STARdys
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BUSINESS PLAN

STARdys

BY

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DECLARATION

We hereby declare that:

(1) This UBTZ3016 Entrepreneurial project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this Entrepreneurial project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the Entrepreneurial project.

(4) The word count of this Entrepreneurial Project is _____.

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Date: 17 April 2022

Acknowledgment

In this session, we would like to express our appreciation Universiti Tunku Abdul Rahman (UTAR) for letting us to carry out the entrepreneurship project. The overall project carried out is an unforgettable memory for us because we have a chance to form a venture team and to think a business idea just like we are the entrepreneurs. From this project, we learned that the entrepreneurs is not just idea thinker, but they are also the implementer, hence we should be self-discipline, collaborative, and thoughtful throughout the business. Even though as the students, we do not create a real business, but we have already understand almost all the basic that what do the entrepreneurs think before they start running the business.

We would like to seize this chance to give our deepest appreciation to the Entrepreneurship Project Coordinator, Ms. Nur Syaheeda Binti Aziz as she has given us all the support in helping us in completing the entrepreneurship project, includes guiding us on fulfilling project details, giving us the feedback on our business plan, and also making arrangements for good examiners. We also wish to thanks to the examiners, Dr. Peter a/l Yacob and Mr. Adi Wira Bin Mohd Zin as they have also provide many suggestions during our business plan presentation. Furthermore, we would like to express our sincere thanks to our project supervisor, Dr. Tan Luen Peng on the information and guidance that he have provided. Last but not least, we would like to thanks to the advise given by those who provide assistance throughout our projects.

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1.0 EXECUTIVE SUMMARY

1.1 The Opportunity

Two major problems in current situation that observed by the team is study performance been affected by Covid-19 situation and negative emotion caused by lost connection in activities. Firstly, the situation of switching the study mode from physical to online mode become a critical challenge to student where they are facing the problem of difficulty in daily structure plan, and eventually affect their performance decrease.

The second problem is the negative emotion occupied in student everyday because government pause most of the activities and implement movement control order. Staying home all day without any curricular activity might increase the mental health burden.

1.2 The Description of the Business

STARdys is a productivity application that assist user to focus on their work. we offer the solution by creating an app to establish a better environment by providing 2 key features which is "study mode" and "browsing mode" to assist and convenience the students to overcome the problems. Students can use the study technique provided by application which is pomodoro technique where they can improve their time management in study mode. Then, the app also establishes a tunnel to narrow the gap between students and curricular activities in browsing mode to reduce negative cycle by interacting with the others through online curriculum activities.

1.3 Competitive Advantage

STARdys is potential in maintain the consistency and visit rate from user are guaranteed due to the features provided and generating different layer of benefit and motivation to encourage the user keep coming back to the app and form a consistency scenario. The business also using B2B2C model to get mutual benefit in term of collaborating.

1.4   The Target Market

STARdys's main target market is the university students. The distribution channel allows the business to reach out to targeted market.

1.5 The Management Team

The top management team of STARdys is formed by 4 founders which include Lee Boon Ben as Managing Director, Benedict Yim Junyou as Marketing and Sales Manager, Chong Zi Yong as Operations Manager, and Lee Zhi Qi as Financial Manager.

1.6 Brief Summary of the Financial Projections

The total funding will be RM145,000 by different grant, savings, and government grant. In the start-up stage, we expect this amount to be used on general start-up cost and the remuneration for shareholders. In the first year, our business are expected to operate in loss due to the high start-up cost. However, we will be operating in profit starting from second years onward.

1.7 Description of What the Business Needs

During the current stage, the business needs key resource to expand the business to maximize the revenue for business and building a good image by achieve the vision and mission. To expand the business in the market, our next goal will seek for more collaborating partners by making use of the resources and the credit earned.

1.8 Exit Strategy for Investor

The exit strategy which will be going to be adopted are such as strategic acquisitions and management buyouts which are the most suitable for this business.

2.0 THE BUSINESS

2.1 The Description of The Business

2.1.1 The name, logo, and location of the proposed business

Figure 2.1: Business Logo

STARdys, the name was introduced by the Managing Director – Lee Boon Ben and agreed by all the co-founders. STARdys has similar pronunciation as the word study. With that said, our company assist the users to have a better experience in studies, and we would like to encourage students to engage with study actively.

The "STAR" in our company name represents our unique incremental system. Company logo must be easy to be recognized and will be closely related to our services, the design should easily identify. The design tends to be simpler so that people can recognize the logo easily.

Figure 2.2: Office Location
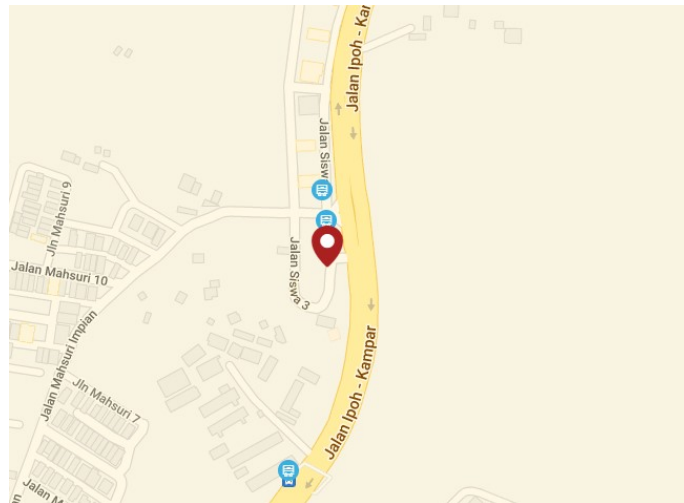
STARdys is a technology-based company, big factory is not required to support daily routine. Instead, we need an office that can carry the general administrative work. We rent an office in Kampar with 1150 square feet, the rental fee is RM1500 per month. The address: No 9, Jalan Siswa, Taman Kampar Siswa, 31900 Kampar, Perak

2.1.2 Nature of Business / Product or Services Offer

STARdys is a productivity application that assist user to focus on their work. we offer the solution by creating an app to establish a better environment for study especially during Covid-19. We also identified the problems of distractions and temptations while studying at home especially during the pandemic, online studies and self-studies have become less efficient. Besides, students feel lost connection to the institution, they feel harder to access to the activities organized by the university. Therefore, the service playing a supporter role to push students to establish a sense to study in a flexible way stay connect with each other through other features. At the same time, we support institutions to provide both curriculum and co-curriculum resources to the students by offering the technology platform to the institution

2.1.3 Company Missions and Objectives

The company mission is to increase the learning & teaching productivity for people. Then, the vision is to create a place where everybody take study more

frequently and more convenience. The main objectives is modernizing the sense of studying, increase the self-discipline of students, foster the relationship between institutions and students and assist students by providing a simple and convenient platform. In term of business, the objectives is to maximize values for stakeholders, including business partners, and establishing long-term relationship.

2.2 The Opportunity

2.2.1 Problem to solve or need to be filled

There are two major problems the team had been observing while establishing the concept of business idea which is study performance been affected by Covid-19 situation and negative emotion caused by lost connection in activities.

Firstly, the pandemic problems had brought a paradigm shift to people from all walks of life, everyone is trapped in a situation where none of them experience before including the education field such as switching the study mode from physical to online mode is one of the biggest challenges for students. Although most of the student acknowledge the fact that online study mode makes their schedule freer because most of the work is done by online, but having a freer schedule only makes their daily structure plan even harder because nobody had experienced this situation before and have no idea what to do such as structure their study plan with freer schedule. By this circumstance not only affect their schedule but also demotivate them to study at the same time (Rush, 2020). After that, while students are carrying a disordered schedule and demotivated mood will lead to another problem which is performance in academic decrease. For example, some of the student lacking motivation every day and causing their grade drop because all assignment been turned in late (Network, 2020) . There are several reasons is affecting the academic performance indirectly which is distraction, lack of online study plan, and cannot focus on schoolwork. Majority of the student experienced the situation of getting distracted from mobile phone while studying, frustrating in routine schedule, procrastination, and becoming less motivated with everything (Ferlazzo, 2020).

In addition, the second problem is negative emotion occupied in student day to day basis because they lost connecting between each other. Education ministry advised Malaysian schools postpone all activity and programmes such as co-curricular activities, training programmes, and celebrating events (Mail, 2020).

Staying home all day without any curricular activity might increase the mental health burden such as anxiety, stress, depression, and somatization.

Table 2.1: Mental Health Burden

| | | Mental Health Burden (mean ± SD) | | | |
		BSI Depression	BSI Anxiety	BSI Somatization	Stress
Variables	**Categories**				
III Sources of information					
Trust official (govern., medical professionals) sources	No	67.9 ± 11.0	60.1 ± 13.6	55.2 ± 12.5	19.9 ± 8.1
	Yes	64.1 ± 10.8 ns	58.0 ± 13.6 ns	53.2 ± 11.9 ns	20.7 ± 7.3 ns
Trust news media	No	64.8 ± 11.1	58.6 ± 14.1	54.7 ± 12.5	20.9 ± 7.9
	Yes	63.6 ± 9.7 ns	57.2 ± 12.3 ns	50.5 ± 9.8* p = 0.046	20.2 ± 6.0 ns
Trust unofficial (social media, friends/family) sources	No	63.7 ± 11.0	57.8 ± 13.7	52.8 ± 12.2	20.6 ± 7.2
	Yes	62.6 ± 9.2 ns	59.2 ± 13.4 ns	55.5 ± 10.8 ns	20.7 ± 7.8 ns
Use official (govern., medical professionals) sources	No	62.3 ± 12.0	54.9 ± 13.8	52.1 ± 12.1	18.7 ± 8.1
	Yes	65.0 ± 10.3 ns	59.0 ± 13.5 ns	53.8 ± 11.9 ns	21.2 ± 7.1 ns
Use news media	No	65.3 ± 10.8	58.4 ± 14.0	52.7 ± 12.3	20.8 ± 7.2
	Yes	63.4 ± 10.5 ns	58.0 ± 13.2 ns	54.4 ± 11.5 ns	20.5 ± 7.6 ns
Use unofficial (social media, friends/family) sources	No	64.8 ± 11.2	58.3 ± 14.3	53.4 ± 12.2	21.0 ± 7.0
	Yes	64.0 ± 10.0 ns	58.1 ± 12.9 ns	53.5 ± 11.7 ns	20.3 ± 7.7 ns
Time spent on looking for information on news sites	≤1 hour	63.7 ± 11.3	55.9 ± 13.9	52.2 ± 12.1	20.7 ± 7.2
	>1 hour	66.2 ± 9.0 ns	63.5 ± 11.3*** p = 0.001	56.4 ± 10.9* p = 0.049	20.5 ± 7.7 ns
Time spent on looking for information on social media	≤1 hour	63.4 ± 11.0	56.6 ± 13.8	52.6 ± 12.0	20.5 ± 7.1
	>1 hour	66.7 ± 9.6 ns	61.7 ± 12.6* p = 0.032	55.3 ± 11.5 ns	21.1 ± 8.0 ns
IV Academic and Life difficulties					
Academic difficulties—Ability to focus on academic work	No	56.3 ± 10.8	50.4 ± 11.6	47.5 ± 9.7	16.2 ± 6.2
	Yes	66.4 ± 9.7*** p < 0.001	60.0 ± 13.4*** p < 0.001	54.9 ± 12.0** p = 0.003	21.7 ± 7.2*** p < 0.001
Academic difficulties—Difficulties with online learning	No	59.9 ± 11.0	54.5 ± 13.1	50.9 ± 10.9	18.6 ± 8.1
	Yes	67.1 ± 9.5*** p < 0.001	60.3 ± 13.5** p = 0.011	54.9 ± 12.3* p = 0.047	21.9 ± 6.6** p = 0.007

Source: Aleksandar Kecojevic, Corey H, et al. (2020). *The impact of the COVID-19 epidemic on mental health of undergraduate students in New Jersey, cross-sectional study*: PLOS ONE Publisher.

Research conducted in New Jersey regarding mental health of undergraduate student during pandemic state that non-freshman is more likely exhibit increase the level of anxiety compared to freshman. Their emotion is more vulnerable and facing more academic difficulties which associated with the increase level of four mental health problems (Aleksandar Kecojevic, Corey H, et al., 2020) . The research is related to all student around the world including Malaysia because most of the freshman are facing the same mental health burden when they are dealing with pandemic problem during online class.

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

The application has 2 key features which is "study mode" and "browsing mode" to assist and convenience the students to overcome the problem.

In study mode, students can use the study technique provided by application which is pomodoro technique where they can improve their time management by setting timer and complete their task or study by breaking down the major work into pieces (Mandal, 2020). By doing this not only assist user to prevent procrastination but also help them to schedule their daily routine more effectively in a flexible way to build up their own study environment during pandemic. Considering motivate the users to visit the app more regularly, rewards are available for every hour study to keep them active in the application and creating a virtuous circle because they can use reward to exchange goods like discount voucher.

On top of that, browsing mode establish a tunnel to narrow the gap between students and curricular activities. This mainly help student to build up connection with each other to prevent negative emotion directly and indirectly such as get to know more people by participating event and take part in different talk regarding self-help tips to reduce negative mood. To further motivate them interact in activities, student can also use voucher to get discount in joining fee of various event. As a saying goes hitting two birds with one stone, students able to overcome the problem from messed routine to improve their study performance and reduce negative environment at the same time.

2.3 Competitive Advantage

2.3.1 Description of the business model

Table 2.2: Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
1. Current Collaborating Universities (UTAR)	1. Develop or update the features of the app 2. System maintenance	Consistency and visit rate from user are guaranteed due to the features provided	1. Build-in window for users to feedback for bugs and improvement	1. University students 2. Advertisers
	Key Resources		**Channels**	
	1. Intellectual properties 2. Student's details, academic materials, and co-curriculum organizer's details		Google Play Store Apple Apps Store	

Cost Structure		Revenue Streams
1. Direct cost for app development, system maintenance, intellectual properties and the cost for putting app in google and apple app store. 2. Indirect cost such as director remuneration, employees' salaries, administration cost, office rental and utilities expenses, advertisement, and internet.		1. Subscription fees from apps user 2. Advertisement from other business that put in STARdys software application

Source: Developed for the research

Key Partners

Key business partners are institutions. As the starting point of our business, we will approach University Tunku Abdul Rahman (UTAR) to discuss and communicate how our business works, fulfill their needs to achieve win-win situation for both parties. The discussion will includes seeking for investment, feedback, and the infrastructure & resources from UTAR. This will be our starting point of our business and UTAR will be our first partner. After that, we will continue to collaborate with others famous private institutions such as Sunway

University, Taylor's University and so on. The government institutions will be other choices for us to establish partnership.

Key Activities

The key activities are to create and ensure every feature is running as what we expected. Therefore, we will have developer to develop or update the features so that our app will have better user experience. Besides, we will continuously check out with the system and do maintenance immediately to make sure that our apps run smoothly all the time.

Key Resources

Key resources in hand including intellectual properties and resources shared by our key partner such as the general information of student, academic materials, and co-curriculum organizer's. All the shared resources will be strictly protected and is fully responsible by both parties, so the contracts will be signed by both parties under the witness of law film.

Value Proposition

The two key features like study mode and browsing mode is developed to meets the targeted market need such as studying and participate activities. Since university is our target market, they will consistently approach these two key features until the day they graduate. To further motivate and encourage them stick to the app, incentives, and reward like discount voucher for event and E-market is available whenever they are using the app to study. Then, they can learn more self-help or productivity tips by using the app to deal with their main problem which is bad learning experience during pandemic period. So, the app is generating different layer of benefit and motivation to encourage the user keep coming back to the app and form a consistency scenario.

Customer Relationship

As a business that operate apps 24/7, problems like server down or bug will affect the customer relationship. Our company establish a build-in window for users to suggest on improvement and report any bugs or abnormal situation. Besides, just like how other app do, we will show a pop-up window that seek for

the users' rating after they use the app for a period. The feedback will be reflected in google play store and/or apple app store.

Channel

The apps are offered in two channels which is Google Play Store and Apple App Store for different Operating System (OS) users. For public users, our app is free to download, but need to pay subscription fee in order to unlock premium features. While we offer another channel which is the collaboration partnership users. In this channel, our collaborating institution can set the login detail for their students, and students can directly enjoy the features once they downloaded and login with their details. For example, UTAR student can access our app's feature by key in the id and password same as how they login to UTAR portal.

Customer Segment

In current stage, STARdys's main customer segment will be the university students especially the UTAR students. There is no age segment because everyone can be the student regardless the age. The collaborating partner's students will also automatically become our customer base. Besides the students, the advertiser will be another customer segment because there will be businesses who targeted students as their customers, and want to do advertisement with our app. With the value proposition of guarantee return rate of user, external business would be more confident in implementing advertisement to our app.

Revenue Stream

Generally, STARdys revenue stream is coming from 2 sources, which is the subscription fees from apps user and the advertisement. Our major revenue stream is subscription by charging certain amount from students before enjoying our features provided. However, in the case for our collaborating university such as UTAR, the money collection will be first collected from them, and/or they will reflect the fees in students bill, depending on how the contracts was signed. While for the revenue stream coming from advertisement, since we going to have

students as our customer base, we could attract advertiser who targeted students as their customers as well.

Cost Structure

Cost structure includes the direct cost for app development, system maintenance, intellectual property, and distribution fee. Then, the indirect cost will be the director remuneration, salaries, administration cost, office rental and utilities expenses, advertisement, and internet. The starting cost will be higher compared to other business.

2.3.2 How the business will create sustainable competitive advantages

Unique incremental system for students

Our business idea is generated mainly due to the pandemic, as we identified the problem that most of the students unable to study well due to stress and lack of connection. The effect from pandemic was starting from March 2019 in Malaysia until now. Malaysia current practice is to accept the impact of Covid-19 as the new normal. Therefore, we redefine ourselves as the supporting service to increase the student's engagement and to strengthen their mindset to live with the new normal situation. Assisting the student to get better performance and generating multilayer of benefit to encourage them as the first mover in the market will be a strong competitive advantage for the company. More features will be added in the future to improve the student performance such as providing quiz and small test.

Visible benefits for key partners

There are three visible benefits for the key partners which is quality of student increase, reputation increase, and opportunity to generate more revenue increase. The three benefits is intertwined because when the app from STARdys does affect partial of the student and make them improve in overall performance, it will indirectly raise the reputation of the university because using the app might have a small chance to become better but not using the app do not make them stupid, which mean the risk is way lower than the opportunity. Hence, the university could get higher chance to grasp the opportunity of generating more

revenue with high reputation like recruiting student from popular company and more collaborating with other business.

2.4 Current Status and Requirement

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

Figure 2.3: Projected Milestone Plan
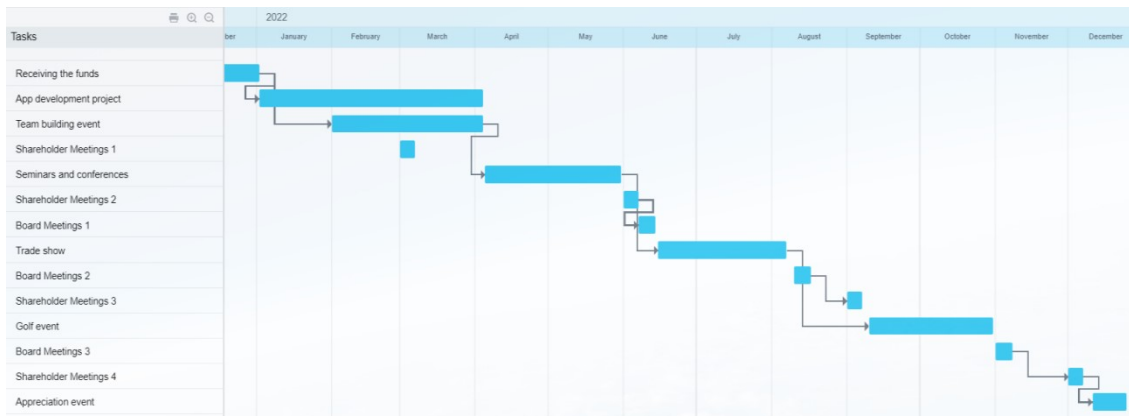
When the business is established, the team need to consider what the business needs to move forward to achieve more goal and expand in the market. Based on the projected milestone plan from STARdys, the team has planned several events for year 2022 that need to be focused on. The milestones start from the date of receiving the funding for business which is 1 January of 2022.

The first event started with app development project and team building event because building the foundation is most important before expanding the business to market, the funding will be used to increase the size of business team and improve the application to satisfy the user needs. The project started at 2 January 2022 and close in 3 April 2022. Then, the second event will be seminars and conferences to targeted audiences because it may help the business increase the relationship between consumer, partner, and the business itself. The date of seminars and conferences event start at 5 April 2022 until 30 May 2022. After that, during 15 June 2022, the business is having another event like trade show which helps in reinforce the business image as a company to lead generation activity because the event might increase the promotion, advertising, and speaking

opportunities for the business to more consumer. The project of this big event will be end in the 6 August 2022.

Moreover, golf event for the business will start at 10 September 2022 until 30 October 2022, this is one of the most favorite events for every organization because it emphasized in building a relationship in relaxed environment. Thus, STARdys grasp the opportunity to held golf event for the purpose of relationship management and looking for the next partner for long term goal of business. During the end of the year, appreciation event will be held for the business priorities learning purpose because the event allows the host spend time with their guests, giving both parties an opportunity spend informal time together to understand the business even more.

Other than the big event, there are 4 shareholder meetings in each quarter of the year and 3 board meetings will be held in year 2022 before or after a major event to review and evaluate the overall performance and brainstorm innovation idea to improve the business to solve major problem that faced by the company is specific period. Nonetheless, all the event mentioned above can be held in every year to sustain the business image and enhance the marketing strategy, therefore STARdys list down the necessary big event in projected milestone plan for business venture.

3.0 INDUSTRY ANALYSIS

3.1 Industry Description

3.1.1 Industry trends

STARdys was considered as technology-based company. Our business nature is to develop a software application to solve problem. The impact of pandemic had forced the institutions to conduct teaching & learning process with technology. Regarding the concern on whether to reopen the schools or not, the decision should be flexible and responsive (Jin, Y.W. & Wang, Z.N., 2020).

Another research on the worldwide public opinion regarding online learning shows that the public shows highest concern on 'learning support' (Asare, A.O., Yap, R., Truong, N., & Sarpong, E.O., 2021). With that said, the teaching & learning process by using the technology is already a trend especially our country is on the way to accept the pandemic as 'new normal'.

Figure 3.1 Primary Resources Statistic
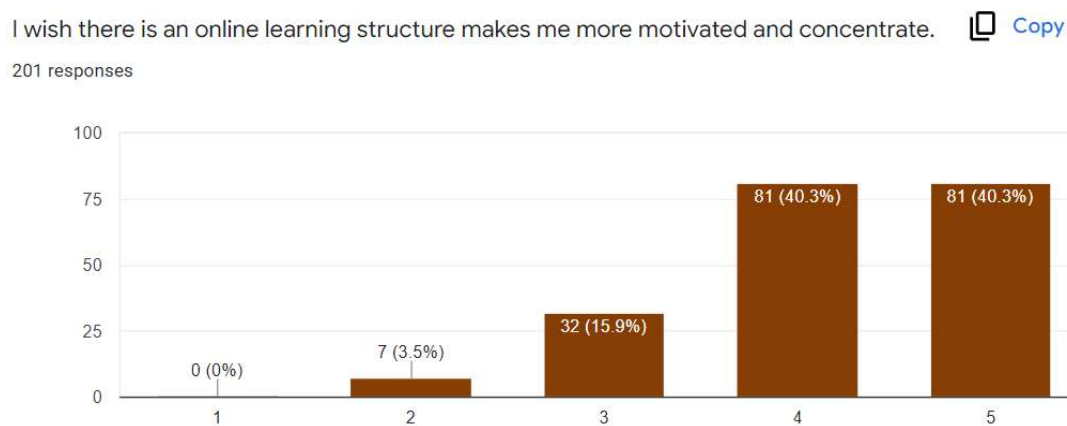
Based on the survey, the respondents is being asked regarding their needs for further online learning support. Majority of respondents answer that they need this kind of support as they feel the support is not enough, or they are just still unable to adapt to the online learning.

Figure 3.2 Primary Resources Statistic (Continued)

If there is a software application that can help you to concentrate more while studying, would you try it?

201 responses

- Yes
- No
- Maybe

17.4%

20.9%

61.7%
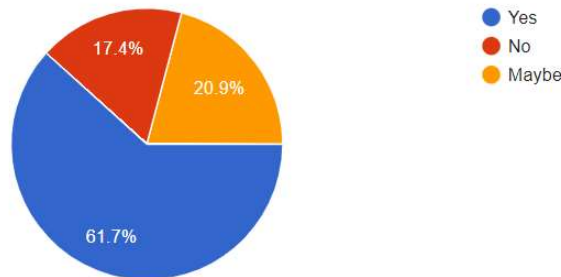
The questionnaire also includes the test about our product acceptance. There is 61.7% of them express their willingness to try our product to gain support. Meanwhile, 17.4% of them don't want to try. In overall, the market is generally needing more software supports, and thus, this reflected the trend of universities student that the online learning support software is indeed their needs.

3.1.2 Industry Size

Figure 3.3 Tertiary school enrollment, percent of all eligible children

Recent values

2012	2013	2014	2015	2016	2017	2018	2019
37.61	39.07	39.51	45.59	46.76	43.72	45.13	43.06
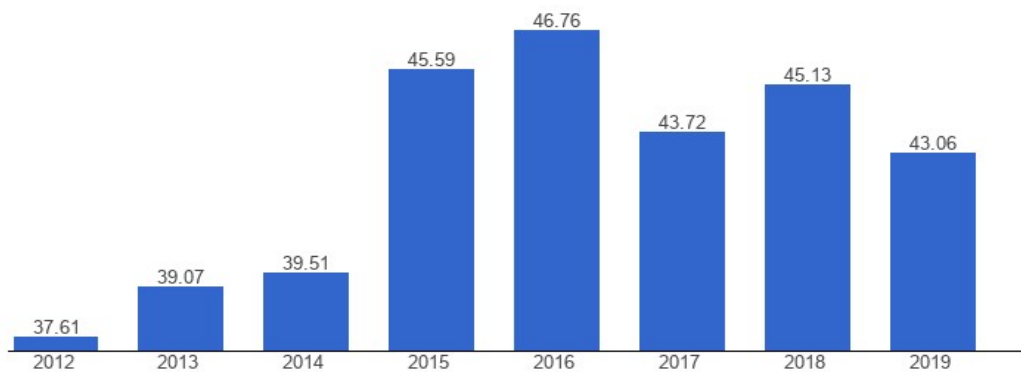
Source: Malaysia: Tertiary school enrollment

According to the research conducted to all Malaysia's children that is eligible to enroll tertiary school, we can see that there is more than 40% of eligible children choose to continue studying after secondary school from year 2015 to 2019 (The global economy.com, 2022). With that said, there is at least 40% of

teenagers will be our target to serve, and that will be our industry size. Moreover, a report from New Straits Time on 2019 indicates that there are almost 1.3 million Malaysian youths are pursuing tertiary education, by which 500000 are in 20 public universities and more than 600,000 are registered in 467 private higher learning institutions.

3.1.3 Industry attractiveness

Porter's Five Forces Theory is one of the most popular methodologies in analyzing the industry attractiveness. Hence, STARdys will examine the attractiveness with this model as follow. From the overall score, this industry is considered growing.

Table 3.1: STARdys's Industry Attractiveness (Five Forces Theory)

Competitive Forces	Low	Moderate	High
Bargaining Power Of Buyers	√		
Bargaining Power Of Suppliers			√
Threat Of Substitution		√	
Threat Of New Entrants	√		
Rivalry Within Industry		√	

Source: Developed for the research

Bargaining power of buyers

The main buyer is students, by which they pay the subscription fees to the university directly. However, the one who can really bargain directly with us is the institution, Although the students can reach out to STARdys with different channel but the one holding the right for bargain is the university. Besides, for our collaborating partners' students, they will not be able to switch the product since the payment is compulsory already and thus switching cost is not applicable. Therefore, the bargaining power of buyers is considered low.

Bargaining power of suppliers

The bargaining power of suppliers for STARdys is relatively high because there are only few institutions are having the large student's base. We need their

resources and support to sustain our business. Therefore, our app would need to make different adjustments to achieve both parties' needs.

Threat of substitution

Substitution is defined as whether our customer could find the similar product to replace our product or not. Since our app is the online learning support, the only replacement is the more advanced technology such as the Metaverse concept. Metaverse concept can fulfill the needs of learning support and allow students to interact each other just like how daily basis do. However, people still unable to feel the sense by the existing Virtual Reality (VR) technology and so far, the conceptual world unable to support multiple people. Besides, the route to make the cost of VR devices affordable is challenging. Therefore, this kind of substitution was considered moderate.

Threat of new entrants

Even though in the industry analysis, the needs of this kind of online learning support are existed and yet to be fulfilled, but most of the software developers will goes into the same marketing strategies by collaborating with the universities. STARdys can always plug in the features depending on students and university's needs. Therefore, the new entrant will only be our threat if our app did not satisfy our existing partners and students. Besides, the cost of entering high-tech is high, and this is the high entry barrier. In overall, the threat of new entrants considered low due to high entry cost and hard to get partners.

Rivalry within industry

In the market, there are some existing apps that can achieve our features provided. Forest app is already an existing app that having the study mode function, while Silverlake's Hi-hive app served variety of functions that support online teaching & learning includes event, attendance, and e-marketplace. However, our application serves pretty much the same as Hi-hive did but with better consistency and return rate from user. Other than that, the study mode is playing a role to assist student to improve their performance, and this will become the key to outstand Hi-hive. Thus, the rivalry force is considered moderate.

3.1.4 Profit potential

Profit potential is depending on the supply and demand. As the industry analysis part mentioned that the company had went through research from both primary sources and secondary sources. The secondary source of data prove that the needs of the online learning support tools is the main concern of the learner and teacher. Another research shows that flexible learning mode is the most suitable choice amidst Covid-19. That research proved the needs is existed, and market is demanding for the online learning support. While for supply, the existing direct competitors would be Forest app and Hi-hive app, and Microsoft could be another potential competitor that might supply and fulfill this market needs. However, our respondents claims that they are not using any online study applications to help them in online learning. Therefore, the supply is currently not predominant the market in Malaysia. The following is some useful statistics collected.

Figure 3.4: Survey Question

Are you using any study application ?

201 responses

- Yes
- No
- Maybe

71.1%

8.5%

20.4%
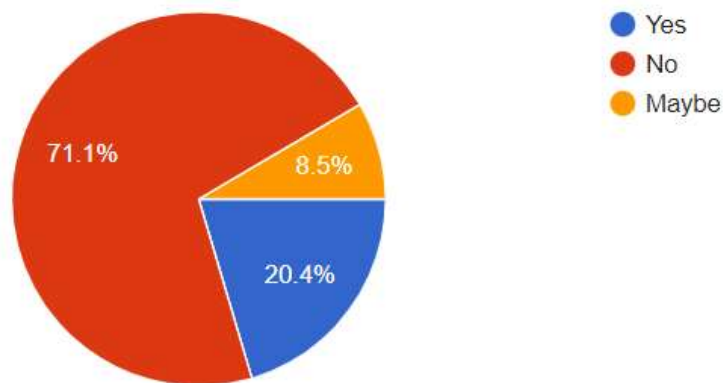
Figure 3.5: Survey Question

Would you prefer an app to provide different mindset and knowledge to improve your performance?

201 responses

- Yes
- No
- Maybe

11.4%
16.4%
72.1%
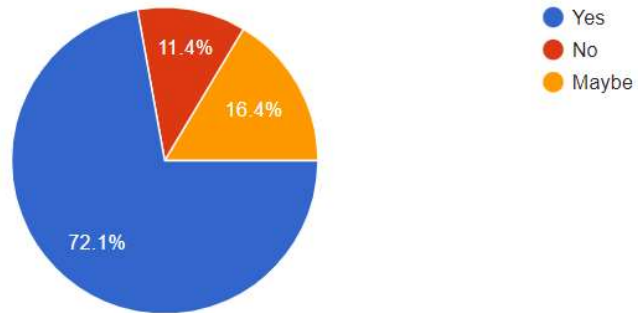
Figure 3.6: Survey Question

Do you think the app is worth paying for?

201 responses

- Yes
- No
- Maybe

40.3%
22.4%
37.3%
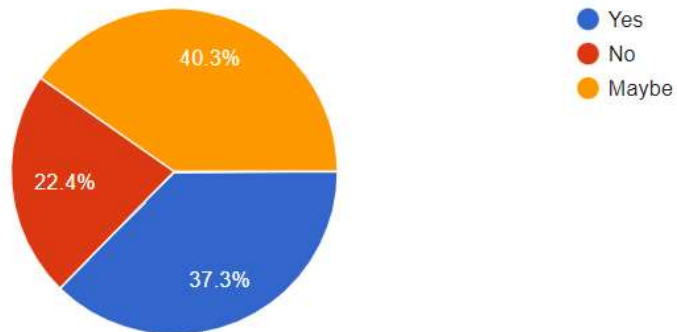
3.2 Target Market

STARdys's main target market is the university students as all the features are mainly created to assist students in online learning and also to increase their interactions within activities. Since the university students is already above the age of 18, they will be responsible for deciding which institution to go and plan for the money spent to complete their studies, hence, parent will not be taken into the consideration even though some of the parent is the payers. The noteworthy things are since we are in the B2B2C business model. With that said, even though we are attempting to fulfill the needs and collecting money from the universities base on the contracts, they are not considered as our target market because the nature objective the partnership is to work together to fulfill the students' needs.

3.2.1 University Students

Based on the industry analysis, we identified the needs of the online learning support in this market. Therefore, our app fulfills the needs on the online learning support by provide variety of features to support the students. The problem statements indicates that students find it harder to cope with the online learning, such as temptation, stress, low motivation and so on. Our app's study mode support them to focus on their study and we do provide some incentives to motivate them. Besides, the feature regarding curriculum and co-curriculum allows them to participate the event easier. In short, our app is purely designed for students to fulfill their needs since they are our targeted market.

3.3 Competitive Position within Target Market

Table 3.2: Competitor Analysis Grid

Name	Your company name (STARdys)	Competitor 1 (Forest)	Competitor 2 (Hi-hive)
Product features	-Pomodoro technique in study mode, including friend, achievement, stars reward -Customization list in term of curricular activities -Marketplace, scan -Article sharing for productivity tips in word form and video form	-Forest (pomodoro technique) -Side features including tags, timeline, friends, achievement, news, and setting	-Lifestyle community ecosystem -Community Blog -Scan hive -Marketplace -Social chat
Brand-name recognition	Low	Moderate	Moderate
Access to distribution channels	High	High	High
Quality of products/services	High	High	Moderate
Market segment	B2B2C	B2C	B2B, B2C

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

4.0 MARKETING PLAN

4.1 Service Feasibility Analysis

4.1.1 Full description of the service offer

The first key feature of this software application pomodoro technique in "study mode". The study mode helps student to nourish and build up the productivity habit and self-discipline as well as stimulate the potential of each student with various of mindset, knowledge, methods, and tools provided. This is because there are tons of knowledge should be explored by every student especially when they are achieving academy as undergraduate student.

Figure 4.1: Pomodoro Technique (Study mode)
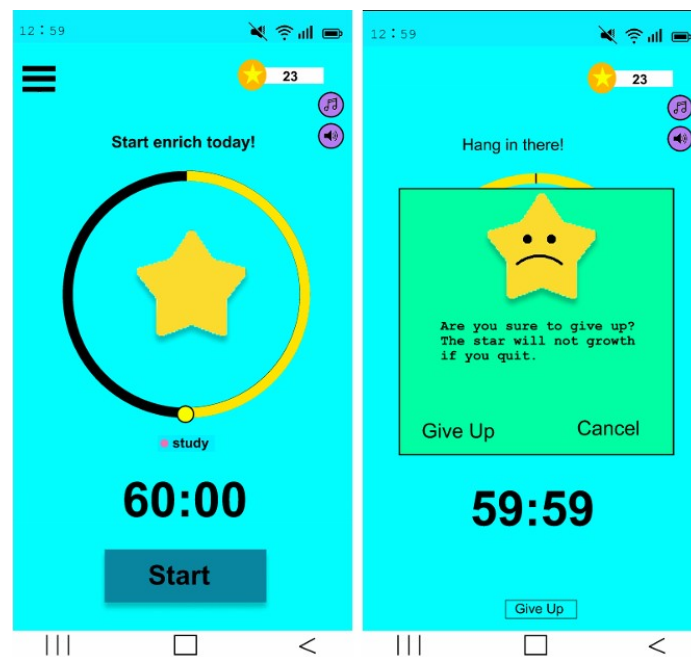
As the figure above represent the pomodoro where the app users can set a specific timer they wish to work or study, when the timer start, a star will grows depending on how long the time is being set such as 1 hour for 1 star growth and half hour for growing half of a star. However, users are not able to leave the window of their device during countdown or else the star will disappear and considered as fail. The moment they leave the window before the countdown become zero, a banner will pop up with quote like "You can do it, don't give up"

to motivate them keep going. This technique assists student to stay focus and prevent unnecessary distraction to keep their productive. Pomodoro technique is proven by tons of research that does really improve user study performance. It was invented in 1990s by Francesco Cirillo – an entrepreneur that noticed that while facing large amount of task, breaking it down with several part could be done more effectively and keep their attention prolonged. A small break is a must between each study time because it is critical to overall productivity. (Prem, 2022)

To further motivate user to use our app in study and work, incentives is provided to the user who accumulate certain amount of "star" with their study. Accumulated star can be used to exchange University's E-market discount voucher or discount fee in curriculum activities from browsing mode (different goods based on different university) such as getting RM 2 discount voucher certain workshop event with 60 stars as exchange. Also, the accumulated star can be used as a benchmark of marks to students because this will motivate student in studying even more while using the application. For example, tutor can give students extra marks based on their star collected as a reward to motivate them in studying. To prevent users, abuse the system in gaining more star, our group will make sure the app has limited daily star gaining such as only 5 star available no matter how long they study for a day.

Second key feature is "browsing mode" for activities, it helps to connect the curriculum activities to students. During the pandemic, majority of the curriculum's activities is postponed and reduced which makes student become more passive in looking for new curriculum activities. Hence, the first feature mainly focuses in helping student to reach various of activities more easily that organized by different department through the app. Instead of searching email notification endlessly, students could checkout browsing mode and scroll for different type of activities that posted by department.

Figure 4.2: Curricular Activities Board (Browsing mode)
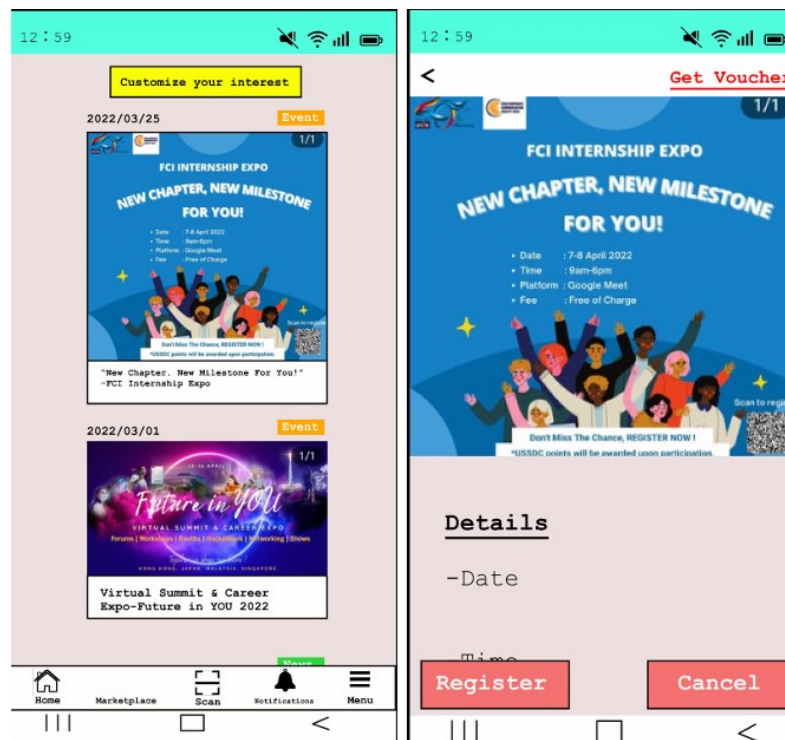
As the figure above shown the perspective from student while browsing the app to discover latest activity posted by the departments. By doing this not only helping the university to promote their curriculum activities but also cultivate a better environment fill with positivity and productivity and prevent more negative that brought by the pandemic while staying home study. While entering the activities that posted in the app, they can immediately check out for activities information detail like date, time, organizer, USSDC point, and platform link of the event such as Zoom or Microsoft team. Lower part will be filled with activity description and student are free to choose whether they would like to register or press "Cancel" go back browsing mode to discover other curriculum activities. Student can choose preferred category during registration and most of the news and notification will be sent to them based on their preference.

Figure 4.3: Productivity tips (side feature)
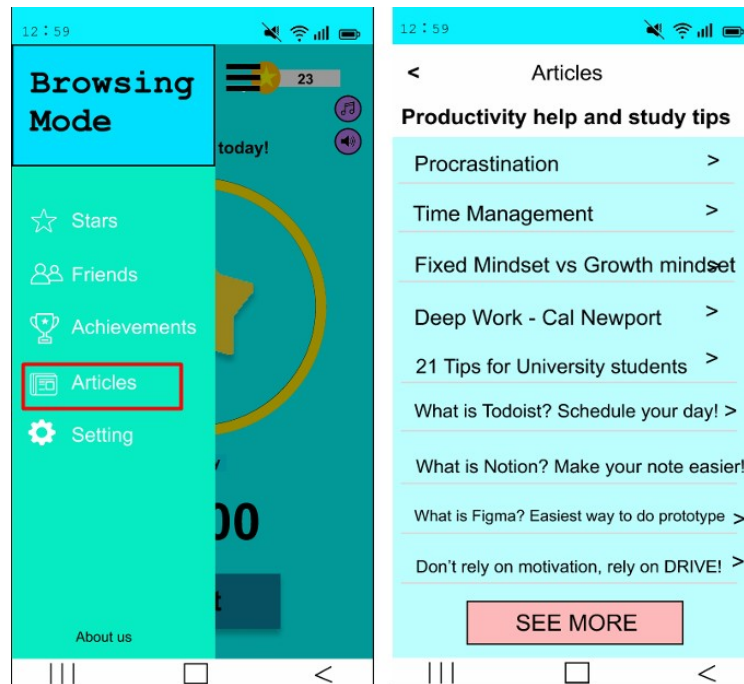
The app also provides side feature like productivity and self-help tips to assist student understand more of the knowledge, tools, and methods to become better student. Establishing a suitable and right mindset is playing utterly significant role because enroll from secondary school to university is a huge leap for student and they are no longer bind with fix timetable as well as old studying lifestyle, it is also the most vulnerable time in controlling mindset with way more free time than expected.

The app will always update latest studying tips through article in many forms such as image, video, and voice to share more knowledge like Todoist, Notion, Adobe Acrobat, Slack, Adobe XD and so on. Hence, having a right mindset and well-prepared strategy help students to become more confident to deal with the study problem. Our app is trying to collect all useful study mindset and knowledge as well as study tool to increase the student's productivity and cultivate a more positive environment for them. Also, the app provides special feature like "ambient-sound" and "soft music" for the student while they are using the pomodoro study to help them more focus, and it is all up to their choice to study with or without the background sound. According to research, studying when listening to ambient sound or music help in decrease total stress and anxiety

while enhancing the performance as well as increase brain function with focus.
(Exodis, W. 2020).

Figure 4.4: QR-Scan (side feature)
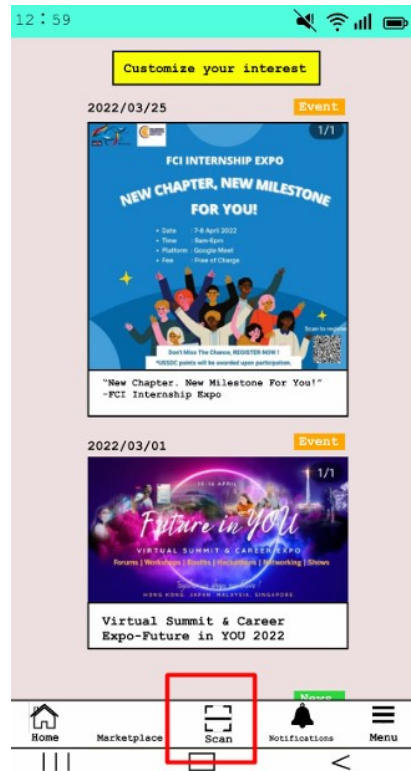
Another side feature is available which is QR-scan, this is because a lot of students will forget to scan attendance in their daily class. To improve the situation of student keep forgetting to scan attendance, STARdys app will implement a offline mini timetable for student when they click inside the "Scan" icon. For giving an example, when the student first enters the QR-scan, the app will lead him to form his own timetable based on current semester, so that they can fill in and set as an alarm to remind themselves whenever it is time for scanning attendance. The notification will pop out twice when the class start and class end. Hence, student do not need to waste time or effort to remember the scanning because they already have a mini alarm for scanning attendance.

4.1.2 Concept testing

To further understand the service feasibility of STARdys and improve the user experience. The company decide to conduct a concept testing to evaluate the outcome of the test for implementing new strategy. While receiving the survey from 201 respondents, the company also look for 15 strangers and conduct a meeting with them to display the STARdys app prototype and sharing the concept of overall business idea. Then, the company also request for their feedback in e-mail form, the participants in this test including 14 students and 1 lecturer. We conclude all the feedback and distinguish into using experience part and suggestion part to improve the app.

Firstly, most of the participants is satisfied in the overall using experience when prototype is shown, they enjoy the study vibe from the app and easy to use. Then, 5 of the participants mentioned that the study features did help them improve their productivity and reduce temptation or distraction from mobile phone. Some of the respondents think the pop out notification when exit window helps them increase self-awareness and reposition their mind to focus on study. Also, the "star" reward allows them to exchange the discount voucher increase the using experience even more.

In term of suggestion to improve the app, most of the participants gave very useful suggestion to enhance the STARdys app to increase the value proposition. The lecturer suggested the company improve the technical functionality and market adaption. Then, she also suggested to enforce the part where differentiation among the competitor – Hi-hive to increase student performance therefore the company can outstand the competitor. Furthermore, 2 of the participants suggested the app to implement quiz test for student based on their preference and to improve performance because it will directly link to what they study during the current semester. Finally, another participant suggested productivity tips could be done in newsletter instead of article because newsletter is having less word compared to article. It could encourage the student reading behavior even more.

4.2 Pricing Strategy

The business bases the pricing depends on how much the customer believes the product worth by doing marketing techniques to know their perspective such as asking the feedback from survey and add "perceived value" to service. Thus, the pricing strategy for the business is value-based pricing because this pricing model is suitable for business that offer unique services or products.

4.3 Channels of Distribution

To ensure most of the user could download the application, it will distribute in Apple App Store and Google Play Store so that user with Android and Apple do not need to worry about they cannot download while using another OS system. Products from Apple like Mac, iPad, iPhone can find the STARdys application through visit the Apple App Store. Then, products with Android OS can get the application from Google Play Store.

4.4 Promotions and Advertising

4.4.1 Discount vouchers

Limited voucher will be served on every week for user to exchange like RM 2 discount in E-Market products and RM 5 discount in joining fee of curricular events. The voucher is distributed with first come first serve form and will be update every day. Every user will get opportunity to get the vouchers because they need to use the star gained from study features to exchange like 30 stars for a RM 5 discount voucher and 15 stars for a RM 2 discount voucher.

4.4.2 Marketing events

The business also values offline marketing event a lot which will increase the speed to achieve advertising objective effectively. Several events will be held or participated by the company including seminars and conferences, trade show, golf event, and sponsorship event to sponsor other business to expand the popularity of STARdys.

4.4.3 Online advertisement

Online advertisement is necessary to the business especially the service offered is through application. As Instagram slowly became one of the largest social media platforms, we will promote the application through establishing an account to post pictures and videos to attract more consumers. Other than that, the company will spend specific amount of money every year to boots online advertisement through Instagram system to increase exposure rate and attract more people notice the application. Then, same movement will be done in Facebook because majority of the user still using Facebook as their main social media platform, by doing this enable the company to make the effectiveness of marketing double or triple by running online advertisement in different platform.

5.0 PRODUCTION PLAN/ OPERATION PLAN

5.1 Method of Service Delivery

Figure 5.1: Method of Service Delivery
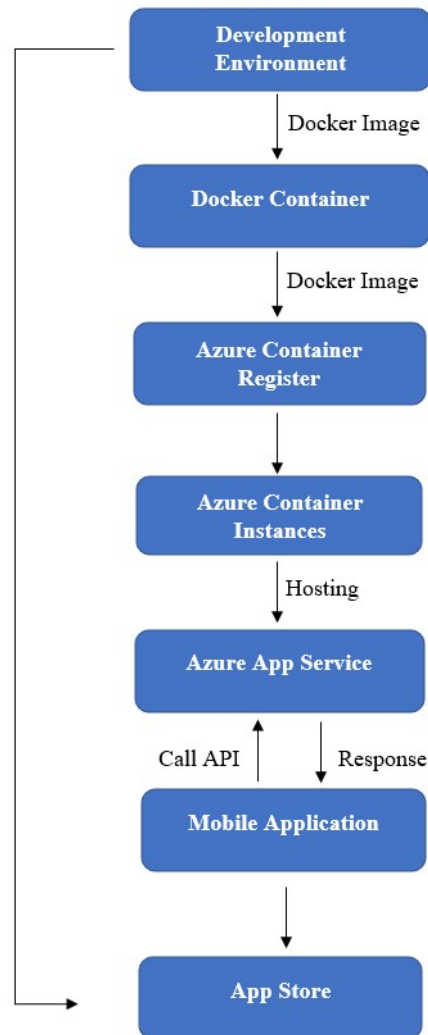
The figure above shows the flow of how service is delivery from backend coding to launching the product to user. Firstly, development environment is where the developer conduct coding project as back-end data. Then, all the data and information will be saved as a docker image to docker container to store them as a file. After that, docker container will send the docker image (data and information) to azure container register as known as cloud storage where the place mainly stores most of the data and important information from the app. Next, azure container instances in charge of hosting azure app service and bring those

data from azure container register to azure app service which mean invert all the coding data become visualize in many forms such as image, music, word, and video. Then, azure app service will display all the viable data in various form to mobile application, mobile application will constantly send back API call means retrieving request from client in data form back to server. Finally, the mobile application will be launch in the app store, during this time the development environment could update the patch and amend straight to app store for communicating with consumers.

5.2 Availability of Qualified Labor Pool

The company is having quality pool from four position which is Managing Director, Sales and Marketing Manager, Operations Manager, Financial Manager, and two board of advisors in charge of providing advice in Human Resource Management field and Information Technology (I.T) field.

5.2.1 Managing Director

Managing Director is responsible to lead the team and brainstorm innovative idea to execute task allocated by the team. Then, Managing Director need to collect advice and feedback from different department to evaluate strategy. After that, Managing Director is encouraged to involve in app development project with Board of Advisor in Information Technology field to maintain overall work progress.

5.2.2 Sales and Marketing Manager

Sales and Marketing Manager is responsible for exploring and implementing marketing plan to make the marketing strategy more effectively. After establishing the marketing plan, sales performance and strategy need to be execute and meet the expectation from marketing plan.

5.2.3 Operations Manager

Operations Manager is playing an important role in connecting every department to make the task done within specific period without any clashing to improve the efficiency for entire company. Operations Manager mainly also take part in maintaining working project and arrange timetable for different situation.

5.2.4 Financial Manager

Financial Manager mainly in charge in controlling financial performance like maximize revenue and minimize cost. After that, Financial Manager need to implement financial plan to forecast risk and opportunity then generate report to director then make decision.

5.2.5 Human Resource Advisor

The advisor for Human Resource Department not only provide strategic advice for business plan but also involved in staffing and recruiting event to connect the operations department and team building event. Although the advisor will not directly control the department, but they will generate mind map for planning, implementing, and evaluating as report to assist director make better decision.

5.2.6 Information Technology Advisor

The advisor in Information Technology field mainly take part in app development project and provide advice to Managing Director like discussing amendment or update by giving advice report and solution to make the application better to meet the consumer needs. Then, the advisor will also help Financial Manager to evaluate the feedback from customers and improve the customer service for quality control.

5.3 Business Partnership

5.3.1 Type of business partnership

The type of business partnership for STARdys is limited partnership where there is at least one partner taking full responsibility for the entire business and one or more limited partner provide money but did not involve in any business managing activities. The limited partner only invest money into the business for financial returns as profit and do not take any responsibility for business debt or liabilities. When the limited partner more than one will share the return as profit but cannot lose more money than what had been invested or else may not be qualified for pass-through taxation. On the other side, the general partner in partnership has absolute right to control the business and having whatever percentage that is allocated in agreement. For example, if UTAR collab with STARdys in limited partnership, STARdys would be the general partner and UTAR is limited partner that invest money on the business and get return as profit. Then, the business is control by directors of STARdys to manage the entire operations activities.

5.3.2 Purposes of business partnership

Earning profit by achieving mutual benefit is not only the purpose in limited partnership. There are several advantages and purpose for limited partnership which includes tax assessed to partner instead of partnership, it can reduce the double taxation and able to offset the tax effect against other income. Then, the profit allocation in limited partnership is more flexible like agree on the how the profit be allocated, unlike traditional partnership where require a rigid allocation of profit to shareholders. Moreover, being in the limited partnership business have more flexible structure and rules so that both parties will not bind by complicated structure.

5.4 Quality Control

5.4.1 Classify the bug

Differentiate the bug and arrange the priority to solve it from application because there are two type of bugs which is "critical" and "non-critical" bug where critical bug will affect the entire software application by causing errors and crashes. Then, non-critical bug only causes some tiny problem which making dissatisfactory in overall experience. Hence, the developer must prioritize in solving critical bug to prevent system crash in the application.

5.4.2 Automation

In software application back-end work, that is impossible for the developer to catch every single bug in their work because it is an endless work. To make the work more efficiency, the team will use automated tool like MyCrowd QA to handle the work. Therefore, the developer could pay more attention in other part so that more work can be done. Applying automation can take the problem out of the list and proceed to better project.

5.4.3 Marketplace monitoring

Taking care of the internal factor is not enough in controlling the quality, STARdys team is putting effort in monitoring the distribution channel which is App store. The reviews and comment section are the first thing that establish an impression and letting everyone know what is going on with the app, one single bad review might hurt the company in a way where nobody can expect. So, the team is encouraged to open private form of channel like social media page to let user update their opinion and feedback to the app situation without risking the one-star review appear in App Store because user cannot find other place to express their emotion.

5.4.4 Test, test, and test

After establishing a good impression in marketplace, the developer needs to test the app even more to know the latest critical bug and errors. This is because

testing the app continuously will indirectly improve the app overall experience and make it become better so that the company could promise the potential of the app in long term. The developer should be responsible in setting up system to test every new update and new features for long-term success of the app.

5.4.5 Do not let user run the app

Although the feedback and opinions from user is important and should be collected and evaluated by the decision maker but it does not mean they should let the user rule over their app. This is because it is equally significant for the business does not lose sight of their objective and vision for the app. While listen to the user feedback, decision maker must understand and able to distinguish which opinion should be taken and which are not.

5.4.6 Take notes

The work for developing and testing app is complicated and numerous. The developer will go through various of project and manage them at the same time, it is a basic to ensure developer jot down every single detail from different project because it may keep the entire team in a clear line of communication. Taking notes will help the developer not missing every single step and prevent duplicate work from other department.

5.5 Customer Support

5.5.1 Social media platform

The company will always update the latest news regarding app condition and welcome all the user leave their comments as feedback to assist the department brainstorm more innovative idea to overcome problem or make the app become better. Collecting and evaluate feedback from user through social media platform can prevent the problem of affecting company image because it considered as more private channel to communicate with their consumer compared to listing 1 star review in the App Store showing the problem of the app to everyone visit the app.

5.5.2 In app feedback

The company also implemented in app feedback while using the STARdys app which will send to the company email directly. The user can go to setting and find the feature "feedback and comment" to leave their opinion is overall user experience and let the company know what is going wrong in specific part so that the problem can be overcome more effectively.

5.5.3 Distribution Channel (App Store)

Google Play Store and Apple App Store is considered as a platform for customer support because user can send their opinion to the comment section under the app and rate the star represent their satisfaction. However, distribution channel is opposite to social media platform because it is more formal and directly by showing what is wrong with the current patch of the app and did not let the company to have any opportunity to solve the problem.

6.0 MANAGEMENT TEAM

6.1 Management Team

6.1.1 Managing Director

Figure 6.1: Photograph of Management Team (Lee Boon Ben)

Lee Boon Ben is the Co-Founder and Managing Director of the team. He was assigned to be the Managing Director of the business. He is also the one who established and suggested the initial concept of the business - STARdys. Due to his management experience from previous company – Point Star Pte Ltd, he adapted the management abilities such as forward planning, strategic thinking, problem solving and decision-making with cloud transformation to take lead and improve the business idea.

To ensure the business idea progress and potential to enhance, he also in charge in representing group discussion as well as negotiating with other parties like technology team and financial team. He understands the most on this business idea and he is passionate on making this business idea work with the team. Lee Boon Ben is fresh graduate from University Tunku Abdul Rahman (UTAR) of Bachelor of Business Administration (Hons) Entrepreneurship. His technical expertise is prototyping and build up the software blueprint to improve the idea progress. His goal is to help the team to achieve mission and vision by creating a business that fits current trend as well as promise the future.

6.1.2 Marketing and sales Manager

Figure 6.2: Photograph of Management Team (Benedict)

Benedict Yim Junyou is one of the Co-Founder of the business, his nationality is Malaysian and assigned to be the Sales & Marketing Manager of the business group. Benedict cultivated good communication skills that allow him to participate and maintain a long-term relationship with everyone he met. Also, he in charge of marketing event like planning, arranging, executing, and observing the entire process for marketing plan with the Managing Director. This is because his management experience from previous job as advertiser from company I-Gen XYZ allow him to exert the management abilities such as editing advertisement videos, multiple languages converting, and implement marketing plan as advertiser. His technical expertise is mastering the editing application for better marketing effect like using Adobe Photoshop to design banner and poster, Adobe Premier Pro for video editing and Adobe After Effect. He is the fresh graduate from University Tunku Abdul Rahman (UTAR) of Bachelor of Business Administration (Hons) Entrepreneurship.

6.1.3 Operations Manager

Figure 6.3: Photograph of Management Team (Chong Zi Yong)

Chong Zi Yong is also one of the Co-Founder and assigned to be the Operation Manager for the business. Chong Zi Yong priority objective is to create the highest level of efficiency for business overall performance by implementing various of strategy to ensure the progress flow. Due to his management experience as personal assistant in Vinsure Management Services which focus on recruitment and training, daily task arrangement, business development and customer service. By doing this enable him to appoint the position of Operation Manager where require the management ability of operations management such as converting labor, running business practices, as well as implementing task arrangement. His working experiences covered the HR & Admin before pursuing studies and during the internship. His technical expertise is training employee and running business flow by using apps such as Notion to get everyone in the team connected and up to date for latest news. His nationality is Malaysian and fresh graduate from University Tunku Abdul Rahman (UTAR) of Bachelor of Business Administration (Hons) Entrepreneurship.

6.1.4 Financial Manager

Figure 6.4: Photograph of Management Team (Lee Zhi Qi)

Lee Zhi Qi was assigned as Co-Founder and Financial Manager in the business. His priority objective in the group is manage the financial plan and cashflow project. He in charge of taking care of the business's financial perspective and focus on the profitability of the overall business. His management experience comes from the previous job as administration and financial assistant in N&A Excellence Trading Sdn Bhd which help him to establish a foundation knowledge of management ability to consolidate and manage the finance part in the business as Financial Manager. His technical expertise is adapting the professional knowledge in accounting and financing management to evaluate all the cost needed and decide the pricing of the business idea. His thoughtfulness and sensitive to finance make him to be the best suit of managing the company's finance. He is the fresh graduate from University Tunku Abdul Rahman (UTAR) of Bachelor of Business Administration (Hons) Entrepreneurship.

6.2 Board of Advisors

Board of advisors is a group of professionals in different field to provide useful advice to enhance the company overall performance in term of company management as well as decision making. The board is informally formed and selected by the Managing Director – Lee Boon Ben, to assist the team for more insights and generate idea.

Figure 6.5: Photograph of Advisor (Daniel Lim)

Daniel Lim is one of the Board of Advisors and assigned to assist Managing Director in developing the technology work such as update features of software application and insert latest technology tool to increase the effectiveness for user experience. While the business keep growing each year, more database and storage need to be amended so that Daniel will be the one take lead to establish project in report to assist Managing Director to make decision which prioritize in maximize the business's revenue and minimize expenses.

Figure 6.6: Photograph of Advisor (Kok Jian Dong)

Kok Jian Dong is another advisor selected by Managing Director to take part in giving advice on Human Resource Management. This is because Human

Resource playing an utterly significant role in helping business to achieve the goal more efficiently. Hiring correct people might help the company save half of the time, money, and even effort to achieve their goal. Kok Jian Dong is experienced in the field due to his previous experience working in team Human Resource Management. He will advise all possible plans for the business to evaluate new strategy to meet the needs. Then, he also expert in creative recruiting like organizing event to recruit experienced volunteer and students to help other department for business developing. He is the fresh graduate from University Tunku Abdul Rahman (UTAR) of Bachelor of Business Administration (Hons).

Daniel Lim and Kok Jian Dong have one similarity which is they are not only living out with being an advisor but also very passionate in helping the business grow so that they will try their best to brainstorming new innovative idea to meet the user's need.

6.3 Key Professional Service Provider

Key professional service is another crucial factor to maintain the performance of a business especially law firm is playing an important role to protect the company and maintain the business safeguard in long term. The Managing Director – Lee Boon Ben decide to hire professional service provider in law field to ensure the safeguard of the business and promise the future opportunities. The company provide several services like commercial litigation or dispute, commercial transaction, and commercial litigation resolution. By doing this will protect the business internally and externally with wide range of business disputes (CO., 2022).

Company Name: CHERN & CO. COMMERCIAL LAWYERS

Address: Publika, Block C4-U3A-13, No.1, Jalan Dutamas 1, Solaris Dutamas, Mont Kiara, 50480, Kuala Lumpur

Phone number: 03-6419 9511

7.0 COMPANY STRUCTURE, INTELLECTUAL PROPERTY, AND OWNERSHIP

7.1 Organizational Structure

Figure 7.1: Organizational Structure of STARdys
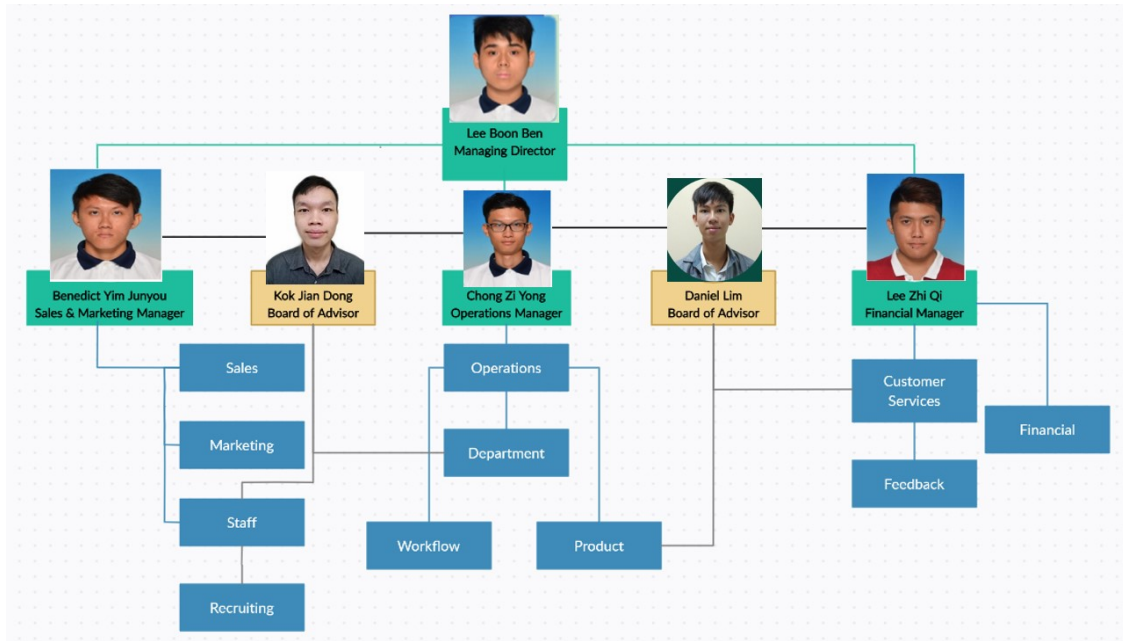
Managing Director

Managing Director serve as the director of the organization which is responsible to lead the whole team to achieve the business sustainability. He is encouraged to lead and execute tasks from the company with everyone in the organization. At the same time, he is the long-term strategy formulator, and he is coordinating the whole team so that the organization are move toward the same goal. Lastly, he often involved in app development project with Board of Advisor to maintain the workflow in Information Technology.

Sales & Marketing Manager

Sales & Marketing manager take responsible of exploring team strategy through implement marketing plan. This is because major source of income from the business is highly depending on the sales & marketing department. Under this department, a strong business analyst is needed because it is a service-based product and require consistent improvement to satisfy various consumer needs.

Benedict will ensure the customer relationship management system is always ready to collect the market information in a rapid way.

Operation Manager

As an Operation Manager, Chong Zi Yong in charge of maintaining the quality of service provided day by day. Other than that, he is taking part in managing the daily workflow such as creating project within specific period to arrange everyone in the company done their part and not clash each other. Last but not least, he will constantly discuss latest situation in term of IT field with Board of Advisors to enhance the user experience by implementing new project.

Finance Manager

Finance Manager mainly focus setting up the budget wisely by using different strategy to maximize revenue and minimize cost from business. A successful business is expected to spend and earn wisely. As finance manager, Lee Zhi Qi knows that he shall review the cost of every activity and evaluate how to spend them well. He also responsible to conduct managerial accounting and communicate to the top management.

Board of Advisors

Board of Advisors not only assisting the decision making but also provide their professional expertise in different field such as Human Resource Management and software development. Kok Jian Dong take part in connecting the staff and other department such as recruiting new top talent and provide them project under operating management. Then, Daniel Lim will assist Financial Manager to collect customer feedback and develop STARdys application to meet the market demands.

7.2 Legal Structure

The legal form of organization for STARdys is partnership which is having two or more party participate to carry on business to get benefit. However, the relationship between both parties did not involve protect partners from liability. The relationship between both parties will be at least one partner taking full responsible for the entire business (STARdys) and another partner provide money or the way to generate revenue for business. Furthermore, it is crucial for the silent party lose more money than they were invested because when the business in a decline stage and lost money will affect the relationship and lost the status as partner at the same time.

Table 7.1: STARdys's Shareholders

Name	Position	Capital Contributed (RM)	Capital Contributed (%)
Lee Boon Ben	Managing Director	5,000	25
Chong Zi Yong	Operation Manager	5,000	25
Lee Zhi Qi	Finance Manager	5,000	25
Benedict Yim JunYou	Marketing Manager	5,000	25
Cradle Investment Programme (CIP)		120,000	-
UTAR Young Entrepreneur Start-Up Scheme		5,000	-
Total:		**145,000**	**100**

7.3 Intellectual Property

Copyright

Firstly, copyright is a legal right granted to the business (STARdys) like the work and how the system run in overall performance. The copyright applied will subsist during the life of the author plus 50 years after his death. For example, the artistic work inside STARdys like article and music will grant for protection from counterfeit. The total fee of copyright will be RM 605 includes notification of copyright in a work, work by representative, administration fee, amendment notification, examination, certification, other notifications.

Trademark

After that, trademark is legal right grant for logo, name, symbol, three-dimensional design, or combination of all. This will prevent the idea of business logo and name steal by the other organization for their own benefit. The total fee for trademark will be RM 8000 including the preliminary application and search, entire registration progress, examination for different type of trademark, documentation, as well as filing for authorities. The amount cost from trademark would be higher because during the process require more than 1 application stage and electrical copy to ensure the legal right is registered.

Patent

Moreover, patent is also intellectual property for the business regarding invention, new method, or new system for doing something, as well as offer new technical solution to a problem. In STARdys, the invention and technical solution in helping students to focus and study will be considered new way of doing something and new technical solution to a problem. The total fee for patent will be RM 5000 for documentation and professional service for the whole process of request for grant of patent.

Trade secret

Finally, each decision maker from the business decide to apply trade secret for STARdys because the work and system created by the team is difficult to imitate like engineering information, processes, methods, and formula of know-

how computer program in establishing the entire software application. Other than that, trade secret also includes the customer and supplier list which is utterly significant for every business and must protect by legal right. There are no necessary for filing or legal fees in granting trade secret rights, the only cost involved in this intellectual property is security steps required to keep the information so that the fees will be around RM500.

8.0 FINANCIAL PLAN

8.1 Capital Requirements for Next 3 Years

In current years, the importance of new start-up businesses has made increase in its awareness for the growth of economy and the creation of job opportunity in the long term. This means that the many governments have shown its significant emphasis on the promotion of small start-up businesses. It is broadly known that the crucial element to make a start-up business successful is sufficient financing.

The total capital acquired by our business is amounting to RM145,000. The primary and the easiest way to acquire the source of finance for a start-up business is one's own savings. The four of us gather our assets and contributes RM5,000 each from our personal assets which makes it RM20,000 in total. The main source of capital is Cradle Investment Programme (CIP) Ignite up to RM 120,000. Another source of capital is from UTAR Young Entrepreneur Start-Up Scheme. We have gathered a total of RM5,000 from such investment.

However, the funds we gathered will be used to finance the business where there are payments to be made. The finance is used to meet different cost requirements which include the cost of development and technology, the cost of operating the business, the cost of marketing, the cost of return to partnering universities as well as other miscellaneous costs. The marketing cost is RM15,000 in the first year where it assists in promoting our software application and advertising services. The development and technology cost which amounting to RM35,100 helps in developing and maintaining the software application as well as making use of the cloud computing and servers. The general and administration cost is RM102,560 which includes salaries of all four owners, utilities, insurance, and other admin fees. Miscellaneous expenses amounting to RM14,165 covers domain name registration as well as intellectual properties which include copyrights, trademarks, patents and trade secrets. The returns for partnering universities amounting to 3% of our revenue which is RM4,110 for the first year.

The revenue projection is based on the (the link) where there are 17,672 students currently studying in UTAR and 96% of them are undergraduate students

amounting to around 16,965 students. For the first year's projection, we take two third of the 16,965 students who are currently in their first and second year amounting to 11,311 students. Each of them is multiplied by RM12 per student per year which adds up to RM135,732. Later, RM1,200 of income earned from advertisement posting is added to this figure which makes a total of RM136,932 as our first year's revenue. The number of students projected in the second year is 17,672 which makes it RM212,064. Then, it is added to advertisement income of RM3,500 which make a total of RM215,564 as the second year's revenue projection. The same number of students as from second year is projected in the third year making it RM215,564 which will be added to advertisement income of RM5,400, having a total of RM217,464 as the third year's revenue projection.

8.2 Overview of Financial Projection

Pro forma income statement is a financial statement which shows the company's expected income and expenses. It also shows the company whether is earning profit or recurring loss for a given period. Predicting revenue is the toughest part of any business plan. The assumptions ought to be sensible and need to be capable of assisting the forecast. It is used to support in generating the Cash Flow Projections and Balance Sheets, all of which can be crucial to a business plan.

A business can prepare it in advance to predict the future status of the business and use pro forma profit and loss statements to calculate the financial ratios. If the business has a one-time expense, it will considerably reduce its net income for that year. This expenditure is not relevant in the following years. Hence, businesses do not include such expenditure when generating the pro forma profit and loss statement to provide analysts as well as investors a better picture of the financial position of the business.

However, there are drawbacks. One of the essential drawbacks is that it is only a mere projection, which refers to the uncertain future. The foundation of any pro forma is the assumptions made. If the assumptions are misguided, it might cause misguidance in making plans and executing them. Past information may not usually assist to colour the appropriate image in a dynamic business world. Businesses can exclude matters it believes that conceals the actual financial performance.

Cash flow is the amount of money going in and out of a business. Healthy cash flows can help to lead a business on the path to success. However, a poor or negative cash flow can jeopardize the future of that business. If a company want to predict business cash flow, a cash flow projection is needed to be created. A cash flow projection could help a business to estimate the money expected to flow in and out of the business, including all income and expenses. The cash flow projection of most businesses typically covers a 12-month period. However, certain businesses can create a weekly, monthly, or semi-annually cash flow projections.

Estimating anticipating cash flows has many advantages. Some advantages creativity a cash flow projection includes the following:

- Able to predict cash shortage and surpluses

- Can compare business expenses and income for periods

- Help to estimate effects of business change such as hiring an employee

- Prove on ability to repay the leader on time.

- Determine if any adjustments are needed, such as reduce costs or expenses.

A pro forma balance sheet mainly focuses on the breaking down of the estimated assets, liabilities and owner's equities. Hence, there are 3 main concepts that should be kept aware when creating a pro forma balance sheet, which are predicted asset, liability and owner's equity of the business. This gives the business an overview on the amount of estimated asset owned by the business, estimated liability carried by the business as well as the estimated owner's equity possessed by the business at the end of each year.

8.3 Pro Forma Income Statement (3 years)

Table 8.1 Pro Forma Income Statement

	2022 (RM)	2023 (RM)	2024 (RM)
Revenue	136,932	215,564	217,464
Expenses:			
Marketing Expenses:			
Voucher promotion	3,500	4,500	5,500
Marketing events	2,000	2,000	2,000
Sponsoring	3,000	3,000	2,000
Advertising	6,500	5,000	5,000
Total Marketing Expenses:	15,000	14,500	14,500
Development and Technology Expenses:			
Maintenance	8,000	9,000	9,000
Storage	24,000	28,000	29,000
Server	3,100	5,000	5,000
Total Development and Technology Expenses:	35,100	42,000	43,000
General and Administration Expenses:			
Salaries and wages	96,000	96,000	96,000
Utilities	3,000	3,000	3,000
Insurance	1,500	2,000	2,500
SSM registration & renewals fee	60	60	60
Professional Service	2000	2000	2000
Total General and Administration Expenses:	102,560	103,060	103,560
Miscellaneous Expenses:			
Copyright	605	-	-
Trademark	8,000	-	-
Patent	5,000	-	-
Trade secret	500	-	-
Domain name registration	60	60	60
Total Miscellaneous Expenses:	14,165	60	60
Return for partnering Universities	4,110	6,470	6,530
Total Expenses	170,935	166,090	167,650
Net loss / profit	(34,003)	49,474	49,814

8.4 Cash Flow Projections (3 Years)

Table 8.2 Cash Flow Projection (3 Years)

	2022 (RM)	2023 (RM)	2024 (RM)
Beginning Cash Balance	130,000.00	49,753.00	25,539.00
Cash Inflow:			
Cash Sales	90,688.00	141,876.00	167,276.00
Total Cash Inflow	**90,688.00**	**141,876.00**	**167,276.00**
Cash Outflow:			
Voucher promotion	3,500.00	4,500.00	5,500.00
Marketing events	2,000.00	2,000.00	2,000.00
Sponsoring	3,000.00	3,000.00	2,000.00
Advertising	6,500.00	5,000.00	5,000.00
Maintenance	8,000.00	9,000.00	9,000.00
Storage	24,000.00	28,000.00	29,000.00
Server	3,100.00	5,000.00	5,000.00
Salaries and wages	96,000.00	96,000.00	96,000.00
Utilities	3,000.00	3,000.00	3,000.00
Insurance	1,500.00	2,000.00	2,500.00
SSM registration fee	60.00	60.00	60.00
Professional service	2,000.00	2,000.00	2,000.00
Copyright	605.00	-	-
Trademark	8,000.00	-	-
Patent	5,000.00	-	-
Trade secret	500.00	-	-
Domain name registration	60.00	60.00	60.00
Return for Partnering Universities	4,110.00	6,470.00	6,530.00
Total Cash Outflow	**170,935.00**	**166,090.00**	**167,650.00**
Net Cash Flow	-80,247.00	-24,214.00	-374.00
Ending Cash Balance	**49,753.00**	**25,539.00**	**25,165.00**

8.5 Pro Forma Balance Sheet (3 years)

Table 8.3 Pro Forma Balance Sheet

	2022 (RM)	2023 (RM)	2024 (RM)
Current assets			
Cash	49,753	25,539	25,165
Account Receivable	46,244	163,688	150,188
Total current assets	**95,997**	**189,227**	**175,353**
Fixed assets			
Office Equipment	15,000	14,300	12,870
(-) depreciation	(1,500)	(1,430)	(1,287)
NBV	13,500	12,870	11,583
Intellectual Property	14,105	14,105	14,105
Total Fixed Assets	**27,605**	**26,975**	**25,688**
Total assets	**123,602**	**216,202**	**199,958**
Liabilities and Owner's Equity			
Current liabilities			
Account Payable	12,605	21,728	5,144
Long term liabilities			
Loan	0	0	0
Total liabilities	**12,605**	**21,728**	**5,144**
Owner's equity			
Owner's capital	145,000	145,000	145,000
Retained earnings	(34,003)	49,474	49,814
Total shareholder's equity	**110,997**	**194,474**	**194,814**
Total liabilities and equity	**123,602**	**216,202**	**199,958**

8.6 Payback and Exit Strategy

From the financial projection above, it shows that the business will be earning profit starting from the second year. If the business continues to earn, warmed profit or shower named profit, it will be expanded into larger form, hiring more employees. If the business is making money, an exit strategy lets the owner of the business cut the stake or completely get out of the business while making a profit. However, if the business is struggling, implementing an exit strategy or exit plan can allow the entrepreneur to limit losses. The exit strategy which will be going to be adopted are such as strategic acquisitions and management buyouts which are the most suitable for this business.

9.0 CRITICAL RISK FACTOR

9.1 Management Risks

Mobile platform updates are rolled out rapidly, mobile application should be updated simultaneously to improve efficiency and proper utilization of platform features. Due to pressure, various scenarios are not considered while software is exposed to instability and security risks.

Managing risk including financial, ethical, or otherwise associated with ineffective, destructive, or underperforming management. Management risk can be a factor for investors who own shares in a company. Management risk may also be referred to the risks associated with an investment fund management.

9.2 Marketing Risks

It is risky to come out with a software product that doesn't not cater to the market needs or suffice the customer needs. The possibility to incur loss or failure for any duration of marketing activities, beginning from manufacturing until promotion, may be referred as a marketing risk. It could happen in any of the aspect such as pricing, production as well as promoting the application software. Pricing a product incorrectly or choosing the wrong channel to advertise to a target audience are considered as the risks in marketing management.

9.3 Operating Risks

Operating risks refers to procedural risk, which refers to the risk that occurs in daily operational activities due to improper implementation of the process or some external operational risk during the project development process. For example, lack of the knowledge resources of the product, insufficient knowledge of the staff, improper task management. The application might be hard to operate or keep on updating due to the advanced technology is too advance until the management is unable to afford it. If the workers could not give a proper answer to the customer, it may influence the customer trusted. As the company administrators should pay more attention on the list out of the brand or product.

9.4 Financial Risks

Budget and cost estimation play a vital role in the development of any mobile software application. It should be made clear with the clients before taking over the project about the estimated expenses and other costs that can be incurred in the manufacturing of the software.

The chance of losing money from a business or even an investment is considered as a financial risk. It is a type of threat that can lead to the loss of money to parties that may be interested. For governments, this may suggest that they are unable to manipulate monetary policy and default on bonds or other debt issues. .

9.5 Intellectual Property Infringement

Intellectual property infringement is the infringement or infringement of intellectual property rights. There are several types of intellectual property, such as copyrights, patents, trademarks, industrial designs and trade secrets. For example, a company they do not have do the copyright to the article or edit picture, it will cause that they copy the people content or image. Other than that, as an administrator, while workers posting any content should make sure that there is no copy on the image or article. This is because if people found that the content all are copy, they can sue your company because of copyright. The company should take more attention on the problem this is because it will damage the company image.

9.6 Other Risks as Appropriate

Other risks as appropriate are technical and programmatic risks. Technical risk is considered as performance risk as well as functional risk where it is mainly related to the function of the product or the performance part of the software product. Moreover, programmatic risks are external risks or other unavoidable risks.

9.7 Contingency Plans

If a company facing the crisis of their company, they can request the PR department to write an immediate press release to the public. This is because when they saw the press release, they can know that company is finding the way to solve the problem. Besides, companies can invite mass media to do a conference to explain the crisis and inform the public they are currently solving the problem and hope the public can give sometime to them.

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11.0 Appendices

Appendix 1: Survey Cover Letter

Acknowledgement

Instructions:
1) There are THREE(3) sections in this questionnaire. Please answer ALL questions in ALL sections.
2) it will take about 10 - 15 minutes to answer the questions.
3) Your responses will remain private and will be used strictly for academic purpose only.

Personal Data Protection Statement

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

Notice:
1. The purposes for which your personal data may be used are inclusive but not limited to:-
• For assessment of any application to UTAR
• For processing any benefits and services
• For communication purposes
• For advertorial and news
• For general administration and record purposes
• For enhancing the value of education
• For educational and related purposes consequential to UTAR
• For the purpose of our corporate governance
• For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan

2. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

4. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:
1. By submitting this form, you hereby authorize and consent to us processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.

2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfil our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

3. You may access and update your personal data by writing to us at b.b.lee99@1utar.my

Appendix 2:Group Ethical Appreciation Letter - Entrepreneurship

UNIVERSITI TUNKU ABDUL RAHMAN
Wholly Owned by UTAR Education Foundation (Company No. 578227-M)

Re: U/SERC/227/2021

8 October 2021

Ms Ng Yin Kuan
Head, Department of Entrepreneurship
Faculty of Business and Finance
Universiti Tunku Abdul Rahman
Jalan Universiti, Bandar Baru Barat
31900 Kampar, Perak.

Dear Ms Ng,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your students' research project from Bachelor of Business Administration (Hons) Entrepreneurship programme enrolled in course UBTZ3016. We are pleased to inform you that the application has been approved under Expedited Review.

The details of the research projects are as follows:

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	Pet Tacking Collar, Custom Design Service and Online APP	1. Lim Swee Jie 2. Cheu Jin Lian 3. Yap Dong Lin 4. Yoong Wun Wai	Dr Nurliyana Binti Maludin	8 October 2021 – 7 October 2022
2.	Hands-free Umbrella	1. Chan H a ng Jee 2. Elvia Ngan Wing Jee 3. Lai Jie Yie 4. Siow Jia Ying	Ms Ng Yin Kuan	
3.	Go Green	1. Cheah Yee Hui 2. Heng Chi Yan 3. Ng Zhi Xuan 4. Yap Kah Kah	Dr Yee Chew Fong	
4.	Perfect Mix Badminton Bag Project – PERFMix	1. Lim Wei Hong 2. Soh Yu Qian 3. Tan Zheng Hao 4. Yip Mee Kuan	Encik Nor Azim Bin Ahmad Radzi	
5.	Mamori Covid 19 Protection Kit	1. Poh Joey 2. Ooi Xue Ting 3. Yeoh Jin Ning 4. Teo Wan Sin	Mr Adi Wira Bin Mohd Zin	
6.	Refillable Toothbrush	1. Chai Jin Ren 2. Ho Jun Hui 3. Khor Chao Wei 4. Liew Wan Song	Dr Peter a/l Yacob	
7.	Stardys	1. Lee Boon Ben 2. Chong Zi Yong 3. Lee Zhi Qi 4. Benedict Yim JunYou	Dr Tan Luen Peng	

The conduct of this research is subject to the following:

(1) The participants' informed consent be obtained prior to the commencement of the research;

(2) Confidentiality of participants' personal data must be maintained; and

(3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.

(4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,

Professor Ts Dr Faidz bin Abd Rahman
Chairman
UTAR Scientific and Ethical Review Committee

c.c   Dean, Faculty of Business and Finance
        Director, Institute of Postgraduate Studies and Research

Kampar Campus : Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia
Tel: (605) 468 8888 Fax: (605) 466 1313
Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia
Tel: (603) 9086 0288 Fax: (603) 9019 8868
Website: www.utar.edu.my

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Appendix 3: Survey Questionnaire

Which University you are from?   Copy

201 responses
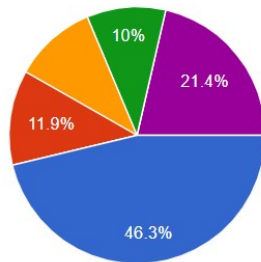
- University Tunku Abdul Rahman (UTAR)
- Asia Pacific University of Technology and Innovation (APU)
- Segi University & College Kota Damansara
- Taylor's University
- Others

46.3%
21.4%
11.9%
10%

Are you a part-time student or full-time student?   Copy

201 responses
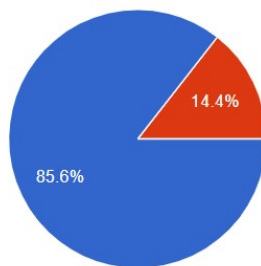
- Full-time
- Part-time

85.6%
14.4%

What are the study tools you are using to deal with online learning?   Copy
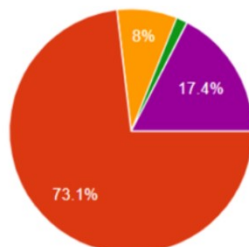
201 responses

- Mobile Phone
- Ipad/Tablet
- Notebook
- Desktop / Laptop

73.1%
17.4%
8%

Age

201 responses

- Below 15
- 15-18
- 19-22
- 23-26
- Above 26
- 22-26

21.9%
6%
57.2%
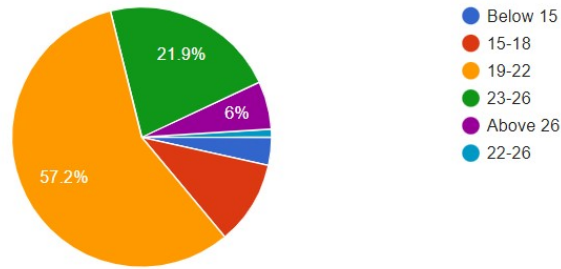
What is the online study tool that your institution is using?

201 responses

- Microsoft team
- Zoom
- Other

19.4%
17.4%
63.2%
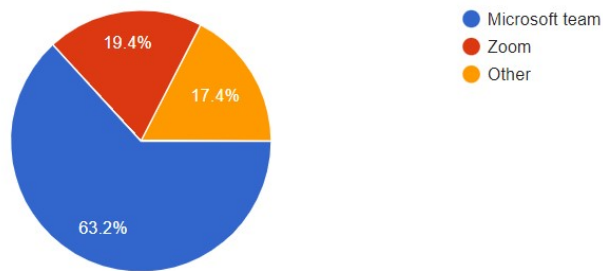
What type of Operating System are you currently using?

201 responses

- IOS
- Android
- Other

63.2%
30.3%
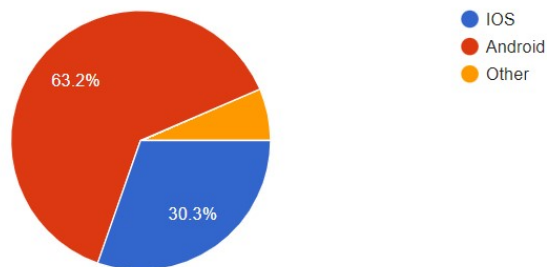
During this pandemic situation, it is very difficult for me to study and concentrate.

201 responses

Rating	Count
1	2 (1%)
2	19 (9.5%)
3	27 (13.4%)
4	68 (33.8%)
5	85 (42.3%)
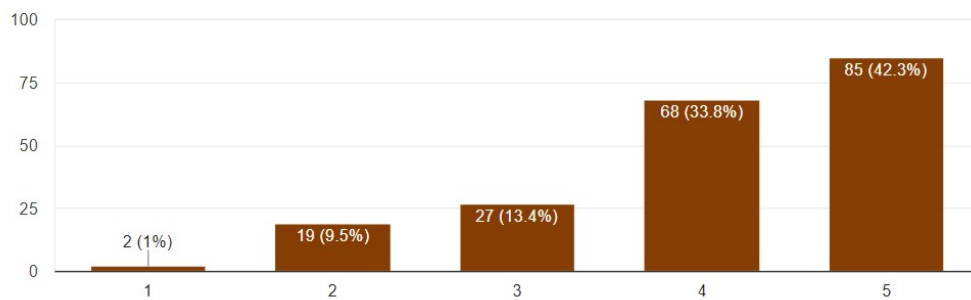
I find it hard to pay attention during online lecture class/self-study.
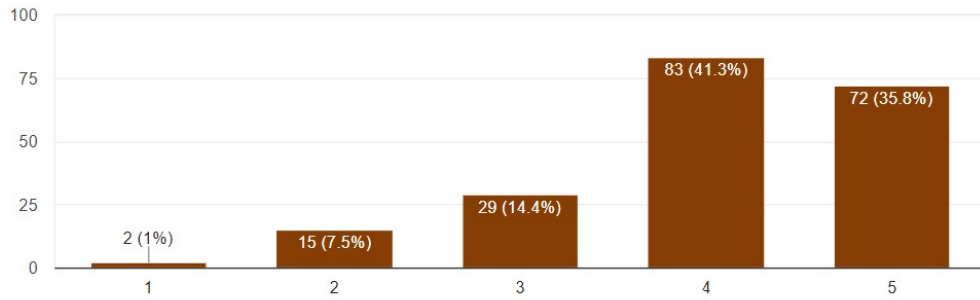
201 responses

New transition learning makes me stress in learning.
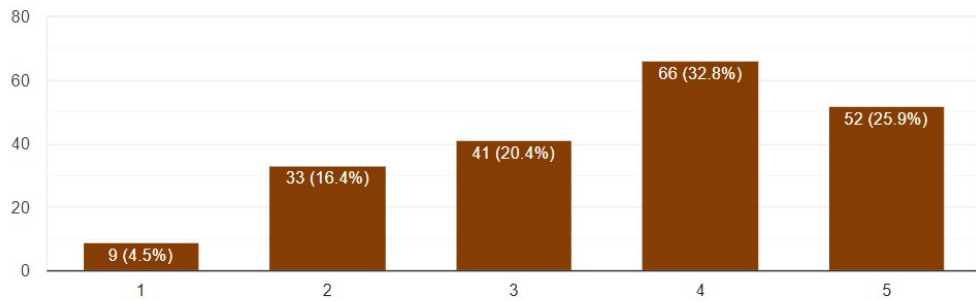
201 responses

New style and structure of class make me no motivation to self-study and concentrate.

201 responses

It is hard for me to maintain self-discipline during this situation especially self-study.
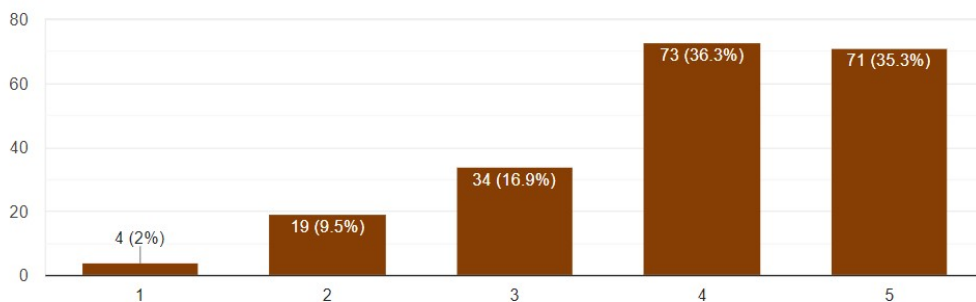
201 responses

My daily routine has been a total mess since the pandemic started.

201 responses
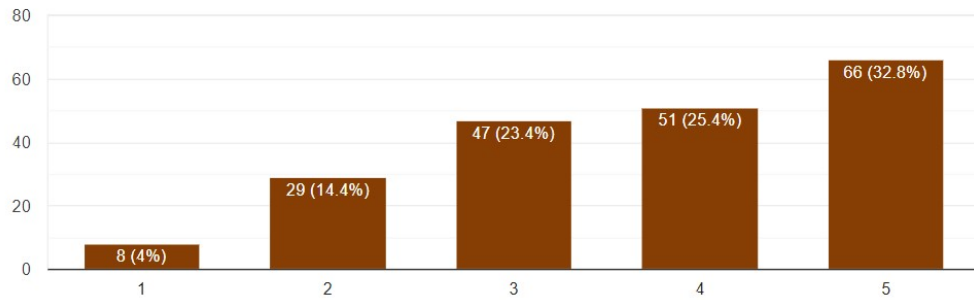
The temptation from my phone and other devices affect my concentration/self-study/class.

201 responses
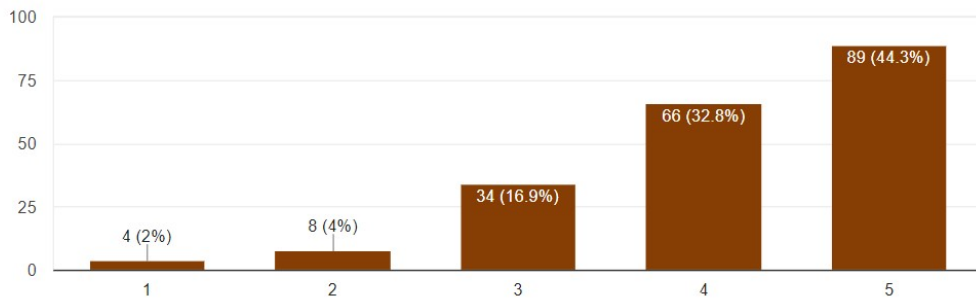
I have no idea how to make a routine schedule when the pandemic rolling in.

201 responses
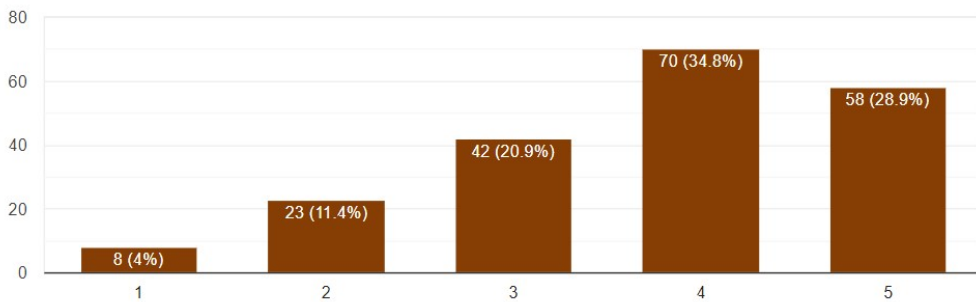
I lost my motivation to study during the pandemic period.

201 responses

76
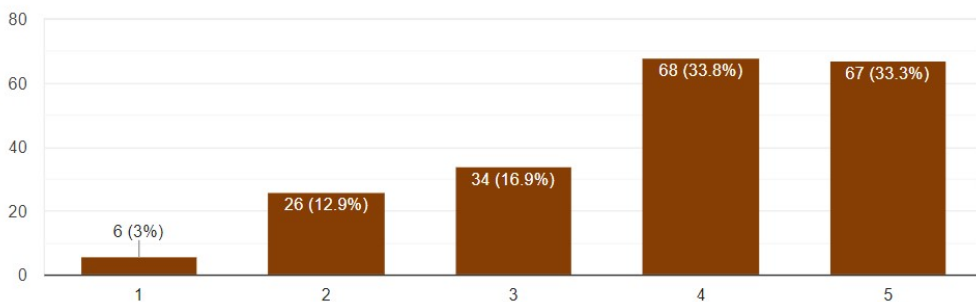
My results and performance dropped during the period of online learning. <inline_image description="Copy icon"/> Copy
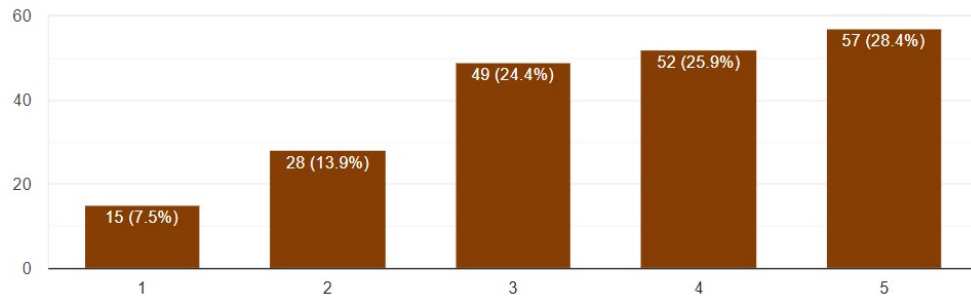
201 responses

My procrastination has increased a lot because of lacking motivation. <inline_image description="Copy icon"/> Copy
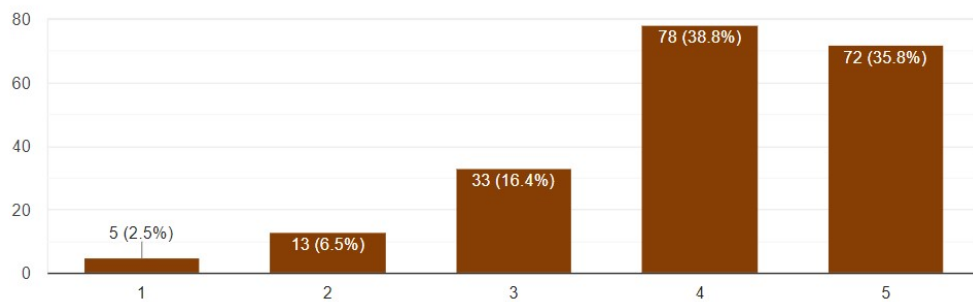
201 responses

The current online study (self-study) structure and mindset I have is not efficient. <inline_image description="Copy icon"/> Copy
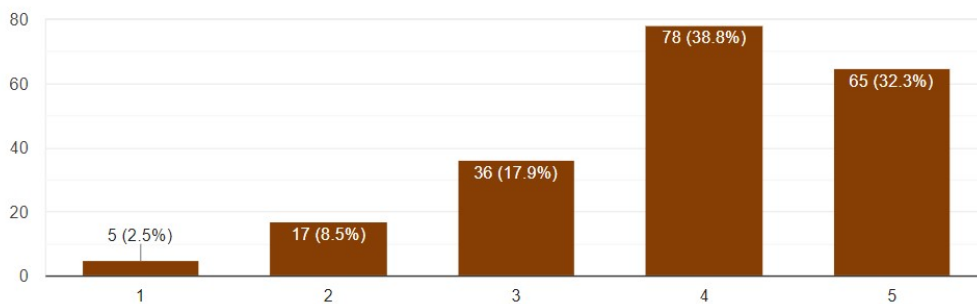
201 responses

The current routine schedule I have is boring and not effective in pushing myself. <inline_image description="Copy icon"/> Copy
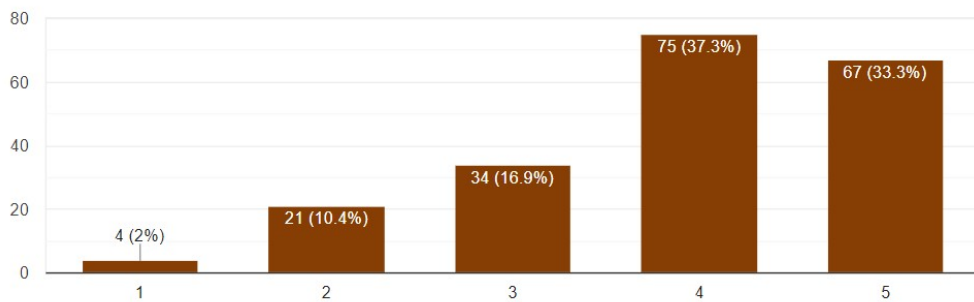
201 responses

I wish there is an online learning structure makes me more motivated and concentrate.   📋 Copy

201 responses
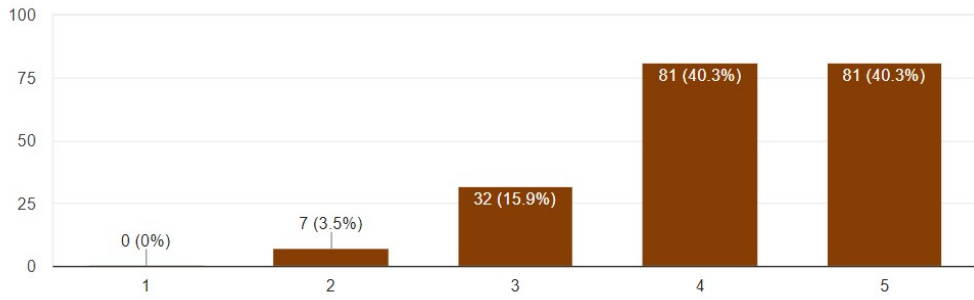
I wish there is a tool that can increase my overall performance and efficiency in my self-study, concentration in online class, and convenience.   📋 Copy

201 responses
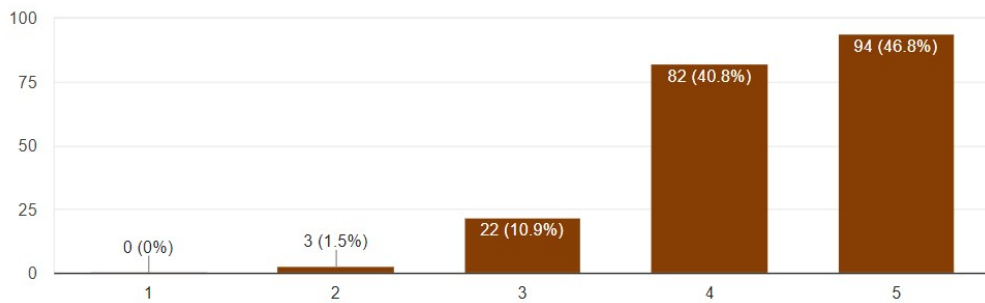
Have you heard a study app called "Forest" ?   📋 Copy

201 responses

- Yes
- No
- Maybe
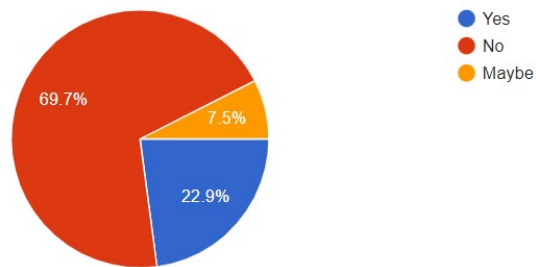
Are you using any study application ?   📋 Copy

201 responses
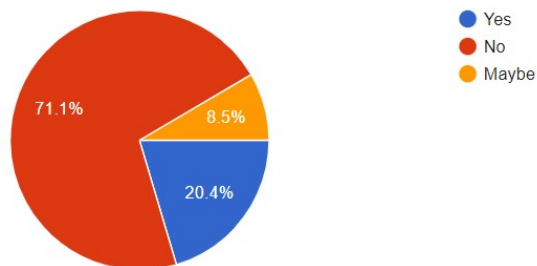
- Yes
- No
- Maybe

If there is a software application that can help you to concentrate more while studying, would you try it?

201 responses

- Yes
- No
- Maybe

17.4%
20.9%
61.7%
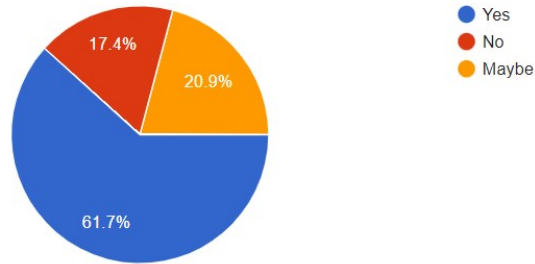
Would you like to have an app that provides different mindset and knowledge to improve your performance?

201 responses

- Yes
- No
- Maybe

11.4%
16.4%
72.1%
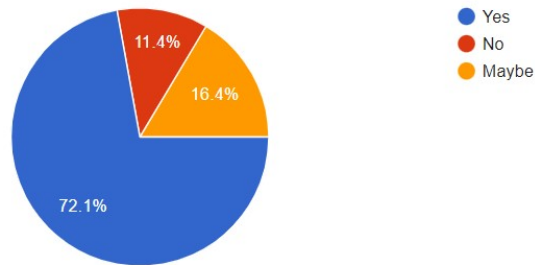
Would you like to try new method of study while online learning ?

201 responses

- Yes
- No
- Maybe

8.5%
18.4%
73.1%
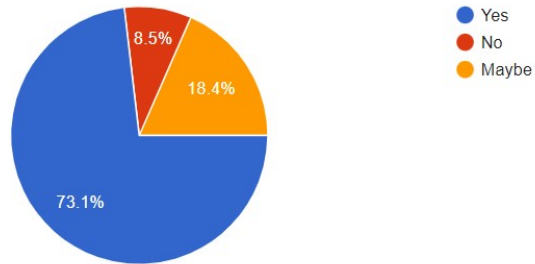
Would you prefer studying with music/ambient sound?

201 responses

- Yes
- No
- Maybe

21.9%
21.9%
56.2%
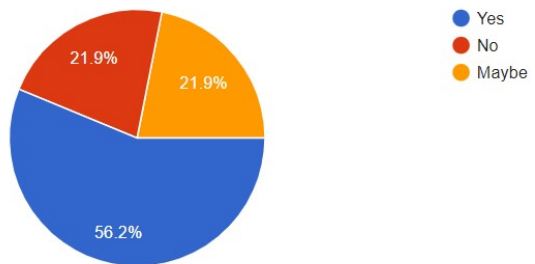
If there is an app that can provide you with everything mentioned above , do you think it is worth paying for it?

201 responses

- Yes
- No
- Maybe

40.3%

22.4%

37.3%
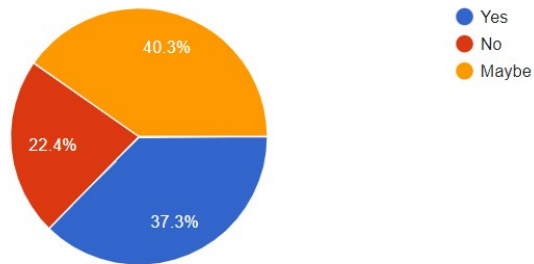
How much do you prefer for the price charge monthly?

201 responses

- RM 10 - RM15
- RM 15 - RM 20
- RM 20 - RM 25

17.4%

78.1%
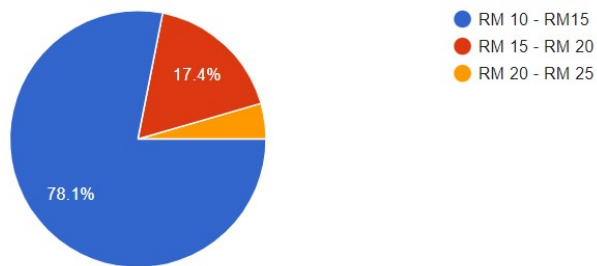
Appendix 4: Resume

LEE BOON BEN

ABOUT ME

I am a final year Entrepreneurship student with strong desire to work in the field of professional services. I am also autonomous thinker that can adapt to variety of scenarios, responsible and able to provide standard result even under pressure. I wish to grasp this opportunity to develop / practice experiences and improve teamwork under various of circumstance. I genuinely keen to contribute my very best that is necessary for the growth in my career.

CONTACTS

✉ b.b.lee99@1utar.my

☎ 012-216 1136

◉ 305-H Persiaran Perdana
Taman Indah Perdana,
52100, Kepong, Kuala
Lumpur

SKILLS

Leadership	★★★★☆
Self-motivate	★★★★★
Photoshop	★★★☆☆
Micro Word	★★★★☆
Power Point	★★★★☆
One Note	★★★☆☆

LANGUAGES

Chinese
Cantonese
English
Malay

JOB EXPERIENCE

PART-TIME OF BOOTH EVENT   *Dec.2017 – Dec.2017*
ORAL-B – KUALA LUMPUR, MALAYSIA

Major accomplishments:
- Work with sales team to develop better chemistry.
- Ensure communication and brand standards to be met.
- Provide basic support and researching.
- Writing report for daily process.

LEADER FOR BOOTH EVENT   *Jan 2018 – Mar 2018*
PURPLE CANE – KUALA LUMPUR, MALAYSIA

Major accomplishments:
- Designing logo.
- Consult market research to access brand awareness.
- Managing team crew to provide greater services for customers.
- Work review, feedback providing.

EDUCATION

FOUNDATION   *May 2018- May 2019*
UNIVERSITY TUNKU ABDUL RAHMAN
OTHER QUALIFICATION:
- MUET – BAND 3

DEGREE IN ENTREPRENEUTSHIP   *2019-Now*
UNIVERSITY TUNKU ABDUL RAHMAN
OTHER QUALFICATION:
- ACADEMIC ACHIEVEMENT – ACADEMIC IMPROVEMENT LIST
- PARTICIPATED VARIOUS OF PROGRAMME UNDER USSDC DEPARTMENT

REFERENCE

MS.SAI MEI LING

Contact number: 05-4688888 Ext. 4618

E-mail address: saiml@utar.edu.my

Chong Zi Yong

Internship (4 Oct 2021 - 3 Jan 2022)

CONTACTS

ADDRESS
584, Jalan Sri Putri 2/3.
Taman Putri Kulai.
81000, KulaiJaya.
Johor

PHONE/ WhatsApp
+6012-2179959

EMAIL
Chongziyong98@Gmail.com
Or
UTAR Student EMAIL
Ziyong.chong@1utar.my

FACEBOOK

Chong Zi Yong
https://www.facebook.com/profile.php?id=100014330415598

LinkedIn

Zi Yong Chong

REFERENCE
Dr. Lee Ah Suat
Email: leeas@utar.edu.my

PROFILE

❝ Hello! My name is Chong Zi Yong. I'm currently taking Bachelor Degree of Business Administration (Hons) Entrepreneurship programme in University Tunku Abdul Rahman (Utar Kampar). I am currently live in Johor Kulai, while Perak Kampar is my temporarily place during pursuing my study. Take your time, check my resume, see my skills and work experience, and when you are ready drop me a message. ❞

EDUCATION

2019 - Present **Bachelor Degree** (CGPA: 3.2136)
At: University Tunku Abdul Rahman (UTAR) Kampar

2016 - 2019 **Diploma In Business Management** (CGPA: 3.20)
At: Management Development Institute of Singapore (MDIS) Malaysia

WORK EXPERIENCES

2019 - 2019 ○ **Warehouse Assistant**
Warehouse Assistance: The main job scope is to perform office job (Key-in excel, printing, filing, and others admin work). Besides, perform stock count and report on monthly basis, handle ingoing & outgoing shipments, and respond customers' emails is also conducted.

SKILLS

Microsoft Office (Word, PowerPoint, Excel)

Business Process Improvement

Communication Skills

LANGUAGES

English

Mandarin

Benedict Yim Junyou
D.O.B.: 13 December 2000

Ipoh, Perak, 31450

016-540 3440

benedictyimone@gmail.com

Work Experience

Yun Kong (Sales and Marketing)
- Worked as a cashier
- Provide customer service

In Yun Kong, I worked as a cashier and serve customers when they need help in allocating things that they require

Education

Universiti Tunku Abdul Rahman (UTAR), Kampar, Perak
- May 2019 - Present
- I am currently in Year 3 Trimester 1 pursuing my Bachelor's degree in Business Administration Entrepreneurship
- Based on the latest result from Year 2 Trimester 3
  CGPA: 2.8892

Universiti Tunku Abdul Rahman (UTAR), Kampar, Perak
- May 2018 - April 2019
- Foundation in Arts
  CGPA: 2.9608

SMK Methodist (ACS), Ipoh, Perak (Secondary School)
- 2016 - 2017
- SPM
  1(A+), 1(A-), 1(B+), 1(C+), 2(C), 1(D), 1(E)

Pinang A's Learning Center, Penang, Malaysia (Homeschool)
- 2015

Wesley Methodist School, Ipoh, Perak (Secondary School)
- 2013 – 2014

SJK(C) Wan Hwa 1, Ipoh, Perak (Primary School)
- 2007 - 2012

Wesley Methodist School, Ipoh
- School Prefect (2013 – 2014)
- The Boys Brigade (6th Ipoh BB Company) (2013 – 2014)
  - Boys Brigade Hong Kong (BBHK) 55th Anniversary International Camp (2014)
- School Photographer (2013 – 2014)
- Choir Performance in Perak Education Department (2014)
- The Sound of Music Production (2014)
  - Choir Member

SMK Methodist ACS, Ipoh
- School Librarian (2016 – 2017)
  - Assistant Group Leader
- The Boys Brigade (1st Ipoh BB Company) (2016 – 2017)
  - BB Pesta Camp (2016)

Interests and Skills

Hobbies
- Playing Badminton and Ping Pong
- Piano (Grade 8, Merit)
- Computer and Mobile Games

Basic Computer Skills
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint

Language

Spoken Languages
- Advance English
- Advance Chinese (Mandarin and Cantonese)
- Basic Malay

Written Languages
- Advance English
- Basic Chinese
- Basic Malay

Reference

Ms. Sai Mei Ling
Academic Advisor of Universiti Tunku Abdul Rahman
saiml@utar.edu.my

LEE ZHI QI

UNDERGRADUATE OF
TERTIARY EDUCATION

ABOUT ME

I am a hardworking and ambitious 21-year-old with a great passion for entrepreneurship. I am seeking a part-time position in the industry in which I can put into practice my knowledge and experience, ultimately benefiting the operations of the organization that I work for.

SKILLS & ABILITIES

- Motivated, well-disciplined individual
- Finds joy in assisting others
- Knowledgeable in conversational Chinese, English and Malay
- Team player

CONTACT ME

H/P No.: 012-5258291
Email: josephleezhiqi@gmail.com
Address: T-SF-10, Jalan Berlian, Taman Bandar Baru, 31900 Kampar, Perak

ACADEMIC HISTORY

Universiti Tunku Adbul Rahman (UTAR)

Bachelor of Business Administration (Hons) Entrepreneurship (2018-present)

- Committee, Leadership & Team Building E-Workshop
- Member, Entrepreneurship Society

Sekolah Menengah Poi Lam (SUWA)

Graduated with IGCSE & SPM (2013-2017)

- Committee, Empower 2017: Build Your City
- Committee, Empower 2016: Limited Edition
- President, Red Crescent Society
- Participant, 40th YCA Leadership Camp
- Participant, #ONE Challenge Camp
- Vice President, Red Crescent Society
- Participant, 38th YCA Leadership Camp
- Committee Member, Red Crescent Society
- Member, Red Crescent Society

INTERESTS AND HOBBIES

I am interested in studying different languages. Currently, I am teaching myself how to speak conversational Japanese. I also enjoy reading and listening to music. Not to mention, I like watching dramas and movies too.

REFERENCE

Ms Sai Mei Ling
Lecturer
Email: saiml@utar.edu.my

Jian Dong Kok

jiandong0206@gmail.com 012-3375138
31, Jalan Garuda 4, Taman Indah Maluri, 31900 Perak

Education

Foundation   May 2018 - May 2020
University Tunku Abdul Rahman, Perak, Kampar
Other Qualification:
Muet - Band 3

Degree in Business Admin   May 2020 - Present
University Tunku Abdul Rahman, Perak - Kampar

Employment

Part-time worker   Jan 2018 - Apr 2018
The Store, Perak - Ipoh
1) Work with candidates to imrprove abiity in making sales
2) Involved in Human Resource Management meeting
3) Assist Human Resource Manager to establish event

Part-time worker   Oct 2017 - Dec 2017
99 speed mart, Perak
1) Service customer to complete purchase
2)Arrange the product from the shop and ensure the tidyness
3)Involved in shop counter activities to complete each transaction

Personal details

Date of birth
February 6th, 1999

Nationality
Malaysian

Skills

Self-motivate

Microsoft word

Leadership

Communication

Power Point

Excel

Languages

Chinese

Cantonese

English

Malay

Zheng Yu Lim

SOFTWARE ENGINEER

Details

0184024139
daniellim0510@gmail.com

Links

GitHub
Linkeden

Skills

MySQL

Linux

Docker

PHP

C++

SQL

Git

Python

Java

Django

Adobe XD

Frontend Development

Languages

English

Chinese

Malay

Profile

Hardworking College Student seeking employment. Bringing forth a motivated attitude and a variety of powerful skills. Excellent time management skills combined with a superior knowledge of the customer service industry.

Employment History

Quality Assurance, Metacloud Sunway Sdn Bhd, Kuala Lumpur
MAY 2020 — OCTOBER 2020

Extensive software testing based on business logic and user experience approach. Create issue in management tools to let developer to aware the existing issue. Ensure the software meet the client requirement in the meantime ensure the software up and running.

Full Stack Developer, Infront Consulting Group, Kuala Lumpur
JULY 2021 — PRESENT

Web Development with Django. MVT architecture is used during Web Development. Apply Git technology to enhance collaboration and code efficiency in many project.

Project Hands On:

M35 Self Service Web Application to let user help themselves to service their own needs without human assistance.

CODIQ-MY Web Application to let user keep track on their patient's medical information.

E-Leave Portal Web Application to let employee apply leave through the portal.

Education

Diploma in ICT Software Engineering, Asia Pacific University, Kuala Lumpur
APRIL 2018 — FEBRUARY 2020

Graduated with CGPA 3.2

Degree in Software Engineering, Asia Pacific University, Kuala Lumpur
SEPTEMBER 2019 — PRESENT

Currently student with CGPA 3.47

References

Jason Chao from Infront Consulting Group
jason.chao@infrontconsulting.com.my

Kok Leng Joo from Metacloud Sunway Sdn Bhd
koklh@sunway.com.my

Zailan Arabee Adbul Salam from Asia Pacific University
zailan@staffemail.apu.edu.my

Courses

Docker Course, Udemy

Appendix 5: Market Research (Concept Testing)

YEANPING LAI 18:44
to me ^

From   YEANPING LAI • yeanpinglai980501@gmail.com
To   josephleezhiqi@gmail.com
Date   15 Apr 2022, 18:44
🔒   Standard encryption (TLS).
         See security details

Dear Stardy Team,

Feedback on User Experience

After using Stardy app for a while, I find that the user interface is awesome, not to mention it is user-friendly too. One particular section I would like to mention is the marketplace where it not only sells a lot of goods but also provide discount vouchers that can be exchanged by using the stars collected. This idea also helps sellers to promote their products over different platforms too. One suggestion is that try to sell more books especially textbooks or reference books in the marketplace as students would like to get access to them easily. Appreciate the effort of making such wonderful apps.

Yours faithfully,
Lai Yean Ping

kanda low <klow123987@gmail.com>   11:08 PM (1 hour ago)   ☆   ↩
to me ▾

- Overall using experience is good
- Features is independent and flexible to schedule work
- I believe adding quiz based on student preference could improve the student performance even more and able to outstand the competitor to persuade student choose STARdys over competitor

Best Regards,

Kendall Low

↩ Reply   → Forward

Feedback on User Experience ➤

Jessica Lee 19:04
to me ⌄

From	Jessica Lee • jessicalyh2001@gmail.com
To	josephleezhiqi@gmail.com
Date	15 Apr 2022, 19:04
🔒	Standard encryption (TLS).
	See security details

To: Stardy Team
From: Jessica Lee

Using Stardy apps is a good decision for self-improvement.
Not only the pomodoro feature that enables users to collect
stars as to be used in discount vouchers, but there are also
good articles to read. However, I think the most satisfying
feature for me is the achievement section because I always
tend to seek for a sense of achievement every now and then. It
would remind me of what I have achieved and what I am
capable of. For suggestions, I would say that it lacks
something like a quiz provided to users as an assessment.
Overall saying, it is a great apps to enrich yourself.

Feedback on User Experience ➤

Kausallya Raman 19:06

to me ⌄

From	Kausallya Raman • kausal98@gmail.com
To	josephleezhiqi@gmail.com
Date	15 Apr 2022, 19:06
🔒	Standard encryption (TLS).
	See security details

To: Stardy Team
From: Kausallya
Subject: Feedback on User Experience

I noticed that there is great potential on this Stardy app to develop especially in the Browsing Mode. It is very convenient to look for events, workshops or seminars from the Browsing Mode as most of them are posted in one place. Furthermore, it is even easier to register them all in one place. It even provides discount on registration fee for users in workshops that charge money simply by using the stars collected. What an interesting app to be used for interacting with extra co-curricular activities! I suggest that chat function for the events could be added to let students make enquiries directly to the event organizers.

User Experience Feedback ➤ Inbox ☆

WENDY CK KAN 19:10
to me ⌄

From	WENDY CK KAN • wendyck_kan@yahoo.com
To	josephleezhiqi@gmail.com
Date	15 Apr 2022, 19:10
🔒	Standard encryption (TLS).
	See security details

Attn: Stardy Team

User Experience Feedback

I have tried the Stardy apps and it is absolutely amazing. Actually, I prefer to study alone because I do not like to hang out with a lot of people. When I study alone, I feel that I can concentrate more. With Stardy app, I am able to stay focus on my studies. Not to mention that it even motivates me to study more with the feeling of wanting to continue due to the articles provided as well as the books sold in the marketplace. There is one thing to make it better which is to incorporate different colours or themes for the apps for making it customizable. Thanks for your efforts in creating this app.

From: Wendy Kan

Joel Wong 8:29 PM
to me

From	Joel Wong wenglok97@hotmail.com
To	bbenyim@1utar.my bbenyim@1utar.my
Date	13 Apr 2022, 8:29 PM
🔒	Standard encryption (TLS) Learn more

- This app really helped me to concentrate and avoid looking at my phone while studying
- The background sounds are very soothing and comforting
- This app has a setting menu that is very easy to navigate
- One thing that can make this app greater is by providing with more language options since not everyone using this app will know English

Regards,
JOEL WONG WENG LOK
Bachelor of Engineering (Hons) Civil Engineering,
Universiti Teknologi PETRONAS.
Energising Futures

Tel: +6016-541 0191
Email: wenglok97@hotmail.com

Brian Liew 8:37 PM
to me

From	Brian Liew megalock123@gmail.com
To	YIM JUNYOU BENEDICT bbenyim@1utar.my
Date	13 Apr 2022, 8:37 PM
🔒	Standard encryption (TLS) Learn more

Firstly, I enjoyed using the app because I can add friends and set a time to study together with my friends

Secondly, the design of the app is simple and nice

Thirdly, it is easy to navigate around in the app

Finally, in my opinion, it would be better if we as users can personalise the user interface based on our liking

Thanks.

Regards,
Brian

Patrick Lee 9:28 PM
to me

From	Patrick Lee patrickleekm@gmail.com
To	bbenyim@1utar.my bbenyim@1utar.my
Date	13 Apr 2022, 9:28 PM
🔒	Standard encryption (TLS) Learn more

This app is slightly like Shopee and Lazada where instead of giving coins, it gives stars that can be used to exchange vouchers. Moreover, It is good to be able to navigate our past performance and compare with our current performance to know whether we have improved or improvement is needed. One benefit that I like a lot is that we can buy books at a discount using the exchanged vouchers. However, if the vouchers can be used in other shopping platforms such as Shopee and Lazada, I believe that it would be much better for users.

Regards, Patrick Lee

Reuben Tan 11:07 PM
to me

From	Reuben Tan yuern96@gmail.com
To	YIM JUNYOU BENEDICT bbenyim@1utar.my
Date	13 Apr 2022, 11:07 PM
🔒	Standard encryption (TLS) Learn more

Hi,

The first thing I would like to express is my love for the app because they have motivational quotes each time after logging in.
It is also very easy to register for a new account.

Moreover, The soft music available is a very good innovation.

However, It would be much greater if the app has faster loading time. The current loading time is not slow, but there is still room for improvement.

Best regards,
Reuben Tan

Geen Too 2:16 PM
to me

From	Geen Too geentootoo@gmail.com
To	YIM JUNYOU BENEDICT bbenyim@1utar.my
Date	14 Apr 2022, 2:16 PM
🔒	Standard encryption (TLS)
Learn more

Hi Stardys,

Good day!
After using Stardys, I've noticed it has a very interesting app.

1. Using this app is very good, it's like using Facebook because we can add friends so that we don't feel so lonely while studying
2. Can compare our study progress with our friends to motivate us to do better
3. This app provides very good articles to help us to improve ourselves
4. it will be even better if we can see our friends' favourite songs, ambient sound, and other interests so that we can discover our similar favourites and interests

Keep up the good work team!

Regards,

...

Geen Too

Feedback on the prototype. Inbox x

Nur Syaheeda Binti Aziz   Wed, Apr 13, 11:46 PM (2 days ago)
to me

Hi Boon Ben,

Based on the viva presentation, I can see the potential as students are able to produce the prototype. The functionality of the prototype is there but the adaptation of technical functionality and market adoption still need to be improved. Some of the features of pomodoro caught my attention but in terms of learning style still depending on students behaviour and its very subjective among one students to another. The notification is somehow unable to maintain discipline among students. Product differentiation among hi-hive that would increase students' performance need to be shown in market analysis and market segmentation. The value proposition is there but needs to be well matched with the products.

Best Regards,
Nur Syaheeda Binti Aziz,
Lecturer,
Department of Entrepreneurship and Supply Chain Management,
Faculty of Business and Finance,
Universiti Tunku Abdul Rahman,
Jln Universiti,
31900,Bandar Barat,
Kampar,Perak Darul Ridzuan

Feedbacks and Opinion `External` Inbox ×

Aries Low <arieslow987123@gmail.com>   11:02 AM (7 hours ago) ☆ ↩ ⋮
to me ▾

Dear Team,

1) Pomodoro technique and cannot exit the window during countdown is a really good combination because I used to distracted by phone notification a lot, when the notification about warning me exit do actually help me remind myself to work for the current task and be focus.

2) I wish the application can add some lucky draw event with more discount voucher like getting RM10 or RM15 discount as first prize and 5 pieces or RM2 discount as second prize

The using experience would be better if the colour design can be more professional.

Regards,

Aries Low

Feedback and suggestions `External` Inbox ×

Ting Xiao Kee <tingxkee@gmail.com>   12:53 PM (5 hours ago) ☆ ↩ ⋮
to me ▾

The concept of this business idea is really innovative and fresh, the features do meet current opportunity (COVID-19 issues), separating study mode and browsing mode do help user like me not get confused and know exactly where to go when enter apps. I strongly believe that adding more study technique would make study mode become more interesting like adding to do list, and flash card technique. Another thing I suggest is provide a function for group study could be a good idea like inviting friend and focusing in study together.

My though on the business idea concept. `External` Inbox ×

kit poh <kitpoh_tan@hotmail.com>   1:50 PM (4 hours ago) ☆ ↩ ⋮
to me ▾

I can see the similarity from browsing mode and Hi-hive features. However, I personally like the idea of STARdys even more because it is more colourful and more features that could meet the student's need in term of study. Combination of scanning feature also very attractive to make student choose the app because it looks like a better version of Hi-hive. I look forward to get update about this software application.

Some of the part can be improve such as provide newsletter for user in term of productivity tips would encourage the student read them even more because newsletter has less word compared to article.

Feedback and Opinions to the concept of business idea `External` Inbox ×

Lai Kok Hsien <0125804@kdu-online.com>   6:31 PM (13 minutes ago) ☆ ↩ ⋮
to me ▾

Feedback:
Overall using experience pretty good but it has too much features for me when first saw the prototype concept, it might take some time to consume all features in beginning but it is enjoyable when understand all the features because it seems like a social media platform but with productivity vibe.

Opinion:
It would be even better if the application main website/page could release video to teach newbie how to use and understand all the features step by step

Student

[Thanks for the feedback!]   [Thank you for your feedback.]   [Thanks, I'll check it out.]

Appendix 6: Prototypes Pictures
Login Pages
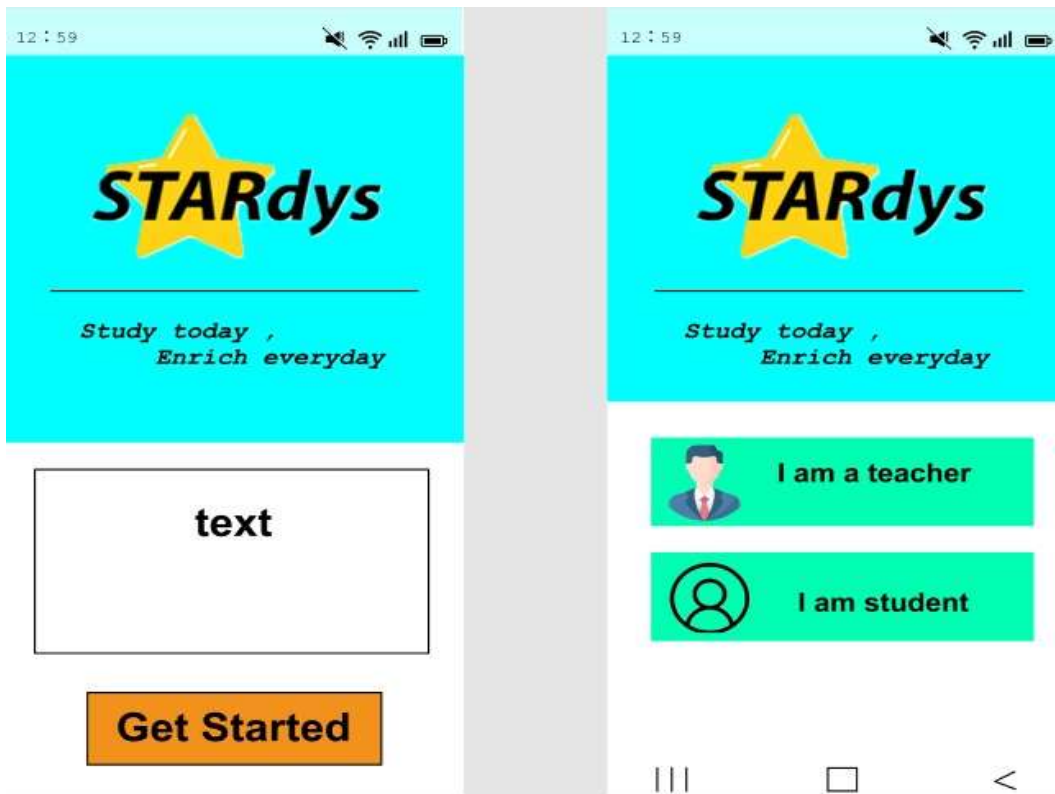
Feature 1: Study Mode
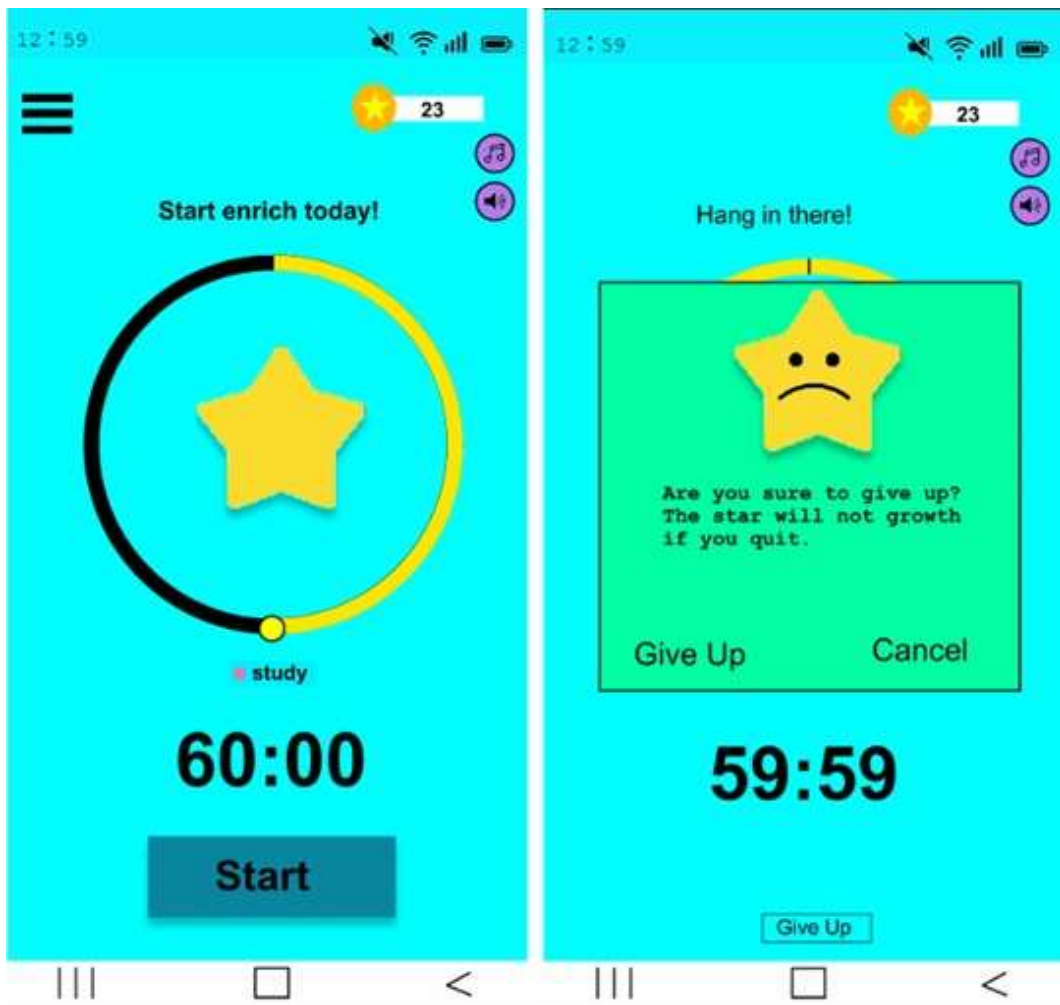
Feature 2: Events
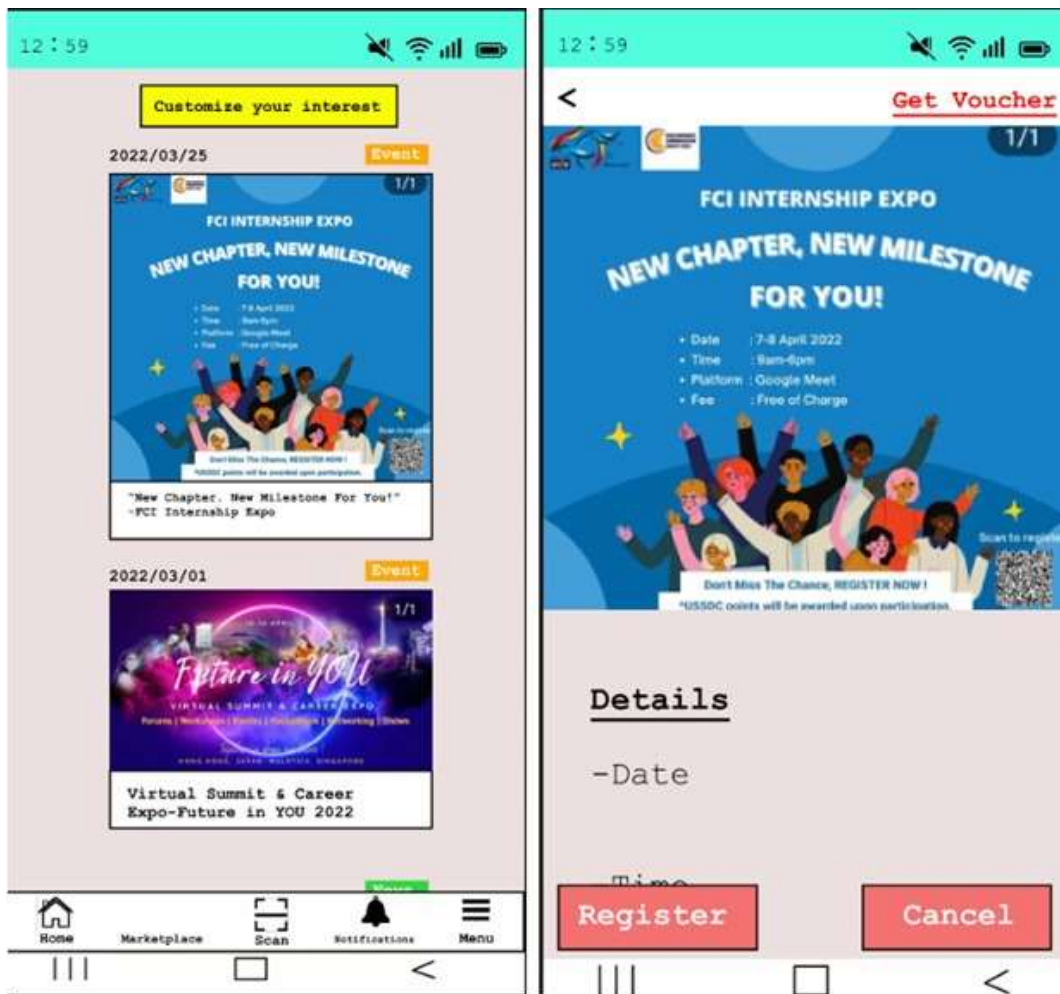
Feature 3: Browsing Mode
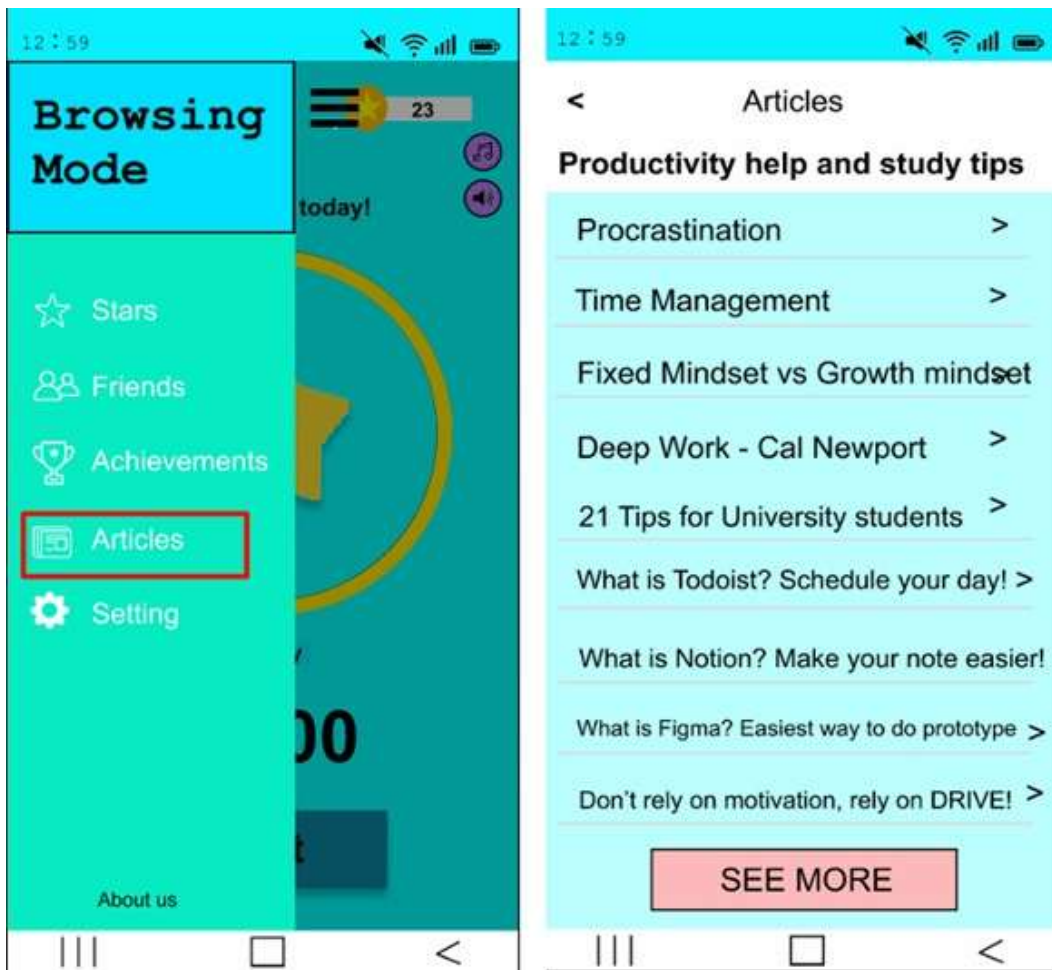
Feature 4: Incremental System
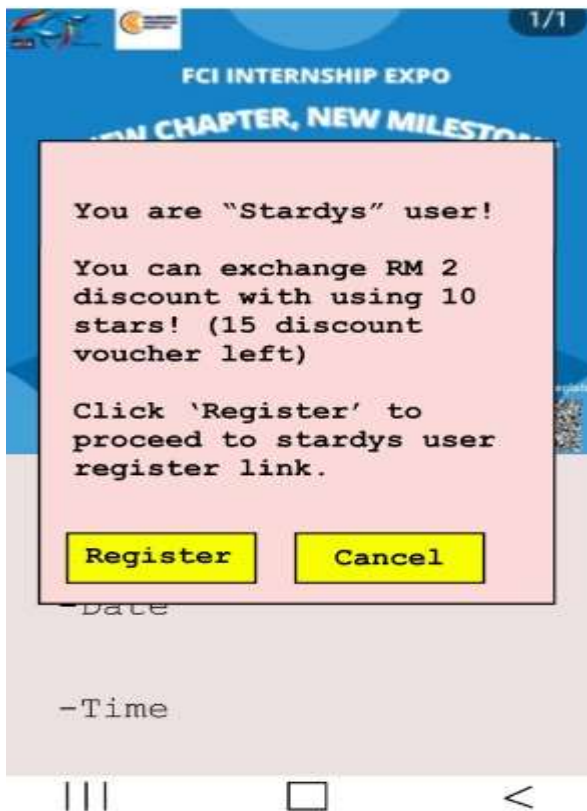
In-App Setting & Feedback
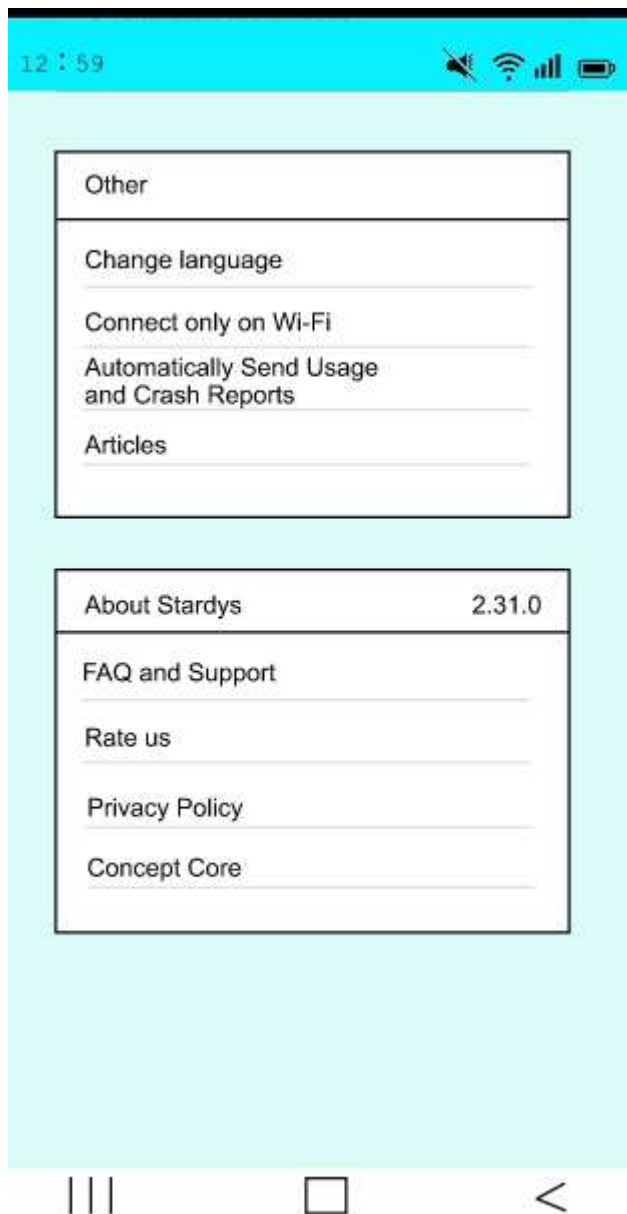
Appendix 7: STARdys Facebook Page

Appendix 8: Business Registration Forms

Rule 20. Form.

(1) The forms in the First Schedule are prescribed for use under these Rules.

FIRST SCHEDULE

FIRST SCHEDULE

| BORANG INI
DIBERI PERCUMA | MALAYSIA | (P.N.A. 1) |

PENDAFTARAN PERNIAGAAN   BORANG A
BUSINESS REGISTRATION   *FORM A*
BORANG A (Kaedah 3)/FORM A (Rule 3)

AKTA PENDAFTARAN PERNIAGAAN 1956 (PINDAAN---1979)
THE REGISTRATION OF BUSINESSES ACT 1956 (REVISED---1979)

PENDAFTAR PERNIAGAAN,
PEJABAT PENDAFTARAN
PERNIAGAAN,
KOMPLEK PEJABAT-PEJABAT
KERAJAAN,
TINGKAT 2, BLOK 10,
JALAN DUTA, KUALA LUMPUR

Perakuan No./*No. of Certificate*

Saya/Kami yang bertanggungjawab menyerahkan butir-butir berikut mengenai perniagaan yang tersebut di bawah ini untuk didaftarkan.

I/We the person(s) responsible submit for registration the following particulars regarding the undermentioned business.

Nama perniagaan (Huruf Besar) *Business name (Block Letters)*	
Jika nama Cina tuliskan dengan huruf Cina *If such name is Chinese give name in Chinese Character*	Tarikh permulaan *Date of commencement*

Bentuk perniagaan
Constitution of Business

☐ Kepunyaan Tunggal
Sole Proprietorship

☐ Perkongsian
Partnership

Sebutkan jika ada suatu perjanjian bertulis berkenaan dengan syarat-syarat perkongsian itu. Jika ada, nyatakan tarikhnya dan kembarkan sekeping salinannya yang telah disahkan dengan ditandatangani.

State whether there is a written agreement as to the term of the partnership. If so, give date and attach a copy of the agreement verified by signatures.

☐ Ya / *Yes*   ☐ Tidak / *No*

Tarikh
Date

Tempat Utama perniagaan *Principal place of the business*	Kod (2)

Alamat Pos
Postal Address

Jenis perniagaan sebenar dijalankan sekarang
Actual nature of the business carrying on now

Sebutkan jenis perniagaan yang dijalankan misalnya, "Restoran", "Kedai Runcit", dsb.
e.g., "Restaurant", "Provisons Shop", and etc.

Kod (2)

Cawangan-cawangan perniagaan -------------------------------------
Branches of the business   -------------------------------------
                                  ----

Bertarikh pada .... haribulan ....………...   Tandatangan ....
19............   *Signature* ……………………………
Dated this .... day of .... 19 ....

          (Hendaklah ditandatangani oleh tuan punya
          tunggal atau seorang kongsi utama perniagaan itu)
          (Should be signed by the sole-proprietor or
          principal partner of the business)

PENGESAHAN OLEH SEKUTU-SEKUTU
VERIFICTION BY ASSOCIATES

Saya/Kami yang bertandatangan di bawah ini mengesahkan bahawa segala kenyataan-kenyataan
yang dibuat dalam borang ini adalah tepat dan mengaku bahawa saya/kami adalah sekutu-sekutu
dalam perniagaan yang bernama
....
....

*I/We the understand confirm the accuracy of all the statements made in the form and declare that I/We
am an/are associate (s) of the business the mane of which is*
....
....

Nama atau nama-nama penuh   Tandatangan (2)
(Huruf Besar) dan nombor Kad   *Signature(s)*
Pengenalan dan Warna.
*Full name or names (Block
Letters) and Identity Card
members and colour.*

Tarikh/Date .... 19................

Saya mengaku bahawa tandatangan (2)/cap (2) ibu jari kanan di atas
I cerrtify that the signature(s)/right thumb print(s) above
....
....

telah diturunkan pada akuan di atas ini di hadapan saya setelah saya berpuashati
was/were affixed to the above declaration in my presence after I had satisfied myself

bahawa orang-orang yang menurunkan tandatangan (2)/cap (2) ibu jari kanan itu adalah
that the person(s) so affixing such signature(s)/right thumb print(s) was/were

sebenarnya orang-orang yang namanya tersebut dalam akuan itu dan ia/mereka faham maksud akuan itu.

in fact the person(s) named in such declaration and understood the purport of such declaration.

Bertarikh di .... pada .... haribulan.................... 19 ....
Dated at this day of 19

Nama dan Tandatangan Pegawai Pengesahan ....
Name and Signature of Verifying Officer

CATATAN---Pengesahan di atas hendaklah disaksikan dengan tandatangan---

(a) DI DALAM MALAYSIA oleh Hakim, Yang di-Pertua Mahkamah Sesyen, Majistret, Penyaksi Awam, Jaksa Pendamai (J.P), Peguambela atau Peguamcara, Ahli Parlimen atau Ahli Dewan Perundangan Negeri atau Ahli Majlis Mesyuarat Kerajaan Negeri, Pesuruhjaya Sumpah, Pesuruhjaya Buruh, Pegawai Urusan Cina, mana-mana Pegawai yang diberi kuasa oleh Pesuruhjaya Buruh, Pegawai Daerah,Pegawai Pentadbir dalam Negeri Johor, Penolong Pegawai Daerah atau Penghulu atau Penggawa yang diberi kuasa oleh Pegawai Daerah.

(b) DI DALAM MANA-MANA WILAYAH DALAM KOMANWEL, oleh hakim, Yang di-Pertua Mahkamah Sesyen, Majistret, Penyaksi Awam, Jaksa Pendamai (J.P.), Peguambela atau Peguamcara yang berhak menjalankan amalnya dalam Mahkamah-Mahkamah wilayah itu atau Pegawai Konsol dalam mana-mana wilayah dalam Komanwel.

(c) DI DALAM MANA-MANA WILAYAH DI LUAR KOMANWEL, oleh Penyaksi Awam, Pegawai Konsol atau Pegawai Diplomat yang menjalankan tugas-tugas konsol dalam mana-mana wilayah dalam Komanwel.

NOTE---*The above verification must be attested---*

(a) WITHIN MALAYSIA, by a Judge, President of a Sessions Court, Magistrate, Notary Public, Justice of Peace, an Advocate or Solicitor, a Member of the Houses of Parliament or a State Legislative Assembly or of a State Executive Council, a Commissioner for Oaths, Commissioner for Labour, a Chinese Affairs Officer, any Officer authorised by the Commissioner for Labour, a District Officer, an Administrative Officer in the State of Johore, an Assistant District Officer, or a Penghulu or Penggawa authorised by the District Officer.

(b) WITHIN ANY TERRITORY IN THE COMMONWEALTH, by a Judge, President of a Sessions Court, Magistrate, Notary Public, Justice of Peace, an Advocate or Solicitor who is entitled to practise in the Courts of such territory or a Consular of any territory in the Commonwealth.

(c) WITHIN ANY TERRITORY OUTSIDE THE COMMONWEALTH by a Notary Public, a Consular Office or Diplomatic Officer performing consular functions of any territory of the Commonwealth.

PERHATIAN:

(i) GUNAKAN HURUF BESAR.

(ii) TANDAKAN ☑ DALAM PETAK-PETAK YANG BERKENAAN.

BUTIR-BUTIR PEMILIK/AHLI KONGSI
OWNER'S/PARTNER'S PARTICULARS

No. Pendaftaran Perniagaan
Business Registration No.

1. Nama Pemilik/Ahli Kongsi
Name of Owner/Partner

2. Alamat Rumah
Residential Address

3. Jika nama Cina, Tuliskan Huruf Cina
If Chinese Name, Chinese Characters

4. No.Kad Pengenalan/Paspot
I.C./Passport No.

☐ Paspot/*Passport*

☐ Kad Pengenalan/*Identity Card*

5. Tarikh/Date of

6. Butir Jawatan Tertentu Dipegang atau Cara Perkaitan dengan Perniagaan
Particular Position Held or Nature of Association with Business

☐ Masuk/*Entry*

☐ Pertukaran/*Change*

☐ Menarik

☐ Diri/*Withdrawal*
Kematian/*Death*
Sukarela/*Voluntary*

☐ Lain-lain/*Others*

Peratus Saham Perniagaan
Percentage Share of Business

7.   Melayu/*Malay*   8. Kewarganegaraan/*Nationality*   10.Jantina/*Sex*

Bangsa/
Race

China/*Chinese*

India/*Indian*

Lain-lain/*Others*

Laki-laki/*Male*

Perempuan/*Female*

9. Tarikh Lahir
Date of Birth

Hari Bl. Th.
Day Mo. Yr.

BORANG A1/ FORM A1

"BORANG A1/*FORM A1*

KAEDAH-KAEDAH PENDAFTARAN PERNIAGAAN 1957
REGISTRATION OF BUSINESSES RULES 1957
(KAEDAH 5 / *RULE 5*)

PERMOHOHAN PEMBAHARUAN PENDAFTARAN PERNIAGAAN
APPLICATION FOR RENEWAL OF BUSINESS REGISTRATION

Untuk Kegunaan Pejabat/For Office Use
No. Perakuan/No. of Certificate

Nota: Sila gunakan pen mata bulat hitam / biru dan huruf besar
Please use black / blue ball-point pen and capital letters

A. MAKLUMAT PERNIAGAAN
INFORMATION ON BUSINESS

1. NAMA PERNIAGAAN / *BUSINESS NAME*

2. MAKLUMAT PERNIAGAAN
INFORMATION ON BUSINESS

(Sila tandakan "X" dalam petak berkenaan / *Please mark "X" in the relevant box*)

☐   PERNIAGAAN MASIH AKTIF / *BUSINESS IS STILL ACTIVE*

☐   PERUBAHAN / *CHANGES*

☐   TIADA PERUBAHAN / *NO CHANGES*

3. JENIS PERUBAHAN / *TYPE OF CHANGES*

☐   PERUBAHAN ALAMAT UTAMA / *CHANGE OF PRINCIPAL ADDRESS*

☐   PERUBAHAN PEMILIKAN / *CHANGE IN OWNERSHIP*

☐   PERUBAHAN JENIS PERNIAGAAN / *CHANGE IN TYPE OF BUSINESS*

☐   PERUBAHAN CAWANGAN / *CHANGE IN BRANCH*

4. TANDAKAN SAMA ADA PERUBAHAN ITU: / *INDICATE IF THE CHANGES ARE*:

☐   TELAH DIDAFTARKAN / *REGISTERED*

☐   BELUM DIDAFTARKAN / *NOT REGISTERED*

5. PENGESAHAN / *VERIFICATION*

Saya yang bertandatangan di bawah mengesahkan bahawa segala maklumat yang diberikan adalah benar.
I the undersigned confirm that all information given is true.

6. TARIKH / DATE

....
TANDATANGAN PEMILIK ATAU SALAH
SEORANG RAKAN KONGSI/
SIGNATURE OF OWNER OR ANY OF THE
PARTNERS

BORANG INI DIBERI PERCUMA	MALAYSIA	(P.N.A. 2)

PENDAFTARAN PERUBAHAN-
PERUBAHAN DALAM
PERNIAGAAN
REGISTRATION OF CHANGES
BUSINESS

BORANG B
FORM B

BORANG B (Kaedah 6)/FORM B (Rule 6)

AKTA PENDAFTARAN PERNIAGAAN 1956 (PINDAAN---1978)
THE REGISTRATION OF BUSINESSES ACT 1956 (REVISED---1978)

PENDAFTAR PERNIAGAAN,
PEJABAT PENDAFTARAN
PERNIAGAAN,
KOMPLEX PEJABAT-PEJABAT
KERAJAAN,
TINGKAT 2, BLOK 10,
JALAN DUTA, KUALA LUMPUR

Perakuan No./*No. of Certificate*

Saya/Kami yang bertanggungjawab menyerahkan untuk perubahan-perubahan pendaftaran berikut mengenai perniagaan yang tersebut di bawah ini yang telah didaftarkan di bawah Akta di atas.

Saya/Kami menyerahkan Wang Kiriman/Wang Tunai sebanyak $5.00 sebagai pembayaran pendaftaran itu.

I/We person(s) responsible submit for registration the following changes in the under-mentioned business registered under the above Act.

I/We submit Money Order/Cash for $5.00 in payment of registration fee.

Perubahan yang akan dibuat (Semak kotak yang bertanda)

☐ Butir-butir Perniagaan (Penuhkan borang yang menunjukkan kedudukan perniagaan sekarang iaitu selepas perubahan)
Business Particulars (Complete form to show present state of business i.e. after change)

Amendments to be made (Check on tick box)

☐ Pemilik/Ahli Kongsi (Isikan Borang A-2)
Owner/Partner (Fill up Form A-2)

Bertarikh pada .... haribulan .... 19............ Tandatangan ....
Dated this .... day of ....19 .... Signature

(Hendaklah ditandatangani oleh tuan punya tunggal atau seorang kongsi utama perniagaan itu)
(Should be signed by the sole-proprietor or principal partner of the business)

PENGESAHAN OLEH SEKUTU-SEKUTU
VERIFICATION BY ASSOCIATES

Saya/Kami yang bertandatangan di bawah ini mengesahkan bahawa segala kenyataan-
//We the undersigned confirm the accuracy of all the statements

kenyataan yang dibuat dalam borang ini adalah tepat dan mengaku bahawa saya/kami
made in the form and declare that I/ We

adalah sekutu-sekutu dalam perniagaan yang bernama
....
am an/are associate(s) of the business the name of which is
....

Nama atau nama-nama penuh (Huruf Besar) dan Nombor Kad Pengenalan dan warna
Full name or names (Block Letters) and Identity Card numbers and colour

Tandatangan (2)
Signature(s)

Tarikh/*Date* .... 19 ....

Saya mengaku bahawa tandatangan (2)/cap (2) ibu jari kanan di atas
I certify that the signature(s)/right thumb print(s) above

telah diturunkan pada akuan di atas ini di hadapan saya setelah saya berpuashati
was/were affixed to the above declaration in my presence after I had satisfied myself

bahawa orang-orang yang menurunkan tandatangan (2)/cap (2) ibu jari kanan itu adalah
that the person(s) so affixing such signature(s)/right thumb print(s) was/were

sebenarnya orang-orang yang namanya tersebut dalam akuan itu dan ia/mereka faham maksud
in fact the person(s) named in such declaration and understood the purport

akuan itu.
of such declaration.

Bertarikh di .... pada .... haribulan .... 19 ....
Dated at .... this .... day of .... 19 ....

Nama dan Tandatangan Pegawai Pengesahan ....
Name and Signature of Verifying Officer

CATATAN---Pengesahan di atas hendaklah disaksikan dengan tandatangan---

(a) DI DALAM MALAYSIA oleh Hakim, Yang di-Pertua Mahkamah Sesyen, Majistret, Penyaksi Awam, Jaksa Pendamai (J.P), Peguambela atau Peguamcara, Ahli Parlimen atau Ahli Dewan Perundangan Negeri atau Ahli Majlis Mesyuarat Kerajaan Negeri, Pesuruhjaya Sumpah, Pesuruhjaya Buruh, Pegawai Urusan Cina, mana-mana Pegawai yang diberi kuasa oleh Pesuruhjaya Buruh, Pegawai Daerah,Pegawai Pentadbir dalam Negeri Johor, Penolong Pegawai Daerah atau Penghulu atau Penggawa yang diberi kuasa oleh Pegawai Daerah.

(b) DI DALAM MANA-MANA WILAYAH DALAM KOMANWEL, oleh hakim, Yang di-Pertua Mahkamah Sesyen, Majistret, Penyaksi Awam, Jaksa Pendamai (J.P.), Peguambela atau Peguamcara yang berhak menjalankan amalnya dalam Mahkamah-Mahkamah wilayah itu atau Pegawai Konsol dalam mana-mana wilayah dalam Komanwel.

(c) DI DALAM MANA-MANA WILAYAH DI LUAR KOMANWEL, oleh Penyaksi Awam, Pegawai Konsol atau Pegawai Diplomat yang menjalankan tugas-tugas konsol dalam mana-mana wilayah dalam Komanwel.

NOTE---The above verification must be attested---

(a) *WITHIN MALAYSIA, by a Judge, President of a Sessions Court, Magistrate, Notary Public, Justice of Peace, an Advocate or Solicitor, a Member of the Houses of Parliament or a State Legislative Assembly or of a State Executive Council, a Commissioner for Oaths, Commissioner for Labour, a Chinese Affairs Officer, any Officer authorised by the Commissioner for Labour, a District Officer, an Administrative Officer in the State of Johore, an Assistant District Officer, or a Penghulu or Penggawa authorised by the District Officer.*

(b) *WITHIN ANY TERRITORY IN THE COMMONWEALTH, by a Judge, President of a Sessions Court, Magistrate, Notary Public, Justice of Peace, an Advocate or Solicitor who is entitled to practise in the Courts of such territory or a Consular of any territory in the Commonwealth.*

(c) *WITHIN ANY TERRITORY OUTSIDE THE COMMONWEALTH by a Notary Public, a Consular Office or Diplomatic Officer performing consular functions of any territory of the Commonwealth.*

PERUBAHAN DALAM PERNIAGAAN
AMENDMENTS TO BUSINESS

No. Pendaftaran Perniagaan
Business Registration No.

1. Nama Perniagaan
Name of Business

2. Tempat Utama Perniagaan
Principal Place of Business

3. Alamat Pos
Postal Address

4. Jika Nama Cina, Tuliskan Huruf Cina
If Business Name is Chinese, Characters

5. Jenis Perniagaan/*Nature of Business*

6. Bentuk Perniagaan (Tandakan)
Constitution (Tick One)

☐ Kepunyaan Tunggal/*Sole Proprietorship*

☐ Perkongsian/*Partnership*

7. Tarikh Permulaan
Date of Commencement

Hari Bl. Th.
Day Mo. Yr.

8. Cawangan-cawangan
Branches

9. Perubahan yang dibuat
Amendments Made

☐ Butir-butir Perniagaan/*Business Particulars*   ☐ Pemilik/Ahli Kongsi (Isikan Borang A-2)/*Owner/Partner (Fill Up Form A-2)*

CATITAN: SURAT INGATAN TIDAK AKAN DIKELUARKAN UNTUK MEMBAHARUI SURAT PERAKUAN INI

(P.N.A. 29---Pin. 3/74)

PERAKUAN PENDAFTARAN/CERTIFICATE OF REGISTRATION

AKTA PENDAFTARAN PERNIAGAAN 1956
THE REGISTRATION OF BUSINESS ACT 1956

BORANG D
FORM D

BORANG D (KAEDAH 13)
FORM D (RULE 13)

Pendaftaran No./*Registration No.*

Adalah dengan ini diperakui bahawa Perniagaan yang dijalankan dengan nama
....
This is to certify that the Business carried on under the name
....
....
telah didaftarkan dari hari ini hingga .... 19 .... menurut peruntukan-peruntukan
has this day been registered until the .... in accordance with the provisions

113

Akta Pendaftaran Perniagaan 1956 dengan nombor yang ditunjukkan di sini dan dengan
of the Registration of Business Act 1956, under the number shown hereon and with its

* tempat/tempat utama perniagaannya di
....
*place/principal place of business at
....

*dan cawangan-cawangan di
* and branches at
....
....
....
....

Jenis Perniagaan
Nature of
Business..
....

Bertarikh di .... pada .... haribulan .... 19 ....
Dated at .... this .... day of .... 19 ....

....
Pendaftar Perniagaan, Semenanjung
Malaysia
*Registrar of Business, Peninsular
Malaysia*

* Potong mana yang tidak dipakai/*Delete whichever is not applicable.*

(Diterjemahkan oleh Peguam Negara Malaysia menurut Pemberitahu Undangan No. 12 tahun 1964

PN. 3470/3; IR. 59/6 Pt. II)

(P.N.A. 30---Pin. 2/80)

MALAYSIA

PERAKUAN PENDAFTARAN
CERTIFICATE OF REGISTRATION

BORANG D
FORM D

(KAEDAH 13)
(RULE 13)

SURAT INGATAN TIDAK AKAN DIKELUARKAN UNTUK MEMBAHARUI SURAT AKUAN	NO REMINDER WILL BE ISSUED FOR RENEWAL OF CERTIFICATE OF REGISTRATION	Pendaftaran No./*Registration No.*

AKTA PENDAFTARAN PERNIAGAAN 1956 (PINDAAN 1978)
THE REGISTRATION OF BUSINESS ACT 1956 (REVISED 1978)

Adalah dengan ini diperakui bahawa Perniagaan yang dijalankan dengan nama
This is to certify that the Business carried on under the nama
....

telah didaftarkan pada hari ini sehingga ....19 ....
has this day registered until the

menurut peruntukan-peruntukan Akta Pendaftaran Perniagaan 1956 (Pindaan 1978) dengan nombor yang di-
in accordance with the provisions of the Registration of Business Act 1956 (Revised 1978) under the number

tunjukkan di sini dan dengan tempat utama perniagaannya di

....

shown hereon and with its principal place of business at

....

* dan cawangan-cawangan di
....
* *and branches at*
....
....
....

Bertarikh di Kuala Lumpur .... pada .... haribulan .... 19 ....
Dated at Kuala Lumpur .... this .... day of .... 19 ....

ABU BAKAR HASSAN, A.M.N.,
Pendaftar Perniagaan, Semenanjung
Malaysia
Registrar of Business, Peninsular
Malaysia

PERAKUAN INI HANYA SAH JIKA TELAH DIRESITKAN DI BAWAH INI
THIS CERTIFICATE IS VALID ONLY WHEN RECEIPTED BELOW

Tarikh	Resit No.	Pendaftaran No.	Jumlah
Date	*Receipt No.*	*Registration No.*	*Amount*

DISEMAK OLEH/CHECKED BY ....

DIMASUKKAN OLEH/ENTERED BY ....

* Potong mana yang tidak dipakai/*Delete whichever is not applicable.*

(Diterjemahkan oleh Peguam Negara Malaysia menurut Pemberitahu Undangan No. 12 tahun 1964 PN. 3470/3; IR. 59/6 Pt. II)

PERINGATAN

1. Perakuan ini laku digunakan sehingga tarikh yang tersebut di sebelah sahaja.
2. Bayaran pembaharuan tahunan sebanyak $25 dan ditambah $1 tiap-tiap satu cawangan (Jika ada cawangan) hendaklah dihantar pada atau sebelum tarikh tamat tempoh.
3. Perakuan Pendaftaran hendaklah dipamirkan di tempat yang senang dilihat di tempat utama dan cawangan-cawangan perniagaan, kegagalan berbuat demikian boleh dikenakan sebanyak $200.
4. Perubahan-perubahan dalam perniagaan hendaklah dilaporkan kepada Pendaftar dalam masa 1 bulan.
5. Penamatan Perniagaan hendaklah dilaporkan dalam masa 30 hari.
6. Bayaran sebanyak $5 akan dikenakan untuk mengganti Perakuan hilang atau rosak.
7. Setiap perhubungan dengan pejabat ini hendaklah sebutkan nombor perakuan.

TERUS MENERUS MENJALANKAN PERNIAGAAN TANPA PERAKUAN YANG LAKU, ADALAH SATU KESALAHAN YANG BOLEH DIDAKWA DI MAHKAMAH DAN JIKA DIDAPATI BERSALAH BOLEH DIKENAKAN DENDA SEBANYAK $ 1,000 ATAU 6 BULAN PENJARA ATAU KEDUA-DUANYA SEKALI.

Made the 23rd June 1983.
[BR. 56/271-1; PN. (PU^2) 253.]

TENGKU AHMAD RITHAUDEEN BIN TENGKU ISMAIL,
Minister of Trade and Industry

Appendix 9: Lease Contract & Business Location

Lease Contract

BETWEEN

TANG SHANG WEY

(I/C : 800902-12-5243)

(ADDRESS : ███████████████████████

AND

LEE BOON BEN

(I/C :991029-14-6055)

(ADDRESS ███████████████████████

ADDRESS: ███████████████

████████████████

████████████

███████

****

██████████████

****

a)   IC photo copy

b)   Parent Details, Name, address, HP no.

Parent Name	: Ng Siaw Yeen
Address	: 305-H Persiaran Perdana, Kepong, 52100 Kuala Lumpur
Home/Hp No	: 012-- 368 1159 (Mom)

Sign by:
For and behalf of the land landlord
The aforesaid

Kepu

Name   : TANG SHANG WEY
NIRC   : 800902-12-5423
Contact no : 012-2614579
E-mail add : shangwey@yahoo.com
Date   :   15 FEB 2022

Sign by:
For and behalf of the tenant
The aforesaid

Name   : LEE BOON BEN
NIRC   : 991029-14-6055
Contact no : 012-2161136
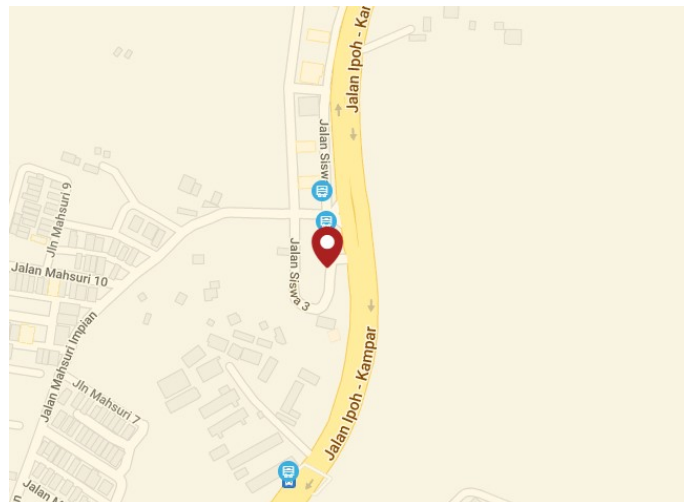E-mail add : b.b.lee990@utar-my
Date   : 13 / 2/ 2022.

Witness by: Agensi Pengurusan EC
                1383, Heleng Chan Estate
                31900 Kampar Perak
                Tel 016.500 5132 /016-515 1231.

Name   : AGENSI PENGURUSAN EC
Registered : IP0505044-A
no
E-mail add : waihoongcancer82@gmail.com
Date   : 15 FEB 2022

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Business Location

Appendix 10: UTAR Young Entrepreneur Start-Up Scheme

Universiti Tunku Abdul Rahman			
Form Title: **Application for UTAR Young Entrepreneur Start-up Scheme (UTARYESS)**			
Form Number: FM-UC-002	Rev No: 0	Effective Date: 7 Jan 2020	Page No: 1 of 4

Section A: Business Project Members

Include everyone (UTAR students and external) who are owning the business. The first entry must be the Business Project Leader.

Owner 1:

Name	
Gender	☐ Female ☐ Male
Citizenship	
NRIC/Passport No.	
Correspondence Address	
Home Address	
Telephone No.	
Email	
Status	☐ UTAR Student ☐ Non-UTAR ( )
Student ID No.	
Course	
Year of Study	
Faculty	
Percentage of Ownership	%

Section B: Business Plan / Business Model Canvas

Please submit your latest business plan / business model canvas on separate sheets.

Section C: Budget

Requested fund: _____ (Maximum grant amount is RM5000 for each applicant)

Please submit your budget on separate sheets covering the following:
- Milestone activities
- Cost

Section D: Declaration

Project / business title: _____

I / We hereby declare that all the above information provided is true.

_____
Business Project Leader Name:

Date:

No.	Team Members Name	Signature