

BEN 2012 GROUP 03

ECORGANIC

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BUSINESS PLAN

ECORGANIC

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Business Plan prepared August 2012
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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 15,426 words.

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TABLE OF CONTENTS

	PAGE
Copyright Page	i
Declaration	ii
Acknowledgement	iii
Dedication	iv
Table of Contents	v
List of Tables	xi
List of Figures	xii
List of Financial Data.....	xiii
List of Appendices	xiv
1.0 EXECUTIVE SUMMARY.....	1
1.1 The Opportunity	1
1.2 The Description of the Business	2
1.3 Competitive Advantage	2
1.4 The Target Market	2
1.5 The Management Team	3
1.6 Brief Summary of the Financial Projections	3
1.7 Description of What the Business Needs	3
1.8 Exit Strategy for Investors	3
2.0 THE BUSINESS	4
2.1 The Description of the Business	4
2.1.1 The Name, logo and location of the proposed business	4
2.2.1.1 Name of the company	4
2.1.1.2 Logo	4-5
2.1.1.3 Location.....	5
2.1.2 Nature of the business/ Products or services offer	5-6
2.1.3 Company missions and objectives	6-7

2.2 The Opportunity	7-8
2.2.1 Problem to be solved or needs to be filled	7-8
2.2.2 How the proposed business solves the problem or filled the needs.....	8-9
2.3 Competitive Advantages	9
2.3.1 Description of the Business Model	9-10
2.3.1.1 Government Support and R&D	10
2.3.1.2 Green Technology	11
2.3.1.3 Supply Chain- Value Added Process.....	11
2.3.1.4 Business Strategy.....	11-12
2.3.1.5 Value Proposition.....	12
2.3.1.6 Environment.....	12-13
2.3.1.7 Customer Segment.....	13
2.3.2 How the business will create sustainable competitive advantages...13	
2.3.2.1 Product.....	14
2.3.2.2 Green Concept.....	14
2.3.2.3 Pricing.....	14-15
2.3.2.4 Expertise and technology adaptation.....	15
2.4 Current Status and Requirement.....	15
2.4.1 Projected Milestones.....	15-17
3.0 INDUSTRY ANALYSIS	18
3.1 Industry Description	18
3.1.1 Industry Training	18-21
3.1.2 Industry Size	21-23
3.1.3 Industry Attractiveness	24
3.1.3.1 Threat of New Entrance.....	25
3.1.3.2 Bargaining Power of Buyers.....	25
3.1.3.3 Bargaining Power of Suppliers.....	26
3.1.3.4 Threat of Substitutes	26
3.1.3.5 Competitive Rivalry.....	27
3.1.4 Potential Profit.....	27

3.2 Target Market	27-29
3.2.1 Agricultural and Plantation Sector	27-29
3.3 Competitive Position within Target Market.....	29-31
3.3.1 Company profile of Biodynamic Fertilizer Sdn Bhd	31-32
3.3.2 Earthworm Fertilizer Company	32-33
3.3.3 Company profile of CCM Fertilizers Sdn Bhd	33-36
3.4 Blue Ocean Strategy	36-40
3.4.1 First Tier (Current chemical fertilizer users)	40
3.4.2 Second Tier (Farmers/Estate owners)	40-41
3.4.3 Third Tier (Household residents)	41-42
4.0 MARKETING PLAN	43
4.1 Product/Service Feasibility Analysis	43
4.1.1 Full description of the product or service offer	43-44
4.1.2 Concept testing	45
4.2 Pricing Strategies	45
4.2.1 First Stage – Economic Based Pricing	46
4.2.2 Second Stage – Value Based Pricing	46
4.3 Channels of Distribution	47-48
4.3.1 Direct distribution channel	48
4.3.2 Indirect Distribution Channel	49
4.4 Promotions and Advertising	49-50
4.4.1 Promotions Method	49-50
4.4.2 Advertising Method	50
5.0 PRDUCTION PLAN/ OPERATION PLAN	51
5.1 Manufacturing Process	51
5.1.1 Inbound	52
5.1.2 Categorizing	52
5.1.3 Manufacturing	52
5.1.4 Leaving	53

5.1.5 Controlling	53
5.1.6 Packaging	53
5.1.7 Storing	54
5.1.8 Outbound	54
5.2 Availability of Qualified Labor Pool	54-55
5.3 Physical Plant	56
5.3.1 Ground Floor	56
5.3.2 First Floor	57
5.4 Machineries and Equipments	58
5.5 Names of Suppliers of Raw Material	58
5.6 Quality Control	58-59
5.6.1 Education and Training	59
5.7 Customer Support	59
5.7.1 Company's Website	59
5.7.2 Consultation Service	60
5.7.3 After-sales Service: Feedbacks	60
5.7.4 Transportation: Delivery	60
5.7.5 Laboratory services: Research and Development/Product Testing...61	
6.0 MANAGEMENT TEAM	62
6.1 Management Team	62
6.1.1 General Manager	63
6.1.2 Human Resource Manager	63
6.1.3 Accounting and Finance Manager	64
6.1.4 Marketing and Public Relation Manager	64-65
6.1.5 Operation and Quality Control Manager	65
7.0 COMPANY STRUCTURE, INTELLECTUAL PROPERTY, AND OWNERSHIP	66
7.1 Organizational Structure	66

7.1.1 General Manager	67
7.1.2 Human Resource Department	67
7.1.3 Operation Department	68
7.1.4 Accounting and Financial Department	68-69
7.1.5 Marketing Department	69-70
7.2 Legal Structure	70-71
7.3 Intellectual Property	71-72
7.3.1 Trade mark	71-72
7.3.2 Patent	72
8.0 FINANCIAL REPORT.....	73
8.1 Capital requirement for the next 5 years	73
8.1.1 Starting Cost	74
8.1.2 Manufacturing Cost	75
8.1.3 Office Equipment Cost	76
8.1.4 Miscellaneous Cost	77
8.1.5 Startup Capital Available	78
8.2 Overview of Financial Projection	78-80
8.3 Pro Forma Income Statement for 5 years	81
8.4 Pro Forma Cash Flow Statement	82
8.5 Pro Forma Balance Sheet	83
8.6 Pay Back Period and Exit Strategy	84
8.6.1 Exit Strategy	84
8.6.1.1 Liquidation	84
8.6.1.2 Transfer of Shares	84
8.7 Financial Ratios Analysis	85-86
9.0 CRITICAL RISK FACTOR	87
9.1 Management Risks	87
9.1.1 Lack of Business Skills and Experience	87
9.1.2 Conflict between Partners	87

9.2 Marketing Risks	87-88
9.2.1 Low Brand Recognition	87-88
9.2.2 Cost of Advertising and Promotion Reduce the Competitiveness ...	88
9.2.3 Rivalry among Competitors	88
9.3 Operating Risks	88-89
9.3.1 Lack of expertise, knowledge and skills	88-89
9.3.2 Lack of technology	89
9.3.3 Equipment and machinery breakdown	89
9.4 Financial Risks	90
9.4.1 Economic Risk	90
9.4.2 High Start-up Cost	90
9.4.3 Decrease in Account Receivable Turnover	91
9.5 Intellectual Property Infringement	91
9.6 Other Risks as Appropriate	91
9.6.1 Substitute Fertilizers	91
9.6.2 Customer Relationship	92
9.7 Contingency Plan	92
9.7.1 Risk Management	92
9.7.2 Marketing Alternative Plan	92-93
9.7.3 Operating Recovery Plan	93
9.7.4 Financial Plan	93
9.7.5 Intellectual Property Protection	94
9.7.6 Other Contingency Plan	94
REFERENCES	95
APPENDICES	97

LIST OF TABLES

	Page
Table 2.1: Significant Milestone.....	16
Table 3.1: Agriculture’s contribution to the GDP; 1990 – 2009..... (based on 1987 constant price)	19
Table 3.2: Amount of Imported Fertilizers from year 2004 to year 2008.....	20
Table 3.3: Competitive Analysis Grid for EcOrganic.....	29-30
Table 3.4: Comparison Table of Competitor within the Industry.....	34-35
Table 7.1: Percentage of company shares.....	71

LIST OF FIGURES

	Page
Figure 2.1: Logo of the company.....	4
Figure 2.2: Business Model of EcOrganic.....	10
Figure 2.3: Fertilizer Consumption (kilograms per hectare of arable land).....	22
Figure 3.2: Area Harvested with Commercial Crops in Malaysia.....	22
Figure 3.3: Porter Five Forces.....	24
Figure 3.4: Positioning Map.....	31
Figure 3.5: The Eliminate-Reduce-Raise-Create Grid.....	36
Figure 3.6: Strategy Canvas.....	38
Figure 3.7: The Three Tiers of Noncustomers.....	39
Figure 4.1: Direct Distribution Channel.....	47
Figure 4.2: Indirect Distribution Channel.....	47-48
Figure 5.1: Manufacturing Process of Company.....	51
Figure 6.1: Management Team.....	62
Figure 7.1: Organization Chart.....	66
Figure 8.1: Source of fund.....	73

LIST OF FINANCIAL STATEMENTS

	Page
Financial Statement 1: Pro Forma Income Statement for the Year 2013-2017.....	81
Financial Statement 2: Pro Forma Cash Flow Statement for the Year 2013-2017.....	82
Financial Statement 3: Pro Forma Balance Sheet for the Year 2013-2017.....	83

LIST OF APPENDICES

	Page
Appendix A: Company's Name Card.....	97-98
Appendix B: Location Map.....	99
Appendix C: Survey Form.....	100-101
Appendix D: Market research.....	102-104
Appendix E: Product Catalogue.....	105-106
Appendix F: Company's Website.....	107
Appendix G: Machineries and Equipment.....	108-113
Appendix H: Example of Inspection Form.....	114
Appendix I: Resume of Management Team.....	115-134
Appendix J: Financial Data.....	135-136
Appendix K: Business Form.....	137-159

EXECUTIVE SUMMARY

1.1 The Opportunity

In today's society, there are various types of chemical fertilizers existing in the market. Generally, many people do not know about the impact and harmfulness of the usage of chemical fertilizers on human's health and the environment. In fact, the main disadvantage of using chemical fertilizers is causing pollution to the environment, cause degradation to human health, and breakdown biological food chain system in the long run. Thus, it contributes to the phenomenon of 'tragedy of common' in our livelihood society.

Therefore, we propose to set up a company which is producing organic fertilizer through recycling the food waste generated from the daily consumption. The idea of this business is to help in mitigating the degree of harmfulness of toxic chemical impact on human's health system and preserving a wholesome ecosystem away from the usage of chemical fertilizers in our livelihood.

Besides being friendlier to the environment, the organic fertilizers also helps to solve the food waste problems created by the food industry and from our daily consumption. Technically, the company is using food waste as main source of raw materials to produce organic fertilizer. As the saying goes one man's trash is another's treasure. The business can practically turn trash into cash by using waste materials which are generated daily from the food industry. This can greatly reduce the materials cost of production. Therefore, the business enables to invest in various ecological research and development through fund saving earned from the production.

1.2 The Description of the Business

The business is transforming the food waste which is collected from the restaurants into organic fertilizers. The organic fertilizers are environmental friendly and offer better living standard to the society. The organic fertilizers are 100% chemical free.

1.3 Competitive Advantage

In Malaysia, we are the pioneer in the industry who embraces the green concept to recycling the food waste to produce organic fertilizer for multi usage. Although there are various types of chemical fertilizers in the market, our product is known to be environmental friendly and economic cost effective to the public.

Organic fertilizer is an environmental friendly fertilizer which utilizes food waste as the production ingredients. Indirectly, the business helps in decelerating the level of food waste which leads to garbage dumpling and pollution problems due to improper disposals. Since food waste is an ever growing problem aligned with the growing numbers of the world's population, the company shall have an infinite resource available to manufacture such organic fertilizer.

1.4 The Target Market

At the initial stage, EcOrganic's target market is mainly the agricultural and plantation sector which is organic farmers. Apparently, agricultural and plantation sector are the major customer who need enormous amount of fertilizers for their productivity. Meanwhile, the company also tries to educate individual household and other farmers to use organic fertilizer for their houseplants and plantations.

1.5 The Management Team

There are five founders of EcOrganic Company. Five of the founder will be appointed as the management team of the company. Mr. Chin Ying Huah will be appointed as General Manager. Miss Choo King Yn will be appointed as Human Resource Manager. Miss Liao Shi Wei will be appointed as Accounting and Financial Manager. Mr. Oh Meng Gin will be appointed as Marketing Manager. Mr. Tan Yee Wei will be appointed as Operation Manager. All the founders will collaboration and shared the information between each others to perform the best to the business.

Brief Summary of the Financial Projections

For the total of RM225 000 capitals, EcOrganic will need 4.98 years to pay back the capital. This payback period has also included the discount rate (Malaysia 2012 inflation rate) 0.014% at July 2012. Year 2 onwards, the profit constantly increases and achieve payback period at the end of fifth year.

1.7 Description of What the Business Needs

Each founder will contribute RM35, 000 as startup capital in EcOrganic. The total contribute will be RM175, 000 to set up the business. Each of the founders will have 20% of share in the business. The capital will use to purchasing the machinery and also lorry.

1.8 Exit Strategy for Investor

Investors can exit from the business by liquidation of assets or sell of the shares.

2. THE BUSINESS

2.1 The description of the business

2.1.1 The Name, logo and location of the proposed business

2.1.1.1 Name of the company

The name for our company is EcOrganic. It is a wholly organic products retailer which sells organic fertilizers. The word “EcOrganic” comprise of the word ecology and organic. It means that eco-friendly organic fertilizer that designed to reduce the uses of chemical and move towards more natural methods of production.

2.1.1.2 Logo

Figure 2.1 Logo of the company



The company logo is designed in a simple concept that directly reflects the company unique identity. It shows that EcOrganic Company pays more

conscious to environment protection which the company reprocesses the food waste into eco-friendly fertilizer. It is an easily recognized and attractive logo which gives people an impressive image. The colors chosen are mainly green with nurturing a feel of nature, peace and environmental friendly. The company logo will be printed on our company's name card.

2.1.1.3 Location

In early inception, the company will be located at Simpang Pulai, Perak. This is because the reason that the location is highly accessible since Perak is near to Penang, Kedah and Selangor. Besides, Ipoh is also famous to the delicacies, which means the company can obtain a lot of food waste from suppliers. Furthermore, the infrastructures provided in this area are more convenient for the company to acquire raw material. Thus, it is very suitable for EcOrganic to start the business at Simpang Pulai, Perak.

2.1.2 Nature of business/Products or services offer

EcOrganic is a company that produces organic and environmental friendly fertilizer for the usage of agricultural sector. Extraordinary, EcOrganic does not use chemical substances in the production but EcOrganic fully utilize the "food waste" as the main ingredients in the production. As the increasing amount of food waste that produced by the community, EcOrganic purchases the production input from the local restaurants and transform it into a completely safe and environmental friendly fertilizer. At the mean time, the organic fertilizers are selling at a reasonable price because EcOrganic wishes to create awareness to the citizens of being green to the environment apart from profit making.

Chemical fertilizers can cause significant harm to the public health and environment very harmful because the chemical fertilizers cause the oxygen levels to drop and directly pose risks to the aquatic life and other species when the chemical fertilizers enter to the body of water (Natural Resources Defense Council (NRDC), n.d.). This creates an opportunity for EcOrganic to create a 100% organic and environmental friendly fertilizer to encounter the public health and environment problem.

In the early stage, EcOrganic is going to conduct a campaign to increase the awareness of the customers and explain the importance and advantages of organic fertilizer to the customers. During the campaign, EcOrganic is able to create more business opportunities with the suppliers and customers. Meanwhile, EcOrganic is going to conduct e-commerce to ease in retailing, giving details and selling organic fertilizers through the internet in order to ease and approach the younger generation. It is one of the cost and time saving alternatives in promoting EcOrganic to the public.

2.1.3 Company missions and objectives.

Company Mission

EcOrganic is the leading organic fertilizer supplier transforming food waste with a less pollution, environmental friendly and technological productivity solution to stimulate the national economic growth and social health conscious.

Company Objectives

To create an environmental friendly image in the agriculture industry by creating organic products to the customers.

To be the favored organic fertilizer company for farmers by providing good quality organic fertilizer.

To provide an exciting and supportive environment for employees to excel in.

To have responsibility in public with awareness for the Mother Nature and society we deal with.

To educate consumers about the benefits of organic fertilizer.

2.2 The Opportunity

2.2.1 Problem to be solved or needs to be filled

One of the main industries in Malaysia is Agriculture. To grow the plant and trees, fertilizer is the main thing and has been widely used. And to make it even more cost effective, chemical fertilizer has been used. By using chemical fertilizer, the effects are much faster than organic fertilizer and usually will be seen during first or second week only. Furthermore, chemical fertilizer is cheaper than organic fertilizer and can easily obtain which provide conveniences to farmers. Sad things is most of the people do not see the harm it does to the environment, its side effects. Chemical fertilizer is not eco-friendly. It may help plant to grow, but the high level of unnatural will not

build up the soil but oversaturated it and cancel the effectiveness of other nutrients. Furthermore, most of the chemical fertilizer is acidity which when used in excess will harm the microorganism and affects the soil's pH which directly adversely affects the growth of the plant. All of this will cause pollution to the environment. When applied, not all chemical fertilizer is used. Some will seep into the ground and carried into groundwater which links to streams, rivers, lakes and ocean. These can contaminate the water supply and affects the ecosystem.

At the other hand, one of the problems faced by Malaysia is the waste produced. According to Global Environment Centre, currently, Malaysia has been producing around 23 000 tons of waste with 45% of the waste is from food waste which are half of the total food waste. This waste will be dump into 176 garbage dumps where only 8 of the landfills is designed with modern feature pollution control. Which means the other 168 dumpsites is not properly designed to protect environment and might cause production of flammable gasses and pollutants which will leach into water stream, according to Dr Abu Bakar, 2010. If continuous, this will cause serious pollution problem which greatly affect our environment.

2.2.2 How the proposed business solves the problem or filled the needs

EcOrganic produces an organic fertilizer which is environmental friendly and give nutrient to the soil. Using EcOrganic organic fertilizer not only gives no harm to the environment, it also enhances and gives nutrient to the soil for re-growth purpose. In addition, organic fertilizer is not salty and acidity which will bring harms and pollutes the environment.

At the same time, the company is using food waste to produce the organic fertilizer. Doing so will decrease the total waste to be dump to the dumpsites

which happens to be helping Malaysia Government to solve the waste issues hence will provide better environment to the agriculture and a better GDP for the country. EcOrganic also provides and creates better jobs opportunity for Malaysian.

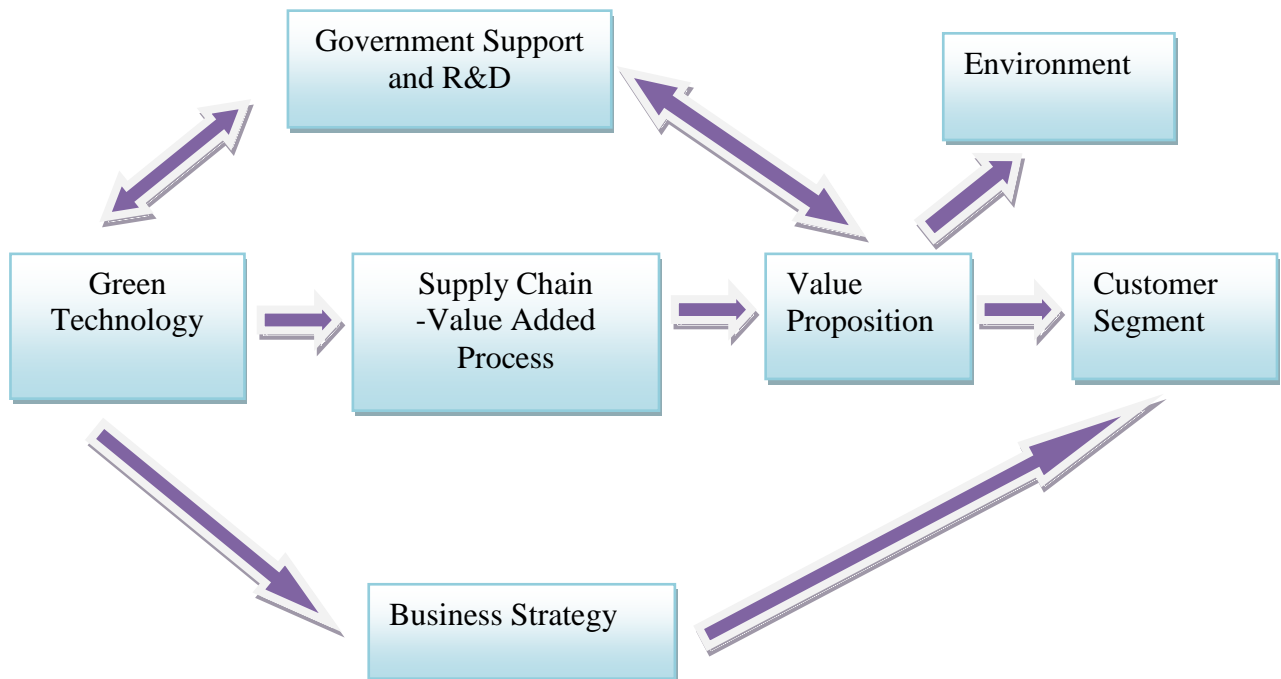
Apart from that, EcOrganic's fertilizer also will preserve the wholesome of ecosystem which will not break down the food chain of the ecosystem.

2.3 Competitive Advantages

2.3.1 Description of the Business Model

A start-up firm needs to have an appropriate business model to extract value from an innovation. In different industries, a business person are using different business model to generate value to the business. The business model for the business is to produce the organic fertilizers by using food waste to preserve green and healthy concepts into the society life.

Figure 2.2 Business Model of EcOrganic



Source: Developed for the research

2.3.1.1 Government Support and R&D

The business is getting governmental support in terms of Research and Development (R&D) to develop the new technology which is green technology to produce the organic fertilizers. Besides, as the government is supporting the “Green Concept” in Malaysia therefore the government helps the business in delivering the green knowledge to the public regarding the benefits of using organic fertilizers. This will be more easily for the business to increase the awareness of Green Concept in Malaysia. With the government support, the business has got the expertise to produce and test the organic fertilizers before offering it to the agriculture sector.

2.3.1.2 Green Technology

The business is using green technology to produce the organic fertilizers. This green technology creates the innovation value to the business. This green technology is customized by the business to produce the organic fertilizers. Besides, green technology can help to reduce the level of pollution in Malaysia.

2.3.1.3 Supply chain- Value Added Process

The business has created value added processes in the supply chain. The first value-added process is increase in the productivity of the business which means the business is collecting the food waste from the restaurants and households and reprocesses them into the organic fertilizers. This helps the business to save material cost. Besides, the value-added process also includes the social value. The business is educating and delivering the green knowledge to the society about the benefits and usage of the organic fertilizers. In addition, the distribution channels are one of the value-added processes. The business has involved in direct and indirect distribution channels. The direct distribution is selling the organic fertilizers directly to the end customers. However, the indirect distribution involves the retailers and wholesalers which act as intermediaries to market and sell the product to the customers.

2.3.1.4 Business Strategy

The strategy adopted by the business is differentiation and low cost strategy. These strategies create competitive advantage and added value to the business. Besides, it offers a chance to the business to compete with other competitors such as CCM. The pricing set by the business must be lower than the other competitors. Setting low prices can be attained as the food waste which used as the material of production is cheaper than the competitor. This can help the business to save the cost of the business. In addition, the organic fertilizers produced by the business are different from others. The unique manufacturing process which transforms the food waste into organic fertilizers enhances the quality and creates addition benefits to the fertilizers.

2.3.1.5 Value Proposition

From the green technology, government support and R&D, supply chain value added process and business strategy creates the additional value to the business. The projected business is to produce organic fertilizers for the usage of agricultural and plantation sectors in communicating the “Green & Healthy” concepts in the society daily life. This is able to enhance the living environment and health of the society.

2.3.1.6 Environment

The organic fertilizers produced by the business create value to the environment. Nowadays, the society is demanding for a healthier lifestyle therefore the organic fertilizers produced by the business cultivate a better living environment to the public. Thus, it fulfills the society needs. Besides, the business is collecting the food waste from the restaurants and households and reprocesses them into organic fertilizers and it helps the government to solve the food waste problem. In addition, the organic fertilizers create a

greener environment to the public. As the business is using food waste to produce the organic fertilizers and does not incur chemical substances in the production therefore the organic fertilizers are non-toxic and environmental friendly.

2.3.1.7 Customer Segment

The business has categorized the organic fertilizers into few customer segments. The first segment is the organic farmers because the organic farmers are using the organic fertilizers for their plantation and agricultural purposes. The second segment is the estate owner. The business is targeting the estate owner because estate owners have large plantation therefore they need large amounts of fertilizers to fertilize their land and plantation. The third segment is the retailer and wholesaler because the retailers and wholesalers act as an intermediary's person to help the business to sell the organic fertilizers to the customers and expand market reach. The last segment is the household residents. As going green is the emerging trend, household residents tend to keep plants at home to preserve a better environment. Thus, household residents will buy fertilizers to fertilize their plants and it creates business opportunity to EcOrganic.

2.3.2 How the business will create sustainable competitive advantages

Based on the business model, EcOrganic has created the sustainable competitive advantages which differentiate the business from the competitors. The sustainable competitive advantages will be in terms of the products.

2.3.2.1 Product

The business is the pioneer in Malaysia which is transforming the food waste into the organic fertilizers. The organic fertilizers produce by the business does not incur any chemical interaction therefore it is non-toxic and the production yield from plantation is safe to be consumed. Besides, the organic fertilizers are environmental friendly which do not harm the environment. Furthermore, EcOrganic is able to help the government in solving food waste problem in Malaysia and reduce the pollution level of Malaysia as food waste is the main material of the production.

2.3.2.2 Green Concept

The business is using food waste to produce the organic fertilizers without interaction of chemicals therefore it does not harm to the environment and health. Besides, the business communicates the green concept and benefits of organic fertilizers to the public. The public is able to contribute their effort in preserving the environment by using organic fertilizers for their plantation and agriculture purposes.

2.3.3.3 Pricing

The pricing of the organic fertilizers are lower compared to the other competitors in Malaysia. This helps the business to gain competitive advantage against the competitors. Besides, EcOrganic is able to create attractiveness and educate the “Green Concept” to the public by setting the price of the fertilizers low. Customers are more likely to purchase and try the

organic fertilizers when there is a price reduction. In the long run, EcOrganic is able to increase market share and position the “Green Concept” into the mind of the customers.

2.3.3.4 Expertise and technology adaptation

The business has qualified expertise and technology to produce the organic fertilizers. Besides, the company has collaborated with the R&D companies or government agency such as Malaysian Agricultural Research and Development Institute (MARDI) to work on the research. As the business was given encouragement of the government and the involvement of the government ease the business in developing new knowledge and technology. Thus, it creates a competitive advantage to the business.

2.4 Current Status and Requirement

2.4.1 Projected Milestones

The projected milestones of EcOrganic will be prepared along with the required achievements from the day we start the new venture throughout the 5 years time.

Table 2.1 Significant Milestone

Year	Activity Details
2012	Propose the project to the government and private agencies in order to raise capital. Renting of land. Building factory and research laboratories. Building supplier and customer base. Purchase of equipments. Recruitment of workers. Commencement of business.
2013	Provide free campaign to the public to increase awareness. Promote our products through advertisement and internet. Achieve first year's targeted revenue. (RM63200)
2014	Innovating new products from food waste. Build better reputation and gain more market share. Achieve second year's targeted revenue. (RM94800)
2015	Acquire legal permits from government to export our products to foreign countries. Higher reputation in the industry. Break even of the business.
2016	Plan for expansion in other states and countries. Generate profit.

According to the projected milestones of EcOrganic from year 2012 to 2016, proposal of the project will be presented to the government and private agencies to raise capital for the business. Before commencing the business, EcOrganic has to check the availability of land and lease a piece of land to build the factory and research laboratories. Besides, EcOrganic will start to seek for restaurants to supply their food waste and offer the organic fertilizers

to the local agricultural farms. After estimating the supplier and customer base, EcOrganic is able to decide the amount of machines to be purchased and recruit employees to operate the machines to meet the required production. After the overall preparations, the business shall commence.

In year 2013, EcOrganic will provide free campaigns to the public to increase the awareness and seek for distribution channels such as wholesalers and retailers. Meanwhile, EcOrganic will be promoting the products through advertisement and internet. EcOrganic expects to achieve the targeted sales revenue at 40%. In year 2014, EcOrganic planned to innovate more new products from food waste and introduce to the market to gain higher reputation and market share. EcOrganic foresees an additional 20% increment in the sales revenue due to the new offerings.

In year 2015, EcOrganic planned to acquire legal permits from the government to export the products to foreign countries. EcOrganic believes that exporting the products may make great contribution to the growth of the company and the economy of the country. By doing so, EcOrganic is able to build higher reputation in the industry and the capital invested will be recovered.

In year 2016, EcOrganic planned for an expansion in other states and countries to increase the production. The company expects to make a profit although expansion may incur additional costs.

3. INDUSTRY ANALYSIS

3.1 Industry Description

3.1.1 Industry Trends

Agriculture is the foundation of a country's economy. A significant role has been played by the agriculture sector in the growth of Malaysia and continues to create a major contribution to the national economy. Based on the gross domestic product (GDP), it has grown progressively from RM 14.82 billion in year 1990 to RM40.07 billion in year 2008. On the other hand, there is significant change in the contribution of the agricultural sector from 18.7% to 3.8% from year 1990 to year 2008. According to the latest releases from Department of Statistics Malaysia (2010), RM 3.8 billion is allocated in the agriculture sector in year 2012.

As services sector is taking over manufacturing sector to be a contributor to economic growth, agricultural sector is important as it increases the income of farmers, fishermen, agro-based industries and guarantee food supply in the nation remains sufficient.

Table 3.1 Agriculture's contribution to the GDP; 1990 – 2009 (based on 1987
constant price)

YEAR	GDP RM million	Agriculture* RM million
1990	79, 155	14, 821
1995	166, 625	17, 155
2000	209, 959	18, 062
2005	449, 250	35, 835
2006	475, 192	37, 769
2007	505, 353	38, 593
2008(p)	528, 804	40, 073
2009(f)	528, 860	39, 260

Sources: Economic Planning Unit, Ministry of Finance and Bank Negara Malaysia;
Malaysia Agricultural Directory and Index 2009/2010

*includes forestry and fishery (p) preliminary (f) forecast

Besides that, there is a growing preference where consumers preferred food produced organically. This is because of the increase of environmental consciousness brought thoughtful effect on the behavior of consumer. As a result, green market is growing at a significant rate. This shows that when there are more organic users in Malaysia, there will be more demand on organic fertilizer from the farmers to produce organic products.

In Malaysia, farmers have options on choosing chemical fertilizer and organic fertilizer for the crops Organic fertilizer is one of the alternatives to chemical fertilizer.

However, mineral fertilizers were used for more than 90 percent of the fertilizers used in all types of farming system in Malaysia. The general fertilizers for both imported and locally manufactured for use are urea,

ammonium sulphate, phosphate rocks, potassium chloride, ammonium phosphate, kieserite and other magnesium fertilizers, borate, potassium nitrate, sulphate of potash, NPK compounds, NPK or NK blended and mixtures of fertilizers (Sabri, 2009).

For imported fertilizers in year 2004, year 2005 and year 2006, the total value of imported fertilizers was averaged around RM 2.5 billion. However, the worth of the imported fertilizer increased drastically to RM 5.83 billion to RM 9.17 billion correspondingly when the price of fertilizers increased in year 2007 and year 2008.

Table 3.2 Amount of Imported Fertilizers from year 2004 to year 2008

Year	Value RM'000
2004	2, 422, 120
2005	2, 350, 758
2006	2, 650, 861
2007	5, 835, 952
2008	9, 171, 000

Sources: Department of Statistics; FIAM and Industry's estimates

According to our former Chief Minister Datuk Harris, he is going for a “hundred per cent” organic farming in his 3,000-acre Balung River Plantation. Besides that, he said that organic food is the world trend now and organic food consumer is rising significantly. As health issue has arisen in the society, consumers now are looking for organic food that is more trustworthy and healthy. Thus, this results in increase of demand in organic fertilizer by agriculture sector such as farmers (Chong, 2009).

Organic fertilizer offers consumers chemical-free products which enable healthier lifestyle which chemical fertilizer is unable provide. As research shows that the attitudes of consumer and preferences for organic product is

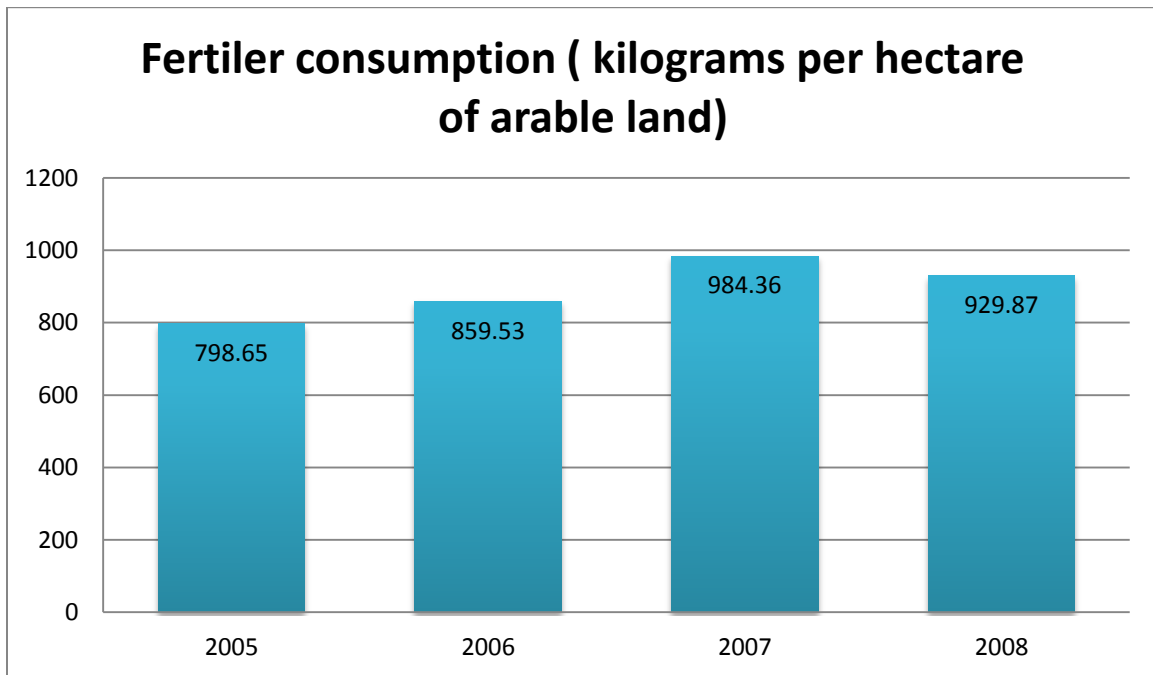
imperceptible. However, the results of the studies show that consumer have positive attitudes towards organic products where one of the most common mentioned reason for purchasing organic products was it is perceived as healthier than conventional alternatives (Chinnici, D'Amico & Pecorino).

Based on the FAO fertilizer and plant nutrition bulletin, Malaysia has improved the usage of available organic wastes, organic farming and integrated farming system. The demand of organic fertilizers is increasing, especially on vegetable farms, for ecological factors and because of consumer apprehension about hazards from mineral fertilizers (FAO, 2006).

3.1.2 Industry Size

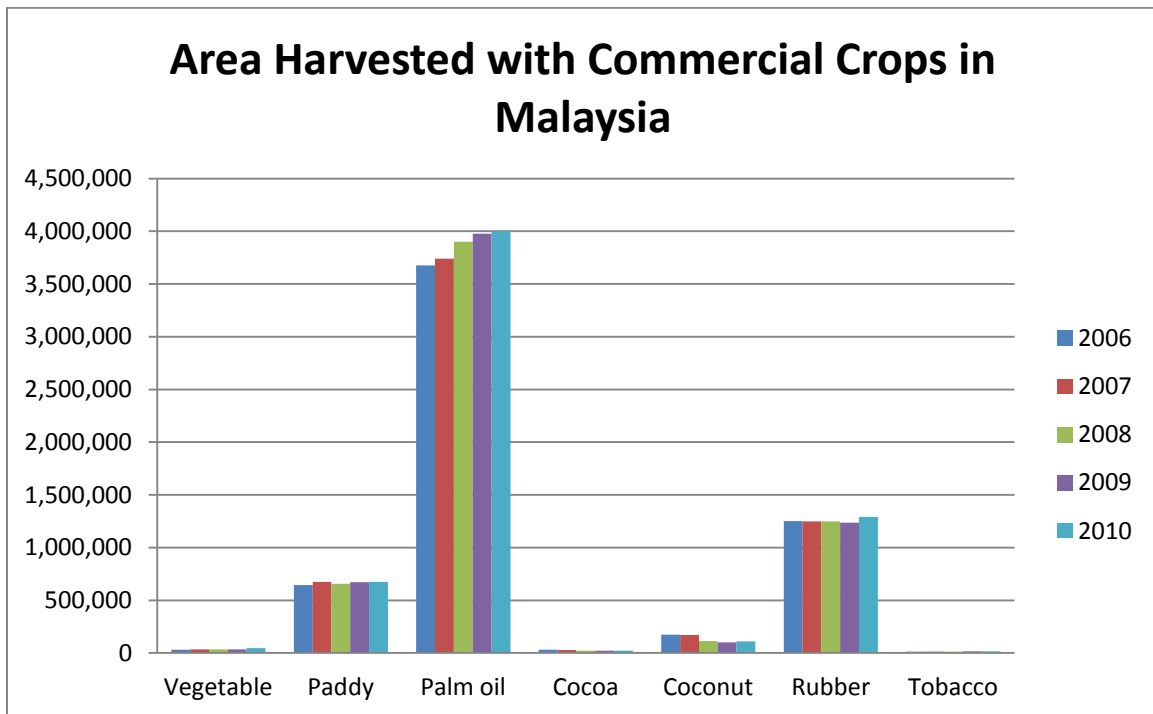
The fertilizer industry in Malaysia is considered very large, this is because the soils are highly leached infertile acid tropical soils and such fertilizer application is important in Malaysian agriculture. Due to the rapid expansion in crop production and large tracts of land are cultivated with perennial tree crops such as palm oil where large quantities of fertilizers are required annually to sustain high crop yields and ultimately profitability. Besides oil palm, the other cultivations are rubber, cocoa, paddy, coconut, vegetable and tobacco (Mattasan, 2008). The use of fertilizer has shown a steady increase from 798.65 kilogram per hectare of arable land in year 2005 to 929.87 kilogram per hectare of arable land in year 2008.

Figure 3.1 Fertilizer Consumption (kilograms per hectare of arable land)



Adopted from: Trading Economics

Figure 3.2 Area Harvested with Commercial Crops in Malaysia



Adopted from: FAOSTAT

Mineral fertilizer such as urea, ammonium sulphate, calcium ammonium nitrate, potassium chloride, potassium sulphate and others are used by all types of farming system in Malaysia. On the other hand, the use of organic fertilizers in Malaysia has gained popularity due to the promotion by the government for sustainable use and management of natural resources. Furthermore, organic agriculture is identified as a niche market opportunity for the vegetables and fruits. In order to reduce the usage of chemical fertilizer, the government has put in effort to promote the recycling and use of agricultural wastes. More recently, organic fertilizers fortified with chemical fertilizers have also been marketed into the plantation crop sectors (Sabri, 2009).

In addition, there are 165 organic farmers in Malaysia. The organic farmers are located all around Malaysia. There are 46 organic farmers in Selangor and Selangor has the highest number of organic farmers in Malaysia. Followed by Pahang, Pahang has a total of 45 organic farmers. In Johor, there are 24 organic farmers. Next is Negeri Sembilan with the amount of 8 organic farmers. In Kedah and Sarawak, there are 7 organic farmers in each state. There are 5 organic farmers each in Kelantan, Penang and Sabah. In Melaka, there are 2 organic farmers. As the least, there is only 1 organic farmer each in Perlis and Terengganu (Better Diet Islam, 2012). As a conclusion, the use of the organic product is dramatically increases because the rising awareness of people concern about their health and environment. Besides being friendlier to the environment, the organic fertilizers will also help to solve the food refuse problems created by the food industry and from our daily consumption.

3.1.3 Industry Attractiveness

To determine the attractiveness of EcOrganic's organic fertilizers in the industry, the company has implemented the Porter Five Forces. The Porter Five Forces contains threat of new entrants, bargaining power of the buyers, bargaining power of the supplier, threat of substitutes, and the competitive rivalry.

Figure 3.3 Porter five Forces



Source: Developed for the research

3.1.3.1 Threat of New Entrants

This threat is considered as a low threat. This is because high value technology is required to produce the organic fertilizers. Besides that, it requires expertise skills, knowledge and experience in using the technology to produce the organic fertilizers. Thus, it is very difficult to the competitors to enter to the organic fertilizer industry.

3.1.3.2 Bargaining Power of Buyers

The bargaining power of buyers in the organic fertilizers is high because chemical fertilizers are acting as a substitute product in the industry whereby the customers are able to purchase either organic fertilizers or chemical fertilizers. If the chemical fertilizers are much cheaper than the organic fertilizers, the customers will choose the fertilizers. Thus, the customers will not consider about the harmfulness of chemical fertilizers. The customers such as the farmers focus more on the profits therefore they are more likely to purchase inputs which incur lower cost. Besides that, the customers may not be aware of the existence of the organic fertilizers and the organic fertilizers are new offerings in the market. Therefore, the organic fertilizers need time to position into the customers mind and accept by the customers.

3.1.3.3 Bargaining Power of Supplier

The bargaining power of supplier of the industry is low because food waste which is used to produce organic fertilizers is considered as unwanted materials that needed to be disposed by the restaurants therefore there is a lot of restaurants to supply food waste to EcOrganic's to produce organic fertilizers. Meanwhile, EcOrganic is sourcing the food waste from the household residents as well. Every restaurant and household is generating food waste daily therefore there is large supply of food waste and it lowers the bargaining power of supplier.

3.1.3.4 Threat of Substitutes

The threat of substitute of the industry is moderate because there are only chemical and organic fertilizers in the industry. EcOrganic's organic fertilizers are able to compete with the chemical fertilizers. However, the buyers can easily shift their purchasing power from EcOrganic's organic fertilizers to the chemical fertilizers which offered by the competitors. There are customers who are not aware of the harmfulness of chemical fertilizers towards health and environment and have less knowledge of EcOrganic's organic fertilizer therefore EcOrganic's organic fertilizer easily substituted by the chemical fertilizers. The customers tend to purchase the fertilizers which are lower in term of price and easily to be found in the market.

3.1.3.5 Competitive Rivalry

The competitive rivalry of the industry is high because there are competitors such as the chemical fertilizer company gives pressures to EcOrganic. Although, the chemical fertilizer companies do not sell the same products but they have created awareness to the buyers. In addition, the customers have no awareness of the “Green Concept”. EcOrganic has to spend on advertisement and promotion to create the awareness and educate the “Green Concept” to the public in order to increase market share and preserve the environment.

3.1.4 Potential Profit

According to Invest Perak Malaysia, food is one of the attractions of Perak state towards local and also neighboring countries like Thailand to come and taste the food. Perak, famous with its foods will surely produce more food waste compare to other state which is EcOrganic will used it to produce fertilizer. Hence, Perak also famous with its agriculture industry in which is EcOrganic’s customer or user. The location of EcOrganic in Perak also is very strategic which can get food waste from state like Selangor and Penang, and also have customer at Kedah which is nearby Perak.

3.2 Target Market

3.2.1 Agricultural and Plantation Sector

In the business plan, EcOrganic has targeted the agricultural sector as one of the target markets. The agriculture sector that EcOrganic focused is the

cultivation of vegetables, fruits and crops. Apparently, agricultural and plantation sector are the major customer who need enormous amount of fertilizers for their productivity. Meanwhile, the company also tries to educate individual household to use organic fertilizer for their houseplants.

Besides, EcOrganic also targeted organic farmers as one of the target markets. According to Better Diet Islam (2012), there are 165 organic farmers in Malaysia. The organic farmers are located all around Malaysia. There are 46 organic farmers in Selangor and Selangor has the highest number of organic farmers in Malaysia. Followed by Pahang, Pahang has a total of 45 organic farmers. In Johor, there are 24 organic farmers. Next is Negeri Sembilan with the amount of 8 organic farmers. In Kedah and Sarawak, there are 7 organic farmers in each state. There are 5 organic farmers each in Kelantan, Penang and Sabah. In Melaka, there are 2 organic farmers. As the least, there is only 1 organic farmer each in Perlis and Terengganu.

In addition, plantation owners or estate owners will also be one of the target markets for EcOrganic. As the palm oil is used in large quantities in every country, Sime Darby is one of the main suppliers that supply the oil palm in representing Malaysia. According to Sime Darby Palm Oil Facts and Figures (2012), China is the largest oils and fats consumer. Besides, with the amount of 3,000,000,000 people in 15 countries, palm oil was the oil consumed highest in year 2009. With the awareness of health conscious, people are getting particular on the oil consumed. EcOrganic is able to provide large amount of organic fertilizer to Sime Darby for their plantation.

Last but not least, household consumers that own small or big size plantation. Many household consumers are having their own plantation at home regardless small or big plantation. Some of them even have plants at home for their own interest. They are one of EcOrganic target market as they will need fertilizer for the plants. Therefore, EcOrganic needs educate them

the importance of organic fertilizer and be the organic fertilizer supplier for them.

3.3 Competitive Position within Target Market

Table 3.3 Competitive Analysis Grid for EcOrganic

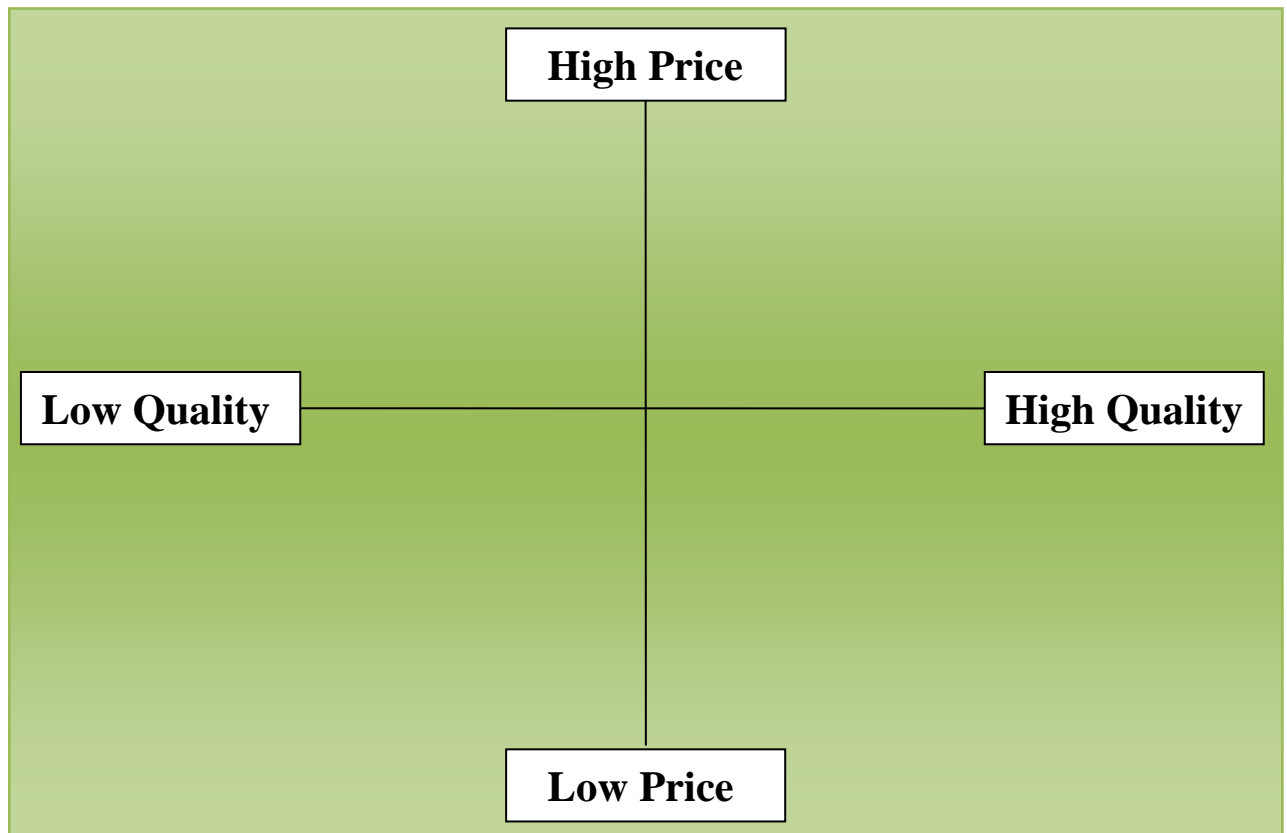
Name	BioDynamic Fertilizer Sdn Bhd	Earthworm Fertilizer	CCM Fertilizers Sdn Bhd	EcOrganic
Year of Establish	2005	2004	1966	2012
Core Business Activities	Production and sale of organic fertilizers.	Product vermicompost for all types and sizes of projects such as organic farm, nursery and golf courses.	Chemical products and applications. Fertilizers and advisory services. Pharmaceuticals and healthcare products and services.	Production and sale of organic fertilizers and technical advisory services.
Market Position	Market Follower	Market Leader	Market Leader	New Entrant
Brand name recognition	High	High	High	Low
Price	Moderate	Moderate	High	Low
Sales Promotion	Moderate	Low	Low	Moderate

Product Quality	High	High	Moderate	High
Quality of customer service	Moderate	Moderate	Moderate	High

Source: Developed for the research

Overall, EcOrganic considers as a new entrant in the organic fertilizer industry. The core business activities are producing organic fertilizers, selling organic fertilizers and giving technical advisory services to the customers. Meanwhile, EcOrganic serves the organic fertilizer industry with the highest possible quality at the lowest price to increase the brand name recognition and market share. Besides, EcOrganic also provide high quality of customer service such as giving advice, giving further detail of the organic fertilizers and giving the instructions of the use of organic fertilizers. As EcOrganic is a new company, it has more sales promotion to create awareness to the public compare to other competitors.

Figure 3.4 Positioning Map



Source: Developed for the research

3.3.1 Company profile of Biodynamic Fertilizer Sdn Bhd

Biodynamic Fertilizer Sdn Bhd was incorporated on 4th August 2005. It is a 100% Bumiputra company and it was issued and paid-up capital of Rm1 million. The nature of the business is producing and selling organic fertilizers. It offers a broad range of organic fertilizers which are marketed under the company brand name “BIODYNAMIC” and with the “BIODYNAMIC – THE LIVING ORGANIC FERTILIZER” trademark. All of the products are formulated and produced by a local Malaysian scientist. The products are well suited to most commercial crops and are pesticide free, safe and environmental friendly.

The major production sites are located in Selangor and Kedah. It has a minimum total monthly production capacity of 4,000 tons fertilizer. The company expected that the production capacity will be expanded when the production site in Kedah operate at its full capacity soon. Besides, the major customers are Sabah Land Development Board, Reco Bio-Tech Sdn Bhd, and Denwell Technology Sdn Bhd, farmers in Cameron Highland, Kedah and Selangor provinces. Biodynamic Fertilizer Sdn Bhd is also the main supplier to Ministry of Agriculture's main contractors through the subsidiary company which is Serba Teguh Trading.

The mission of Biodynamic Fertilizer Sdn Bhd is to offer the highest quality, most effective, natural and organic products for agricultural industry. The company achieves this by sourcing the finest and purest natural ingredients available, controlling quality standards throughout the production process, continually improving and testing the products in order to provide the customers consistent and superior results.

3.3.2 Earthworm Fertilizer Company

Earthworm was once a backyard earthworm breeding company. The company started to venture into earthworm compost business in year 2004. The objectives of the company are not just about making profit but desire to venture into an environmental friendly industry from the day of establishment. The commitment to environment preservation serves as the main purpose of the company.

The company has been equipped with facility such as enclosed production space to provide better temperature and humidity control. The company uses time-tested and proven method to grow large quantities of

earthworms. Besides, the company separates the vermicompost from the earthworm by using both machines and hand.

The company is a full time and full service commercial vermicompost farm. The company provides vermicompost for all types and sizes of projects such as organic farms, nursery and gold causes.

3.3.3 Company profile of CCM Fertilizers Sdn Bhd

CCM Fertilizers Sdn Bhd is one of the divisions of Chemical Company of Malaysia Berhad. The company manufactures and trades a complete range of fertilizers for all crop needs. As the only fertilizer manufacturer in the country to have been accredited with the prestigious SIRIM MS 49:2008 product certification and MS ISO 2008 process certification, and with a large dealer network, the fertilizers are readily available to the customers and agricultural community locally and neighboring countries (CCM Fertilizer Sdn Bhd, 2012). The company's "Cock Head" brand (CHB) compound fertilizer represents quality fertilizers. It is well known in the region because of the guaranteed composition for its unique potassium nitrate complex compound fertilizer which promotes efficient nutrient uptake by the plant and manufactured under stringent quality control and assurance standards. The company is well known in offering total solution for the benefits of the customers. At the same time, the company has won several awards such as NAFMA "Best Practice Award 2005" and Winner of "Enterprise 50 Award" 2006 (CCM Fertilizers Sdn Bhd, 2012). CCM Fertilizers is the first compound fertilizer manufacturer in the country. It has accredited with both SIRIM MS49 product certification and MS ISO 9001:2008 process certifications (CCM Fertilizer Sdn Bhd, 2012).

Table 3.4 Comparison Table of Competitor within the Industry

Company	Biodynamic Fertilizer	Earthworm	CCM Fertilizers Sdn Bhd	EcOrganic
Composting Method	Turning unit composter	Vermi-compost farm	Chemical process	EcOrganic's Method
Function	Aerobic Digestion	Aerobic Digestion	Granulation and Chemical Process	Anaerobic and Aerobic Digestion
Process: Flow	<pre> graph TD Start1[Start] --> Input1[Input] Input1 --> Process1[Turning + Decomposition process] Process1 --> Output1[Output] Output1 --> End1[End] </pre>	<pre> graph TD Start2[Start] --> Input2[Input] Input2 --> Process2[Ingestion process (Earthworm)] Process2 --> Output2[Output] Output2 --> End2[End] </pre>	<pre> graph TD Start3[Start] --> Input3[Input] Input3 --> Process3[Granulation + Chemical Interaction] Process3 --> Output3[Output] Output3 --> End3[End] </pre>	<pre> graph TD Start4[Start] --> Input4[Input] Input4 --> Process4[Compression process] Process4 --> Digestion4[Anaerobic Digestion] Digestion4 --> Digestion5[Aerobic Digestion] Digestion5 --> Output4[Output] Output4 --> End4[End] </pre>
Benefits	<ul style="list-style-type: none"> - Promotes healthy plants. - Improves the condition of the soil. - Increases nutritional content in plants. 	<ul style="list-style-type: none"> - Promotes healthy plants. - Improves nutrients and moisture of soil. - Disease and pest resistant. 	<ul style="list-style-type: none"> - Promotes efficient nutrient uptake. - Increases potassium and phosphate availability. - Ensures consistent nutrient contents. 	<ul style="list-style-type: none"> - Improve the health and productivity of soil and plants. - Balance up soil's pH reading. - Better absorption system of plant. - Food safety. - Slow release. - Odorless.

Price	RM1.30/KG	RM 1.30/KG	RM1.50/KG.	RM1.20/KG

Based on the table, the 3 major competitors in the industry are Biodynamic Fertilizers, Earthworm and CCM Fertilizers Sdn Bhd. Biodynamic Fertilizers and Earthworm are producing organic fertilizers but CCM Fertilizers Sdn Bhd is producing chemical fertilizers. The competitors are composting the waste and producing the fertilizers on their own way.

Biodynamic Fertilizers collect the waste materials and decompose it on a piece of land while turning the waste materials from time to time to ensure good aeration within the soil structure to carry out the aerobic digestion. Besides, Earthworm collects the food waste and use large quantities of earthworm to digest the materials and transform it into vermicompost whereas CCM Fertilizers implement granulation process and add in chemical substances to the fertilizers. However, EcOrganic integrates both of the anaerobic and aerobic digestion in the manufacturing process.

The organic fertilizers offered by both Biodynamic Fertilizers and Earthworm serve as the basic purpose which promotes healthy plants, improve the condition of the soil, increase nutritional content of the plants and disease and pest resistant. For the chemical fertilizers which offered by CCM Fertilizer Sdn Bhd, it promotes efficient nutrient uptake, ensures consistent nutrient contents and the fertilizers contain potassium and phosphate which are chemical substances to promote plant growth.

However, EcOrganic's organic fertilizers are able to balance up the soil's ph reading which create an ideal condition to enhance the growth of the plant. Meanwhile, the organic fertilizers promote better absorption of plant. Besides, slow release is another additional benefit which provides the plant consistent of nutrient supply to maintain the nutrient level of the plant and yield better production. By using EcOrganic's organic fertilizers is able to

promote food safety and low capital investment. The organic fertilizers are transformed from the food waste and it does not contain any chemical substances therefore the production yields from plants are safe to be consumed. Nevertheless, EcOrganic's organic fertilizer is able to maintain the soil structure and enhance the nutrient holding capacity of soil. In the long run, customers require lesser amount of fertilizers to replenish the nutrient and it saves time and cost.

3.4 Blue Ocean Strategy

Figure 3.5 The Eliminate-Reduce-Raise-Create Grid

Eliminate Chemical substances	Raise Price of organic fertilizers Customer consultation
Reduce Fertilizer complexity	Create Benefits to the environment Quality of health

The eliminate-reduce-raise-create grid is one of the tools to creation of blue oceans. This grid identifies the actions that needed to implement to be successful and pushes EcOrganic to create a new value curve to the market.

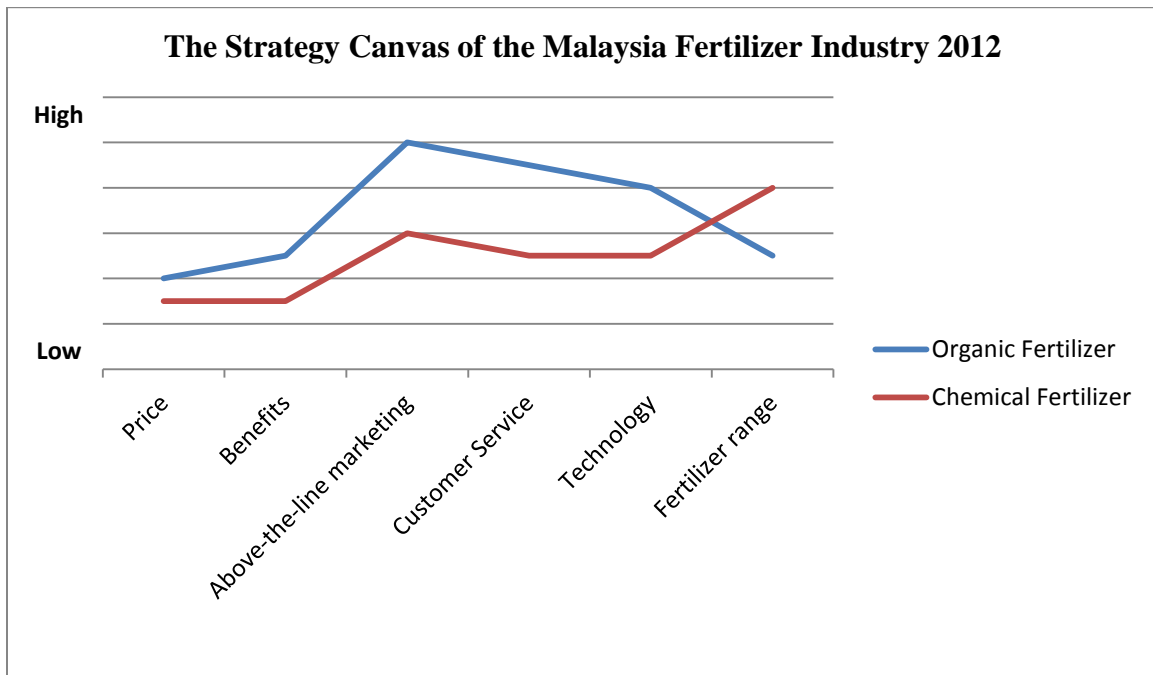
Firstly, EcOrganic has to eliminate the interaction of chemical substances in the manufacturing process to ensure the fertilizers are 100% organic, free from chemicals and environmental friendly because going green is the emerging trend and the people are more health conscious. Besides, EcOrganic has to reduce the fertilizer

complexity to avoid causing any confusion to the customers about the fertilizers offered.

Furthermore, EcOrganic penetrates the market by using economy pricing whereby setting the prices lower than the competitors to stimulate the curiosity of the customers and attract them to purchase and try in order to increase market share and create awareness. However, EcOrganic has to raise the price of the organic fertilizers after gaining the market share and building product and brand recognition in order to create perceived value to the products. Customers tend to perceive high price associates with high quality. Meanwhile, EcOrganic has to raise the quality of customer service and provide more consultation to the customers to educate the customers about the benefits and ways to use the organic fertilizers effectively.

Lastly, EcOrganic has to ensure the organic fertilizers create benefits to the environment and quality of health because being environmental friendly is the emerging trend and people are more conscious to their health. EcOrganic is able to gain more market share by creating benefits to both environment and health which are the major concern of the customers while making any purchases.

Figure 3.6 Strategy Canvas



These factors are served as the key to promotion of fertilizer to the country's agriculture purpose. There are both organic and chemical fertilizers in the industry. The price of the organic fertilizers is slightly higher than the price of the chemical fertilizers. However, the benefits contributed by organic fertilizers are more than the chemical fertilizers such as food safety, environmental friendly and low capital investment. Recently, people tend to be more health conscious and environmental friendly therefore such trend created business opportunities to the organic fertilizers. People tend to value their health and environment rather than the price.

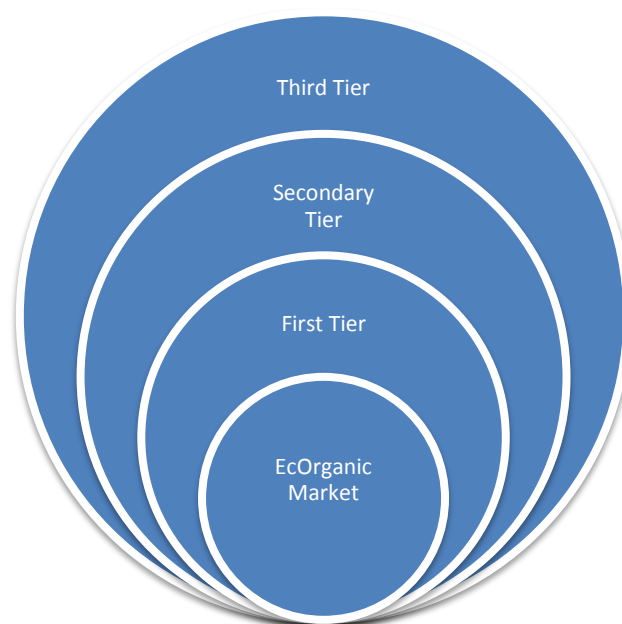
Besides, Ecorganic is able to implement above-the-line marketing to raise consumer awareness in a crowded market and encourage the intermediaries such as distributors and retailers to market the organic fertilizers to the public.

Apart from profit making, EcOrganic has to emphasize on the customer service to build customer loyalty which results to repetitive purchases. EcOrganic organizes agriculture expo to the public to educate the "Green Concept" and create awareness to the market.

Furthermore, EcOrganic has to invent more innovative ways in producing the organic fertilizers to stay competitive in the market and offers the most beneficial organic fertilizers at a cheapest price.

Most of the firms offer the fertilizers to the agriculture sector such as farmers and estate owners only. EcOrganic is able to expand its market reach by producing a diverse range of fertilizers to meet all the customer preference and exploit new market such as the household residents. In long run, EcOrganic not only build good reputation in the agriculture sector but also to the household residents.

Figure 3.7 The Three Tiers of Noncustomers



Noncustomers are able to offer big blue ocean opportunities therefore businesses are eager to discover them and turn them into their customers. There are three tiers of noncustomers that can be converted into customers.

3.4.1 First Tier (Current chemical fertilizer users)

The first tier of noncustomers is the closest to the fertilizer market. They make minimal purchase of the industry's offerings which is fertilizer and they are likely to shift to another alternative when it is available. However, the frequency of purchases would multiply when added value is offered to them. This tier of noncustomers is the current chemical fertilizer user. Going green is the emerging trend in the market but most firms offer chemical fertilizers which is harmful the environment and cause health diseases. However, EcOrganic produces organic fertilizers to the agriculture sector to substitute the usage of chemical fertilizers. The fertilizers are setting at reasonable prices. The offerings of EcOrganic are able to assist the users to preserve and cultivate a better environment as well as enhance the health quality. These first-tier noncustomers can be converted into the customers of EcOrganic because they are health conscious and environmental friendly.

3.4.2 Second Tier (Farmers/Estate owners)

The second tier of noncustomers is people who refuse to use the industry's offerings. These people either do not use or cannot afford to use the current market offerings either farmers or estate owners. EcOrganic promotes the organic fertilizers to the mass number of refusing noncustomers through advertisement, internet and campaign. EcOrganic sets up outdoor advertising such as billboard, brochures and transport advertisement to create awareness to the public. Nevertheless, EcOrganic organizes agriculture expo and welcome the public to participate to learn the benefits and ways to use the organic fertilizers.

Besides, EcOrganic advertise the organic fertilizers through internet. Internet is able to reach larger number of noncustomers globally efficiently and effectively. After conveying the organic fertilizers to the public including noncustomers, EcOrganic provides free campaign for parties who are interested to participate and learn more about the products. EcOrganic's personnel provide advice and guidance on the proper way to use the fertilizers. Each of the attendants is given a pack of sample for free to experience the product and encourage cultivating a greener environment.

3.4.3 Third Tier (Household residents)

The third tier of noncustomers is the farthest away from the industry's existing customers. They are the undiscovered noncustomers that have not been targeted or thought as potential customers by any of the firm in the industry because their needs and wants are assumed to belong to other markets.

Most firms offer the fertilizer either chemical or organic in large amount because they are targeting at only the agricultural sector. Nowadays, household residents tend to do gardening at home to have a green and harmony living environment. This creates business opportunities to EcOrganic therefore EcOrganic is offering new range of organic fertilizers which is specifically for growing indoor and decorative plants in small packages to ease the gardening chores of the household resident.

EcOrganic offers sales promotion and agriculture expo at the housing area to promote the organic fertilizers to the household residents. The household residents are more likely to purchase the organic fertilizers for their plant as discounts are given. This approach is effective in reaching and capturing a new market. In the long run, EcOrganic is no longer only offering the organic

fertilizers to agricultural sector but also household residents. Thus, EcOrganic gains additional market share compare to other competitors.

4. MARKETING PLAN

Product/Service Feasibility Analysis

4.1.1 Full description of the product or service offer

The name of our company EcOrganic is formed by Eco and Organic. It formerly introduces the nature of our business and generates a brief idea to the public about the products and services offered. EcOrganic produces 100% environmental friendly and organic fertilizers. Organic fertilizers are carbon based compounds that increase the productivity of plants. Organic fertilizer provides various benefits over chemical fertilizers. These benefits include the following:

Non-toxic food

Usage of organic fertilizers ensures that the food items produced are free of harmful chemicals. Consumers who eat these organic products are less prone to diseases such as cancer, heart stroke and skin disorders as compared to those who consume chemical fertilizers.

Low capital investment

Organic fertilizers are able to maintain the soil structure and increase the nutrient holding capacity of the soil. Hence, long term usage of organic fertilizers is able to build higher nutrient level in the soil therefore it requires lesser quantity of fertilizers in the future. As the result, farmers are able to save more costs in the future.

Environmental friendly

Organic fertilizers are easily bio-degradable and do not cause environmental pollution but chemical fertilizers contaminate land and

water which is a cause of diseases for the human being, plant, animal and insect species.

According to Forum Air Malaysia (2012), a study done in year 2011 reported that 22,793 tons of food waste is generated per day and it is estimated to be 8,311,589 tons of food waste generated per year. This study has driven EcOrganic towards the idea of producing organic fertilizer using “food waste”. EcOrganic get the supply from the local restaurants and produce to the usage of agricultural sector. The “food waste” that is collected will be manufactured into organic fertilizers by biological processes or agents such as microorganisms.

As the result of the production, our company is able to reduce the public health problems which caused by excessive consumption of chemical resulted from the usage of chemical fertilizers and contribute great effort in protecting the green environment for the new coming generation. Meanwhile, our company also makes great contribution in solving the food waste problem which encountered by the government.

4.1.2 Concept testing

To evaluate the customers’ responses to EcOrganic’s organic fertilizer prior before introducing it in the market, concept testing is used. Concept testing is the method of using qualitative and quantitative method.

According to the result of the survey made, EcOrganic discovered that majority of the customers like and accept the idea of reprocessing food waste into organic fertilizer. Based on the statistics from the survey made, 75% of the people will consider buying the organic fertilizer.

Short interview were conducted with some of the respondents. The respondents felt surprised and interested with the concept of reprocessing food waste into organic fertilizer. Some of them promised to give full support to try the organic fertilizer when it is launch in the market.

(Refer to Appendix D for the Result of Market Research)

Pricing Strategies

Due to the green product awareness still low in which will greatly affect EcOrganic in producing organic fertilizer, the price for EcOrganic fertilizer need to be attractive in order to gain some share in the market and sustain in the market and at the same time increase the consumer awareness in green product. There are 2 stages in our pricing strategies where at the first stage we are using Economy Pricing Strategies and then followed by Value Based Pricing.

First Stage – Economic Based Pricing

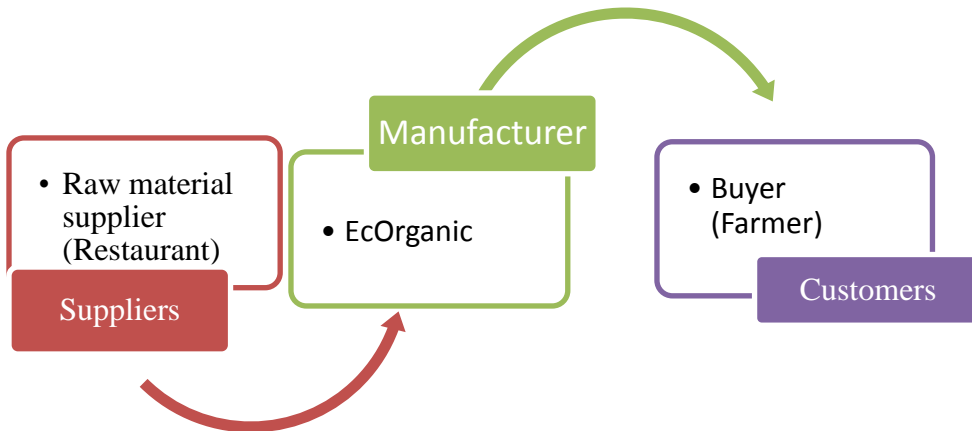
In the pricing strategies, the marketing and promoting the product will be kept to a minimum which means no frills low price which is RM 1.20 per kg. For the first 5 years, the price will be set lower than competitor in order to firstly gain market share and to win competing with competitor. Even for recession time, economy pricing sees increase sales more than other strategies.

4.2.2 Second Stage – Value Based Pricing

When EcOrganic have its market share, EcOrganic will change the pricing strategies. Rather than putting low price, EcOrganic will set the price primarily but not exclusively to increase the perceived value. As an organic fertilizer manufacturer who uses waste to produce the organic fertilizer that not only reduce pollution and harm to environment, but also enhance the soil, EcOrganic has a healthy value. The price is set on how consumer perceived the company value, successfully high when consumer perceived its value higher and the opposite.

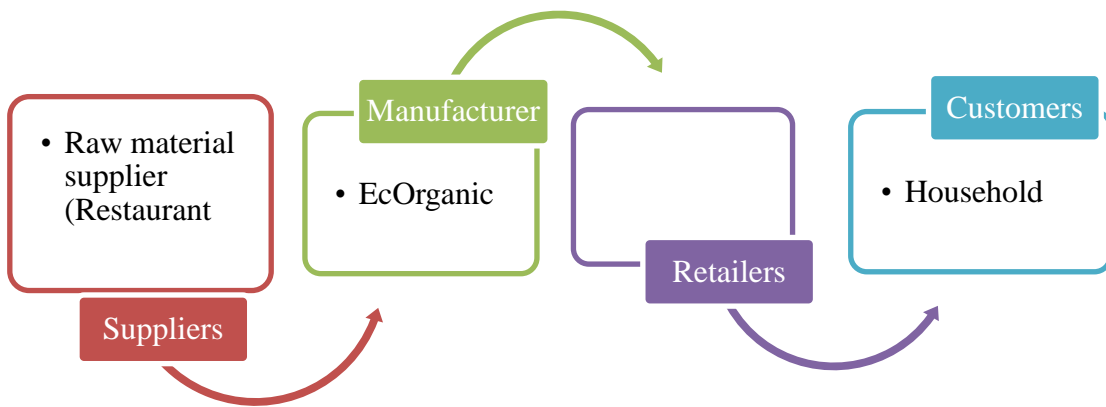
Channels of Distribution

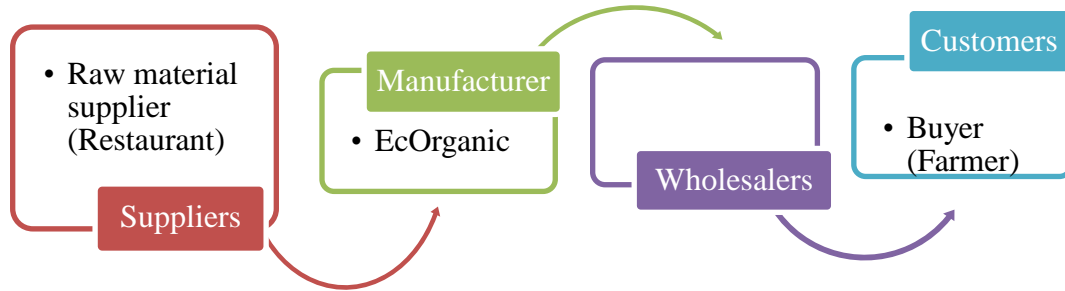
Figure 4.1 Direct Distribution Channel



Source: Developed for the research

Figure 4.2 Indirect Distribution Channel





Source: Developed for the research

Distribution channel plays an important role in marketing strategies. EcOrganic adopts two types of the distribution channels, which are direct and indirect distribution channel.

4.3.1 Direct distribution channel

Direct distribution channel is where the company sells directly to final consumers. It is a simple structure involving the suppliers, EcOrganic and customers. Through direct channel, EcOrganic is directly sold or distributed to the final customer (farmer) without any intermediaries. Hence, customers can purchase EcOrganic fertilizer directly from the company. Direct distribution system will offer greater efficiency and lower cost where it directly offers the services to the customers without intermediaries. Furthermore, those customers who purchase EcOrganic fertilizer in bulky amount would be offered a cheaper price or discount.

4.3.2 Indirect Distribution Channel

Indirect distribution channel is where the company involves intermediaries in distributing the products to customers. The indirect channels that uses by the company are wholesaler and retailer. The wholesalers play an important role in promoting our product to the public. Thus, the wholesaler will be appointed to play an important role in distributing the product to the retailer at each state. Besides that, retailers are the channel intermediary that sells mainly to customers. Retailers is one of the most effective ways in promoting our EcOrganic fertilizer as the retailer have good relationship with customer and better understanding of customers' need and want.

4.4 Promotions and Advertising

4.4.1 Promotions Method

Sales Promotion

The company can use sale promotion as the promotion tool to attract the customers to purchase the organic fertilizers. This includes the promotional discount and offering free gifts to the customers who buy the organic fertilizers. The company implements sales promotion to increase the sales volume and also want to build the customer loyalty. When the sales volume increases, this can generate more profits. At the same time, with the sales promotion, EcOrganic is able to be differentiated from the competitors. The promotion method is to give the opportunity to the customers to try the company's product for free. This is a good method to attract new customers to

try the products before making the first effort to purchase the company's products and service.

Sampling

As the business is newly established, the organic farmers and potential farmers will not be easily switching their existing fertilizers to EcOrganic fertilizers. Therefore, EcOrganic needs to give the sample of organic fertilizers to the organic farmers and potential farmers to use at their plantation and agricultural. Besides, this makes the customers feel confidence to use the EcOrganic fertilizers in future. In the future the customers will buy in bulk for their plantation and agriculture purposes when they have the confidence with the organic fertilizers

4.4.2 Advertising Method

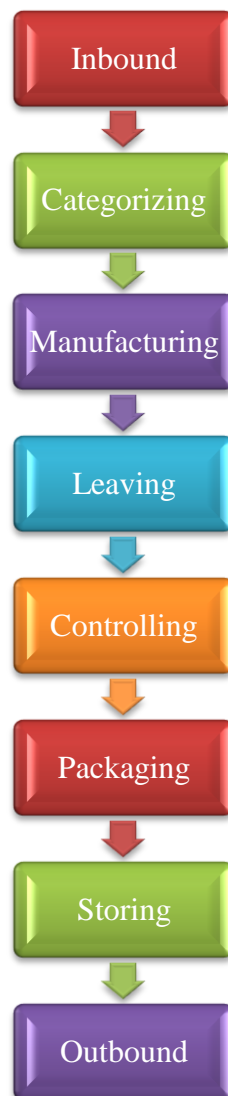
Campaign Awareness

In order to increase the awareness of the organic fertilizers, the company can organize a campaign in rural agricultural areas such as Cameron Highlands to educate the farmers about the benefits and ways of using the company's product and services. Besides, the company invites the organic farmers and potential farmers to the campaign awareness. This type of campaign increases brand and product awareness. Furthermore, the company is able to participate in Agricultural Expos around the country and hold a campaign there as majority of the big farmers are participating these events. Large estate companies like SimeDarby Plantation participates in these large farming events. During these events, the company is able to show demonstration of the organic fertilizers and communicate the benefits to the participants.

5. PRODUCTION PLAN / OPERATION PLAN

5.1 Manufacturing Process

Figure 5.1: Manufacturing Process of Company



5.1.1 Inbound

Food wastes are collected from various restaurants then transport back to factory using lorry. Food wastes will then be placed and gathered at raw material area before categorizing process. The purpose of gathering the food wastes at one area so that it will be more convenient for the workers to move the food waste from one area to another area. This can improve productivity and effectiveness.

5.1.2 Categorizing

Food wastes will be moved from raw material area to the categorizing machine during this process. Food wastes are separated and categorized to remove solid wastes such as bones as it will affect the next process if it is not removed. 3 – 4 workers will be responsible to remove solid wastes from the food waste by hand picking those solid wastes.

5.1.3 Manufacturing

After food wastes are done categorizing, the food wastes will be placed into the machines in manufacturing area. During this process, food wastes are compressed into smaller particles to ease the digestion of bacteria and allow more space for the incoming batch of food wastes. When the bacteria finish digesting the food waste, what was left will drop down into container for fermentation.

5.1.4 Leaving

Containers that are filled with organic fertilizers will be taken to the leave on area for fermentation. During this process, the container must be airtight. Besides, it will be labeled with date so that workers will know when it is ready to be removed out from the container. The organic fertilizers are left for 2 weeks for fermentation. After 2 weeks, the organic fertilizers will be air-dry by spreading it out thinly. When the organic fertilizers are air-dried, it can proceed to the next process.

Controlling

Part of organic fertilizers will be sent to the Quality Control Room and examined to test the organic fertilizers. EcOrganic enforces frequent quality check of organic fertilizer to ensure the organic fertilizers produced are high quality product. Before packing the organic fertilizers into packages, the quality control manager is responsible to inspect the organic fertilizers by its formulation parameters that are electrical conductivity (EC), pH level, nitrogen content, atomic absorption and molecules in organic compounds.

5.1.6 Packaging

The organic fertilizers that approved from Quality Control Department will be moved from Quality Control Room and put into the packaging machine at packaging area to be packaged. During this process, organic fertilizers will be packed into packages according to sizes. Besides, date of packaged will be labeled on the packaging of the organic fertilizers.

5.1.7 Storing

After the packages of organic fertilizers are done packaged, the organic fertilizers will be stored at finished goods warehouse and ready to be delivered. The organic fertilizers will be stored according to date.

5.1.8 Outbound

When customers ordered from EcOrganic, workers will placed the amount of organic fertilizers ordered on the lorry. When the orders are confirmed, the organic fertilizer will be delivered to the customers.

5.2 Availability of Qualified Labor Pool

At the beginning stage of the business, EcOrganic will be hiring Chemical Engineering to work in the Quality Control Area. This is due to none of the top management has the knowledge on how to inspect and control the quality of the organic fertilizer. Moreover, it is important to have profession to work in the company so that the company can provide assurance to the customers.

Besides that, the managers and workers will be responsible for the daily manufacturing operation. Four operational personnel are hired to reduce the workload of the managers. Beginning of the business, the managers will teach the four operational personnel on the process and procedure of the whole business. When the operational personnel are familiar and capable with the manufacturing process, the managers will be responsible on supervising the operational personnel.

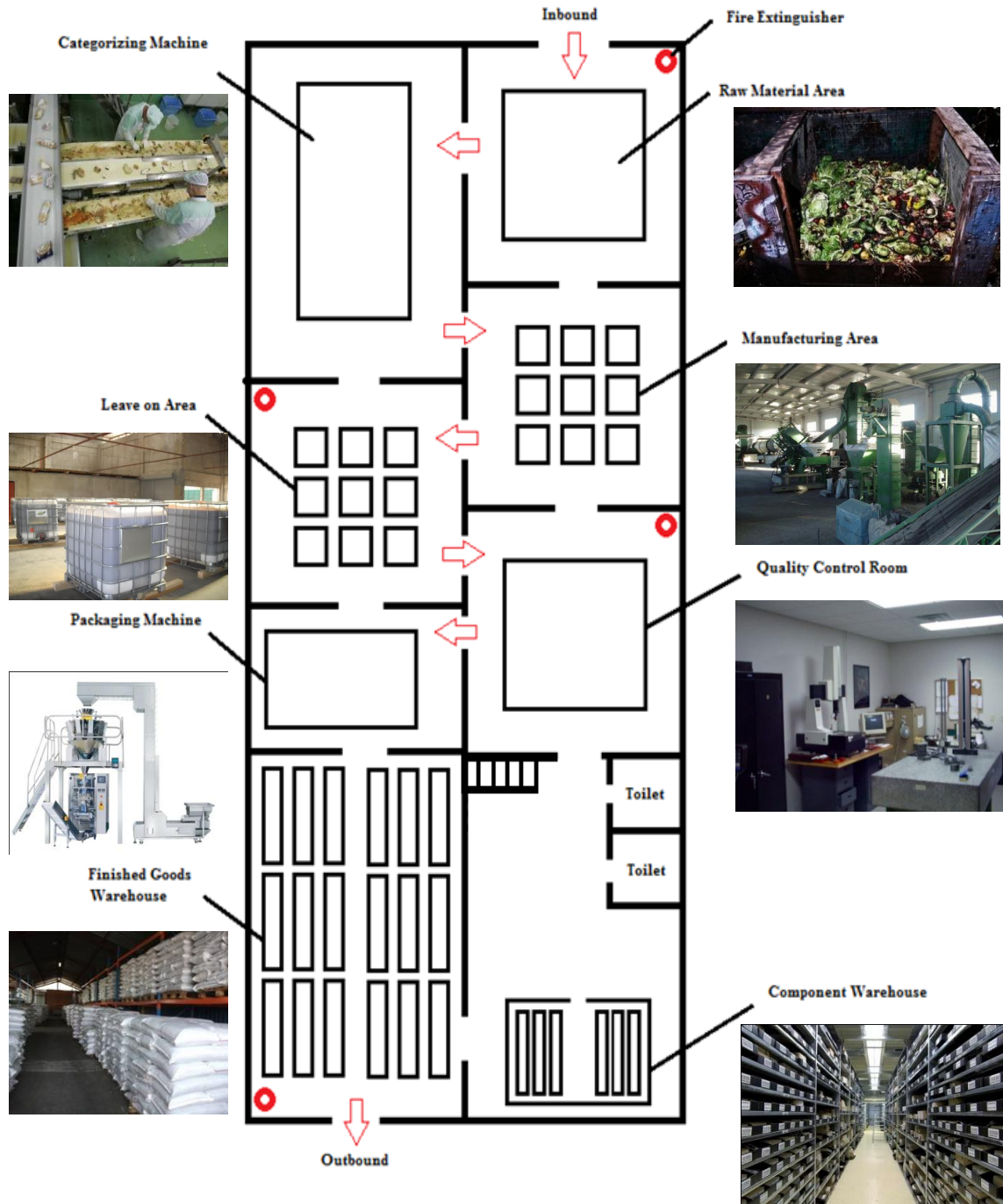
On the other hand, consultants are hired to provide critical decision advice to the top management on the business operation. With the expertise and wide knowledge of

consultants, EcOrganic is able to have quality decision making on budget and sourcing.

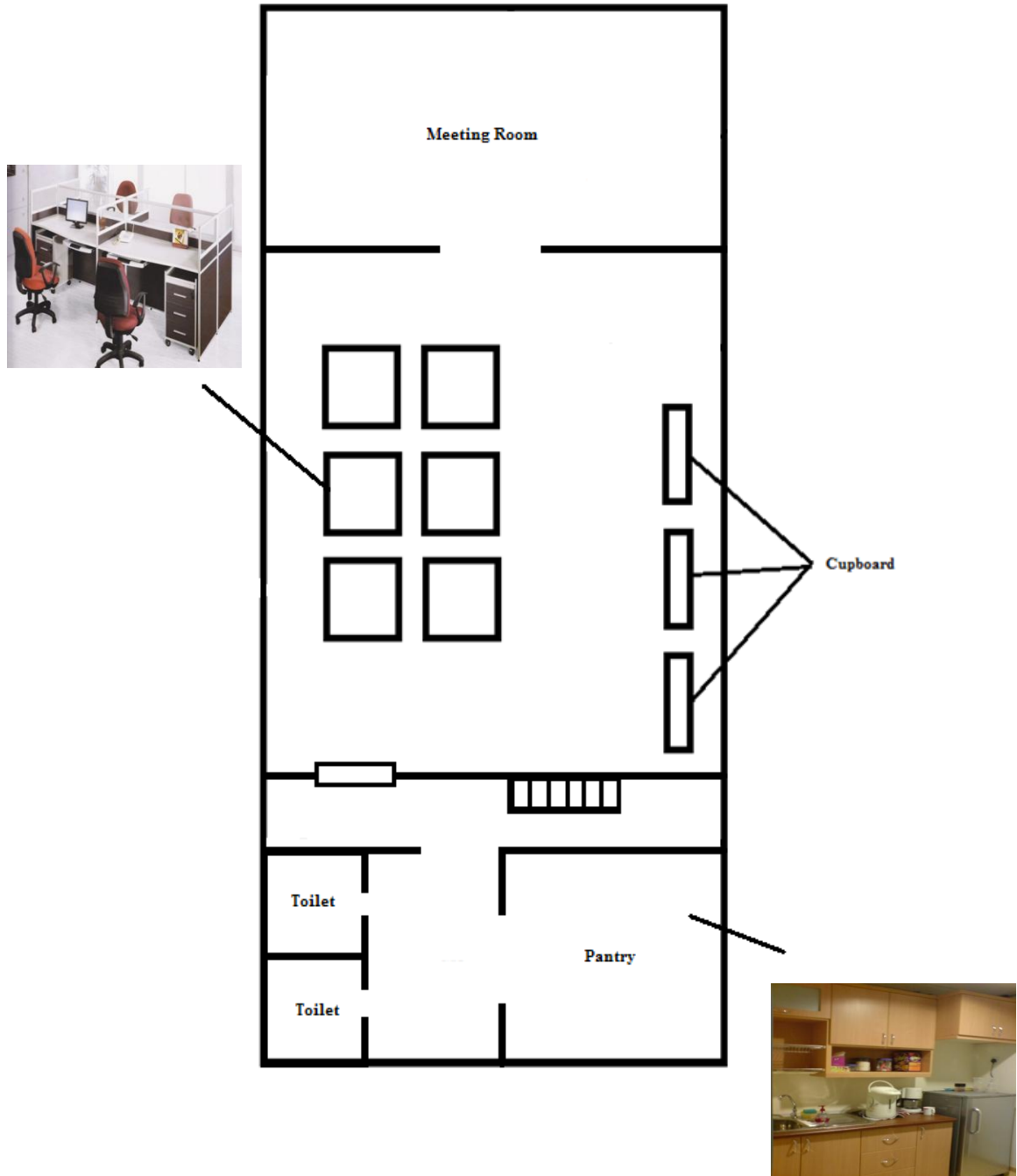
In order for raw material to be transported back to the factory and organic fertilizer to be transported to the buyers or users, two lorry drivers will be hired to ease the flow of the business.

5.3 Physical Plant

5.3.1 Ground Floor



5.3.2 First Floor



5.4 Machineries and Equipments

The machineries and equipments are purchased specially for the production of EcOrganic.

(Refer to Appendix G for the machineries and equipments purchased)

5.5 Names of Suppliers of Raw Material

5.5.1 Food Waste Suppliers

1. MacDonald
2. KFC
3. Dominos
4. Burger King
5. Old Town White Coffee
6. Station One
7. Secret Recipe

These restaurants are located approximately 7KM away from EcOrganic's factory. The reasons why these restaurants are chosen are because Medan Gopeng has more restaurants and it is nearer to the factory. This can reduce the cost of transporting the food waste from the restaurant back to the factory.

5.6 Quality Control

The quality of organic fertilizer is assayed at different points in the manufacturing process. Before manufacture, the food wastes are checked by categorizing and separating to remove the solid waste. This procedure is to ensure that the food wastes collected and used conform to specification. After each manufacturing process, the

organic fertilizers will be examined. The company enforces frequent quality check of organic fertilizer to ensure the organic fertilizers produced are high quality product. Before packing the organic fertilizers into packages, the company will inspect the organic fertilizers by its formulation parameters that are electrical conductivity (EC), pH level, nitrogen content, atomic absorption and molecules in organic compounds. Before the packaging of organic fertilizer is done, a numbers of product testing are tested to make sure the organic fertilizer meet the desired quality.

(Refer to Appendix H for Inspection Form)

5.6.1 Education and Training

Training and development of manufacturing operators are required. This is to ensure constant improvement on the knowledge and skills of material and machinery handling of manufacturing workers. Thus, it is important to provide training and it should not be neglected.

5.7 Customer Support

5.7.1 Company's Website

EcOrganic established a company website to deliver the newest and latest information to the customers. It serves as a medium between the customers and the company. Customers are able to provide feedbacks and complaints on dissatisfaction of the products and services. EcOrganic is able to keep improving by achieving customer satisfaction and understanding the customers.

5.7.2 Consultation Service

EcOrganic provides the customers with professional consultation services. The company hires own consultants in order to provide the ideal answer to customers with enquiries. Besides that, customers' expectation is taken care by EcOrganic with the assists of consultants. For those who have trouble in choosing which organic fertilizer to use, EcOrganic consultants are always ready to help.

5.7.3 After-sales Service: Feedbacks

EcOrganic focuses on the relationship with the customers. In order for EcOrganic to improve its products and services, the managers will be having phone calls with all the customers. By having after-sales service, EcOrganic is able to obtain valuable information on the organic fertilizer. Moreover, organic fertilizers that are defected under certain conditions will be replaced by the company with no charges. This is to improve the trust and relationship of EcOrganic and the customers.

5.7.4 Transportation: Delivery

EcOrganic is providing transportation service such as delivery to ease the inbound and outbound of the organic fertilizer. By having delivery system, it will be easier for EcOrganic to track the organic fertilizer sent out and it will be better for customer in terms of cost and convenience.

5.7.5 Laboratory services: Research and Development/Product Testing

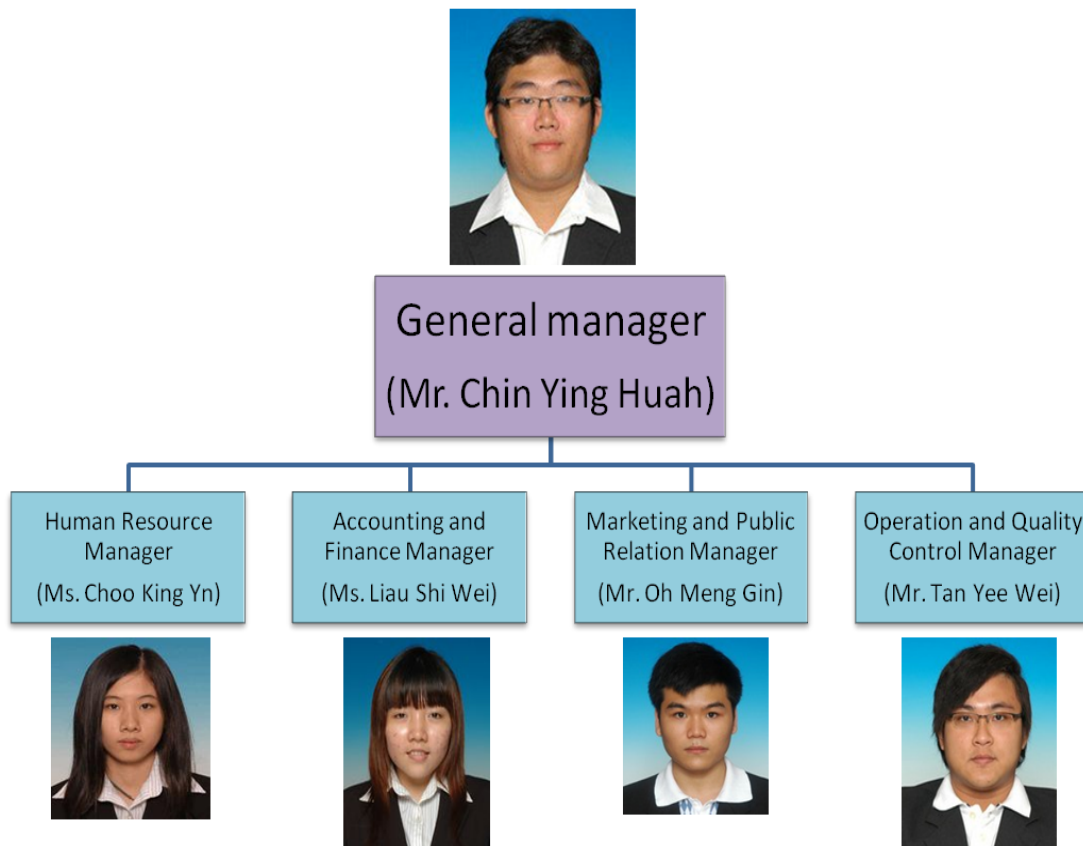
For better improvement of the organic fertilizer, EcOrganic will be collaborating with third party which is the Department of Agriculture Malaysia. With this service, the organic fertilizer will be tested and approved by the Department of Agriculture Malaysia. Besides, service provided by Department of Agriculture Malaysia is free. This can reduce expenses for EcOrganic.

6.0 MANAGEMENT TEAM

6.1 Management Team

The management team of EcOrganic is owned by five members; they are Mr. Chin Ying Huah, Mr. Tan Yee Wei, Mr. Oh Meng Gin, Ms. Choo King Yn and Ms. Liao Shi Wei. Every partner has their own ability, knowledge, skills and experience to be contributed into the different position in the company.

Figure 6.1: Management Team



Source: Developed for the research

6.1.1 General Manager

Mr. Chin Ying Huah will be appointed as the General Managers of EcOrganic. Pursuing Degree in Bachelor of Business Administration (HONS) Entrepreneurship, he also joins a lot of clubs and societies organizing event in order to learn, experience and know more people. Participating in organizing events develop leadership skills in him and make him capable of handling different task. Hence, Mr. Chin also has 3 years working experience working in a new developing company. Mr. Chin is capable and the best candidates for this position to lead EcOrganic into success.

6.1.2 Human Resource Manager

Ms. Choo King Yn, the EcOrganic's human resource manager, who are graduated in Bachelor of Business Administration (HONS) Entrepreneurship. She gains her management experience from the home business when she had semester break. She was a suitable candidate to help in managing the human resources and also has her own skills to communicate well with other employees. During working time, she able to pursue the customers when customers dissatisfaction with the customer service and also able to solve the employees problems.

6.1.3 Accounting and Finance Manager

Ms. Liau Shi Wei holds the position of Finance manager of EcOrganic. She has graduated from University Tunku Abdul Rahman (UTAR) with Bachelor of Business Administration (HONS) Entrepreneurship. She is being chosen to hold the key position in the organization because she has been working as a part-time secretary and as an assistant accountant. She had learned a lot of thing that are related about the inventory management and financial management when she worked. Through her experience, she has a comprehensive knowledge and understanding of financial processes and participates in financial planning and budgeting seminar. In addition, she has achieves excellent result in financial and accounting subjects. With the excellent results in financial and accounting subjects and few years of work experience in accounting related business field, we believe that she is right and eligible person to hold the finance manager position.

6.1.4 Marketing and Public Relation Manager

Mr. Oh Meng Gin is appointed as the marketing manager of EcOrganic. Mr. Oh is graduated as a degree holder in Bachelor of Administration (HONS) Entrepreneurship from Universiti Tunku Abdul Rahman. Mr. Oh is proactive and has very good communication skills therefore he has the ability to maintain and strengthen the relationship with the media and customers.

Mr. Oh is responsible in communicating and promoting the product and services that offered by EcOrganic and build relationship with the media and

customers. His ability and experience enables him to tailor the marketing effort to meet the preference of customers and satisfy them. Besides, Mr. Oh is experienced and knowledgeable in developing innovative marketing programs which enable EcOrganic to create awareness and attractiveness to the public and increase the market share of EcOrganic in the near future.

6.1.5 Operation and Quality Control Manager

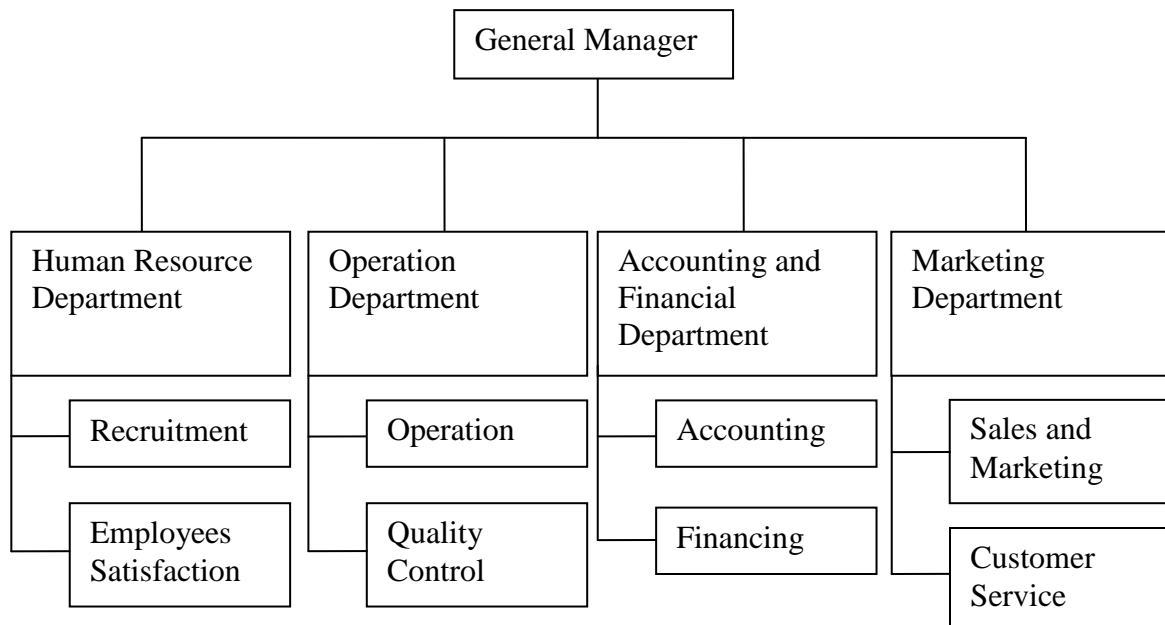
Mr. Tan Yee Wei is designated as the Operation and Quality Control Manager of EcOrganic. Mr. Tan finished his degree course of Bachelor of Administration (Hons) Entrepreneurship in University Tunku Abdul Rahman. Ever since from his secondary school life, he has worked in different company as a part time worker such as Sushi King and Dominos Pizza. Therefore, he has learned the different types of operation and quality control in different company. Thus, he has more experience and more familiar with all the machinery and tools to get work done. Being flexible is one of the capabilities that Mr. Tan possesses. He is well trained to be more effective and efficient at his young age. Through the skills, experiences and knowledge, he helps the company to produce organic fertilizers cost effectively and efficiently which meet the quality expectation in minimum time. EcOrganic believes that Mr. Tan is capable of this position in the company as he is able to handle the daily operation of the business well starting from the manufacturing process and quality control to the delivery of organic fertilizers to the customers.

7. COMPANY STRUCTURE, INTELLECTUAL PROPERTY, AND OWNERSHIP

7.1 Organizational Structure

Organizational structure is the framework whereby the line of authority, communications, rights and duties are arranged and allocated by the organization. Organizational structure determines the roles, power and responsibilities. Besides, information flows between management are controlled and coordinated by the structure as well.

Figure 7.1 Organization Chart



Source: Developed for the research

7.1.1 General Manager

This position contributes greatest influence to the company. The general manager has to set objectives, mission and vision to the company in order to create a clear picture to all of the employees about the company and to achieve the objective. The general manager has to set rules and regulations in the company. The set of rules and regulations is able to provide guidance and give knowledge to the employees on how to behave and perform in the company. The implementation of rules and regulations is able to create an ideal environment to work and ensure all of the employees are performing well hence increases the productivity of the employees.

7.1.2 Human Resource Department

The human resource department is responsible in performing general administrative functions of EcOrganic such as taking care of the employee benefits and communicating with the employees. However, the human resource personnel are required to convey the message of top management to the employees in a well planned manner to enhance morale and productivity.

Besides, human resource personnel are required to recruit the right person and assign the right task to them in order to maximize the productivity. Furthermore, human resource personnel are required to provide necessary training and development opportunities to the employees in order to complete the assigned task effectively and efficiently. Nevertheless, the personnel are required to increase the employee's job and working conditions satisfaction.

7.1.3 Operation Department

The operation department is responsible for three specific activities which is influential to the overall operation of the firm. The activities are operation, quality control, purchase of raw material and distribution. Basically, the operation department plays a vital role in the process of manufacturing the organic fertilizers. It requires not only good coordination to produce the fertilizers to meet the daily requirement but intense focus also required to ensure the fertilizers are produced in good quality. The production not only affect the profit of the company but also influential towards the reputation of EcOrganic.

Besides, the operation personnel are required to examine the quality of every single production in order to avoid any defective batch to be supplied to the market. Meanwhile, the operation department is responsible in the raw material purchase process. The purchasing process includes sourcing the required quality and quantity of raw materials and negotiating with suppliers. It is to ensure every production to be in world-class levels in term of quality.

Furthermore, the personnel are obligated in transporting the raw materials back to the site and distributing the organic fertilizers to the market. The whole process has to be well-planned from the transportation of raw materials until the distribution of organic fertilizers in order to deliver on time and to be highly reliable.

7.1.4 Accounting and Financial Department

The role of financial department is multifunctional but not only simply accounting. The financial department is responsible in the overall financial

operation of the department. The duties assigned include budget oversight, financial reporting, and directing financial activities. Besides, the financial department is required to provide financial advice and support to the colleagues and clients to help them in making sound business decisions. Financial personnel have to understand all aspects of the business to provide adequate advice and support in decision making and contribute to the company growth and profitability.

Financial department makes great contribution in the improvement of business organization and risk management by examining the effectiveness and efficiency of operations, financial reporting, and compliance with laws and regulations. Furthermore, financial department provides management with detail and unbiased understanding of risks and providing advice in hedging the risks.

7.1.5 Marketing Department

The sales and marketing department needs to have good knowledge of the customers in order to satisfy the customers as part of the duty. Satisfying customers is the core activity of marketing. The marketing department has to analyze the current market situation in relation to the organic fertilizers and determine the goals needed to be achieved. Besides, the marketing department has to identify ways to achieve the goals and assign task to the employees to be successful.

Furthermore, marketing department has to convince the customers about the goodness of the organic fertilizers. The marketing personnel have to involve in the preparation of marketing mix to be successful. During the process of marketing, customer relationships will be built up. From the planning through customer satisfaction depends heavily on the creativity and

capability of the marketing personnel in presenting to the customers. Meanwhile, marketing department is providing after sales services such as giving advice and guidance on product usage, handling complaints and so forth.

7.2 Legal Structure

EcOrganic is formed as a partnership company. Before starting the business, EcOrganic registered at Suruhanjaya Syarikat Malaysia (SSM) which is required by Business Act 1956. SSM is an agency which responsible in incorporating business and registering business.

Partnership is a two way or three way of ownership of a business whereby there are mutually agreed upon set of goals, operating principles, and expectations. There are mainly four shareholders in the company. The partners are sharing the business's assets, liabilities, and profits of the company legally.

Table 7.1 Percentage of company shares

Name	Position	Investment/ Capital	Stake (%)	Distributing Income (Estimation)
Chin Ying Huah	General Manager	RM35000	20%	RM1500
Choo King Yn	Human Resource Manager	RM35000	20%	RM1500
Liau Shi Wei	Accounting and Financial Manager	RM35000	20%	RM1500
Oh Meng Gin	Marketing Manager	RM35000	20%	RM1500
Tan Yee Wei	Quality Control Manager	RM35000	20%	RM1500

Source: Developed for the research

According to table 7.2.1, all of the position is given at the same rate which is RM1500 per month. All of the profit and loss will be share equally because the company is formed as a partnership whereby each of the partners contributes the same amount of fund to start the business.

7.3 Intellectual Property

7.3.1 Trade mark

A trade mark is a sign which distinguishes the goods and services of one trader from others. A mark includes words, logos, pictures, names, letters, numbers or a combination of all. Trade mark is used as a marketing tool to ease customers in recognizing the product of a particular trader. EcOrganic

registered for a trade mark in order to prevent any imitation or misuse of company's name and logo.

7.3.2 Patent

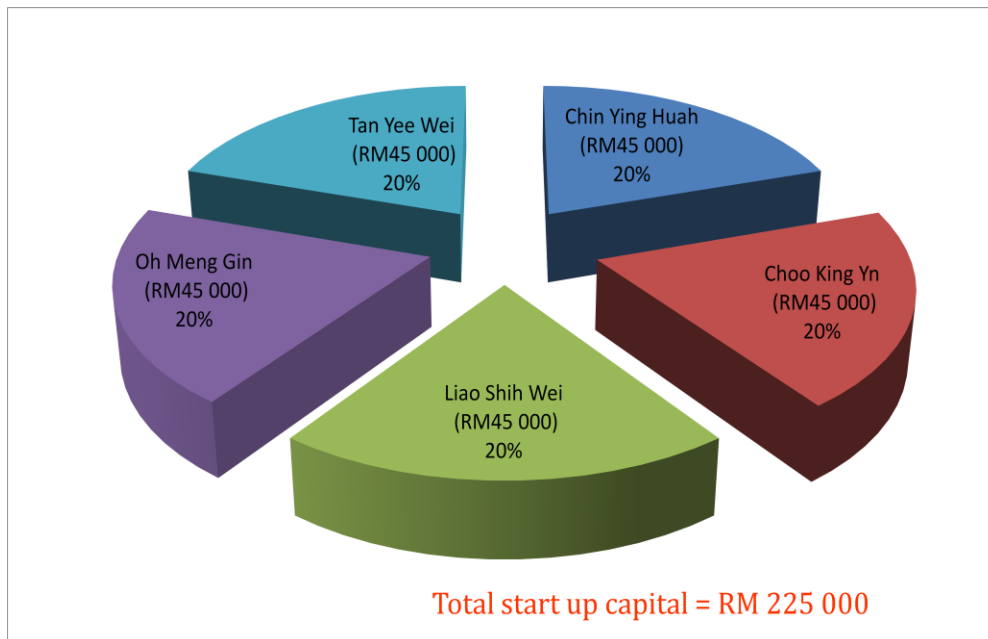
A patent is an exclusive right granted for an invention. It can be a product or a process that represents a new way of doing things or offers solution to a problem. EcOrganic must file a patent application with the intellectual property corporation of Malaysia (MyIPO) in Kuala Lumpur. EcOrganic grants an exclusive right to stop others from imitating, using or selling the product and process of manufacturing the organic fertilizer. However, the patent is protected 20 years from the date of filling and it requires renewal annually (Intellectual Property Corporation of Malaysia, 2012).

8. Financial Report

8.1 Capital requirement for the next 5 years

All of the founder of EcOrganic will be contributing an amount of RM45 000 each to set up this company with the total of RM 225 000. Each shareholder will get the equal share of 20% each.

Figure 8.1: Source of fund



Source: Developed for the research

8.1.1 Starting Cost

Starting cost	RM
Renovation	10 000
Rental Deposit	3000
Business Registration Fees	70
Company Name Registration Fees	1 460
Pattern Registration Fees	1050
Trade Mark Registration Fees	250
Domain Name Registration Fees	80
Utility deposit	300
Total	16 210

8.1.2 Manufacturing Cost

Manufacturing Cost	Price (RM)
Steel container	10 000
Belt Conveyor	8 000
Machine	30 000
Fermentation container	3 000
Electrical Conductivity Meter	300
pH Meter	450
Nitrogen Content analyzer	2 000
Atomic Absorption Spectroscopy	10 000
Packaging Machine	10 000
Total	73 750

8.1.3 Office Equipment cost

Office Equipment	Price (RM)
Tables and Chairs (6 sets)	2 000
Cupboard (3sets)	500
Fridge	600
Cabinet	500
Meeting Table and Chairs	2 000
Air Conditioner	4 000
Print-Fax-Copy-Scan machine	2 000
Computers (6 unit)	18 000
Total	29 600

8.1.4 Miscellaneous Cost

Miscellaneous	Price (RM)
Security System	3 000
Stationery (6 sets)	600
Platform Trolley	180
Office Phone	50
Fire Extinguisher	240
Garbage Lorry	35 600
Lorry	28 000
Total	67 670

8.1.5 Startup Capital Available

Total Start Up cost = Starting Cost	RM187 230
+Manufacturing + Office +	
Miscellaneous	
Total Funding	RM 225 000
Total startup cost	RM 187230
Start Up cash available	RM37 770

8.2 Overview of Financial Projection

Salaries of management team who happen to be shareholders are fixed at RM 1500 per person due to immaturity of company leading to financial instability.

Cost for campaign is included in the sales and marketing expenses.

Salary increment for 10% p.a.

Green awareness campaign is held twice per annum.

Garbage Lorry and the lorry will depreciate 30% p.a. using reducing balance method.

Office Equipment will depreciate 10% p.a. using straight line method.

Machine will be serviced twice a year with each time RM 500.

Utilities expenses to increase 10% p.a.

Company will get advice from consultant regarding nutrient of the fertilizer which cost RM 3000 per year.

Cost of carriage outward to be increase 5% p.a.

Machine will be depreciating 10% p.a. using straight line method.

Carriage inwards is to increase RM 1200 per year.

Company tax is 25% p.a.

Sales for the beginning 5 years are as below:

Sales Forecast	Jan(RM)	Feb(RM)	Mar(RM)	Apr(RM)	May(RM)	Jun(RM)	Jul(RM)
2013	18300	19020	20110	43050	21350	25960	25540
2014	22200	22920	24010	46950	25250	29860	29440
2015	26607	27327	28417	51357	29657	34267	33847
2016	31586.9	32306.9	33396.9	56336.9	34636.9	39246.9	38826.9
2017	37214.2	37934.2	39024.2	61964.2	40264.2	44874.2	44454.2
Sales Forecast	Jun(RM)	Jul(RM)	Aug(RM)	Sep(RM)	Oct(RM)	Nov(RM)	Dec(RM)
2013	25960	25540	48350	26530	28350	33110	50330
2014	29860	29440	52250	30430	32250	37010	54230
2015	34267	33847	56657	34837	36657	41417	58637
2016	39246.9	38826.9	61636.9	39816.9	41636.9	46396.9	63616.9
2017	44874.2	44454.2	67264.2	45444.2	47264.2	52024.2	69244.2

Cost of food waste that is collected estimated to be RM0.05 per kg.

The selling price of the fertilizer is RM1.20 per kg, which is RM 12.00 per 10 kg.

Depreciation is as below:

Lorry	30% per year using Reducing Balance Method
Garbage Lorry	30% per year using Reducing Balance Method
Machine	10% per year using Straight Line Method
Office equipment	10% per year using Straight Line Method

There will be 6 manufacturing workers, 2 drivers and 5 people in management team.

Rental for the factory will be RM 48 000 p.a.

Utilities are estimated to be RM 18 000 p.a.

Insurance to be amount RM3 000 per year and Lorry Insurance RM 2 400 p.a.

Factory rent deposit cost RM4 000.

Road tax estimated to amount RM 3 900 per year

8.3 Pro Forma Income Statement for 5 years

	Year 1	2013	Year 2	2014	Year 3	2015	Year 4	2016	Year 5	2017
	300 000kg		330000kg		363000kg		399300kg		439230kg	
Sales (1.20 per kg)		360,000.00		406,800.00		459,684.00		519,442.90		586,970.50
(-)Cost Of Goods Sold										
Purchase of raw Material	15,000.00		16,500.00		18,150.00		19,965.00		21,961.50	
+Carriage Inward	8,400.00		9,600.00		10,800.00		12,000.00		13,200.00	
(-) Closing Stock	3,000.00	20,400.00	3,300.00	22,800.00	3,800.00	25,150.00	4,200.00	27,765.00	4,800.00	30,361.50
Gross Profit/ Loss		339,600.00		384,000.00		434,534.00		491,677.90		556,609.00
(-) Expenses										
General and Administration Expense	206,078.40		226,399.00	-	248,742.90		273,321.20		300,357.30	
Sales and Marketing Expenses	9,200.00		9,920.00		10,712.00		11,583.20		12,541.50	
Factory Rent (RM 4 000 x 12)	48,000.00		48,000.00		48,000.00		48,000.00		48,000.00	
Utilities	18,000.00		19,800.00		21,780.00		23,958.00		26,353.80	
Consultants Fees	3,000.00		3,000.00		3,000.00		3,000.00		3,000.00	
Carriage Outward	12,000.00		12,600.00		13,230.00		13,891.50		14,586.10	
Machine Depreciation	3,000.00		3,000.00		3,000.00		3,000.00		3,000.00	
Lorry Depreciation	19,080.00		13,356.00		9,349.20		6,544.40		4,581.10	
Maintenance Fees	1,000.00		1,000.00		1,000.00		1,000.00		1,000.00	
Lorry Insurance	2,400.00		2,400.00		2,400.00		2,400.00		2,400.00	
Insurance	3,000.00		3,000.00		3,000.00		3,000.00		3,000.00	
road tax	3,900.00	328,658.40	3,900.00	346,375.00	3,900.00	368,114.10	3,900.00	393,598.30	3,900.00	422,719.80
Net Profit/ Loss before Tax		10,941.60		37,625.00		66,419.90		98,079.60		133,889.20
(+) Depreciation		25,040.00		19,316.00		15,309.20		12,504.40		10,541.10
Taxable Income		35,981.60		56,941.00		81,729.10		110,584.00		144,430.30
(-)Company Tax		8,995.40		14,235.25		20,432.28		27,646.00		36,107.58
(-) Depreciation		25,040.00		19,316.00		15,309.20		12,504.40		10,541.10
Net Profit/ Loss		1,946.20		23,389.75		45,987.63		70,433.60		97,781.63

8.4 Pro Forma Cash Flow Statement

Cash Flow Statement	Year 1 (RM)	Year 2 (RM)	Year 3 (RM)	Year 4 (RM)	Year 5 (RM)
For 5 Years	2013	2014	2015	2016	2017
Cash On Hand	37770.00	67,791.60	118,472.60	193,441.70	296,865.70
Cash receipt	360000.00	406,800.00	459,684.00	519,442.90	586,970.50
Total Cash Available	397,770.00	474,591.60	578,156.60	712,884.60	883,836.20
Cash Paid out					
Purchase or raw mater	15,000.00	16,500.00	18,150.00	19,965.00	21,961.50
Carriage inward	8,400.00	9,600.00	10,800.00	12,000.00	13,200.00
General and Administra	206,078.40	226,399.00	248,742.90	273,321.20	300,357.30
Sales and Marketing Ex	9,200.00	9,920.00	10,712.00	11,583.20	12,541.50
Factory Rent (RM 5 000	48,000.00	48,000.00	48,000.00	48,000.00	48,000.00
Utilities	18,000.00	19,800.00	21,780.00	23,958.00	26,353.80
Consultants Fees	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00
Carriage Outward	12,000.00	12,600.00	13,230.00	13,891.50	14,586.10
Maintenance Fees	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00
Lorry Insurance	2,400.00	2,400.00	2,400.00	2,400.00	2,400.00
Insurance	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00
road tax	3,900.00	3,900.00	3,900.00	3,900.00	3,900.00
Total Cash Paid Out	329,978.40	356,119.00	384,714.90	416,018.90	450,300.20
Cash Position	67,791.60	118,472.60	193,441.70	296,865.70	433,536.00

8.5 Pro Forma Balance Sheet

	Year 1		Year 2		Year 3		Year 4		Year 5	
	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)	(RM)
Fixed Asset	Acc. Dep.		Acc. Dep.		Acc. Dep.		Acc. Dep.		Acc. Dep.	
Machine (RM30000 at Cost)	3000.00	27000.00	6000.00	24000.00	9000.00	21000.00	12000.00	18000.00	15000.00	15000.00
Office Equipment (RM29600 at Cost)	2960.00	26640.00	5920.00	23680.00	8880.00	20720.00	11840.00	17760.00	14800.00	14800.00
Vehicles (RM63600 at Cost)	19080.00	44520.00	13356.00	31164.00	9349.20	21814.80	6544.40	15270.40	4581.10	10689.30
Total Fixed Cost		98160.00		78844.00		63534.80		51030.40		40489.30
Current Asset										
Banks/Cash	55791.60		94472.60		157441.70		248865.70		373536.00	
Closing Stock	3000.00		3300.00		3800.00		4200.00		4800.00	
Debtor	72097.20		81062.20		85086.96		83414.68		74928.69	
Total Current Asset	130888.80		178834.80		246328.66		336480.38		453264.69	
Current Liability										
Tax	5995.00		11235.25		17432.28		24646.00		33107.58	
Total Current Liability	5995.00		11235.25		17432.28		24646.00		33107.58	
Working Capital		124893.80		167599.55		228896.38		311834.38		420157.11
		223053.80		246443.55		292431.18		362864.78		460646.41
Financed by:										
Owners' Equity										
Capital		225000.00		223053.80		246443.55		292431.18		362864.78
Net Profit/Loss		1946.20		23389.75		45987.63		70433.60		97781.63
Total Owners' Equity		223053.80		246443.55		292431.18		362864.78		460646.41

8.6 Pay Back Period and Exit Strategy

Year (T)	Cash Flow	Discount Rate (DR)	(DR+1)^T	Net Present Value Cash flow / (DR+1)^T
0	(RM225000.00)	0.014%	-	(RM225000.00)
1	RM1946.20	0.014%	1.014	RM1919.33)
2	RM23389.75	0.014%	1.0282	RM22748.25
3	RM45987.63	0.014%	1.0426	RM44108.60
4	RM70433.60	0.014%	1.0572	RM66622.78
5	RM97781.63	0.014%	1.072	RM91214.21
			NPV	RM1613.17

Payback Period =

$$4 + (RM91214.21 - RM1613.17) / RM91214.21$$

$$=4.98 \text{ year}$$

8.6.1 Exit Strategy

There are few ways which shareholder can do to exit from our business,

8.6.1.1 Liquidation

As long as every shareholder agrees, EcOrganic can be wind up when the company did not perform as expected and to minimize losses. Assets will be sell off and loan will be pay off while the rest of the cash will be equally divided among shareholder. This due to all partners agrees on that the business had fail or the operation fail.

8.6.1.2 Transfer of Shares

Shareholders have the right to sell of their shares to potential investors to quit the business.

8.7 Financial Ratios Analysis

Ratio	Year 1	Year 2	Year 3	Year 4	Year 5	Description
Liquidity Ratio						
Current Ratio Current Asset / Current Liability	130888.80/ 5995.00 =21:1	178834.8/ 11235.25 =29:1	246328.66/ 17432.28 =14:1	336480.38/ 24646 =13:1	453264.69/ 33107.5 =13:1	This show the ability of EcOrganic to meet the short term debt
Quick Ratio (Current Asset – Inventory) / Current Liabilities	130888.80- 3000/5995.0 =21:1	178834.8- 3300/ 11235.25 =15:1	246328.66- 3800/ 17432.28 =13:1	336480.38- 4200/ 24646 =13:1	453264.69- 4800/ 33107.5 =13:1	This show EcOrganic meet the short term obligation with its most liquid assets.
Inventory Turnover Cost of Goods sold / Inventories	20400/ 3000 =6.8 times	22800/ 3300 =6.9 times	25150/ 3800 =6.6 times	27765/ 4200 =6.6 times	30361.50/ 4800 = 6.3 times	This is the number of times EcOrganic sells its inventory during the year

Ratio	Year 1	Year 2	Year 3	Year 4	Year 5	Description
Activity Ratio						
Total Assets Turnover Sales / Total Asset	360000/ 229048.8 =0.16	406800/ 257678.8 =1.58	458684/ 309863.46 =1.48	419442.9/ 387510.78 =1.08	586970.5/ 493753.99 =1.19	This show EcOrganic efficiency to use its asset in generation sales

Ratio	Year 1	Year 2	Year 3	Year 4	Year 5	Description
Financial Leverage Ratio						
Debt Ratio Total Liabilities / Total Assets	5995/ 130888.8 = 0.05	11235.25/ 178834.8 =0.06	17432.28/ 246328.66 = 0.07	24646/ 336480.38 =0.07	33107.58/ 453264.69 =0.07	This show proportion of EcOrganic's debt over assets
Debt-to-Equity ratio Total Liabilities / Total Equity	5995/ 223053.8 =0.03	11235.25/ 246443.55 =0.05	17432.28/ 292431.18 =0.06	24646/ 361764.78 =0.07	33107.58/ 460646.41 =0.07	This show the proportions of EcOrganic shareholder and debt used to finance company's assets

Ratio	Year 1	Year 2	Year 3	Year 4	Year 5	Description
Profitability Ratio						
Gross Profit Margin Gross Profit / Sales	339600/ 360000 =0.94	384000/ 406800 =0.94	434534/ 459684 =0.94	491677.9/ 519442.9 =0.95	556609/ 586970.5 =0.95	This show the leftover of EcOrganic health after minus with cost of goods sold
Return On Asset Net Income/ Total Asset	1946.2/ 229048.8 =0.0085	23389.75/ 257678.80 =0.091	45987.63/ 309863.46 =0.15	70433.6/ 387510.78 =0.18	97781.63/ 493753.99 =0.198	This show EcOrganic's effectiveness in using its assets to produce earnings.
Return On Investment (Gain from Investment – Cost of Investment) / Cost of Investment	(360000- 349058.4)/ 349058.4 =0.031	(406800- 369175)/ 369175 =0.1	(459684- 393264.1)/ 393264.1 =0.17	(519442.9- 421363.3)/ 421363.3 =0.23	(586970.5- 453081.3)/ 453081.3 =0.296	This show the efficiency of the investment

9.0 Critical Risk Factors

9.1 Management Risks

9.1.1 Lack of Business Skills and Experience

The first and foremost management risk that the company faces is lacking of business skills and experiences in managing the company. Inexperience in handling a management team well is a significant weakness to EcOrganic.

9.1.2 Conflict between Partners

Furthermore, partners may have conflict due to the different opinion in making decision for the business which will slow down the decision progress. Besides, conflict and disagreement between team members will lead to inefficient outcome and difficulty in attaining goals.

9.2 Marketing Risks

9.2.1 Low Brand Recognition

The company might face some obstacles such as the low brand recognition of a new startup business. The customers might not aware about the company's product, thus the business need to implement advertising and promotion

strategies such as provide free campaign to the public to increase awareness and promote the organic fertilizers through advertisement and internet.

9.2.2 Cost of Advertising and Promotion Reduce the Competitiveness

As the competitors of the business already have their existing customers and brand loyalty therefore the competitors are less likely to spend on advertising. However, EcOrganic is a new established firm and it needs to increase the awareness of the market by doing promotion and advertising. This will lead to increment of cost in running the business and thus reduce the competitiveness.

9.2.3 Rivalry among Competitors

Last but not least, rivalry among competitor in agriculture industry will always threaten the business operation as well. With more experience, larger capital, high brand recognition, competitors take an advantages in the agriculture industry. In future, the company might face more potential competitor who carry out the same kind of business.

9.3 Operating Risks

9.3.1 Lack of expertise, knowledge and skills

To be success in a business, the expertise, knowledge and skills are very important to the operation of a business. However, our business is the first pioneer in Malaysia. The required expertise cannot be found in Malaysia. Besides that, lack of knowledge and skills are critical in all business

process phases. This can create weaknesses to our company. Therefore, the company needs to outsource to other countries. Thus, this increases the cost of operation of our company.

9.3.2 Lack of technology

As EcOrganic is the first mover in Malaysia therefore the technology that used to produce the organic fertilizers does not exist. Such technology is very critical to the manufacturing process of organic fertilizers. In order to get the suitable technology to produce the organic fertilizers, the business needs to collaborate with the Research and Development (R&D) companies and Government agency such as Malaysian Agricultural Research and Development Institute (MARDI) to develop the technology.

9.3.3 Equipment and machinery breakdown

Equipment and machinery are one of the important tools in the manufacturing process. The damaged equipment and machinery will delay the process of producing the organic fertilizers. This will create a lot of problem to the company. At the same time, the company will not be able to deliver the organic fertilizers on time to the customers. This incident reduces the customer satisfaction and creates negative word of mouth.

9.4 Financial Risks

9.4.1 Economic Risk

One of the economic risks is caused by inflation. When inflation happens, the world economy faces negative impact and lead to increment of taxation. As the taxes increase, the price of the organic fertilizers will increase. As a result, the purchasing power of the customers will be greatly reduced. In the future, the sales of the organic fertilizers will be reduced. Thus, this scenario generates low profit margin to the company. Besides, interest rate increases when inflation happens. Therefore, it increases the burden of farmers in settling off their debt.

9.4.2 High Start-up Cost

The manufacturing process of EcOrganic which transforms food waste into organic fertilizers creates first mover advantage in Malaysia. However, people in Malaysia are not aware of such technology. In order to create awareness to the customers, EcOrganic needs to advertise about the company and the product to the public. This incurs a lot of capital to create awareness to the public about our organic fertilizers. In the short term, the company faces difficulty in reaching the breakeven point. It requires operating for a longer period to cover the cost.

9.4.3 Decrease in Account Receivable Turnover

In addition, financial risks also include decrease in account receivable turnover. The business may encounter transaction problems when the customers fail to make payment to EcOrganic on time after the organic fertilizers are delivered to them.

9.5 Intellectual Property Infringement

The risk of intellectual property infringement may occur when our business is at positive earning level. At the same time, our business also reduces the global warming and also increases the human healthcare. When EcOrganic operates at a profit level, the competitors are more likely to imitate the business model. Besides that, the competitors may misuse the business concept to make their own profit. This may affect the company's image in the industry.

9.6 Other Risks as Appropriate

9.6.1 Substitute Fertilizers

There are a lot of competitors in the fertilizer industry. The level of competition of organic fertilizer is very high. The chemical fertilizers exist in fertilizer industry long time ago therefore the agricultural and plantation sector are familiar with the usage of chemical fertilizer. Besides, the price of chemical fertilizers is relatively low compare to organic fertilizers. Thus, the

existing users are more likely to use the chemical fertilizers and create negative impacts to EcOrganic's organic fertilizers.

9.6.1 Customer Relationship

The company has to build good relationship with the customers in order to be successful in the industry. EcOrganic has to provide good customer services and expertise guidance to the usage of organic fertilizers instead of only making transaction. However, negative impact will be created towards the reputation and image of the company when customers are dissatisfied with the company's service and the employee's attitudes. Thus, it creates negative impact towards the profitability of the company.

9.7 Contingency Plan

9.7.1 Risk Management

The EcOrganic's management team members are fresh graduates therefore the knowledge and experience of the team members are limited. In order to solve the problems, all of the team members are required to attend the seminars and soft skills programs which are related to the ways to succeed in the business, ways to deal with the customers and ways to communicate among team members. This can improve the relationship among the team members and employees.

9.7.2 Marketing Alternative Plan

The organic fertilizers of EcOrganic are still new to the market. Therefore, the customers do not recognize the company's product and the benefits of organic fertilizers. Therefore, the company must implement a better marketing plan such as advertising and promotion. Advertisement and promotion are able to increase the customer's awareness and target the right customers. This is able to gain more market share.

9.7.3 Operating Recovery Plan

In order to overcome the insufficiency of expertise, knowledge and skills, EcOrganic provides related training to the employees. This is able to increase the employee's credibility and ability in business operations. Risks that are related to the lacking of technology can be solved when the company collaborates with the Research and Development (R&D) Company and Government Agency such as Malaysian Agricultural Research and Development Institute (MARDI) to work on the research. The maintenance of machinery and equipment must conduct more frequently to ensure safe and smooth operation throughout the manufacturing process.

9.7.4 Financial Plan

The accounting and finance department is playing a vital role in minimizing the financial problems. EcOrganic has to clearly understand the activities which incurred high costs. Besides that, the accounting and finance department should keep an eye on the global economy from time to time to prevent the company involving in high risk investments. In addition, the

company must get at least half of the payment from the customers before delivering the organic fertilizers to them to avoid fraud.

9.7.5 Intellectual Property Protection

Trademark can be used to protect the name and image of EcOrganic. This is able to prevent other competitors to imitate the business concept and company's name. If the competitors misuse the company's trademark, the company can take a lawful action towards them.

9.7.6 Other Contingency Plan

To prevent the competitors in gaining the market share from the fertilizer industry, EcOrganic must use the suitable advertisement and promotion to create awareness to the market and gain the market share from the customers. At the same time, EcOrganic is able to prevent global warming and increase the health quality of the public.

The employees are playing a critical role in the company. EcOrganic is required to give relative training to the employees to protect the company name and image. The training must be related to the ways of dealing with customers. The attitude such as politeness is able to gain confidence from the customers towards the company.

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Appendix A: Company's Name Card



EcOrganic



www.ecoganic.com

Oh Meng Gin
Sales and Marketing Manager
+6014 9446308
-
Lot P1 300, Jalan Pulau Business Centre, Simpang Pulai, 31300, Perak.
Text Box

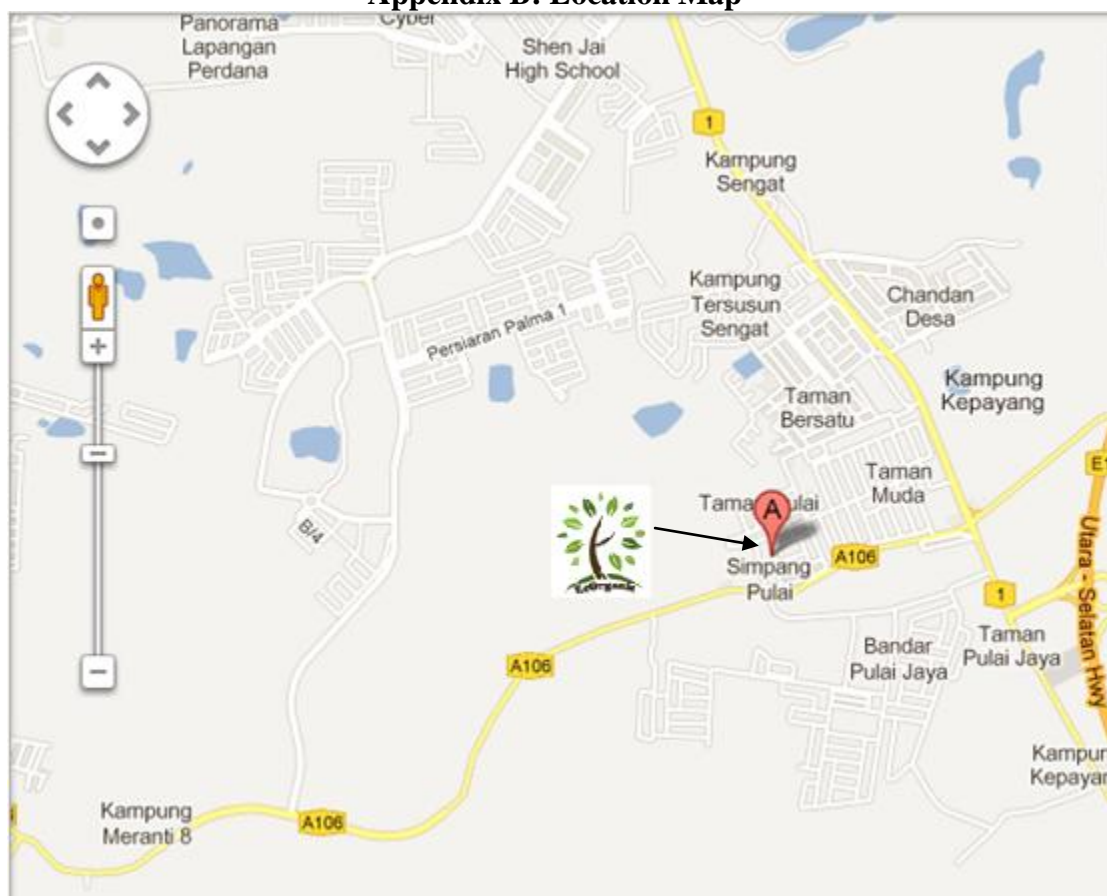
EcOrganic



www.ecoganic.com

Tan Yee Wei
Operating Manager
+6017-2018219
-
Lot P1 300, Jalan Pulau Business Centre, Simpang Pulai, 31300, Perak.
Text Box

Appendix B: Location Map



Address: Lot Pt 300, Jalan Pulau Business Centre, Simpang Pulau, 31300, Perak.

Appendix C: Survey Form**Section A:****Demographic Profile:**

Please provide the appropriate information by placing a tick (√) in the box [] to represent your answer.

Gender:

 Male Female

Ethnicity:

 Malay Indian Chinese Others

Age:

 18 to 25 years old 26 to 33 years old 34 to 41 years old 42 to 49 years old 50 to 57 years old 58 years old and above

Highest Education Level:

 Primary school (UPSR) Secondary school (SRP, PMR, SPM, O-Levels) STPM, A-Levels Diploma/ Advanced Diploma Bachelor Degree Others: _____

Years of Working Experience:

 < 1 year 1-3 year(s) 4-6 years 7-9 years 10-12 years > 12 years

Average Annual Income:

 < RM 25,000 RM 25,000-RM 50,000 RM 50,001-RM 65,000 RM 65,001-RM 80,000 RM 80,001-RM 95,000 > RM 95,000

Section B:**General Opinion:**

Please provide the appropriate information by placing a tick (√) in the box [] to represent your answer.

Have you ever heard about organic fertilizer?

[] Yes [] No

Have you ever tried using organic fertilizer?

[] Yes [] No

Do you support the usage organic fertilizer?

[] Yes [] No

Have you ever heard about company that uses food waste to produce organic fertilizer?

[] Yes [] No

Will you support the company that uses food waste to produce organic fertilizer?

[] Yes [] No

Do you know that organic fertilizer is more environmental friendly than chemical fertilizer?

[] Yes [] No

Will you support organic fertilizer if chemical fertilizer is more harmful?

[] Yes [] No

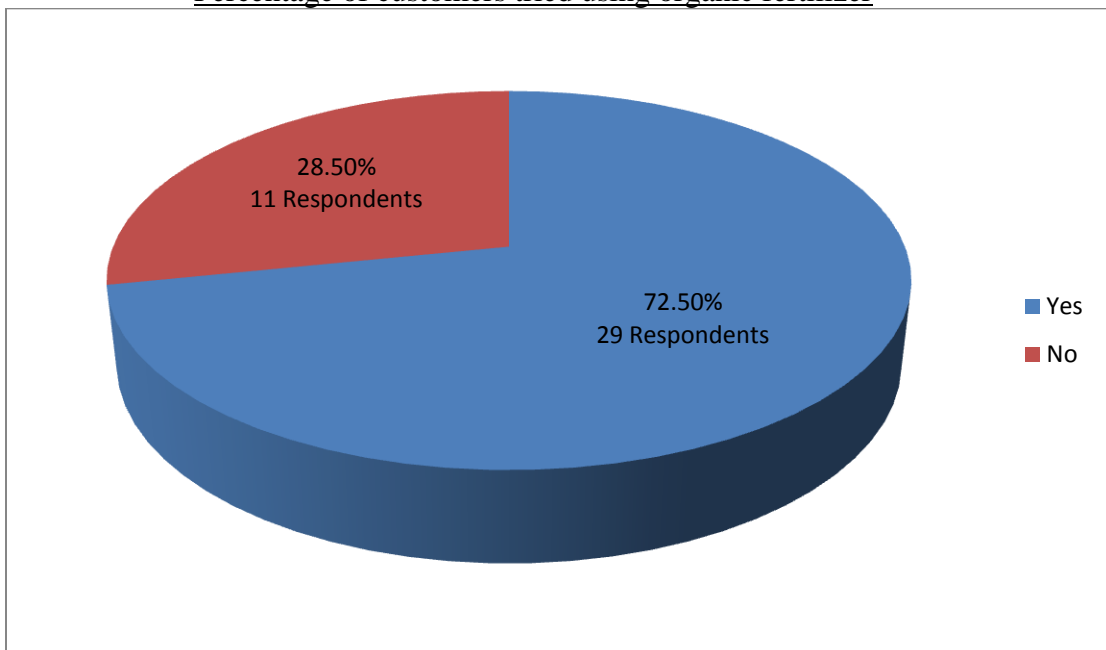
Are you willing to pay more for organic fertilizer?

[] Yes [] No

Given same cost, will you choose organic fertilizer rather than chemical fertilizer?

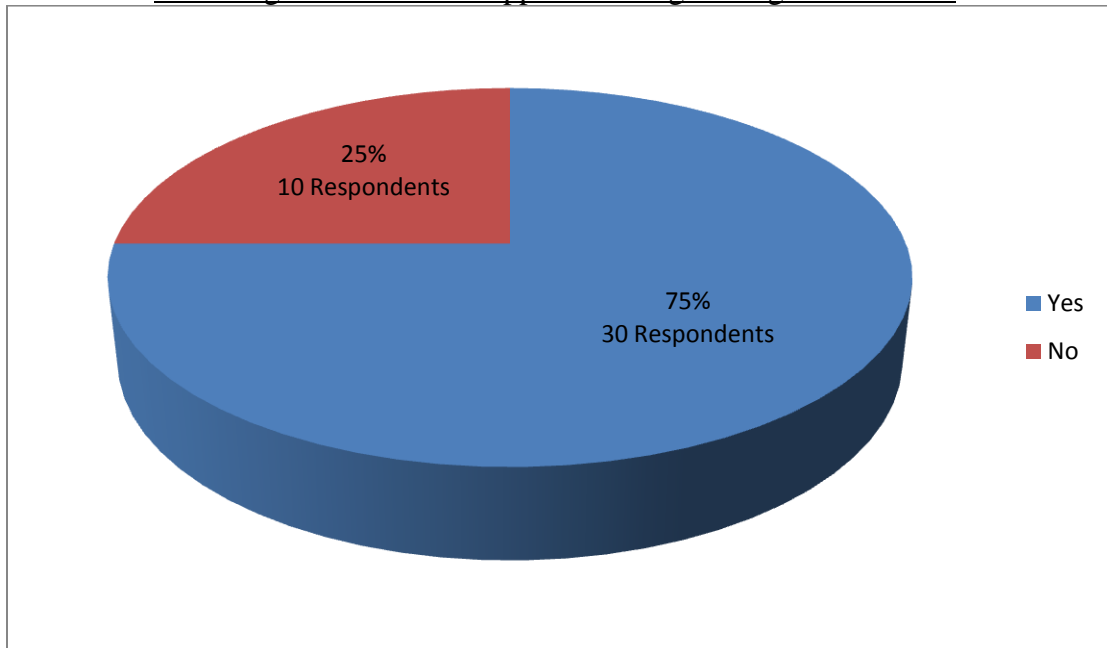
[] Yes [] No

Appendix D: Market Research
Percentage of customers tried using organic fertilizer



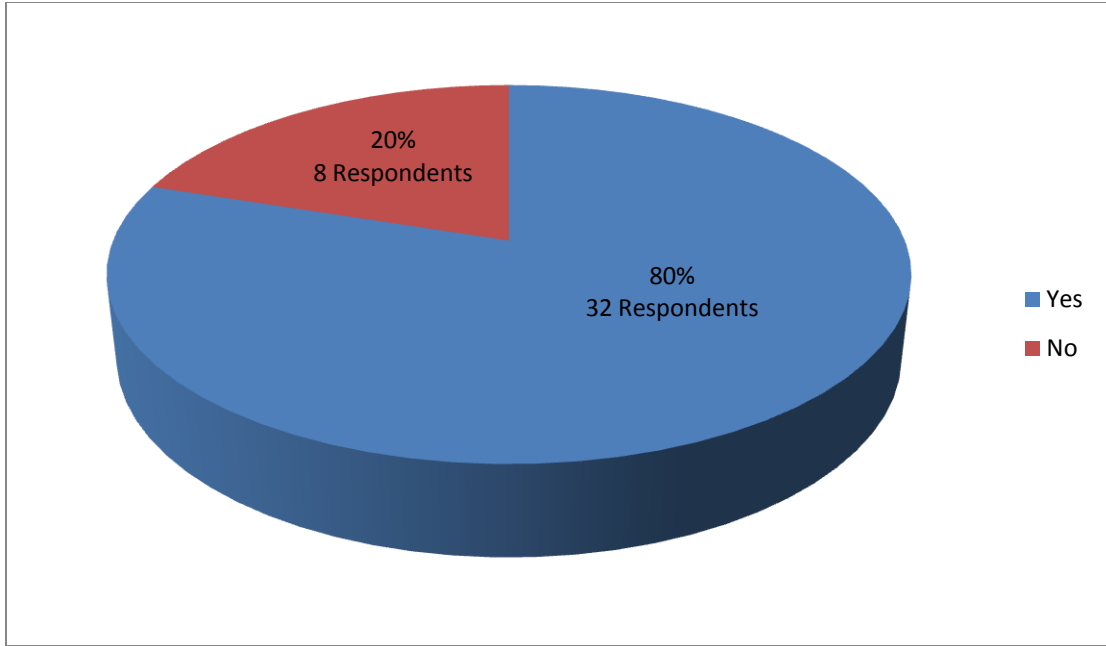
Source: Developed for the research

Percentage of customers support the usage of organic fertilizer



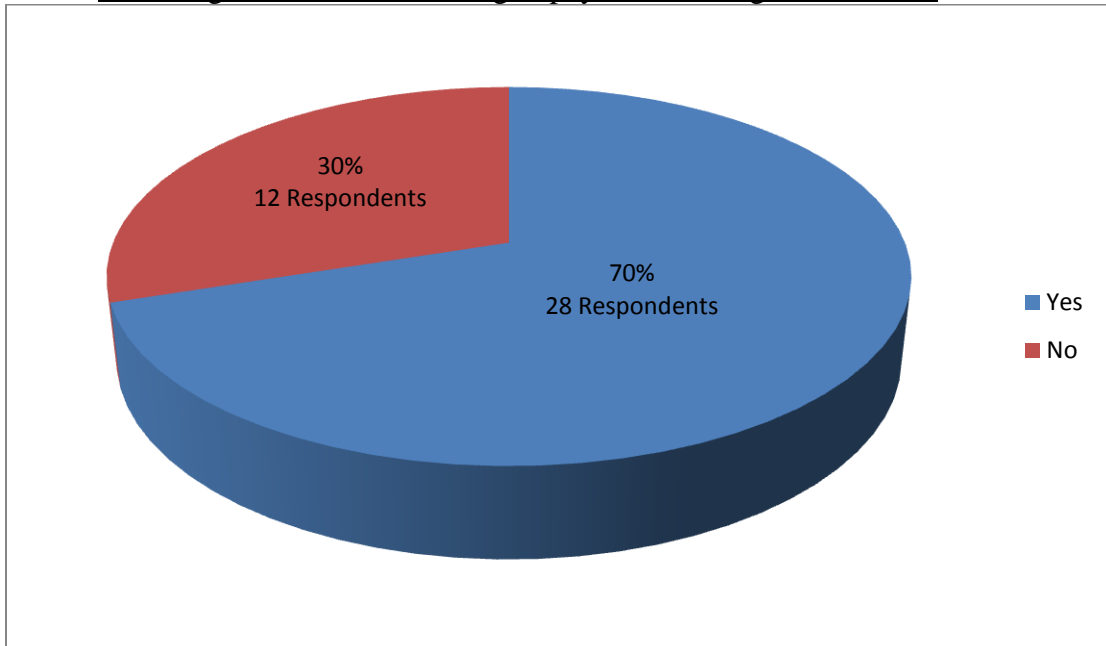
Source: Developed for the research

Percentage of customers will purchase organic fertilizer given same cost







Source: Developed for the research

Percentage of customers willing to pay more for organic fertilizer



Source: Developed for the research

Appendix E: Product Catalogue
Product Catalogue

Product	 <p>BERRYGROWS NATURAL ORGANIC FERTILIZER</p>	 <p>FLOWERGROWS NATURAL ORGANIC FERTILIZER</p>	 <p>TOMATOES AND PEPPERS ORGANIC FERTILIZER</p>	 <p>GRASS NATURAL ORGANIC FERTILIZER</p>
Product Usage	For all kind of berry cultures.	For all flowers, indoor and decorative plants.	A special fertilizer for tomatoes and peppers.	For all kinds of grass.
Product Description	An organic fertilizer with increased content of humic acids. It improves the ability of seedlings and saplings, strengthens the root system and stimulates	An organic fertilizer with increased content of humic acids. It improves the ability of seedlings and saplings, brighten the flower coloring, stimulate the development of	An organic fertilizer which contains a full set of nutritious substances, microelements and growth stimulators, special complexes of	An organic natural biohumus with increased content of humic acid. It improves the acclimating ability of grass seedlings, strengthens the brightness of

	the development of plants. It guarantees an abundant, healthy and tasty berry yields.	plants and contribute to the generation of a powerful root system.	useful natural soil organisms, nitrogen-fixing microorganisms of Azotobacter kind.	grass coloring, stimulates development and contributes to the generation of a powerful root system.
Nitrogen (NH₄+N O₃)	>2.5%	>6.5%	>2.5%	>2.5%
Phosphorus (P₂₀₅)	>12.5%	>5.5%	>2.5%	>2.5%
Potassium (K₂₀)	>9.0%	>9.5%	>9.0%	>9.0%
Calcium (CaO)	>2.0%	>2.0%	>2.0%	>2.0%
Magnesium (MgO)	>0.5%	>0.5%	>0.5%	>0.5%
Ferrum (Fe₂₀₃)	>0.1%	>0.1%	>0.1%	>0.1%
pH	8.0 – 10.0	8.0 – 10.0	8.0 – 10.0	8.0 – 10.0

Appendix F: Company's Website



The image shows a screenshot of the EcOrganic website's home page. The layout includes a green header with the company logo and name, a left sidebar with navigation links, a main content area with a 'Home' heading and a paragraph about chemical fertilizers, and several images illustrating organic processes and products.

EcOrganic
Nature~ Peace ~ Eco-friendly

Home

Do you know that how harmful is the chemical fertilizer to the soil and environment? Many people choose to use it due to the lower cost and the short term result without thinking of the long term harm it will cause to the environment. Our company produce organic fertilizer in order to stop, prevent and reduce the harmfulness of the chemical fertilizer. Support Green Product, Support environment friendly Product, Support EcOrganic.

Navigation Menu:
Home
About Us
Contact Us
Product List
Service List
Project List

Images:
- A pile of black organic fertilizer granules next to green leaves.
- A small green seedling growing in dark soil.
- A large green leafy plant.
- A circular diagram showing the cycle: Food → Waste → Compost → Fertilizer → Nature → Food.

Appendix G: Machineries and Equipments

			
1 unit of 2 nd hand Garbage Truck	RM35,600	1 unit of 2 nd hand Lorry	RM28,000
			
1 unit of Open Top Steel Container	RM10,000	1 unit of Belt Conveyor	RM 8,000



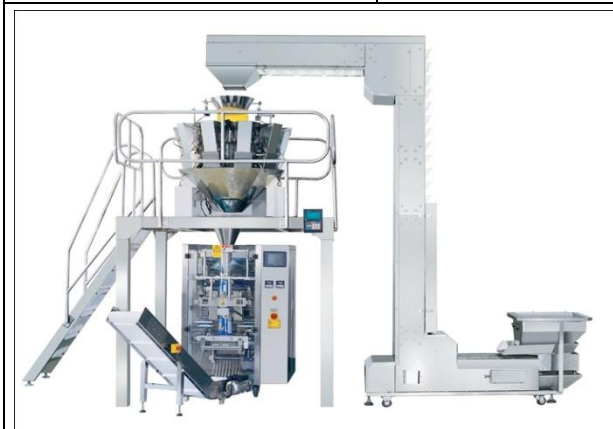
1 unit of Organic Fertilizer Manufacturing Machine

RM30,000



6 units of Fermentation Container

RM3,000



1 unit of Fertilizer Packaging Machine

RM10,000



1 unit of Atomic Absorption Spectroscopy

RM10,000

			
1 unit of Nitrogen Content Analyzer	RM2,000	1 unit of Electrical Conductivity Meter	RM300
			
1 unit of pH Meter	RM450	1 unit of Print-Fax-Copy-Scan Machine	RM2,000

			
1 unit of Air-Conditioner	RM4,000	6 units of Desktop Computer	RM18,000
			
1 unit of Refrigerator	RM600	1 unit of Kitchen Cabinet	RM500

			
6 units of Office Tables and Chairs	RM2,000	1 set of Meeting Table and Chairs	RM2,000
			
1 unit of Office Telephone	RM50	3 units of Document Cupboard	RM500

			
6 sets of Stationery	RM200	4 units of Fire Extinguisher	RM240
			
1 set of Security Alarm System	RM3,000	2 units of Platform Trolley	RM180

Appendix H: Example of Inspection Form

No.	Technical Test	Requirement Met	Positive (+ve)	Negative (-ve)
1	Electrical Conductivity			
2	pH Level			
3	Nitrogen Content			
4	Atomic Absorption			
5	Molecules			

Appendix I: Resume of the Management Team

RÉSUMÉ



PERSONAL DETAILS

Name : Chin Ying Huah
 Gender : Male
 Date of Birth : 10 November 1987
 Age : 24
 Nationality : Malaysian
 Race / Religion : Chinese / Christian
 Address : 46, Jalan Kekabu,
 Taman Paling Jaya,
 43500 Semenyih
 Selangor D.E.
 Contact Numbers : 014-9049430 (Mobile)
 Email Address : catric87@hotmail.com

PERSONAL CHARACTERISTIC

I possess leadership skill and have high sense of responsibility in performing group task and individual task. I can easily make friends with other and communicate well with other. I am very specific about time and can complete task given within the given time. Willing to learn and work out of box to seek knowledge and experience at the same time fulfilling the needs of the working environment and society.

EDUCATION QUALIFICATION

<u>Period</u>	<u>University / School</u>	<u>Qualification Obtained</u>
2010-Present	Universiti Tunku Abdul Rahman (UTAR)	BACHELOR OF BUSINESS

		ADMINISTRATION (HONS) ENTREPRENEURSHIP (EN) Result : CGPA 2.8925 /4.00 (until 3 rd Yr, 1 st Semester)
May 2006 - December 2007	Sekolah Menengah Kebangsaan Tinggi Kajang	Sijil Pelajaran Tinggi Malaysia(STPM) Result : C, B-, D+, C+, F Malaysian University English Test (MUET) Result : Band 3
January 2000 - December 2005	Sekolah Menengah Kebangsaan Engku Husain	Sijil Pelajaran Malaysia (SPM) Result Penilaian Menengah Rendah (PMR)

CORE SUBJECT TAKEN

#	<u>Subject Name</u>
1	ORGANIZATIONAL BEHAVIOUR
2	INTERNATIONAL BUSINESS
3	MANAGEMENT PRINCIPALS
4	BUSINESS FINANCE
5	STRATEGIC MANAGEMENT
6	OPERATIONS MANAGEMENT
7	PRINCIPLES OF MARKETING

LANGUAGES

Spoken : English, Malay, Mandarin, Cantonese, Hakka
Written : English, Malay

COMPUTER SKILL

Microsoft Office Word
Microsoft Office Power Point
Microsoft Excel

INTEREST AND OTHERS***Interest***

Hobbies Traveling, reading, playing basketball, guitar, gaming

Extra Curricular Activities**Period****Participation**

2010:	-Committee of Young Entrepreneur Society - Member of Banking and Finance Society - Member of Career Development Club -Member of Entrepreneurship Society -Member of Music Club -Member of Photographer Society -Member of Wushu Club
2005-2006	-Vice President of St John Ambulance -Member of Interact Club - Class Representative

COURSES/SEMINARS/WORKSHOPS ATTENDED

- How to ride on a bull trend. UTAR 2012- A basis lesson of learning Bull and Bear trend.
- Take Charge, taking responsibility 2011
- Entrepreneurship Talk Series by Tan Sri Dato Sri Lim Wee Chai
- Are You Job Ready
- Business Ethics

EVENT PARTICIPATED

- Chairman of Young Entrepreneurs Society Recruitment Drive
- Helper of Band Night
- Treasurer and Emcee for the Investment Talk

COMPETITION/ INVOLVEMENT

HSBC Business plan challenge 2012

WORKING EXPERIENCE

Work as a sales representative at Wan Pow Plastic before started my degree study. I work for 2 and a half year before stop working in order to continue my study. I work from 2007 until end of 2009.

REFEREE

Name: Mr. Jonathan Oon Kam Hoe
Designation: Lecturer
Address: Faculty of Business and Finance
Department of Business
Universiti Tunku Abdul rahman
Jalan Universiti
Bandar Barat
31900 Kampar
Perak
Tel no: 05-4688888 ext: 4573
E-mail: oonkh@utar.edu.com

RÉSUMÉ



PERSONAL DETAILS

Name : Choo King Yn
Gender : Female
Date of Birth : 21 September 1988
Age : 23
Nationality : Malaysian
Race / Religion : Chinese / Buddhism
Address : 53, Jalan Bukit 2,
Kampung Tersusun,
Bukit Jana,
34600 Kamunting
Perak Darul Ridzuan.
Contact Numbers : 014-9014163 (Mobile)
Email Address : kingyn921@live.com.my

PERSONAL CHARACTERISTIC

I can communicate well with others. Besides, I also have good time management to complete the task within time given. I am willing to learn everything out of my work to gain knowledge. In addition, I will take responsibility regarding all the decision do by myself.

EDUCATION QUALIFICATION

<u>Period</u>	<u>University / School</u>	<u>Qualification Obtained</u>
2009-Present	Universiti Tunku Abdul Rahman (UTAR)	BACHELOR OF BUSINESS ADMINISTRATION (HONS) ENTREPRENEURSHIP (EN) Result : CGPA 2.2464 /4.00 (until 3 rd Yr, 3 rd Semester)
May 2007 - December 2008	Sekolah Menengah Kebangsaan King Edward (VII)	Sijil Pelajaran Tinggi Malaysia(STPM) Result : B+, B-, C-, C Malaysian University English Test (MUET) Result : Band 2
January 2001 - December 2006	Sekolah Menengah Kebangsaan Bukit Jana	Sijil Pelajaran Malaysia (SPM) Result Penilaian Menengah Rendah (PMR)

CORE SUBJECT TAKEN

#	<u>Subject Name</u>
1	ORGANIZATIONAL BEHAVIOUR
2	INTERNATIONAL BUSINESS
3	MANAGEMENT PRINCIPALS
4	BUSINESS FINANCE
5	STRATEGIC MANAGEMENT
6	OPERATIONS MANAGEMENT
7	PRINCIPLES OF MARKETING

LANGUAGES

Spoken : English, Malay, Mandarin
Written : English, Malay, Mandarin

COMPUTER SKILL

Microsoft Office Word
Microsoft Office Power Point
Microsoft Excel

INTEREST AND OTHERS

Interest

Hobbies Reading, Playing Badminton

Extra Curricular Activities

Period

Participation

2010:	-Member of Young Entrepreneur Society - Member of International Friendship Society
2007-2008	-Member of Pandu Puteri -Member of Interact Club - AJK Keceriaan

COURSES/SEMINARS/WORKSHOPS ATTENDED

-Participant of Malaysia Festival of The Mind VI: Free talk-Love Your Brain, Photo Reading & Mind Mapping
-Entrepreneurship & Social Entrepreneurship Talks
- Business Ethics

EVENT PARTICIPATED

- Helper of Chinese Culture Week

COMPETITION/ INVOLVEMENT

HSBC Business plan challenge 2012

WORKING EXPERIENCE

Work as a cashier at The Store Malaysia (Kamunting Branch) before started my degree study. I work for 4 months before stop working in order to continue my study. I work from January 2009 until April 2009.

REFEREE

Name: Mr. Jonathan Oon Kam Hoe
Designation: Lecturer
Address: Faculty of Business and Finance
Department of Business
Universiti Tunku Abdul rahman
Jalan Universiti
Bandar Barat
31900 Kampar
Perak
Tel no: 05-4688888 ext: 4573
E-mail: oonkh@utar.edu.com

RÉSUMÉ**PERSONAL DETAILS**

Name : Tan Yee Wei
Gender : Male
Date of Birth : 1 March 1990
Age : 22
Nationality : Malaysian
Race / Religion : Chinese / Christian
Address : 18, Jalan USJ 12/2A
UEP Subang Jaya
47630 Subang Jaya
Selangor
Contact Numbers : 017-2018219 (Mobile)
Email Address : tan.yeewei@hotmail.com

PERSONAL CHARACTERISTIC

I possess leadership skill and have high sense of responsibility in performing group task and individual task. I can easily make friends with other and communicate well with other. I am very specific about time and can complete task given within the given time. Willing to learn and work out of box to seek knowledge and experience at the same time fulfilling the needs of the working environment and society.

EDUCATION QUALIFICATION

<u>Period</u>	<u>University / School</u>	<u>Qualification Obtained</u>
2010-Present	Universiti Tunku Abdul Rahman (UTAR)	BACHELOR OF BUSINESS ADMINISTRATION (HONS) ENTREPRENEURSHIP (EN) Result : CGPA 2.3335 /4.00 (until 3 rd Yr, 1 st Semester) Malaysian University English Test (MUET) Result : Band 3
Jan 2003 - December 2007	Sekolah Menengah Kebangsaan USJ 12	Sijil Pelajaran Malaysia (SPM) Result Penilaian Menengah Rendah (PMR)

CORE SUBJECT TAKEN

<u>#</u>	<u>Subject Name</u>
1	ORGANIZATIONAL BEHAVIOUR
2	INTERNATIONAL BUSINESS
3	MANAGEMENT PRINCIPALS
4	BUSINESS FINANCE
5	STRATEGIC MANAGEMENT
6	OPERATIONS MANAGEMENT
7	PRINCIPLES OF MARKETING

LANGUAGES

Spoken : English, Malay, Mandarin, Cantonese
Written : English, Malay

COMPUTER SKILL

Microsoft Office Word
Microsoft Office Power Point
Microsoft Excel

INTEREST AND OTHERS

Interest

Hobbies Traveling, reading, badminton, guitar, singing

Extra Curricular Activities

Period

Participation

2010:	-Member of Young Entrepreneur Society -Member of Entrepreneurship Society -Member of Music Club
2006-2007	-Vice Captain for Sport House - Member of Boy Scout - Class Representative

COURSES/SEMINARS/WORKSHOPS ATTENDED

- How to ride on a bull trend. UTAR 2012- A basis lesson of learning Bull and Bear trend.
- Take Charge, taking responsibility 2011
- Entrepreneurship Talk Series by Tan Sri Dato Sri Lim Wee Chai
- Are You Job Ready
- Business Ethics

EVENT PARTICIPATED

- Helper of Young Entrepreneurs Society Recruitment Drive
- Helper of UTAR Karaokay Competition
- Assistant Logistic Manager of Band Night

COMPETITION/ INVOLVEMENT

HSBC Business plan challenge 2012

WORKING EXPERIENCE

Work as a telephone operator at Dominos Pizza, Subang Jaya branch during year 2006.

Work as a sushi chef at Sushi King, Sunway Pyramid during year 2007.

REFEREE

Name: Mr. Jonathan Oon Kam Hoe
Designation: Lecturer
Address: Faculty of Business and Finance
Department of Business
Universiti Tunku Abdul rahman
Jalan Universiti
Bandar Barat
31900 Kampar
Perak
Tel no: 05-4688888 ext: 4573
E-mail: oonkh@utar.edu.com

RÉSUMÉ



PERSONAL DETAILS

Name : Liau Shi Wei
Gender : Female
Date of Birth : 16 November 1990
Age : 22
Nationality : Malaysian
Race / Religion : Chinese / Buddha
Address : 143 A, Taman Padi Emas,
Fasa 3, Jalan Alor Mengkudu,
05400 Alor Setar,
Kedah.
Contact Numbers : 012-5443535 (Mobile)
Email Address : talentino_wei@hotmail.com

PERSONAL CHARACTERISTIC

I am willing to learn and work out of box to seek knowledge and experience. Besides, I able to learn and work independently or team and I can easily make friends with other and communicate well with other. Furthermore, I able to provide- in depth instruction, clear answer to all customers' enquiries with proper way and attitude to gain customer loyalty and establish good relationship with customer.

EDUCATION QUALIFICATION

<u>Period</u>	<u>University / School</u>	<u>Qualification Obtained</u>
2010-Present	Universiti Tunku Abdul Rahman (UTAR)	BACHELOR OF BUSINESS ADMINISTRATION (HONS) ENTREPRENEURSHIP (EN) Result : CGPA 2.4256 /4.00 (until 3 rd Yr, 1 st Semester) Malaysian University English Test (MUET) Result : Band 3
May 2008- May 2010	Kolej Tunku Abdul Rahman	Diploma of Business Administration Result : 2.88 / 4.00
January 2003- December 2007	Sekolah Menengah Kebangsaan Convent, Alor Setar	Sijil Pelajaran Malaysia (SPM) Result Penilaian Menengah Rendah (PMR)

CORE SUBJECT TAKEN

#	<u>Subject Name</u>
1	ORGANIZATIONAL BEHAVIOUR
2	INTERNATIONAL BUSINESS
3	MANAGEMENT PRINCIPALS
4	BUSINESS FINANCE
5	STRATEGIC MANAGEMENT
6	OPERATIONS MANAGEMENT
7	PRINCIPLES OF MARKETING

LANGUAGES

Spoken : English, Malay, Mandarin, Cantonese, Hakka
Written : English, Malay

COMPUTER SKILL

Microsoft Office Word
Microsoft Office Power Point
Microsoft Excel

INTEREST AND OTHERS***Interest***

Hobbies Traveling, reading, swimming

Extra Curricular Activities**Period****Participation**

2010: Member of Chinese Language Society
Member of Traveler's Den Society

2003-2010 Member of Volleyball
Member of Badminton Club
Member of Taekwondo

COURSES/SEMINARS/WORKSHOPS ATTENDED

- Group Oral Interaction in English
- Take Responsibility: Take Charge!
- Business Ethics
- Innovation Marketing: tools from Blue Ocean Strategy
- Reading and Thinking Critically
- Information Literacy Workshop
- The Effective Leader

COMPETITION/ INVOLVEMENT

HSBC Business plan challenge 2012

WORKING EXPERIENCE

Work as a sales representative at Datacart Computer Sdn Bhd before started my degree study. I work for 6 month before stop working in order to continue my study. I work from January 2008 until June 2008.

REFEREE

Name: Mr. Jonathan Oon Kam Hoe
Designation: Lecturer
Address: Faculty of Business and Finance
Department of Business
Universiti Tunku Abdul rahman
Jalan Universiti
Bandar Barat
31900 Kampar
Perak
Tel no: 05-4688888 ext: 4573
E-mail: oonkh@utar.edu.com

RÉSUMÉ



PERSONAL DETAILS

Name : Oh Meng Gin
Gender : Male
Date of Birth : 24 May 1991
Age : 24
Nationality : Malaysian
Race / Religion : Chinese / Buddha
Address : 27, Jalan Batik 9,
Taman Sinfar,
31650, Ipoh,
Perak.
Contact Numbers : 014-9049430 (Mobile)
Email Address : squall-oh@hotmail.com

PERSONAL CHARACTERISTIC

Objective: To gain valuable experience and knowledge from the company and seeking for job to utilize my knowledge that gained from the University in practical.

Profile:

Willing to cope with working challenges
Keep on self-assessment to improve in work
Able to build good relationship with co-worker
Effective, efficient and responsible in working

EDUCATION QUALIFICATION

<u>Period</u>	<u>University / School</u>	<u>Qualification Obtained</u>
2009-Present	Universiti Tunku Abdul Rahman (UTAR)	BACHELOR OF BUSINESS ADMINISTRATION (HONS) ENTREPRENEURSHIP (EN) Result : CGPA 2.499 /4.00 (until 3 rd Yr, 1 st Semester)
Jan 2004 - December 2008	Sekolah Menengah Sam Tet, Ipoh	Sijil Pelajaran Malaysia (SPM) Result Penilaian Menengah Rendah (PMR)

CORE SUBJECT TAKEN

#	<u>Subject Name</u>
1	ORGANIZATIONAL BEHAVIOUR
2	INTERNATIONAL BUSINESS
3	MANAGEMENT PRINCIPALS
4	BUSINESS FINANCE
5	STRATEGIC MANAGEMENT
6	OPERATIONS MANAGEMENT
7	PRINCIPLES OF MARKETING

LANGUAGES

Spoken : English, Malay, Mandarin, Cantonese
Written : English, Malay, Mandarin, Cantonese

COMPUTER SKILL

Microsoft Office Word
Microsoft Office Power Point
Microsoft Excel

INTEREST AND OTHERS***Interest***

Hobbies Traveling, reading, playing basketball, guitar, gaming

Extra Curricular Activities**Period****Participation**

2010: -Member of Entrepreneurship Society, 2010

2004-2008 -Member of Computer Club
 -Member of Interact Club
 -Member of Badminton Club
 -Member of Scout
 -Member of Music Club

COURSES/SEMINARS/WORKSHOPS ATTENDED

-How to ride on a bull trend. UTAR 2012- A basis lesson of learning Bull and Bear trend.
- Take Charge, taking responsibility 2011
- Entrepreneurship Talk Series by Tan Sri Dato Sri Lim Wee Chai
- Are You Job Ready
- Business Ethics

COMPETITION/ INVOLVEMENT

HSBC Business Plan Challenge 2012

WORKING EXPERIENCE

Sales assistance at General Chemical Trading, 2009.

REFEREE

1.) Name: Mr. Jonathan Oon Kam Hoe
Designation: Lecturer
Address: Faculty of Business and Finance
Department of Business
Universiti Tunku Abdul rahman
Jalan Universiti
Bandar Barat
31900 Kampar
Perak
Tel no: 05-4688888 ext: 4573
E-mail: oonkh@utar.edu.com

Appendix J: Financial Data

Details General Expenses

General Expenses	2013	2014	2015	2016	2017
	(RM)	(RM)	(RM)	(RM)	(RM)
Salaries	176400	194040	213444	234788.4	258267.2
EPF (13%)	22932	25225.2	27747.7	30522.5	33574.7
SOCOSO	3794.4	4173.8	4591.2	5050.3	5555.4
Depreciation of Office Equipment	2960	2960	2960	2960	2960
Total General Expenses	206086.4	226399	248742.9	273321.2	300357.3

Details Employees Salary Expenses

Total Workers	Year 2013		Year 2014		
	1 person (RM)	Total (RM)	1 person (RM)	Total (RM)	
Factory Workers (6 people)	800	4800	880	5280	
Drivers (2 People)	1200	2400	1320	2640	
Board of Director (5 people)	1500	7500	1650	8250	
Per Month (RM)		14700		16170	
Per year (RM)		176400		194040	
Year 2015		Year 2016		Year 2017	
1 person (RM)	Total (RM)	1 person (RM)	Total (RM)	1 person (RM)	Total (RM)
968	5808	1064.8	6388.8	1171.3	7027.8
1452	2904	1597.2	3194.4	1756.9	3513.8
1815	9075	1996.5	9981	2196.2	1981
	17787		19564.2		12522.6
	213444		234788.4		258267.2

SOCOSO Expenses

SOCOSO	Total(RM)
16.90 x 6	101.4
25.90 x 2	51.8
32.60 x 5	163
	316.2

Sales and Marketing Expenses in details

Sales and Marketing Expenses	2013	2014	2015	2016	2017
	(RM)	(RM)	(RM)	(RM)	(RM)
Commission (sales x 0.02)	7200	7920	8712	9583.2	10541.5
Campaign	2000	2000	2000	2000	2000
Total Sales and Marketing Expenses	9200	9920	10712	11583.2	12541.5

Road Tax in Details

Road Tax	2013	2014	2015	2016	2017
	(RM)	(RM)	(RM)	(RM)	(RM)
Garbage Lorry	2200	2200	2200	2200	2200
Normal Lorry	1700	1700	1700	1700	1700
Total	3900	3900	3900	3900	3900

Utilities in Details

Utilities	2013	2014	2015	2016	2017
	(RM)	(RM)	(RM)	(RM)	(RM)
Electricity	14000	15400	16940	18634	20497.4
Water	4000	4400	4840	5324	5856.4
Total	18000	19800	21780	23958	26353.8

Total Depreciation in Details

	2013	2014	2015	2016	2017
Total Depreciation	25040	19316	15309.2	12504.4	10541.1
Machine Depreciation	3000	3000	3000	3000	3000
Lorry Depreciation	19080	13356	9349.2	6544.4	4581.1
Depreciation of Office Equipment	2960	2960	2960	2960	2960

Appendix K: Business Form

FORM 13A

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

FORM 13A. Request For Availability Of Name.

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

REQUEST FOR AVAILABILITY OF NAME

Our Ref

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

SECTION A: TO BE COMPLETED BY APPLICANT
IN BLOCK LETTERS

† PROPOSED NAME (MAXIMUM 50
CHARACTERS)

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

REQUEST DATE:.....	<i>Signature of Applicant</i>
-------------------------------	-------------------------------

† If proposed name requires further clarifications, the applicant is required to fill up Section C.

SECTION B: FOR THE REGISTRY'S USE ONLY

<i>SEARCH RESULT</i> AVAILABILITY:.... /..... /..... A-AVAILABLE R-REJECTED S-SUBJECT TO QUERY REMARKS:	DATE PROCESSED:...../...../..... PROCESSED BY: DATE ENTERED:..... /..... /..... ENTERED BY
--	---

SECTION C: TO BE COMPLETED BY APPLICANT

CLARIFICATION

1. Single letters included in the name stand for:
2. If the proposed name is not in Bahasa Malaysia or English, please clarify:
3. If the proposed name contains a proper name, state whether it is the name of a director of the company or the proposed company:
4. If proposed name is similar to that of a related or associated corporation †, state whether written consent has been obtained from the said corporation (please attach consent):
5. If the proposed name is a trade mark, state whether written consent has been obtained from the owner (please attach consent):
6. If the proposed name is to be used for change of name of an existing corporation, state the following:
 Existing name:
 Company:
7. The nature of the business carried on or to be carried on by the company

(Am. P.U.(A) 80 /1993:s.5)

8. Other comments:

(Am. P.U.(A) 80 /1993:s.5)

Notes:

† For definition of "related corporation" and "associated corporation", please see Companies Act 1965, and International Accounting Standards respectively.

Use additional sheets if necessary.

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

FORM 6

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

FORM 6. Declaration Of Compliance.

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

Company No.

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

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

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

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

--	--	--	--

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

- 1
- 2
- 3

6. The authorised capital of the company is RM divided into.....shares of RM each.

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

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

*Strike out whichever is inapplicable.

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

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

FORM 48A

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

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

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

Company No.

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

..... (NAME OF COMPANY)

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

(1) I am not an undischarged bankrupt.

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

- (a) in connection with the promotion, formation or management of a corporation;
- (b) involving fraud or dishonesty punishable on conviction with imprisonment for three months or more, or
- (c) under section 132, 132A or under section 303, within a period of five years preceding the date of this declaration.

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

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

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

(name of proposed corporation) . I attach herewith an office copy of the court order.

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

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

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

Before me

.....

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

* Strike out whichever is inapplicable.

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

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

FORM 9

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

FORM 9. Certificate Of Incorporation Of Private Company.

FORM 9
Companies Act 1965

(Section
16(4))

Company No.

CERTIFICATE OF INCORPORATION OF PRIVATE COMPANY

This is to certify that is, on and from
the19..... incorporated under the
Companies Act 1965, and that the company is * and that the
company is a private company.

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

.....
Registrar of Companies

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

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

FORM 49

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

**FORM 49. Return Giving Particulars In Register Of Directors,
 Managers And Secretaries And Changes Of Particulars.**

FORM 49
Companies Act, 1965
 (Section 141(6))

Company No.

RETURN GIVING PARTICULARS IN REGISTER OF DIRECTORS, MANAGERS AND
 SECRETARIES AND CHANGES OF PARTICULARS
 (NAME OF COMPANY)

DIRECTORS*

<i>Full Name §</i>	<i>National Race †</i>	<i>Date of Birth</i>	<i>Residential Address</i>	<i>Business Occupation (if any)</i>	<i>Particulars of other Directorships £</i>	<i>Nature of Appointment, or Change and Relevant Date #</i>	<i>Identity Card No. / Passport No. ¶</i>

MANAGERS AND SECRETARIES*

<i>Office in Company</i>	<i>Full Name §</i>	<i>Nationality/ Race †</i>	<i>Residential Address</i>	<i>Other Occupation (if any)</i>	<i>Nature of Appointment or change and Relevant Date #</i>	<i>Identity Card No. / Passport No. ¶</i>

Dated this day of 19

 Signature of @Director/@ Secretary

Footnotes to Form 49

*Where a director is also a manager or secretary his particulars are to be given under each of the headings "Directors" and "Managers and Secretaries"

§ Insert full name and any former name of the officer concerned. If the director is of the female gender insert "(f)" against her name. In the case of a person appointed as an alternate to another director insert "alternate to (name of director) " against his name.

† If Malaysia, state whether the officer is a Malay, Chinese, Indian or others.

£ Insert particulars of any other directorship of public companies or companies which are subsidiaries of public companies held by the director, but not particulars of directorships held by a director in a company that is a related corporation of that company. Where a person is a director in one or more subsidiaries of the same holding company, it is sufficient to disclose that the person is the holder of one or more directorships in that group of companies and the group may be described by the name of the holding company with the addition of the word "Group". If no other directorships, state so.

Insert in relation to a new officer "Appointed w. e. f . * or "In place of *name of former officer* ". Insert in relation to a former officer "Died on . Resigned w. e. f . . "Removed on....." or as the case may be "Retired on....."RELEVANT DATE SHOULD BE INSERTED.

If there is a change in the other prescribed particulars, state nature of change and relevant date.

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

@ Strike out whichever is inapplicable.

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

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

TM 5

TM 5

INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA
 TRADE MARKS REGISTRY
 TRADE MARKS ACT 1976
 TRADE MARKS REGULATION 1997
 APPLICATION FOR REGISTRATION OF A MARK
 (Subregulation 18(1))

Applicant's* or Agent's* file

reference:

* Delete whichever not applicable

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

trade mark defensive trade mark
 certification trade mark

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

(Five (5) copies of the Form must be enclosed with the application)

2. Representation of mark:

Note: If the space provided is insufficient, the representation may be made on a separate sheet which must be firmly annexed to this Form. Representation must be clear and fully comply with regulation 34 and the trade mark shall not exceed (10 x 10) cm.

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

If the application is for series of a trade marks under section 24, please specify no. of series in this box:

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

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

.....

.....

.....

.....

4. Class:

5. List of goods or services: *(Goods or services falling within more than one international class must be subject of separate applications. Continue on a separate sheet if necessary.)*

.....

.....

.....

.....

.....

.....

6. Full name and address of applicant:

Name :

.....

Address :

.....

.....

.....

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

If the applicant is a partnership, the full names of all the partners must be stated.

<p><i>If the applicant resides abroad, an address for service in Malaysia must be provided (Column 7).</i></p>
<p>7. Full name and address of agent (if any):</p> <p>Name :</p> <p>Address :</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p><i>If this is the address for service, Form TM 1 must be filed with this Form.</i></p>
<p>8. Agent's Registration No. (If known):</p>
<p>10. International Convention priority claim: <i>If priority date is claimed under International Convention or a bilateral arrangement, please give details below and attach the relevant documents.</i></p> <p>Convention country in which the trade mark first filed:</p> <p>.....</p> <p>Date: No. (if any):</p> <p>.....</p>
<p>11. Date of first use of the mark in Malaysia (if any):</p>
<p>12. Declaration: <i>I/We claim to be the bona fide proprietor of the mark whose registration is applied for and, where the mark has not been used in Malaysia, that the application is made in good faith and that I/We am/are entitled to be registered as the proprietor.</i></p> <p><i>An agent signing this Form on behalf of the applicant must satisfy himself as to the truth of the declaration.</i></p> <p>Signature:</p> <p>Name of signatory (in block letter):</p> <p>Telephone No.: Valid E-mail:</p> <p>Date:</p> <p><i>If the applicant is a partnership, the full names of all the partners must be stated.</i></p>

Borang A

BORANG A	
KAEDAH-KAEDAH PENDAFTARAN PERNIAGAAN 1957 (KAEDAH 3) PENDAFTARAN PERNIAGAAN	
(* Luangan yang wajib)	
NO. KELULUSAN NAMA	<input type="text"/>
Saya/Kami orang yang bertanggungjawab menyerahkan untuk pendaftaran butiran-butiran berikut berhubung perniagaan yang tersebut di bawah ini.	
MAKLUMAT PERNIAGAAN (* Luangan yang wajib)	
1. NAMA PERNIAGAAN	<input type="text"/>
2. TARIKH PEMULAAN PERNIAGAAN	<input type="text"/> (hh/bb/mtt)
3. PERJANJIAN PERKONGSIAN	<input type="checkbox"/> ADA (lampirkan salinan perjanjian) TARIKH <input type="text"/> (hh/bb/mtt) <input type="checkbox"/> TIADA
4. ALAMAT TEMPAT UTAMA PERNIAGAAN	<input type="text"/>
	<input type="text"/>
	<input type="text"/>
	BANDAR <input type="text"/>
	POSKOD <input type="text"/>
	NEGERI <input type="text"/>
5. TELEFON	<input type="text"/>
	FAKS <input type="text"/>
6. E-MAIL	<input type="text"/>
7. ALAMAT SURAT MENYURAT (jika berlainan daripada di atas)	<input type="text"/>
	<input type="text"/>
	<input type="text"/>
	BANDAR <input type="text"/>
	POSKOD <input type="text"/>
	NEGERI <input type="text"/>

BORANG A
KAEDAH-KAEDAH PENDAFTARAN PERNIAGAAN 1957
(KAEDAH 3)
PENDAFTARAN PERNIAGAAN

MAKLUMAT CAWANGAN (*Ruang yang najbi)

BIL.	ALAMAT CAWANGAN	BANDAR	POSKOD	NEGERI
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

BORANG A	
KAEDAH-KAEDAH PENDAFTARAN PERNIAGAAN 1957 (KAEDAH 3) PENDAFTARAN PERNIAGAAN	
MAKLUMAT PEMILIK (* Ruang yang wajib)	
1.* NAMA PEMILIK	<input type="text"/>
2.* TARikh LAHIR	<input type="text"/>
3.* KERAKYATAN	<input type="checkbox"/> MALAYSIA <input type="checkbox"/> PENDUDUK TETAP <i>(nyatakan negara asal)</i> <input type="text"/>
4.* NO. PENGENALAN PERIBADI	5.* WARNA
KAD PENGENALAN (AMA)	<input type="text"/>
MYKAD	<input type="checkbox"/> BIRU
<small>(No. 810724-02-5681)</small>	<input type="checkbox"/> MERAH
MYPE	<input type="checkbox"/> LAIN LAIN
<small>(No. 810724-02-5681)</small>	<input type="text"/>
PASPORT	
POJUS	
TENTERA	
6.* JANTINA	<input type="checkbox"/> LELAKI <input type="checkbox"/> PEREMPUAN
7.* BANGSA	<input type="checkbox"/> MELAYU <input type="checkbox"/> BUMIPUTERA SABAH <input type="checkbox"/> BUMIPUTERA SARAWAK <input type="checkbox"/> CINA <input type="checkbox"/> I. KADAZAN <input type="checkbox"/> I. BIKATUH <input type="checkbox"/> INDIA <input type="checkbox"/> I. IBAN <input type="checkbox"/> II. BAJAU <input type="checkbox"/> LAIN LAIN <i>(jika nyatakan)</i> <input type="checkbox"/> II. DUSUN <input type="checkbox"/> II. MELANAU
8.* ALAMAT KEDIAMAN	<input type="text"/>
9.* BANDAR	<input type="text"/>
10.* POSKOD	<input type="text"/>
11.* NEGERI	<input type="text"/>
12. TELEFON	<input type="text"/> FAKS <input type="text"/>
13. E-MAIL	<input type="text"/>
14.* PEMILIKAN	<input type="checkbox"/> PEMILIKAN TUNGGAL <input type="checkbox"/> PERKONGSIAN TANDATANGAN PEMILIK

BORANG A		
KAEDAH-KAEDAH PENDAFTARAN PERNIAGAAN 1957		
(KAEDAH 3)		
PENDAFTARAN PERNIAGAAN		
MAKLUMAT JENIS PERNIAGAAN (* Sila isi sekurang-kurangnya satu)		
NO.	KOD JENIS PERNIAGAAN	PERIHAL
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
PENGESAHAN OLEH PEMILIK TUNGGAL/ RAKAN KONGSI (* Ruang yang wajib)		
<p>Saya/Kami yang bertandatangan di bawah ini mengesahkan ketepatan semua kenyataan yang dibuat dalam borang ini dan mengaku bahawa saya/kami adalah pemilik/rakan kongsi bagi perniagaan yang bernama</p>		
NAMA	NO. KAD PENGENALAN DAN WARNA	TANDATANGAN/KAP IBU JARI KANAN
Berserah _____	haribulan _____	

NAMA PENJAJAR (KURUP BESAR)
 EMPLOYER NAME (CAPTION LETTER)

(C) MAKLUMAT PERNIAGAAN / BUSINESS DETAILS

ALAMAT PERNIAGAAN BUSINESS ADDRESS	<input type="text"/>	
POSKOD POSTCODE	NEGERI STATE	<input type="text"/>
ALAMAT BERDAPAT (BERKAITAN BERBEZA DENGAN PERNIAGAAN) ADDRESS ADDRESS	<input type="text"/>	
POSKOD POSTCODE	NEGERI STATE	<input type="text"/>
ALAMAT SURAT MENYURAT ADDRESS ADDRESS	<input type="text"/>	
POSKOD POSTCODE	NEGERI STATE	<input type="text"/>
NAMA PESAWAN NAME OF OFFICE	<input type="text"/>	
JAWATAN JOB/TITLE	<input type="text"/>	
NO. TELEFON 1 TELEPHONE 1	NO. TELEFON 2 TELEPHONE 2	<input type="text"/>
NO. TELEFON BUKIT MOBILE NO.	NO. FAKS/FAX FAX NO.	<input type="text"/>

(D) MAKLUMAT POKOK / POKOKAN SYARAT / RAKAM KONGSI/POKOKAN JAWATAN UTAMA / BUSINESS DETAILS

NAMA NAME	<input type="text"/>	
JAWATAN DESIGNATION	<input type="text"/>	
NO. K/PASPORT PASSPORT NO.	NO. AHLI KWSP KWSP MEMBER ID	<input type="text"/>
WARDENEGARA CITIZENSHIP	<input type="text"/>	
TARIKH LANTIKAN DATE OF APPOINTMENT	<input type="text"/>	

(E) NAMA DAN ALAMAT TEMPAT PERNIAGAAN LAIN ATAU CARAWANJ / OTHER BUSINESS DETAILS

NAMA NAME	ALAMAT ADDRESS
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

NOTA : JIKA RUANGAN TIDAK MENCUKUP, SILA BERTAGAS LAMPIRAN BERBANYAK PERSEKUTUAN INI.
 NOTE : IF SPACE IS INSUFFICIENT, PLEASE ATTACH MORE COPIES OF THIS FORM.



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

BORANG INI HENDAKLAH DILENGKAPKAN DENGAN MENGGUNAKAN PEN DERMAT HITAM DAN DITULIS MENGGUNAKAN HURUF BESAR. PANDUAN MENGISI BORANG INI ADALAH MERUJUK KEPADA BAGIAN-BAGIAN UTAMA DI DALAM BORANG PERMOHONAN.

(A) JENIS PENDAFTARAN MAJIKAN

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

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

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

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

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

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

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

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

- Sila lengkap Bahagian (D) dengan maklumat Penilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama
Nama - Isikan nama Penilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama
Jawatan - Isikan jawatan Penilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama
Nombor KP/Pasport - Isikan no. KP/Pasport Penilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama
Nombor Akaun KWSP - Isikan no. akaun KWSP Penilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama
warganegara - Isikan warganegara Penilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama
Tarikh Lantikan - Isikan tarikh lantikan Penilik / Pengarah Syarikat / Rakan kongsi / Pemegang jawatan utama

(E) NAMA DAN ALAMAT TEMPAT PERNIAGAAN LAIN ATAU CAWANGAN

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

(F) MAKLUMAT MAJIKAN ORANG GAJI DOMESTIK

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

(G) MAKLUMAT ORANG GAJI DOMESTIK

- Sila lengkapkan bahagian G dengan maklumat Orang Gaji Domestik seperti Nama, No. KP atau pasport dan bingkangan Orang Gaji Domestik

(H) PENGEBAHAN MAJIKAN

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

Sila hubungi 01-2222-0000 untuk maklumat perkhidmatan berkaitan pendaftaran ini.

SENARAI SEMAKAN DOKUMEN SOKONGAN BAGI PERMOHONAN PENDAFTARAN MAJIKAN

SEMULA SALINAN DOKUMEN SOKONGAN HENDAKLAH DIBUAT DI DALAM SAIZ A4 DAN PARTIANYA DOKUMEN-DOKUMEN YANG DIBERITAKAN BERSAMA-SAMA DENGAN BORANG PERMOHONAN DIKIRJIKAN DAN TIDAK MENGGUNAKAN DAWAI KOKOT (STAPLER).

1.0 DOKUMEN SOKONGAN PERMOHONAN PENDAQTAHAN MAJIKAN

- 1.1 Salinan Kad Pengenalan Diri / Polis / Tertara / Pasport. Salinan Kad Pengenalan PERLU dibuat di kedua-dua bahagian (depan & belakang) di atas sekeping kertas saiz A4
- 1.2 Salinan dokumen-dokumen sokongan yang dikemukakan PERLU dibuat di atas sekeping kertas saiz A4
- 1.3 Bagi Permohonan Pendaftaran majikan Asas:
 - 1.3.1. Borang KWSP 1
 - 1.3.2. Satu (1) salinan kad pengenalan Pengarah/Ketua Jabatan
- 1.4. Bagi permohonan Pendaftaran Majikan Swasta/Syarikat Sdn Bhd ATAU Berhad
 - 1.4.1. Borang KWSP 1 (mesti ditandatangani oleh salah seorang Pengarah/Syarikat)
 - 1.4.2. Satu (1) salinan kad pengenalan orang yang menandatangani borang KWSP 1
 - 1.4.3. Salinan Borang 49 dan Borang 9 Pendaftaran Syarikat
 - 1.4.4. Sila sertakan CEK atau BANK DRAF atas nama KWSP untuk bayaran caruman pertama (jika terdapat bulan-bulan yang tertunggak, sila jelaskan bayaran sehingga bulan yang terkini bagi majikan yang mengamalkan pekerja lebih awal dari tarikh pendaftaran dengan KWSP).
- 1.5. Bagi permohonan Syarikat Perkongatan ATAU Pemilik Tunggal
 - 1.5.1. Borang KWSP 1 (mesti ditandatangani oleh salah seorang pemilik atau rakan kongsi)
 - 1.5.2. Satu (1) salinan kad pengenalan orang yang menandatangani Borang KWSP 1
 - 1.5.3. Salinan borang pendaftaran Syarikat (Borang D dan Borang A)
 - 1.5.4. Sila sertakan CEK atau BANK DRAF atas nama KWSP untuk bayaran caruman pertama (jika terdapat bulan-bulan tertunggak, sila jelaskan bayaran sehingga bulan yang terkini bagi majikan yang mengamalkan pekerja lebih awal dari tarikh pendaftaran dengan KWSP)
- 1.6. Bagi permohonan Pendaftaran Badan Profesional/Pertubuhan/Peratuan/Koperasi dan lain-lain
 - 1.6.1. Borang KWSP 1 (mesti ditandatangani oleh salah seorang pemilik)
 - 1.6.2. Satu (1) salinan kad pengenalan orang yang menandatangani Borang KWSP 1
 - 1.6.3. Salinan Sijil Pendaftaran Badan Profesional/Pertubuhan/Peratuan/Koperasi dan lain-lain
 - 1.6.4. Senarai keanggotaan Jawatankuasa Badan Profesional/Pertubuhan/Peratuan/Koperasi dan lain-lain

- 1.7. Bagi permohonan majikan orang gaji domestik:
 - 1.7.1. Borang KWSP 1
 - 1.7.2. Borang KWSP 16 (2 salinan)
 - 1.7.3. Satu (1) salinan kad pengenalan majikan
 - 1.7.4. Satu (1) salinan kad pengenalan pekerja domestik/tempatan

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

- 2.1 Setiap borang permohonan hendaklah ditulis menggunakan pen berdekat hitam dengan tarung dan jelas dalam HURUF BESAR.
- 2.2 Semakan borang di kaunter KWSP, hendaklah di guna pena atau dokumen sah beserta salinan dokumen bagi tujuan pengesahan oleh Pegawai KWSP (jika belum dibuat pengesahan dokumen)
- 2.3 Sila pastikan semua salinan dokumen di atas telah ditandakan oleh pegawai yang dibenarkan oleh KWSP lengkap dengan nama, jawatan dan cap rasmi pengesah kecuali bagi salinan dokumen-dokumen yang telah diletakkan KWSP sebagai pegawai pengesahnya.

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