



Information Science Studies

College of Computing, Informatics and Mathematics

Universiti Teknologi MARA Cawangan Negeri Sembilan

Fundamentals of Entrepreneurship

(ENT300)

Group Project Assignment:

Business Plan: Tote Bag Printing Service

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Executive Summary

1.0 Introduction

Totes Cool is a printing service tote bag business that is located at Setia Taipan 2, Setia Alam, Shah Alam, Selangor. Our business plan is in industry product and services. Our main product is a tote bag which comes in many variations and customers may choose according to their preferences. The material for the tote bag includes jute tote bag, spunbond bag, canvas cotton tote bag and bull denim tote bag.

Furthermore, we provide customized tote bag services for those who would like to buy something with a design suited to their preferences or for a particular event such as wedding or formal event. In order to help clients find their own design, we have decided to provide a do-it-yourself (DIY) area that will be prepared by us. A professional training session will be held in this section.

Apart from that, we have decided to collaborate with Five Art Centre to improve our company's marketing plan. The partnership's primary goal is to provide training sessions to clients who come into our store and want to customize their own designs for a particular kind of tote bag material. Rather, by using this relationship to promote the artist's work, we hope to honour their extraordinary talent.

Our targeted customer based on the chosen location is university student which is from Universiti Teknologi Mara (UITM) Shah Alam, family, working people and any company. Through this printing tote bag business, our mission is to make a lasting impression by providing services that go above and beyond what clients anticipate especially for customers around Shah Aam. We intend to achieve this by focusing effectiveness and efficiency in all aspects of our business. We make sure every job is completed with accuracy and originality by getting to know and respecting each customer's personal tastes and desires.

We have confidence in our skills to make a big impact and establish fresh standards for excellence and excellent customer service. By utilizing our knowledge and resources, we hope to surpass our clients' expectations and establish ourselves as the first choice when it comes to high-end tote bag printing services.

1.2 Purposes

This business plan serves as a guide to help us establish our tote bag printing business in the most effective manner possible. This is necessary in order to guarantee the longevity and strength of this business. Based on this plan, we can identify our intended customers, learn about the marketplace, and analyse the need for our services with the help of a thorough business plan. We need this information to make accurate decisions concerning the marketing of our business.

Our main purpose in establishing this business is tote bags are popular among the public since they are both useful and environmentally friendly. With an increasing focus on sustainability and minimizing single-use plastics, reusable tote bags have become a popular item for shopping, travel, and everyday use.

Besides, tote bag printing allows people almost unlimited customization choices. This is why customized tote bags are popular among companies, groups, and people for events, presents, and merchandise. The demand for customized designs from the buyers ensures a consistent supply of customers for our printing business.

We also chose this service because tote bag printing creates customer-appealing customized designs. There are plenty of choices, such as eye-catching graphics, captivating headlines, and modern patterns. With a variety of printing techniques, customers can quickly and actively generate their own creative designs.

Our tote bag printing company places a high value on providing our clients with a customized experience. Apart from offering a broad selection of captivating designs, we also provide our clients with the option to choose the specific type of material that best fits their requirements and tastes. Regardless of whether they value longevity, environmental responsibility, or a particular style, we provide a wide selection of materials to suit all preferences.

1.3 Company Background

Name of company	Totes Cool
Address	Setia Taipan 2, Setia Alam, Shah Alam, Selangor
Office Phone Number	03 6284 235
Email	totescool@gmail.com
Website	Totescool.com.my
Social media account	@totes.cool - Instagram -TikTok - Facebook
Form of business	Partnership
Main activity	Product and printing service
Date of registration	12 December 2023
Date of Commencement	1 January 2024
Initial capital	RM 21,543 (own) RM 70,000 (loan)
Name of bank	CIMB Bank
Register Number	202312120605
Business tagline	Style change, comfort stay

Table 1 Company Background

1.4 Partnership Background

1. Five Art Centre

Company Name	Five Art Centre
Address	9th Floor, GMBB, Unit GM-9-15, 2, Jalan Robertson, Bukit Bintang, 50150 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur
Office Phone Number	018 202 8827
Email	fiveartscentre@gmail.com
About	Five Arts Centre is a dynamic collective of Malaysian artists, activists, and producers, dedicated to generating alternative art forms and images in the contemporary arts landscape.

Table 2 Partnership Background

Through this partnership, we agree to use 3 artists for each class. From this session, customers will gain new knowledge about art design. The main reason why we collaborate with Five Art Centre is the artists can contribute their ingenuity and distinct artistic approaches, providing a diverse selection of options for design for tote bags. Working with artists can help our company provide unique designs that make an impact in the marketplace and draw in clients that value originality and artistry.

Additionally, artists commonly have their own fan base and following. Through artist partnerships, Totes Cool could potentially reach new audiences that complement the artist's brand or aesthetic while also gaining access to their audience. This is a win-win situation for both companies, as Totes Cool can grow its consumer base.

Furthermore, the other advantages Totes Cool may gain by collaborating with artists may encourage fresh ideas and innovation in business strategy. Artists may provide new insights and creative design methods, giving our company a competitive advantage in the market and enabling it to keep ahead of current trends.

1.5 Partners Background



AMIRA RAIHANA

Marketing Manager

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EDUCATION

Diploma in Business Administration
Universiti Teknologi Mara
2008 - 2010

Bachelor's degree in Marketing
Universiti Teknologi Mara
2010 - 2014

SALARY

➡ **RM 4000**

JOB DESCRIPTION

- **MARKET RESEARCH AND ANALYSIS**
Carrying out thorough market research to comprehend consumer opinions, market trends, and industry competition for tote bag printing.
- **STRATEGY AND BRAND DEVELOPMENT**
Creating a powerful brand identity and successfully positioning the business in the marketplace.
- **ADVERTISING AND PROMOTION**
Organizing and carrying out advertisements for a variety of platforms, such as print, digital, social media, and live events.

WORK EXPERIENCES & SKILLS

- 6 years experience work in Axiata group Berhad as an assistant manager
- Excellent in marketing principles, strategies, and trends in business industry
- Ability to think creatively and build creative marketing campaigns and strategies.

Figure 1 Partners background

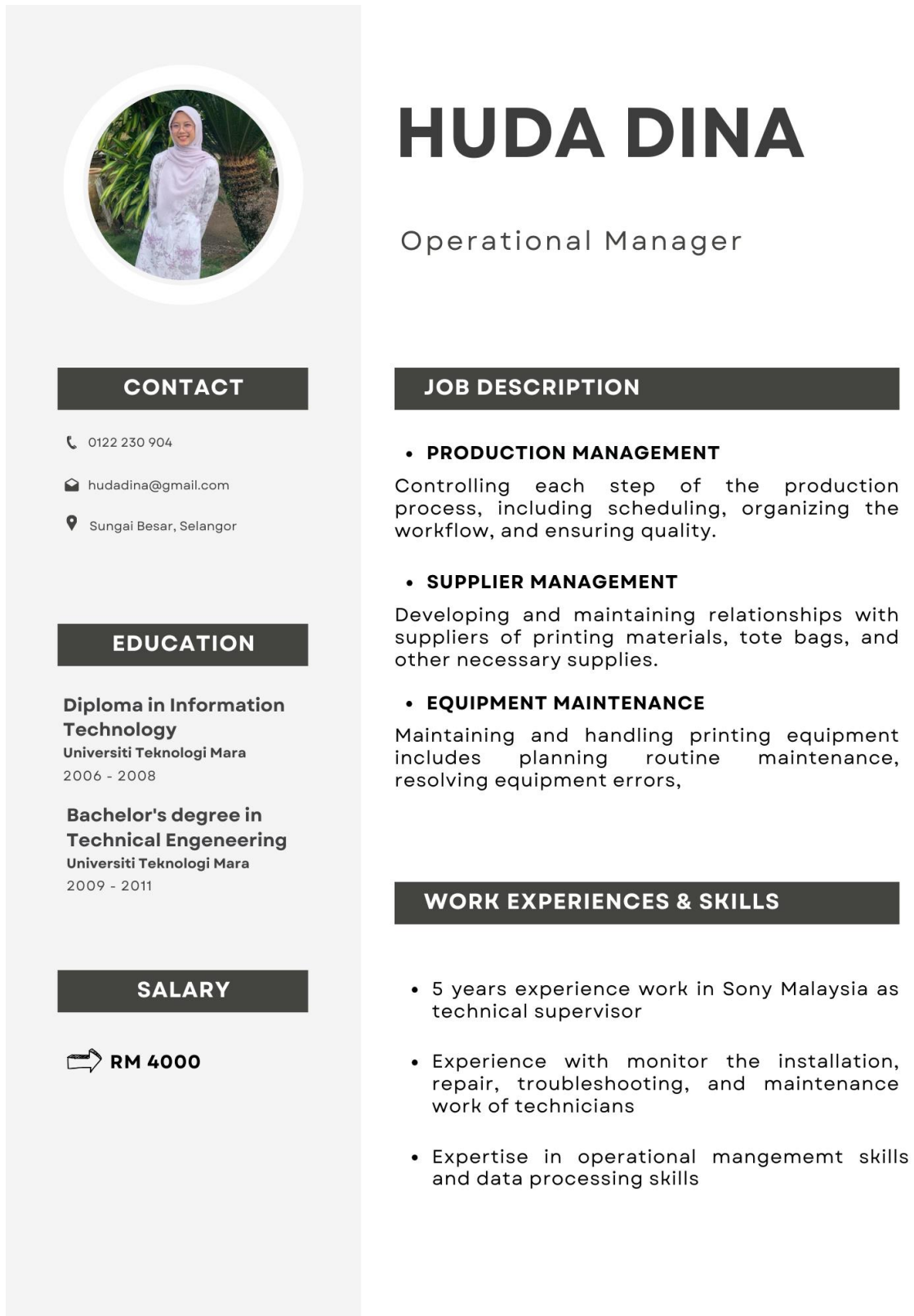


Figure 2 Partners background



Figure 3 Partners background



Figure 4 Partners background

1.6 Location



Figure 5 Location

Our operational premises are located in the Setia Taipan 2 neighborhood in Setia Alam, Shah Alam, Selangor. This place serves as a business hub that the general public visits and many premises are located in this area too. In order to make it easier for consumers to visit, we have included a location link in the bio section of each of our social media accounts, including Facebook, Instagram, and TikTok. This allows customers to utilize Google Maps or Waze to get to their destination.

1.7 Factors of desired location

To boost our marketing strategy, there are few factors we consider choosing this location:

- Parking and Transportation

In Setia Alam, it provides a spacious parking lot in order for visitors to be able to park their vehicle easily and there are many public transports to access the store such as bus and taxi.

- Cost

The chosen retail location provides an acceptable rental rate within the stated price range, with only RM 2000 per month at level 2.

- Demographic

The large population due to its proximity to residential areas and also several universities that make it easy for visitors to come

- Infrastructure and Amenities

It has important infrastructure and facilities such as utilities, fast internet connection, and security features equipped with 24-hour security guards.

1.7.2 Logo of Business



Figure 6 Logo

SYMBOLS / WORD	DESCRIPTIONS
"Totes Cool"	The term "Totes Cool" was first formed by combining two words that meant "totally cool." It's a new slang term used by the younger generation, or Genz.
"Printing custom Tote Bag"	It represents our business's identification and headlines.
Symbols half circles and stars	The semi-circle emblem represents teamwork amongst our staff committed to fulfilling consumer needs, and the sparkling star signifies that our company will continue to be the number one choice among our clients.
Black color	Black color is a representation of our marketing's power and trustworthiness.

Table 3 Logo Description

ADMINISTRATIVE PLAN

2.0 Administrative plan

2.1 Business Mission, Vision and Objectives

- **Mission**

Our company mission is to serve our customers to the fullest with guaranteed satisfaction.

- **Vision**

Our vision is to become the best tote bag printer company with the best service and quality outcome.

- **Objective**

Our objective and sole purpose is to make sure that every single product of ours can spark happiness amongst our customers along with satisfaction.

2.2 Totes Cool Organizational Chart



Figure 7 Organizational Chart

2.3 Administration Personnel

POSITION	NUMBER OF PERSONNEL
Marketing Manager & General Manager	1
Operational Manager	1
Administrative Manager	1
Finance Manager	1

Table 4 Administration Personnel

2.4 Remuneration schedule

POSITION	QUANTITY	SALARY RATE	SOCSSO	EPF 11%	TOTAL
Marketing Manager & General Manager	1	RM 4000	RM19.75	RM 440	RM 4459.75
Operational Manager	1	RM 4000	RM19.75	RM 440	RM 4459.75
Administrative Manager	1	RM 4000	RM19.75	RM 440	RM 4459.75
Finance Manager	1	RM 4000	RM19.75	RM 440	RM 4459.75
				Total	RM 17,839

Table 5 Remuneration Schedule

2.5 Statement and task of responsibility

POSITION	RESPONSIBILITIES
Marketing Manager & General Manager	The role of marketing & general manager is to take the leadership role of marketing strategies in an organization. Marketing & general manager roles can vary as they play a huge part in making an organization's marketing run smoothly. They are responsible in making a team of marketing professionals, along with analyzing any change in marketing strategies and all the needs for marketing to be working perfectly.
Operational Manager	The role of operational manager is to ensure the organization's operation or operating process works as smoothly as possible. They ensure the company operation can achieve their customer satisfaction.
Administrative Manager	For administrative managers, their purpose in the organization is to manage the planning, developing, implementing and monitoring the overall administrative team. This will ensure the smoothness of the administrative department in a company.
Finance Manager	In a company, the finance manager observes and manages the company's financial status. The finance manager will manage any documents about the company financial, transaction, taxes and net worth growth so that the progress of the company can be tracked.

Table 6 Statement Responsibility

2.6 List of furniture, fittings and equipment

ITEMS	QUANTITY	PRICE/UNIT (RM)	TOTAL COST (RM)
Office Desk	2	200	400
Laptop	3	1100	1100
Printer	1	200	200
Telephone	1	50	50
Fax Machine	1	300	300
Wall Clock	1	5	5
Air Conditioner	1	1500	1500
Flower and Vases	2	10	20
Fire Extinguishers	2	60	120
Folder Holder	4	8	32
Cupboard	2	100	200
Chair	6	30	180
Sign Board	1	1300	1300
		Total	5425

Table 7 List of Furniture

2.7 Office Layout

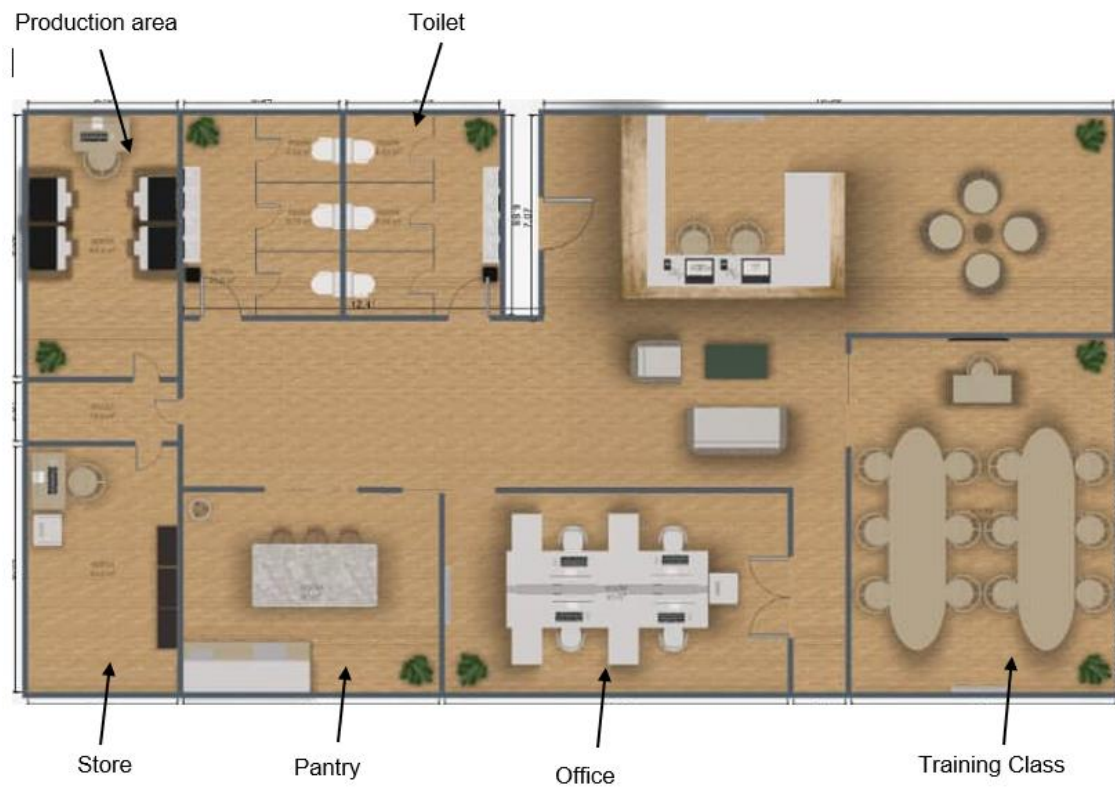


Figure 8 Office Layout

- Floor size: 1650 square feet

2.8 Administration budget

ITEMS	FIXED	MONTHLY EXPENSES	OTHER EXPENSES
Building rent	2000		
Furniture	5425		
Vehicle		2300	
Utilities		900	
Tax		320	
EPF and SOCSO	56,917.95		
Promotional Materials	974		

Table 8 Administration Budget

MARKETING PLAN

3.0 Marketing Plan

3.1 Introduction of Marketing

Totes Cool Printing is poised to revolutionize the tote bag industry with its innovative approach to custom-designed tote bags and a range of 4 materials including Canvas, Cotton, denim, and spunbond. Totes Cool Printing is poised to completely transform the tote bag market. We provide more than just product sales. We also offer custom tote bag design services, fun customer-led do-it-yourself events where people can customize design their own tote bags with professional guidance, enthusiast-focused educational training programs, convenient Grab for delivery services and self-pick-up. Our main objective is to make Totes Cool Printing the go-to place for lovers of tote bags and companies looking to improve their merchandise and branding.

To achieve this, we're dedicated to putting into practice a strategy plan that puts cost-effectiveness ahead of quality in all of our goods and services. We make sure that our products satisfy the highest standards of excellence by carefully sourcing from low-cost suppliers while upholding strict quality control procedures. This helps to promote sustainable growth and solidify our position as an industry leader. Totes Cool Printing wants to become the go-to company for all things relating to tote bags by carving out a place for itself in the competitive market landscape by constant innovation, customer service, and unwavering dedication to excellence.

3.2 Product and Service Descriptions

Product descriptions

Type of product	Cost price per unit (RM)	Selling price per unit + printing (RM)	Selling price per unit + printing + postage (RM)
Canvas Cotton Tote bag Category: Single Filled Duck Cloth Material: 100% Cotton Weight: 14 Ounce	RM 13	RM 18	RM 23
Bull Denim Tote bag Category: 12oz/56" Bull Denim Preshrunk Fabric - Vintage Blue Material: Denim Fabric Width: 56" (1 Linear Yard = Approx. 56" x 36") Weight (per sq. yd.): 12 oz.	RM 40.00	RM 45	RM 55
Jute Tote Bag Material: 100% Biodegradable Origin Country: 100% India Made.	RM8.00	RM 13	RM 18
Spunbond Bag Material:100% Polypropylene and Non- Woven Feature: Eco-friendly	RM 0.45	RM 2	RM 7

Table 9 Product Description

The prices listed above include the cost of printing one design (consisting of one color) on each tote bag variant. Additionally, these prices encompass postage to our outlet, amounting to RM 5 per order for online purchase only. At Totes Cool Printing, we prioritize customer satisfaction by tailoring our products and services to meet their unique needs and preferences. We offer flexibility in pricing, allowing room for negotiation based on individual requirements. Regarding the printing design on tote bags, the additional costs are as follows: RM 5 for Canvas Cotton Tote Bag, RM 5 for Jute Tote Bag, RM 1 for Spunbond Bag, and RM 10 for Bull Denim Tote Bag. Additionally, in order to satisfy the demands of clients looking to place large orders, we provide unique package offers for every material variation, guaranteeing affordability and practicality for bulk purchases. Our goal to provide outstanding value and surpass client expectations at every turn is reflected in our commitment to personalized service, transparent pricing, and bulk options.




Type of Tote bag specifications

	Canvas Cotton Tote bag
	Bull Denim Tote bag

	<p>Jute Tote Bag</p>
	<p>Spunbond Bag</p>

Table 10 Type of Bag

Tote bag material specification

			<p>Canvas Cotton Tote bag with 100% cotton</p>
			<p>Bull Denim Tote bag with fabric type denim</p>
			<p>Jute Tote Bag with 100% Biodegradable</p>

			<p>Spunbond Bag with non-woven material</p>
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Table 11 Tote Bag Materials

Tote bag size

Our tote bags come in a variety of sizes to accommodate different materials and uses, ensuring optimal functionality and style for every need. From compact bags made of premium canvas and eco-friendly spunbond for daily essentials to medium and large bags crafted from durable cotton, denim, and jute for heavier loads and larger items, we offer the perfect size for any purpose. Whether it's for quick trips, grocery shopping, beach outings, daily use for students, or travel also for event. Totes Cool provides a diverse range of tote bags that cater to the diverse requirements of our customers, reflecting our commitment to quality and customer satisfaction.



Figure 9 Tote Bag Size

Service Description

At Totes Cool, we take great satisfaction in providing a wide array of services designed to improve the client experience at each stage of the process. From design advice to delivery, we work hard to offer complete solutions to satisfy the various needs of our clients. One of the services we offer is design consultation, where we provide free guidance on concepts for any product you order from us. Should clients decide not to move forward with a purchase, there can be a small charge for the consultation service, which reflects our commitment to offering important knowledge. Furthermore, clients can immediately change their ideas with the help of our in-store design consultations, guaranteeing that their vision is executed with accuracy and originality.

We provide a carefully chosen range of ready-made designs to further aid our clients in their decision-making process by providing inspiration and streamlining the creative process. In addition, we offer customized delivery services to clients placing large orders within the Shah Alam area as part of our dedication to convenience. Customers must pay the full purchase amount up front in order to be eligible for this service, which guarantees a smooth and effective delivery procedure. Additionally, we provide service training programs taught by knowledgeable instructors who are enthusiastic about imparting their knowledge, all in keeping with our commitment to empowering our clients. All skill levels are welcome to participate in these lively and participatory workshops, which offer practical teaching opportunities that promote tote bag printing and design advancement. Our comprehensive suite of services reflects our unwavering commitment to delivering seamless and personalized solutions tailored to the needs of our valued customers.

3.3 Target Market

Any business must identify its target market in order to focus its marketing efforts on clients whose needs and desires match the supplied goods and services. At Totes Cool, we've carefully identified our target market to make sure that our marketing initiatives are suited to their needs and increase revenue. Engaging with four core consumer segments which is students in the Shah Alam area, businesses and event venues, also hotels is our main focus.

Shah Alam boasts a vibrant student population, with 6 prominent educational institutions:

1. Universiti Teknologi MARA Shah Alam
2. Management & Science University (MSU)
3. UOW Malaysia
4. INTEC Education College Shah Alam
5. Universiti Selangor (UNISEL)
6. Tunku Abdul Rahman University (UTAR)

By catering to the needs of students who often seek affordable and trendy tote bags, we aim to capture a significant share of this market segment.

In addition, our services are ideal for fulfilling the branding and marketing requirements of nearby hotels, event centers, and companies. These organizations regularly need specialized tote bags for events, freebies, or sales, goodies for weddings, offering us a profitable chance to offer customized solutions. Here are some of the hotel, venue and company in area Shah Alam.

1. Hotel Best Western i-City Shah Alam
2. Wadi Iman @ i-City (Hotel)
3. Shah City @ i-SoHo (Hotel)
4. i-City Holiday Suite
5. DoubleTree by Hilton Shah Alam i-City (Hotel)
6. Dewan Lavender Seksyen 7 Shah Alam
7. Dewan Raja Muda Musa
8. Kiambang Hall
9. Kerry Ingredients Sdn. Bhd.
10. Porite (Malaysia) Sdn. Bhd.
11. Pharmaniaga Biomedical Sdn. Bhd.
12. DIANS SIGNATURE HQ SDN. BHD.

Apart from these principal markets, Shah Alam's vast public-school network provides an additional channel for market penetration. We have a great opportunity to become the preferred printing provider for school functions, fund-raisers, and other endeavors because there are more than 24 public schools in the area.

Although we are confident in our capacity to meet the needs of the current market, our expansion plan depends on our ability to consistently draw in new clients through aggressive marketing and turn them into loyal, repeat consumers. Through sustaining a robust market position and reliably providing outstanding value and assistance, we are positioned to not just endure but also thrive in the fiercely competitive printing sector of Shah Alam.

Percentage of potential customers

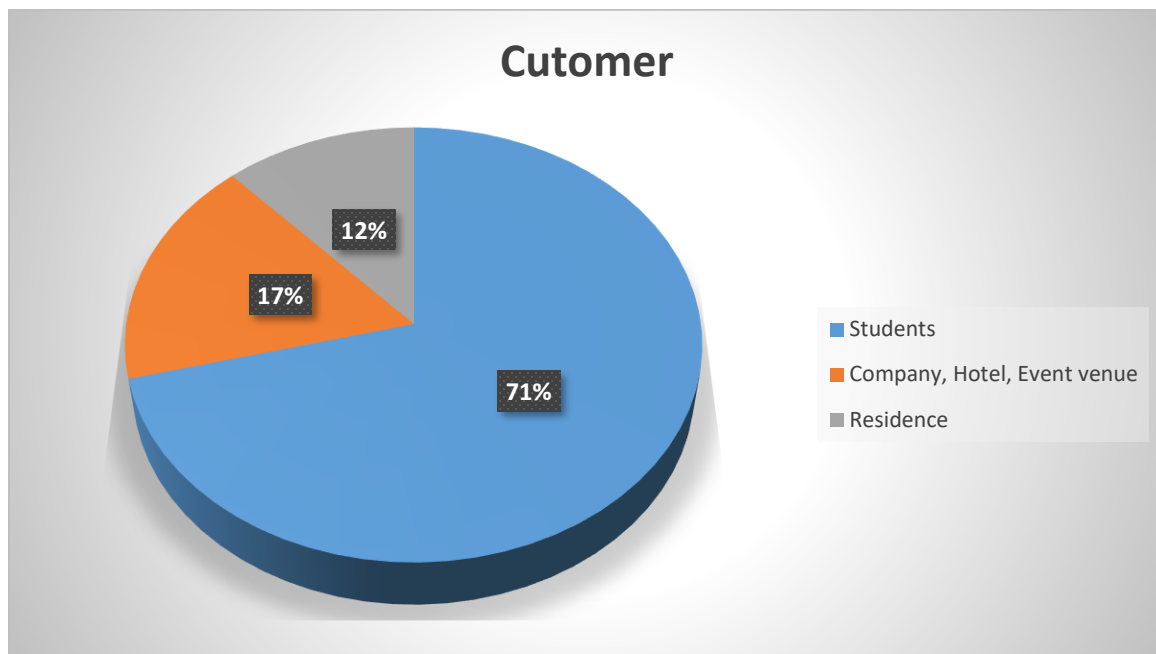


Figure 10 Percentage of potential customers

According to Shah Alam's breakdown of potential customers, 71% of the market is made up of students, who clearly represent the largest group. This significant amount emphasizes how important it is to customize our solutions to fit this demographic's particular demands and preferences. We can successfully take a sizable portion of this market by providing stylish and reasonably priced tote bags that fit into the finances and lifestyles of students.

Businesses constitute, hotel and event space 17% of prospective customers and are closely behind. For a variety of uses, including branding, employee incentives, and promotional gifts, these businesses need personalized tote bags. By offering personalized design consultations in addition to superior printing services, we can establish ourselves as the go-to option for companies looking to boost their brand awareness. However, for Custom-designed tote bags are frequently needed by these institutions for conferences, events, wedding's and visitor amenities. We can reach these markets by providing specialized solutions that satisfy their unique needs and build enduring alliances built on dependability and excellence.

We can strategically allocate resources and customize our marketing efforts to effectively reach and engage each sector of the target market if we have a comprehensive understanding of its makeup. We can achieve sustained success in the competitive printing sector by capitalizing on our capabilities and meeting the varied needs of Shah Alam's populace.

3.4 Market Size and Trends

We have divided our target market into four groups in order to assess the size of the market for Totes Cool Printing: students from educational institutions (A), and for businesses in Shah Alam, event venues, hotels in Shah Alam (B) , and the local population (C). We predict that 30% of all students in educational institutions, 20% of Shah Alam businesses, event venues, and Shah Alam hotels, and 10% of Shah Alam residents will use printing services based on our research and observations.

Based on these percentages, we predict that only 5% of all students, businesses, hotels, event spaces, and locals will make use of our printing services. We are able to calculate the potential market size in terms of sales units (in ringgit) by applying these estimations to the total population in each segment. This calculation is an essential initial step in figuring out our market share and annual sales projections. We can strategically position Totes Cool Printing to take a sizable share of the market and promote sustainable growth in the cutthroat printing sector by having a thorough awareness of the market's size and trends.

Illustration for market segment (prospects).

TOTAL PROSPECT A:

TOTAL PROSPECT (A)	
EDUCATIONAL INSTITUTION	TOTAL NUMBER OF STUDENTS.
UNIVERSITI TEKNOLOGI MARA (UITM) SHAH ALAM	166 070
MANAGEMENT & SCIENCE UNIVERSITY (MSU)	14 999
UOW MALAYSIA	9 500
INTEC EDUCATION COLLEGE SHAH ALAM	10 000
UNIVERSITI SELANGOR (UNISEL)	21 000
TUNKU ABDUL RAHMAN UNIVERSITY (UTAR)	26 000
TOTAL	247 569

Table 12 Market Segment

Given:

- Total number of students in educational institutions: 247 569
- Estimated percentage of students who might use printing services: 30%

Calculation for Total Prospects A:

30% of 247 569= $0.30 \times 247\,569 = 74\,271$ persons, estimated percentage of Total Prospects A using printing services is 10%

TOTAL PROSPECTS (B):

TOTAL PROSPECTS (B)	
TYPE OF PLACE	TOTAL
Companies	100
Event venues	80
Hotels	50
TOTAL	230

Table 13 Market Segment

Given:

- Number of companies in Shah Alam: 100
- Number of event venues: 80
- Number of hotels: 50
- Estimated percentage of these potential customers: 20%

Calculation for Total Prospects B:

20% of (100 + 80 + 50) = 20% of 230 = $0.20 \times 230 = 46$ per company, event, and hotel

Estimated percentage of Total Prospects B using printing services: 10%

TOTAL PROSPECTS (C)

Given:

- Resident population in Shah Alam: 618,436
- Estimated percentage of residents in Shah Alam: 10%

Calculation for Total Prospects C:

10% of 618,436 = $0.1 * 618,436 = 61\,844$ persons, estimated percentage of Total Prospects C using printing services is 5%.

Calculation for Total Target Market:

Total Prospects A + Total Prospects B + Total Prospects C = $74\,271 + 46 + 61\,844 = \mathbf{136\,161}$ persons

Calculation for Market Size: 5%

Market Size = Total Target Market * Percentage of target market using printing services

Market Size = $136\,161 * 5\% = \mathbf{6\,808}$ persons

To determine daily usage:

Market Size divided by 312 days = $6\,808 / 312 \approx \mathbf{22}$ persons per day.

Therefore, based on these corrected calculations, it's estimated that approximately 22 persons per day will utilize Totes Cool Printing services either online or by walking into the outlet.

MARKET SHARE (BEFORE)

Competitor	Estimate market size (%)
Touchprint	40
Print Expert Seksyen 2	30
Faster printing	10

Table 14 Market Share

Market Share (Before):

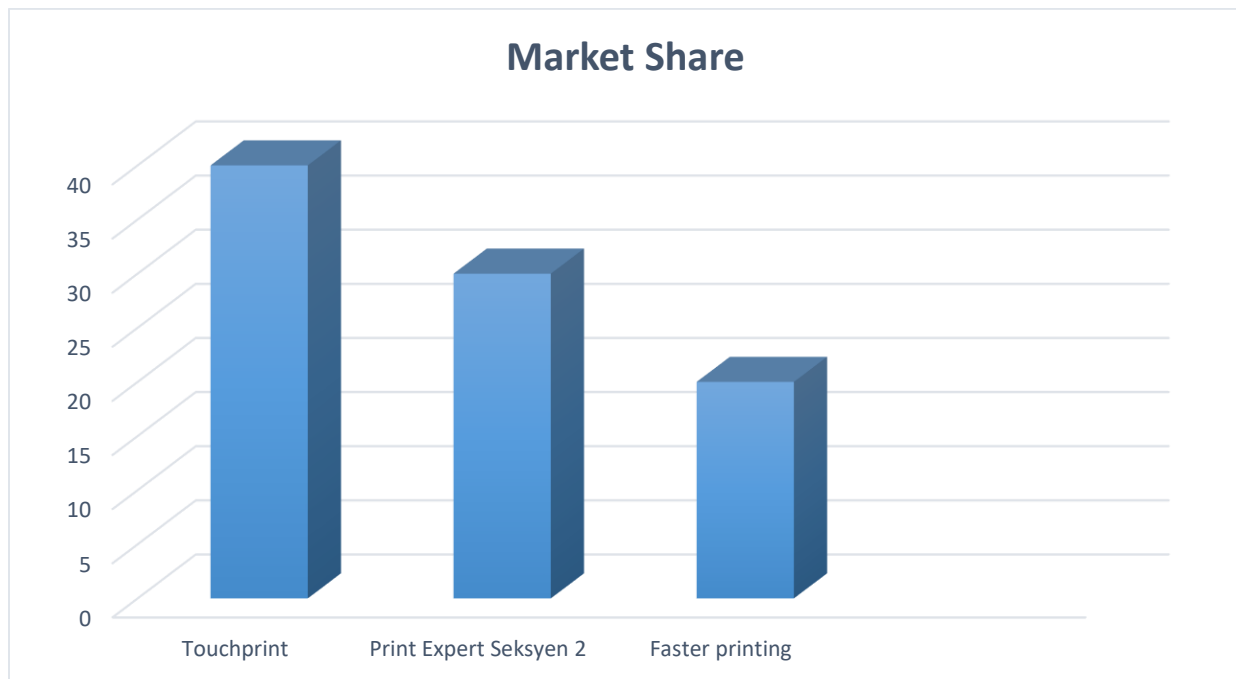


Table 15 Market Share Chart

MARKET SHARE (AFTER)

Competitor	Estimate market size (%)
Touchprint	40
Print Expert Seksyen 2	30
Faster printing	20
Totes Cool	10

Table 16 Market Share

Market Share (After):

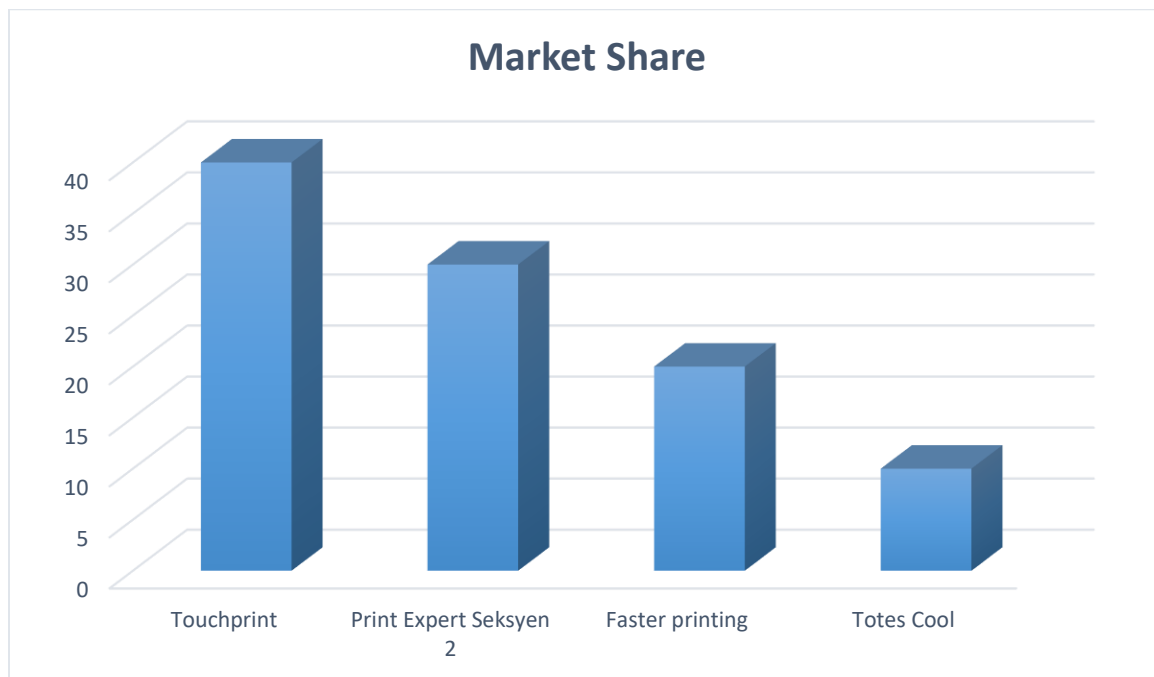


Table 17 Market Share Chart

3.5 Competitors

Businesses that serve the same target market and provide comparable goods, alternatives, or substitute services are considered competitors. It is essential to comprehend their advantages and disadvantages in order to create competitive tactics.

We've done a thorough study of our rivals, paying close attention to things like cost, product quality, customer awareness, business diversity, and service quality. With the use of this study, we can determine how to set ourselves apart from the competition and build on our advantages. Consumer behavior has changed in the digital age, moving away from traditional walk-in transactions and toward online interactions via social media and the internet. Having seen this tendency, we have modified our company strategy to better serve our clients' changing demands by giving them easy online ordering alternatives and interacting with them on a variety of digital platforms.

Four significant rivals in our industry have been found by our investigation. The table that follows lists their names, advantages, and disadvantages:

Competitor name	Strength	Weakness
Touchprint	Established brand presence	<ul style="list-style-type: none">• Higher pricing compared to competitors• Customer Service
Print Expert Seksyen 2	Extensive product range	<ul style="list-style-type: none">• Limited customer service offerings• Poor online presence
Faster printing	<ul style="list-style-type: none">• High customer satisfaction rates• Competitive pricing strategies	<ul style="list-style-type: none">• Lack of innovation in product offerings• Product Range
Totes Cool	<ul style="list-style-type: none">• Quality Products• Exceptional Customer Service• Customization Options	<ul style="list-style-type: none">• Limited Brand Awareness• Limited Resources

Table 18 Competitors

3.6 Forecasting Sales

We estimate that approximately 22 people will use our services every day for the first year. With 26 working days in a month and an **average** order spend of RM100, maybe the spend more RM100 as we have package for bulk purchase and other special package, the following calculation is made for the first year's sales:

Sales in the first year:

$$\text{RM100} \times 22 \text{ people} \times 26 \text{ days} = \text{RM57 200}$$

We project a 10% rise in the overall number of clients for the second year. As a result, we can get the sales for the second year by multiplying the sales for the first year by the growth rate:

Second Year Sales:

$$\text{RM57 200} + (\text{RM57 200} \times 10\%) = \text{RM62 920}$$

YEAR	MONTH	SALE FORECASTING (RM)
1	Jan	RM57 200
	Feb	RM57 200
	March	RM57 200
	Apr	RM57 200
	May	RM57 200
	Jun	RM57 200
	July	RM57 200
	Aug	RM57 200
	Sept	RM57 200
	Oct	RM57 200
	Nov	RM57 200
	Dec	RM57 200
	TOTAL (RM)	RM686 400
2	TOTAL (RM)	RM755 040
3	TOTAL (RM)	RM868 296

Table 19 Forecasting Sales

Based on the sales numbers from the previous year, we predicted a 10% increase in sales for the second year and a 15% increase in sales for the third year.

3.7 Marketing Strategy

The basis of Totes Cool is its marketing strategy, which directs the business to efficiently reach its target market and achieve its objectives. Given the ever-changing nature of consumer tastes and expectations, Totes Cool places a high priority on comprehending and meeting a wide range of customer needs. With a focus on the needs of the consumer, the business consistently innovates its marketing strategies, connecting with consumers through a mix of digital and physical channels. Through strategic deployment of social media platforms, such as Instagram, Facebook, and TikTok, Totes Cool engages with a wide range of customers, showcasing its latest products, sharing user-generated content, and fostering community interaction. Totes Cool invests in physical marketing materials, such as eye-catching banners, and colorful posters, which are deliberately placed in high-traffic areas, to supplement its online presence.

Totes Cool is dedicated to quality, but it also understands that cooperation and information exchange are critical to being competitive and flexible in the marketplace. Totes Cool's proactive approach to utilizing other resources and experience is exemplified by strategic partnerships like its engagement with the Five Art Centre. Totes Cool obtains access to priceless resources, techniques, and insights by collaborating with important partners in the printing and art industries. Through these alliances, Totes Cool is able to further expand its capabilities while also staying ahead of market trends and quickly adjusting to shifts in consumer preferences and industry dynamics.

Furthermore, the traditional marketing 4Ps Form the basis of Totes Cool's marketing strategy:

- Product
- Price
- Place (Distribution)
- Promotion

By giving each of these factors great thought, Totes Cool guarantees a thorough and well-rounded strategy for marketing its goods and services. Totes Cool aims to add value for clients while encouraging business expansion through the creation of creative tote bag collections, competitive pricing tactics, channel optimization, and focused marketing initiatives. Totes Cool is dedicated to providing outstanding experiences and making a name for itself as a leader in the cutthroat printing sector. It does this by constantly improving its marketing strategies and paying attention to client feedback.

3.7.1 Product strategy

The core of Totes Cool's product approach is providing superior tote bags that go above and beyond what customers anticipate. We are aware that client loyalty and satisfaction are directly correlated with the caliber of our offerings. To ensure strength, lifespan, and aesthetic appeal, we make sure that only the best materials are utilized in the creation of our tote bags. Every material, from high-quality cotton and canvas to durable denim, strong jute and environmentally friendly spunbond, is hand-picked to satisfy our exacting requirements for excellence.

We use premium fabrics and pay close attention to detail during the manufacturing process to guarantee that every tote bag has flawless craftsmanship and tidy stitching. Our commitment to fine craftsmanship strengthens our goods' structural integrity and improves their aesthetic appeal, making them dependable daily companions. We strive to give our consumers confidence by emphasizing quality in all facets of our product design and production, knowing that they are investing in tote bags that are not just fashionable but long-lasting.

Totes Cool's product strategy is essentially based on an uncompromising commitment to client satisfaction and an unrelenting quest of perfection. We aim to exceed even the most demanding clients' expectations by providing tote bags of unmatched quality that are meticulously produced with love and care. Each Totes Cool tote bag embodies the spirit of fine craftsmanship and classic design, serving as an acknowledgment to our dedication to style, usefulness, and longevity. With an uncompromising commitment to quality, we want to change the game in the tote bag industry and make Totes Cool a reliable source of high-end totes for years to come.

3.7.2 Price strategy

Our price strategy at Totes Cool is the cornerstone of our business strategy, acting as our main means of gaining market share and drawing in our intended client. We recognize how critical it is to provide competitive pricing that is consistent with the value that our goods and services deliver. In order to meet the various demands and interests of our clients, we have developed a comprehensive pricing approach.

The use of bulk purchasing packages is a crucial component of our pricing approach. These packages are intended to encourage clients to buy more by providing discounts and extra advantages. For example, to provide convenience and cost savings for our consumers, our bulk buy packages may include a specified number of tote bags at discounted pricing together with complementary delivery services in area Shah Alam. We hope to build enduring connections with our clients and promote repeat business by offering these choices for large purchases.

In addition to bulk purchasing packages, we also offer special pricing options to cater to specific customer segments and occasions. These exclusive rates are intended to give our clients more value by increasing the accessibility and desirability of our goods and services. We work to maintain competitive and appealing prices in the market, whether it's through student discounts, weekday and weekend rates for customer-led DIY sessions, or affordable prices for instructional training programs. In the end, we want to give our clients the most value for their money and solidify our standing as a reliable supplier of premium tote bags and associated services.

Package for bulk purchase:

Type of product	Package	Price
Canvas Cotton Tote bag	50pcs	RM 900
	100pcs	RM 1800
	300pcs	RM 5400
Bull Denim Tote bag	50pcs	RM 2500
	100pcs	RM 5000
	300pcs	RM 15000
Jute Tote Bag	50pcs	RM 650
	100pcs	RM 1300
	300pcs	RM 3900
Spunbond Bag	50pcs	RM 100
	100pcs	RM 200
	300pcs	RM 600

Table 20 Package Bulk Order

We at Totes Cool Printing appreciate our clients, particularly those looking to buy in large quantities. In order to express our gratitude and add to the attraction of buying in bulk, we provide a substantial 5% discount on every product when you buy in bulk and free delivery fee around Shah Alam only. All of our tote bag varieties like Canvas Cotton Tote Bags, Jute Tote Bags, Spunbond Bags, and Bull Denim Tote Bags are eligible for this price. Whether you're placing an order for retail stocking, a corporate event, or a promotional campaign, our bulk purchase package guarantees that you'll save a large amount on your entire order in addition to receiving the necessary quantity. With this discount, Totes Cool Printing becomes your first choice for all your bulk tote bag needs and further demonstrates our dedication to giving our clients outstanding value.

Special price:

Type of price	price
Student price: Discount 10%	Canvas Cotton Tote bag: RM 20.70 Bull Denim Tote bag: RM 52.70 Jute Tote Bag: RM 15.70 Spunbond Bag: 4.70
Customer-led do-it-yourself price: Weekday rates: Monday - Thursday Weekend rates: Saturday and Sunday	Weekday 1 pax = RM 50 2 – 6 pax = RM 150 RM 100 per pair Weekend 1 pax = RM 100 2 – 6 pax = RM 250 RM 200 per pair
Educational training programs: Led by experienced instructors with a passion for sharing their expertise, our training sessions are engaging, interactive, and designed to accommodate participants of all skill levels.	Duration: 45 minutes Group: max 10 Price: RM 300 participants

Table 21 Package Price

These pricing options are crafted to meet diverse customer needs and preferences, covering Canvas Cotton Tote bag costs per person and service. These pricing options are crafted to meet diverse customs. Reduced prices are a warm welcome to students, making high-quality tote bags more accessible. Customers are invited to enjoy professional assistance and unleash their creativity with materials and creative designs during the customer-led DIY workshops, which provide flexible pricing for both weekday and weekend sessions. In the meantime, participants of all ability levels are provided with an organized learning experience under the guidance of experienced teachers through the educational training program. By providing these services, Totes Cool Printing hopes to make customizing tote bags a fun and welcoming environment that fosters innovation and skill growth in a safe environment.

3.7.4 Distribution Strategy

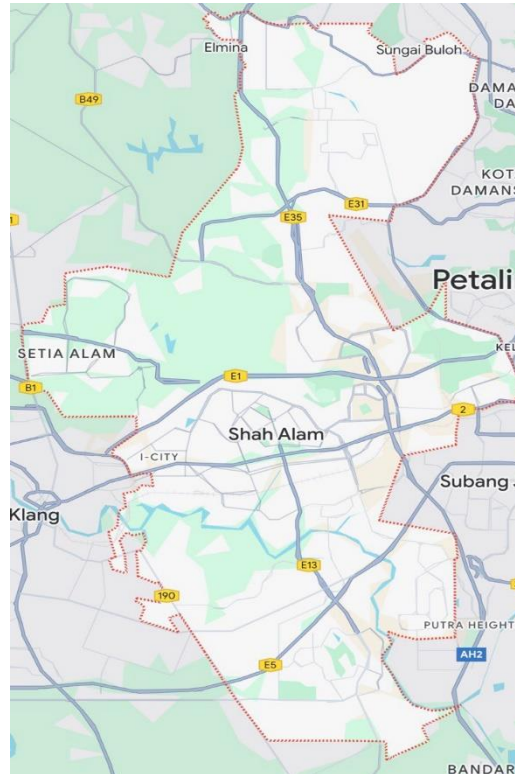


Figure 11 Distribution Strategy

Our distribution approach at Totes Cool is centered on creating a well-organized infrastructure to effectively reach our target audience. We prioritize direct delivery to customers' doorsteps, assuring convenience for everybody, even as our physical store in Shah Alam caters to those who prefer a hands-on experience. We have embraced the growth of e-commerce and made significant use of digital platforms so that clients can conveniently explore, order, and obtain delivery confirmation from the comfort of their own homes. By focusing mostly on the internet, we can reach a wider audience and provide clients with ease and accessibility beyond our physical location. Through the integration of online channels with direct delivery, we improve accessibility, customer happiness, and brand loyalty. We will continue to be committed to improving our distribution plan going forward in order to accommodate changing client demands and preferences.

3.8 Promotion Strategy

1. Banner



Figure 12 Banner

Firstly, we utilize banners strategically placed within a 10 to 20-kilometer radius of our outlet to attract local attention and drive foot traffic. These banners serve as visible reminders of our presence in the community.

2. Poster



Figure 13 Poster

At Totes Cool, we know how important it is to create buzz and anticipation about our offerings, especially before our store opens. For this reason, posters are part of our advertising strategy and will help us spread the word well in advance of our opening date.

The purpose of our strategic poster placement throughout our target neighborhood is to draw attention from onlookers and pique their curiosity about our brand and the distinctive products and services we will be delivering. These posters function as visual teasers, showcasing any exclusive deals or incentives to visit our store and provide an insight into the design and quality of our tote bags.

3. Promotion

To connect with and engage our target audience, Totes Cool uses a wide variety of internet applications and social media platforms as part of our promotion plan strategy. Through the use of social media sites like Facebook, Instagram, TikTok, WhatsApp, and email marketing, we make sure that everyone from new consumers to devoted supporters is reached by our marketing campaigns. For example, we use email marketing campaigns to get potential consumers' contact information by providing incentives like free goods or services in return for their information. We also run customer loyalty programs, which provide membership with special advantages such a 30% discount on orders above RM100. This helps to promote brand loyalty and encourage repeat business.

The affordable price of marketing that comes with using social media and online platforms for advertising is one of its main benefits. By utilizing these channels, we may expand our audience without having to spend a lot of money. We make specialized profiles and pages on social media sites like Facebook, TikTok, and Instagram to highlight our goods and services. We also post updates and exclusive deals there to draw clients in. In addition, we communicate with our audience by holding competitions and hosting interactive events, which promote involvement and create discussion about our brand.

Through our Instagram account, we keep followers informed about the latest updates, promotion news, and upcoming events related to our services. We update followers on the most recent changes, news about promotions, and future events pertaining to our services via our Instagram account. We display the images of the winners on our Instagram page as a thank you for their participation and to show our appreciation. All things considered, our all-encompassing strategy for internet marketing enables us to successfully interact with our audience, increase traffic to our location, and foster a strong sense of community and brand loyalty among our clients.

1. Email marketing: Membership

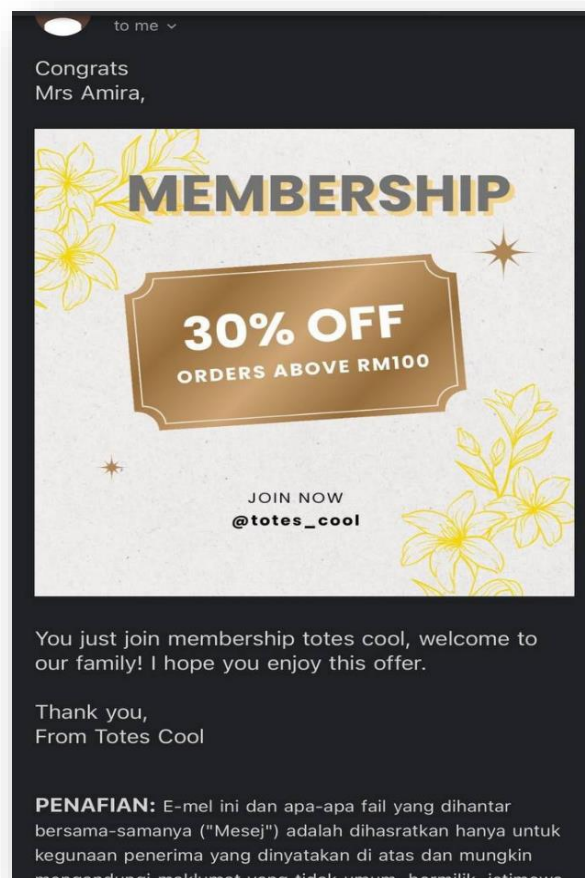


Figure 14 Email Marketing

2. Account Facebook

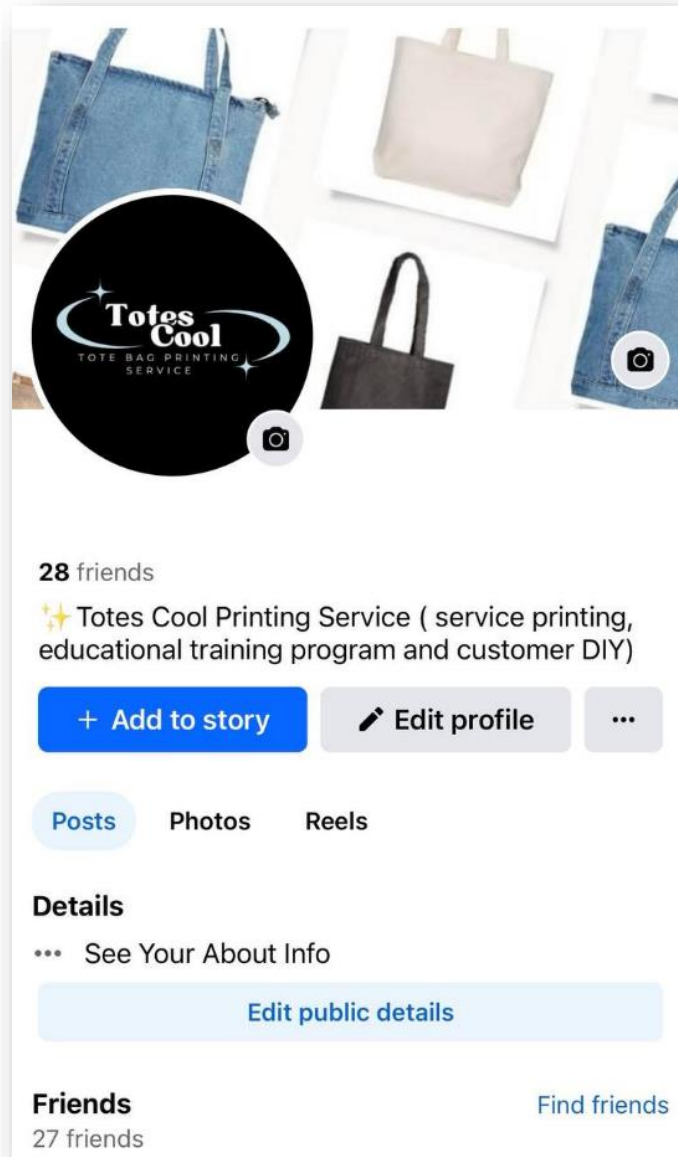


Figure 15 Socia Media Account

3. Account Instagram

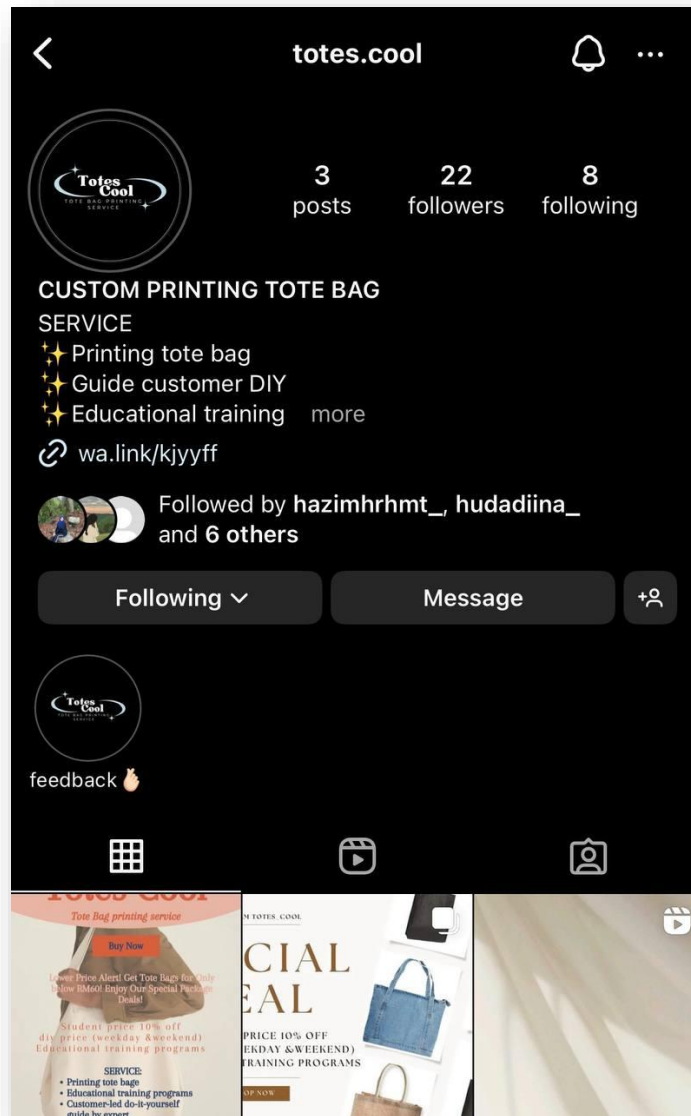


Figure 16 Social Media Account

4. Account TikTok

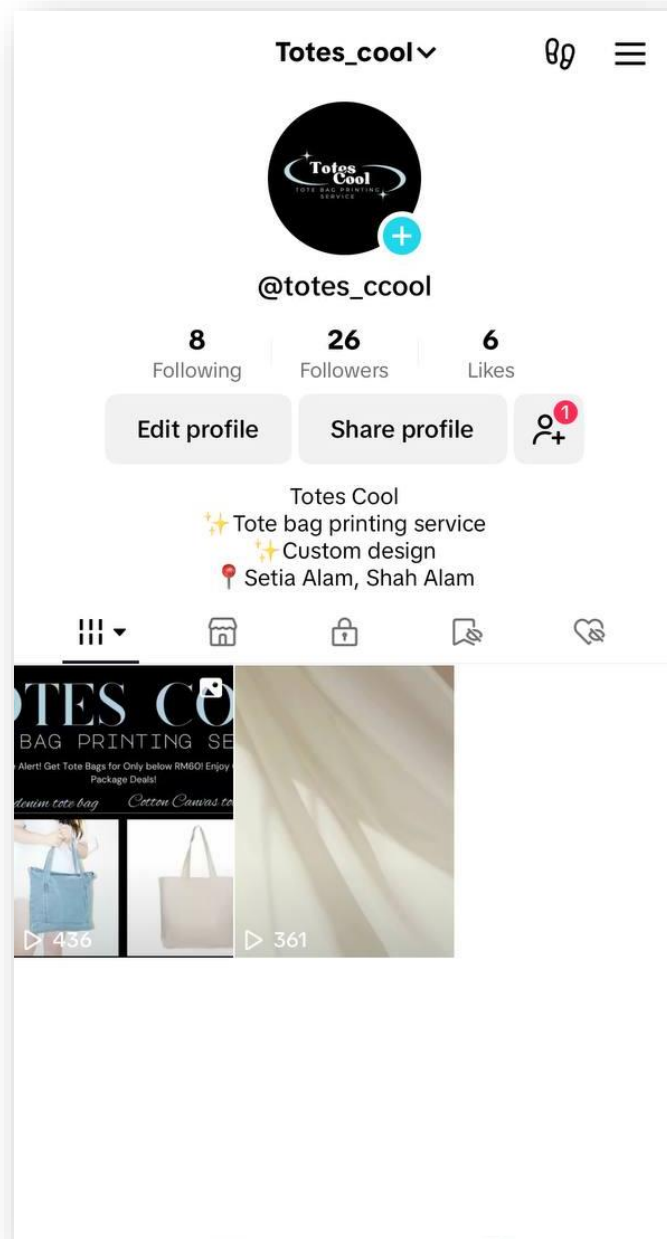


Figure 17 Social Media Account

3.9 Marketing Personnel and Budget

3.9.1 Marketing Personnel

Position	Number of staff
Marketing manager	1

Main task marketing manager

POSITION	MAIN TASK AND RESPONSIBILITY
1. Marketing manager	<ul style="list-style-type: none">• Oversee each and every marketing initiative for the company• Execute the strategic plan• Encourage the use of a company, good, or service• Make sure the business is conveying the appropriate message to draw in new clients and hold onto current ones.• Managers of marketing must target sales.• Marketing managers monitor, assess, and document the results of every action. help enhance the group's work and interact with potential clients more effectively. Additionally, assess rivals and gather and disseminate industry trends.

Table 22 Marketing Personnel

Key card for staff

Staff key cards fulfill two functions: they are a discreet yet powerful marketing tactic in addition to being necessary for staff identification. These cards make it simple to identify between employees and guests while also enhancing security and streamlining access within the company's facilities. Additionally, the key cards become a mobile marketing tool when the company's branding elements—such as logos, name company which Totes Cool, staff responsibility and contact details—are added to them. The key card serves as a continual reminder of the brand each time an employee interacts with clients or members of the public, enhancing brand recognition and trust. Moreover, well-made key cards can help workers feel proud of and connected to the company, which will improve morale and workplace culture in general.

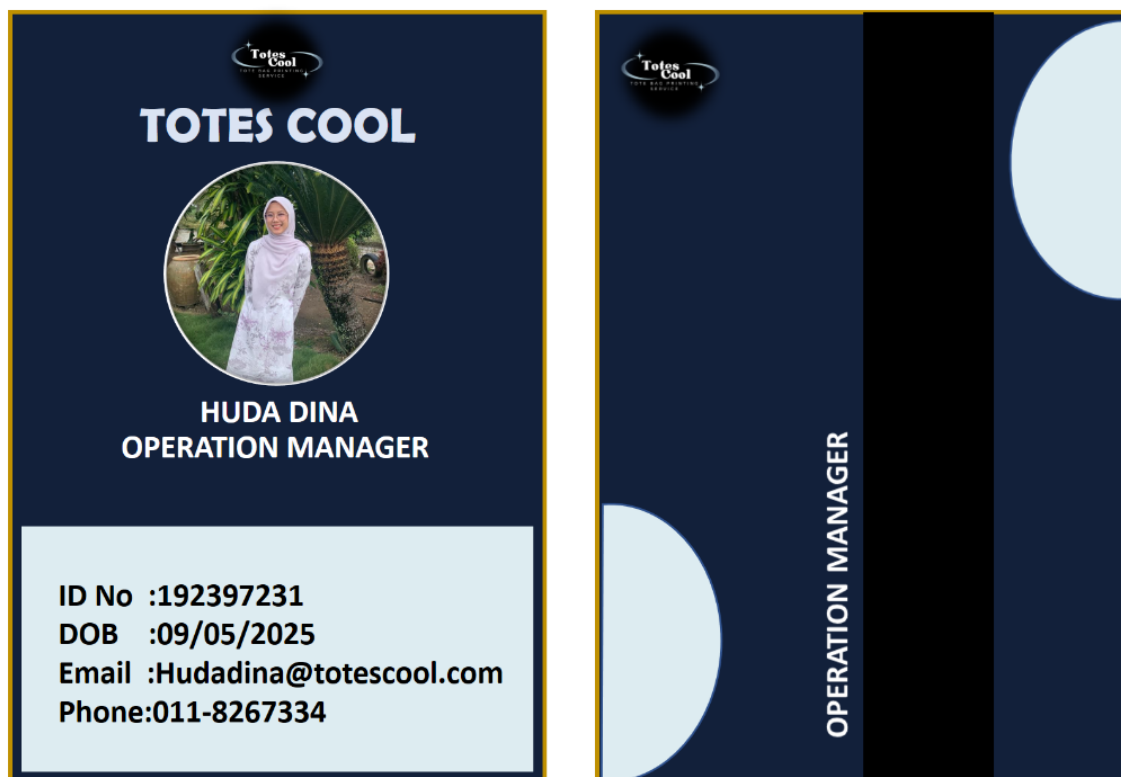


Figure 18 Key Card

Business card



Figure 19 Business Card

3.9.2 Marketing Budget

ITEM	PRICE PER UNIT (RM) UNIT REQUIRED		FIXED ASSET EXPENSES (RM)	MONTHLY EXPENSES (RM)	OTHERS EXPENSES (RM)	TOTAL
Banner	180	3			540	540
Poster	0.20	10 0			20	20
Signboard	1,300	1	1300			1,300
Key card	8.00	8			64	64
Business card	7.00	50			350	350
Laptop	1,159	1	1,159			1,159
Car (Saga 1.3 standard)	8000	1	8000			8000
Transportation cost (Fuel / Maintenance)	300			300		300
Road tax +insurance	700			700		700
TOTAL			10,459	1000	974	12,443

Table 23 Marketing Budget

OPERATIONAL PLAN

4.0 Operational Plan

Operational plans are a crucial part of controlling and developing our business simply because they enable us to supervise our budget even before our company begins to operate. This plan will include every component of business operations and administration, starting with business hours, employee benefits, retail layout, operational budget, and more. Operational plans are essential for any corporation since they assist in helping the company achieve their expected goals while reducing the risk of failure considering that they have been properly planned in advance.

Objectives of cool tote's operational plan include:

- Achieving a smooth operational plan within the expecting duration
- Calculating operational plan of Cools Tote business
- Auditing and filtering all the operational budget and plan.

4.1 Business Operating Hours

Totes cool's operating hours are 6 days a week approximately 8 hours and 30 minutes each day. The store will be closed on Fridays and public holidays. We purposely shift our operating hours on weekends mainly because we assume that people have more things to do and leisure throughout the weekend. This additionally allows our employees to get a little extra rest before starting their work, as we expect to have more customers for workshops or training classes on weekends compared to during weekdays.



Figure 20 Business Operating Hour

4.2 Business Operation

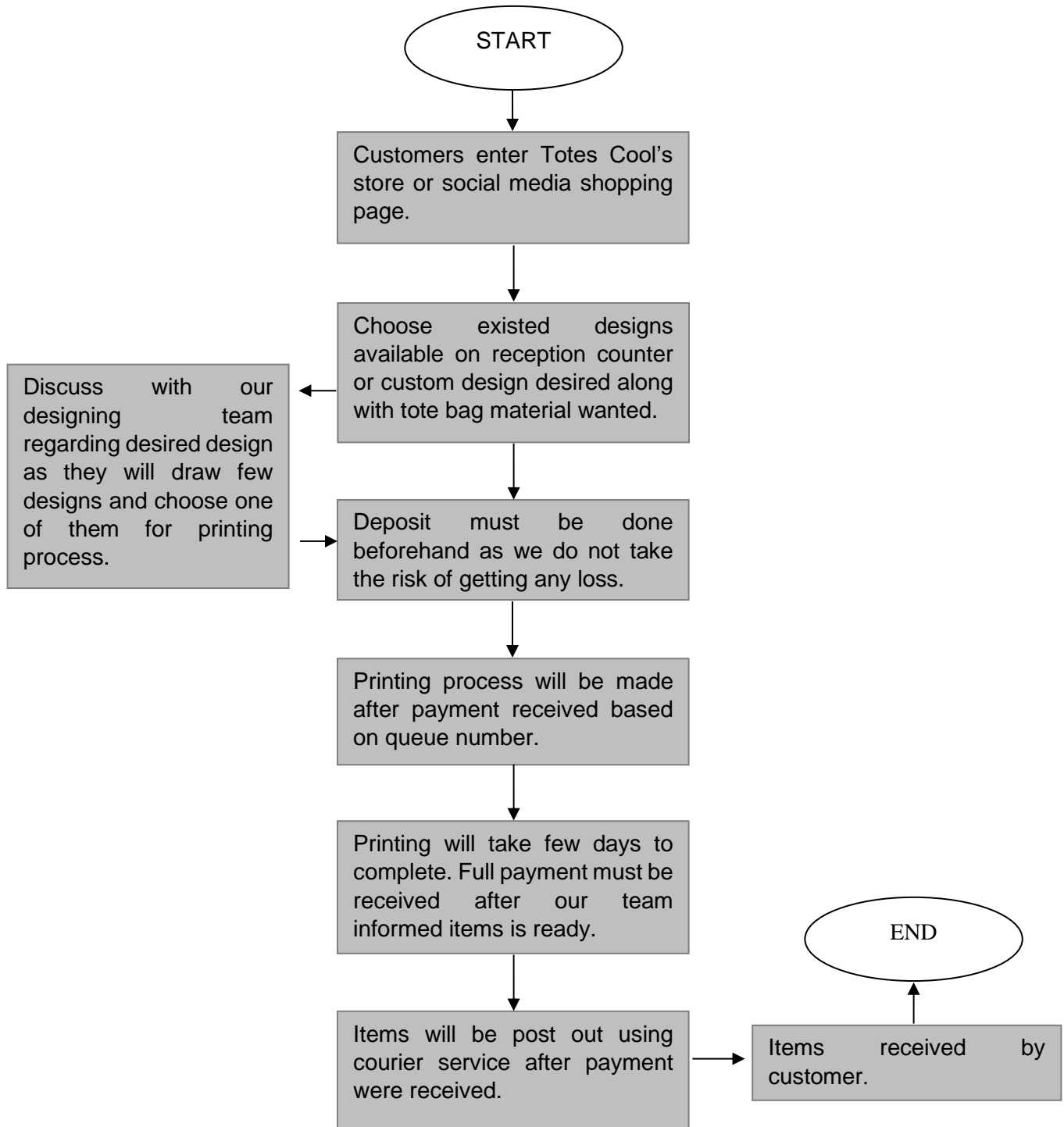
Totes Cool operates across several kinds of channels, including a physical store in a particular location as well as official social media platforms such as Instagram. Our goal is to provide an opportunity for potential customers who are not within our retail location area to purchase their own tote bag from us via shipping services. Apart from that, we could also attract people to visit our physical store to purchase tote bags or take part in our special training program.

Totes Cool's physical store is located near Universiti Teknologi MARA (UiTM) Shah Alam, Selangor and other universities as well. We picked this area given that our main target audience are students and teenagers who might use our tote bag to attend class or outing. We additionally aim businesses that may be interested in purchasing our tote bag for a charity event as a gift bag for people who are participating, while it simultaneously marketing our brand. Customers were able to create their own tote bag and select their preferred tote bag material during their visit to our store, at an additional price based on the quantity of tote bags purchased.

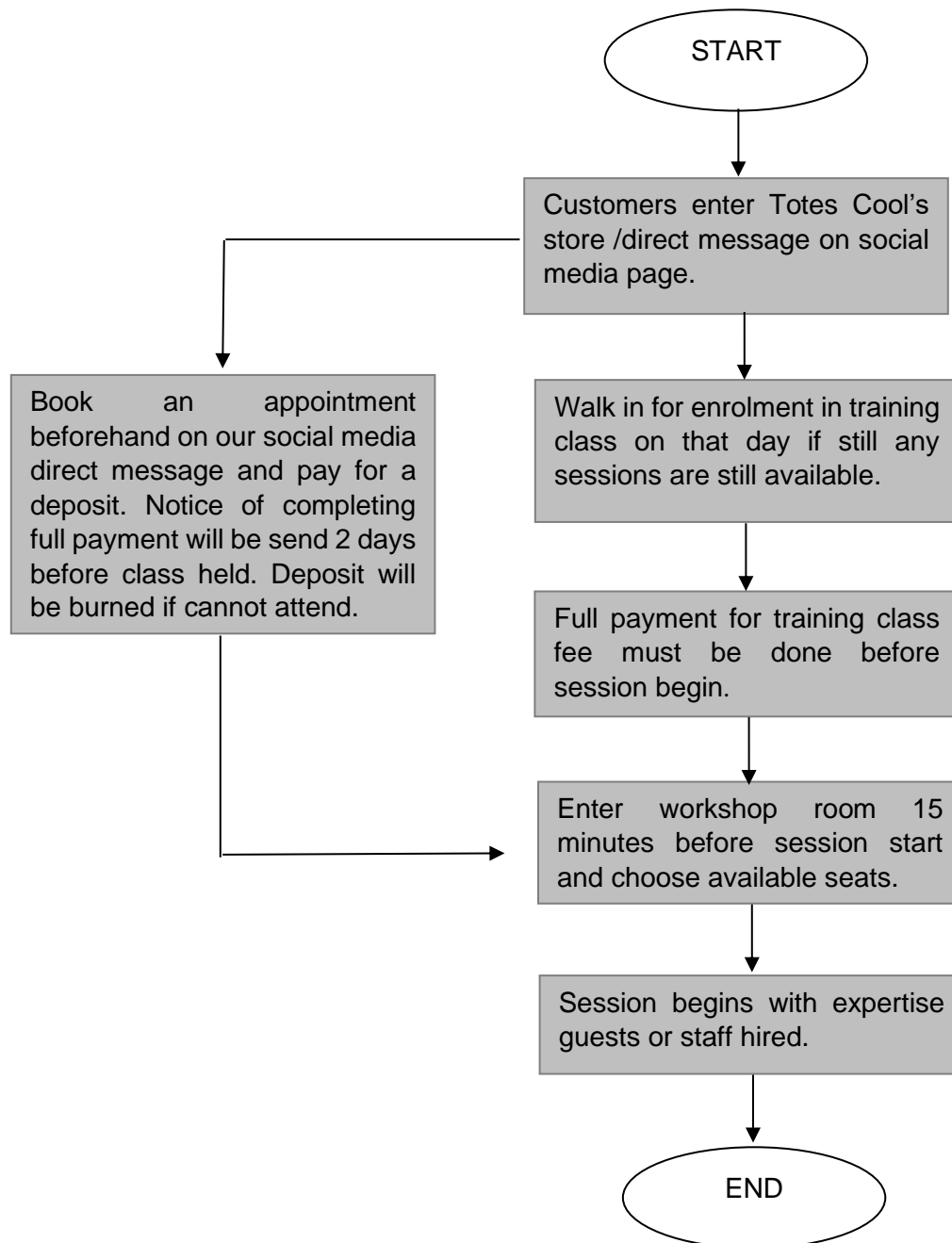
Our business additionally created an official social media account, such as on Instagram, Facebook and TikTok. The reason why we decided on both of these platforms is due to the fact our audiences are mostly teenagers and adults. Nowadays, the community is very welcoming of local brands in a range of categories, which could help us gain customers from numerous states. It has also been proven that the process of placing an order online is convenient, and customers can immediately contact us if they have concerns or inquiries. The TikTok platform is now normalized towards reviewing products or creating intriguing material regarding the items that they sell, which may persuade potential customers to purchase them.

4.3 Planning Process

4.3.1 Tote Bag Order Process



4.3.2 Training Class/Workshop Program Process



4.4 Operational Staff

STAFF NAME	POSITION	JOB DESCRIPTION
Amira Raihana	Marketing Manager	-Market Research and Analysis -Strategy and Brand Development -Advertising and Promotion
Huda Dina	Operational Manager	-Production Management -Supplier Management -Equipment Management
Harith Syahmi	Administrative Manager	-Human Resource Administration -Customer Service Management -Financial Management
Nur Aisha	Finance Manager	-Financial Planning and Analysis -Budget Management -Cash Flow Management

Table 24 Operational Staff

4.4.1 Renumeration Plan

POSITION	QUANTITY	SALARY RATE	SOCSSO	EPF 11%	TOTAL
Operational Manager	1	RM 4000	RM19.75	RM 440	RM 4459.75
Administrative Manager	1	RM 4000	RM19.75	RM 440	RM 4459.75
Finance Manager	1	RM 4000	RM19.75	RM 440	RM 4459.75
Marketing Manager & General Manager	1	RM 4000	RM19.75	RM 440	RM 4459.75
				Total	RM 17,839

Table 25 Renumeration Plan

4.5 Operations Layout

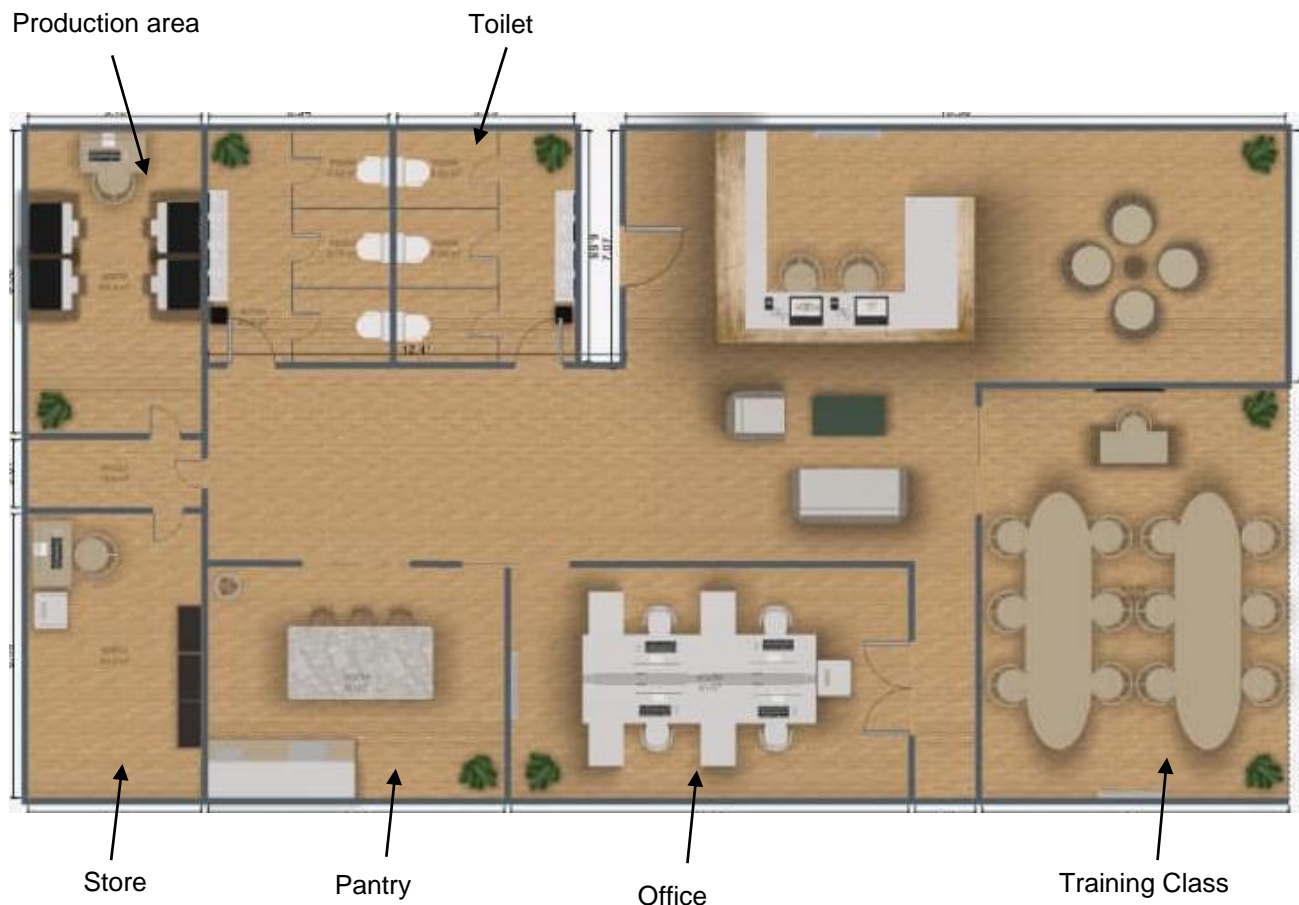


Figure 21 Office Layout

The picture shown above is the operational layout of Totes Cool Store located on the second floor of Setia Taipan 2, Setia Alam, Selangor. We aim to make our employees and customers satisfied and comfortable with our services and store as we design the layout based on the needs from both perspectives.

4.6 Materials Planning

4.6.1 Monthly Materials Requirements:

NO	MATERIALS	QUANTITY	PRICE PER UNIT (RM)	TOTAL PRICE (RM)
1	Canvas Cotton Tote Bag	170pcs	RM 13.00	RM 2210
2	Bull Denim Tote Bag	170 pcs	RM 40.00	RM 6800
3	Jute Tote Bag	170pcs	RM 8.00	RM 1360
4	Spun bond Tote bag	170pcs	RM 0.45	RM 180
5	Butcher Paper (60cm x 100m)	20pcs	RM 81.00	RM 1620
6	UV Printing Ink (Cyan)1 liter	20 bottles	RM 70	RM 1400
7	UV Printing Ink (Magenta)1 liter	20 bottles	RM 70	RM 1400
8	UV Printing Ink (Yellow)1 liter	20 bottles	RM 70	RM 1400
9	UV Printing Ink (White)1 liter	20 bottles	RM 70	RM 1400
10	UV Printing Ink (Black)1 liter	20 bottles	RM 70	RM 1400
			TOTAL	RM 19170

Table 26 Materials Planning

4.7 Forecasted Acquisitions of Stocks

Year	Month	Purchases (RM)
1	Jan	19170
	Feb	19170
	March	19170
	Apr	19170
	May	19170
	Jun	19170
	July	19170
	Aug	19170
	Sept	19170
	Nov	19170
	Dec	19170
	Total (RM)	230,040
2	Total (RM)	253,044
3	Total (RM)	291,001

Table 27 Forecasting Stocks

Based on the estimate acquisition of stock for a month in use for operation, we purchased start with the first year that from the operation in which from January to December. We predicted that our company's stock acquisition will increase by 10% for the second year and 15% for the third year from the second years.

4.8 Machine and Equipment Planning

NO	MACHINES AND EQUIPMENTS	QUANTITY	PRICE PER UNIT (RM)	TOTAL PRICE (RM)
1	Lawson Automated Screen Printer	2 units	RM 2700	RM 5400
2	Heat Press Transfer Printing (HP3802)	2 units	RM 390	RM 780
4	POS System	1 unit	RM 1450	RM 1450
5	Wall TV Sony (11.8cm x 72.6cm)	1 unit	RM 4200	RM 4200
6	Epson Printer (48.3 x 53.5cm)	2 units	RM 790	RM 1580
7	Air Conditioner	3 units	RM 1629	RM 4887
8	Huawei MatePad Tablet 11.5 - inch	1 unit	RM 700	RM 700
			TOTAL	RM 18,997

Table 28 Machine and Equipment

4.9 List of Supplier

NO	MACHINE/EQUIPMENT	SUPPLIER NAME	ADDRESS	CONTACT NO
1	HP 24inch All in One Desktop PC	PRINTER BULLET	B-6-1, Jalan BS 14/3,Taman Bukit Serdang Seskyen 14, 43300 Seri Kembangan,Selangor	+6012-3555164
2	Huawei MatePad Tablet 11.5 - inch	SENHENG	42 & 44, Jalan Pandan 3/2, Pandan Jaya, Cheras, 55100 Kuala Lumpur.	+60162991398
3	Lawson Automated Screen Printer	Pao Yeang	No.2, Jalan Helang Bukit, Kepong Baru Tambahan,52100 Kuala Lumpur, Malaysia.	+6012 – 6521 932
4	Heat Press Transfer Printing (HP3802)	Pao Yeang	No.2, Jalan Helang Bukit,Kepong Baru Tambahan,52100 Kuala Lumpur, Malaysia.	+6012 – 6521 932
5	UV Printing Ink	ANDS AD Supply Sdn. Bhd	42, Jalan 1, Pandan Indah Industrial Park, Pandan Indah, 55100 Kuala Lumpur, Malaysia.	+603-4297 0155
6	Tote Bag Materials	Hock Joo Bag Sdn. Bhd	No. 93, Jalan Saga Satu, Taman Desa K.S.M, 84400 Serom 4, Muar, Johor.	06-975 3228

7	Epson Printer (48.3 x 53.5cm)	J&M Eastern Group	10-1, Langsari Business Centre, Jalan Radin Anum, Bandar Baru Sri Petaling, 57000 Kuala Lumpur, Malaysia.	+603 9055 9981
8	Butcher Paper (60cm x 100m)	AKAH Packaging Solutions	Lot 772, 1A, Jalan Subang 4, Taman Perindustrian Subang, 47620 Subang Jaya, Selangor, Malaysia.	+6012-650 2903

Table 29 Supplier

4.10 Overhead Requirements

Overhead requirements are a must in every business in order to be included in the budgeting operational planning such as insurance, salaries, maintenance and utilities and more.

Totes Cool overhead requirements could be easily referred to the table below:

NO	ITEMS	COST (RM)	AMOUNT(RM)
1	Insurance + road tax	700/month	700
2	Fire Extinguishers	75.00 x 3 units	225
3	Salaries	4459.75x 4	17,839
4.	Utilities (Water + Electricity)	700/month	700
5.	Business Registration & Licences	60	60
		TOTAL	RM 20,524

Table 30 Overhead Requirement

4.11 Business License and Permit

SSM
SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA
(Agensi di bawah KPDNHEP)

**PERAKUAN PENDAFTARAN
AKTAPENDAFTARAN PERNIAGAAN 1956**

BORANG D (KAEDAH 13)

No. Pendaftaran
202312120605-001561457-H

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

TOTES COOL SDN.BHD.
NO. PENDAFTARAN: 202312120605

Telah didaftarkan dari hari ini sehingga tarikh **12 JANUARI 2025** di bawah
Akta Pendaftaran Perniagaan 1956, beralamat di Setia Taipan 2, 40170
Setia Alam, Shah Alam, Selangor.

Bilangan Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **12 DISEMBER 2024**

DATUK NOR AZIMAH ABDUL AZIZ
REGISTRAR OF LIMITED LIABILITY PARTNERSHIPS
MALAYSIA

Figure 22 Business License

This certificate proved that Totes Cool Company have a legal business certificate that was registered under Company Commission of Malaysia since 12 December 2023.

4.12 Operational Budget

NO	CATEGORY	FIXED ASSETS (RM)	MONTHLY EXPENSES (RM)	OTHER EXPENSES (RM)	TOTAL
1	Machines and Equipment	28,913			24,994
2	Overhead Requirements		20,524		20,524
3	Marketing Costs		12,443		12,443
4	Building Rental		2000		2000
5	Maintenance		300		300
6	Raw Materials		19,170		19,170
7	Runner		300		300
				TOTAL	79,331

Table 31 Operational Budget

4.13 Implementation Schedule

Activities	Deadlines	Durations
Incorporation of Business	Jun 2024 – July 2024	2 months
Searching for business premise	Jun 2024	1 months
Application for permit and license	July – August 2024	2 months
Apply loan	Jun – August 2024	3 months
Buying machine and equipment	August – September 2024	2 months
Installation of Machines and Equipment	October – November 2024	2 months
Marketing Strategy Plan Starting	November 2024	1 months
Recruitment of workers	December 2024	1 months
Business start Operating	1 st January 2025	

Table 32 Implementation Schedule

FINANCIAL PLAN

5.0 Financial plan

5.1 Financial Planning for Totes Cool

Financial planning plays a very crucial role for the entire business plan at Totes Cool. Without it, we would not be able to forecast and plan our business thoroughly. A well-crafted financial plan facilitates the company to visualize the short and long-term financial requirements in running a new business. It also shows how these requirements are going to be financed, whether using internal or external resources. The financial plan includes projections of key financial statements such as cash flow, profit and loss, and balance sheet, alongside financial analysis to determine the viability of our proposed business model.

The information within the financial plan is gathered from the administrative budget, marketing budget, and operations budget. In the financial section, working papers, schedules, and the financial plan must contain the following statements:

- Project Implementation Cost: Detailed costs associated with launching Totes Cool, including materials, labor, and initial marketing expenses.
- Sources of Financing: Identification of funding sources, such as internal funds, bank loans, investor contributions, and other external resources.
- Pro-forma Cash Flow Statement: Forecasted cash inflows and outflows to ensure that Totes Cool maintains sufficient liquidity to meet its obligations.
- Pro-forma Income Statement: Projected revenues and expenses to determine expected profitability over a given period.
- Pro-forma Balance Sheet: A snapshot of Totes Cool's financial position, detailing assets, liabilities, and equity at a future date.

Importance of the Financial Plan for Totes Cool:

- To determine the amount of money to be invested in project costs: Understanding the capital requirements for launching and sustaining Totes Cool.
- To identify and propose the relevant sources of funds: Ensuring we have a clear strategy for obtaining necessary financing from appropriate sources.
- To ensure that the initial capital is sufficient: Making sure that the initial funding covers all startup and operational costs until the business becomes self-sustaining.
- To appraise the viability before actual investment is committed: Conducting thorough financial analysis to ensure Totes Cool is a sound investment before deploying significant resources.
- As a guideline for implementation: Providing a clear financial roadmap for the business, guiding the allocation of resources and measuring financial performance against projections.

By having a robust financial plan, Totes Cool can confidently navigate the complexities of launching and operating the business, ensuring sustainable growth and financial health.

5.2 Sources of Finance

Members of the partnership contribute the capital is RM 4000. Therefore, capital contributed amounted to RM 16 000.

NAME	PERCENT (%)	RM
NUR AMIRA RAIHANA BINTI AZMIR	25	4000
NUR HUDA DINA BINTI FATHUL HANIF	25	4000
HARITH SYAHMI BIN ESMI SOFI	25	4000
NUR AISHA BINTI IZHAM	25	4000
TOTAL	100	16,000

Table 33 Financial Source

This business plan is prepared as to convince the banker which is CIMB Bank in order to obtaining working capital loan from CIMB Bank for RM 70,000

5.3 Department Budget

ADMINISTRATIVE EXPENDITURE	
Fixed Assets	RM
Land & Building	-
furniture	5,425
Working Capital	
saleries, EPF, SOCSO	17,839
utilities (electricity, water, wifi)	700
building rental	2,000
Other Expenditure	
Other Expenditure	
Pre-Operations	
Deposit (rent, utilities, etc.)	
Business Registration & Licences	60
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	
TOTAL	26,024

Table 34 Administrative Expenditure

MARKETING EXPENDITURE	
Fixed Assets	RM
laptop	1,159
car	8,000
Working Capital	
transportation cost	300
poster	20
key card	64
business card	350
banner	540
signboard	1,300
Other Expenditure	
Other Expenditure	
Pre-Operations	
Deposit (rent, utilities, etc.)	
Business Registration & Licences	
Insurance & Road Tax for Motor Vehicle	700
Other Expenditure	
TOTAL	12,433

Table 35 Marketing Expenditure

OPERATIONS EXPENDITURE	
Fixed Assets	RM
machine and equipment	24,994
Working Capital	
Raw Materials & Packaging	19,170
Carriage Inward & Duty	-
Salaries, EPF & SOCSO	-
runner	300
maintenance	300
Other Expenditure	
Other Expenditure	
Pre-Operations	
Deposit (rent, utilities, etc.)	
Business Registration & Licences	
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	
TOTAL	44,764

Table 36 Operations Expenditure

5.4 Table of Depreciation

Fixed Asset furniture Cost (RM) 5,425 Method Straight Line Economic Life (yrs) 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	5,425
1	1,085	1,085	4,340
2	1,085	2,170	3,255
3	1,085	3,255	2,170
4	1,085	4,340	1,085
5	1,085	5,425	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset machine and equipment Cost (RM) 24,994 Method Straight Line Economic Life (yrs) 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	24,994
1	4,999	4,999	19,995
2	4,999	9,998	14,996
3	4,999	14,996	9,998
4	4,999	19,995	4,999
5	4,999	24,994	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset laptop Cost (RM) 1,159 Method Straight Line Economic Life (yrs) 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	1,159
1	232	232	927
2	232	464	695
3	232	695	464
4	232	927	232
5	232	1,159	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset car Cost (RM) 8,000 Method Straight Line Economic Life (yrs) 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	8,000
1	1,600	1,600	6,400
2	1,600	3,200	4,800
3	1,600	4,800	3,200
4	1,600	6,400	1,600
5	1,600	8,000	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Table 37 Depreciations

5.4.1 Loan Amortization Schedule

LOAN REPAYMENT SCHEDULE				
Amount	70,000			
Interest Rate	5%			
Duration (yrs)	10			
Method	Kadar tetap			
Year	Principal	Interest	Total Payment	Principal Balance
	-	-		70,000
1	7,000	3,500	10,500	63,000
2	7,000	3,500	10,500	56,000
3	7,000	3,500	10,500	49,000
4	7,000	3,500	10,500	42,000
5	7,000	3,500	10,500	35,000
6	7,000	3,500	10,500	28,000
7	7,000	3,500	10,500	21,000
8	7,000	3,500	10,500	14,000
9	7,000	3,500	10,500	7,000
10	0	0	-	7000

Table 38 Loan Repayment Schedule

5.5 Project Implementation Cost

TOTES COOL					
PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE					
Project Implementation Cost		Sources of Finance			
Requirements	Cost	Loan	Hire-Purchase	Own Contribution	
Fixed Assets				Cash	Existing F. Assets
Land & Building					
furniture	5,425			5,425	
laptop	1,159			1,159	
car	8,000			8,000	
machine and equipment	24,994	23,000		1,994	
Working Capital 1 months					
Administrative	20,539	20,000		539	
Marketing	2,574			2,574	
Operations	19,770	19,000		770	
Pre-Operations & Other Expenditure	760			760	
Contingencies 10%	8,322	8,000		322	
TOTAL	91,543	70,000		21,543	

Table 39 Project Implementation Cost

5.6 Pro Forma Cash Flow

TOTES COOL																
CASH FLOW PRO FORMA STATEMENT																
MONTH	Pre-Operations	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL YR 1	YEAR 2	YEAR 3
CASH INFLOW																
Capital (Cash)	21,543													21,543		
Loan	70,000													70,000		
Cash Sales		42,900	42,900	42,900	42,900	42,900	42,900	42,900	42,900	42,900	42,900	42,900	42,900	514,800	566,284	651,222
Collection of Accounts Receivable			5,720	14,300	14,300	14,300	14,300	14,300	14,300	14,300	14,300	14,300	14,300	148,720	186,473	213,299
TOTAL CASH INFLOW	91,543	42,900	48,620	57,200	57,200	57,200	57,200	57,200	57,200	57,200	57,200	57,200	57,200	755,063	752,757	864,521
CASH OUTFLOW																
Administrative Expenditure																
salaries, EPF, SOCSO		17,839	17,839	17,839	17,839	17,839	17,839	17,839	17,839	17,839	17,839	17,839	17,839	214,068	235,475	270,796
utilities (electricity, water, wifi)		700	700	700	700	700	700	700	700	700	700	700	700	8,400	9,240	10,626
building rental		2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	26,400	30,360
Marketing Expenditure																
transportation cost		300	300	300	300	300	300	300	300	300	300	300	300	3,600	3,960	4,554
poster		20	20	20	20	20	20	20	20	20	20	20	20	240	264	304
key card		64	64	64	64	64	64	64	64	64	64	64	64	768	845	972
business card		350	350	350	350	350	350	350	350	350	350	350	350	4,200	4,620	5,313
banner		540	540	540	540	540	540	540	540	540	540	540	540	6,480	7,128	8,197
signboard		1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	15,600	17,160	19,734
Operations Expenditure																
Cash Purchase		6,301	6,301	6,301	6,301	6,301	6,301	6,301	6,301	6,301	6,301	6,301	6,301	82,614	91,096	104,760
Payment of Account Payable			6,134	12,269	12,269	12,269	12,269	12,269	12,269	12,269	12,269	12,269	12,269	128,822	147,226	161,948
Carriage Inward & Duty																
Salaries, EPF & SOCSO																
runner		300	300	300	300	300	300	300	300	300	300	300	300	3,600	3,960	4,554
maintenance		300	300	300	300	300	300	300	300	300	300	300	300	3,600	3,960	4,554
Other Expenditure																
Pre-Operations																
Deposit (rent, utilities, etc.)																
Business Registration & Licences	60													60		
Insurance & Road Tax for Motor Vehicle	700													700	700	700
Other Pre-Operations Expenditure																
Fixed Assets																
Purchase of Fixed Assets - Land & Building																
Purchase of Fixed Assets - Others	39,578													39,578		
Hire-Purchase Down Payment																
Hire-Purchase Repayment:																
Principal																
Interest																
Loan Repayment:																
Principal		583	583	583	583	583	583	583	583	583	583	583	583	7,000	7,000	7,000
Interest		292	292	292	292	292	292	292	292	292	292	292	292	3,500	3,500	3,500
Tax Payable													0	0	0	0
TOTAL CASH OUTFLOW	40,338	31,489	37,624	43,758	43,758	43,758	43,758	43,758	43,758	43,758	43,758	43,758	43,758	547,031	562,533	637,872
CASH SURPLUS (DEFICIT)	51,205	11,411	10,996	13,442	13,442	13,442	13,442	13,442	13,442	13,442	13,442	13,442	13,442	208,032	190,224	226,649
BEGINNING CASH BALANCE		51,205	62,616	73,612	87,054	100,496	113,938	127,380	140,822	154,264	167,706	181,148	194,590		208,032	398,256
ENDING CASH BALANCE	51,205	62,616	73,612	87,054	100,496	113,938	127,380	140,822	154,264	167,706	181,148	194,590	208,032	208,032	398,256	624,905

Table 40 Cash Flow

5.7 Income Statement

TOTES COOL PRO-FORMA INCOME STATEMENT			
	Year 1	Year 2	Year 3
Sales	686,400	755,045	868,296
Less: Cost of Sales			
Opening stock			
Purchases	230,040	253,044	291,001
less: Ending Stock			
Carriage Inward & Duty			
Gross Profit			
Less: Expenditure			
Administrative Expenditure	246,468	271,115	311,782
Marketing Expenditure	30,888	33,977	39,073
Other Expenditure			
Business Registration & Licences	60		
Insurance & Road Tax for Motor Vehicle	700	700	700
Other Pre-Operations Expenditure			
Interest on Hire-Purchase			
Interest on Loan	3,500	3,500	3,500
Depreciation of Fixed Assets	7,916	7,916	7,916
Operations Expenditure	7,200	7,920	9,108
Total Expenditure	526,772	578,171	663,080
Net Profit Before Tax	159,628	176,874	205,216
Tax	0	0	0
Net Profit After Tax	159,628	176,874	205,216
Accumulated Net Profit	159,628	336,502	541,718

Table 41 Income Statement

5.8 Balance Sheet Pro Forma

TOTES COOL PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building			
furniture	4,340	3,255	2,170
laptop	927	695	464
car	6,400	4,800	3,200
machine and equipment	19,995	14,996	9,998
	31,662	23,747	15,831
Current Assets			
Stock of Raw Materials	0	0	0
Stock of Finished Goods	0	0	0
Accounts Receivable	22,880	25,168	28,943
Cash Balance	208,032	398,256	624,905
	230,912	423,424	653,848
Other Assets			
Deposit			
TOTAL ASSETS	262,575	447,171	669,680
Owners' Equity			
Capital	21,543	21,543	21,543
Accumulated Profit	159,628	336,502	541,718
	181,171	358,045	563,261
Long Term Liabilities			
Loan Balance	63,000	56,000	49,000
Hire-Purchase Balance	63,000	56,000	49,000
Current Liabilities			
Accounts Payable	18,403	33,126	57,418
TOTAL EQUITY & LIABILITIES	262,575	447,171	669,680

Table 42 Balance Sheet

5.9 Financial Ratio Analyses

TOTES COOL			
FINANCIAL PERFORMANCE			
	Year 1	Year 2	Year 3
<u>PROFITABILITY</u>			
Sales	686,400	755,045	868,296
Gross Profit			
Profit Before Tax	159,628	176,874	205,216
Profit After Tax	159,628	176,874	205,216
Accumulated Profit	159,628	336,502	541,718
<u>LIQUIDITY</u>			
Total Cash Inflow	755,063	752,757	864,521
Total Cash Outflow	547,031	562,533	637,872
Surplus (Deficit)	208,032	190,224	226,649
Accumulated Cash	208,032	398,256	624,905
<u>SAFETY</u>			
Owners' Equity	181,171	358,045	563,261
Fixed Assets	31,662	23,747	15,831
Current Assets	230,912	423,424	653,848
Long Term Liabilities	63,000	56,000	49,000
Current Liabilities	18,403	33,126	57,418
<u>FINANCIAL RATIOS</u>			
<i>Profitability</i>			
Return on Sales	23%	23%	24%
Return on Equity	88%	49%	36%
Return on Investment	61%	40%	31%
<i>Liquidity</i>			
Current Ratio	12.5	12.8	11.4
Quick Ratio (Acid Test)	12.5	12.8	11.4
<i>Safety</i>			
Debt to Equity Ratio	0.4	0.2	0.2
<u>BREAK-EVEN ANALYSIS</u>			
Break-Even Point (Sales)	435,477	477,102	545,936
Break-Even Point (%)	63%	63%	63%

Table 43 Financial Ratio

5.10 Financial Ratio

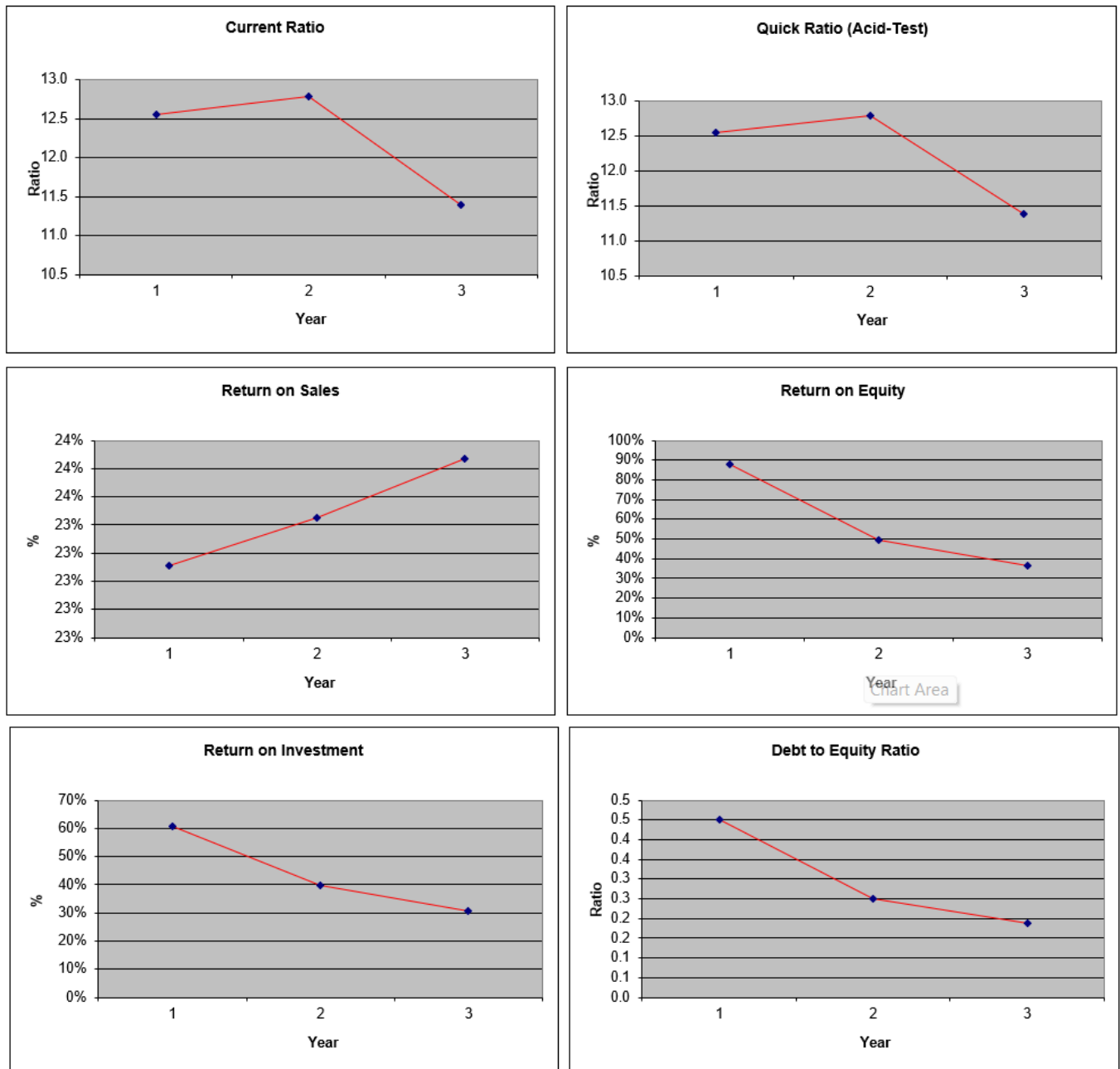


Table 44 Financial Ratios

6.0 Conclusion

To sum up, TOTES COOL SDN BHD is a company that caters to Shah Alam, Selangor, locals, and community organizations who require premium tote bags with personalized printing and designs. Students, teens, and anybody else searching for chic and personalized tote bags for a variety of occasions, activities, self-experience, and travels make up our target market. In order to satisfy our clients' demands and expectations, we strive to offer our products at competitive costs without compromising on quality.

Every facet of our firm, including the marketing, operational, and administrative budgets, is covered in detail in this business plan. Our company's goal, vision, outlet location, and the duties of each position are described in the administrative section. Our target market, market share, sales forecasts, products and services, and marketing tactics are all covered in the marketing strategy. The workflow for handling orders, acquiring supplies, and acquiring the necessary operating equipment are all included in the operations plan.

This business plan contains all the strategies, equipment requirements, information, and statistics that will serve as a roadmap for carrying out our business operations. This business plan also attempts to persuade banks and other financial organizations, including CIMB Bank, to lend us the required working capital loan.

Our investigation and examination of the Shah Alam site point to a significant potential for expansion in the printing services sector. Customers in the area have demonstrated a high level of demand, and there is very little chance of business failure. In the future, we think TOTES COOL will grow to be a household name in Shah Alam's printing services sector and perhaps even spread to other parts of Malaysia.

Appendix

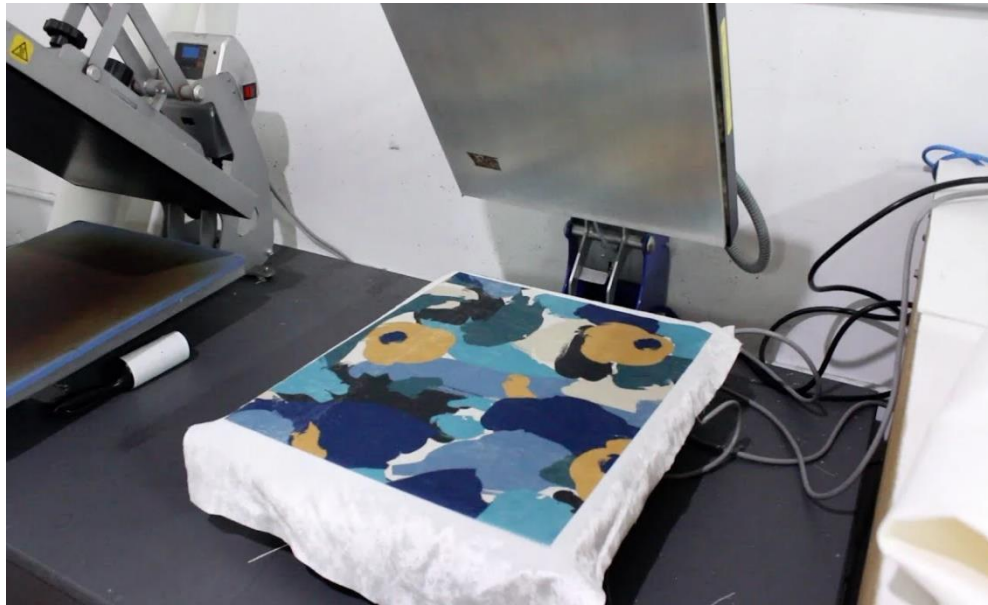


Figure 23 The process of heat on tote bag using heat press transfer printing

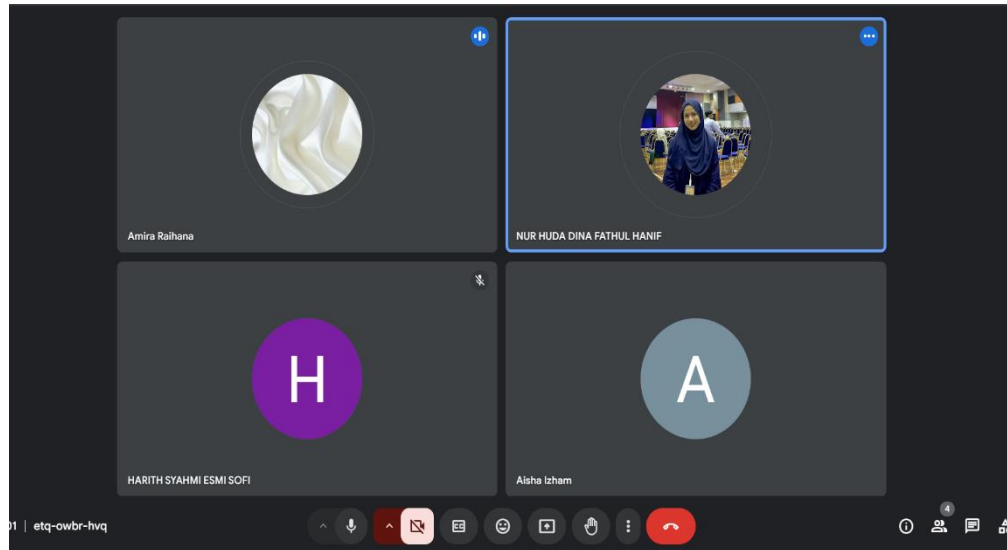


Figure 24 Discussion

THE BUSINESS MODEL CANVAS

Totes Cool



PARTNERSHIP AGREEMENT

This agreement will bind the partners with the following aspects:

Types of Business:

The business has been registered under the Register of Business using the name of TOTES COOL SDN BHD. This company primarily offers printing and design services for tote bags, catering to events, programs, self-experience, and wedding goodies. Our primary focus is on students and residence in Shah Alam, Selangor.

CAPITAL

Equity Contribution (Cash)

NAME	PERCENT (%)	RM	POSITION
NUR AMIRA RAIHANA BINTI AZMIR	25	5000	Marketing Manager & General Manager
NUR HUDA DINA BINTI FATHUL HANIF	25	4000	Operational Manager
HARITH SYAHMI BIN ESMI SOFI	25	4000	Administrative Manager
NUR AISHA BINTI IZHAM	25	4000	Finance Manager
TOTAL	100	17000	

Table 45 Equity Contribution

Note: Capital contribution by the business partners is RM 5000 and RM 4000 Therefore, capital contributed amounted to RM 17 000

Period of Partner Agreement:

From the consent of all partners, we agreed that:

They had to run at least five years (5) and partners are prohibited from dissolving the business without the consent of other partners' resolutions to other partners.

Distribution of Profits and Loss:

Every partner belongs to this business and the amount of profit from this business as well. The partners will distribute profit according to capital distribution. Any losses will be liable among partners equally according to the Partnership Act 1961.

Perquisite:

Any additional pay is to follow current profit and will be present in the end of annual financial report.

Partnership Property:

Owned by the partnership and partners because it is not separate legal entity (Partnership Act 1961 S.22)

Death:

The representative of the death partners can appoint to the business under the Malaysian Law. The close members of the family upon the entire death partner share can make the transmission of the state.

Bankruptcy or Dissolution of Partnership:

1. When the partner is found lunatic, permanently unsound mind [Partnership Act 1961 S.37 (a)]
2. When a partner permanently incapable of performing his part of the partnership contract [Partnership Act 1961 S.37 (b)]
3. When a partner calculated to affect prejudicially the carrying on the business [Partnership Act 1961 S.37 (c)]
4. When the partner willfully or persistently commits a breach of the partnership agreement or otherwise [Partnership Act 1961 S.37 (d)]
5. When the business of the partnership can only be carried on at a loss [Partnership Act 1961 S.37 (d)]
6. Whenever in any case circumstances have arisen which in the opinion of the court, render it just and equitable that the partnership be dissolve [Partnership Act 1961 S.37 (f)]

Retirement:

If any partner wants to retire from the business must have consent from other partners. They will get back their investment and the notice of retirement must be given 3 months before the retirement date.

Others:

Each of the partners must act in good faith and respect other partners. Partners must have willingness and interest to make the business more successful and give full commitment for the business. They also must be honest and straight forward in order to execute responsible as a partner.



(NUR AMIRA RAIHANA BINTI AZMIR)

Marketing Manager & General Manager



(NUR HUDA DINA BINTI FATHUL HANIF)

Operational Manager



(HARITH SYAHMI BIN ESMI SOFI)

Administrative Manager



(NUR AISHA BINTI IZHAM)

Finance Manager

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