

SUBMISSION DEADLINE: 9 December 2020 (Week 7 Wednesday)

Done and checked

Done and pending for review

In Progress

Error

Not started yet

FINAL CHECKLIST

Task/Description	Completed and Checked by leader	Checked by tutor
Executive Summary		
Business Description		
Market Analysis		
Marketing Plan		
Operational Plan		
Financial Projection		
Originality		
Report Layout and Format		

Format of documentation includes:

- This written assignment **SHOULD NOT** exceeds 5,000 words in length (excluding the Cover page, Plagiarism Declaration Statement page, Assessment Criteria page, References and Bibliography page(s), and Appendices)
- This assignment should use font size 12, Times New Roman, 1.5 Line Spacing and with justified alignment.
- Cover page – refer to Attachment 1.
- Plagiarism statement – refer to Attachment 2.
- Assessment criteria: Idea Generation – refer to Attachment 3.
- Assessment criteria: Business Plan – refer to Attachment 4.

Section 1 - Executive Summary

1.1 Business idea and goals

The ultimate goal of our business is to tackle unemployment issues in Malaysia by establishing a partnership company that **serves as an online job seeking platform** that facilitates the matching and communication of job opportunities between jobseekers and employers in Malaysia and also specialise in **conducting various practical training courses** like data science and digital marketing for individuals who wish to upskill themselves. We are only not focusing on city people but the rural area people by providing necessary **vocational training** to those people with disabilities or have no interest in studying.

1.2 Marketing

CoJob Partnership will have **several target markets**. The first target market is **working adults who wish to increase their self-value** and the second target is **fresh graduates and unemployed people**. A government research shows that the number of unemployed graduates in 2019 increases by 5.5%. In 2020, this situation gets even worse due to the impact of Covid-19. Many companies have tightened up the recruitment policy and only hire high-qualifications employees. Therefore, these unemployed can pick up some additional skills through our platform to keep them competitive and survive during this hard time. Once they have received a certificate, it would be easier for them to seek a job. Furthermore, the vocational training program can also target **the rural area people who do not pursue their study** in tertiary level or with disabilities to learn some vocational skills in order to support themselves. Last but not least, our last target market is **small and medium enterprises/companies**. We will approach them so that they could use our platform to post the job vacancies and recruit elites to work for them.

1.3 Operations

The business will be operated by one founder and 4 co-founders with **not more than 15 employees**. Each of us will take charge of different things and work together as one. We have also obtained a few necessary licenses from respective authorities before running the business. Moreover, we have invited a few outsiders such as senior auditor and senior insurance agent to be our **company advisers**. Their job is mainly to provide useful advice on different affairs. Furthermore, we have purchased a few insurances to protect the company and make sure that it

can continue running if an emergency occurs. Next, our office is located at **Phileo Damansara 1, Petaling Jaya, Selangor** which is a commercial centre and is strategically located at the crossroads of Kuala Lumpur and Selangor. Lastly, **a list of equipment** (Eg: router, laptops, server), **business processes** and **contingency plans** are also highlighted in this section.

1.4 Finance

The business will be self-funding. The founder and co-founder will provide an **initial capital injection of RM 200,000.00** and it is envisaged that the company will generate enough capital from subsequent operations to allow it to operate on a “no-borrowing” policy unless there is a major change in focus. The estimated total start up expenditure is **RM 192,592.00**, including renovation, furniture and fittings and others. Our company is expected to gain profit since the first month of the operation at RM 803.75 and keeps increasing in the subsequent month and year. The closing cash balance in January is expected to be **RM 93,836.42** and remain positive for a few years. This shows that our company is becoming popular and trustable.

Section 2 - Business Description

2.1 Company Vision

CoJob Partnership shall be the world’s leading job seeking platform which includes both permanent and freelance jobs and training courses to whomsoever, regardless of age, gender, race and status so that every individual is able to increase their self-value, to seek for a job and most importantly to sustain themselves in the future.

2.2 Company Mission

- To empower passionate individuals with the skills and knowledge to build, grow personal skill sets and re-invent the future.
- To provide various quality, comprehensive and informative training courses to our learners to meet the rising demands and strategic needs of the economy.
- To empower our trainers with proper skills to perform tasks and satisfy our customers to the fullest.
- To develop a dependable platform that streamlines the process of job application and job offer between job seekers and recruiters.

- To equip every individual with certain skills in order to keep them surviving.

2.3 Company Background

CoJob Partnership is a company who aims to connect the people such as fresh graduates, undergraduates and working adults with the companies and some industrial players all around Malaysia through our company website or mobile application. It is founded by Mr Lim Jun Rong, who is the key person-in-charge of the company and co-founded by Ms Lai Xin Yi, Ms Ong T'nsam, Mr Lim Ming Jun and Mr Kong Mun Jun in February 2020. All five of us graduated with first class honours from Tunku Abdul Rahman University College (TARUC) and have obtained certificates in the field of data science, software engineering, finance and marketing. We all share the common goal which is to develop a website and mobile application to serve as a platform to provide as many job opportunities to everyone as possible and to provide some training courses to the public so that they could upskill themselves and excel in the career. Besides, there will be a team of employees who are focusing on the people in rural areas, especially those with disabilities or have no interest in studying and encouraging them to pick up some vocational skills in order to survive in the society. Our company's official website is www.cojob.com.my while the mobile application developed by our company is called **CoJob**.

2.4 Nature of the Business

Cojob Partnership is a **service-based** company which develops a high-quality webpage and CoJob mobile application. These software serve as a platform which will connect the users with the companies or any industrial experts in Malaysia. The users can either look for a new job or to register for any training courses to enhance both their soft skill and practical skill through our company. Besides, we will also ensure that every single community especially in the rural area could gain some vocational skill through our company and sustain a living.

Section 3 - Market Analysis

3.1 Industry Analysis (Porter's 5 Forces)

1. Threat of New Entrants

Threat of new entrants is a threat of a phenomenon where new branding companies try to

conquer a part of the specific platform industry. The attractiveness of the company and also their positive values will directly affect the victory of theirs in the survival war. It will be a mercurial situation for the “experience” company if the new company is able to bring out their attractiveness to the public and attract new customers who originate from other companies. Hence, the companies always have to analyse their own risk whenever a new company is involved into this specific industry.

Currently in Malaysia, the threat of new entrants of the job seeking platform or industry is considered moderate and there is room for expansion as compared to other industries. As of today, the government does not impose any restrictions or laws in the industry, causing more and more entrepreneurs to enter this industry and set up their own businesses. For example, if the company owners have a programming background, they can easily develop a program and launch it to the market. As a result, the competition in this industry may become more intense due to other companies that can easily dive into this industry. Furthermore, high brand loyalty in the job seeking industry could be one of the problems faced by most of the new entrants including CoJob Partnership. This is because consumers are likely to stick to the same company if the services provided by them are good and will never opt for another newly established company. Hence, in order to survive in this industry, CoJob Partnership has to promote the uniqueness of the company among the others and also find methods that are able to take care of the customers’ needs that were neglected but achievable. For example, we are not only providing services to people in the city area but also the rural area. This shows that CoJob Partnership cares for everyone regardless of their status. Second, CoJob Partnership can apply the cost advantage by charging less to the early bird customers. This will allow the industry to notice the company as the industry will always like to get the cheaper cost for the same effect. Last but not least, the loyalty and the trustworthiness of the brand of CoJob Partnership must remain because it will be able to gain the trust from the customers and keep the customers on our side till future. In conclusion, this factor will **negatively** affect our business.

2. Threat of Substitutes

Threat of substitutes is a threat that happens to one or more companies within the industry forced to involve into a competition with another company in producing substitute products or services.

When this issue happens, it is very vital for us to identify the problems than blindly overcome it with short-sighted solutions or substitute appeal. Rational solutions and appeals are able to create better counter attacks or strategies for the company. Last but not least, companies should not neglect the threat severity when coming out strategies.

The similar services provided by all the companies in the job seeking industry would have jeopardised our business development significantly. The public are exposed to various job seeking platforms which allows them to look for any desired company and apply for a job. For instance, JobStreet Malaysia serves as a platform for the company to post the job vacancies and for the public to apply for the job through the company website. This may eventually possess a threat to CoJob Partnership as our services could have been substituted. However, our services provided are not solely on allowing the public to apply for a permanent job, but we are also providing another option where the customers (end-users) can get the company projects from us and work as freelancers. In this case, the applicants are not completely tied to a company and have more flexibility. At the same time, they have enough money to sustain the living. Therefore, our company has a **lower possibility** of getting substituted because we have the unique ideas of running these platforms differently than other companies and those ideas will be the trend of the industry in the future. As soon as it becomes a trend, we have enough time to prepare the strategies immediately to overcome getting substitutes.

3. Bargaining Power of Suppliers

Bargaining Power of Suppliers is a figure of speech that the suppliers or strategic partners give pressure to us by bargaining the price or benefits that they are getting. It is common that everyone in this world would like to succeed and earn more revenues in their business. Although it seems cruel, it is also the standard part in the business strategy which leads the company to a competitive environment.

The software provider is the main supplier for our company. Since CoJob Partnership is a web service-based company where the services are provided through a website or mobile application, we depend heavily on the software tools needed for the development. However, there are numerous software providers such as Microsoft Web Expression, Android Studio, Angular.JS,

Sass and others in today's world. Hence, CoJob Partnership would be benefited in such a way that the pressure exerted by the software supplier is negligible as we can always switch to another supplier with minimal company loss. Lastly, since we are also providing training courses to the public including both students and working adults, we will need to approach some industrial experts to conduct the courses. There are many professionals in every industry nowadays and we can always rely on different professionals. Therefore, the bargaining power of suppliers is **relatively low** in this case.

4. Bargaining Power of Buyers

Bargaining power of buyers is defined as how much pressure is exerted by the customers on a company in order to enjoy the best services with a cheaper or reasonable price. This force should be conducted from us, which is from a business's perspective. To determine the bargaining power of the buyers, we must consider the relative relationship between the customers and the companies. Among the things that need to be considered are the Costs, Backward integration, and dependence of the customers. In our business operation, our customers are the companies, graduated unemployed students, the freelancers, working adults and also part timers.

Our company has a **higher chance** of getting pressure from customers because of the existence of the companies who also provide similar services such as JobStreet and RiceBowl. In such a case, the bargaining power of buyers **increases** as the customers would always think that if the services provided by our company are not very good or the charges of training courses are too high, they can always demand for better services and cheaper costs from us. If we resist making adjustments, they will switch to another company since there are many other options in Malaysia. As a consequence, this may **positively** affect our business operation.

5. Intensity of rivalry

Intensity of rivalry considers the amount of existing competitors and each of their strengths. Our business is running by providing a platform for people to apply for jobs easily with few kinds of methods getting employed, also providing courses for every specific field for customers to learn and increase their specialization. It is a combination of two different platforms, one of the platforms are similar to JobStreet and RiceBowl and the other one is similar to Udemy and

Coursera. It is obvious from the public that these 4 platforms have dominated the market for a period of time and they have great advantages of having strong marketing skills and strategies. Hence, the intensity of rivalry is considerably high as the public can easily switch from one company to another easily with minimal or no loss.

However, our platform is a “2-in1” platform where the user can apply for a job or sign up for any training courses which can benefit them in the future. Once the user has passed the training course, a certificate will be added to their profile and they can stand out of the crowd. The company can also view the profile of the user and decide to offer a job to the user or not. Moreover, users will not be tied to the company when they are getting the job as they are able to choose whether they want to work long-term or short-term with the company which deliberate a flexible way of working for the user. This idea popped in mind when we realized the working style of the current batch youngsters, they are more likely to change jobs every 3-4 month as they have the thoughts of getting new experience from other companies which have different environments, different visions and different tasks to work on. Thus, they would prefer short-term employment/freelance than the long-term as they need not care about the circumstances of leaving the company after finishing the projects or the task during the short term work. Due to this unique selling point, the intensity of rivalry can be **slightly reduced** as there are less number of companies which provide the “2-in-1” platform and similar ideas as of today. We strongly believe that we will defeat our competitors in this industry and become the people’s favourite job seeking and training courses provider platform.

6. Conclusion of Industry Analysis

In a nutshell, after conducting the industry analysis using Porter’s 5 Forces method, we have identified 2 positive impacts, 1 negative impacts and 2 neutral impacts. This shows that this industry is still expanding and CoJob Partnership will not face bankruptcy so easily. We also believe that the industry attractiveness is considerably high and we can gain more sales in the future since there are more positive and neutral impacts than the negative impacts. Therefore, it is a good opportunity for the investors to invest in our business.

3.2 Competitors Analysis

We have identified a few competitors which provide similar services in this industry. Below is the summarised table of competitors and the services provided.

Types of Competitors	Examples
Direct Competitor	1. Jobstreet 2. RiceBowl
Indirect Competitor	1. Coursera 2. Udemy

Company	Services provided	Strength	Weakness
JobStreet, RiceBowl	Serves as a platform which allows the people to apply for jobs.	<ul style="list-style-type: none"> - Provide latest and updated job vacancies in various sectors such as accounting, food and beverages, manufacturing, healthcare and others. - Advantages : <ul style="list-style-type: none"> ● Applicants are able to find and apply jobs quickly and easily. ● Companies are able to hire high quality employees. ● Reduce unemployment rate. - The popularity of these two companies are high. 	<ul style="list-style-type: none"> - Does not follow up the performance of the employees. - Does not provide any practical courses to the applicants to improve their skills.
Coursera, Udemy	Massive open online course provider.	<ul style="list-style-type: none"> - Launch courses for different fields such as IT, marketing, business and many more. - Advantages : <ul style="list-style-type: none"> ● Learn the latest skills in a specific 	<ul style="list-style-type: none"> - The fee of the courses is slightly higher - Do not provide any job opportunities to the applicants.

		<p>area.</p> <ul style="list-style-type: none"> ● Earn qualified certificate. ● Companies can upgrade the quality of their staff. <p>- The popularity of these two companies are high.</p>	
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As for now, there is no company having 100% the same concept as us which is a combination of the job seeking and training courses provider platform. However, we must always get ready to face the new future entrant and monitor all the competitors. Based on the table above, we can conclude that our business needs to improve the attractiveness and actively invest in marketing strategies so that more people know our services in the future.

3.3 SWOT analysis

3.3.1 Potential Strengths

- As a new company, we are having an advantage over our competitors, that is our great passion and determination to help the jobless people to secure a job and to tackle the unemployment issues locally or even globally.
- The founder and co-founders are from different backgrounds and have abundant knowledge in their respective fields.
- Our company is located at a business area, particularly the capital city of Malaysia, Kuala Lumpur

3.3.2 Potential Weakness

- Our company still lacks popularity in Malaysia as there are also other companies who provide similar services.
- Lack of manpower.
- The current employees have little working experience as a team.

3.3.3 Potential Opportunities

- The niche market of the services is relatively bigger as it is targeted by the fresh graduates, SPM school leavers and jobless people who would like to seek a new job opportunity or to gain some external skills.
- The advancement of the new technology could help to boost our business as people can easily gain access to our website or CoJob application using smartphones or personal computers.
- The Malaysian government wants to reduce the unemployment rate in Malaysia and may put in all the efforts in promoting our company.

3.3.4 Potential Threats

- There could be more companies who provide similar solutions and may eventually drag the attention of our regular customers.
- Frequent change of business policies by the minister.
- Some people may have resistance towards learning and gaining new knowledge.

3.4 Potential Strategic Alliances (partners)

In order to increase our company revenue, we may collaborate with a few partners to provide better services to the public and at the same time to gain more popularity. The list of partners are shown as below :

Partners	Description
Higher Education Institutions (HEI)	<ul style="list-style-type: none"> - Collaborate with public and private HEI to introduce training courses or micro-credential programmes to the students including secondary school students and working adults in order to upskill themselves. - Promote our website or services through HEI so that the graduands could secure a job earlier and need not worry about their career after they have graduated from the university or college.

	<ul style="list-style-type: none"> - In return, CoJob Partnership will help to promote their institution through social media so that more people would enrol in that particular institution.
Companies	<ul style="list-style-type: none"> - Collaborate with companies and keep track of employees' performance from time to time. If they are having poor performance, we may suggest them to take up some courses. - Get the industrial projects from the companies and distribute to the applicants who are eligible to work on the projects (freelancing).
Secondary school	<ul style="list-style-type: none"> - Collaborate with the student counselling service centre and organise workshops for all upper secondary students on the importance of securing a job and gaining practical or vocational skills.
Hair salon, Car service centre, Bakery shop, etc	<ul style="list-style-type: none"> - We would extend our collaboration to the owner of the businesses mentioned above so that the people can learn all these vocational skills from the business owner. - In return, CoJob Partnership will help to promote their business through social media in order to attract more customers.

Section 4 - Marketing Plan

4.1 Target Market

Our first target market is **working adults who wish to increase their self value and learn the latest skills in a specific area** namely marketing, data science, business and many more. Therefore, we will collaborate with some HEI or request the industrial experts to introduce some useful training courses or micro-credential programmes to them.

Besides, our next target market is **fresh graduates and unemployed people**. Throughout the COVID-19 pandemic, the unemployment rate keeps on increasing due to the strict recruitment policy imposed by each company. Most of the companies only recruit people with high qualifications and good practical skill. Hence, our company provides a platform for fresh graduates and unemployed people to register for the courses and at the same time apply for jobs through our services easily.

Moreover, our third target market also includes the rural area people such as **people with disabilities or youngsters who have no interest in studying** so that they could still earn a living despite not having high qualifications. They will be taught some baking skill, hair cutting skill or car repairing skill.

Lastly, **the companies that want to hire high quality employees or promote their business** is our target market as well. For example, the companies who want to hire full-time employees can subscribe to our plan to post job advertisements.

4.2 Product

CoJob Partnership provides online services through our website and mobile application which allows the job seekers to **apply for jobs** easily. Additionally, we will obtain **some projects** from various companies and **assign** those projects **to qualified freelancers**. Moreover, the **companies who need to hire high quality employees** can subscribe to our plan which is to **post the job vacancies in our websites** so that they are able to hire employees within a short period of time. At the same time, we also collaborate with the companies to **keep track of their employees' performance** and **suggest the training courses** that enable the company to upgrade their staff's quality. Also, we collaborate with HEI to introduce **some training courses** to the students and public who wish to improve their current skills or explore new skills in other areas. Besides that, the **marketing team who will conduct a survey in the rural area** to assist those people who have no interest in studying or with disabilities by providing them some vocational training such as cooking, car servicing, hair-cutting and others so that they have the ability to earn money and survive in the community. In this case, we will collaborate with hair salons, car service centres and bakery shops which are having job vacancies to hire them and allow them to learn vocational

skills and secure a job. Meanwhile, these shops are able to solve the manpower staff, and it is a “win-win” situation.

4.3 Price

We will collect a certain amount of subscription fees and commission from our target markets aforementioned as our revenue in order to cover the expenditures needed to operate the business.

Services	Price	Description	Remark
Course registration fees	- RM 250 (Student) - RM 400 (Working adults)	Each participant will be charged a certain amount of fee including a certificate which is approved by the specialist after passing the assessment.	Per registration
Company job posting fees	- RM 350 (Standard) -RM 500 (Premium)	Each company who posted the job vacancies through our company services will be charged a certain amount of fees. They can either go for a standard plan or premium plan. For premium plan, the company's post will appear at the top and eventually drag the attention of the users.	Per month
Commission received from applicants	A minimum rate of 20% from the applicants' salary	We will collect a minimum rate of 20% from the applicants' monthly salary as commission after they successfully secure a job through our company.	One-off
Commission	A minimum rate of	We will collect a minimum rate of	One-off

received from the applicants who applies for a project (freelancing)	20% of the project allowances	20% of the project allowances from the applicant as a commission.	
Commission received from the applicants who apply for vocational training and job	A minimum rate of 15% from the applicants' salary	We will collect a minimum rate of 15% from the applicants' monthly salary as commission after they successfully secure a vocational job.	One-off

4.4 Place

Since CoJob Partnership is an online service-based company, therefore there is no need to set up a big and grand physical store to serve the customers. Our mobile application can be downloaded from **Android store (Google Play) or Apple Store (App Store)** while our website can be accessed through the **web browsers** such as **Google Chrome, Internet Explorer** and so on. Our office is located at Phileo Damansara 1 as it is a commercial centre. Our company's **official website** is www.cojob.com.my while the developed **mobile application** is named CoJob. Thus, the user can easily access our services by using laptops or smartphones.

4.5 Promotion

In order to gain more popularity, we will promote CoJob Partnership through **Facebook and Google**. For example, we create a page on Facebook and update the related job listing and details for all the training courses in our Facebook page. We will also subscribe to the advertisement plan provided by Facebook to advertise our business. Besides, we will advertise our website and mobile application by using Google Ads. The reason for promoting through Facebook and Google Ads is that nowadays everyone often uses social media and Google to search for information in their daily lives. Hence, it is more convenient for everyone to know about our business.

Not only that, we will **collaborate with HEI** to promote our websites to them so that graduands can visit our website to find a job or enrol in some training courses in order to be more prepared for a career.

Furthermore, we will **collaborate with companies** to promote our training courses. This is highlighted when we help the company to keep track of employees' performance from time to time, then we will suggest a suitable training course for the company to enhance the quality of their employees.

In addition, we have designed a **slogan** for our company which is "For the hope of generations". It implies that our company is here to help all the generations to secure a job and develop new skills to enhance their self value. Therefore, slogan is the **positioning strategy** which allows the public to be aware of our business

Section 5 - Operational Plan

5.1 Legal and licensing requirements

CoJob Partnership is a partnership company which is managed by a founder, Mr Lim Jun Rong and several co-founders. It has been established and registered under Suruhanjaya Syarikat Malaysia (SSM) and Malaysian Communications and Multimedia Commission (MCMC) since February 2020. We have successfully accumulated a total capital of RM 200,000 to set the company. The percentage of capital injected into the company by each founder and co-founders are as follows:

Lim Jun Rong	(45% - RM 90,000)
Lai Xin Yi	(20% - RM 40,000)
Ong T'nsam	(15% - RM 30,000)
Lim Ming Jun	(10% - RM 20,000)
Kong Mun Jun	(10% - RM 20,000)

List of licenses:

- Business premise and signboard license

- This license must be applied from the state authority (i.e Majlis Bandaraya Petaling Jaya) for setting up a business workplace as well as putting up the signboard.
- Company registration license
 - This license must be applied from SSM before setting up a new company.
- Multimedia-super Corridor (MSC) license
 - This license is a recognition by the Malaysian government through the Multimedia Development Corporation (MDeC), for ICT and ICT-facilitated businesses that develop or use multimedia technologies to produce and enhance their products and services
- Certificate of E-Commerce Website
 - This certificate must be obtained from MCMC before setting up a E-Commerce/online website.
- Fire Certificate
 - This certificate must be applied from Malaysian Fire and Rescue Department to ensure the building is secured to be occupied and the emergency exit is always available and not obstructed at all times.

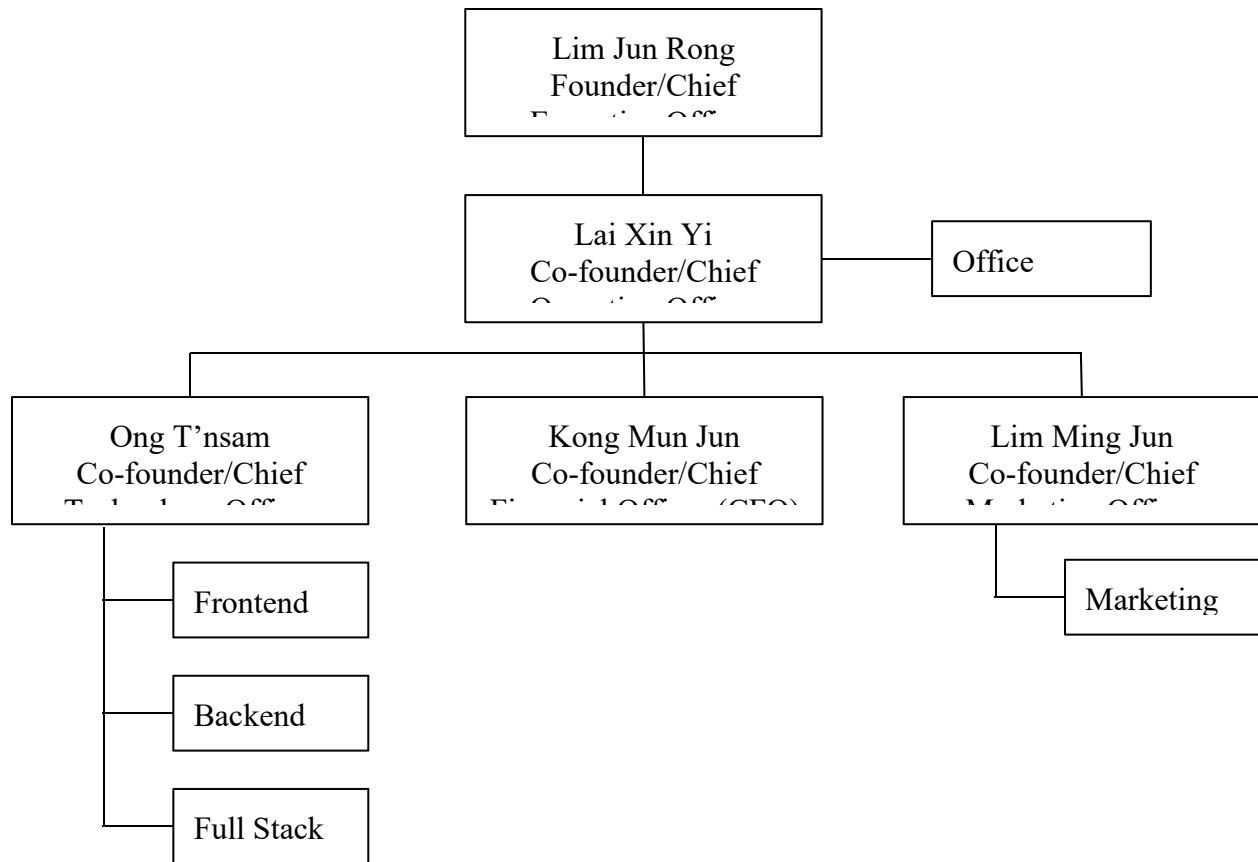
5.2 Management details

The personal details of the key person-in-charge of CoJob Partnership is as follows:



Name	: Lim Jun Rong
Position	: Founder/Chief Executive Officer (CEO)
Email Address	: limjr@cojob.com
Qualifications:	: Graduated from Tunku Abdul Rahman University College (TARUC) with Bachelor of Computer Science (Honours) in Data Science and Master of Computer Science
Specialisation	: Data analytics, software engineering, entrepreneurship
Working Experience	: <ol style="list-style-type: none">1. Worked as software engineer for 3 years in Synergy Bhd2. Worked as a senior software engineer for 3 years in Fusionex Sdn Bhd3. Worked as a chief software engineer for 5 years in Fusionex Sdn Bhd
Roles and Responsibilities	: <ol style="list-style-type: none">1. Responsible for leading the company's development and execution of long-term strategies.2. Responsible for communicating, on behalf of the company with the potential clients and investors3. Involved in web development.

5.3 Organizational structure and staffing



Other management team:

No	Name	Position	Qualification	Working Experience	Roles and Responsibilities
1.	Lai Xin Yi	Co-founder/ Chief Operating Officer	- Bachelor of Computer Science (Honours) in Data Science - Master of Business Administration	Chief Data Scientist of LEAD Group	- Responsible for overseeing the day- to-day administrative and operational functions of the business - Involved in CoJob mobile application development
2.	Ong T'nsam	Co-founder/ Chief Technology Officer	- Bachelor of Computer Science (Honours) in	Director of IT Department of Finexus Sdn Bhd	- Responsible for leading the IT department and using technology to

			Software Engineering - Master of Computer Science		enhance the services - Involved in both web and CoJob mobile application development
3.	Lim Ming Jun	Co-founder/ Chief Financial Officer	Bachelor of Business (Honours) Accounting and Finance	Senior accountant of Ernst & Young Global Limited	- Responsible for the company's financial and accounting affairs
4.	Kong Mun Jun	Co-founder/ Chief Marketing Officer	Bachelor of Business (Honours) in Marketing	Senior marketing manager of XeroMarkets	- Responsible for planning, developing and monitoring the overall business marketing strategy - Responsible for dealing with the potential strategic partners

5.4 Professional advisers

CoJob Partnership has approached a few agencies and companies to provide useful and important advice to us on various aspects in order to keep our company running smoothly. The list of professional advisers is as follows:

1. Ms Mavis Lim Ying Nu

Senior Auditor

KPMG Malaysia

KPMG Tower, 8 First Avenue, Bandar Utama, 47800, Petaling Jaya, Selangor, 47800

Hp No: +6017-293753 Office No: +603-47294294 Email: mavislyn@kpmg.com

Job: Review the accounts of CoJob Partnership to ensure the validity and legality of the company's financial record.

2. Mr Jason Lau Wen Kang

Senior Accountant

KPMG Malaysia

KPMG Tower, 8 First Avenue, Bandar Utama, 47800, Petaling Jaya, Selangor, 47800

Hp No: +6017-1212831 Office No: +603-47294265 Email: jasonlwk@kpmg.com

Job: Provide advice on the finance and accounting affairs.

3. Ms Sandy Ang Kiak Hua

Senior Insurance Agent

American International Assurance Company, Limited (AIA) Malaysia

Level A, 99, Wisma AIA Jalan Ampang 50450 Kuala Lumpur

Hp No: +6012-7392218 Office No: +603-33859243 Email: kiakhua@aia.com

Job: Provide insurance and claim services to CoJob Partnership when any accidents occur

4. Ts Dr Lee Jia Wei

Chief Computer Scientist and Information Technology Consultant

IBM Malaysia Sdn Bhd

19, 8, First Avenue, Bandar Utama, 47800 Petaling Jaya, Selangor

Hp No: +6011-23744110 Office No: +603-63989931 Email: leejiawei@ibm.com

Job: Provide advice on IT affairs including web and mobile application development.

5.5 Insurance and security needs

Business insurance is very important as it helps to protect the company from risks such as a fire that destroys the business workplace or the company is forced to shut down due to unforeseen circumstances. It also helps to cover the company against property lost. Due to that, CoJob Partnership has taken some preventive measures by purchasing some necessary insurances from the insurance company (i.e AIA). The example of insurances are as follows:

1. All Risk Insurance/Property Insurance

- This insurance package provides comprehensive coverage for small businesses like CoJob Partnership who would want to protect the business equipment such as

laptop, server, and monitor screen in case anything happens like fire-related accidents and theft.

2. Cyber Liability Insurance

- This insurance is extremely important for the companies who are running online businesses. If the customer's sensitive data have been stolen or exposed to the public, the cyber liability insurance helps to pay for the huge expenses claimed from the clients and eventually reduce the burden on business cash flow.

3. Employee Benefits Insurance

- This insurance acts as a protection for all the employers and employees of CoJob Partnership such as healthcare insurance and personal accident insurance. The employees will be compensated when they are injured or dead as a result of his work with the business.

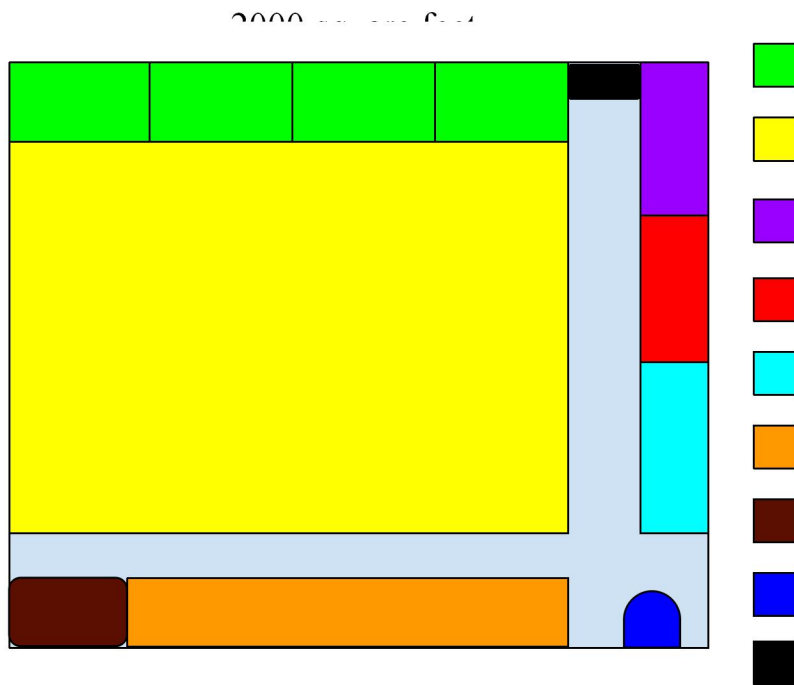
4. Professional Liability Insurance

- This insurance will protect the company if a customer files a lawsuit against CoJob Partnership for negligence or malpractice.

5.6 Business premises

CoJob Partnership is located at Phileo Damansara 1, Petaling Jaya, Selangor and has a total number of not more than 15 employees. The reason for us choosing Phileo Damansara 1 is because it is a commercial centre and is strategically located at the crossroads of the capital of Malaysia, Kuala Lumpur and Selangor. There are many businessmen in that area and may potentially become our investors in the future. Besides, the office is quite spacious yet the rental is affordable. The size of the office is approximately 2000 square feet and it can be divided into a few regions such as co-founder workplace, staff workplace, server room, founder's room, meeting or discussion room, pantry and washroom. The floor plan of the office/workplace is as

follows:



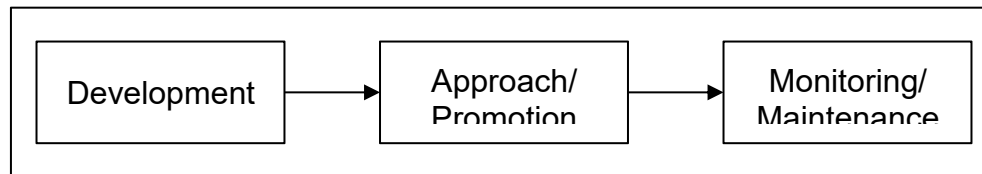
5.8 Plant and equipment required

Since CoJob Partnership is a service-based company, therefore no plant or machinery is required for the business operation. However, there are some important equipments needed to run the company, such as:

1. Servers
2. Laptops
3. Monitor Screens
4. LCD Projectors
5. Routers
6. Photostat machine
7. Tables
8. Chairs
9. Stationeries

5.9 Production processes

The business operation of CoJob Partnership can be further divided into 3 major processes which are **Development**, **Approach/Promotion**, and **Monitoring/Maintenance** (abbreviated as **DAM** strategy).



1. Development

- At this stage, our company will design and develop a website and CoJob mobile application which serves a platform to provide the services to the customers. The website and mobile application have undergone a few rounds of testing before it is officially launched in the market. This is to make sure they are free from any bugs

2. Approach/Promotion

- At this stage, we will start to approach some companies so that they could use the website as a platform to post any job vacancies. Besides, we will approach students and working adults and convince them to register some courses to upskill themselves. We will also approach some potential strategic partners, customers and investors who can bring benefits to our company. At the same time, we will also promote our company through any means to attract more businesses.

3. Monitoring/Maintenance

- After the user has signed up an account, we will start to monitor their activity to make sure that they enjoy our services. Besides, when a user has successfully applied for a permanent job, we will stay in touch with the company and keep track of the employees' performance. Lastly, the developer team will always ensure that the software is always in good working condition by conducting frequent maintenance work

5.10 Critical risks and contingency plans

To make sure that CoJob Partnership is able to operate as usual when any emergencies happen such as the death or injury to CEO or loss of company sensitive data, we have come up with some contingency plans as follows:

1. Absence of company key person-in-charge, CEO

- In the event that the CEO of CoJob Partnership is not able to work in the company due to heavy illness or death, the COO will be elected as the acting CEO and has full authority on every single decision-making until the current CEO has returned to work or a new CEO is appointed.

2. Absence of the developers/programmers

- In the event that most developers resign from the company and have left a lot of undone work, we will outsource all the projects to another IT firm until a new batch of developers are hired in order to keep the company running and never face bankruptcy.

3. Withdrawal of funds by the investors

- In the event that the investors stop investing in our company and the cash flow is affected severely, we will apply for loans from the bank.

4. Loss of company's sensitive data

- In the event that the company's sensitive data has been stolen or corrupted, all the expenses will be covered by the cyber liability insurance.

Section 6 - Financial Projection

For financial projection, please refer to the attached excel file, named MPU-3232 Financial Plan Template.xls.

Section 7 - References

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Target Market

1. People
 - a. Fresh graduates
 - b. Unemployed workers
 - c. SPM leavers
 - d. People wish to improve their current skills
2. Place/Location
 - a. KL and Selangor
 - i. These areas have the highest job opportunity as KL is the capital of Malaysia.
 - b. Rural area
 - i. Our company will have a group of survey teams dealing with the issues in the rural area specially for the SPM school leavers who are not interested to continue study in Higher Education Institutions. Then, we will teach them some vocational skills such cooking, carpentry and tailoring.

Financial Plan

1. Start-up Expenditure
2. Profit/Loss
3. Cash Flow
4. Revenue
 - Registration fees for courses
 - Subscription plan for posting job listing (from company)
 - Commission from those we helped them to develop skills and find jobs
5. Cost
 - Developing a mobile application
 - Staff salary (survey team, marketing department, account department, ...)
 - Make advertisement (google ads, social media)

Financial Projection

- Electricity bill - >=800
- Miscellaneous overheads - stationeries, claim, petrol allowance, saman, cleaning accessories

Target Market

1. Fresh Graduates
2. SPM school leavers/Those who does not plan to continue the study
3. Unemployed worker
4. Working adult who wishes increase self-value
5. Company - Get project from them and distribute to the applicant (freelance)

Marketing Strategy

1. Google Ads
2. Companies/Universities
3. Social media
4. Survey team
 - help those who have no interest to further study to develop skills and find jobs
 - Approach companies in order to figure out the reason for the high unemployment rate...

Market research - optional (approach ABC company to get the data)

Market analysis - 1. Industry (Porter's 5 Forces) - Draw conclusion (attractive-industry is expanding)
 2. Competitor Analysis
 3. SWOT - SW (internal) OT (external - out of control)

4.4 Professional advisers

Accountant

Sunshine Street Accountants
 4 Sunshine Street, Midland NSW 2050
 Ph: (02) 7999 9999 Fax: (02) 2222 9999 Email: info@sunshinestreet.com.au

Lawyer

Moot & Moot Partners
 Suite 1, 1 Main St, Sydney NSW 2002
 (Postal address: PO Box 1, Sydney NSW 2045)
 Ph: (02) 8999 9999 Fax: (02) 3999 9999 Email: reception@moot.net.au

Insurance broker

To be determined

Bank account

MegaBank Australia
 5 St Gregory Tce, Sydney NSW 2000
 Manager: Janine Gregory
 Ph: (02) 2222 3333 Fax: (02) 2222 3334
 Email: Janine.Gregory@megabank.com.au

Quotes from suppliers indicate that the total cost of these items will be approximately A\$11 500. All materials required for the proposed training programs (such as TV, video and whiteboard) are provided by commercial training venues.

Likely future needs

If future growth necessitates the use of a fax/modem, the existing home phone line will need to be replaced with a business phone line. Future computing needs will probably include an upgraded system with wireless internet.

4.8 Production processes

An operations manual, updated every six months, will explain procedures and processes within the office. It will also allow the company to apply for quality assurance certification at a later stage, if it wishes to do so.

4.9 Critical risks/contingency plans

The critical risks facing this business and contingencies to deal with them are:

- liability — to be covered by professional indemnity insurance
- injury to the managing director — to be covered by workers compensation
- excessive workload — other directors may take on work, or it may be redirected to other consultancies with whom a strategic alliance has been developed.