZENSHIP CERT. NO.</small>	<input style="width: 80%;" type="text"/>
JAWATAN <small>DESIGNATION</small>	<input style="width: 100%;" type="text"/>
NO. TELEFON 1 <small>TELEPHONE NO. 1</small>	NO. TELEFON 2 <small>TELEPHONE NO. 2</small> <input style="width: 30%;" type="text"/>
NO. TELEFON BIMBIT <small>MOBILE TELEPHONE NO.</small>	NO. FAKSIMILI <small>FAX NO.</small> <input style="width: 30%;" type="text"/>
<b>(D) MAKLUMAT PEMILIK / PENGARAH SYARIKAT / RAKAN KONGSI / PEMEGANG JAWATAN UTAMA</b> BUSINESS OWNER DETAILS	
NAMA PEMILIK SYARIKAT <small>OWNER'S NAME</small>	<input style="width: 100%;" type="text"/>
JAWATAN <small>DESIGNATION</small>	<input style="width: 100%;" type="text"/>
NO. MyKad/PASPORT <small>MyKad/PASSPORT NO.</small>	<input style="width: 50%;" type="text"/>
WARGANEGARA <small>CITIZENSHIP</small>	<input style="width: 60%;" type="text"/>
<b>(E) NAMA DAN ALAMAT TEMPAT PERNIAGAAN LAIN ATAU CAWANGAN</b> OTHER BUSINESS OR BRANCH NAME AND PLACE OF BUSINESS	
<small>NAMA</small> NAME	<small>ALAMAT</small> ADDRESS
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>
NOTA: JIKA RUANGAN TIDAK MENCUKUPI, SILA GUNAKAN KERTAS LAIN DAN SERTAKAN LAMPIRAN BERSAMA PERMOHONAN INI NOTE: IF THE ROWS PROVIDED ARE NOT SUFFICIENT, PLEASE FILL IN A SEPARATE PAPER AND ATTACH WITH THIS FORM.	

Sila hubungi Pusat Pengurusan Perhubungan KWSP 03 – 8922 6000 untuk sebarang pertanyaan berkaitan permohonan ini.  
 Please contact Call Management Centre 03 – 8922 6000 for any query on this application.

NAMA PENUH MAJIKAN (HURUF BESAR) \_\_\_\_\_  
FULL NAME OF EMPLOYER (CAPITAL LETTERS)

**(F) MAKLUMAT MAJIKAN ORANG GAJI DOMESTIK / DETAILS OF EMPLOYER OF DOMESTIC SERVANT**

NAMA MAJIKAN  
EMPLOYER'S NAME

NO. MyKad/PASPORT  
MyKad/PASSPORT NO.

ALAMAT KEDJAMAN/  
 PERNIAGAAN  
RESIDENTIAL / BUSINESS ADDRESS

POSKOD  
POSTCODE

NEGERI  
STATE

NO. TELEFON RUMAH  
HOME TELEPHONE NO.

NO. TELEFON BIMBIT  
MOBILE TELEPHONE NO.

NO. TELEFON PEJABAT  
OFFICE TELEPHONE NO.

NO. FAKSIMILI  
FAKNO.

SAYA SUDAH DIDAFHTARKAN SEBAGAI SEORANG MAJIKAN  
 NO. RUJUKAN MAJIKAN KWSP SAYA IALAH \_\_\_\_\_  
I AM REGISTERED AS AN EMPLOYER AND MY REGISTRATION NUMBER IS

BILANGAN ORANG GAJI DOMESTIK  
NO OF DOMESTIC SERVANTS

**(G) MAKLUMAT ORANG GAJI DOMESTIK / DETAILS OF DOMESTIC SERVANT**

NOTA : JIKA RUANGAN TIDAK MENCUKUPI, SILA GUNAKAN KERTAS LAIN DAN SERTAKAN BERSAMA PERMOHONAN INI  
NOTE : IF THE SPACE PROVIDED IS NOT SUFFICIENT, PLEASE FILL IN A SEPARATE PAPER AND ATTACH WITH THIS FORM

NAMA ORANG GAJI DOMESTIK  
NAME OF DOMESTIC SERVANT

NO. MyKad/PASPORT  
MyKad/PASSPORT NO.

TANDATANGAN ORANG GAJI DOMESTIK  
SIGNATURE OF DOMESTIC SERVANT

TARIKH  
DATE

**(H) PENGESAHAN MAJIKAN / DECLARATION OF EMPLOYER**

NOTA : RUANGAN INI PERLU DILENGKAPKAN BAGI SEMUA JENIS PENDAFTARAN MAJIKAN.  
NOTE : THIS SECTION MUST BE COMPLETED FOR ALL REGISTRATION TYPES OF EMPLOYERS

1. SAYA MENGESAHKAN BAHAWA SEMUA MAKLUMAT DAN DOKUMEN YANG DIBERIKAN ADALAH SAH DAN BENAR  
I, THE UNDERSIGNED DO HEREBY DECLARE THAT ALL THE INFORMATION GIVEN IN THIS APPLICATION AND SUPPORTING DOCUMENTS ARE CORRECT AND TRUE

TANDATANGAN MAJIKAN / WAKIL MAJIKAN  
SIGNATURE OF EMPLOYER / REPRESENTATIVE OF EMPLOYER

JAWATAN  
DESIGNATION

COP RASMI ORGANISASI  
OFFICIAL STAMP OF BUSINESS

TARIKH  
DATE

Sila hubungi Pusat Pengurusan Perhubungan KWSP 03 – 8922 6000 untuk sebarang pertanyaan berkaitan permohonan ini.  
Please contact Call Management Centre 03 – 8922 6000 for any enquiry on this application.

V16122016 3

Appendix H7: Application of SOCSO (Form 8A)



**PERTUBUHAN KESELAMATAN SOSIAL** 2346249101  
**PERATURAN - PERATURAN (AM) KESELAMATAN SOSIAL PEKERJA 1971 (PER. 44A)**  
**CARUMAN GAJI BULAN**          
bulan tahun **BORANG 8A**

<b>No. Kod Majikan</b>	<b>No. MyCoID / No. Pendaftaran Perniagaan</b>	<b>Amaun Caruman (RM)</b>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Amaun caruman di atas hendaklah dibayar kepada PERKESO/EJEN PEMUNGUT tidak lewat daripada</b>		
<b>Nama dan Alamat Majikan</b>		
		<b>Lembaran</b> <input type="text"/> / <input type="text"/>
		<b>Bil. Pekerja</b> <input type="text"/>
<b>Kegunaan Ejen Pemungut</b>		
<b>Cop</b>		
<b>No. Slip Bayaran</b> <input type="text"/>		

TARIKH MULA/BERHENTI KERJA (hhbbtttt) (1)	STATUS (2)	NO. KAD PENGENALAN (3)	NAMA PEKERJA (MENGIKUT KAD PENGENALAN) (4)	CARUMAN (5)	
				RM	SEN
				<input type="text"/>	<input type="text"/>
				<input type="text"/>	<input type="text"/>
				<input type="text"/>	<input type="text"/>
				<input type="text"/>	<input type="text"/>
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				<input type="text"/>	<input type="text"/>
				<input type="text"/>	<input type="text"/>
				<input type="text"/>	<input type="text"/>
<b>Jumlah muka surat ini</b>				<input type="text"/>	<input type="text"/>

Tandatangan \_\_\_\_\_  
 Nama \_\_\_\_\_  
 No. Tel & Cop Majikan \_\_\_\_\_

Kaedah Pembayaran (Sila tandakan (x))  
 Tunai  Kiriman Wang  
 Cek .....  Lain-lain .....  
**No. Cek / Kiriman Wang**

3659249109

**A. PANDUAN MENGISI BORANG 8A**

1. Caruman gaji bulan. Contoh 06 2012.
2. No. Kod Majikan.
3. No. MyCoID.
4. Jumlah keseluruhan amaun caruman yang perlu dibayar.
5. Jumlah keseluruhan bilangan pekerja.
6. Bilangan lembaran seperti contoh berikut:
  - 1/2 di lembaran 1
  - 2/2 di lembaran 2
7. Cop Cawangan Ejen Pemungut.
8. No Slip Bayaran - Diisi oleh Ejen Pemungut berdasarkan nombor slip bayaran yang digunakan untuk membayar caruman.
9. Ruangan:
  - (1): Pekerja baru – Isikan Tarikh Mula Kerja @ Pekerja Berhenti – Isikan Tarikh Berhenti Kerja.

**NOTA:**

- \*Majikan perlu kemaskini profil pekerja baru dalam Borang 2 menerusi skrin kemaskini majikan/pekerja dalam PORTAL.
- \*Pekerja yang telah dibayar carumannya sebelum ini dan kini bergaji melebihi RM3000 sebulan hendaklah terus dicarumkan dengan PERKESO. 'Prinsip Sekali Layak Terus Layak' adalah terpakai dan Notis Pilihan tidak perlu dikemukakan bagi pekerja sedemikian.

\*Majikan bagi pekerja baru yang bergaji melebihi RM3000 sebulan dan belum pernah mencarum dengan PERKESO perlu mengemukakan Borang 2 dan Notis Pilihan yang lengkap ditandatangani. Pekerja berkenaan adalah layak mencarum dari tarikh Notis Pilihan lengkap diterima oleh PERKESO.

- (2): Status Pekerja (M-Meninggal Dunia, B-Pekerja Baru, H-Berhenti, S-Cuti Sakit dalam tempoh menerima faedah PERKESO, T-Pekerja yang mengambil cuti tanpa gaji sebulan bagi bulan carum).
  - (3): No Kad Pengenalan @ sekiranya tiada, isikan Nombor Keselamatan Sosial yang dibekalkan oleh PERKESO.
  - (4): Nama pekerja mengikut kad pengenalan @ Kad Keselamatan Sosial.
  - (5): Amaun caruman
    - Skim 1 (Bencana Pekerjaan dan Pencen Ilat): Amaun caruman = syer majikan + syer pekerja.
    - Skim 2 (Bencana Pekerjaan): Amaun caruman = syer majikan sahaja.
 Sila Rujuk Jadual Caruman PERKESO semasa membuat potongan gaji pekerja.
10. Jumlah amaun caruman bagi setiap muka surat.
  11. Nama, tandatangan, no telefon dan cop majikan diisi pada setiap lembaran.
  12. Kaedah Pembayaran: Cek - catatkan nama bank pembayar. Lain-lain – catatkan jenis kaedah bayaran.

**Catatan**

- (1) Bayaran caruman pada setiap keping cek/kiriman wang/deraf bank hendaklah sama dengan jumlah besar di Borang 8A bagi setiap bulan carum.
- (2) Bayaran menggunakan POSTDATED cek adalah TIDAK DIBENARKAN.
- (3) Penerimaan tunai hanya dibenarkan di kaunter bank sahaja.

**B. PERHATIAN**

1. Sila pastikan tulisan/angka/cop majikan/ cop cawangan ejen pemungut tidak menyentuh mana-mana garisan atau kotak yang disediakan. Cop majikan/cop cawangan ejen pemungut hanya dibenarkan diruangan yang disediakan sahaja.
2. Sila layari laman web <http://www.perkeso.gov.my> untuk maklumat terperinci cara mengisi Borang 8A atau hubungi Pusat Khidmat Pelanggan PERKESO di talian 1-300-228000.
3. Slip Bayaran Bank dan salinan Borang 8A perlu disimpan oleh majikan bagi tujuan rekod.

The image shows a sample of the PERKESO Form 8A. It includes fields for:
 

- NO. KOD MAJIKAN (2)
- NO. MYCOID / No. Pendaftaran Pemungut (3)
- ANALISA CARUMAN (4)
- NO. KAD PENGENALAN (5)
- NO. KAD KESELAMATAN SOSIAL (6)
- NO. SLIP BAYARAN (7)
- Jumlah Amaun Carum (8)
- Jumlah Bilangan Pekerja (9)
- Tandatangan (11)
- Kaedah Pembayaran (12)

