

SUBMISSION DEADLINE: 9 December 2020 (Week 7 Wednesday)

Done and checked

Done and pending for review

In Progress

Error

Not started yet

Pitching Outline

1. Management team (Ming Jun)

- Brief introduction of the founder/ co-founders
 - A very good morning to Mr Simon, my name is Ming Jun and today I am going to talk about our business company CoJob Partnership. CoJob Partnership is founded by Dato Sri 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 bachelor and master degrees in the field of data science, software engineering, finance and marketing. We all have a lot of working experiences in the related field and share the same goal which is to develop a website and mobile application to serve as an online job seeking platform to tackle the unemployment issues in Malaysia and also provide some training courses to the public for them to upskill themselves.

2. Pain points? (Ming Jun)

- Highlight the social issues/ challenges/ problem
- Remark: relate to the chosen goal
 - The latest market research shows that **737.5 thousand people in Malaysia are unemployed in September** and the **unemployment rate is as high as 4.6%**. In the meantime, The Department of Statistics Malaysia (DOSM) indicates that the **number of unemployed graduates in 2019 has increased by 5.5%**. By 2020, this situation gets even worse due to the outbreak of Covid-19. Besides, due to the severe impact of Covid-19 in the economic field, **most companies in Malaysia have tightened their recruitment policies** by reducing their manpower and **only recruit people with high-qualifications or additional skills** to save their operating costs. As a result, a lot of fresh graduates failed to secure a job because of not having special qualifications. Some adults even got retrenched and

committed suicide due to the heavy financial burden. Hence, the unemployment issue is a serious issue and must be rooted out as soon as possible.

- On top of that, the world is actually undergoing a transformation especially after this Covid-19 pandemic, **multi-talented workers** or **interdisciplinary talents** are more popular in all walks of life. So, most companies will first consider the applicants that equipped additional skills which can help them to save more operational costs. As a result, the people nowadays are advisable to pick up more than 1 skill to keep themselves more competitive in the market in order to get hired.
- Therefore, these unemployed people can choose any training courses provided by us to improve their skills and maintain their competitiveness in the workplace during this hard time. After finishing the chosen course, then they can also utilize our platform to seek a better job to move on to a better career.
- On top of that, the world is actually undergoing a transformation especially after this Covid-19 pandemic, **multi-talented workers** or **interdisciplinary talents** are more popular in all walks of life. So, most companies will first consider the applicants that equipped additional skills which can help them to save more operational costs. As a result, the people nowadays are advisable to pick up more than 1 skill to keep themselves more competitive in the market in order to get hired.
- To sum it all up, our company provides various quality and comprehensive training courses to help our learners to meet the rising demands and strategic needs of the economy. The skills they learned will definitely become a bonus point for them in seeking jobs. In the meantime, our platform also helps them to streamline the process of job application and job offer so they could look for a better job that suits them and get hired if they utilize the benefits we provided well.

3. Current solutions (Jun Rong)

- Identify the current solutions in the market
- Highlight the reason it fails to solve the problem

- Good morning to Mr Simon, my name is Jun Rong and I am the founder-cum-CEO of CoJob Partnership. Today, I am going to talk about the current solutions available in the market to solve the unemployment issues in Malaysia. In the present market, there are a few companies who work as a job seeking platform. These platforms allow people from different backgrounds such as fresh graduates and working adults to seek for new job opportunities through their services. This is actually a good initiative to reduce the unemployment rate in Malaysia. However, these companies only solely focus on providing job opportunities to the public. Their platforms also do not include any training courses for people to enhance their practical skills which are extremely important and highly required by the particular industry. As a consequence, when the employee does not pick up those skills and fail to meet the company's requirement, they will eventually be removed from the company and the unemployment rate will remain stagnant or even increase. Indirectly, these companies fail to achieve the main goal which is to reduce unemployment rate as much as possible in Malaysia.

Besides, there are also some overseas open online course providers who provide services where the public can sign up for the courses to gain new knowledge and perhaps find a better job in the future. However, I noticed that the registration fee for each training course is quite expensive. Besides, some of the trainers/instructors are not really industrial experts. The syllabi of the training courses provided are also more to western style and may not be practical in Malaysia. Let's take taxation as an example, Different countries would have different taxes and the methods used for calculation may be different. Hence it would be a waste of time for them to apply for the course. Due to the reasons mentioned above, people may not want to register the courses from these providers as it is normal that everyone wants to pay less and learn from real professional industrial players and apply those skills in their career. Indirectly, the employees who do not have the latest skills will be kicked out from the company and being jobless.

Lastly, as of today, I do not see any company providing help or focusing on the people in the rural area. The marginalised communities have been neglected and face extreme financial difficulties to sustain themselves. Hence, we have decided to establish a company whose ultimate goal is to ensure both city and rural area people can get a job and live well.

4. Solution (your idea) (Sam)

- Introduce your idea (can refer to Product and Price)
- To really tackle the unemployment issue and to distinguish ourselves from other companies, we have setted up a company with a few unique selling points

- The first unique selling point is that our company will serve as a **2-in-1 platform** for people to apply for jobs as well as any training courses through the website and CoJob mobile application. In terms of job seeking platforms, we will approach a few companies so that they will utilise to our platform to post company job vacancies. Each company will be charged a certain amount of job postings fees. There will be two kinds of job posting package, which include **standard plan which costs RM 350 and premium plan which costs RM 500**. Once every applicant has successfully applied for a job, we will also collect 20% from the applicants' monthly salary as a commission. We will also always monitor the employees' performance, and suggest them to pick up some courses if necessary.
- Besides, freelancing has become a trend recently and a lot of youngsters prefer this than applying for a permanent job. Therefore, the second USP is that we will obtain **some projects** from various companies and **assign** those projects **to qualified freelancers**. After the applicant has completed the project, we will collect 20% of the project allowance from the applicants as commission to keep our business running .
- While for **training courses**, they will be conducted by the industrial experts and HEI. These courses are important in helping our learners to meet the rising demands and strategic needs of the economy. Therefore, students and working adults who wish to improve their current skills or explore new skills in other areas can enrol in these courses. The course registration fees for students is RM250 while for working adults is RM400.
- Lastly, the people in the rural area should also be taken care of. Thus, our last USP is that we will also **send a team of people to the rural areas** and equip those people with disabilities and have no interest in studying with some vocational skills. For example, we will collaborate with hair salons, bakery shops and others which are having job vacancies to allow them to learn vocational skills and eventually hire them so that they have the ability to earn money and survive in the community. Meanwhile, these shops are able to solve the manpower staff, so it is a "win-win" situation. After they successfully secure a job, we will receive 15% from their salary as commission.

5. Target market (Xin Yi)

- Identify your customer segment (include the Promotion)
- Today, I am going to explain about the 4 target markets in our business.
- Our first target market is **fresh graduates or unemployed people**. Some fresh graduates do not know how to approach the company to apply for jobs. Therefore, this is a good

platform for them to apply for a permanent job or freelance job. Besides, the unemployment rate is increasing rapidly due to the COVID-19 pandemic and strict recruitment policy imposed by each company. Therefore, in order to reduce the unemployment rate in Malaysia, our company provides a platform for them to apply for jobs and at the same. Meanwhile, they can register any courses to improve their practical skills through our services easily.

- Besides, the **working adults who wish to improve themselves in specific areas** such as data science, marketing, and business. At the present time, most companies want their employees to keep up with the trend and learn the latest skills so that they can help the company to earn profit and gain competitive advantage. Hence, the training courses could definitely benefit them.
- Next, rural area people such as **people with disabilities** or **youngsters who have no interest in academics are also one of our target markets**. For instance we will equip them with some vocational training such as hair cutting, baking and car repairing in order to help them earn a living.
- 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.
- To gain the utmost popularity, we will promote the website and CoJob mobile application through any means such as **Facebook and Google**. The reason why we choose Facebook and Google to promote our services is because the people nowadays heavily depend on social media and Google in their daily lives. So, it is more convenient especially for teenagers to know about us.
- Besides, we also **collaborate with some Higher Education Institutions** to introduce our website to the students so that they can seek a job in the future or enrol in some courses to upskill themselves as well.
- In addition, we also **will collaborate with companies** to promote our training courses. This is highlighted as we always keep track of the employees' performance. If the performance is bad, we will suggest the company to register the course for the employees.
- Last but not least, we will always use the **slogan** "For the hope of generations" for every single promotion. This means we will help all the generations to secure a job and develop new skills to enhance their self value.

6. Cost and Revenue (can be any of these formats) (Mun Jun)

- Table, chart
- Highlight total start-up expenditure, total capital invested, funding (optional)
- When does the business recover its first profit? (1st month when start business)
Profit loss> cash flow>expenditure

Good Morning Mr Simon, I'm Kong Mun Jun, the Co-Founder and CFO of CoJob Partnership. Today, I will be explaining the cost spent and revenues generated in our business.

Our total start up capital would be **RM 200,000** while the start-up expenditure is approximately **RM 193k**. Since we are a web based-service company, we have spent approximately RM47k on the hardware components and RM 6k on the software licenses yearly. Besides, we have spent a total of RM 28,000 on the staff salaries which includes programmers and marketing staff as they are the main assets of the company.

In the Profit & Loss table, the monthly sales **revenue of the CoJob will be generated from the** training courses, Job postings of the companies, and commissions.

The profit will be changing monthly due to the dependent variables such as the numbers of job postings from companies and users who registered for the training courses. There are also 3rd parties influencing the revenue like the internship and graduation period as most university students have their internship during the January to March. **Therefore, it is true that our revenue increases and reduces directly proportional with these dependent variables.**

At the beginning phase, we planned to focus on the big company and provide them the platform to do postings. These strategies have achieved revenue of 42,625 in the 1st month. In the following 2 months, our platform has attracted multiple companies and students to obtain their internships and applications which you are able to see huge increases of revenue for 2nd and 3rd month.

As for the 4th month, Revenue decreased to RM40k as almost all big companies have joined our platform and also less applications received in that month. Hence, we continue the mesophase of the marketing plan which we start to target the small companies. In nutshell, we have a slight increase in the following month after we implemented the second steps of our plans. We also began the final step of our plans which had stable our revenue in the small range between 47k to 52k starting from the 6th month. This plan had allowed us to maintain a long journey in the fields and be able to prevent us from financial crisis. This plan has provided us 64k of the net

profit for the 1st year. Yet, we are able to forecast the net profit of 132k and 230k during the 2nd year and 3rd year respectively. Thus, CoJob Partnership is able to recover its first profit since the first month of the operation and the profit is expected to grow every month..

We did not focus on covering our capital in a short time but prefer getting continuous stable revenue in the future. Thus, we expect to cover up our capital after the 2nd year of our business with the net profit we obtain.

As you can see from our Capital expenditure, the Capital expenditure is having a huge amount as the **majority of the expenditure is from the cost of renovations and Computer hardware and software**. In Renovations, the Partition Room cost the most as we will be inserting partition dividers in our Staff Workplace to have a privacy room for each Founders. As we expect large groups of users using our platform in the future, we **will just buy the best specification of hardware and software**. Thus, we get few servers which are able to do multiple tasks at the same time, also the best specification of computer for every employee to have the best quality of work everyday to provide best services for our clients.

As for the Start up requirements, We will be **paying in advance due to the terms and condition in the contract** which includes 2 months of our Deposits and Prepayments such as the Office Rental and various software licenses for our platform and 1 month of the utilities we will be using. We also would assume to have a maximum loss of 3 months when we start our business as it will be the **first time CoJob** appears in the society and companies and providing an opportunity to them, and things sometimes might not go well.

In our Monthly Expenditure, we also expected a total of 39,690 every month needed to be spent for Rentals and license, Utilities, Miscellaneous overheads, Staff Salaries, Employee provident fund, Advertising & promotions and Depreciation. Accounting and Audit, Insurance and SOCSO will be outflow for every year which cost around 9,640.

Overall, we have proven that our cash flow is stable in getting profit as the monthly expenditure is 39,690 per month and is lower than the revenue which is 47k to 52k. Thus as an investor, it is very safe to invest into our platform and need not worry about getting loss.