Guideline for Business Plan

1. **EXECUTIVE SUMMARY** (not more than 1 page)

2. **COMPANY PROFILE**
   a) Name of Company
   b) Date of Incorporation
   c) Date of Operation
   d) Company Registration Number
   e) Company address, Tel & Fax
      (i) Correspondence
      (ii) Factory
   f) Homepage of company
   g) Contact Person (Name, Designation, Tel, Email)
   h) Capital Structure
      (i) Authorised Capital
      (ii) Paid up Capital
   i) Company Ownership
      (i) Structure of Shareholding & Shareholder Details

		Name	No. of Shares	%
Malaysian	Bumiputera			
	Non Bumiputera			
Foreign (Specify Country)				
TOTAL				

Notes: If the shareholder is a company please provide details of shareholders and directors

(ii) Board of Directors

Name	Nationality	Address	Date of Appointment

   j) Brief History/ Background of Company
   k) Objectives of Establishment
   l) Company Structure & Group of companies' Structure (if applicable)
   m) Company Secretary (Name, Address, Tel)
   n) Auditor (Name, Address, Tel)

3. CAPABILITIES OF COMPANY

a) Number of Employee:

Item	Category	No. of Existing Personnel (Current)		No. of Additional Personnel (Proposed)	
1	Key Management	Local	Foreign	Local	Foreign
2	Technical/Supervisor -Degree -Diploma -Certificate -Others				
3	Sales/market				
4	Clerk/others				
5	Factory workers/ Direct Labor				
	Total				

b) Details of Key Management Personnel - Current & Proposed with Brief Write-Up on Qualification and Experience. (Attach CV and 3- month EPF Statement prior to Date of Grant Application)

Name	Nationality	Address	Date of Appointment

c) Details of Key Technical Personnel - Current & Proposed with Brief Write-Up on Qualification and Experience. (Attach CV and 3-month EPF Statement prior to Date of Grant Application)

Name	Nationality	Address	Date of Appointment

d) Company Portfolio – List of Previous & Current Projects

e) List of Existing Equipment (Please attach asset listing)

Equipment	Model/Serial No.	Date of Purchase	Purpose

4. PROPOSED ACTIVITY

a) Project Title
b) Project Objectives
c) Project Description
d) Status of the Proposed Project
e) Proposed Location
f) Project Schedule & Milestones

5. DETAILS OF TECHNOLOGY TRANSFER

a) Technology Provider
   i) Name of Technology Provider
   ii) Address
   iii) Contact Person/ Designation/ Department
   iv) Tel/ Fax/ E-mail
   v) Brief Background of the Technology Provider
   vi) Describe Key Items that have been agreed with Technology Provider

b) Key Items or Rights that have been agreed with the Technology Provider
   i. Technology Ownership
   ii. Ownership of new IP generated
   iii. Training
   iv. Marketing Rights and Territory
   v. Exclusivity
   vi. Licensing Period
   vii. Licensing Fees (Provide Breakdown, Mode of Payment and Duration)
   viii. Licensing Period

c) Status of Technology Transfer (MOU/MOA - draft, final, signed and stamped)

6. COLLABORATOR (Other than Technology Provider if applicable)

a) Name of Collaborating Organisation
b) Address
c) Contact Person/Designation/Department
d) Tel/Fax/E-mail
e) Brief Background of the Collaborating Party
f) Describe the Nature of Involvement of the Collaborating Party
g) Describe Key Items that have been agreed with Collaborating Party
h) Collaboration Period

7. DESCRIPTION OF TECHNOLOGY

a) Description of the Technology (Product and/or Process), describe the novelty of the product and how the product works
b) Technology Applications
c) Description of the Product
d) Standards, Certification & Regulatory compliance
e) Comparison between R&D/Lab Prototype and Proposed Commercial Scale

Item	R&D/Lab Prototype	Pilot Scale	Commercial Sale
Capacity			
Features			
Process			
Others			

f) Comparison with Other Competing Technologies

Item	Proposed	Technology A	Technology B
Methodology			
Application			
Price/Cost			
Advantages			
Disadvantages			
Others			

g) Details of R&D
   i) Background of R&D Activity
   ii) Source of R&D Funding
   iii) Details of Result Achieved for e.g. findings and scale
   iv) Details of R&D Facilities

Equipment (Major)	Location	Purpose

   v) Details of R&D Team

Name	Position	Academic Qualification	Roles in R&D

h) Proof of R&D completion report e.g. IRPA, IGS, MGS Science Fund, Innofund, Technofund etc
   i) Intellectual Property Rights
   ii) Number of Patents/Licenses/Prototypes/Design involved in Project
   iii) Filing Info:

Title	Type	Filing Date	Award Date	Ref No.	Claims	Inventor	Owner
1)							
2)							

8. MARKET RESEARCH AND ANALYSIS

a) Market Analysis - Description/ Characteristics of Market
b) Potential Major Customers - Local and Foreign
c) Market Size, Segmentation and Trends
d) Competition and Competitive Edges
e) Estimated Market Share and Sales
f) Market Evaluation
g) Value Proposition
h) Market Success Factor
i) Entry barrier

9. MARKETING PLAN

a) Overall Marketing Strategy
b) Pricing Strategy
c) Advertising and Promotion
d) Strategic Alliances - Local and Foreign
e) Distribution Channels
f) Projected Market Share: Short/Medium/Long Term
g) Marketing Schedule (Gantt chart)
h) Product in the Pipeline - if applicable

10. MANUFACTURING AND OPERATIONAL PLAN (Current and Proposed)

a) Production Capability
b) Production Process flow-chart
c) Production Facilities
d) Required Approvals and Licenses
e) Plan layout
f) Manufacturing Schedule (Gantt Chart)

11. RISK ANALYSIS

a) Strengths/Weaknesses/Opportunities/Threats (SWOT)
b) Type of Risk and Mitigating Factors
   i) Technology Risks
   ii) Implementation Risks
   iii) Market Risks
   iv) Others

12. HISTORICAL FINANCIAL SUMMARY

a) Audited Accounts (3 Years)
b) Summary of income statement based on 3 years Audited Account following the table format below

Item		Latest Management Account	Year 1	Year 2	Year 3	Growth Rate (%)
Sales (RM)	A		X	Y	Z	GR=(Z/X)1/2
Cost of Goods Sold (RM)	B					
Gross Profit (RM)	C=A-B					
Operating Expenses (RM)	D					
Operating Profit (RM)	E=C-D					
Overheads & Fixed Cost	F					
Net Profit (RM)	G=E-F					
Gross Margin (%)	H=C/A					

13. FINANCIAL PROJECTION

a) Project costing
   i) Total cost of the proposed project
   ii) Proposed financing structure
b) Latest Management Account
c) Summary of Projected Income Statement Based on 3 Years Projected Account based on the Table Below

Item		Latest Management Account	Year 1	Year 2	Year 3	Growth Rate (%)
Sales (RM)	A		X	Y	Z	GR=(Z/X)1/2
Cost of Goods Sold (RM)	B					
Gross Profit (RM)	C=A-B					
Operating Expenses (RM)	D					
Operating Profit (RM)	E=C-D					
Overheads & Fixed Cost	F					
Net Profit (RM)	G=E-F					
Gross Margin (%)	H=C/A					

d) Projected Balance Sheets
e) Projected Cash Flow Analysis
   i) Breakeven Chart and Calculation
   ii) Months to Breakeven
   iii) Projected Return on Investment (ROI)
f) Sensitivity Analysis : Worst/Base/Best scenarios
g) Highlights

Note: Please provide detailed Assumptions

14. OTHER INFORMATION

a) Memorandum and Articles of Association (Form 9)
b) Notice of Resolution (Form 11)
c) Return of Allotment of Shares (Form 24)
d) Registered Address (Form 44)
e) Particulars of Directors (Form 49)
f) Approval from Relevant Authorities (If applicable - Manufacturing License from MIDA, Pioneer Status, Department of Environment etc.)
g) Technology Transfer/Licensing Agreement
h) Patent Details
i) Loan Documentations
j) Product Brochures and Articles