

**SAUVER HOMES INTERIORS SDN. BHD.**

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**SAUVER HOMES INTERIORS**

BUSINESS PLAN

SAUVER HOMES INTERIORS SDN. BHD.

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Business Plan prepared February 2011  
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# **1. EXECUTIVE SUMMARY**

## **1.1 The Opportunity**

With the government recognition on the the important role of the furniture industry in the Malaysian economy, it is strongly believed that the furniture industry will be growing in the future. Besides, following the growing population and limitation of land in Penang, most of the households are facing the problem of limited space in their houses.

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

Our company is producing furniture based on space-saving concept. The flexibility of furniture to interchange, stack up or add on enables these households to utilize the space in their houses.

## **1.3 Competitive Advantage**

Our company's competitive advantages are based on the differentiation of products and services as well as the cost-reducing process.

## **1.4 The Target Market**

Our target markets are the high rise residential customers and hostel providers who need our product in utilizing space.

## 1.5 The Management Team

Five of the company's founders will be appointed as the management team of our company. Ms. Tan Huey Kee will be the Managing Director and general manager, Mr. Ooi Su Tat will be the Human Resource Manager, Mr. Wong Six Loon as the Accounting and Finance Manager, Mr. Mok Wei Seang will be the Marketing and PR Manager and Mr. Ong Kee Yuan as the Operation and QC Manager.

## 1.6 Brief Summary of the Financial Projections

Financial Statement 1.1: Income Statement of Sauver Homes Interiors Sdn Bhd for the Year 2011-2013

<b>Income Statement</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
<b>Net Revenues</b>	RM704,000	RM808,000	RM928,000
<b>Less: Cost of Goods Sold</b>	RM143,265	RM163,740	RM188,334
<b>Gross Profit</b>	RM560,735	RM644,260	RM739,666
<b>Less: Expenses</b>	RM318,083.96	RM267,172.06	RM302,741.50
<b>Income before Tax</b>	RM242,651.04	RM377,087.97	RM436,924.50
<b>Tax</b>	RM20853.39	RM58,860.72	RM35,423.90
<b>Net Profit/ Loss</b>	RM221,797.65	RM318,227.25	RM401,500.60

Financial Statement 1.2: Cash Flow Projection for the year 2011-2013

	<b>2011</b>	<b>2012</b>	<b>2013</b>
<b>Cash Inflow</b>	RM2,356,315.05	RM5,728,955.56	RM7,784,947.03
<b>Cash Outflow</b>	RM446,808.82	RM433,689.20	RM436,400.17
<b>Cash Balance</b>	RM1,909,506.83	RM5,292,266.36	RM7,348,546.86

Financial Statement 1.3: Balance Sheet for the Year 2011-2013

<b>Assets</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Current</b>	RM1,910,646.83	RM5,296,562.36	RM7,350,010.86
<b>Fixed</b>	RM2,151,512.49	RM1,909,036.69	RM1,666,500.89
<b>Less: Current Liabilities</b>	RM20,853.39	RM58,860.72	RM35,423.90

<b>Net Assets Employed</b>	RM4,041,365.93	RM7,146,738.33	RM8,981,087.85
<b>Financed by:</b>			
<b>Capital</b>	RM3,819,568.28	RM6,828,511.08	RM8,579,587.25
<b>Net Profit/Loss</b>	RM221,797.65	RM318,227.25	RM401,500.60
<b>Capital Employed</b>	RM4,041,365.93	RM7,146,738.33	RM8,981,087.85

### 1.7 Description of What the Business Needs

Each founder will contribute RM600,000 in which a total of RM3,000,000 will be contributed to set up the business. Capital will be mainly use in purchasing machinery and also other registration of business and application of Investment Tax Allowance.

### 1.8 Exit Strategy for Investor

Investors can choose to transfer their shares to potential buyers or winding up the company to minimize loss.

## 2. THE BUSINESS

### 2.1 The Description of the Business

#### 2.1.1 The name, logo, and location of the propose business

Sauver Homes Interiors Sdn. Bhd. will be formed as a furniture company specializing in space-saving furniture for homes to the targeted customers. The name of the company, “Sauver” has its meaning related to nature of the business in which “Sauver”, in French, means “save” and it provides a sense of higher status of the products the company offers. While choosing the word “Interiors” rather than “Furniture”, it is for the purpose of not constraining the company for future expansion.



The above is our company’s logo. It is designed in a simple and modern form which matches the theme of our products (simple and modern style). The logo with green in colour reflects the environmentally conscious. The initials of our company’s name are used in the design of logo which the “H” and “I” are transformable which reflects the flexibility of our products.

The company will be first set up at Penang Island as it is found that the people living at Penang is probably facing a problem of lacking space. The limitation of the acreage of the island causes the preference of building condominium or apartment to meet the increasing population of residents. People living in a condominium or apartment would actually realize that they could only place

limited furniture in their houses due to its limited space. Therefore, providing space-saving furniture can be a solution to this issue and create a different lifestyle to the customers.

### **2.1.2 Nature of business/ Products or services offer**

The company designs and manufactures a wide range of home furniture which includes tables, chairs, cabinets, beds and other more. The furniture that will be produced will be specialized on the idea of space-saving. Unlike the traditional furniture, the furniture that the company offers is different from the concept of fixed and non-flexible furniture. Our company will emphasize more on home furniture of modern style that provides customers the flexibility to stack up, add on, interchange or configure the solutions according to their needs from time to time. This will be a new concept of furniture in Malaysia and to provide better understanding of our products. The assistance of salesperson and designers would also be provided as services of the company. They will assist the customer to search for the design of furniture they want that match the overall design theme and also look for the correct size of furniture that fits their houses. These designers are well-trained by the company to ensure that they understand the products well and able to conduct demo to the customers. Therefore, the customers are invited to join the designing and buying process together with the designers.

### **2.1.3 Company missions and objectives**

Sauver Homes Interior's vision is to be a lasting, thriving company, acknowledged globally for its aspirational products, quality of services and contribution to the prosperity and productivity of its customers, stakeholders, employees and the community.

The mission of Sauver Homes Interior is to add value to the people living style by offering innovative products and services, and provide customers a pleasurable

buying and designing experience beyond the expectations of customers. Our first responsibility is to the customers who use our products and services and second responsibility is to the employees and community. In carrying our day-to-day business, we will:

- i) Follow the philosophy that the customers are expecting
- ii) Treat our employees with good working environment
- iii) Contribute to the quality of life in our community

The main objectives for Sauver Homes Interiors for the first three years of establishing are:

- i) Create the awareness of customers
- ii) Penetrate the market
- iii) Increase the confidence that our company is a company one can trust
- iv) In a year, the company will revive, update, and relaunch the living room furniture. We expect to replace 20% of the existing living room furniture after launching the business for one year.
- v) The company will reach 30% of the customers from the industry in a year.
- vi) Aim to have 70% of sales in institution hostel customer segment.

The future plans for the company include:

- i) Launch more stores at other urban areas such as Kuala Lumpur and Johor Bharu.
- ii) Introduce new technology to enhance the product features such as adding remote control devices on the products to enhance the ease of use.
- iii) Export the products to different countries when the local market has stabilized.

We feel confident that our stated objectives can be reached, based on the experience of our management in environment.

## **2.2 The Opportunity**

The Malaysian government, through the Ministry of Plantation Industry and Commodities and other relevant Ministries, recognises the important role of the furniture industry in the Malaysian economy and therefore strives to sustain the development of the industry. It is not surprise that Malaysia is the top 10 furniture exporters in the world. Thus, through the strong government support, it is believe that the furniture industry will be growing in the future. According to the Malaysian Industrial Development Authority (MIDA), Malaysia's focus in the development of the wood-based industry is in value added downstream products. This should be further supported through the development of the industry in an integrated manner, combining both manufacturing activities and research and development including product design and market promotion. This is important in the development of the wood-based industry as increasing competition from low-cost and resource-rich countries would inevitably force Malaysia out of the low-end markets.

### **2.2.1 Problem to solve or need to be filled**

Noticing the changing trend in many countries such as Hong Kong and Taiwan as well as the US, many families are facing the problem of getting enough space for their furniture because the acreage of their houses are getting smaller. The increasing population with the average annual growth rate of 2% (Refer to Appendix C) and the limited space for building create a large problem in which nowadays the number of condominium is greater than the number of storey houses (Refer to Appendix C). Due to the limited space available in their houses, every family seems to have the problem of getting their favourite furniture because it may take a lot of space. We realize that this changing trend is going to be a common issue for Malaysian soon and it is creating a great opportunity for us to launch a business to solve this issue. Sauver Homes Interiors has investigated the number of people likely to use or benefit from our products. Based on market research, we estimate the potential of the market will be optimistic.

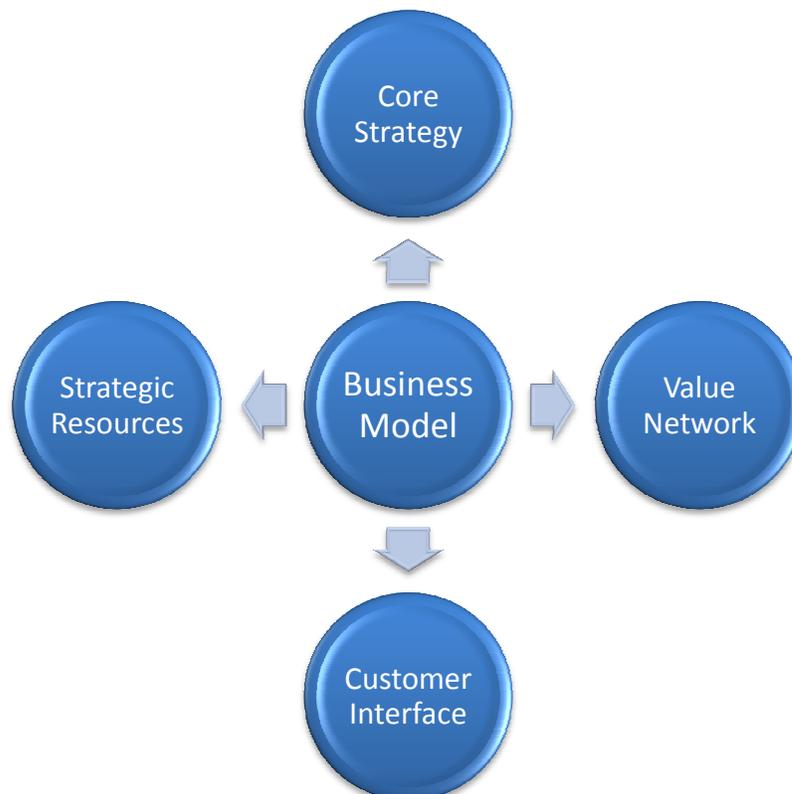
### **2.2.2 How the proposed business solves the problem or fills the need**

In response to the explosion of population and materials expectation, our company offers space-saving furniture to allow customer to live a better life. The emphasizing of flexibility of furniture to stack up, add on or interchange creates more space for customers and promises a more comfortable living environment for them.

## 2.3 Competitive Advantages

### 2.3.1 Description of the business model

Figure 2.1: Business Model of Sauver Homes Interiors Sdn. Bhd.



Source: Developed for the research

### Core Strategy

Sauver Homes Interiors strives to distinguish itself from competitors through the product differentiation strategy. In Malaysia, we are the pioneer to launch the unique space-saving concept. Upon compliance to our mission statement, the innovative products offered should articulate the value proposition for users based on the skills and technology. To survive in this competitive business world, our company has decided to implement the AutoCAD (Computer Aided Design/Drafting) software application of 2D and 3D to ease the process of designing, and use CNC (Computer Numerical Control) machinery that stresses on the Human Interface Design. Despite the technology used, we concern about the human factors too, or in other words, ergonomics-focused. This form of ergonomics makes our products to be easy-to-use and aesthetically pleasing to gain customer acceptance.

Customer service will be another focus in our strategy. We sell not only product, but services too. Assistance from our well-trained salesperson will be provided to help the customers to choose the right furniture to purchase. At Sauver Homes Interiors, a dedicated interior designer is assigned providing customer with the convenience of a single point of contact and the personalised service needed to build a lasting customer partnership. We provide product customization too as the layout for each house may need different size of furniture. Customers will be provided after sales product inspection for the next three years of purchasing. This will be helpful in our product usability testing too, as well as helping us to improve in the future.

To protect the environment, scheduled waste management will be another focus on the operation of business.

Thus, the major difference that we offer lies within the level of service we can offer, the degree of innovation we can introduce and the extent of social and environmental responsibilities we can impact. The result is each customer being treated as a partner in the pursuit of a tailored solution to fit exact needs.

### Strategic Resources

Sauver Homes Interiors' strategic resources encompass the core skills of employees, assets, and processes.

a) Core skills of employees

As to match the space-saving concept of our company, thorough understandings of filing and storage options as well as the effective use of three dimensional spaces are therefore essential in achieving optimum space utilisation and at the lowest possible cost. Our in-house ergonomics experts instruct employees in training staff in the most comfortable adjustment of the seating and the optimum way of addressing the household furniture. Our employees' in-depth knowledge of furniture and related services is the key element of our solutions, but we also have the intellect and ability to construct a truly holistic customer support service which we believe will last for many years.

b) Assets

The assets that Sauver Homes Interiors possesses that differentiate this company from other competitors are the intangible assets that are difficult to be imitated. We will register the trademark for our logo and patents for the unique product designs to prevent any infringement.

c) Process

Despite the technology and assets, process in manufacturing the furniture will also be one of our strategic resources. Although our production level is not large enough to enjoy economies of scale, our management team still strives to design a manufacturing process that can hold the cost and resource use down. For example the wood supplies that mainly used by the company will be standardized in term of size to ensure effective warehouse management. We will try to optimize the use of wood supplies to reduce wastage. Besides, in

order to focus on the space-saving concept designs, outsourcing the sofa and mattress to our business partners can also help in saving cost and time. Therefore, our company will be focusing on manufacturing the wood-based products and we promise the innovative idea to customers.

To reduce the space used to keep the finished goods, pre-assembled packaging is eliminated in the process because the management considered this as a non-value added and cost-creating activity. After the coating process, the products will be sent to the packaging machine which the packaging boxes can be customized and fit the product perfectly. (Please refer to Chapter 5 for more details on the flow of process.)

### Value Network

Sauver Homes Interiors emphasizes on value networking to generate economic success or other value (benefits). The company will maintain a well relationship with its suppliers to ensure the quality of materials and to be first-served if there is a problem of lacking the raw materials. We value the relationship between the company and the business partners too as they can provide us with better products if they are compared to others. For example, we outsource our mattress to Dreamland Corporation (M) Sdn. Bhd. because it provides better quality folded mattress.

### Customer Interface

Customer interface management is required as to understand and manage the commitments between the company and customers. Upon structuring the customer interface, there are three types of activities that Sauver Homes Interiors is dealing with: face-to-face, personal-but-distant, and electronic.

Table 2.1: Sauver Homes Interiors' Customer Interface Management

Type	Interfacing Role	Typical Activities	Example Artifacts
<b>Face-to-Face</b>	Marketing and Sales Personnel	<ul style="list-style-type: none"> <li>• Explain product line offerings.</li> <li>• Explore the customers' requirements.</li> <li>• Conduct demo</li> <li>• Recommend products to customers.</li> </ul>	Product offerings and specifications.
<b>Personal-but-distant</b>	Product Manager	<ul style="list-style-type: none"> <li>• Represent the product developer to the customer.</li> <li>• Be responsible for the customer's product</li> <li>• Be responsible for overseeing all the programmatic aspects of the customer interface</li> </ul>	Technical proposals, Product specifications, technical documentation, product deliverables
<b>Electronic</b>	Company's website	<ul style="list-style-type: none"> <li>• Deliver information on the products.</li> </ul>	Product releases and trouble reports.

Source: Developed for the research

### 2.3.2 How the business will create sustainable competitive advantages

Regarding the business model above, the sustainable competitive advantage will be the differentiation advantages in terms of products, services and process.

Product:

1. Pioneer in the industry.
2. Does not necessarily mean lower price but makes customers want to buy it from us.
3. Able to develop customer loyalty and trust.
4. Convenience in terms of customer buying experience.

Service:

1. Accessibility  
Our display outlet will be operating from 11am to 9pm which allows the customers to step in during weekends or after work.
2. Promptness  
We respond to the customers in order to reduce their waiting time. For example, the customer service personnel are required to answer telephones within three rings.
3. Customization  
We provide the service of furniture customization with reasonable charge to satisfy and achieve customer preference and satisfaction.

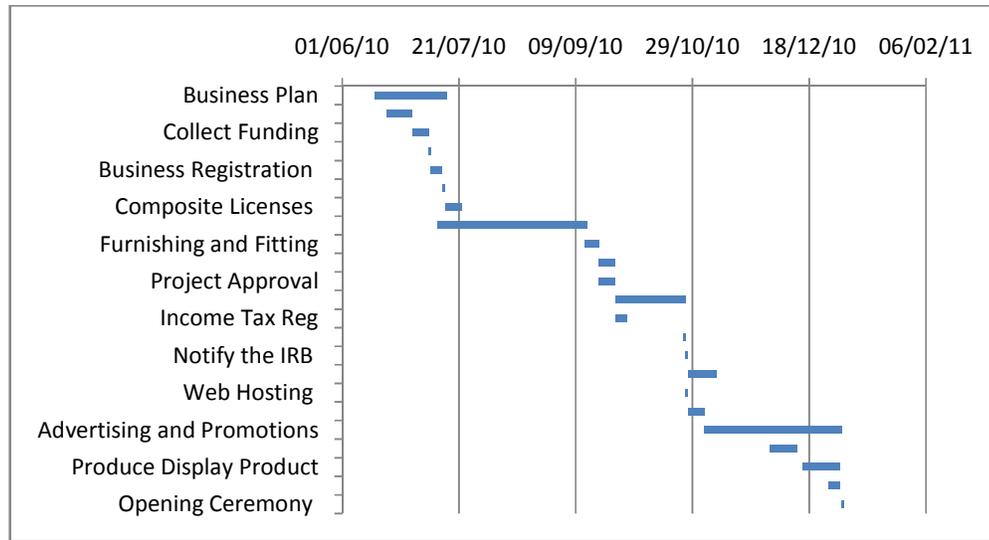
Process:

1. We try to reduce the cost as much as possible.
2. Assemble process is eliminated as it is a cost-creation activity.
3. Products are packed in boxes accordingly to the sizes to reduce waste.

## **2.4 Current Status and Requirement**

The accompanying table lists important program milestones, with dates and managers in charge, and budgets for each. The milestone schedule indicates our emphasis on planning for implementation.

**Figure 2.2: Gantt Chart for Pre-commencement of Business**



**Table 2.2: Projected Milestones for Year 2011-2015**

<b>Year</b>	<b>Activities</b>
<b>2011</b>	<ul style="list-style-type: none"> <li>- Commencement of business</li> <li>- Aggressive marketing effort</li> <li>- Reach 20% of the customers from the industry in a year</li> <li>- Achieve 70% of sales in institution hostel customer segment</li> </ul>
<b>2012</b>	<ul style="list-style-type: none"> <li>- Recruit more talented designers and salespeople</li> <li>- Participating in furniture exhibitions (Malaysian International Furniture Fair, Malaysia Furniture Entrepreneur Association, and etc)</li> </ul>
<b>2013</b>	<ul style="list-style-type: none"> <li>- Aggressive R&amp;D on remote controlled furniture</li> </ul>
<b>2014</b>	<ul style="list-style-type: none"> <li>- Business expansion by opening another outlet at Kuala Lumpur</li> </ul>
<b>2015</b>	<ul style="list-style-type: none"> <li>- Redesign website and allow customers to purchase online</li> </ul>

Source: Developed for the research

(Refer to Appendix B for Pre-commencement Milestones of Business)

### **3. INDUSTRY ANALYSIS**

#### **3.1 Industry Description**

##### **3.1.1 Industry trends**

In Malaysia, the furniture manufacturing industry is giving greater emphasis on the finishing, design and production of higher quality products with own-brand mostly for the export market. Some of these companies have shifted from supplying ready-to-assemble furniture towards manufacturing own-designed furniture. Realizing the need to move from designing manually to the use of technology, which is the Computer Aided Design (CAD), AutoCAD is one of the popular software system used by Malaysian furniture manufacturers today. Malaysian furniture companies have ventured to utilise a wide range of other materials such as metal, glass, plastic and other composite materials in combination with rubber wood or other wood species for the increasingly sophisticated market so as to offer furniture with both functional and aesthetic designs.

According to Malaysian Industrial Development Authority (2008), currently the following products are promoted:-

- i. Reconstituted wood-based panel boards or products;
- ii. Wooden solid or other specialised function doors or wooden solid windows;
- iii. Multi-ply parquet
- iv. Design, development and production of wooden furniture
- v. Insulation for cryogenic vessels
- vi. All wooden products except sawn timber, veneer and plain plywood.

### **3.1.2 Industry size**

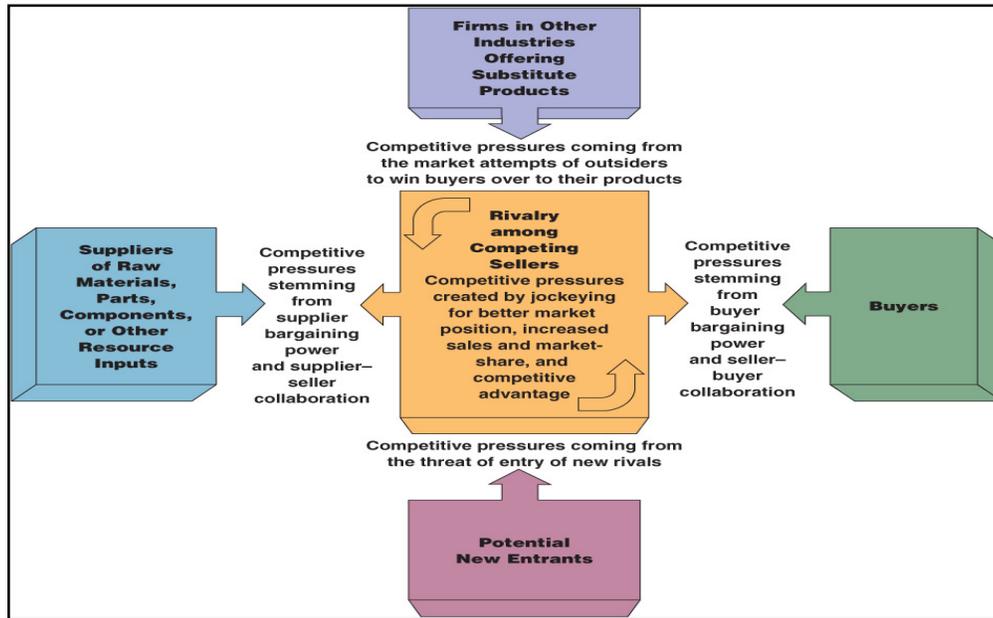
In 1995, it is said that there were about 2,965 furniture plants in Malaysia, with 2,630 in Peninsular Malaysia, 120 in Sabah and 215 in Sarawak. According to the Malaysian Timber Industry Board (1995), it is estimated that 70% were small scale plants such as workshops and backyard factories that are using low level production technology and catering to domestic markets.

Malaysian furniture encompasses about 1800 companies, mainly located in Peninsular Malaysia. A high concentration of furniture establishments are in Johor (Muar and Kluang), Selangor (Klang and Sungai Buloh) and Melaka (Bukit Rambai).

### **3.1.3 Industry attractiveness**

To determine the attractiveness of our space saving furniture in the industry, Porter's Five Forces Analysis was being implemented by our company.

Figure 3.1: Michael Porter’s Five Forces



Source: Thompson, A. A., Jr., Strickland III, A.J., & Gamble, J. E. (2010). *Crafting and executing strategy –Concept and cases* (17<sup>th</sup> ed.). New York: McGraw- Hill Irwin.

Table 3.1: Porter’s Five Forces Analysis on Attractiveness of Industry

Competitive Force	Threat to Industry			Attractiveness of Industry
	Low	Medium	High	
Bargaining Power of Buyers	✓			Attractive
Bargaining Power of Suppliers		✓		Less Attractive
Threat of New Entrants		✓		Less Attractive
Threat of Substitute Products	✓			Attractive
Competitive Among Rivals		✓		Less Attractive

Source: Developed for research

i) Bargaining Power of Buyers

The bargaining power of buyers tends to be low because our company is the first mover in exploring in space saving concept. As this concept is still new and yet to appear in the Malaysia market, the product prices are still within our control without being influenced.

ii) Bargaining Power of Suppliers

Being one of the largest wood supply countries, Malaysia has many wood supply companies that we do not have to solely rely on one supplier. To reduce the bargaining power of our suppliers, we deal with two suppliers just in case one of them is unable to supply us the raw material on time.

iii) Threat of New Entrants

This threat is considered as a moderate threat because it is easy to set up a furniture company in Malaysia with the government support. Yet, it requires some time and expertise if the new entrant is considering having the same concept as us.

iv) Threat of Substitute Products

The threat of substitute products tends to be very low. It is believed that the easiest and cost-saving way to resolve the problem of space limitation is by having the right furniture.

v) Competitive Among Rival

The competitive among rival is moderate. Since we are new business setting up at Penang Island, we are actually competing with the local furniture stores. Fortunately, most of the customers are not loyal to any furniture store and the competition tends to be less intense although the number of competitors is high.

Beside the above analysis, our activities and products are termed as “promoted activities and products” which make us eligible for applying the incentives for

initial tax allowance. It is believed that with this government support, this industry is worth enough to be explored.

#### **3.1.4 Profit potential**

Based on the increasing growth of population at Penang Island and the growing number of apartment and condominium, the profit potential is positive and optimistic. Furthermore, 95% of the potential customers are not loyal to any existing furniture stores located at Penang. This will be an additional benefit to our company when entering the market. Based on the market research conducted, our potential customers are willing to spend more on our products and services because we provide the convenience to them.

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

### **3.2 Target Market**

#### **3.2.1 High Rise Residential Customers**

In our business plan, the potential target market will be those households have limited income to stay in big houses. These people are facing problem on getting enough rooms in their houses. Our research has found that most of these people do not have study rooms or working space due to limited number of rooms, or they find it hard to provide their guests to overnight in their houses. Thus, they would be the potential customers that we are going to serve and satisfy in the future. We are planning to launch our business at Penang due to its limited land on the island and the concentrated population at there.

Our research indicates consumers in this category have a strong interest in the products we manufacture. Focus group and intercept studies we conducted indicate:

- 82% of respondents would seriously consider purchasing at least one item of Sauver Homes Interiors.
- 60% were attracted to the unique design features of the furniture.
- 32% liked the convenience features. None of the survey respondents felt product cost would be a deterring factor in purchasing.

### **3.2.2 Hostel Provider**

Besides, the company will be targeting on those institutions that are providing hostel for their workers or students. We realize that this kind of institution needs to utilize their space in order to achieve the goal of cost-saving. Our company's products will help these institutions to reduce their costs by allowing more people to stay in a room.

## **3.3 Competitive Position within Target Market**

### **3.3.1 Competitor Analysis Grid**

Sauver Homes Interiors is facing competitors' forces from the all furniture companies in Penang, even though our products are well-differentiated. The competitor's forces are derived from some of the factors such as targeting the same geographic area, the products being used for the similar purposes, or switching cost to other buyer is low as well as other competitive factors in the industry. The main strong competitors are Cellini Furniture and Mekio Home Furnishing.

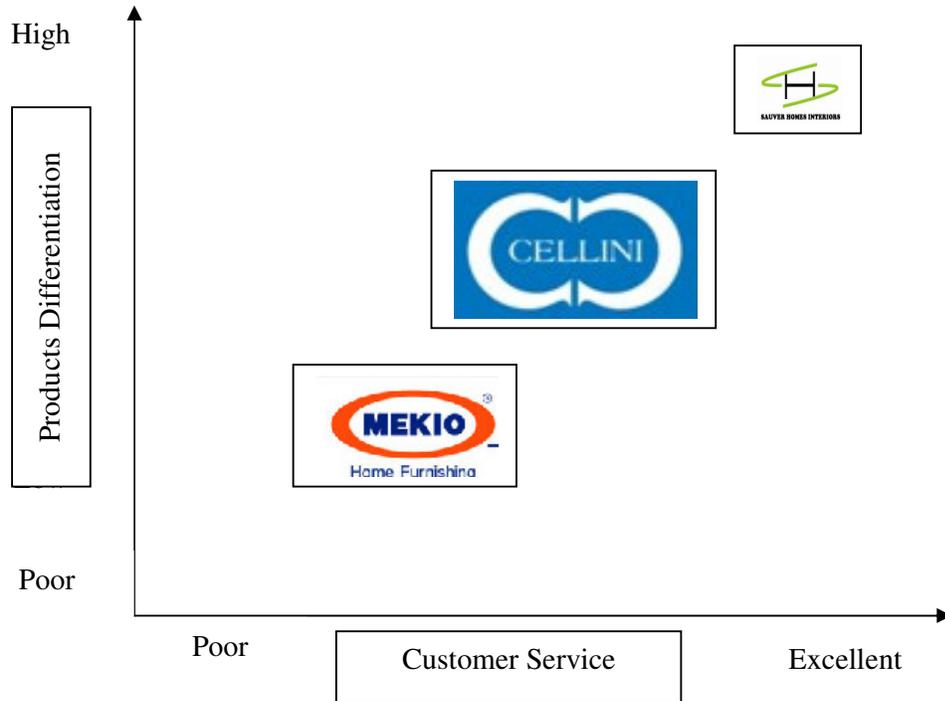
Table 3.2: Competitive Analysis Grid for Sauver Homes Interiors

<b>Name</b>	<b>Sauver Homes Interiors</b>	<b>Cellini Furniture</b>	<b>Mekio Home Furnishing</b>
Year of Establish	<ul style="list-style-type: none"> <li>• 1/1/2011</li> </ul>	<ul style="list-style-type: none"> <li>• 1986</li> </ul>	<ul style="list-style-type: none"> <li>• 2001</li> </ul>
Brand-name recognition	<ul style="list-style-type: none"> <li>• Low</li> </ul>	<ul style="list-style-type: none"> <li>• High</li> </ul>	<ul style="list-style-type: none"> <li>• High</li> </ul>
Product features	<ul style="list-style-type: none"> <li>• Space Saving</li> </ul>	<ul style="list-style-type: none"> <li>• Modern and stylish</li> </ul>	<ul style="list-style-type: none"> <li>• Popular style</li> </ul>
Promotion and Advertisement	<ul style="list-style-type: none"> <li>• High</li> </ul>	<ul style="list-style-type: none"> <li>• High</li> </ul>	<ul style="list-style-type: none"> <li>• High</li> </ul>
Company competitive advantage	<ul style="list-style-type: none"> <li>• Differentiation</li> <li>• Excellent service</li> <li>• Customize</li> </ul>	<ul style="list-style-type: none"> <li>• Modern and stylish furniture</li> </ul>	<ul style="list-style-type: none"> <li>• ‘One-stop’ comprehensive furnishing hyper-mart</li> <li>• Mekio E-Voucher</li> <li>• Member card</li> </ul>
Access to distribution channels	<ul style="list-style-type: none"> <li>• High</li> </ul>	<ul style="list-style-type: none"> <li>• High</li> </ul>	<ul style="list-style-type: none"> <li>• High (heart of Georgetown)</li> </ul>
Location	<ul style="list-style-type: none"> <li>• Bayan Lepas</li> </ul>	<ul style="list-style-type: none"> <li>• Taman Mawar, Jalan Raja Uda</li> <li>• Jalan Masjid Negeri</li> </ul>	<ul style="list-style-type: none"> <li>• Georgetown</li> </ul>
Customer Service	<ul style="list-style-type: none"> <li>• Excellent</li> </ul>	<ul style="list-style-type: none"> <li>• Moderate</li> </ul>	<ul style="list-style-type: none"> <li>• Moderate</li> </ul>
Market Position	<ul style="list-style-type: none"> <li>• New entrant</li> </ul>	<ul style="list-style-type: none"> <li>• market leader (modern and stylish furniture)</li> </ul>	<ul style="list-style-type: none"> <li>• Market follower</li> </ul>

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

### 3.3.2 Positioning Map

Figure 3.2: Positioning Map of Sauver Homes Interiors



Source: Developed for the research

## **4. MARKETING PLAN**

### **4.1 Product Feasibility Analysis**

#### **4.1.1 Full description of the product or service offer**

Practical, trendy and modern- these are the three words that can describe our products. Our company product concept is based on space saving as we tend to help customers to solve their limited space problem. We have invented into three product lines which are living hall, dining hall and bedroom. Our brand is trying to add a provocative and modern atmosphere in each home by creating contemporary designed furniture with geometrical shapes and perfectly combined colours. We have three product lines which are:

##### **i) Living Hall**

For the living hall, we create tables, chairs, racks and so on which are foldable and can be combined. An example of these will be the combination of sofa and double-decker bed. This collection goes perfectly for stylish interiors with minimalistic style.

##### **ii) Dining Hall**

It does not necessarily include only tables and chairs, while for example the dining table can be made into a picture hanged against the wall. Of course, we also provide strong and solid masterpiece dining furniture such as tables and chairs in the form that can be folded to minimize the space being used. As the dining rooms for houses in Malaysia are relatively smaller than other rooms, spacious furniture will be a bit too large for small houses.

iii) Bedroom

For the furniture of bedroom, there are many ways that the furniture can be transformed, for instance by transforming the bed into sofa set or by pulling up the bed to the ceiling and the bottom will be our writing desk.

**(Refer to Appendix E for Product Catalogue)**

#### **4.1.2 Concept testing**

Concept testing is the process of using quantitative methods and qualitative methods to evaluate consumer response to a product idea prior to the introduction of a product to the market. Through our market research, we discovered that majority of the customer accept and like our product concept. According to our statistic from questionnaire, 82% of the people will consider buying our products. Although this is a novel concept in Malaysia market, this figure shows the majority of the customer is open with arm about our new product concept. Besides, we have also conducted a short interview with some of the respondents. We surprisingly found that the targeted respondents feel very excited and interested about our products and thus eager for the launching date in the market. They are willing to have a try on our new product concept since the customer loyalty for our competitors tends to be low. According to our statistic it about 95% of people shows no customer loyalty to a certain brands or products.

Hence, we managed to grab this golden opportunity to get through their perception in term of the price they are going to pay in order to get our company product.

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

## **4.2 Pricing Strategy**

To be sustainable in the market, our product's price must be able to cover the cost incurred and at the same time being valued by customer. Hence, our pricing strategy allows the company to gain sufficient profit margin to achieve the objectives and goals in term of shareholder wealth, return on investment, and recovery on the research and development costs and future plan.

### **4.2.1 Premium Pricing Strategy**

Our company uses this strategy because our product has the potential to attract customers. Market research has shown that our potential customers are willing to spend more on our products as long as the products meet their expectation in terms of convenience, quality, comfortable and fashionable. Thus, we strongly believe that with the combination of the product differentiation and new market, it is rational to charge higher price than our competitor.

### **4.2.2 Bundling Pricing Strategy**

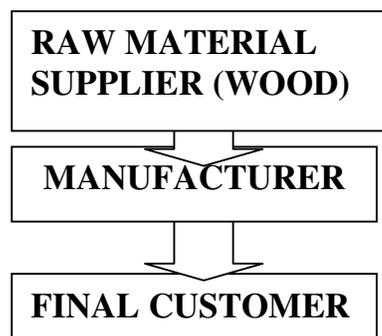
Our company implements bundling pricing strategy in which we combine several products in the same package. Through this strategy, our company will be able to attract customer to buy more products from us and at the same time create a sense that the package they bought are more valuable than purchasing single product. Besides, bundling can favour our company in other ways, such as speeding up the execution process and selling a greater volume of goods overall. It helps in lowering our marketing and selling costs.

### 4.2.3 Seasonal Pricing Strategy

Seasonal pricing strategy is not necessarily being implemented only during festival such as Chinese New Year. Research has shown that the reasons that customers buy furniture are less related to those festivals. This strategy is implemented to tackle the customer weaknesses (desperate for discount or cheaper price) by lowering our product price. Every year our product prices tend to be different so that customers can hardly predict the next promotion. It encourages immediate purchase from customers too. This pricing strategy will help in clearing the old products and reducing stock obsolescence.

### 4.3 Channel of Distribution

Figure 4.1 Direct Distribution Channel



Source: Developed for the research

Sauver Homes Interiors is using the direct distribution channel. It is one of our advantages because our factory, warehouse, retail store and office are in the same building. By such, we are able to reduce our costs such as the transportation cost, retailer cost, intermediaries cost and labour cost. Inventory can be checked by using the POS system which eases the process of checking inventory. We are able to reach customer's information (customer preferences, availability of product demanded, service performance, customer purchasing behaviour) in a more reliable and convenient way without depending on external retailer that add up the

cost and facing risk of some retailers hiding valuable information for their own benefits.

## **4.4 Promotion and Advertising**

### **4.4.1 Sales Promotion**

Our company uses this promotion tool in order to enhance customer purchasing and dealer effectiveness. It includes product demonstrations, product display, promotional discount and gift offers. The purpose our company implementing this promotion tool is to achieve both our short-term goal of increasing sales volume and long term goal of building customer loyalty and brand equity. By using sales promotion, our company can provide valuable information about our products to the customer. It can also accentuate the product's value and differentiate the product with the competitors.

### **4.4.2 Newspaper**

We will advertise our products on the newspaper such as The Star, Sin Chew Daily and myMetro. Newspaper is one of the information channels that customers usually come across with new furniture store. It helps to develop customer awareness as well as building brand name to the customers.

### **4.4.3 Internet**

Internet is one of the fastest ways to advertise and it is cheaper than advertising through billboard. We will change the layout of advertisement on the web frequently to attract customer's attention. Besides, due to the increment of

Facebook users, we will advertise through this social network too to create more customer awareness.

#### **4.4.4 Television**

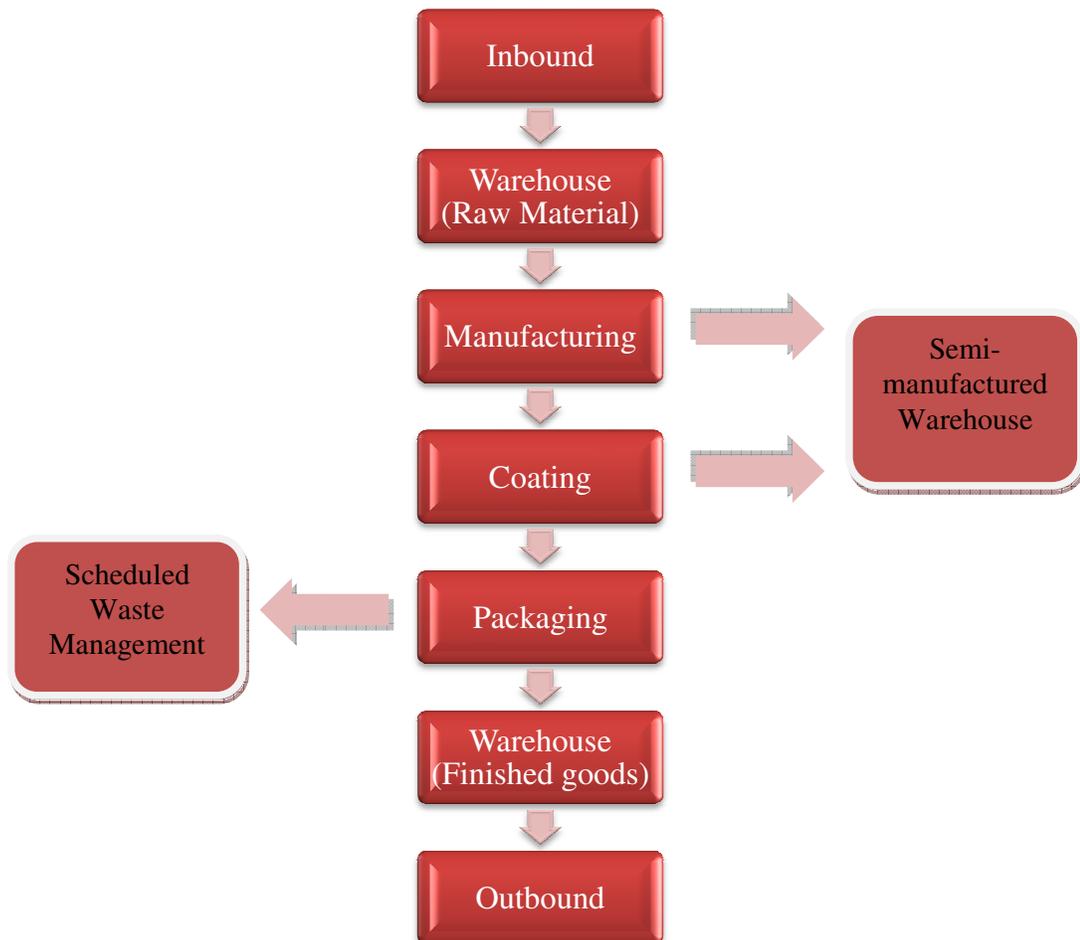
Advertising through television is significant because the uniqueness of the products can be easily understood by the customers on how flexible our products are. The target customer will be broad if we advertise our product during the golden hours which is from 6.00pm-7.00pm and from 9.00pm to 10.00pm.

**(Refer to Appendix F for Advertising Fees and Details)**

## 5. PRODUCTION PLAN / OPERATION PLAN

### 5.1 Manufacturing Process

Figure 5.1: Manufacturing Process of Company



Source: Developed for the research

Sauver Homes Interiors is implementing a lean manufacturing process in order to improve quality, reduce waste, time and costs. All of the productions are based on the projected customer demand. Our principles on being lean are as below:

1. Initiate

- We initiate the process by specifying value from the standpoint of end customer

2. Waste Elimination

- Develop systematic waste elimination
- Identify all steps along the value stream and recognizing the non-value-added activity

3. Pull

- As the flows are introduced, the customers pull value from the next upstream activity

4. Organizational

- Systematic problem solving and create learning environment
- Free flow of communication

5. Sustain

- Try to pursue perfection with continuous improvement

Under this type of product setting, the inventory is pulled to the manufacturing area to meet a customer's order. We believe that with this lean production process, we are able to reduce inventory, decrease cycle time, improve productivity and fully utilize the resources.

## 5.2 Availability of Qualified Labour Pool

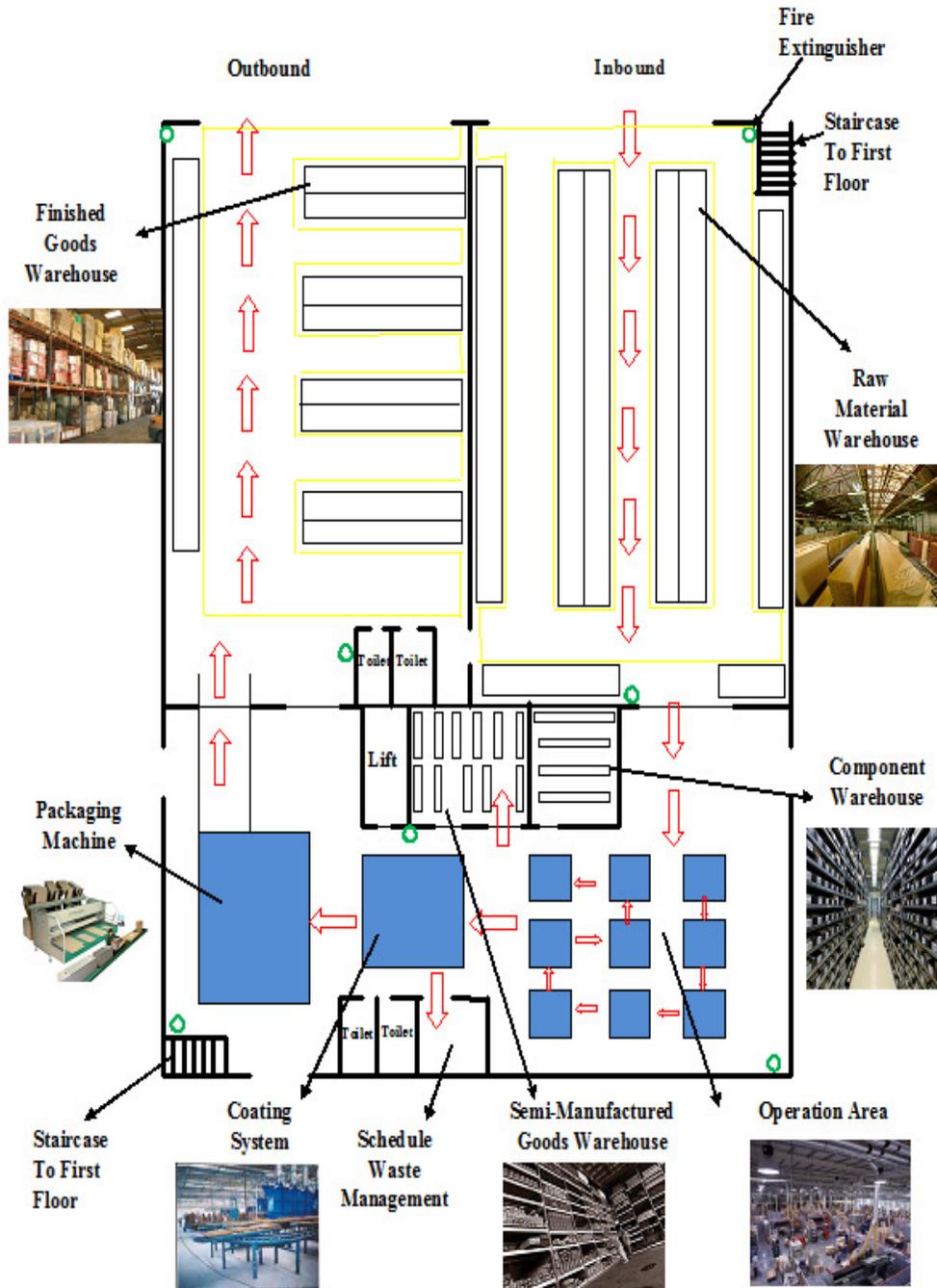
At the initial stage, besides the five of us as the top management, we plan to hire 6 sales personnel to work at the storefront and 23 people as the operational personnel for manufacturing. All the workers will be working as full time workers and we do not plan to hire any part-timers because we require our employees to be well-trained in this specific field.

For the storefront sales force, we require them to have minimum SPM qualification and can communicate well in Chinese, Malay and English. Applicants who speak well in “Hokkien” will be preferred as most Chinese in Penang speak this dialect thus it would provide a sense of sincerity. Training will be provided to new staff to make sure they are knowledgeable about our company products and thus enhance customer satisfaction.

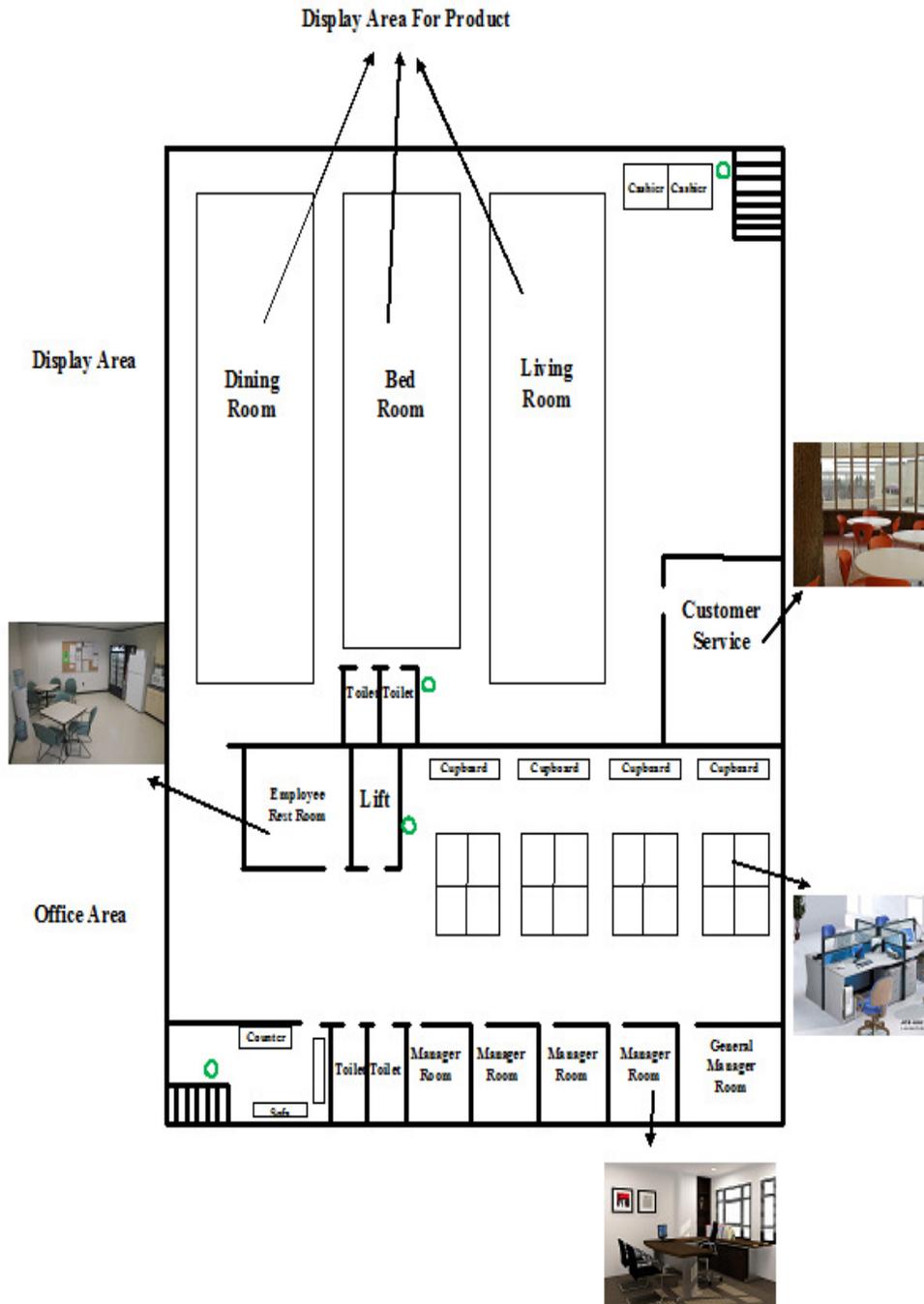
For the operation workers, we do not require applicants to possess any educational qualification as long as they have basic knowledge in operating the machinery and tools. Meanwhile, we have high requirement on hiring the product designers which they should possess the knowledge of space-saving, and able to analyse needs, audit requirements and plan a customised yet value driven solution. The interior designers are required to adopt a professional approach in designing the houses with space-saving concept and furniture. **Focusing on time, budget and quality together with meticulous planning and attention to detail, our designer teams should be able to ensure customers’ expectations are achieved or surpassed on every occasion.**

### 5.3 Physical Plant

#### 5.3.1 Ground Floor



### 5.3.2 First Floor



### 5.4 Machineries and Equipment

The machinery and equipment of our factory are all special designed for our production.

**(Refer to Appendix H for the Machinery Purchased)**

## **5.5 Names of Suppliers of Raw Materials**

### **5.5.1 Wood Suppliers**

1. Ban Leong Sawmill & Co
2. Sin Wah Tukang Kayu dan Kontraktor

### **5.5.2 Woodworking Equipments Supplier**

1. CSH Hardware (Butterworth) Sdn.Bhd

**(Refer to Appendix P for more details)**

## **5.6 Quality Control**

Quality of furniture polish is assayed at various points in the manufacturing procedure. Before manufacture, the raw materials are checked to ensure they conform to specifications. After each process, the semi-manufactured products will be examined. We do not inspect the products only at the last process before packing to ensure the quality and reduce defective products. While coating the semi-manufactured goods, we will inspect the coating material by its key formulation parameters that include water content, pH, solids level, and preservative activity. Before the packaging activity is done, a representative number of products are tested to make sure they conform to the desired quality.

**(Refer to Appendix I for Inspection Form)**

### **5.6.1 Education and Training**

The manufacturing operators are required to have continuous improvement on the knowledge of handling materials and machinery. Thus, education and training in this area must not be neglected.

### **5.6.2 Reliable Suppliers**

Our company are dealing with three reliable suppliers, which include Ban Leong Sawmill & Co, Sin Wah Tukang Kayu dan Kontraktor and CSH Hardware (Butterworth) Sdn Bhd. These suppliers are trustworthy and the quality of raw materials is within its own standards.

## **5.7 Customer Support**

### **5.7.1 Company's Website ([www.sauverhomes.com](http://www.sauverhomes.com))**

Our company will establish a website to deliver the latest information to our customer. This website serves as medium between our company and the customer where customers are allowed and encouraged to provide their feedback and ask for customer support. Customers who are still unsatisfied with our products or services can register a complain letter through the website to the top management. With the customer's feedback, it allows us to better understand the consumer better and achieve higher customer satisfaction. Besides, customer from other places can get information of our product from the website.

**(Refer to Appendix G for Company's Website)**

### **5.7.2 Consultation Service**

Sauver Homes Interiors provides professional consultation services to the customers. We hire our own interior designers and product designers in order to ensure the products meet the customer expectation. For those who are having trouble in decorating their homes or in a difficulty in placing our furniture, our interior designers will always be there for you.

### **5.7.3 After-sales Service: Inspection on our Products**

To improve the products and services, we will conduct product inspection by having phone calls to the customers. Products that are defected under certain conditions can be requested for free-of-charge repair. This service will be provided for the first three years with effective from the date of purchase.

### **5.7.4 Old Furniture Retrieve**

We provide this service to the customers as a value-added service to create convenience to those who are discarding their old furniture. It benefits not only to the customers but also to the community as well. The old furniture received by the factory will be checked whether there are any serious damages. Minor damages will be repaired by the workers and the repaired furniture will be delivered to old folk homes or orphanage as a part of social responsibility. Those highly damaged furniture that can't be repaired will be discarded in proper waste management.

### **5.7.5 Demo**

Our sales force is well-trained in understanding the products and should be able to explain the product's functions and conduct a demo to the customers.

## 6. MANAGEMENT TEAM

### 6.1 Management Team

Saver Homes Interiors management team is owned by the five founders: Mr. Mok Wai Siang, Mr. Ong Kee Yuan, Mr. Ooi Su Tat, Ms. Tan Huey Kee and Mr. Wong Six Loon. Each partner's ability and capability will be contributed into respective position they are holding based on each members experiences, management knowledge and technical expertise.

Table 6.1: Company's Founders

Name	Age	Position
Ms. Tan Huey Kee	21	General Manager
Mr. Mok Wei Seang	21	Marketing and Public Relation Manager
Mr. Ong Kee Yuan	21	Operation and Quality Control Manager
Mr. Ooi Su Tat	24	Human Resource Manager
Mr. Wong Six Loon	23	Accounting and Finance Manager

Source: Developed for the research

The resume of whole management team will be shown in Appendix J. Additional skilful labour and manpower will be hired to ensure the operation and business run smoothly. The knowledge and responsibilities of each management executive will be highlighted as below:

Figure 6.1: Management Team



Source: Developed for the research

### General Manager

Ms. Tan Huey Kee is assigned as the general manager of Sauver Homes Interiors. Ms Tan is a degree holder of Bachelor of Administration (Hons) Entrepreneurship from Universiti Tunku Abdul Rahman graduated with first class honour. She is capable to be the general manager of Sauver Homes Interiors because she is recognized to have the ability in planning, setting direction, and strategy setting. To further strengthen the abilities, Ms. Tan is active in participating in soft skills classes such as “Tips to Become a Successful Entrepreneur” and “Innovative Marketing Tools from Blue Ocean Strategy”. Without doubt, Ms. Tan possesses strong management and leadership skill with good business instinct and excellent communication skills. With the experience developed since high school and working time, she understands what ways are needed to be carried out to make the company operation successfully and run smoothly. Her responsibility to this organization is to plan for the business long term strategy, goals to be achieved and how to achieve the goals, as well as the overall operation of the business.

### Marketing and Public Relation Manager

Mr. Mok Wei Seang is appointed as the Marketing and Public Relation Manager of Sauver Homes Interiors. MR. Mok is graduated from Universiti Tunku Abdul Rahman as degree holder in Bachelor of Administration (Hons) Entrepreneurship. He is responsible for the promotion and marketing of the product and company as well as the company relation with media and customers. Mr. Mok is an outspoken and active person who has the ability to deal with people and build strong relationship with customers and media. This ability allows him to know which marketing efforts suit the customers well. Besides, he possesses the capability of developing innovative marketing programmes. It is believed that with the creative and useful marketing efforts, our company can provide excellent service and will be able to retain customers.

### Operation and Quality Control Manager

Mr. Ong Kee Yuan is appointed as the Operation and Quality Control Manager of Sauver Homes Interiors. Mr. Ong finished his degree program in Universiti Tunku Abdul Rahman in Bachelor of Administration (Hons) Entrepreneurship. Beginning from his secondary school life, he was an active scout and he joined as a member in Junior Jaycees Society. Thus, he is more familiar with all the gadgets and machinery in getting works done. Being flexible is one of the ability that Mr. Ong possesses. He is trained to be effective and efficient since he was young. With the knowledge, skills and experience, he helps the company to produce the products efficiently and cost effectively that conform to the quality expectation in the short timing. The management believes that he can handle well in the daily operation of the business starting from the manufacturing part and quality control to the delivery of products to customer.

### Human Resource Manager

Mr. Ooi Su Tat, the human resource manager of Sauver Homes Interiors is graduated from Universiti Tunku Abdul Rahman in Bachelor of Administration (HONS) Entrepreneurship. He gains his experience in helping his farther managing their home business. Therefore, we believe that Mr. Ooi is the perfect candidate to help in managing the human resource in the company more effectively or fully utilize the employees' ability and skills. During his working time, Mr.Ooi has handled successfully with certain issues related to people such as recruiting, and people management and performance management. In return of the effective human resource management and full utilization of the employees, we believe that Mr.Ooi can help the company in saving costs as well as running effective office operation and making great profit.

### Accounting and Finance Manager

Mr. Wong Six Loon, graduated from Universiti Tunku Abdul Rahman in Bachelor of Administration (HONS) Entrepreneurship, is appointed as the accounting and finance manager of Sauver Homes Interiors. Mr. Wong had been working as store keeper and purchasing assistant in Handal Indah Company as he is the eldest son in the family and needs to work for family expenses. Besides, Mr.Wong has been actively participating in various seminar and workshops regarding to accounting and finance. He has the passion in this area and is always willing to work in helping company to bring the financial issues to the light. Due to this experience, Mr. Wong is recognized in his ability to analyze the earning and expenses of company every annually as well as forecast company future financial position. We believe that he has the ability in monitoring and navigate daily cash flow of the business operation and expenses for all departments, and helps to control and ensure the departments are not overspending.

## **6.2 Board of advisers**

Mr. Mohamad Fared bin Mohamad Makmor is the adviser for Sauver Homes Interiors. The board of advisors plays an extremely important role to the business as the business need continuing effort for the development of operation and marketing. As our products need continuous research and development (R&D) in order to adapt to the changes from time to time, Mr. Mohamad Fared is always able to provide us with useful advices regarding the ways to improve. We gain a lot of knowledge with the assistance of Mr. Mohamad Fared especially in the area of operation and logistics. With this knowledge, it is believed that the business is able to run smoothly and will be improving continuously.

## **6.3 Key Professional Service Provider**

### i) Law Firm

Company's Name : Shearn Delamore & Co.  
Address : 6<sup>th</sup> Floor, Wisma Penang Garden  
No.42, Jalan Sultan Ahmad Shah  
Penang 10500, Malaysia.  
Telephone number : +604-2267062  
Fax : +604-2275166  
Email : [shearnd@po.jaring.my](mailto:shearnd@po.jaring.my)

The service provided by Shearn Delamore & Co. includes advocates and solicitors, registered trade mark agent and all issues related to the rules and regulations of government. Shearn Delamore & Co. ensures all the legal procedures and documents are complied and well-prepared by following government rules and regulations. Besides, any legal issue that Sauver Homes Interiors' management team encounters in the future will be referred to Shearn Delamore & Co too.

ii) Accounting Firm

Company's Name : KPMG  
Address : 1<sup>st</sup> Floor, Wisma Penang Garden  
42, Jalan Sultan Ahmad Shah  
10050 Penang, Malaysia.  
Telephone number : +604-2272288  
Fax : +604-2271888  
Email : [www.kpmg.com.my](http://www.kpmg.com.my)

The services provided by KPMG include accountancy services, auditing and business contract service, tax compliance as well as accounting consultant. KPMG helps the company in preparing proper and systematic accounting record yearly for the purpose of meeting government policies and stakeholder view. Furthermore, KPMG will provide some advices dealing with business registration process and financial decision to help Sauver Homes Interiors in establishing a reliable business record.

## 7. COMPANY STRUCTURE, INTELLECTUAL PROPERTY, AND OWNERSHIP

### 7.1 Organizational structure

Figure 7.1: Organisation Chart



Source: Developed for the research

#### General Manager

The most influencing person in the company is the general manager. He or she decides the company targets that we need to achieve and responsible in ensuring all processes and practices are working in a proper manner. Besides, the general manager have to ensure that every individual department is giving their best possible outputs, and recommending and devising any new policies that are likely to prove beneficial to the goodwill of the organization.

#### Human Resource Department

There are two divisions that are under the supervision of HR manager. The HR department is generally performing the administrative function of an organization, such as handling employee benefits questions, and the most important obligation is to consult with top executives regarding strategic planning as an effort to enhance morale and productivity. This department also helps the company to effectively use employee skills, provide training and development opportunities to improve those skills, and increase employees' satisfaction with their jobs and working conditions. Although some jobs in the human resources field require only limited contact with people outside the human resources office, dealing with people is an important part of the job.

Another division that is under the HR manager's supervision is the general affairs department. The job for the general affairs officers is to perform the overall administration/management including the organization and personnel management, the document administration and so on.

#### Accounting and Finance Department

This department is required to analyze the earning and expenses of company every month as well as forecasting the company's future financial position. The officers are responsible to analyze the company current net earning based on the sales and expenses, and forecast whether the company is making good profit in the future. Generally, the accounting officers are responsible to record the process the business transaction made, the flow of cash, the process of creating wealth in an organisation, and the financial position of a business at a particular moment in time.

Meanwhile, the finance department takes responsibility of organising the financial and accounting affairs including the preparation and presentation of appropriate accounts, and the provision of financial information for managers.

#### Operation and Quality Control Department

There are three main activities under this department which include the operation, quality control, purchasing and logistics.

The foundation of the operating division is the creation of products. By producing products that creates profit and revenue for the company, it becomes an important department that requires intense focus as it is not only related to the financial issues but also influencing the company's image if products are badly manufactured.

The quality control division's main task is to evaluate the quality of raw material as well as the finished goods. The personnel are required to monitor the quality, quantity, and cost of goods produced. Analysis usually takes the form of statistical metrics, production evaluation and routine reporting.

The purchasing and logistics division is mainly responsible for the procurement and continuity of bought out parts to maintain our production to world-class levels in quality. The purchasing includes sourcing parts, negotiating with suppliers, presenting findings by face-to-face presentations and telephone conferences whilst actively seeking cost saving opportunities for Sauver Homes Interiors. For the logistics activities, the personnel are obligated to manage and oversee the delivery of materials at every stage of transporting, until the materials arrive at our warehouse, and also the delivery of finished goods to customers.

### Marketing Department

The sales and marketing division is responsible to implement various marketing strategies and techniques to improve sales and profits. The personnel have to oversight concerning fair and honest execution of the sales process, understand the customers, and create valuable solutions to customers by communicating the necessary information. The salespeople who are under this department are required to know the products well so as to conduct demo to the customers.

The public relation division is generally required to manage the company's reputation. The PR officer's job is to monitor publicity and conduct research to find out the concerns and expectations of an organisation's stakeholders. They are also responsible in arranging and organizing events and exhibitions that the company will be participating in.

## **7.2 Legal structure**

Due to the high start-up capital and expenses, Sauver Homes Interiors will be formed as a private limited company because it allows the organisation to have separate legal identity, therefore reducing risk to the owners. Thus, it provides a sense of "protection" to the five shareholders of Sauver Homes Interiors by limiting the exposures to the amount of share capital that they subscribed for. Any amount of debts beyond their shareholdings, they are not liable but provided there is no fraud or other malpractice.

Furthermore, forming as a private limited company has its benefit on the simplicity of share transferring which is mostly preferred by all our shareholders in case of any management or financial risks.

All the process, rules and regulations of registration will be incorporated and governed by Companies Act 1965, and the name of our company will carry "Sdn Bhd" behind the name.

## **7.3 Intellectual Property**

### **7.3.1 Trademark**

Sauver Homes Interiors Sdn Bhd. will be registered as a trademark to prevent our company's name and logo being misused.

### **7.3.2 Patent**

Sauver Homes Interiors will register patent for the furniture designs to protect our concept being imitated. Since our products fulfil the requirements (new designs of space-saving furniture and the furniture is industrially applicable), the products designs should be patented to prevent being copied. We understand that the owner of the patent is granted the exclusive right to exploit, assign and license the patented invention. Once the application is granted, the maximum of our furniture product validity of a patent is 20 years from the date of filing. It also noted that the patent has to be renewed annually, commencing on the 2nd year after grant, to keep it valid. We will keep renewing the patent until the maximum of 20 years from the date of filing.

## 8. FINANCIAL PLAN

### 8.1 Capital Requirements for the Next Three (3) / Five (5) Years

The founders of Saver Homes Interiors Sdn Bhd are contributing a total of RM3,000,000 to set up the company. Each of them will be contributing RM600,000 and get the equal shares of 20% in the company.

Table 8.1: Source of Fund

Sources of Capital	RM
<u>Owners' Investment</u>	
Mok Wei Seang	600,000
Ong Kee Yuan	600,000
Ooi Su Tat	600,000
Tan Huey Kee	600,000
Wong Six Loon	600,000
<b>Total Investment</b>	<b>3,000,000</b>

Source: Developed for the research

Table 8.2: Start-up Cost

Start Up Expenses	RM
<b>Rental Deposit</b>	42,000
<b>Renovation</b>	750,000
<b>Business Registration Fees</b>	5,000
<b>Company's Name Registration Fees</b>	30
<b>Telephone and Internet Deposit</b>	600
<b>Electricity and Water Deposit</b>	8,000
<b>Registration for Patent Fees</b>	1,050
<b>Registration for Trade Mark</b>	250
<b>Domain Name Registration Fee</b>	80

<b>Manufacturing</b>	
- Tools and Machinery	1,400,719
<b>Warehouse</b>	
- Racks	55,000
- Security System	3000
<b>Display Store</b>	
- Furniture and Fittings	110,000
- Computers x3	9,297
- POS/ECR Hardware	2000
- Stationery	661.60
<b>Office</b>	
- Furniture and Fittings	58,000
- Computers x 10	30,990
- Stationery	2080
<b>Vehicles</b>	
- Down payment (20% x RM75,389.29)	15,078
<b>Other Operating Expenses</b>	
- Web Hosting	80
- Uniform (100 x RM25)	2,500
- Business Card (RM0.25x500)	125
<b>Total Miscellaneous Expenses</b>	<b>2,496,540.6</b>
<b>Working Capital</b>	
<b>Reserves for Contingencies</b>	<b>5,000</b>
<b>Total Start Up Cost</b>	<b>2,501,540.6</b>

Source: Developed for the research

Table 8.3: Funding Aspect

<b>Total Funding</b>	<b>RM 3,000,000.00</b>
<b>Total Start Up Cost</b>	RM 2,501,540.60
<b>Start Up Cash Available</b>	RM 498,459.40

Source: Developed for the research

## 8.2 Overview of Financial Projections

List of Assumptions:

1. We estimate the number of customers for each month as the below:

Year 2011

Month	1	2	3	4	5	6	7	8	9	10	11	12
No.	65	40	45	42	50	57	65	52	63	72	80	88

Year 2012

Month	1	2	3	4	5	6	7	8	9	10	11	12
NO.	100	73	77	74	76	75	78	70	75	81	93	101

Year 2013

Month	1	2	3	4	5	6	7	8	9	10	11	12
No.	110	89	78	82	86	85	87	89	92	95	102	116

2. The initial capital allowances and annual allowance are as below:

**Initial Allowances**

Industrial buildings	10%
Computer and IT equipment	20%
Environmental control equipment	40%
Heavy machinery & motor vehicles	20%
Plant and machinery	20%
Others	20%

Source: Inland Revenue Board Malaysia

**Annual Allowances**

Industrial buildings	3%
Computer and IT equipment	40%
Environmental control equipment	20%
Plant and machinery	
- Motor vehicles, heavy machinery	20%
- Plant and machinery	14%
- Others	10%

Source: Inland Revenue Board Malaysia

3. Manufacturing overhead is 20% of sales.
4. Ending Inventory for each month will be 20% of next month budgeted sales.
5. Marketing research expenses will be 0.2% of sales.
6. In the first three year, all the sales are 100% collected in the current month which the sales are made.
7. Each set of products requires 4 x 44 board feet of wood which cost RM4.25 per board feet. (Note: 44 board feet = (H)2 inches x (W) 3.3 feet x (L) 6.6 feet)

8. Depreciation rates are as below:

1. Office equipment, furniture and fittings	2. 10%
3. General plant and machinery	4. 15%
5. Heavy machinery and computers	6. 20%
7. Buildings	8. 15%

9. Monthly salary of staff:

No.	Position	Salary(RM)	No. of Worker(RM)	Total(RM)
1	Operation	800	20	16000
2	Supervisor	1700	3	5100
3	Officer	1500	8	12000
4	Manager	3000	5	15000
5	Cleaner	600	3	1800
6	Sales person	1600	6	9600
7	Security	1000	4	4000
	TOTAL		49	63500

10. Salary will increase 10% on yearly basis.

11. Contribution of EPF of 11% is based on the gross salary of employee.

12. SOCSO contribution rates will be different for different rates of incomes.

Position	SOCSO rate	SOCSO payment
Operation	<b>14.85%</b>	2376
Supervisor	<b>30.65%</b>	1563.15
Officer	<b>27.15%</b>	3258
Manager	<b>51.65%</b>	7747.5
Cleaner	<b>11.35%</b>	204.3
Sales person	<b>28.85%</b>	2769.6
Security	<b>18.35%</b>	734
	Total	18652.55

13. Rental for land will be RM21,000 every month.

14. Water and electricity bill will increase 5% from year to year.

15. Telephone and Internet bill will increase 5% on yearly basis.

16. Advertising budget will be around RM120,000 at the year for each month and RM44,835.35 for the following year each month.

17. Insurance payment will be 1% from the start-up cost, which is RM25,000 paid every December of the year.

18. Auditing fee will be RM800 per annual basis.

19.  $(Net\ profit\ before\ tax + (non\ -allowable\ expenses) - (allowable\ expenses) - (capital\ allowance\ on\ your\ machinery) = statutory\ income.$

20. One month rental deposit will be paid in advance.

21. Water and electricity bill will increase by 10% on annual basis, while telephone and Internet expenses will remain for the first three years.

22. Research and Development cost will be 2% of sales.

23. Road tax for vehicle is RM353, paid semi-annually.

24. Fuel expenses will increase 10% on yearly basis.

### 8.3 Pro Forma Income Statement (3 /5 years)

Financial Statement 1: Pro Forma Income Statement for the Year 2011-2013

<b>Income Statement</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
Revenue	RM704,000.00	RM808,000.00	RM928,000.00
Cost of Goods Sold	RM143,265.00	RM163,740.00	RM188,334.00
Gross Profit	RM560,735.00	RM644,260.00	RM739,666.00
Gross Margin	0.79649858	0.797351485	0.797053879
<b>Expenses</b>			
Sales and Marketing			
Expenses	RM99,713.28	RM46,451.35	RM46,691.35
General and Administration			
Expenses	RM155,832.88	RM157,912.88	RM192,972.35
Utilities (Water, Electricity and Internet service)			
	RM3,000.00	RM3,150.00	RM3,300.00
Rental and lease	RM21,000.00	RM21,000.00	RM21,000.00
Depreciation	RM33,976.80	RM33,976.80	RM33,976.80
Vehicle	RM1,357.00	RM1,357.00	RM1,357.00
Road tax			
Fuel	RM1,200.00	RM1,320.00	RM1,440.00
Scheduled Waste			
Management	RM2,004.00	RM2,004.00	RM2,004.00
Total Expenses	RM318,083.96	RM267,172.03	RM302,741.50
Income Before Taxes	RM242,651.04	RM377,087.97	RM436,924.50
Add: Depreciation	RM35,394.13	RM407,721.66	RM35,394.13
Statutory Income	RM278,045.17	RM784,809.63	RM472,318.63
Taxable Income	RM83,413.55	RM235,442.89	RM141,695.59
Company Tax (25%)	RM20,853.39	RM58,860.72	RM35,423.90
Net Income	RM221,797.65	RM318,227.25	RM401,500.60

## 8.4 Cash Flow Projections (3 /5 years)

### Financial Statement 2: Cash Flow Projection of December for the Year 2011-2013

<b>Cash Flow Statement</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
Cash on Hand	RM1,652,315.05	RM4,920,955.56	RM6,856,947.03
Cash Receipts	RM704,000.00	RM808,000.00	RM928,000.00
<b>Total Cash Available</b>	<b>RM2,356,315.05</b>	<b>RM5,728,955.56</b>	<b>RM7,784,947.03</b>
<b>Cash Paid Out</b>			
Purchases	RM143,265.00	RM163,740.00	RM188,334.00
Sales and Marketing Expenses	RM99,713.28	RM46,451.35	RM46,691.35
General and Administration Expenses	RM154,415.55	RM156,495.55	RM158,995.55
Utilities	RM3,000.00	RM3,150.00	RM3,300.00
Rental and lease	RM21,000.00	RM21,000.00	RM21,000.00
Vehicle	RM1,357.00	RM1,357.00	RM1,357.00
Road tax			
Fuel	RM1,200.00	RM1,320.00	RM1,440.00
Scheduled Waste Management	RM2,004.00	RM2,004.00	RM2,004.00
Tax	RM20,853.39	RM38,171.30	RM13,278.27
<b>Total Cash Paid Out</b>	<b>RM446,808.22</b>	<b>RM433,689.20</b>	<b>RM436,400.17</b>
<b>Cash Position</b>	<b>RM1,909,506.83</b>	<b>RM5,295,266.36</b>	<b>RM7,348,546.86</b>

## 8.5 Pro Forma Balance Sheet (3 /5 years)

### Financial Statement 3: Pro Forma Balance Sheet for the Year 2011-2013

Balance Sheet	2011	2012	2013
Assets			
Fixed Assets			
Furniture and Fitting	RM168,000.00	RM168,000.00	RM168,000.00
Building Renovation	RM750,000.00	RM750,000.00	RM750,000.00
Machinery and Tools	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00
Vehicle	0	0	0
	RM75,389.29	RM75,389.29	RM75,389.29
Less: Accumulated Depreciation			
Fixed Assets			
Furniture and Fitting (10%)	RM16,800.00	RM33,600.00	RM50,400.00
Building Renovation (15%)	RM78,125.00	RM156,250.00	RM234,375.00
Machinery and Tools (20%)	RM140,071.92	RM280,143.84	RM420,215.76
Vehicle (10%)	RM7,538.88	RM15,077.76	RM22,616.64
Total	RM242,535.80	RM485,071.60	RM727,607.40
Total Fixed Assets	RM2,151,572.49	RM1,909,036.69	RM1,666,500.89
Current Assets			
Cash	RM1,909,506.83	RM5,295,266.36	RM7,348,546.86
Inventory	RM1,140.00	RM1,296.00	RM1,464.00
Total Current Assets	RM1,910,646.83	RM5,296,562.36	RM7,350,010.86
Total Assets	RM4,062,219.32	RM7,205,599.05	RM9,016,511.75
Less: Current Liabilities			
Tax	RM20,853.39	RM58,860.72	RM35,423.90
Net assets employed	RM4,041,365.93	RM7,146,738.33	RM8,981,087.85
Financed by:			
Capital	RM3,819,568.28	RM6,828,511.08	RM8,579,587.25
Net Profit/Loss	RM221,797.65	RM318,227.25	RM401,500.60
Capital employed	RM4,041,365.93	RM7,146,738.33	RM8,981,087.85

## 8.6 Payback and Exit Strategy

### Payback Period

Year	Cash Flow	Cumulative Cash Flow
0	RM 3,000,000.00	(RM3,000,000.00)
1 <sup>st</sup>	<b>RM1,909,506.83</b>	<b>(RM1,090,493.17)</b>
2 <sup>nd</sup> (a)	<b>RM5,292,266.36</b>	<b>(b)RM4,204,773.19</b>
3 <sup>rd</sup>	<b>(c)RM7,348,546.86</b>	<b>RM3,143,773.67</b>

**Payback Period = a + (b/c)**

$$= 2 + 4204773.19/7348546.86$$

$$= 2.57 \text{ (years)}$$

**Our payback period will be approximately two-and-a-half years.**

### Exit Strategy

Should management or our investors seek a business exit, there are several options we would be willing to pursue.

#### i) Transfer of shares

Whether or not the company is performing well, the shareholders always have their rights to quit the business. When it comes to the transfer of ownership, shareholders can sell their stake represented by shares in the company to a potential buyer.

#### ii) Liquidation

SauverHomes Interiors can wind up the business if all the partners decide to discontinue the business operation or the business has failed. All the assets can be sold and will be converted to cash to be minimized the loss. Before making the application to the Registrar (Suruhanjaya Syarikat Malaysia), company directors should make sure that all debts and assets are realised and repaid. The excess money (if any) will be distributed among the shareholders in proportion to their

shareholdings. The monies received by directors will be treated as income in their self assessment tax return.

## **9.0 CRITICAL RISK FACTORS**

### **9.1 Management Risks**

#### Being Young Management Team

As young and fresh graduates, the management team is considered as lack of experience in managing a company. There will be many issues and management problems that the five young entrepreneurs will be facing and they may still be immature in handling all those problems arise along the business operation. Besides, there will be a problem that partners or employees think that the young management team is not trustworthy and do not take them seriously. This will cause the lack of obedience of the employees and difficulties in looking for business partners.

### **9.2 Marketing risks**

#### Competitor

We are facing strong competition from the existing competitors in the market. In fact, the existing competitors have established well reputation with more experience, larger capital, longer operating histories, superior customer's data as well as the knowledge and skill in marketing than our company. Therefore the risk arise from the existing competitors is to gain trust and retain our first batch of customers over the competitors. Moreover, our company is also competing with new entrants. Fighting among the same pie urges the implementation of low cost strategy. The competition will get intense if the competitors are aggressively making fresh moves.

### Ineffective of Promotion Tools

Failure in promoting our products will lead to losses to the company if the number of customers does not reach the requirement. The reasons of the ineffectiveness may be the wrong media chosen and timing on creating customer awareness. For example, our product uniqueness can be better understood by customers if it is advertised through television rather than radio station. The session of promotion may fail to take the festive as the consideration where customers will normally purchase during festive or special event compare to other period. Other than that, there are some factor will influence or effect the promotion result such as inflation, economics crisis and other that factor affect the customer purchasing power.

## **9.3 Operating risks**

### Lack of Experience, Knowledge and Skills

Operating a manufacturing company requires experienced workers in handling machinery. As the machines for different factory are different, workers may find it difficult to handle new machine that they are not familiar with. Efficiency of the manufacturing process will be affected in which it will increase the cost and time. Lacking specific knowledge and skill are critical in all business process phases, and this problem can become the weakness of our company.

### Poor Planning

Planning for the business includes not only the strategic planning but also planning for the flow of process. For example, poor planning in production can be the failure of estimating required raw materials. Underestimation or overestimation of raw materials can lead to several cost-creating activities. Other than that, poor planning in logistics can cause the failure to deliver on time and

thus, result in bad customer satisfaction and failure in retaining customers. As consequences, higher operation costs are incurred and inefficiency of operation is caused. Company's reputation will be negatively affected also.

#### Poor Suppliers

Raw materials especially wood are mainly used in our production and it is one of the crucial elements for the company operation. In other words, without these raw materials, all the business operation from manufacturing to delivery will be halted. Therefore, delivery of these materials must to be on time to avoid losses. The quality of raw materials must be taken into consideration too to ensure our products conform to the quality standard and be more durable. Bad quality wood supplies will result in the overall quality of our finished goods. Furthermore, failure to build strong relationship will cause inconvenience such as not being the priority to get the materials if the whole market is lack of supplies.

#### Equipment and Machinery Breakdown

Machinery and equipment are one of the main pillars in the manufacturing process. Damage of machinery and equipment will delay the process if it is not repaired immediately. It creates the problem of bottleneck.

### **9.4 Financial Risks**

#### Economic factors

Economic risks arise from inflation, worldwide economic crisis and government's future tax rate. During inflation and economic crisis, customer will reduce their expenses and have low purchasing power. In fact the demand for furniture may

drop critically during this period of time. As for most people furniture is not those products that have to be purchased frequently, company will have low profit margin or even worse, facing losses.

## **9.5 Intellectual Property Infringement**

The risk of intellectual property infringement will occur when other competitors misuse our company name and logo to attract customers. Incident like this may cause the bad word-of-mouth and dropping company's image which will affect the confidence of potential customers. Next, imitation of our product designs by other rivals will cause a loss for our company as our designs are unique under the space-saving concept.

## **9.6 Other Risks as Appropriate**

### Fire

The premise might be caught in fire which due to electricity short circuit, lighting and accidents and cost huge lost.

### Burglary and Theft

Burglary and theft is the risk that committed by either internal staff or external people. Internal staffs are hardly to be traced.

### Receive defective stocks

Our raw material such as wood, nails and other material are order in large quantities so it's hard to detect the defective stocks or the defective will not detect immediately.

## **9.7 Contingency Plans**

### Management Risk

In order to solve the issue of lacking of experience among the team members, we will prepare ourselves by attending seminars, soft skills programmes, leadership programmes, risk management programmes, team management programmes and related programmes from time to time. To improve the relationship with employees and the level of trust, communication and collaboration play important role in order to get better outcome. Communication throughout the entire company is required so that the employees from each department can report and discuss on the issues faced or will be faced in the future. Management should establish rules, policies and standard operating procedures (SOPs) as a guideline for the employees. To ensure the employees follow the SOPs, it needs the combination of disciplines and human resource development measures.

### Marketing Risk

With the growing of number of competitors in the furniture industry, our company focuses on product differentiation to counter the risk. By product differentiation we will be able to attract customers from the existing competitor. Instead of using low cost which will be the main cause of the price war, we believe that continuous innovative marketing tools and product design will help us to survive in the industry. To gain a great marketing effect, choosing the correct marketing tools

will be very crucial. Market research should be conducted to avoid marketing failure. The design and trait will also be based on the current situation and will be updated from time to time.

### Operating risk

The employees would be given related training for the purpose of increasing their credibility and ability in operating. Risks that are related to suppliers can be solved by building strong relationships with those reputable and reliable suppliers. Besides, in order to retain skilful workforce, our company concerns for the welfare of all employees. Personal safety insurance and safety precautions will be provided to minimize the potential risks that will be possibly faced by the workers. Consistent machinery maintenance should be conducted more frequently too so as to ensure all the equipment and machinery are under good condition rather than having repairing work after it breaks down.

### Financial Risks

To minimize the financial risks, the accounting and finance department plays a significant role. Sufficient cash inflow should be guaranteed and activities that are incurring higher cost should be identified too. The accounting and finance personnel must possess a good sense in observing the economy. They should collaborate with the operation division, and purchasing and logistics division officers in order to minimize the cost as much as possible to gain better profits.

### Intellectual Property Infringement

Trademark for the company's name and logo, as well as our product designs are registered under Trade Marks Act 1976, Trade Marks Regulations 1997 and Patent Act 1983. We can take legal action for infringement under the Trade Marks Act 1976 against others who use their marks without consent. We also have the

rights to lodge complaints to the Enforcement Division of Ministry of Domestic Trade and Consumer Affairs (MDTCA) for appropriate actions under the Trade Description Act 1972.

#### Other Risks

Instead of buying insurance for the company to prevent fire, burglary and theft, our company will do some precautions such as following the fire safety guidelines and installing Closed-Circuit Television (CCTV) in the building. To reduce the risks of receiving defective products, we will only make purchase from the best quality supplier. Other than that, we will conduct quality checking when receiving the stock from supplier.

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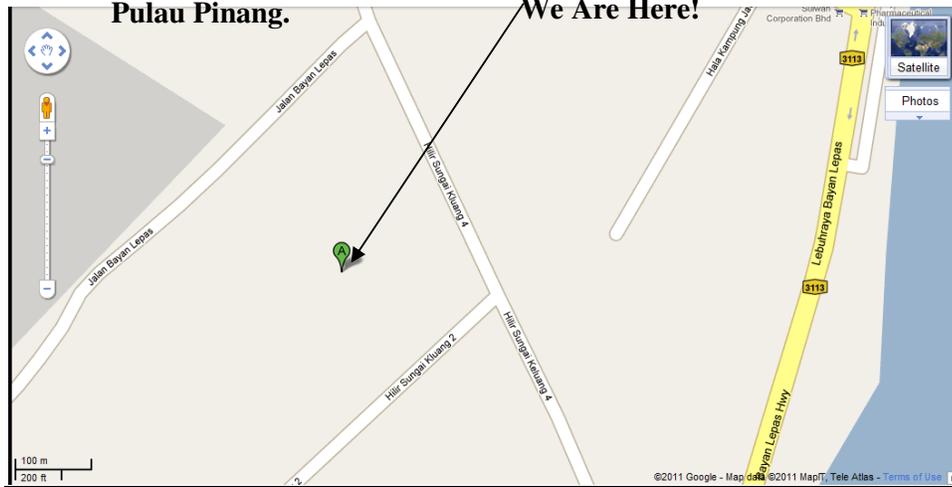
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## Appendix A

### Location Map



**Lot P.T 1708 (D) 7820, Mukim 12, Fasa 11,  
Bayan Lepas, Daerah Barat Daya,  
Pulau Pinang.**



## Appendix B

### Pre-commencement Milestones of Business

<b>Milestones</b>	<b>Start Date</b>	<b>End Date</b>	<b>Duration (Days)</b>
<b>Business Plan</b>	15 Jun 2010	30 Jun 2010	31
<b>Online Research</b>	20 Jun 2010	30 Jun 2010	11
<b>Collect Funding</b>	01 Jul 2010	07 Jul 2010	7
<b>Company's Name Registration</b>	08 Jul 2010	08 Jul 2010	1
<b>Business Registration (Include documents preparation and obtaining stamps)</b>	9 Jul 2010	13 Jul 2010	5
<b>Make a Company Seal</b>	14 Jul 2010	14 Jul 2010	1
<b>Composite Licenses</b>	15 Jul 2010	11 Jul 2010	7
<b>Construction and Renovation</b>	12 Jul 2010	12 Sep 2010	64
<b>Furnishing and Fitting</b>	13 Sep 2010	18 Sep 2010	6
<b>Showroom Feasibility Study</b>	19 Sep 2010	25 Sep 2010	7
<b>Approval of Manufacturing Project</b>	19 Sep 2010	25 Sep 2010	7
<b>Recruitment</b>	26 Sep 2010	25 Oct 2010	30
<b>Register with the Income Tax Department</b>	26 Sep 2010	30 Sep 2010	5
<b>Register with SOCSO and EPF</b>	25 Oct 2010	25 Oct 2010	1
<b>Notify the Director General of the Inland Revenue Board of the employment of workers</b>	26 Oct 2010	26 Oct 2010	1

<b>Application of Initial Tax Allowance</b>	27 Oct 2010	7 Nov 2010	12
<b>Web Hosting &amp; Domain Name Registration</b>	26 Oct 2010	26 Oct 2010	1
<b>Establish Website</b>	27 Oct 2010	2 Nov 2010	7
<b>Advertising and Promotions</b>	3 Nov 2010	31 Dec 2010	59
<b>Open Accounts with Suppliers</b>	1 Dec 2010	11 Dec 2010	12
<b>Produce Display Product</b>	15 Dec 2010	30 Dec 2010	16
<b>Staff Training</b>	26 Dec 2010	30 Dec 2010	5
<b>Opening Ceremony</b>	1 Jan 2011	1 Jan 2011	1

Source: Developed for the research

## Appendix C

### Population in Penang, 2009

<b>PENDUDUK / POPULATION</b>	
<b>JUMLAH / TOTAL</b>	1,577,300 orang
<b>KEPADATAN PENDUDUK / POPULATION DENSITY</b>	1,505 orang setiap km persegi
<b>PURATA KADAR PERTUMBUHAN PENDUDUK TAHUNAN / AVERAGE ANNUAL POPULATION GROWTH RATE</b>	
<b>PENDUDUK TAHUNAN / ANNUAL POPULATION</b>	2.0 %
<b>ISI RUMAH / HOUSEHOLD</b>	374,600
<b>PURATA PENDUDUK PER ISI RUMAH / AVERAGE POPULATION PER HOUSEHOLD</b>	4.20
<b>NISBAH JANTINA (LELAKI : PEREMPUAN) / SEX RATIO (MALE : FEMALE)</b>	1 : 0.97
<b>UMUR PERTENGAHAN / MEDIAN AGE</b>	28.80 tahun

Adapted from: Department of Statistics, Malaysia (2009)

### Newly Launched Housing Schemes by Type and Districts, Penang 2008

<b>DAERAH/DISTRICT</b>	<b>JENIS RUMAH/ HOUSING TYPE</b>	<b>BILANGAN UNIT NO. OF UNITS</b>	<b>KELUASAN (METER PERSEGI) SPACE (PER SQUARE METER)</b>	
			<b>TANAH LAND</b>	<b>LANTAI FLOOR</b>
Barat Daya	RUMAH TERES 2 TINGKAT	112	130-165	175-281
	2-3 SEMI D	32	238-276	214-281
	RUMAH TERES 2 TINGKAT	195	130-149	167-296
Timur Laut	2-3 SEMI D	14	219	307
	SESEBUAH	50	377	362
	FLAT	267	TD	65
	KONDOMINIUM	792	TD	886-122

Adapted from: Valuation and Property Services Department of Penang

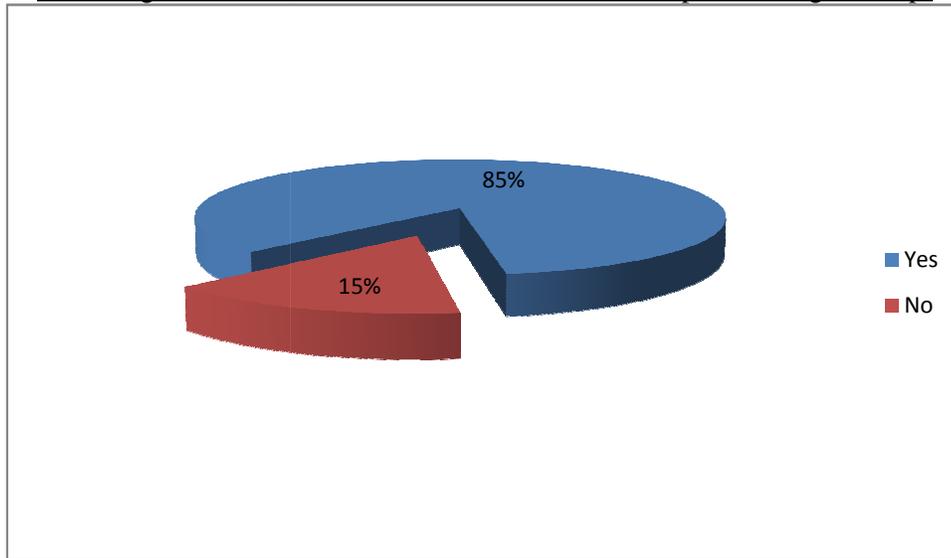
### Forecast on Housing Demand, Penang 2006-2020

<b>DAERAH</b> <i>I DISTRICT</i>	<b>ISI RUMAH</b> <b>TAMBAHAN</b> <i>ADDITIONAL</i> <i>HOUSEHOLD</i>	<b>KADAR</b> <b>PENGGANTIAN</b> <b>(2%)</b> <i>REPLACEMENT</i> <i>VALUE</i>	<b>JUMLAH</b> <b>KEPERLUAN</b> <b>TAMBAHAN</b> <b>PERUMAHAN</b> <i>TOTAL OF</i> <i>HOUSING</i> <i>DEMAND</i>	<b>PURATA</b> <b>SETAHUN</b> <i>PER</i> <i>YEAR</i> <i>AVERAGE</i>
Timur Laut	33,083	9,790	42,873	2,858
<b>Pulau</b> <i>Island</i> Barat Daya	32,937	4,041	36,978	2,465
<b>JUMLAH</b> <i>TOTAL</i>	<b>66,020</b>	<b>13,831</b>	<b>79,851</b>	<b>5,323</b>

Adapted from: Penang Structure Plan, Town and Country Planning Department

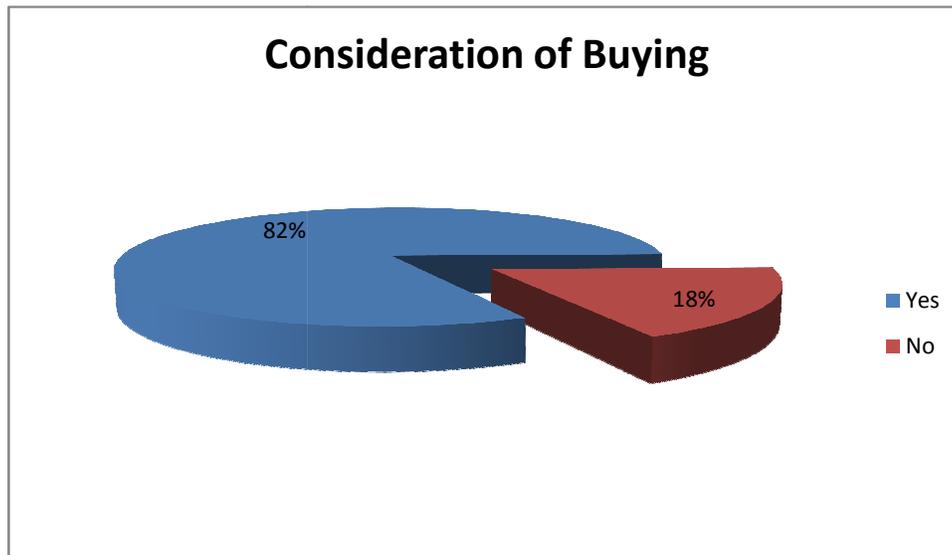
## Appendix D

### Percentage of Potential Customers that Know about Space-saving Concept



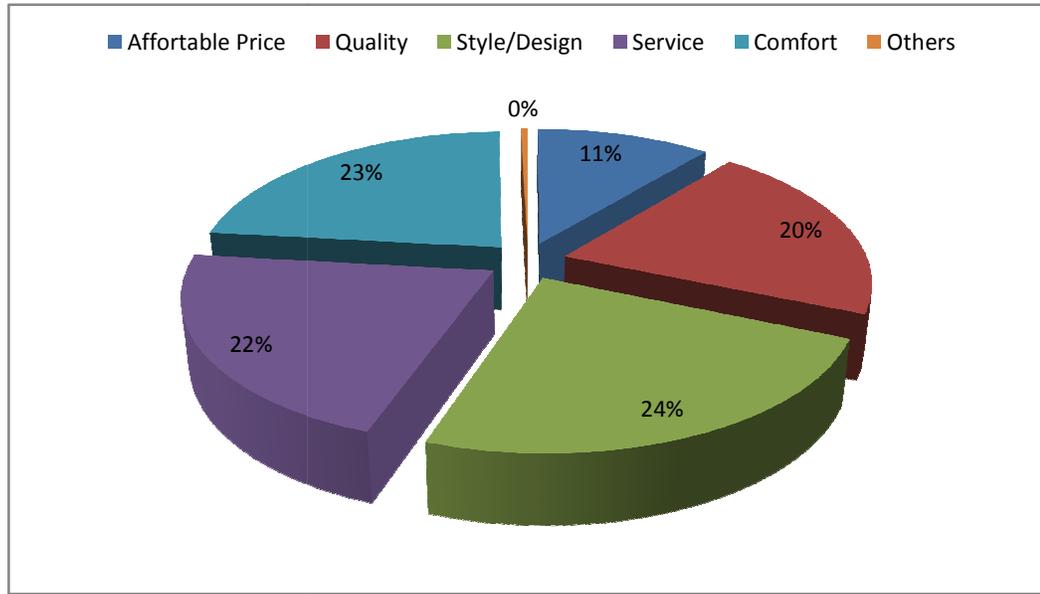
Source: Developed for the research

### Percentage of Customers that Consider Buying Our Products



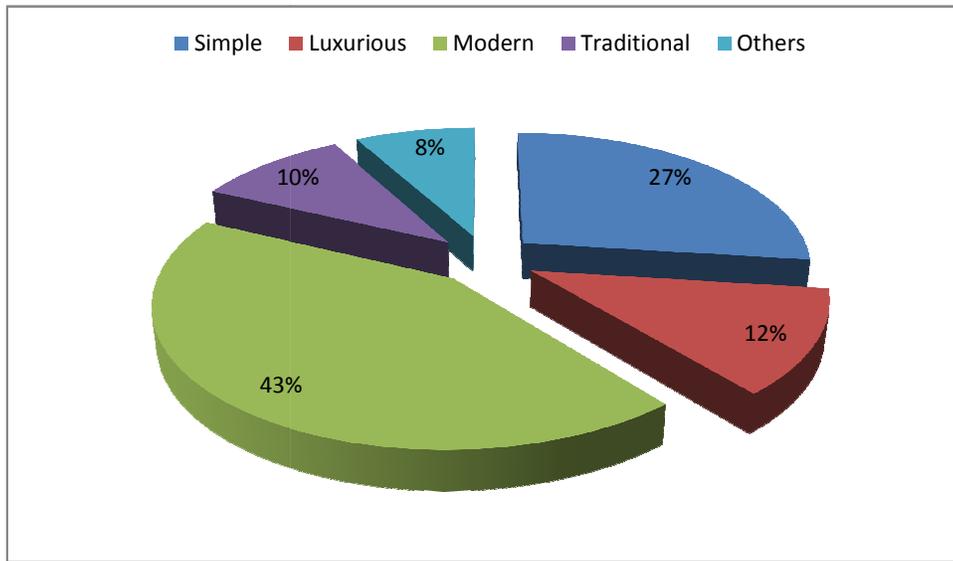
Source: Developed for the research

### Expectation When Buying Furniture



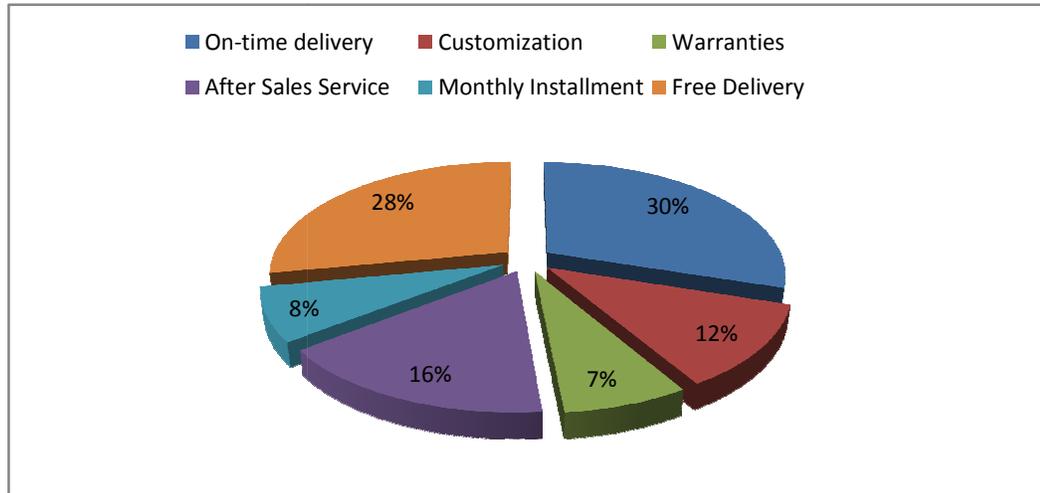
Source: Developed for the research

Style Preference of Customers for Furniture



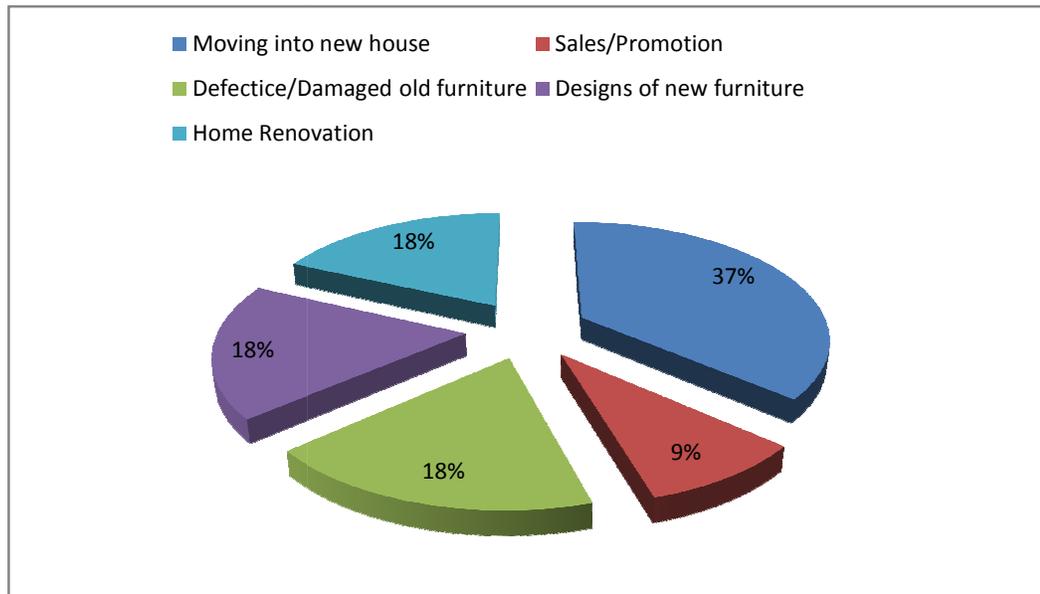
Source: Developed for the research

Preferred Services of Customers When Buying Furniture



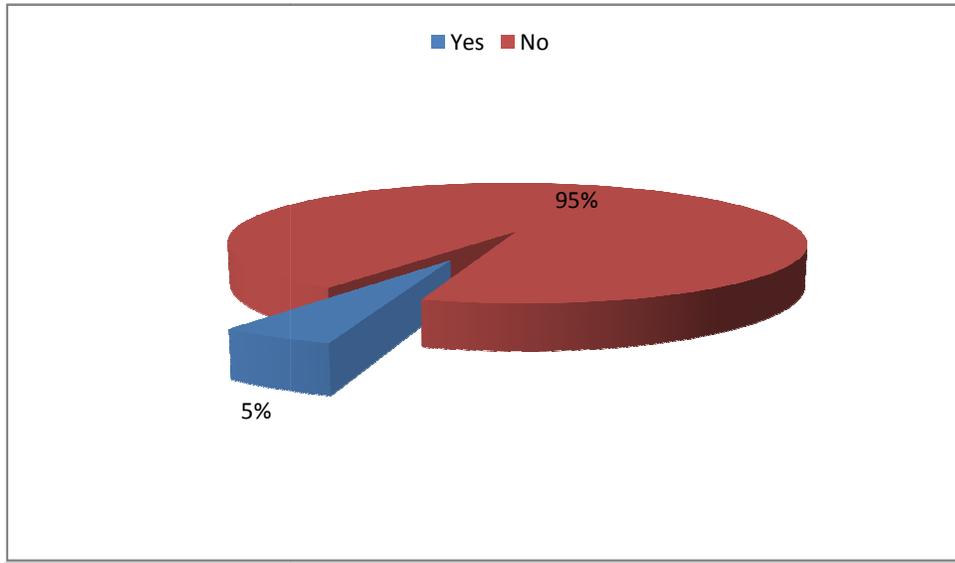
Source: Developed for the research

### Reasons of Purchasing Furniture



Source: Developed for the research

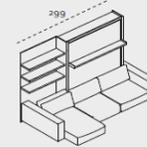
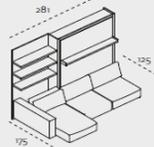
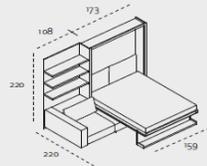
### Percentage of Customer Loyalty that are Loyal towards Existing Competitors



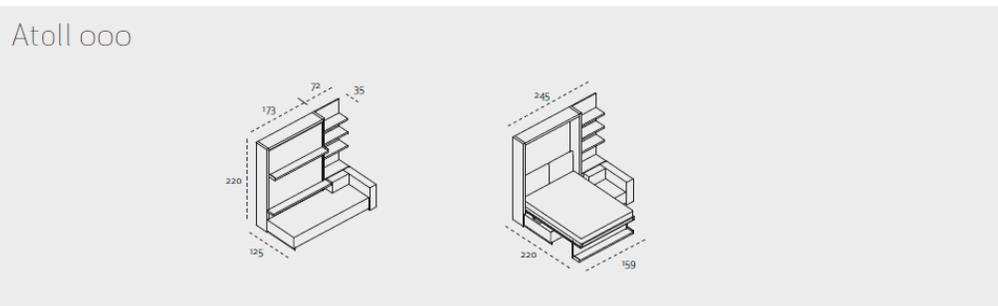
**Appendix E**  
**Catalogue**  
**LIVING SYSTEM**  
**LIVING DAYS & NIGHTS**  
**Swing**



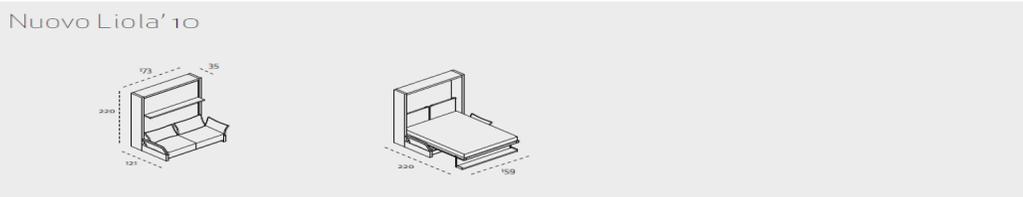
Swing



**Atoll 000**



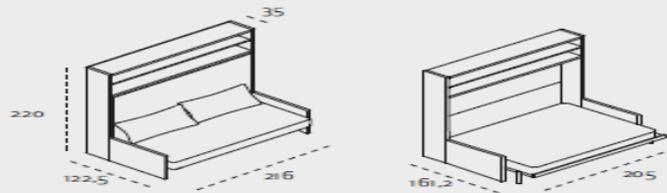
Nuovoliola' 10



Circe Sofa

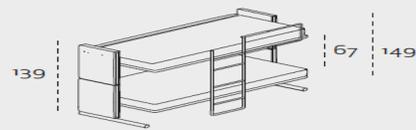
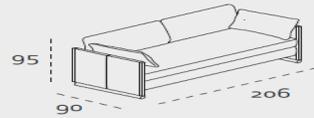


Circe Sofa

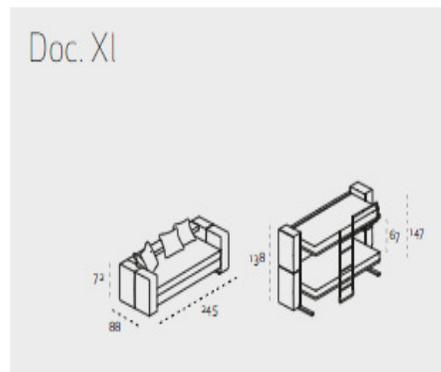




Doc.



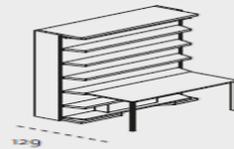
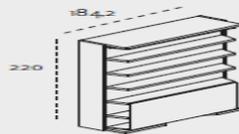
Doc.XL



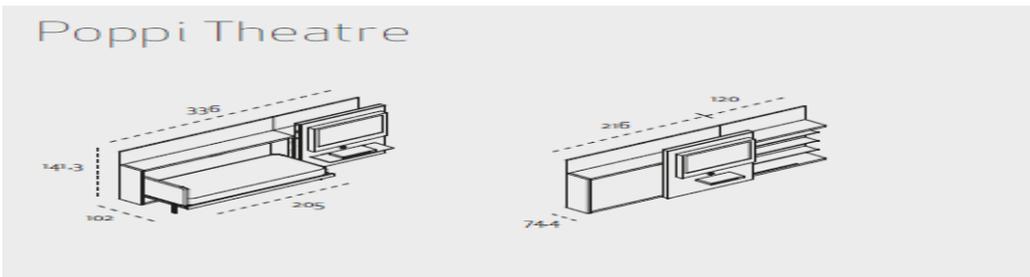
Lgm 01



lgm 01 tavolo



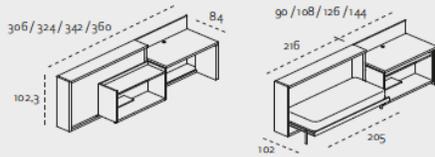
## Poppi Theatre



## Poppi Book



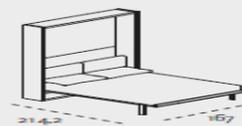
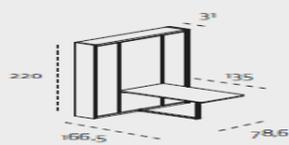
Poppi Sd 90



HOME OFFICE & DINING  
Ulisse Dining



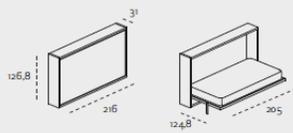
Ulisse Dining



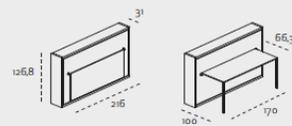
## Poppi Desk 90/120



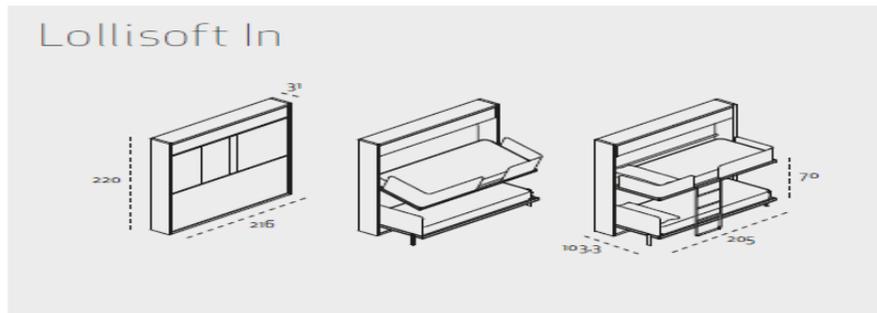
Poppi 120



Poppi Desk 120



## Lollisoft In



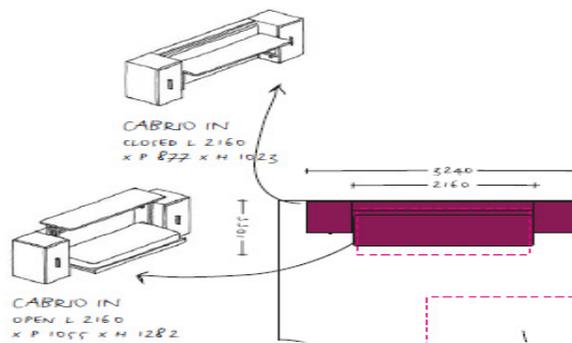


Altea Book 120



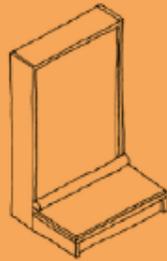


## E Cabrio In

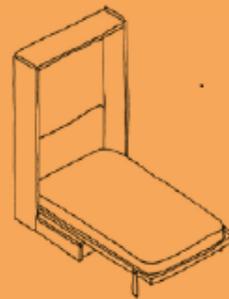


Altea Relax 90/120





ALTEA RELAX 90 CHIUSO  
mm. L 1010 x P 1050 x H 2200

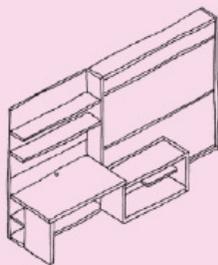


ALTEA RELAX 90 APERTO  
mm. L 1010 x P 2139 x H 2200

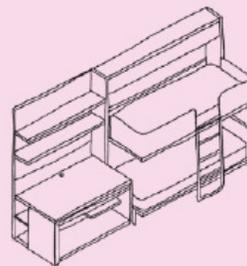
ALTEA RELAX 120 CHIUSO  
mm. L 1310 x P 1050 x H 2200

ALTEA RELAX 120 APERTO  
mm. L 1310 x P 2139 x H 2200

## Lollisoft Sd



LOLLISOFT SD CHIUSO  
mm. L 2160 (letto) + mm. L 900/1080/1260/1440 (desk)  
x P 840 x H 2200



LOLLISOFT SD APERTO  
mm. L 2160 (letto) + mm. L 900/1080/1260/1440 (desk)  
x P 1033 x H 2200

**Appendix F**

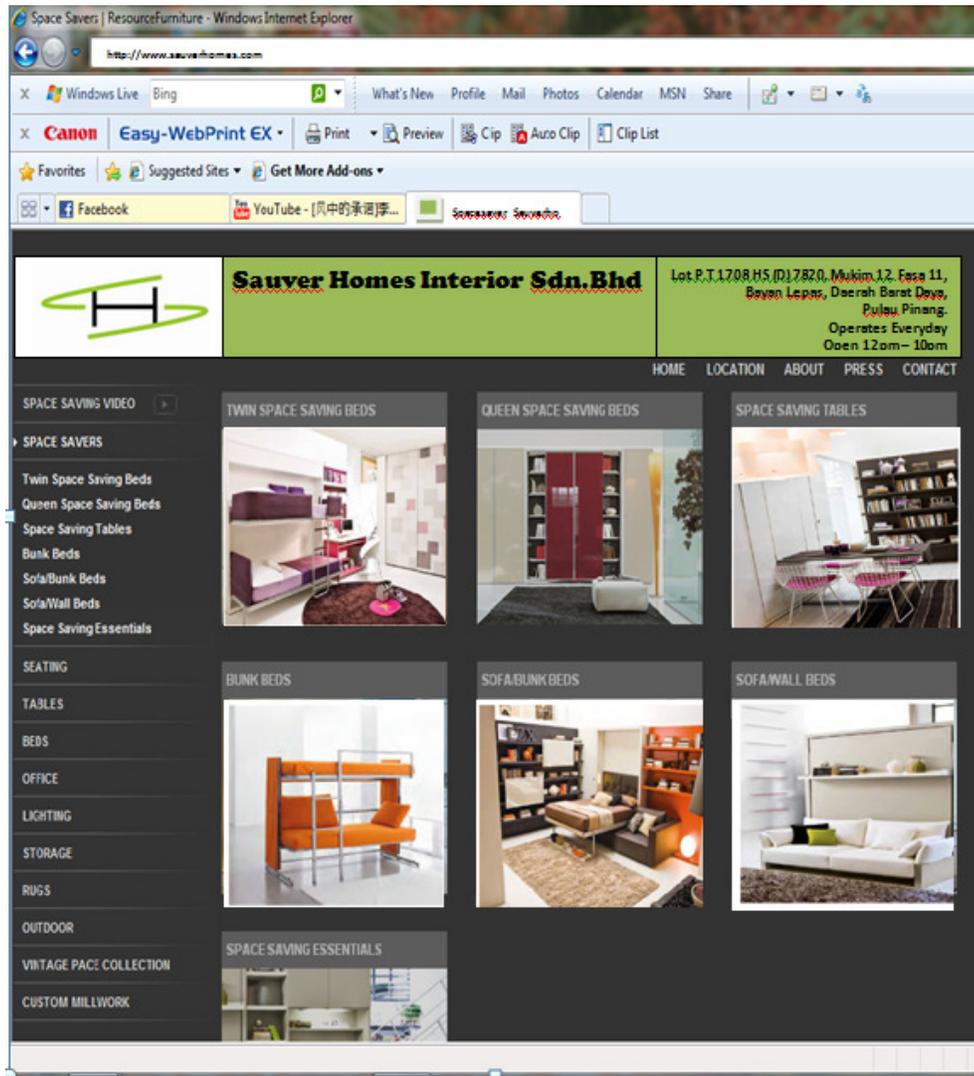
Advertising Fees and Details

TYPES OF MEDIA	SIZE / TIMING	TECHNICAL DESCRIPTION	COST/ UNIT	NO OF INSERTION	REBATES	TOTAL
			RM		RM	RM
<b>NEWSPAPER</b>						
<b>Sunday Metro</b>	Half Page Sunday	Full Color	18,800	19	1880	355,320.00
<b>SIN CHEW DAILY</b>	Half Page Sunday	Full Color	15,630	19		296,970.00
<b>BROADCASTING</b>						
<b>TV: 15 SEC</b>						
<b>TV3</b>	8.30PM - 9.00PM Saturday	FILMLET	4830	50		241,500.00
<b>8TV</b>	8.30PM - 9.00PM Saturday	FILMLET	3300	50		165,000.00
<b>NTV7</b>	8.30PM - 9.00PM Saturday	FILMLET	5000	50		250,000.00
<b>OUTDOOR MEDIA</b>						
<b>Billboard</b>	Width x Height 20ft x 10ft ; 2 year	Lebuhraya Bayan Lepas	1900	24		45,600.00
<b>SUB-TOTAL</b>						1,354,390.00
<b>ADD 6% GOVERNMENT SERVICE TAX FOR 2011</b>						81,263.40
<b>GRAND TOTAL</b>						1,435,653.40

Source: Developed for the research

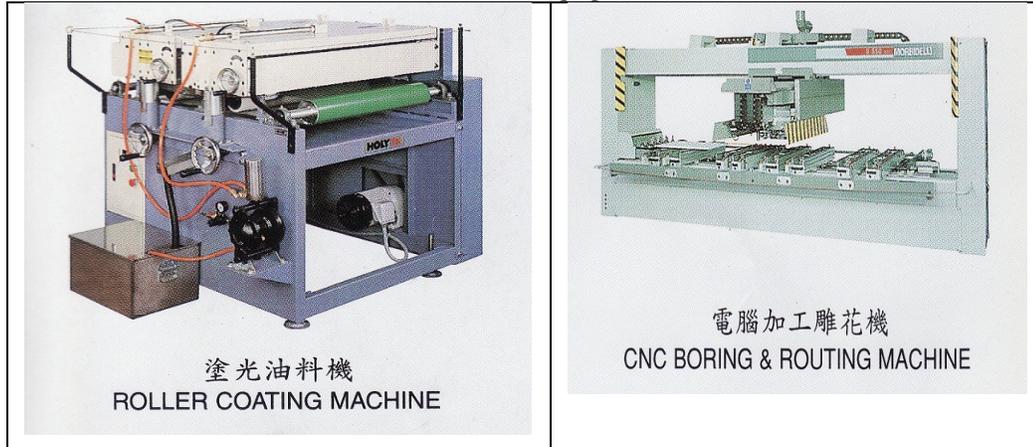
## Appendix G

### Company's Website



## Appendix H

### Machineries and Equipments

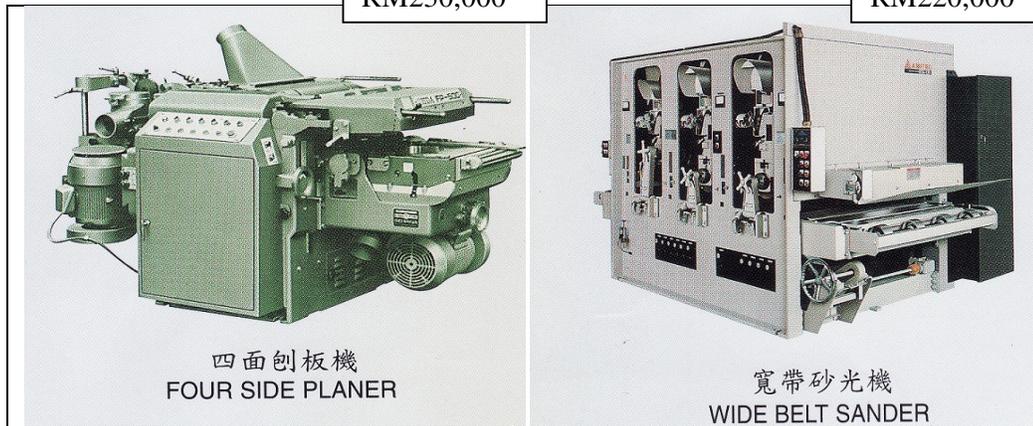


塗光油料機  
ROLLER COATING MACHINE

電腦加工雕花機  
CNC BORING & ROUTING MACHINE

RM230,000

RM220,000

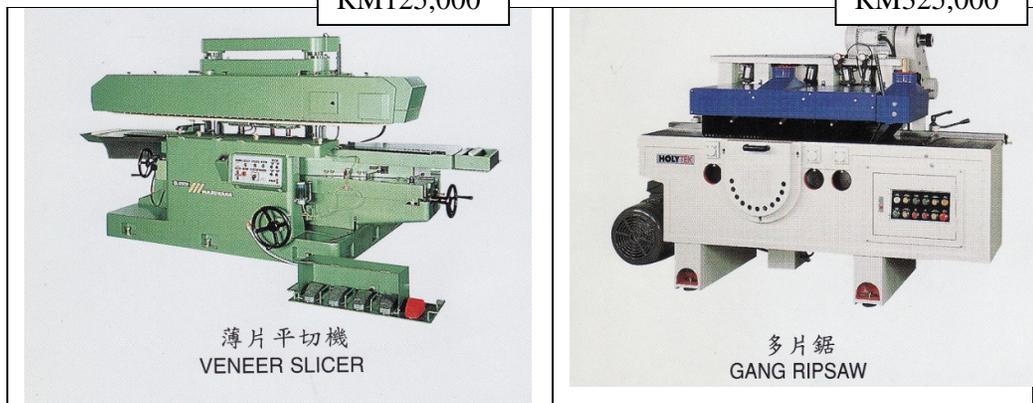


四面刨板機  
FOUR SIDE PLANER

寬帶砂光機  
WIDE BELT SANDER

RM125,000

RM325,000

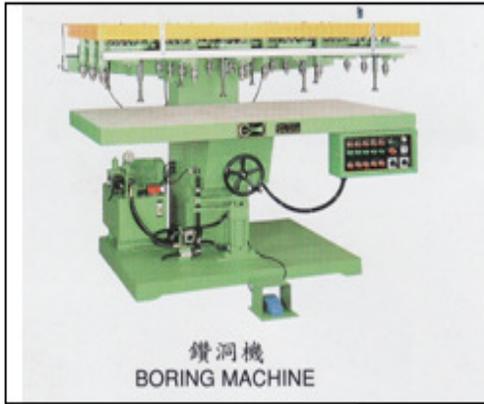


薄片平切機  
VENEER SLICER

多片鋸  
GANG RIPS AW

RM255,000

RM152,000



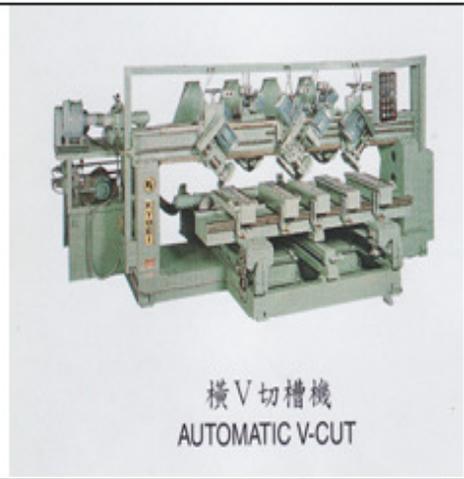
RM8,000



RM12,000



RM8,000



RM20,000



RM75,389.29



RM63210



Cutter

RM 4



Playa

RM 12



Oil

RM8



Steel Ruler

RM6



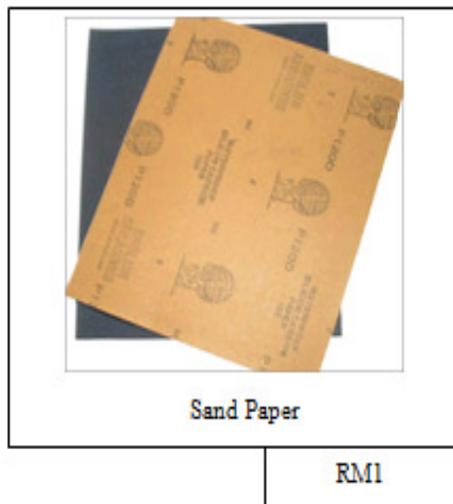
Air-Conditioner

RM4000



Security System

RM3000





Office Table

Rm350



Office Table

RM100



Office Chair

RM40



Print-Fax-Copy-Scan Machine

RM1899



Stationery

RM2721.60



Point of Sales System

RM2000

## Appendix I

### Example of Inspection Form

Technical Test	Requirement met	+ve/-ve
<b>Functional Dimensions (mm)</b>		
<b>Seat Height: 400–500</b>	445	+
<b>Seat Depth: 380-750</b>	436	+
<b>Seat Width: mind 400mm</b>	449	+
<b>Distance between arm rests min 460mm</b>	467	+
<b>Workmanship</b>		
<b>Corners and edges shall have no burrs and shall be cut off or rounded (haptic test)</b>		+
<b>All metal parts visible during intended use shall be corrosion resistance</b>		+
<b>Stability</b>		
<b>Test of Static and Dynamic Strength</b>		+
<b>Drop Test (height:200mm, 10 cycles)</b>		+
<b>Seat Impact Test (height:200mm, 10 cycles)</b>		+

**Appendix J**

Resume of the Management Team

**RESUME OF MOK WEI SEANG**

**A. Personal Particulars**

NAME : Mok Wei Seang  
 AGE : 22  
 DATE OF BIRTH : 08/02/1989  
 NIRC : 890208-08-6251  
 NATIONALITY : Malaysian  
 GENDER : Male  
 RACE : Chinese  
 RELIGION : Buddhist  
 MARITAL STATUS : Single

**B. Contact Info**

ADDRESS : 32, Jalan Tengku Ismail 1, Taman Permai, 34000, Taiping, Perak.  
 PHONE : 05-8082188  
 MOBILE NO : 012-4649848  
 EMAIL ADDRESS : justine\_ws23@hotmail.com

**C. Education Qualification**

**I. Primary School**

INSTITUTION : SJK (C) Hua Lian 3  
 DURATION : 1996-2001

**II. Secondary School**

INSTITUTION : SMK Hua Lian  
 DURATION : 2002-2006

**III. PRE-UNIVERSITY**

INSTITUTION : Universiti Tunku Abdul Rahman  
 COURSE : Foundation in Arts  
 DURATION : 2007/05

**IV. Bachelor Degree**

INSTITUTION : Universiti Tunku Abdul Rahman  
 COURSE : Bachelor (Hons) of Business Administration  
 Entrepreneurship  
 DURATION : 2008/05-2011/05  
 CGPA : 2.76

**D. Extra-Curricular Activities, Achievements and Involvements**

Society/ Involvement	Position	Institution	Award/ Achievement	Year
Sport Club	AJK	SJK (C) Hua Lian 3	Gold	1998-2001
Prefect	AJK	SMK Hua Lian	-	2002-2003

Interact club	Member	SMK Hua Lian	-	2004-2006
Entrepreneurship Society	Member	UTAR	-	2009-2011
Sport Club	Member	UTAR	-	2009-2011

**Soft skills Courses**

Courses	Institution	Year
Innovative Marketing Tool From Blue Ocean Strategy	UTAR	2010
Japanese Language Level 1	UTAR	2010
Malaysia Festival Mind VI Memory Power, Photo Reading, Free Talk-Brain	UTAR	2010
Tips To Become A Successful Entrepreneur	UTAR	2010
Work Ethics At Workplace	UTAR	2010
Taking Responsibility: Take charge!	UTAR	2010

**E. Working Experiences**

COMPANY : Meridian Hotel  
 POSITION : Waiter  
 DURATION : 2006/12 – 2007/03

COMPANY : Jaya Garment Manufacturing  
 POSITION : Despatch Boy  
 DURATION : 2008/11 – 2009/ 01

**F. Personal Qualities**

**I. Personal Value**

- Hardworking
- Honesty
- Responsible
- Helpful and Friendly

**II. Language Proficiency**

Language	Written (excellent, good, fair, poor)	Spoken (excellent, good, fair, poor)
English	Excellent	Excellent
Malay	Fair	Fair
Chinese	Excellent	Excellent

Hokkien	-	excellent

**G. Reference**

NAME : Mohamad Fared bin Mohamad Makmor  
COMPANY : Universiti Tunku Abdul Rahman  
POSITION : Lecture  
CONTACT : +6013-6417582  
EMAIL : faredm@utar.edu.my

**RESUME OF ONG KEE YUAN**

**A. Personal Particulars**

NAME : Ong Kee Yuan  
 AGE : 21  
 DATE OF BIRTH : 3/11/1989  
 NIRC : 891103-08-6401  
 NATIONALITY : Malaysian  
 GENDER : Male  
 RACE : Chinese  
 RELIGION : Buddhist  
 MARITAL STATUS : Single

**B. Contact Info**

ADDRESS : 200, Jalan Ciku, Kpg Jambu, 34000 Taiping, Perak.  
 PHONE : 05-8069822  
 MOBILE NO : 012-5626012  
 EMAIL ADDRESS : Crimsonky89@hotmail.com

**C. Education Qualification**

**I. Primary School**

INSTITUTION : SRJK Hua Lian 3  
 DURATION : 6 years (1996-2001)

**II. Secondary School**

INSTITUTION : SMJK Hua Lian  
 DURATION : 5 years (2002-2006)

**III. PRE-UNIVERSITY**

INSTITUTION : Universiti Tunku Abdul Rahman  
 COURSE : Foundation In Arts  
 DURATION : 1 year (2007)

**IV. Bachelor Degree**

INSTITUTION : Universiti Tunku Abdul Rahman  
 COURSE : Bachelor (Hons) of Business Administration  
 Entrepreneurship  
 DURATION : 3 years (2008-2011)  
 CGPA : 2.5

**D. Extra-Curricular Activities, Achievements and Involvements**

Society/ Involvement	Position	Institution	Award/Achievement	Year
Scout 07 LMS	Secretary	SMJK Hua Lian		2002-2006
Junior Jaycees Club (JJC)	Member	SMJK Hua Lian		2002-2006
Counseling Club	Committee	SMJK Hua Lian		2003-2006
SPBT	Committee	SMJK Hua Lian		2004-2006

Entrepreneurship Society	Member	UTAR		2008-2011
Photography Society	Member	UTAR		2009-2011
Sport Club	Member	UTAR		2007-2011
Orientation Jan 2008	Helper	UTAR		2008
Talent Time 2008	Helper	UTAR		2008

**Soft skills Courses**

Courses	Institution	Year
Japanese Language (Level 1)	UTAR	2010
Innovative Marketing Tools from Blue Ocean Strategy	UTAR	2010
Taking Responsibility: Take Charge	UTAR	2010
Work Ethics at the Workplace	UTAR	2010
Tips to Become a Successful Entrepreneur	UTAR	2010
The Effective Leader	UTAR	2007
Speak Up with Confidence	UTAR	2007

**E. Working Experiences**

COMPANY : Vel Art Collection  
 POSITION : Promoter  
 DURATION : 12/12/2006 – 31/1/2007

COMPANY : Batu Matang Oil Palm Estate  
 POSITION : Assistance of Manager  
 DURATION : 12/12/2006 – 31/1/2007

**F. Personal Qualities**

**I. Personal Value**

- Refrain from building walls, which means allow pessimism, criticism to come in, but I will choose to learn from them, not react or hide from them
- Take time every day for reflection, to realize what I learned, what I should learn more about to say thank you, to give myself a pat on the back while looking into what I need to improve upon.
- Allow my values to guide me, not jealousy or other peoples' values, competition or wealth.
- Deal with problems as they arise, and do not avoid responsibility.
- Be loyal and honesty.

**II. Language Proficiency**

Language	Written (excellent, good, fair, poor)	Spoken (excellent, good, fair, poor)
English	Fair	Good
Malay	Fair	Fair
Chinese	Excellent	Excellent

--	--	--

**G. Reference**

NAME : Mohamad Fared bin Mohamad Makmor  
COMPANY : Universiti Tunku Abdul Rahman  
POSITION : Lecture  
CONTACT : +6013-6417582  
EMAIL : faredm@utar.edu.my

**RESUME OF OOI SU TAT**

**A. Personal Particulars**

NAME : Ooi Su Tat  
 AGE : 24 year  
 DATE OF BIRTH : 30 April 1987  
 NIRC : 860430-38-7701  
 NATIONALITY : Malaysian  
 GENDER : Male  
 RACE : Chinese  
 RELIGION : Buddhist  
 MARITAL STATUS : Single

**B. Contact Info**

ADDRESS : 103, Jalan Besar Trong, 34800 Trong, Perak.  
 PHONE : 05-8577127  
 MOBILE NO : 016-5950619  
 EMAIL ADDRESS : sky\_ooi86@hotmail.com

**C. Education Qualification**

**I. Primary School**

INSTITUTION : SJK (C) Hua Lian 1  
 DURATION : 1993-1998

**II. Secondary School**

INSTITUTION : S.M.K Sri Kota  
 DURATION : 1999-2004

**III. PRE-UNIVERSITY**

INSTITUTION : SMK Hua Lian  
 COURSE : STPM  
 DURATION : 2005-2006  
 INSTITUTION : Universiti Tunku Abdul Rahman  
 COURSE : Foundation in Arts  
 DURATION : 2006-2007

**IV. Bachelor Degree**

INSTITUTION : Universiti Tunku Abdul Rahman  
 COURSE : Bachelor (Hons) of Business Administration  
 Entrepreneurship  
 DURATION : 2008-2011  
 CGPA : 2.73

**D. Extra-Curricular Activities, Achievements and Involvements**

Society/ Involvement	Position	Institution	Award/Achievement	Year
Cadet Police	secretary	SMK Sri Kota	-	1999-2004
Mathematics and science	member	SMK Sri Kota	-	2002-2004

club				
Form Six Society	Member	SMK Hua Lian	-	2005-2006
Buddhist society	Member	UTAR	-	2008-2011
Computer club	Member	UTAR	-	2008-2009
Photography club	Member	UTAR	-	2010-2011

**Soft skills Courses**

Courses	Institution	Year
Taking Responsibility: Take Charge!	UTAR	2009
Malaysia Festival Mind VI Memory Power, Photo Reading, Free Talk-Brain	UTAR	2010

**E. Working Experiences**

COMPANY : Chop Jit Heng  
 POSITION : Shopkeeper  
 DURATION : 2004-2005

**F. Personal Qualities**

**I. Personal Value**

- Highly responsibility and commitment
- Good in leadership, social able and trustworthy
- Able to learn and work independently or team
- Creative and innovative

**II. Language Proficiency**

Language	Written (excellent, good, fair, poor)	Spoken (excellent, good, fair, poor)
English	Fair	Fair
Malay	Fair	Good
Chinese	Fair	Good
Hokkien	-	excellent

**G. Reference**

NAME : Mohamad Fared bin Mohamad Makmor  
COMPANY : Universiti Tunku Abdul Rahman  
POSITION : Lecture  
CONTACT : +6013-6417582  
EMAIL : faredm@utar.edu.my

**RESUME OF TAN HUEY KEE**

**A. Personal Particulars**

NAME : Tan Huey Kee  
 AGE : 21  
 DATE OF BIRTH : 24.06.1989  
 NIRC : 890624-04-5096  
 NATIONALITY : Malaysian  
 GENDER : Female  
 RACE : Chinese  
 RELIGION : Buddhist  
 MARITAL STATUS : Single

**B. Contact Info**

ADDRESS : Blok 1-0-4, Jalan 6/127A, Taman Gembira, 58200, KL  
 PHONE : 03-79810612  
 MOBILE NO : 016-6033522  
 EMAIL ADDRESS : sp0tat0\_cla@hotmail.com

**C. Education Qualification**

**I. Primary School**

INSTITUTION : SRJK ( C ) Choong Wen  
 DURATION : 6 years (1996-2001)

**II. Secondary School**

INSTITUTION : Chong Hwa Independent High School  
 DURATION : 5 years (2002-2006)

**III. PRE-UNIVERSITY**

INSTITUTION : Chong Hwa Independent High School  
 COURSE : UEC  
 DURATION : 1 year (2007)

**IV. Bachelor Degree**

INSTITUTION : Universiti Tunku Abdul Rahman  
 COURSE : Bachelor (Hons) of Business Administration  
 Entrepreneurship  
 DURATION : 3 years (2008-2011)  
 CGPA : 3.5

**D. Extra-Curricular Activities, Achievements and Involvements**

Society/ Involvement	Position	Institution	Award/Achievement	Year
IOI Mall School Band Challenge	Committee	IOI Mall	Gold Medal	2003
International Competitions for Schools (English)	Participant	The University of New South Wales	Participation	2004, 2005, 2007

Festival of Winds	Chairman		Gold Medal	2006
Kuiz Kimia Kebangsaan Malaysia	Participant	Institut Kimia Malaysia, Kementerian Pelajaran Malaysia	Participation	2006
Wind Band	Committee, Group Leader	Chong Hwa Independent High School		2003
Wind Band	Vice Chairman, Student Conductor, Section Leader	Chong Hwa Independent High School		2004-2005
Wind Band	Chairman	Chong Hwa Independent High School		2006-2007
Entrepreneurship Society	Member	UTAR		2008-2011
Photography Society	Member	UTAR		2009-2011

**Soft skills Courses**

Courses	Institution	Year
Japanese Language (Level 1)	UTAR	2010
Innovative Marketing Tools from Blue Ocean Strategy	UTAR	2010
Taking Responsibility: Take Charge!	UTAR	2010
Work Ethics at the Workplace	UTAR	2010
Tips to Become a Successful Entrepreneur	UTAR	2010

**E. Working Experiences**

COMPANY : COM-AIRE ENGINEERING SDN. BHD.  
 POSITION : Operator  
 DURATION : 2 months (November 2008 to December 2008)

**F. Personal Qualities**

**I. Personal Value**

- Find weaknesses in myself and situations and choose to improve them.
- Look at both sides of an issue before making a decision. Realize that each decision is an independent decision, not necessarily directly related to past or future decisions, and take the time to gather insight to make informed decisions.
- Always be supportive to fellow friends and assist with any endeavors they may have.
- Keep my word.
- Believe in staying positive and up-tempo.

**II. Language Proficiency**

Language	Written (excellent, good, fair, poor)	Spoken (excellent, good, fair, poor)
English	Good	Good
Malay	Fair	Fair
Chinese	Excellent	Excellent

**G. Reference**

NAME : Mohamad Fared bin Mohamad Makmor  
COMPANY : Universiti Tunku Abdul Rahman  
POSITION : Lecture  
CONTACT : +6013-6417582  
EMAIL : faredm@utar.edu.my

**RESUME OF WONG SIX LOON**

**A. Personal Particulars**

NAME : WONG SIX LOON  
 AGE : 23  
 DATE OF BIRTH : 1987/01/14  
 NIRC : 870114-01-5251  
 NATIONALITY : Malaysia  
 GENDER : Male  
 RACE : Chinese  
 RELIGION : Christian  
 MARITAL STATUS : Single

**B. Contact Info**

ADDRESS : D-98 Jalan Timur, Bukit Batu, 81020 Kulai, Johor  
 PHONE : 07-6511786  
 MOBILE NO : 016-6633251  
 EMAIL ADDRESS : allenloon87@hotmail.com

**C. Education Qualification**

**I. Primary School**

INSTITUTION : SJK(C) Pu Sze, SJK(C) Batu  
 DURATION : 1994-1996, 1996-1999

**II. Secondary School**

INSTITUTION : Sekolah Menengah Tunku Abdul Rahman Putra  
 DURATION : 2000-2004

**III. PRE-UNIVERSITY**

INSTITUTION : Sekolah Menengah Tunku Abdul Rahman Putra  
 COURSE : STPM  
 DURATION : 2005-2006

**IV. Bachelor Degree**

INSTITUTION : Universiti Tunku Abdul Rahman  
 COURSE : Bachelor (Hons) of Business Administration  
 Entrepreneurship  
 DURATION : 2008-2011  
 CGPA : 2.00

**D. Extra-Curricular Activities, Achievements and Involvements**

Society/ Involvement	Position	Institution	Award/Achievement	Year

**Soft skills Courses**

Courses	Institution	Year
Blue ocean strategy	UTAR	2009
Take charge	UTAR	2010

**E. Working Experiences**

COMPANY 1 : Air Bemban Bor Ai kindergarten school teacher  
 POSITION : Kindergarten teacher  
 DURATION : 2004/12-2005/5

COMPANY 2 : Kelapa Sawit Tuition Center  
 POSITION : Tuition Teacher  
 DURATION : 2005/1-2005/6

COMPANY 3 : Handal Indah  
 POSITION : Store Keeper and Purchasing Assistant  
 DURATION : 2007-2008/5

**F. Personal Qualities**

- Hardworking
- Responsible for the job and worker
- Caring for the employees and business partner
- Good leadership skills and communication skill

**II. Language Proficiency**

Language	Written (excellent, good, fair, poor)	Spoken (excellent, good, fair, poor)
English	Good	Good
Malay	Fair	Fair
Chinese	Excellent	Excellent

**G. Reference**

NAME : Mohamad Fared bin Mohamad Makmor  
 COMPANY : Universiti Tunku Abdul Rahman  
 POSITION : Lecture  
 CONTACT : +6013-6417582  
 EMAIL : faredm@utar.edu.my

**Appendix K**Financial DataCost for Display Store Stationery

<b>Items</b>	<b>Unit Price (RM)</b>	<b>Quantity</b>	<b>Total (RM)</b>
<b>Ball Pen</b>	<b>0.70</b>	<b>20</b>	<b>14</b>
<b>Stapler</b>	<b>2.20</b>	<b>2</b>	<b>4.40</b>
<b>Paper Clips</b>	<b>1.60 per box</b>	<b>1</b>	<b>1.60</b>
<b>Liquid Paper</b>	<b>4.90</b>	<b>2</b>	<b>9.8</b>
<b>Correction Pen</b>			
<b>Cutter</b>	<b>2.30</b>	<b>2</b>	<b>4.6</b>
<b>Eraser</b>	<b>0.60</b>	<b>2</b>	<b>1.2</b>
<b>Paper Puncher</b>	<b>16.20</b>	<b>2</b>	<b>32.4</b>
<b>Scissors</b>	<b>2.90</b>	<b>2</b>	<b>5.8</b>
<b>Tape</b>	<b>4.80</b>	<b>2</b>	<b>9.6</b>
<b>Tape Dispenser</b>	<b>3.30</b>	<b>2</b>	<b>6.6</b>
<b>Ink Pad</b>	<b>8.30</b>	<b>2</b>	<b>16.6</b>
<b>Okada</b>	<b>2</b>	<b>5</b>	<b>10</b>
<b>Mechanical Pencil</b>			
<b>Calculator</b>	<b>48</b>	<b>10</b>	<b>480</b>
<b>4" x 8" Receipt Book</b>	<b>65 per package (10 books)</b>	<b>1</b>	<b>65</b>
		<b>Total</b>	<b>661.60</b>

Cost of Office Stationery

<b>Items</b>	<b>Unit Price (RM)</b>	<b>Quantity</b>	<b>Total (RM)</b>
<b>Ball Pen</b>	<b>29.50 per box</b>	<b>1</b>	<b>29.50</b>
<b>Okada</b>	<b>2</b>	<b>20</b>	<b>40</b>
<b>Mechanical Pencil</b>			
<b>Stapler</b>	<b>2.20</b>	<b>20</b>	<b>44</b>
<b>Paper Clips</b>	<b>1.60 per box</b>	<b>5</b>	<b>8</b>
<b>Envelope</b>	<b>0.06</b>	<b>500</b>	<b>30</b>
<b>Arch Files</b>	<b>Package B : RM 5.80 per pc (Min. 1 ctn/24 pcs)</b>	<b>1</b>	<b>132.70</b>
<b>Clear Holders</b>	<b>5.50</b>	<b>20</b>	<b>110</b>
<b>Liquid Paper</b>	<b>4.90</b>	<b>20</b>	<b>98</b>
<b>Correction Pen</b>			
<b>Cutter</b>	<b>2.30</b>	<b>20</b>	<b>46</b>
<b>Eraser</b>	<b>0.60</b>	<b>20</b>	<b>12</b>
<b>Glue</b>	<b>0.70</b>	<b>20</b>	<b>14</b>
<b>Paper Puncher</b>	<b>16.20</b>	<b>20</b>	<b>324</b>
<b>Scissors</b>	<b>2.90</b>	<b>20</b>	<b>58</b>
<b>Tape</b>	<b>4.80</b>	<b>20</b>	<b>96</b>
<b>Tape Dispenser</b>	<b>3.30</b>	<b>20</b>	<b>66</b>

<b>Ink Pad</b>	8.30	<b>20</b>	<b>166</b>
<b>Ruler</b>	0..70	<b>20</b>	<b>14</b>
<b>Clip Board</b>	3.9	<b>10</b>	<b>39</b>
<b>Dustbin</b>	18	<b>15</b>	<b>270</b>
<b>Magnetic Whiteboard</b>	478.80	<b>478.80</b>	<b>478.80</b>
<b>Whiteboard Duster</b>	1	<b>4</b>	<b>4</b>
		<b>Total</b>	<b>2080</b>

## Appendix L

## Pro Forma Income Statement for the Year 2011

Year 2011	Jan	Feb	Mar	Apr	May	Jun
<b>Revenue</b>	RM520,000.00	RM320,000.00	RM360,000.00	RM336,000.00	RM400,000.00	RM456,000.00
<b>Cost of Goods Sold</b>	RM127,398.00	RM65,484.00	RM69,300.00	RM71,118.00	RM80,871.00	RM91,290.00
<b>Gross Profit</b>	RM392,602.00	RM254,516.00	RM290,700.00	RM264,882.00	RM319,129.00	RM364,710.00
<b>Gross Margin</b>	0.755003846	0.7953625	0.8075	0.788339286	0.7978225	0.799802632
<b>Expenses</b>						
<b>Sales and Marketing Expenses</b>	RM99,345.28	RM98,945.28	RM99,025.28	RM98,977.28	RM99,105.28	RM99,217.28
<b>General and Administration Expenses</b>	RM125,352.88	RM121,352.88	RM122,152.88	RM121,672.88	RM122,952.88	RM124,072.88
<b>Utilities</b>	RM3,000.00	RM3,000.00	RM3,000.00	RM3,000.00	RM3,000.00	RM3,000.00
<b>Rental and lease</b>	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00
<b>Depreciation</b>	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80
<b>Vehicle</b>	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00
<b>Road tax</b>						
<b>Fuel</b>	RM1,200.00	RM1,200.00	RM1,200.00	RM1,200.00	RM1,200.00	RM1,200.00
<b>Scheduled Waste Management</b>	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00
<b>Total Expenses</b>	RM287,235.96	RM282,835.96	RM283,715.96	RM283,187.96	RM284,595.96	RM285,827.96
<b>Income Before Taxes</b>	RM105,366.04	(RM28,319.96)	RM6,984.04	(RM18,305.96)	RM34,533.04	RM78,882.04
<b>Add: Depreciation</b>	RM35,394.13	RM35,394.13	RM35,394.13	RM35,394.13	RM35,394.13	RM35,394.13
<b>Statutory Income</b>	RM140,760.17	RM7,074.17	RM42,378.17	RM17,088.17	RM69,927.17	RM114,276.17

<b>Taxable Income</b>	RM42,228.05	RM2,122.25	RM12,713.45	RM5,126.45	RM20,978.15	RM34,282.85
<b>Company Tax (25%)</b>	RM10,557.01	RM530.56	RM3,178.36	RM1,281.61	RM5,244.54	RM8,570.71
<b>Net Income</b>	RM94,809.02	(RM28,850.52)	RM3,805.68	(RM19,587.57)	RM29,288.50	RM70,311.33

Year 2011	Jul	Aug	Sep	Oct	Nov	Dec
Revenue	RM520,000.00	RM416,000.00	RM504,000.00	RM576,000.00	RM640,000.00	RM704,000.00
Cost of Goods Sold	RM95,266.00	RM88,383.00	RM105,102.00	RM118,974.00	RM131,574.00	RM143,265.00
Gross Profit	RM424,734.00	RM327,617.00	RM398,898.00	RM457,026.00	RM508,426.00	RM560,735.00
Gross Margin	0.816796154	0.787540865	0.791464286	0.793447917	0.794415625	0.79649858
Expenses						
Sales and Marketing Expenses	RM99,345.28	RM99,137.28	RM99,313.28	RM99,457.28	RM99,585.28	RM99,713.28
General and Administration Expenses	RM125,352.88	RM123,272.88	RM125,032.88	RM126,472.88	RM127,752.88	RM155,832.88
Utilities	RM3,000.00	RM3,000.00	RM3,000.00	RM3,000.00	RM3,000.00	RM3,000.00
Rental and lease	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00
Depreciation	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80
Vehicle	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00
Road tax	RM353.00					
Fuel	RM1,200.00	RM1,200.00	RM1,200.00	RM1,200.00	RM1,200.00	RM1,200.00
Scheduled Waste Management	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00
Total Expenses	RM287,588.96	RM284,947.96	RM286,883.96	RM288,467.96	RM289,875.96	RM318,083.96
Income Before Taxes	RM137,145.04	RM42,669.04	RM112,014.04	RM168,558.04	RM218,550.04	RM242,651.04
Add: Depreciation	RM35,394.13	RM35,394.13	RM35,394.13	RM35,394.13	RM35,394.13	RM35,394.13
Statutory Income	RM172,539.17	RM78,063.17	RM147,408.17	RM203,952.17	RM253,944.17	RM278,045.17
Taxable Income	RM51,761.75	RM23,418.95	RM44,222.45	RM61,185.65	RM76,183.25	RM83,413.55
Company Tax (25%)	RM12,940.44	RM5,854.74	RM11,055.61	RM15,296.41	RM19,045.81	RM20,853.39
Net Income	RM124,204.60	RM36,814.30	RM100,958.43	RM153,261.63	RM199,504.23	RM221,797.65

Note: Calculation in details of Sales and Marketing Expenses, and Depreciation

Sales and Marketing Expenses	Jan	Feb	Mar	Apr	May	Jun
Promotions and Advertising	RM98,305.28	RM98,305.28	RM98,305.28	RM98,305.28	RM98,305.28	RM98,305.28
Marketing Research (0.2% of sales)	RM1,040.00	RM640.00	RM720.00	RM672.00	RM800.00	RM912.00
Total	RM99,345.28	RM98,945.28	RM99,025.28	RM98,977.28	RM99,105.28	RM99,217.28

Sales and Marketing Expenses	Jul	Aug	Sep	Oct	Nov	Dec
Promotions and Advertising	RM98,305.28	RM98,305.28	RM98,305.28	RM98,305.28	RM98,305.28	RM98,305.28
Marketing Research (0.2% of sales)	RM1,040.00	RM832.00	RM1,008.00	RM1,152.00	RM1,280.00	RM1,408.00
Total	RM99,345.28	RM99,137.28	RM99,313.28	RM99,457.28	RM99,585.28	RM99,713.28

Depreciation	Cost
Building	RM112,500.00
Vehicle (20%)	RM15,077.86
Machinery (20%)	RM280,143.80
Total	RM407,721.66

## Notes : Calculation in details of General and Administration Expenses

General and Administration Expenses	Jan	Feb	Mar	Apr	May	Jun
Salaries	RM85,300.00	RM85,300.00	RM85,300.00	RM85,300.00	RM85,300.00	RM85,300.00
EPF	RM9,383.00	RM9,383.00	RM9,383.00	RM9,383.00	RM9,383.00	RM9,383.00
SOCSO	RM18,652.55	RM18,652.55	RM18,652.55	RM18,652.55	RM18,652.55	RM18,652.55
Depreciation of Office Equipment (10%)	RM1,417.33	RM1,417.33	RM1,417.33	RM1,417.33	RM1,417.33	RM1,417.33
Insurance						
Professional Services (Legal and Auditing Fee)						
Research and Development	RM10,400.00	RM6,400.00	RM7,200.00	RM6,720.00	RM8,000.00	RM9,120.00
Misc.	RM200.00	RM200.00	RM200.00	RM200.00	RM200.00	RM200.00
<b>Total</b>	<b>RM125,352.88</b>	<b>RM121,352.88</b>	<b>RM122,152.88</b>	<b>RM121,672.88</b>	<b>RM122,952.88</b>	<b>RM124,072.88</b>

General and Administration Expenses	Jul	Aug	Sep	Oct	Nov	Dec
Salaries	RM85,300.00	RM85,300.00	RM85,300.00	RM85,300.00	RM85,300.00	RM85,300.00
EPF	RM9,383.00	RM9,383.00	RM9,383.00	RM9,383.00	RM9,383.00	RM9,383.00
SOCSO	RM18,652.55	RM18,652.55	RM18,652.55	RM18,652.55	RM18,652.55	RM18,652.55
Depreciation of Office Equipment (10%)	RM1,417.33	RM1,417.33	RM1,417.33	RM1,417.33	RM1,417.33	RM1,417.33
Insurance						RM25,000
Professional Services (Legal and Auditing Fee)						RM1,800.00
Research and Development	RM10,400.00	RM8,320.00	RM10,080.00	RM11,520.00	RM12,800.00	RM14,080.00
Misc.	RM200.00	RM200.00	RM200.00	RM200.00	RM200.00	RM200.00
<b>Total</b>	<b>RM125,352.88</b>	<b>RM123,272.88</b>	<b>RM125,032.88</b>	<b>RM126,472.88</b>	<b>RM127,752.88</b>	<b>RM155,832.88</b>

Note: Calculation in details of Production and Net Revenues

Year 2011	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Budgeted Sales</b>	65	40	45	42	50	57	65	52	63	72	80	88
<b>Desired End. Inv</b>	8	9	8	10	11	13	10	13	14	16	18	20
<b>Total</b>	73	49	53	52	61	70	75	65	77	88	98	108
<b>Beginning Inv</b>	0	8	9	8	10	11	13	10	13	14	16	18
<b>Planned Production</b>	73	41	44	44	51	59	62	54	65	74	82	90

Materials Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Materials Required (x 4)	292	164	176	176	200	228	248	216	260	296	328	360
Desired End. Inv.	33	35	35	40	46	50	43	52	59	66	72	76
<b>Total Materials</b>	325	199	211	216	246	278	291	268	319	362	400	436
Beginning Inventory	0	33	35	35	40	46	50	43	52	59	66	72
<b>Total Materials Required</b>	325	166	176	181	206	232	242	225	267	302	334	364
Total Board Feet	8526	4368	4620	4746	5397	6090	6342	5901	7014	7938	8778	9555
Unit Cost (per board foot)	RM15	RM15	RM15	RM15	RM15	RM15	RM15	RM15	RM15	RM15	RM15	RM15
<b>Total Materials Purchased</b>	RM127,890	RM65,520	RM69,300	RM71,190	RM80,955	RM91,350	RM95,130	RM88,515	RM105,210	RM119,070	RM131,670	RM143,325

<b>Cost of Goods Sold Budget</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
Beginning Inventory	RM0.00	RM492.00	RM528.00	RM528.00	RM600.00	RM684.00	RM744.00	RM648.00	RM780.00	RM888.00	RM984.00	RM1,080.00
Purchases	RM127,890.00	RM65,520.00	RM69,300.00	RM71,190.00	RM80,955.00	RM91,350.00	RM95,130.00	RM88,515.00	RM105,210.00	RM119,070.00	RM131,670.00	RM143,325.00
Ending Inventory	RM492.00	RM528.00	RM528.00	RM600.00	RM684.00	RM744.00	RM648.00	RM780.00	RM888.00	RM984.00	RM1,080.00	RM1,140.00
Cost of Goods Sold	RM127,398.00	RM65,484.00	RM69,300.00	RM71,118.00	RM80,871.00	RM91,290.00	RM95,226.00	RM88,383.00	RM105,102.00	RM118,974.00	RM131,574.00	RM143,265.00

## Pro Forma Income Statement for the Year 2012

Year 2012	Jan	Feb	Mar	Apr	May	Jun
Revenue	RM800,000.00	RM584,000.00	RM616,000.00	RM592,000.00	RM608,000.00	RM624,000.00
Cost of Goods Sold	RM174,762.00	RM117,156.00	RM119,094.00	RM117,156.00	RM119,700.00	RM119,700.00
Gross Profit	RM625,238.00	RM466,844.00	RM496,906.00	RM474,844.00	RM488,300.00	RM504,300.00
Gross Margin	0.7815475	0.799390411	0.806665584	0.802101351	0.803125	0.808173077
Expenses						
Sales and Marketing Expenses	RM46,435.35	RM46,003.35	RM46,067.35	RM46,019.35	RM46,051.35	RM46,083.35
General and Administration Expenses	RM130,952.88	RM126,632.88	RM127,272.88	RM126,792.88	RM127,112.88	RM127,432.88
Utilities	RM3,150.00	RM3,150.00	RM3,150.00	RM3,150.00	RM3,150.00	RM3,150.00
Rental and lease	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00
Depreciation	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80
Vehicle	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00
Road tax	RM353.00					
Fuel	RM1,320.00	RM1,320.00	RM1,320.00	RM1,320.00	RM1,320.00	RM1,320.00
Scheduled Waste Management	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00
Total Expenses	RM240,549.03	RM235,444.03	RM236,148.03	RM235,620.03	RM235,972.03	RM236,324.03
Income Before Taxes	RM384,688.97	RM231,399.97	RM260,757.97	RM239,223.97	RM252,327.97	RM267,975.97
Add: Depreciation	RM35,394.13	RM407,721.66	RM407,721.66	RM407,721.66	RM407,721.66	RM407,721.66
Statutory Income	RM420,083.10	RM639,121.63	RM668,479.63	RM646,945.63	RM660,049.63	RM675,697.63
Taxable Income	RM126,024.93	RM191,736.49	RM200,543.89	RM194,083.69	RM198,014.89	RM202,709.29
Company Tax (25%)	RM31,506.23	RM47,934.12	RM50,135.97	RM48,520.92	RM49,503.72	RM50,677.32
Net Income	RM353,182.73	RM183,465.85	RM210,622.00	RM190,703.05	RM202,824.25	RM217,298.65

Year 2012	Jul	Aug	Sep	Oct	Nov	Dec
Revenue	RM624,000.00	RM560,000.00	RM600,000.00	RM648,000.00	RM744,000.00	RM808,000.00
Cost of Goods Sold	RM118,185.00	RM113,340.00	RM121,821.00	RM134,361.00	RM152,049.00	RM163,740.00
Gross Profit	RM505,815.00	RM446,660.00	RM478,179.00	RM513,639.00	RM591,951.00	RM644,260.00
Gross Margin	0.810600962	0.797607143	0.796965	0.792652778	0.795633065	0.797351485
Expenses						
Sales and Marketing Expenses	RM46,083.35	RM45,955.35	RM46,035.35	RM46,131.35	RM46,323.35	RM46,451.35
General and Administration Expenses	RM127,432.88	RM126,152.88	RM126,952.88	RM127,912.88	RM129,832.88	RM157,912.88
Utilities	RM3,150.00	RM3,150.00	RM3,150.00	RM3,150.00	RM3,150.00	RM3,150.00
Rental and lease	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00
Depreciation	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80
Vehicle	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00
Road tax	RM353.00					
Fuel	RM1,320.00	RM1,320.00	RM1,320.00	RM1,320.00	RM1,320.00	RM1,320.00
Scheduled Waste Management	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00
Total Expenses	RM236,677.03	RM234,916.03	RM235,796.03	RM236,852.03	RM238,964.03	RM267,172.03
Income Before Taxes	RM269,137.97	RM211,743.97	RM242,382.97	RM276,786.97	RM352,986.97	RM377,087.97
Add: Depreciation	RM407,721.66	RM407,721.66	RM407,721.66	RM407,721.66	RM407,721.66	RM407,721.66
Statutory Income	RM676,859.63	RM619,465.63	RM650,104.63	RM684,508.63	RM760,708.63	RM784,809.63
Taxable Income	RM203,057.89	RM185,839.69	RM195,031.39	RM205,352.59	RM228,212.59	RM235,442.89
Company Tax (25%)	RM50,764.47	RM46,459.92	RM48,757.85	RM51,338.15	RM57,053.15	RM58,860.72
Net Income	RM218,373.50	RM165,284.05	RM193,625.12	RM225,448.82	RM295,933.82	RM318,227.25

Note: Calculation in details of Sales and Marketing Expenses and Depreciation

Sales and Marketing Expenses	Jan	Feb	Mar	Apr	May	Jun
<b>Promotions and Advertising</b>	RM44,835.35	RM44,835.35	RM44,835.35	RM44,835.35	RM44,835.35	RM44,835.35
<b>Marketing Research (0.2% of sales)</b>	RM1,600.00	RM1,168.00	RM1,232.00	RM1,184.00	RM1,216.00	RM1,248.00
<b>Total</b>	RM46,435.35	RM46,003.35	RM46,067.35	RM46,019.35	RM46,051.35	RM46,083.35

Sales and Marketing Expenses	Jul	Aug	Sep	Oct	Nov	Dec
<b>Promotions and Advertising</b>	RM44,835.35	RM44,835.35	RM44,835.35	RM44,835.35	RM44,835.35	RM44,835.35
<b>Marketing Research (0.2% of sales)</b>	RM1,248.00	RM1,120.00	RM1,200.00	RM1,296.00	RM1,488.00	RM1,616.00
<b>Total</b>	RM46,083.35	RM45,955.35	RM46,035.35	RM46,131.35	RM46,323.35	RM46,451.35

Depreciation	Cost
Building	RM112,500.00
Vehicle (20%)	RM15,077.86
Machinery (20%)	RM280,143.80
<b>Total</b>	<b>RM407,721.66</b>

Notes : Calculation in details of General and Administration Expenses

General and Administration Expenses	Jan	Feb	Mar	Apr	May	Jun
<b>Salaries</b>	RM85,300.00	RM85,300.00	RM85,300.00	RM85,300.00	RM85,300.00	RM85,300.00
<b>EPF</b>	RM9,383.00	RM9,383.00	RM9,383.00	RM9,383.00	RM9,383.00	RM9,383.00
<b>SOCSO</b>	RM18,652.55	RM18,652.55	RM18,652.55	RM18,652.55	RM18,652.55	RM18,652.55
<b>Depreciation of Office Equipment</b>	RM1,417.33	RM1,417.33	RM1,417.33	RM1,417.33	RM1,417.33	RM1,417.33
<b>Insurance</b>						
<b>Professional Services (Legal and Auditing Fee)</b>						
<b>Research and Development</b>	RM16,000.00	RM11,680.00	RM12,320.00	RM11,840.00	RM12,160.00	RM12,480.00
<b>Misc.</b>	RM200.00	RM200.00	RM200.00	RM200.00	RM200.00	RM200.00
<b>Total</b>	RM130,952.88	RM126,632.88	RM127,272.88	RM126,792.88	RM127,112.88	RM127,432.88

General and Administration Expenses	Jul	Aug	Sep	Oct	Nov	Dec
<b>Salaries</b>	RM85,300.00	RM85,300.00	RM85,300.00	RM85,300.00	RM85,300.00	RM85,300.00
<b>EPF</b>	RM9,383.00	RM9,383.00	RM9,383.00	RM9,383.00	RM9,383.00	RM9,383.00
<b>SOCSO</b>	RM18,652.55	RM18,652.55	RM18,652.55	RM18,652.55	RM18,652.55	RM18,652.55
<b>Depreciation of Office Equipment</b>	RM1,417.33	RM1,417.33	RM1,417.33	RM1,417.33	RM1,417.33	RM1,417.33
<b>Insurance</b>						RM25,000
<b>Professional Services (Legal and Auditing Fee)</b>						RM1,800.00
<b>Research and Development</b>	RM12,480.00	RM11,200.00	RM12,000.00	RM12,960.00	RM14,880.00	RM16,160.00
<b>Misc.</b>	RM200.00	RM200.00	RM200.00	RM200.00	RM200.00	RM200.00
<b>Total</b>	RM127,432.88	RM126,152.88	RM126,952.88	RM127,912.88	RM129,832.88	RM157,912.88

Note: Calculation in details of Production and Net Revenues

Year 2012	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Budgeted Sales	100	73	77	74	76	75	78	70	75	81	93	101
Desired End. Inv	15	15	15	15	15	16	14	15	16	19	20	22
Total	115	88	92	89	91	91	92	85	91	100	113	123
Beginning Inv	0	15	15	15	15	15	16	14	15	16	19	20
Planned Production	115	74	76	74	76	76	76	71	76	83	95	103

Materials Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Materials Required (x 4)	460	296	304	296	304	304	304	284	304	332	380	412
Desired End. Inv.	59	61	59	61	61	61	57	61	66	76	82	86
Total Materials	519	357	363	357	365	365	361	345	370	408	462	498
Beginning Inventory	76	59	61	59	61	61	61	57	61	66	76	82
Total Materials Required	443	298	302	298	304	304	300	288	310	342	386	416
Total Board Feet	11634	7812	7938	7812	7980	7980	7875	7560	8127	8967	10143	10920
Unit Cost (per board foot)	RM15											
Total Materials Purchased	RM174,510	RM117,180	RM119,070	RM117,180	RM119,700	RM119,700	RM118,125	RM113,400	RM121,905	RM134,505	RM152,145	RM163,800

Cost of Goods Sold Budget	Jan	Feb	Mar	Apr	May	Jun
<b>Beginning Inventory</b>	RM1,140.00	RM888.00	RM912.00	RM888.00	RM912.00	RM912.00
<b>Purchases</b>	RM174,510.00	RM117,180.00	RM119,070.00	RM117,180.00	RM119,700.00	RM119,700.00
<b>Ending Inventory</b>	RM888.00	RM912.00	RM888.00	RM912.00	RM912.00	RM912.00
<b>Cost of Goods Sold</b>	RM174,762.00	RM117,156.00	RM119,094.00	RM117,156.00	RM119,700.00	RM119,700.00

Cost of Goods Sold Budget	Jul	Aug	Sep	Oct	Nov	Dec
<b>Beginning Inventory</b>	RM912.00	RM852.00	RM912.00	RM996.00	RM1,140.00	RM1,236.00
<b>Purchases</b>	RM118,125.00	RM113,400.00	RM121,905.00	RM134,505.00	RM152,145.00	RM163,800.00
<b>Ending Inventory</b>	RM852.00	RM912.00	RM996.00	RM1,140.00	RM1,236.00	RM1,296.00
<b>Cost of Goods Sold</b>	RM118,185.00	RM113,340.00	RM121,821.00	RM134,361.00	RM152,049.00	RM163,740.00

Pro Forma Income Statement for the Year 2013

Year 2013	Jan	Feb	Mar	Apr	May	Jun
Revenue	RM880,000.00	RM712,000.00	RM624,000.00	RM656,000.00	RM688,000.00	RM680,000.00
Cost of Goods Sold	RM160,738.50	RM134,601.00	RM125,637.00	RM131,634.00	RM135,147.00	RM134,481.00
Gross Profit	RM719,261.50	RM577,399.00	RM498,363.00	RM524,366.00	RM552,853.00	RM545,519.00
Gross Margin	0.817342614	0.810953652	0.798658654	0.799338415	0.803565407	0.802233824
Expenses						
Sales and Marketing Expenses	RM46,595.35	RM46,259.35	RM46,083.35	RM46,147.35	RM46,211.35	RM46,195.35
General and Administration Expenses	RM165,212.35	RM161,852.35	RM160,092.35	RM160,732.35	RM161,372.35	RM161,212.35
Utilities (Water, Electricity and Internet service)	RM3,300.00	RM3,300.00	RM3,300.00	RM3,300.00	RM3,300.00	RM3,300.00
Rental and lease	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00
Depreciation	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80
Vehicle	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00
Road tax	RM353.00					
Fuel	RM1,440.00	RM1,440.00	RM1,440.00	RM1,440.00	RM1,440.00	RM1,440.00
Scheduled Waste Management	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00
Total Expenses	RM275,238.50	RM271,189.50	RM269,253.50	RM269,957.50	RM270,661.50	RM270,485.50
Income Before Taxes	RM444,023.00	RM306,209.50	RM229,109.50	RM254,408.50	RM282,191.50	RM275,033.50
Add: Depreciation	RM35,394.13	RM35,394.13	RM35,394.13	RM35,394.13	RM35,394.13	RM35,394.13
Statutory Income	RM479,417.13	RM341,603.63	RM264,503.63	RM289,802.63	RM317,585.63	RM310,427.63
Taxable Income	RM143,825.14	RM102,481.09	RM79,351.09	RM86,940.79	RM95,275.69	RM93,128.29
Company Tax (25%)	RM35,956.28	RM25,620.27	RM19,837.77	RM21,735.20	RM23,818.92	RM23,282.07
Net Income	RM408,066.72	RM280,589.23	RM209,271.73	RM232,673.30	RM258,372.58	RM251,751.43

Year 2013	Jul	Aug	Sep	Oct	Nov	Dec
Revenue	RM696,000.00	RM712,000.00	RM736,000.00	RM760,000.00	RM816,000.00	RM928,000.00
Cost of Goods Sold	RM137,934.00	RM142,659.00	RM147,384.00	RM153,927.00	RM169,617.00	RM188,334.00
Gross Profit	RM558,066.00	RM569,341.00	RM588,616.00	RM606,073.00	RM646,383.00	RM739,666.00
Gross Margin	0.801818966	0.799636236	0.79975	0.797464474	0.792136029	0.797053879
Expenses						
Sales and Marketing Expenses	RM46,227.35	RM46,259.35	RM46,307.35	RM46,355.35	RM46,467.35	RM46,691.35
General and Administration Expenses	RM161,532.35	RM161,852.35	RM162,332.35	RM162,812.35	RM163,932.35	RM192,972.35
Utilities (Water, Electricity and Internet service)	RM3,300.00	RM3,300.00	RM3,300.00	RM3,300.00	RM3,300.00	RM3,300.00
Rental and lease	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00
Depreciation	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80
Vehicle	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00
Road tax	RM353.00					
Fuel	RM1,440.00	RM1,440.00	RM1,440.00	RM1,440.00	RM1,440.00	RM1,440.00
Scheduled Waste Management	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00
Total Expenses	RM271,190.50	RM271,189.50	RM271,717.50	RM272,245.50	RM273,477.50	RM302,741.50
Income Before Taxes	RM286,875.50	RM298,151.50	RM316,898.50	RM333,827.50	RM372,905.50	RM436,924.50
Add: Depreciation	RM35,394.13	RM35,394.13	RM35,394.13	RM35,394.13	RM35,394.13	RM35,394.13
Statutory Income	RM322,269.63	RM333,545.63	RM352,292.63	RM369,221.63	RM408,299.63	RM472,318.63
Taxable Income	RM96,680.89	RM100,063.69	RM105,687.79	RM110,766.49	RM122,489.89	RM141,695.59
Company Tax (25%)	RM24,170.22	RM25,015.92	RM26,421.95	RM27,691.62	RM30,622.47	RM35,423.90
Net Income	RM262,705.28	RM273,135.58	RM290,476.55	RM306,135.88	RM342,283.03	RM401,500.60

Note: Calculation in details of Sales and Marketing Expenses and Depreciation

Sales and Marketing Expenses	Jan	Feb	Mar	Apr	May	Jun
Promotions and Advertising	RM44,835.35	RM44,835.35	RM44,835.35	RM44,835.35	RM44,835.35	RM44,835.35
Marketing Research (0.2% of sales)	RM1,760.00	RM1,424.00	RM1,248.00	RM1,312.00	RM1,376.00	RM1,360.00
Total	RM46,595.35	RM46,259.35	RM46,083.35	RM46,147.35	RM46,211.35	RM46,195.35

Sales and Marketing Expenses	Jul	Aug	Sep	Oct	Nov	Dec
Promotions and Advertising	RM44,835.35	RM44,835.35	RM44,835.35	RM44,835.35	RM44,835.35	RM44,835.35
Marketing Research (0.2% of sales)	RM1,392.00	RM1,424.00	RM1,472.00	RM1,520.00	RM1,632.00	RM1,856.00
Total	RM46,227.35	RM46,259.35	RM46,307.35	RM46,355.35	RM46,467.35	RM46,691.35

Depreciation	Cost
Building	RM112,500.00
Vehicle (20%)	RM15,077.86
Machinery (20%)	RM280,143.80
Total	RM407,721.66

Notes: Calculation in details of General and Administration Expenses

General and Administration Expenses	Jan	Feb	Mar	Apr	May	Jun
Salaries	RM85,300.00	RM85,300.00	RM85,300.00	RM85,300.00	RM85,300.00	RM85,300.00
EPF	RM9,383.00	RM9,383.00	RM9,383.00	RM9,383.00	RM9,383.00	RM9,383.00
SOCISO	RM18,652.55	RM18,652.55	RM18,652.55	RM18,652.55	RM18,652.55	RM18,652.55
Depreciation of Office Equipment	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80
Insurance						
Professional Services (Legal and Auditing Fee)						
Research and Development	RM17,600.00	RM14,240.00	RM12,480.00	RM13,120.00	RM13,760.00	RM13,600.00
Misc.	RM300.00	RM300.00	RM300.00	RM300.00	RM300.00	RM300.00
<b>Total</b>	<b>RM165,212.35</b>	<b>RM161,852.35</b>	<b>RM160,092.35</b>	<b>RM160,732.35</b>	<b>RM161,372.35</b>	<b>RM161,212.35</b>

General and Administration Expenses	Jul	Aug	Sep	Oct	Nov	Dec
Salaries	RM85,300.00	RM85,300.00	RM85,300.00	RM85,300.00	RM85,300.00	RM85,300.00
EPF	RM9,383.00	RM9,383.00	RM9,383.00	RM9,383.00	RM9,383.00	RM9,383.00
SOCISO	RM18,652.55	RM18,652.55	RM18,652.55	RM18,652.55	RM18,652.55	RM18,652.55
Depreciation of Office Equipment	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80	RM33,976.80
Insurance						RM25,000.00
Professional Services (Legal and Auditing Fee)						RM1,800.00
Research and Development	RM13,920.00	RM14,240.00	RM14,720.00	RM15,200.00	RM16,320.00	RM18,560.00
Misc.	RM300.00	RM300.00	RM300.00	RM300.00	RM300.00	RM300.00
<b>Total</b>	<b>RM161,532.35</b>	<b>RM161,852.35</b>	<b>RM162,332.35</b>	<b>RM162,812.35</b>	<b>RM163,932.35</b>	<b>RM192,972.35</b>

Note: Calculation in details of Production and Net Revenues

Year 2013	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Budgeted Sales	110	89	78	82	86	85	87	89	92	95	102	116
Desired End. Inv	18	16	16	17	17	17	18	18	19	20	23	26
Total	128	105	94	99	103	102	105	107	111	115	125	142
Beginning Inv	22	18	16	16	17	17	17	18	18	19	20	23
Planned Production	106	87	79	83	86	85	87	90	93	96	105	119

Materials Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Materials Required (x 4)	424	348	316	332	344	340	348	360	372	384	420	476
Desired End. Inv.	70	63	66	69	68	70	72	74	77	84	95	98
Total Materials	494	411	382	401	412	410	420	434	449	468	515	574
Beginning Inventory	86	70	63	66	69	68	70	72	74	77	84	95
Total Materials Required	408	342	319	334	343	342	350	362	374	391	431	478
Total Board Feet	10700	8967	8379	8778	9009	8967	9198	9513	9828	10269	11319	12558
Unit Cost (per board foot)	RM15											
Total Materials Purchased	RM160,493	RM134,505	RM125,685	RM131,670	RM135,135	RM134,505	RM137,970	RM142,695	RM147,420	RM154,035	RM169,785	RM188,370

Cost of Goods Sold Budget	Jan	Feb	Mar	Apr	May	Jun
Beginning Inventory	RM1,290.00	RM1,044.00	RM948.00	RM996.00	RM1,032.00	RM1,020.00
Purchases	RM160,492.50	RM134,505.00	RM125,685.00	RM131,670.00	RM135,135.00	RM134,505.00
Ending Inventory	RM1,044.00	RM948.00	RM996.00	RM1,032.00	RM1,020.00	RM1,044.00
Cost of Goods Sold	RM160,738.50	RM134,601.00	RM125,637.00	RM131,634.00	RM135,147.00	RM134,481.00

Cost of Goods Sold Budget	Jul	Aug	Sep	Oct	Nov	Dec
Beginning Inventory	RM1,044.00	RM1,080.00	RM1,116.00	RM1,152.00	RM1,260.00	RM1,428.00
Purchases	RM137,970.00	RM142,695.00	RM147,420.00	RM154,035.00	RM169,785.00	RM188,370.00
Ending Inventory	RM1,080.00	RM1,116.00	RM1,152.00	RM1,260.00	RM1,428.00	RM1,464.00
Cost of Goods Sold	RM137,934.00	RM142,659.00	RM147,384.00	RM153,927.00	RM169,617.00	RM188,334.00

## Cash Flow Projection for Year 2011

Cash Flow Statement Year 2011	Jan	Feb	Mar	Apr	May	Jun
Cash on Hand	RM498,459.98	RM628,663.14	RM635,206.75	RM674,406.56	RM690,213.12	RM754,895.75
Cash Receipts	RM520,000.00	RM320,000.00	RM360,000.00	RM336,000.00	RM400,000.00	RM456,000.00
Total Cash Available	RM1,018,459.98	RM948,663.14	RM995,206.75	RM1,010,406.56	RM1,090,213.12	RM1,210,895.75
Cash Paid Out						
Purchases	RM127,398.00	RM65,484.00	RM69,300.00	RM71,118.00	RM80,871.00	RM91,290.00
Sales and Marketing Expenses	RM99,345.28	RM98,945.28	RM99,025.28	RM98,977.28	RM99,105.28	RM99,217.28
General and Administration Expenses	RM123,935.55	RM119,935.55	RM120,735.55	RM120,255.55	RM121,535.55	RM122,655.55
Utilities	RM3,000.00	RM3,000.00	RM3,000.00	RM3,000.00	RM3,000.00	RM3,000.00
Rental and lease	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00
Vehicle	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00
Road tax						
Fuel	RM1,200.00	RM1,200.00	RM1,200.00	RM1,200.00	RM1,200.00	RM1,200.00
Scheduled Waste Management	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00
Tax	RM10,557.01	RM530.56	RM3,178.36	RM1,281.61	RM5,244.54	RM8,570.71
Total Cash Paid Out	RM389,796.84	RM313,456.39	RM320,800.19	RM320,193.44	RM335,317.37	RM350,294.54
Cash Balance	RM628,663.14	RM635,206.75	RM674,406.56	RM690,213.12	RM754,895.75	RM860,601.21

<b>Cash Flow Statement Year 2011</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
Cash on Hand	RM860,601.21	RM1,020,199.94	RM1,092,408.37	RM1,228,760.93	RM1,417,416.69	RM1,652,315.05
Cash Receipts	RM520,000.00	RM416,000.00	RM504,000.00	RM576,000.00	RM640,000.00	RM704,000.00
Total Cash Available	RM1,380,601.21	RM1,436,199.94	RM1,596,408.37	RM1,804,760.93	RM2,057,416.69	RM2,356,315.05
Cash Paid Out						
Purchases	RM95,266.00	RM88,383.00	RM105,102.00	RM118,974.00	RM131,574.00	RM143,265.00
Sales and Marketing Expenses	RM99,345.28	RM99,137.28	RM99,313.28	RM99,457.28	RM99,585.28	RM99,713.28
General and Administration Expenses	RM123,935.55	RM121,855.55	RM123,615.55	RM125,055.55	RM126,335.55	RM154,415.55
Utilities	RM3,000.00	RM3,000.00	RM3,000.00	RM3,000.00	RM3,000.00	RM3,000.00
Rental and lease	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00
Vehicle	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00
Road tax	RM353.00					
Fuel	RM1,200.00	RM1,200.00	RM1,200.00	RM1,200.00	RM1,200.00	RM1,200.00
Scheduled Waste Management	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00
Tax	RM12,940.44	RM5,854.74	RM11,055.61	RM15,296.41	RM19,045.81	RM20,853.39
Total Cash Paid Out	RM360,401.27	RM343,791.57	RM367,647.44	RM387,344.24	RM405,101.64	RM446,808.22
Cash Balance	RM1,020,199.94	RM1,092,408.37	RM1,228,760.93	RM1,417,416.69	RM1,652,315.05	RM1,909,506.83

## Cash Flow Projection for Year 2012

Cash Flow Statement for Year 2012	Jan	Feb	Mar	Apr	May	Jun
Cash on Hand	RM1,909,506.8 3	RM2,316,536.4 0	RM2,547,584.6 3	RM2,806,810.0 6	RM3,045,738.0 9	RM3,297,768.0 9
Cash Receipts	RM800,000.00	RM584,000.00	RM616,000.00	RM592,000.00	RM608,000.00	RM624,000.00
Total Cash Available	RM2,709,506.8 3	RM2,900,536.4 0	RM3,163,584.6 3	RM3,398,810.0 6	RM3,653,738.0 9	RM3,921,768.0 9
Cash Paid Out						
Purchases	RM174,762.00	RM117,156.00	RM119,094.00	RM117,156.00	RM119,700.00	RM119,700.00
Sales and Marketing Expenses	RM46,435.35	RM46,003.35	RM46,067.35	RM46,019.35	RM46,051.35	RM46,083.35
General and Administration Expenses	RM129,535.55	RM125,215.55	RM125,855.55	RM125,375.55	RM125,695.55	RM126,015.55
Utilities	RM3,150.00	RM3,150.00	RM3,150.00	RM3,150.00	RM3,150.00	RM3,150.00
Rental and lease	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00
Vehicle	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00
Road tax	RM353.00					
Fuel	RM1,320.00	RM1,320.00	RM1,320.00	RM1,320.00	RM1,320.00	RM1,320.00
Scheduled Waste Management	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00
Tax	RM13,053.53	RM35,745.87	RM36,926.67	RM35,690.07	RM35,692.10	RM35,644.17
Total Cash Paid Out	RM392,970.43	RM352,951.77	RM356,774.57	RM353,071.97	RM355,970.00	RM356,274.07
Cash Position	RM2,316,536.4 0	RM2,547,584.6 3	RM2,806,810.0 6	RM3,045,738.0 9	RM3,297,768.0 9	RM3,565,494.0 2

Cash Flow Statement for Year 2012	Jul	Aug	Sep	Oct	Nov	Dec
<b>Cash on Hand</b>	RM3,565,494.02	RM3,834,706.62	RM4,048,916.52	RM4,293,185.60	RM4,570,698.58	RM4,920,955.56
<b>Cash Receipts</b>	RM624,000.00	RM560,000.00	RM600,000.00	RM648,000.00	RM744,000.00	RM808,000.00
<b>Total Cash Available</b>	RM4,189,494.02	RM4,394,706.62	RM4,648,916.52	RM4,941,185.60	RM5,314,698.58	RM5,728,955.56
<b>Cash Paid Out</b>						
<b>Purchases</b>	RM118,185.00	RM113,340.00	RM121,821.00	RM134,361.00	RM152,049.00	RM163,740.00
<b>Sales and Marketing Expenses</b>	RM46,083.35	RM45,955.35	RM46,035.35	RM46,131.35	RM46,323.35	RM46,451.35
<b>General and Administration Expenses</b>	RM126,015.55	RM124,735.55	RM125,535.55	RM126,495.55	RM128,415.55	RM156,495.55
<b>Utilities</b>	RM3,150.00	RM3,150.00	RM3,150.00	RM3,150.00	RM3,150.00	RM3,150.00
<b>Rental and lease</b>	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00
<b>Vehicle</b>	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00
<b>Road tax</b>	RM353.00					
<b>Fuel</b>	RM1,320.00	RM1,320.00	RM1,320.00	RM1,320.00	RM1,320.00	RM1,320.00
<b>Scheduled Waste Management</b>	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00
<b>Tax</b>	RM35,319.50	RM32,928.20	RM33,508.02	RM34,668.12	RM38,124.12	RM38,171.30
<b>Total Cash Paid Out</b>	RM354,787.40	RM345,790.10	RM355,730.92	RM370,487.02	RM393,743.02	RM433,689.20
<b>Cash Position</b>	RM3,834,706.62	RM4,048,916.52	RM4,293,185.60	RM4,570,698.58	RM4,920,955.56	RM5,295,266.36

## Cash Flow Projection for the Year 2013

Cash Flow Statement for Year 2013	Jan	Feb	Mar	Apr	May	Jun
Cash on Hand	RM2,814,721.36	RM3,312,446.64	RM3,675,390.14	RM3,965,554.09	RM4,279,686.39	RM4,620,866.17
Cash Receipts	RM880,000.00	RM712,000.00	RM624,000.00	RM656,000.00	RM688,000.00	RM680,000.00
Total Cash Available	RM3,694,721.36	RM4,024,446.64	RM4,299,390.14	RM4,621,554.09	RM4,967,686.39	RM5,300,866.17
Cash Paid Out						
Purchases	RM160,738.50	RM134,601.00	RM125,637.00	RM131,634.00	RM135,147.00	RM134,481.00
Sales and Marketing Expenses	RM46,595.35	RM46,259.35	RM46,083.35	RM46,147.35	RM46,211.35	RM46,195.35
General and Administration Expenses	RM131,235.55	RM127,875.55	RM126,115.55	RM126,755.55	RM127,395.55	RM127,235.55
Utilities	RM3,300.00	RM3,300.00	RM3,300.00	RM3,300.00	RM3,300.00	RM3,300.00
Rental and lease	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00
Vehicle	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00
Road tax	RM353.00					
Fuel	RM1,440.00	RM1,440.00	RM1,440.00	RM1,440.00	RM1,440.00	RM1,440.00
Scheduled Waste Management	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00
Tax	RM14,251.32	RM11,219.60	RM6,899.15	RM8,229.80	RM8,965.32	RM7,817.15
Total Cash Paid Out	RM382,274.72	RM349,056.50	RM333,836.05	RM341,867.70	RM346,820.22	RM344,830.05
Cash Position	RM3,312,446.64	RM3,675,390.14	RM3,965,554.09	RM4,279,686.39	RM4,620,866.17	RM4,956,036.12

<b>Cash Flow Statement for Year 2013</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
Cash on Hand	RM4,956,036.12	RM5,302,639.25	RM5,659,242.18	RM6,034,745.78	RM6,427,118.53	RM6,856,947.03
Cash Receipts	RM696,000.00	RM712,000.00	RM736,000.00	RM760,000.00	RM816,000.00	RM928,000.00
Total Cash Available	RM5,652,036.12	RM6,014,639.25	RM6,395,242.18	RM6,794,745.78	RM7,243,118.53	RM7,784,947.03
Cash Paid Out						
Purchases	RM137,934.00	RM142,659.00	RM147,384.00	RM153,927.00	RM169,617.00	RM188,334.00
Sales and Marketing Expenses	RM46,227.35	RM46,259.35	RM46,307.35	RM46,355.35	RM46,467.35	RM46,691.35
General and Administration Expenses	RM127,555.55	RM127,875.55	RM128,355.55	RM128,835.55	RM129,955.55	RM158,995.55
Utilities	RM3,300.00	RM3,300.00	RM3,300.00	RM3,300.00	RM3,300.00	RM3,300.00
Rental and lease	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00	RM21,000.00
Vehicle	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00	RM1,357.00
Road tax	RM353.00					
Fuel	RM1,440.00	RM1,440.00	RM1,440.00	RM1,440.00	RM1,440.00	RM1,440.00
Scheduled Waste Management	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00	RM2,004.00
Tax	RM8,225.97	RM9,502.17	RM9,348.50	RM9,408.35	RM11,030.60	RM13,278.27
Total Cash Paid Out	RM349,396.87	RM355,397.07	RM360,496.40	RM367,627.25	RM386,171.50	RM436,400.17
Cash Position	RM5,302,639.25	RM5,659,242.18	RM6,034,745.78	RM6,427,118.53	RM6,856,947.03	RM7,348,546.86

## Balance Sheet for the Year 2011

Year 2011	Jan	Feb	Mar	Apr	May	Jun
Assets						
Fixed Assets						
Furnirure and Fitting	RM168,000.00	RM168,000.00	RM168,000.00	RM168,000.00	RM168,000.00	RM168,000.00
Building Renovation	RM750,000.00	RM750,000.00	RM750,000.00	RM750,000.00	RM750,000.00	RM750,000.00
Machinery and Tools	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00
Vehicle	RM75,389.29	RM75,389.29	RM75,389.29	RM75,389.29	RM75,389.29	RM75,389.29
Less: Accumulated Depreciation						
Fixed Assets						
Furnirure and Fitting (10%)	RM1,400.00	RM2,800.00	RM4,200.00	RM5,600.00	RM7,000.00	RM8,400.00
Building Renovation (15%)	RM9,375.00	RM15,625.00	RM21,875.00	RM28,125.00	RM34,375.00	RM40,625.00
Machinery and Tools (20%)	RM11,672.66	RM23,345.32	RM35,017.98	RM46,690.64	RM58,363.30	RM70,035.96
Vehicle (10%)	RM628.24	RM1,256.48	RM1,884.72	RM2,512.96	RM3,141.20	RM3,769.44
Total	RM23,075.90	RM43,026.80	RM62,977.70	RM82,928.60	RM102,879.50	RM122,830.40
Total Fixed Assets	RM2,371,032.39	RM2,351,081.49	RM2,331,130.59	RM2,311,179.69	RM2,291,228.79	RM2,271,277.89
Current Assets						
Cash	RM628,663.14	RM635,206.75	RM674,406.56	RM690,213.12	RM754,895.75	RM860,601.21
Inventory	RM492.00	RM528.00	RM528.00	RM600.00	RM684.00	RM744.00
Total Current Assets	RM629,155.14	RM635,734.75	RM674,934.56	RM690,813.12	RM755,579.75	RM861,345.21
Total Assets	RM3,000,187.53	RM2,986,816.24	RM3,006,065.15	RM3,001,992.81	RM3,046,808.54	RM3,132,623.10
Less: Current Liabilities						

Tax	RM10,557.01	RM530.56	RM3,178.36	RM1,281.61	RM5,244.54	RM8,570.71
Net assets employed	RM2,989,630.52	RM2,986,285.67	RM3,002,886.78	RM3,000,711.19	RM3,041,564.00	RM3,124,052.38
Financed by:						
Capital	RM2,894,821.50	RM3,015,136.20	RM2,999,081.11	RM3,020,298.77	RM3,012,275.50	RM3,053,741.06
Net Profit/Loss	RM94,809.02	(RM28,850.52)	RM3,805.68	(RM19,587.57)	RM29,288.50	RM70,311.33
Capital employed	RM2,989,630.52	RM2,986,285.67	RM3,002,886.78	RM3,000,711.19	RM3,041,564.00	RM3,124,052.38

Year 2011	Jul	Aug	Sep	October	Nov	Dec
Assets						
Fixed Assets						
Furniture and Fitting	RM168,000.00	RM168,000.00	RM168,000.00	RM168,000.00	RM168,000.00	RM168,000.00
Building Renovation	RM750,000.00	RM750,000.00	RM750,000.00	RM750,000.00	RM750,000.00	RM750,000.00
Machinery and Tools	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00
Vehicle	RM75,389.29	RM75,389.29	RM75,389.29	RM75,389.29	RM75,389.29	RM75,389.29
Less: Accumulated Depreciation						
Fixed Assets						
Furniture and Fitting (10%)	RM9,800.00	RM11,200.00	RM12,600.00	RM14,000.00	RM15,400.00	RM16,800.00
Building Renovation (15%)	RM46,875.00	RM53,125.00	RM59,375.00	RM65,625.00	RM71,875.00	RM78,125.00
Machinery and Tools (20%)	RM81,708.62	RM93,381.28	RM105,053.94	RM116,726.60	RM128,399.26	RM140,071.92
Vehicle (10%)	RM4,397.68	RM5,025.92	RM5,654.16	RM6,282.40	RM6,910.64	RM7,538.88

Total	RM142,781.30	RM162,732.20	RM182,683.10	RM202,634.00	RM222,584.90	RM242,535.80
Total Fixed Assets	RM2,251,326.99	RM2,231,376.09	RM2,211,425.19	RM2,191,474.29	RM2,171,523.39	RM2,151,572.49
Current Assets						
Cash	RM1,020,199.94	RM1,092,408.37	RM1,228,760.93	RM1,417,416.69	RM1,652,315.05	RM1,909,506.83
Inventory	RM648.00	RM780.00	RM888.00	RM984.00	RM1,080.00	RM1,140.00
Total Current Assets	RM1,020,847.94	RM1,093,188.37	RM1,229,648.93	RM1,418,400.69	RM1,653,395.05	RM1,910,646.83
Total Assets	RM3,272,174.93	RM3,324,564.46	RM3,441,074.12	RM3,609,874.98	RM3,824,918.44	RM4,062,219.32
Less: Current Liabilities						
Tax	RM12,940.44	RM5,854.74	RM11,055.61	RM15,296.41	RM19,045.81	RM20,853.39
Net assets employed	RM3,259,234.49	RM3,318,709.72	RM3,430,018.50	RM3,594,578.56	RM3,805,872.62	RM4,041,365.93
Financed by:						
Capital	RM3,135,029.89	RM3,281,895.42	RM3,329,060.08	RM3,441,316.94	RM3,606,368.40	RM3,819,568.28
Net Profit/Loss	RM124,204.60	RM36,814.30	RM100,958.43	RM153,261.63	RM199,504.23	RM221,797.65
Capital employed	RM3,259,234.49	RM3,318,709.72	RM3,430,018.50	RM3,594,578.56	RM3,805,872.62	RM4,041,365.93

## Balance Sheet for the Year 2012

Year 2012	Jan	Feb	Mar	Apr	May	Jun
Assets						
Fixed Assets						
Furniture and Fitting	RM168,000.00	RM168,000.00	RM168,000.00	RM168,000.00	RM168,000.00	RM168,000.00
Building Renovation	RM750,000.00	RM750,000.00	RM750,000.00	RM750,000.00	RM750,000.00	RM750,000.00
Machinery and Tools	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00
Vehicle	RM75,389.29	RM75,389.29	RM75,389.29	RM75,389.29	RM75,389.29	RM75,389.29
Less: Accumulated Depreciation						
Fixed Assets						
Furniture and Fitting (10%)	RM18,200.00	RM19,600.00	RM21,000.00	RM22,400.00	RM23,800.00	RM25,200.00
Building Renovation (15%)	RM87,500.00	RM93,750.00	RM100,000.00	RM106,250.00	RM112,500.00	RM118,750.00
Machinery and Tools (20%)	RM151,744.58	RM163,417.24	RM175,089.90	RM186,762.56	RM198,435.22	RM210,107.88
Vehicle (10%)	RM8,167.12	RM8,795.36	RM9,423.60	RM10,051.84	RM10,680.08	RM11,308.32
Total	RM265,611.70	RM285,562.60	RM305,513.50	RM325,464.40	RM345,415.30	RM365,366.20
Total Fixed Assets	RM2,128,496.59	RM2,108,545.69	RM2,088,594.79	RM2,068,643.89	RM2,048,692.99	RM2,028,742.09
Current Assets						
Cash	RM2,316,536.40	RM2,547,584.63	RM2,806,810.06	RM3,045,738.09	RM3,297,768.09	RM3,565,494.02
Inventory	RM888.00	RM912.00	RM888.00	RM912.00	RM912.00	RM912.00
Total Current Assets	RM2,317,424.40	RM2,548,496.63	RM2,807,698.06	RM3,046,650.09	RM3,298,680.09	RM3,566,406.02
Total Assets	RM4,445,920.99	RM4,657,042.32	RM4,896,292.85	RM5,115,293.98	RM5,347,373.08	RM5,595,148.11
Less: Current Liabilities						

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Tax	RM31,506.23	RM47,934.12	RM50,135.97	RM48,520.92	RM49,503.72	RM50,677.32
Net assets employed	RM4,414,414.76	RM4,609,108.20	RM4,846,156.88	RM5,066,773.06	RM5,297,869.36	RM5,544,470.79
Financed by:						
Capital	RM4,061,232.02	RM4,425,642.35	RM4,635,534.88	RM4,876,070.01	RM5,095,045.11	RM5,327,172.14
Net Profit/Loss	RM353,182.73	RM183,465.85	RM210,622.00	RM190,703.05	RM202,824.25	RM217,298.65
Capital employed	RM4,414,414.76	RM4,609,108.20	RM4,846,156.88	RM5,066,773.06	RM5,297,869.36	RM5,544,470.79

Year 2012	Jul	Aug	Sep	October	Nov	Dec
Assets						
Fixed Assets						
Furniture and Fitting	RM168,000.00	RM168,000.00	RM168,000.00	RM168,000.00	RM168,000.00	RM168,000.00
Building Renovation	RM750,000.00	RM750,000.00	RM750,000.00	RM750,000.00	RM750,000.00	RM750,000.00
Machinery and Tools	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00
Vehicle	RM75,389.29	RM75,389.29	RM75,389.29	RM75,389.29	RM75,389.29	RM75,389.29
Less: Accumulated Depreciation						
Fixed Assets						
Furniture and Fitting (10%)	RM26,600.00	RM28,000.00	RM29,400.00	RM30,800.00	RM32,200.00	RM33,600.00
Building Renovation (15%)	RM125,000.00	RM131,250.00	RM137,500.00	RM143,750.00	RM150,000.00	RM156,250.00
Machinery and Tools (20%)	RM221,780.54	RM233,453.20	RM245,125.86	RM256,798.52	RM268,471.18	RM280,143.84
Vehicle (10%)	RM11,936.56	RM12,564.80	RM13,193.04	RM13,821.28	RM14,449.52	RM15,077.76
Total	RM385,317.10	RM405,268.00	RM425,218.90	RM445,169.80	RM465,120.70	RM485,071.60
Total Fixed Assets	RM2,008,791.19	RM1,988,840.29	RM1,968,889.39	RM1,948,938.49	RM1,928,987.59	RM1,909,036.69
Current Assets						
Cash	RM3,834,706.62	RM4,048,916.52	RM4,293,185.60	RM4,570,698.58	RM4,920,955.56	RM5,295,266.36
Inventory	RM852.00	RM912.00	RM996.00	RM1,140.00	RM1,236.00	RM1,296.00

Total Current Assets	RM3,835,558.62	RM4,049,828.52	RM4,294,181.60	RM4,571,838.58	RM4,922,191.56	RM5,296,562.36
Total Assets	RM5,844,349.81	RM6,038,668.81	RM6,263,070.99	RM6,520,777.07	RM6,851,179.15	RM7,205,599.05
Less: Current Liabilities						
Tax	RM50,764.47	RM46,459.92	RM48,757.85	RM51,338.15	RM57,053.15	RM58,860.72
Net assets employed	RM5,793,585.34	RM5,992,208.89	RM6,214,313.14	RM6,469,438.92	RM6,794,126.00	RM7,146,738.33
Financed by:						
Capital	RM5,575,211.84	RM5,826,924.84	RM6,020,688.02	RM6,243,990.10	RM6,498,192.18	RM6,828,511.08
Net Profit/Loss	RM218,373.50	RM165,284.05	RM193,625.12	RM225,448.82	RM295,933.82	RM318,227.25
Capital employed	RM5,793,585.34	RM5,992,208.89	RM6,214,313.14	RM6,469,438.92	RM6,794,126.00	RM7,146,738.33

Balance Sheet for the Year 2013

Year 2013	Jan	Feb	Mar	Apr	May	Jun
Assets						
Fixed Assets						
Furnirure and Fitting	RM168,000.00	RM168,000.00	RM168,000.00	RM168,000.00	RM168,000.00	RM168,000.00
Building Renovation	RM750,000.00	RM750,000.00	RM750,000.00	RM750,000.00	RM750,000.00	RM750,000.00
Machinery and Tools	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00
Vehicle	RM75,389.29	RM75,389.29	RM75,389.29	RM75,389.29	RM75,389.29	RM75,389.29
Less: Accumulated Depreciation						
Fixed Assets						
Furnirure and Fitting (10%)	RM35,000.00	RM36,400.00	RM37,800.00	RM39,200.00	RM40,600.00	RM42,000.00
Building Renovation (15%)	RM165,625.00	RM171,875.00	RM178,125.00	RM184,375.00	RM190,625.00	RM196,875.00
Machinery and Tools (20%)	RM291,816.50	RM303,489.16	RM315,161.82	RM326,834.48	RM338,507.14	RM350,179.80
Vehicle (10%)	RM15,706.00	RM16,334.24	RM16,962.48	RM17,590.72	RM18,218.96	RM18,847.20
Total	RM508,147.50	RM528,098.40	RM548,049.30	RM568,000.20	RM587,951.10	RM607,902.00
Total Fixed Assets	RM1,885,960.79	RM1,866,009.89	RM1,846,058.99	RM1,826,108.09	RM1,806,157.19	RM1,786,206.29
Current Assets						
Cash	RM3,312,446.64	RM3,675,390.14	RM3,965,554.09	RM4,279,686.35	RM4,620,866.17	RM4,956,036.12
Inventory	RM1,044.00	RM948.00	RM996.00	RM1,032.00	RM1,020.00	RM1,044.00

Total Current Assets	RM3,313,490.64	RM3,676,338.14	RM3,966,550.09	RM4,280,718.35	RM4,621,886.17	RM4,957,080.12
Total Assets	RM5,199,451.43	RM5,542,348.03	RM5,812,609.08	RM6,106,826.44	RM6,428,043.36	RM6,743,286.41
Less: Current Liabilities						
Tax	RM35,956.28	RM25,620.27	RM19,837.77	RM21,735.20	RM23,818.92	RM23,282.07
Net assets employed	RM5,163,495.15	RM5,516,727.76	RM5,792,771.31	RM6,085,091.24	RM6,404,224.44	RM6,720,004.34
Financed by:						
Capital	RM4,755,428.43	RM5,236,138.53	RM5,583,499.58	RM5,852,417.94	RM6,145,851.86	RM6,468,252.91
Net Profit/Loss	RM408,066.72	RM280,589.23	RM209,271.73	RM232,673.30	RM258,372.58	RM251,751.43
Capital employed	RM5,163,495.15	RM5,516,727.76	RM5,792,771.31	RM6,085,091.24	RM6,404,224.44	RM6,720,004.34

Year 2013	Jul	Aug	Sep	October	Nov	Dec
Assets						
Fixed Assets						
Furniture and Fitting	RM168,000.00	RM168,000.00	RM168,000.00	RM168,000.00	RM168,000.00	RM168,000.00
Building Renovation	RM750,000.00	RM750,000.00	RM750,000.00	RM750,000.00	RM750,000.00	RM750,000.00
Machinery and Tools	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00	RM1,400,719.00
Vehicle	RM75,389.29	RM75,389.29	RM75,389.29	RM75,389.29	RM75,389.29	RM75,389.29
Less: Accumulated Depreciation						
Fixed Assets						
Furniture and Fitting (10%)	RM43,400.00	RM44,800.00	RM46,200.00	RM47,600.00	RM49,000.00	RM50,400.00

Building Renovation (15%)	RM203,125.00	RM209,375.00	RM215,625.00	RM221,875.00	RM228,125.00	RM234,375.00
Machinery and Tools (20%)	RM361,852.46	RM373,525.12	RM385,197.78	RM396,870.44	RM408,543.10	RM420,215.76
Vehicle (10%)	RM19,475.44	RM20,103.68	RM20,731.92	RM21,360.16	RM21,988.40	RM22,616.64
Total	RM627,852.90	RM647,803.80	RM667,754.70	RM687,705.60	RM707,656.50	RM727,607.40
Total Fixed Assets	RM1,766,255.39	RM1,746,304.49	RM1,726,353.59	RM1,706,402.69	RM1,686,451.79	RM1,666,500.89
Current Assets						
Cash	RM5,302,639.25	RM5,659,242.18	RM6,034,745.78	RM6,427,118.53	RM6,856,947.03	RM7,348,546.86
Inventory	RM1,080.00	RM1,116.00	RM1,152.00	RM1,260.00	RM1,428.00	RM1,464.00
Total Current Assets	RM5,303,719.25	RM5,660,358.18	RM6,035,897.78	RM6,428,378.53	RM6,858,375.03	RM7,350,010.86
Total Assets	RM7,069,974.64	RM7,406,662.67	RM7,762,251.37	RM8,134,781.22	RM8,544,826.82	RM9,016,511.75
Less: Current Liabilities						
Tax	RM24,170.22	RM25,015.92	RM26,421.95	RM27,691.62	RM30,622.47	RM35,423.90
Net assets employed	RM7,045,804.42	RM7,381,646.75	RM7,735,829.42	RM8,107,089.60	RM8,514,204.35	RM8,981,087.85
Financed by:						
Capital	RM6,783,099.14	RM7,108,511.17	RM7,445,352.87	RM7,800,953.72	RM8,171,921.32	RM8,579,587.25
Net Profit/Loss	RM262,705.28	RM273,135.58	RM290,476.55	RM306,135.88	RM342,283.03	RM401,500.60
Capital employed	RM7,045,804.42	RM7,381,646.75	RM7,735,829.42	RM8,107,089.60	RM8,514,204.35	RM8,981,087.85

**Appendix M**

Uniform of Sauver Homes Interiors Sdn. Bhd.



Green: Uniform for sales personnel  
Blue: Uniform for factory workers

**Appendix N**  
**Business Cards**



**Appendix O**

FORM 13A, 6, 48A, 9, 49, TM 5, 8A

Form13A

**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>REQUEST DATE: .....</p> <p>..</p>	<p>TYPE .....</p> <p>.....</p> <p>S-LIMITED BY SHARES G-LIMITED BY GUARANTEE</p> <p>U-UNLIMITED COMPANY</p> <p>.....</p> <p>..</p> <p><i>Signature of Applicant</i></p>
--	---

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

SECTION B: FOR THE REGISTRY'S USE ONLY

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

SECTION C: TO BE COMPLETED BY APPLICANT

<p style="text-align: center;"><i>CLARIFICATION</i></p> <p>1. Single letters included in the name stand for:</p> <p>2. If the proposed name is not in Bahasa Malaysia or English, please clarify:</p> <p>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:</p> <p>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):</p> <p>5. If the proposed name is a trade mark, state whether written consent has been obtained from the owner (please attach consent):</p> <p>6. If the proposed name is to be used for change of name of an existing corporation, state the following:</p> <p>Existing name: .....</p> <p>Company: .....</p> <p>7. The nature of the business carried on or to be carried on by the company .....</p> <p><i>(Am. P.U.(A) 80 /1993:s.5)</i></p> <p>8. Other comments:</p> <p><i>(Am. P.U.(A) 80 /1993:s.5)</i></p>
--

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) 1 am not an undischarged bankrupt.

(2) 1 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) 1 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) 1 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 above  
named..... 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  
the ..... 19 ..... 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]

Form 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>.....</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>Date: ..... No. (if any): .....</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>An agent signing this Form on behalf of the applicant must satisfy himself as to the truth of the declaration.</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>

Example of Form 8A

**BORANG  
8A**

**PERTUBUHAN KESELAMATAN SOSIAL  
JADUAL CARUMAN BULANAN**



**PERKESO**

UNTUK CARUMAN BULAN

Jumlah caruman untuk bulan di atas hendaklah dibayar tidak lewat daripada

No. Kod Majikan

Nama dan Alamat Majikan

<input type="checkbox"/> Bayaran tunai	Amaun	Bilangan Pekerja	Lembaran
<input checked="" type="checkbox"/> Bayaran cek. No. cek 14785236	RM 2,839.20	45	1
No. Kod Majikan: J 5 5 6 6 3 3 3 3 Nama dan Alamat Majikan: Lot P.T 1708 (D) 7820, Mukim 12, Fasa 11, Bayan Lepas, Daerah Barat Daya, Pulau Pinang.		Cap Bank <b>CATATAN</b> (1) NO. PENDAFTARAN KESELAMATAN SOSIAL ADALAH NOMBOR KAD PENGENALAN PENDAFTARAN NEGARA. (2) Tandakan X di ruangan (2) jika pekerja telah berhenti kerja dan masukkan tarikh berhenti kerja di ruangan (3). (3) Isikan tarikh mula kerja untuk pekerja yang tidak tersenarai sahaja di ruangan (3). Pendaftaran pekerja sedemikian hendaklah juga dibuat dalam borang 2. (4) Jika tiada caruman sebab cuti tanpa gajimasukkan angka 00.00 di ruangan (6). (5) Jika ada butir-butir yang didapati tidak betul, jangan buat pindaan di borang ini, sila beritahu PERKESO secara bertulis. (6) Sila pastikan tulisan/angka/cap tidak menyentuh mana-mana garisan/kotak/barcode yang disediakan. (7) Format untuk bh. mula/tgh. berhenti kerja adalah kkkbbttt contoh: 01072000.	

NO. KAD PENGENALAN PENDAFTARAN NEGARA Lihat catatan (1)	TKH. MULA TKH. BERHENTI KERJA kkkbbttt (2)	KEGUNAAN PERKESO (4)	NAMA PEKERJA (MENGIKUT KAD PENGENALAN) (5)	CARUMAN (6)	
				RM	SEN
P74125896	<input type="checkbox"/> 01/01/2007		ABDULLAH RAHIM KAJAI	6	6 . 4 0
800716-14-5009	<input type="checkbox"/> 01/01/2007		AHMAD HAJI BIN SAAD	6	6 . 4 0
800716-14-5003	<input checked="" type="checkbox"/> 15/01/2007		AMI DOSHI	4	3 . 9 0
A98745632	<input type="checkbox"/> 01/01/2007		ANNE FRANCIS XAVIER	6	6 . 4 0
800716-14-5010	<input checked="" type="checkbox"/> 28/01/2007		AZNURA BINTI HAJI SALLEH	4	1 . 6 0
L78945612	<input type="checkbox"/> 01/01/2007		BABU JOGI A/L KARMA LAL	6	6 . 4 0
800716-14-5014	<input type="checkbox"/> 01/01/2007		CHIN LAN LIM	6	6 . 4 0
800716-14-5006	<input type="checkbox"/> 01/01/2007		CHUU SAN KHOR	6	6 . 4 0
800716-14-5008	<input type="checkbox"/> 01/01/2007		ELIZABETH MARY	6	6 . 4 0
800716-14-5000	<input type="checkbox"/> 01/01/2007		EMILY CHAN LEH SIAM	5	0 . 6 0
W36215984	<input type="checkbox"/> 01/01/2007		FOO SOOK YIN	6	1 . 9 0
800716-14-5004	<input type="checkbox"/> 01/01/2007		HALIM BIN ABDULLAH AWANG	6	6 . 4 0
C12365478	<input type="checkbox"/> 01/01/2007		KARTINI AZIZ BINTI MAMAT	6	6 . 4 0
800716-14-5002	<input type="checkbox"/> 01/01/2007		KOMATHI PERUMAL	6	6 . 4 0
O15948726	<input type="checkbox"/> 01/01/2007		LAM SWEE KHENG	6	6 . 4 0
800716-14-5005	<input type="checkbox"/> 01/01/2007		LEE MEI LI	6	1 . 9 0
800716-14-5012	<input type="checkbox"/> 01/01/2007		LOONG WOEI MING	6	6 . 4 0
800716-14-5011	<input type="checkbox"/> 01/01/2007		LOW HAN JEIN	6	6 . 4 0
K99663322	<input type="checkbox"/> 01/01/2007		OLIVER WONG MAN MING	5	9 . 6 0
V96325874	<input type="checkbox"/> 01/01/2007		PRAVEENA MALATHI	6	6 . 4 0
<b>Jumlah muka surat ini</b>				1	2 4 9 . 1 0
				<b>RM</b>	1 2 4 9 . 1 0

Tandatangan: \_\_\_\_\_

Nama Penuh: \_\_\_\_\_

No. Tel & Cap Majikan: \_\_\_\_\_

## Appendix P

### List of Suppliers

#### 1) Forklift



**ASIACO** ASIACO TAIPING SDN. BHD.  
亞細亞(太平)機械有限公司 (428449-V)

**KE** KAMUNTING FORKLIFT SERVICES SDN. BHD.  
甘文丁機械服務有限公司 (646849-H)

李丰财  
**LEE HOONG CHAI**  
H/P : 012-5010522

No. 11, Jalan Taiping Utara, Off Jalan Kamunting,  
34600 Kamunting, Taiping, Perak Darul Ridzuan.  
Tel : 05-8056998, 8076998 Fax : 05-8084998  
E-mail : asiacotp@tm.net.my

#### 2) Lorry



**ISUZU** **HICOM**

陈中裕  
**TAN TEONG JOO**  
Managing Director  
H/P: 012-4009368

*Authorised Dealer for Isuzu Hicom.*

**BME** 友谊企业有限公司  
**BERSATU MUHIBAH ENTERPRISE SDN. BHD.** (262560-W)  
No. 32, Lot. 20378, Jalan Simpang, 34000 Taiping, Perak.  
Tel: 05-8479368 & 8473943 Fax: 05-8481370



**EXCEL** **EXCEL BODY MANUFACTURER**  
優頂羅哩及巴士車身製造廠 (IP0308415-X)

**TTJ AGENCY SDN BHD** (ROC 388245-D)

**TAN TEONG JOO**  
ISUZU - HICOM  
TEL: 012-4009368 & 05-8479368 FAX: 05-8481370

Membina & Membaiki Badan Lori & Bus, Urusan JPJ, Puspakom,  
Insurans dan Menjual & Membeli Lori Baru & Terpakai.

LOT 3725, LORONG KILANG 7 & 8,  
TUPAI LIGHT INDUSTRIAL AREA, 34000 TAIPING, PERAK.

3) Advocates and Solicitors

JOSHUA DING 陳朝武 & PARTNERS 律師館

**陳朝武**  
文學榮譽學士，法律榮譽學士（英國）  
C.L.P（馬來西亞）

電話: 05-806 6277 傳真: 05-807 0377  
地址: No.31, Jalan Pasar, 34000 Taiping, Perak.  
電郵: joshua\_ding@hotmail.com

JOSHUA DING & PARTNERS  
Advocates & Solicitors (Peguambela & Peguamcara)

**Joshua Ding**  
LL.B (Hons) (U.K), C.L.P (Malaysia)  
Advocate & Solicitor

Tel: +605-806 6277 Fax: +605-807 0377  
No.31, Jalan Pasar, 34000 Taiping, Perak.  
joshua\_ding@hotmail.com

4) Accountant

**趙浚源會計公司**  
**IVAN TIO CO.** 012-5762022

**Ivan Tio**  
B.Ecs. (Acctg.), ACEA,  
FTII, FCCS, MIIA, MMIM

<b>Head Office:</b> 7, Dato Kramat Road, 10150 Penang, Malaysia. Tel: 04-2272909	<b>Branch Office:</b> 1st Floor, 154, Jalan Taming Sari, 34000 Taiping, Perak, Malaysia. Tel: 05-8073058
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5) Insurance

**Hor Chee Keong**  
Branch Manager



**Jerneh Insurance Berhad** (9827-A)  
*The ACE Group of Companies*  
No. 96 (2nd Floor), Jalan Kota, 34000 Taiping, Perak  
**T** | 605-809 1688      **F** | 605-807 1688  
**H/P** | 019 481 7906      **E** | ckhor@jerneh.com.my  
**W** | <http://www.jerneh.com.my>

6) Wood Suppliers

新華傢俬建築夾板商  
**SIN WAH TUKANG KAYU DAN KONTRAKTOR**  
(No. Pendaftaran: 000237852-X)

顏福裕  
*Gan Hock Zoo*

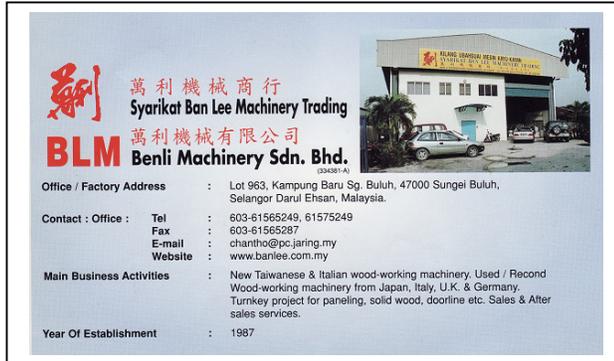
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No. 8, Jalan Wayang Gambar,      **Tel: 05-8073361**  
34000 Taiping, Perak.      (屋) **Tel: 05-8088196**

萬隆公司板廠  
太平惹蘭都拜公業區三二四,三二六及三二八號  
**BAN LEONG SAWMILL & CO.**  
(No. Syarikat : 000047529-H)

324, 326 & 328, Jalan Perusahaan Tupai, 34000 Taiping, Perak.  
Tel / Fax : 605-807 2021

7) Machine supplier



**新** 萬利機械商行  
Syarikat Ban Lee Machinery Trading  
**BLM** 萬利機械有限公司  
Benli Machinery Sdn. Bhd.  
(254381-A)

**Office / Factory Address** : Lot 963, Kampung Baru Sg. Buluh, 47000 Sungai Buluh, Selangor Darul Ehsan, Malaysia.

**Contact : Office :** **Tel** : 603-61565249, 61575249  
**Fax** : 603-61565287  
**E-mail** : chantho@pc.jaring.my  
**Website** : www.banlee.com.my

**Main Business Activities** : New Taiwanese & Italian wood-working machinery. Used / Recond Wood-working machinery from Japan, Italy, U.K. & Germany. Turnkey project for paneling, solid wood, doorline etc. Sales & After sales services.

**Year Of Establishment** : 1987

**Appendix Q**



Lot P.T 1708 (D) 7820, Mukim 12, Fasa 11,  
Bayan Lepas, Daerah Barat Daya,  
Pulau Pinang.  
Website: [www.sauverhomes.com](http://www.sauverhomes.com)

Customer Feedback Form

Name: \_\_\_\_\_  
H/P no: \_\_\_\_\_  
Email address: \_\_\_\_\_  
Address: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Business or organization (if):

Categories: Tick the categories you would like to suggest.

- Bedroom Furniture
- Living room Furniture
- Dining room Furniture
- Service
- Others

Write down the suggestion you would like to share.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sign: \_\_\_\_\_ Date: \_\_\_\_\_

Kindly give your opinion if you have any opinion need to suggest or you have new idea for our product. We kindly accept your suggestion and keep improve in future.

**Appendix R**

**SOCSSO Contribution Schedule**

NO.	MONTHLY WAGES		(FIRST CATEGORY)			(SECOND CATEGORY)
			INVALIDITY AND EMPLOYMENT INJURY			EMPLOYMENT INJURY ONLY
			EMPLOYER'S CONTRIBUTION	EMPLOYEE'S CONTRIBUTION	TOTAL CONTRIBUTION	TOTAL EMPLOYERS' CONTRIBUTION ONLY
		RM	RM	RM	RM	RM
1.	Wages up to	30/-	0.40	0.10	0.50	0.30
2.	When wages exceed but not	50/-	0.70	0.20	0.90	0.50
3.	When wages exceed but not	70/-	1.10	0.30	1.40	0.80
4.	When wages exceed but not	100/-	1.50	0.40	1.90	1.10
5.	When wages exceed but not	140/-	2.10	0.60	2.70	1.50
6.	When wages exceed but not	200/-	2.95	0.85	3.80	2.10
7.	When wages exceed but not	300/-	4.35	1.25	5.60	3.10
8.	When wages exceed but not	400/-	6.15	1.75	7.90	4.40
9.	When wages exceed but not	500/-	7.85	2.25	10.10	5.60
10.	When wages exceed but not	600/-	9.65	2.75	12.40	6.90
11.	When wages exceed but not	700/-	11.35	3.25	14.60	8.10
12.	When wages exceed but not	800/-	13.15	3.75	16.90	9.40
13.	When wages exceed but not	900/-	14.85	4.25	19.10	10.60
14.	When wages exceed but not	1,000/-	16.65	4.75	21.40	11.90
15.	When wages exceed but not	1,100/-	18.35	5.25	23.60	13.10
16.	When wages exceed but not	1,200/-	20.15	5.75	25.90	14.40
17.	When wages exceed but not	1,300/-	21.85	6.25	28.10	15.60
18.	When wages exceed but not	1,400/-	23.65	6.75	30.40	16.90
19.	When wages exceed but not	1,500/-	25.35	7.25	32.60	18.10
20.	When wages exceed but not	1,600/-	27.15	7.75	34.90	19.40
21.	When wages exceed but not	1,700/-	28.85	8.25	37.10	20.60
22.	When wages exceed but not	1,800/-	30.65	8.75	39.40	21.90

NO.	MONTHLY WAGES	(FIRST CATEGORY)			(SECOND CATEGORY)	
		INVALIDITY AND EMPLOYMENT INJURY			EMPLOYMENT INJURY ONLY	
			EMPLOYER'S CONTRIBUTION	EMPLOYEE'S CONTRIBUTION	TOTAL CONTRIBUTION	TOTAL EMPLOYERS' CONTRIBUTION ONLY
		RM	RM	RM	RM	
23.	When wages exceed but not	1,800/-	32.35	9.25	41.60	23.10
24.	When wages exceed but not	1,900/-	34.15	9.75	43.90	24.40
25.	When wages exceed but not	2,000/-	35.85	10.25	46.10	25.60
26.	When wages exceed but not	2,100/-	37.65	10.75	48.40	26.90
27.	When wages exceed but not	2,200/-	39.35	11.25	50.60	28.10
28.	When wages exceed but not	2,300/-	41.15	11.75	52.90	29.40
29.	When wages exceed but not	2,400/-	42.85	12.25	55.10	30.60
30.	When wages exceed but not	2,500/-	44.65	12.75	57.40	31.90
31.	When wages exceed but not	2,600/-	46.35	13.25	59.60	33.10
32.	When wages exceed but not	2,700/-	48.15	13.75	61.90	34.40
33.	When wages exceed but not	2,800/-	49.85	14.25	64.10	35.60
34.	When wages exceed	2,900/-	51.65	14.75	66.40	36.90

**Appendix S**

Market Research: Questionnaire

**Section A: Demographic**

Please [ ] or fill in the blanks with an appropriate answer.

- 1. Age :  <18  
 18-24  
 25-30  
 31-35  
 36-40  
 41-45  
 >45
  
- 2. Gender:  Male  Female
- 3. Ethnic:  Malay  Chinese  Indian  
Others (please specify) .....
- 3. Monthly Income:  <RM1000  RM1000-RM1500  
 RM1501-RM2000  RM2001-RM2500  
 RM2501-RM3000  RM3001-RM3500  
 RM3501-RM4000  >RM4000
- 4. Marital Status:  Single  
 Young Married (Married for less than 3 years)  
 Married (for more than 3 years)  
 Widow(er)  
 Separated  
 Divorced  
 Never Married
- 5. House Type:  Apartment  Shophouse  
 Condominium  Others, \_\_\_\_\_  
 Terrace  
 Semi-detached  
 Bungalow  
 Penthouse
- 6. Do you own or rent your primary residence?  Own  Rent  
 Living with parents  
 Others, \_\_\_\_\_

**Section B: Concept and Buying Preference**

This section is seeking your knowledge concerning the concept and buying preference. Please [ ] or fill in the blanks with an appropriate answer.

- 7. Do you know the concept of space-saving furniture?  Yes  No  
if yes, would you consider buying it?  Yes  No  
if no, would you like to have further information on the concept?  
 Yes, \_\_\_\_\_(please state your contact / e-mail address)  
 No.

8. Through which channel do you get the information on furniture?  
 Magazines  Radio Station  
 Newspaper  Internet  
 TV ads, programmes  Others, \_\_\_\_\_
9. What is your expectation when buying furniture?  
 Affordable Price  Quality  
 Style/Design  Service  
 Comfort  Others, \_\_\_\_\_
10. Style preference:  Simple  Luxurious  
 Modern  Traditional  
 Others, \_\_\_\_\_
11. Please write down your favourite colour: \_\_\_\_\_
12. Which services do you require when buying furniture?  
 On-time delivery  Customization  
 Warranties  After sales services  
 Monthly Installment  Free Delivery  
 Others, \_\_\_\_\_
13. What prompted you to purchase furniture?  
 Moving into new house  Sales/Promotions  
 Defective/Damaged old furniture  Designs of new furniture  
 Home Renovation  Seasonal trend  
 Others, \_\_\_\_\_
14. In which part of your house that you are willing to spend more on the expenditure of \_\_\_\_\_ furniture?  
 Living room  Bedroom  Dining room  Kitchen  
 Others, \_\_\_\_\_
15. Do you loyal to any furniture store? (If yes, please state the name of the company)  
 Yes, \_\_\_\_\_  
 No.
16. Would you buy furniture online?  Yes  No