



**TUNKU ABDUL RAHMAN UNIVERSITY COLLEGE**

**Faculty of Computing and Information Technology**

**H&H Speedy IT Business Planning**

**Management Mathematics With Computing**

**Year 2 Semester 2**

**MPU-3232 Entrepreneurship Assignment**

**Academic Year 2020/21**

<b>Student Names</b>	<b>Student ID No</b>	<b>Idea Generation (20%)</b>	<b>Business Plan (50%)</b>	<b>Idea Pitching (30%)</b>	<b>Total (100%)</b>
Chew Hwa Ern	19WMR04184				
Dylon Tan Eng Tat	19WMR01066				
Hee Sze Wei	19WMR05920				
Hong Wei Hao	19WMR02419				
Lee Shu Ern	19WMR09533				

## Faculty of Computing and Information Technology

## PLAGIARISM STATEMENT

## MPU-3232 ENTREPRENEURSHIP

Semester : 2






Programme : Management Mathematics With Computing (RMM)

Tutorial Group: Group 1

**Declaration**

I/We confirm that I/we have read and shall comply with all the terms and conditions of TAR University College's plagiarism policy.

I/We declare that this assignment is free from all forms of plagiarism and for all intents and purposes is my/our own properly derived work.

No	Students' Names	Students' ID No	Signature
1.	Chew Hwa Ern	19WMR04184	
2.	Dylon Tan Eng Tat	19WMR01066	
3.	Hee Sze Wei	19WMR05920	
4.	Hong Wei Hao	19WMR02419	
5.	Lee Shu Ern	19WMR09533	

**Assessment Criteria: Idea Generation****Idea proposed:**

<b>Criteria</b>	<b>Excellent (5 marks)</b>	<b>Good (3 – 4 marks)</b>	<b>Average (2 marks)</b>	<b>Poor (0 – 1 mark)</b>	<b>Mark</b>
<b>Variety of ideas and contexts</b>	Ideas represent startling variety important concepts from different contexts disciplines.	Ideas represent important concepts from different contexts or disciplines.	Ideas represent important concepts from the same or similar contexts or disciplines.	Ideas do not represent important concepts.	
<b>Variety of sources</b>	Created product draws on a wide variety of sources, including different texts, media, resource persons, or personal experiences.	Created product draws on a variety of sources, including different texts, media, resource persons, or personal experiences.	Created product draws on a limited set of sources and media.	Created product draws on only one source or on sources that are not trustworthy or appropriate.	
<b>Combining ideas</b>	Ideas are combined in original and surprising ways to solve a problem, address an issue, or make something new.	Ideas are combined in original ways to solve a problem, address an issue, or make something new.	Ideas are combined in ways that are derived from the thinking of others (for example, of the authors in sources consulted).	Ideas are copied or restated from the sources consulted.	
<b>Communicating something new</b>	Created product is interesting, new, or helpful, making an original contribution that includes identifying a previously unknown problem, issue, or purpose.	Created product is interesting, new, or helpful, making an original contribution for its intended purpose (for example, solving a problem or addressing an issue).	Created product serves its intended purpose (for example, solving a problem or addressing an issue).	Created product does not serve its intended purpose (for example, solving a problem or addressing an issue).	
<b>TOTAL MARK (OUT OF 20)</b>					

Source: From *How to Create and Use Rubrics for Formative Assessment and Grading* (p. 54), by Susan M. Brookhart, 2013, Alexandria, VA: ASCD.

<http://www.ascd.org/publications/educational-leadership/feb13/vol70/num05/Assessing-Creativity.aspx>

**Assessment Criteria: Business Plan**

Programme : \_\_\_\_\_

Tutorial Group : \_\_\_\_\_

Criteria	Excellent	Good	Average	Poor	Mark
<b>Executive Summary (10 marks)</b>	Very clear description about the selected business. (8 – 10)	Some part explanation is ambiguous. (6 – 7)	Brief explanation is given with some part is not clear. (4 – 5)	Very brief or not explanation at all. (0 – 3)	
<b>Business Description (5 marks)</b>	Very clear explanation on company history/ background and with supportive material. (5)	Some part of the explanation is ambiguous. (4)	Brief explanation of company history/ background. (2 – 3)	Very brief or unclear business history/ background (0 – 1)	
<b>Market Analysis (20 marks)</b>	Good and detail explanation about the business and industry profile. (16 – 20)	Clear explanation but some are still too brief. (13 – 15)	Brief explanation about the business and industry profile. (8 – 12)	Little and lack of explanation. (0 – 7)	
<b>Marketing Plan (20 marks)</b>	Very clear explanation with supportive elaboration points. (16 – 20)	Fair explanation. Some explanations are not clear. (13 – 15)	Limited explanation of the answers. Majority answers are very brief. (8 – 12)	Very few or lack of explanation. Unclear of answers explained. (0 – 7)	
<b>Operational Plan (10 marks)</b>	Detail and interesting explanation of the operational processes. (8 – 10)	Fair explanation. Some explanations are not clear. (6 – 7)	Limited explanation and some part are unclear. (4 – 5)	Very few or lack of explanation. Unclear of answers explained. (0 – 3)	
<b>Financial Projection (20 marks)</b>	A very clear presentation of cost and revenue with supporting explanation (16 – 20)	Adequate explanation of financial projection (13 – 15)	Limited explanation and some part are unclear. (8 – 12)	Lacks research and analysis financial projection (0 – 3)	
<b>Originality (5 marks)</b>	Adequate evidence of proving appropriate & relevant of research & information. (5)	Sufficient evidence of originality of work. (4)	Minimal evidence of originality of work. (2 – 3)	No references at all (0 – 1)	
<b>Report Layout and Format (10 marks)</b>	Professional format and structure. Logically arranged. (8 – 10)	Clear and recognizable format with an adequate logical structure. (6 – 7)	Recognizable format and structure, although occasionally unclear. (4 – 5)	Little attempt to use the appropriate format or to structure content. (0 – 3)	
<b>TOTAL MARK (OUT OF 100)</b>					
<b>TOTAL MARK (OUT OF 50)</b>					

**Assessment Criteria: Idea Pitching**

<b>Overall: Organization and Structure</b>					
<b>Criteria</b>	<b>Excellent (8 – 10 marks)</b>	<b>Good (6 – 7 marks)</b>	<b>Average (3 – 5 marks)</b>	<b>Poor (0 – 2 marks)</b>	<b>Mark</b>
<b>Content – pain point, value proposition and target market (10 marks)</b>	Pain point is clearly highlighted, the proposed idea is able to solve the issue and well-defined target market.	Well explained pain point, value proposition and target market with some grey area.	Unclear explanation of pain point, value proposition and target market.	Pain point is not highlighted or too vague, the proposed idea is not very relevant and target market is not well defined.	
<b>Cost and Revenue (10 marks)</b>	Cost and revenue are clearly explained with appropriate assumptions being made.	Cost and revenue are explained with lack of assumptions being made.	Cost and revenue are not clearly explained and lack assumptions being made.	Poorly communicated cost and revenue and no assumptions.	
<b>SUBTOTAL (20 MARKS)</b>					

Individual Performance					TOTAL MARK (OUT OF 60)	TOTAL MARK (OUT OF 30)
Name	Criteria			SUBTOTAL (40 MARKS)		
	Nonverbal Skills (10 marks)	Visual Aids (10 marks)	Question and Answer (20 marks)			

COMMENT:

	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>
<b>Marks Range</b>	<b>8 – 10</b>	<b>6 – 7</b>	<b>3 – 5</b>	<b>0 – 2</b>
	<b>16 - 20</b>	<b>11 – 15</b>	<b>6 – 10</b>	<b>0 – 5</b>

## **Table of Contents**

<b>Executive Summary</b>	<b>6</b>
<b>Business Description</b>	<b>7</b>
<b>Market Analysis</b>	<b>8</b>
<b>Marketing Plan</b>	<b>16</b>
<b>Operational Plan</b>	<b>19</b>
<b>Financial Plan</b>	<b>26</b>
<b>References</b>	<b>27</b>

## **Executive Summary**

### **Business goals and idea**

The main goal and idea is to strive towards a zero hunger goal by creating the largest user based productivity mobile application which helps users stay away from distractions to focus on getting work done. By which, benefit the vulnerable groups with welfare food in return as a motivation drive. This application inspires individuals who tend to procrastinate and are lacking in self-discipline by donating a meal box to the people in need. On the other hand, raising awareness to people around the world about the zero hunger issue. The mobile application is proposed to be named as “**Meal Time**”. Meal Time has a primary goal of Zero hunger and a secondary goal of promoting better productivity and focus in everyone’s lives.

### **Marketing**

The target audiences of the “Meal Time” app are students, heavy mobile users and social media addicts. According to our marketing analysis, our business plan is considered feasible in the current related industry because the community has a high demand for productive application especially with the freedom of working or studying from home. With the continuous development of the industry, the demand will continue to grow as more users will be engaged in the cyber world. We strive to promote our application by using various methods such as advertising through social media, and carry out giveaway sessions to attract the communities’ attention.

### **Operation**

The main developers are the 5 co-founders of the H&H Speedy IT, whereas the operation of the application will be carried out by 3 employees which are Operation Manager, Marketing Manager and Software Engineer. The co-founders run the application to ensure smooth operation by constantly debugging any possible errors occurring alongside the 3 other employees who are incharge of smooth running of the operation, marketing and software development separately.

### **Finance**

The business will be self-funding. The co-founders will provide a start up capital of RM200,000. but it only requires a total start up expenditure of RM150,950. So, no external funding is needed. After starting the business, the company will start to earn the first profit on month 3 with the amount of RM36,814.30 before tax. This business is adapting a no-debt policy.

## **Business Description**

### **Vision**

The vision for the company is to be the largest user based productivity application and provide food welfare to strive zero hunger.

### **Mission**

The company's mission is to help users to stay away from distraction and stay focused on their work in a pleasant way while benefiting vulnerable groups with welfare food.

### **Background**

H&H Speedy IT is a new mobile application development company that was founded in December 2020 by a group of friends which are Chew Hwa Ern, Dylon Tan Eng Tat, Hee Sze Wei, Hong Wei Hao and Lee Shu Ern. The co-founders are focusing on reducing the rate of mortality from hunger issues due to the dramatic increase.

### **Nature of Business**

Our business is to create an application named "Meal Time". "Meal Time" -- a productivity application was created to help people who are faced with difficulties in managing their time. This application targets to motivate individuals who tend to procrastinate and are lacking in self-discipline by donating a meal box to the people who are suffering in extreme hunger on a daily basis. On the other hand, this application is able to increase the awareness of the zero hunger issue.



## **Market Analysis**

### **Industry Analysis**

#### **1. Intensity of Rivalry**

The mobile application development industry is rather saturated in this technology era as it was estimated to be at a size of USD 106.27 Billion at the year 2018 and predicted to grow at a much faster rate from here on especially with the pandemic greatly affecting the mobile app industry in 2020. In the mobile application industry, productivity apps are considered a minority among the fastest growing market, hence it is a fierce competition among the larger developers. However, from the perspective of Meal Time app, our primary goal is to tackle the zero hunger social issue, which combined, lowers the intensity of competitions. This is because there are fewer competing applications that target the Zero Hunger social issue through profits from a productivity app. This makes Meal Time stand out as an innovative idea, which shows a positive impact to Meal Time. Furthermore, Meal Time has a low fixed cost to bear as it is not required for the company to acquire any physical goods. Although Meal Time is considered a perishable product, it attracts individuals who wish to do good by being productive and working efficiently as they are able to do good without spending a huge sum as donation. This makes the intensity of rivalry low which is a positive sign for our company to stand out in the mobile application industry.

#### **2. Threats of New Entrants**

The barriers to entry in the mobile application industry is high. For the development industry, fixed cost is quite high due to there may not be any revenue stream during application development. In order to ensure that the program can run smoothly, several expensive high-specification hardware and server is required. In addition, developers also need to track the latest hardware and software to improve the efficiency of the development process. With the need for proprietary technology, a professional team with relevant knowledge, especially IT experts, is required in assisting to develop the mobile application. Hence, the operating cost is rather high due to the high-quality softwares and the professional developers needed to constantly develop attractive applications and keep track of the current application status. A high barrier of entry will reduce the threat of new entrants. In conclusion, this is a positive sign for our company as the threats of new entrants are low and can increase profit potential.

### **3. Threats of Substitutes**

To achieve Zero Hunger, motivational talks and Self-discipline campaigns are also in place as substitutes to individuals who suffer from lack of discipline. In the modern world, people heavily rely on mobile devices to get things done, including generating reports or attending meetings. This situation decreases the rate of campaign and motivation talks being held in school or public places. Nowadays, people prefer to attend similar events online to save travel time. However, the number of people involved has also decreased as many find it boring and unattractive. Moreover, these alternatives require registration fees, which are usually higher than app subscription fees and require high commitments in terms of time and money. This leads to high numbers of consumers turning to a free alternative which is to use productive applications to improve self-discipline. In conclusion, this is a positive sign because the threat of substitutes is low.

### **4. Bargaining power of suppliers**

The main suppliers of the Meal Time comes from the catering industry which supplies meal boxes to the needy. Currently, with more people entering the catering industry, the bargaining power of suppliers in the catering industry is low as it increases the number of substitutes of suppliers for our company to choose from. With that said, our company has more power in selecting our partner vendors as we provide advertisement platforms in return. Amongst the catering industry, many are willing to engage in charitable activities while getting a publicity opportunity by providing meal boxes to the needy. In that case, it greatly reduces our operating costs as we do not have to bear the full donation costs by sharing the costs with our partner vendors. This shows that the bargaining power of suppliers is considerably low due to the low switching costs in the flexibility of switching from one vendor to another. In conclusion, it shows a positive sign for our company.

### **5. Bargaining power of consumers**

Due to the fierce competition in the mobile app industry, the bargaining power of consumers is considered to be high as there are more options to choose from. However, users are likely to compare the features, notable function of the app, and app prices of apps before making a purchase. In fact, most productive apps are free, making it more likely for consumers to choose said apps over similar applications that cost. Consumers tend to compare notable functionality of apps. Meal Time not only helps users improve self-discipline, but also engages in charitable activities, allowing consumers feeling motivated to use the app as it is for a good cause. This notable function is able to enhance our competitiveness in the market as it is a rather innovative feature. In conclusion, it is a neutral sign for our business because the high bargaining power of consumers is offset by new and attractive features.

## **Conclusion**

To conclude, there is a great chance for the application to succeed due to the low intensity of rivalry of using a mobile application to tackle the zero hunger campaign. Moreover, low threat of new entrants, low threat of substitutes, low bargaining power of suppliers and rather neutral bargaining power of consumers strengthens the business profile in the industry.

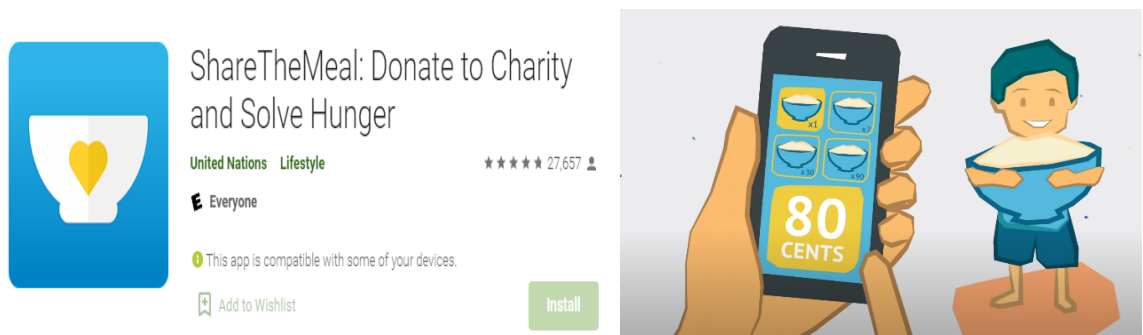
## Competitors Analysis

Our mobile app, Meal Time, is a free application that is accessible to all users around the world via Google Play or App Store. The Meal Time is an app that motivates users to stay off their phones and focus on being productive whilst helping the people in need indirectly. Our application also includes other features to help users gather their schedules such as planners, journaling materials, note taking features and etc. With that, it is known that our competitors are applications such as the Forest app, Be Focused app, DonutDog app etc.

### 1. Direct Competitors

**ShareTheMeal** app is considered as our direct competitor as their primary goal is also to achieve zero hunger, but differs from our secondary goals to promote better productivity.

#### a. ShareTheMeal

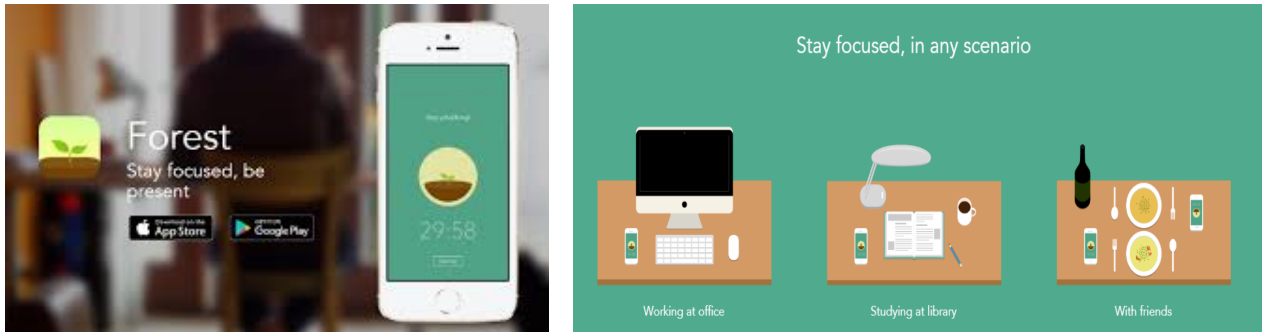


ShareTheMeal is the charity app by the World Food Programme that was invented to end global hunger. ShareTheMeal app is raising funds for meals provided by the World Food Programme. Everyone can contribute funds by downloading the apps and making a donation at minimum RM 0.80 via the apps. Every RM0.80 will donate the meal to feed a hungry child for a day. Moreover, ShareTheMeal can keep track of where the donations go and who you are helping. However, the ShareTheMeal app is not actually a strong direct competitor. It is because the only function the app can do is to raise funds from the community to solve the hunger problem but it does not have any other features that can attract more attention from the community.

### 2. Indirect Competitors

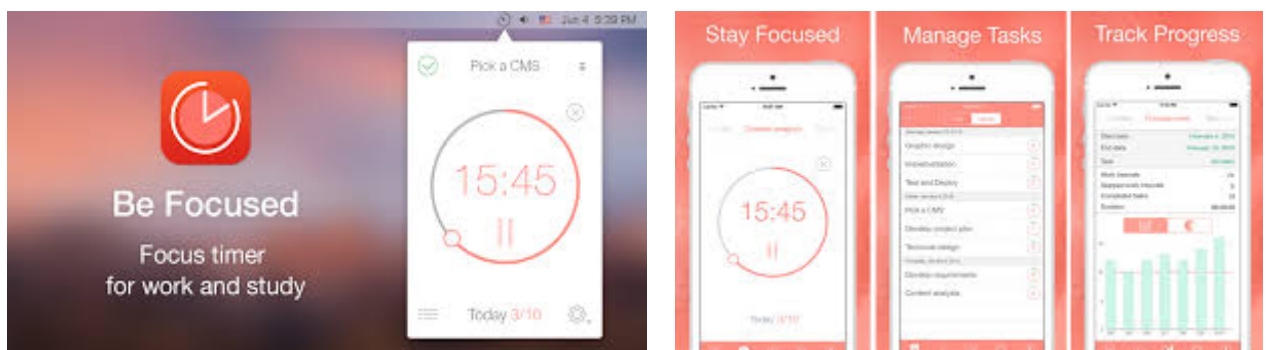
The **Forest app**, **Be Focused app**, **Freedom app** and **Brain.fm app** are indirect competitors of our app. In fact, their primary goal is the same as our secondary goal, which is to improve self-discipline and control technology addiction.

### a. Forest App



Forest app is considered one of the most popular applications used worldwide. The forest app is known as the top productivity app in 136 countries with more than 4 million subscribing users, hence making it a strong-ranged competitor to Meal Time. The Forest app works with tree-planting organizations to plant real trees while the user focuses on their work. The users spend their virtual coins in the Forest app and The Forest donates to the tree-planting partners to place planting orders. The Forest is a rather competitive application in comparison to Meal Time app. However, The Forest charges RM7.90 for every download and contains other in-app purchases. The Forest contains similar features to Meal Time such as tracking the user's focus duration and helps the user keep track of the trees they have taken part in planting not to mention monitor the amount of time the user spent on the phone.

### b. Be Focused



Be Focused is an application with a powerful planner that assists users in organizing their tasks while eliminating disturbance for the user. It helps users to break down large tasks into smaller tasks to make overwhelming tasks look more manageable. Furthermore, the app allows users to choose the preferred number of breaks and the interval of the breaks between each task, not to mention a function that allows the user to start, pause and skip breaks intervals and also man. Moreover, in the pro version, users are also able to synchronize their task managers across multiple devices i.e iPad, iPhone and Mac, create, edit tasks and check their progress anywhere,

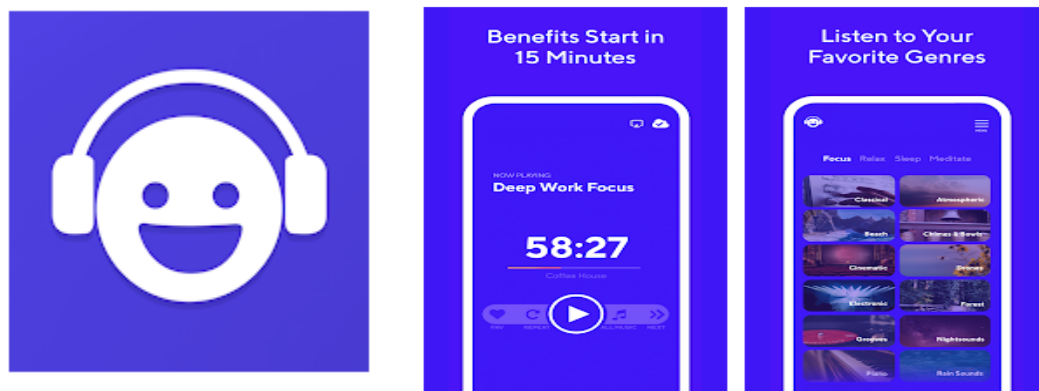
export data to a CSV file, remove ads and etc. The app is accessible via App Store for free and RM12.90 for the pro version.

### c. Freedom



The main goal for Freedom app is to help people to be focused and more productive by blocking the apps and websites that distract the mobile users. They are productive apps which are often used to control technology addiction. The Freedom application is an application that can be downloaded for free from any application digital platform (such as the App Store) at any time but this app requires subscription fees (RM 118) to continue use after consumers end their trial.

### d. Brain.fm



The Brain.fm app is a productivity app but slightly different from the other competitors. It is actually a science based application which uses the power of sound and music generated through Artificial Intelligence. Brain.fm app provides different kinds of productive music for the brain that puts users in an auditory atmosphere to improve work efficiency and help users to stay focused. This app is very suitable for study and work since it also helps to increase the concentration. Moreover, music generated helps to relax the mind and relieve stress that can make users feel happy and relaxed. Nowadays, especially students and office workers, they are

more interested in listening to music while doing their daily tasks. Therefore, this notable function can attract more attention from consumers and improve their competitiveness in the market.

## SWOT

<p>Strength</p> <ul style="list-style-type: none"><li>• Advanced computer hardware</li><li>• Keep track of latest software</li><li>• Free to use basic function of the application</li><li>• Low cost required for the addition function of the application</li><li>• Always keep track on the stability of the application to maintain a better performance of app and reduce technical issues</li><li>• Talents in various related professional fields</li></ul>	<p>Weakness</p> <ul style="list-style-type: none"><li>• Lack of experience in running a business</li><li>• Lack of employees</li><li>• Poor organizational structure</li></ul>
<p>Opportunities</p> <ul style="list-style-type: none"><li>• Exams taken around the world</li><li>• Outbreak of covid-19 changed the way people work and study</li><li>• Zero hunger Awareness campaign</li><li>• More suppliers willing to engage in the corporate social responsibilities</li></ul>	<p>Threats</p> <ul style="list-style-type: none"><li>• The application industry keeps expanding lead to an increase number of substitutes</li><li>• The increment on technologic usage increases the price of software/ hardware</li><li>• Unexpected event delay the application development process</li></ul>



## **Marketing Plan**

### **Target Market**

Our apps can be used by any individual ranging from 15 years old to 50 years old from all around the world as our apps can change the language from Chinese to English, Japanese, Spanish or many others. Our main target consumers are heavy mobile users which will spend every minute on their phones playing games or watching drama. They can use it when they want to keep their attention away from the phone to do their work. Moreover, our apps also targeted students that cannot focus on their studies. Students can focus on their exam and will not be distracted by their phone. In one survey, 80% of students admit that they will lose their attention to study when using a mobile phone. This problem can be solved if they choose to use our apps. Other than that, our app is also suitable for social media addicts who scroll through Facebook, Instagram, Twitter or any other social media. This can prevent them from scrolling and to do some recreational activities like engaging in outdoor activity or reading some book to advance themselves other than wasting time on social media.

### **Product**

Our features include a lot of features such as productivity, music playing, planner, journaling and note taking.

- **Productivity**

This is the main feature of our app. For every user that completes their task of keeping their phone away from themselves, one mealbox will be donated out to counter the zero hunger problem. For users that keep their phone away for 30 minutes, one mealbox will be donated, for 2 hours and more, 2 mealboxes will be donated as a reward. Moreover, all website and apps notification will be blocked during the focus time.

- **Music Playing**

This is our own-build music player. Here include current pop music, hip hop music, Jazz and many others.

- **Planner**

This planner is for users to keep track of responsibilities at any moment. Other than that, users can also be productive when using this feature.

- **Journalising Function**

This is for users to set and achieve their goals. Besides that, users can also relieve stress when writing journals.

- **Note Taking**

Users can learn to prioritize their workloads. Moreover, this can also promote active learning so that users can be involved in the learning process actively.

One of the benefits of this app is users will improve their ability of time management. By using this app day by day, users will learn and get used to this kind of lifestyle and will cultivate it as a habit. Others than that, users will have higher levels of productivity. When using this app, users can focus on their work or study and will not be distracted by other matters. Not only that, users will have less procrastination as they will follow the apps to manage their time so they will not delay their work. Users will also have less stress by using this app. Users can manage the time between resting and working so that users will have time to rest to keep away from tons of workloads.

## **Promotion**

First of all, our apps will be advertising on many social apps like Facebook, Instagram, Youtube. Through this path, our app's recognition will be increased. This will create a chance for our potential customer to know and familiar with our app. Moreover, we will also conduct a giveaway of three months of subscription fees and all the features of our app for free to an overall of ten lucky people who share our app on their social media account. We believe that the power of word of mouth is very strong and this will bring a lot of customers to our app. We will also stick to a particular theme of fonts and colours in our advertisement so that it will be subtle enough to make an impact (Edkent Media, 2020). If we constantly change our advertisement style, the public will think that they are different apps and will be confused and this will bring a big harm to our main purpose of promoting our app.

## Placement

Our customers can access our app on Play Store for Android users, App Store for Apple users. These are the two biggest platforms in the world. The Google Play Store was one of the first mobile app stores. It started in 2008 and boasts a lot of apps. It also has a robust search engine to let customers find apps easily. For the Apple App Store, it is a great platform if we want to expand our market into IOS users (Blair, 2019).

## Price

We put our app's subscription fees at RM20 which is considered at a going rate in the market. For example, Youtube premium cost at RM17.90, Netflix mobile plan at RM17, our price is almost the same as these two apps. However, this price is considered low as compared to other apps in the market. We put it at this price also due to the fact that we are only a new start up business. We need to give others a low cost to try our apps rather than a high cost. This is also called penetration price into the market. Not only that, we also find this price reasonable for any class in the society.

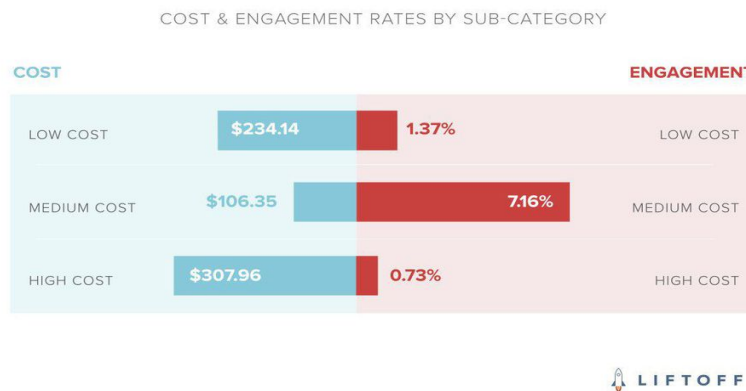


Diagram 1

The subscription apps can be broken into three distinct groups based on their fees which is low : RM28 and below; medium : RM 28 - RM 81; and high: RM81 - RM203. Although the medium cost has the highest conversion rate among the three categories as can be seen in Diagram 1, we have no choice but to choose the low price for our apps since the medium and high cost is only for those well-known apps such as LinkedIn (Salz, 2017).

## **Operational Plan**

### **Legal and licensing requirements**

#### **(a) Business name and legal structure**

H&H Speedy IT (Business Number 031122 5441) is a partnership company. The company structure has been registered and established with five co-founders as below:

1. Dylon Tan Eng Tat (24% shareholding)
2. Hong Wei Hao (19% shareholding)
3. Hee Sze Wei (19% shareholding)
4. Lee Shu Ern (19% shareholding)
5. Chew Hwa Ern (19% shareholding)

Above 5 co-founders also plays the role of the company directors

#### **(b) Operating laws and licenses**

This business applied for business premises licenses and signboard licenses because of rent office for business use. Other than that, this business also required an activity specific license which is a certificate of information technology for developing apps. Hence, all of the shareholders and staff in this company must have the knowledge of information technology.

## **Management details**

Although five of the shareholder have an average shareholding, but there is a managing director among the five of them:-

Name: Dylon Tan Eng Tat

Home Address: 12/4 B Jalan Dutar, Taman Serga, 55300, Kuala Lumpur

Phone No: 017-551 3112

Qualifications: Bachelor Degree in Management Mathematics with Computing

Experience: Help to analysis data in Macro IT Solutions 1991-1992

Develops apps in High Voltage Company 1993-2001

Manager of Revelation IT Company 2002-2015

## **Organizational structure and staffing**

There will be some main positions in our company in order to maintain our company system and achieve our goal which is to earn more profit and help more people to achieve zero hunger. First of all is our managing director, next is operation manager and marketing manager, followed by software engineer which is our normal staff and we will hire more than one software engineer in order to improve work efficiency.

### **Managing Director**

Duties: As a business consultancy also, usually provide business planning, mentoring and occasional training to clients. Incharge the marketing of business and provide mentoring or often give some training to marketing managers. Provide strategic development of the company in order to stand out among competitors.

Salary: Set at approximately RM84000 per annum in Year 1, and rising 20% in Year 2.

### **Operation Manager**

Duties: Responsible for managing activities that are part of the production goods and services such as service for clients to develop productivity apps. Other than that, managing both the operating process, apps design, planning, control, performance improvement of company and operation strategy.

Salary: RM48000 per annum

Qualification: with a Bachelor Degree in Software Engineer, able to deal with the public, have experience in planning and leading a team.

## **Marketing Manager**

Duties: Responsible for managing the promotion such as discount for VIP users and positioning of a product and services that the company sells. Marketing managers are employed to attract more customers to use or buy the product of the company.

Salary: RM48000 per annum

Qualification: Have the experience dealing with the public, able to plan a strategy for the apps in order to make more users use it.

## **Software Engineer**

Duties : Develop apps, able to listen to opinions about the weakness and bugs of the apps from the operation manager and marketing manager so that can strengthen and improve the apps.

Salary: RM48000 per annum

Qualification: Bachelor degree in Software Engineer, have more than 2 years in software development will be a priority to be employed.

**Professional advisers****Business consultants**

Brighten Business Consulting Sdn Bhd

Jalan Putra Pelita, Taman Pinggiran Duta, 43300, Seri Kembangan, Selangor

H/P No : 0196512212

Email: [brightenbusiness66@gmail.com](mailto:brightenbusiness66@gmail.com)

**Insurance Agent**

Berjaya Sampo Insurance Berhad

Jalan Burhanuddin Helmi, Taman Tun Dr Ismail, 68000 Selangor

H/P No : 0126113244

Email: [berjayasompoinurance@yahoo.com](mailto:berjayasompoinurance@yahoo.com)

**Accountant**

Edi & Co Accountants

5, Jalan Hartamas, Taman Seni Putra, 55100 Kuala Lumpur

H/P No : 0177124451

Email: [infoediandco@gmail.com](mailto:infoediandco@gmail.com)

**Auditor**

C.M.LIM & Co Auditor Company

12, Lorong Mahir 2, Taman Perkasa, 56000 Kuala Lumpur

H/P No : 01165127788

Email: [cmlimauditor@gmail.com](mailto:cmlimauditor@gmail.com)

## **Insurance and security needs**

There are some insurance will be required for the company as below :

1. Employee compensation
2. Managing director's liability
3. Public liability from client

The total cost for these insurances will be RM13,200 in Year 1 and increase 20% next year. The security precautions include the safety locked cabinet to protect the document of company confidentiality. Online security also needed to avoid hackers from violating the apps. Companies also need advanced security door locks because of many valuable computers inside the office. Backup of regular data is needed because sometimes computers will have system error.

## **Business Premises**

### **1. Location**

The company's location will be located on the 10th floor of the KLCC commercial building with an office and included all required equipment. The property is owned by the owner of KLCC, which means our company needs to pay RM9000 per month excluding server hosting service and business registration fees.

### **2. Council and government rules**

A business premises license and signboard license are required from the government.

### **3. Ability to access target market**

Since it is an apps development company, the office is located at the city center to make it easier for clients to find our company. Sometimes managers will have meetings with clients too, so managers will travel to the client's preferred location easier also.



## **Equipment Required**

1. 8 units of tables
2. Conference Table
3. 20 units of chairs
4. Lounge Chair
5. 2 units of air-cons
6. Lighting
7. Projector
8. Projector Screen
9. 8 units of desktop
10. 2 units of laptop
11. Network and cablings
12. Multi Function Printer
13. Applications Developer Software
14. App Distribution Fees

Total cost for the equipment that the company needed is RM70,200. There is no sponsor for the company's equipment and the office did not have any old equipment before we rented it. Although Application Developer Software and App Distribution Fees are not counted as equipment, these computer software are the most important things for our company to develop the apps.

## **Production processes**

### Step 1

Users may download the “Meal Time” app via Google Play store or App Store.

### Step 2

After they download, they must register an account to use the app. The information needed to register an account includes name, phone number, IC, and email. They may subscribe as VIP users also to enjoy some premium service such as music playing built by our company at a rate of RM20.

### Step 3

Once they have registered, they can start using our app. They can set a focus timer of 30 minutes. Once the timer starts, the meal box in the app will fill up gradually while they focus on their work within 30 minutes. In these 30 minutes, the app will block all the distracted websites or applications and force users to be focused on their work.

### Step 4

If their meal box is completely filled, our company will be notified by the system that the user has completed a set focus timer in the app, which will then be tabulated at the end of the month and compiled to donate the number of meal boxes to people in need in real life. In contrast, if they leave the app or they opened the blocked apps or website without completing the set timer it will empty their meal box.

### Step 5

There will be a tracker in the app to let users know how many times they completed to fill up a meal box. This will help them keep track of the number of meals they have contributed. This is because the quantity of a filled meal box equals the quantity of the meal box donated.

### Step 6

Our company will partner with local vendors with an advertising platform in return to help them advertise in the app. After that, we will place orders for the meal boxes from our suppliers which are the local vendors according to the total amount of meal boxes filled, which will then be provided and distributed to those people in need by volunteers. Other than that, we will subsidise 10% of the cost of meal boxes to the partner vendors also and the remaining 90% will be covered by the vendors themselves.

### Step 7

Upon reaching the monthly target of the meal box donated, set by the company, the user will be rewarded with special privileges such as free one week trial for non VIP users and discount on subscription fees for VIP users.

An operations manual is required and it is for new staff only because all managers and employees are experienced, and the company will not hire employees without experience or a software engineer degree certificate. There will be a meeting every month in order to improve the efficiency of production processes.

### **Critical risks and contingency plans**

1. Liability from client- can be covered by public liability insurances
2. Injuries of employee inside company- can be claim the insurances of employee compensation
3. Injuries of manager or managing director- manager of other department will help to complete the work to avoid excessive workload.
4. Suddenly damage to the computer- company will have a backup computer to avoid sometimes the work must complete in an emergency.
- 5.

## **Financial Plan**

PLEASE REFER TO FINANCIAL PLAN GOOGLE SHEET ATTACHED UPON SUBMISSION.

## References

- AppGrooves. 2020. *Forest App Is Good, But Is It Good Enough For You? 3 Alternative Focus Apps*. Accessed on 6 December 2020. Available at:  
<<https://medium.com/@AppGrooves/forest-app-is-good-but-is-it-good-enough-for-you-3-alternative-focus-apps-1d63ed7eb79a>>
- Blair, I. 2019. *Ultimate Mobile App Stores List (2019)*. Accessed on 6 December 2020. Available at :  
<<https://buildfire.com/mobile-app-stores-list/>>
- Borasi, P. and Baul, S. 2019. *Mobile Application Market Size, Share & Growth| Industry Analysis, 2026*. Allied Market Research. Accessed on 6 December 2020. Available at :  
<<https://www.alliedmarketresearch.com/mobile-application-market>>
- Corporate Finance Institute. 2020. *Industry Analysis - Top 3 Methods To Assess And Analyze An Industry*. Accessed on 6 December 2020. Available at :  
<<https://corporatefinanceinstitute.com/resources/knowledge/strategy/industry-analysis-methods/#:~:text=Industry%20analysis%20is%20a%20market,%2C%20e.g.%2C%20demand%2Dsupply%20statistics>>
- Edkent Media. 2020. *5 Benefits of advertising on social media*. Accessed on 6 December 2020. Available at :  
<<https://edkentmedia.com/5-benefits-advertising-social-media/>>
- Food for Soul. *ShareTheMeal: a brand new app to fight hunger in one touch*. Accessed on 6 December 2020. Available at:  
<<https://www.foodforsoul.it/about-us/news-stories/news/sharethemeal-brand-new-app-fight-hunger-one-touch/#:~:text=That%20is%20how%20Sebastian%20Stricker,see%20where%20their%20meals%20go>>
- HelloTech. 2019. *The Best Charity Apps that Make Giving Easy and Fun*. Accessed on 6 December 2020. Available at :  
<<https://www.hellotech.com/blog/best-charity-apps-that-make-giving-easy-and-fun/#:~:text=ShareTheMeal,a%20child%20for%20one%20day>>
- Jeon, H. 2020. *12 Best Productivity Apps to Help You Achieve More in 2020*. Accessed on 6 December 2020. Available at : <<https://www.goodhousekeeping.com/life/g32714945/best-productivity-apps/>>

McCamy, L. 2019. Brain.fm is an app designed to help you focus at work — here's how to use it. Accessed on 7 December 2020. Available at : <  
<https://www.businessinsider.com/how-to-use-brain-fm-focus-app-iphone-android>>

Prnewswire.com. 2020. *Mobile Application Market Size Expected To Reach USD 407.31 Billion By 2026 - Valuates Reports*. Accessed on 6 December 2020. Available at :  
<<https://www.prnewswire.com/news-releases/mobile-application-market-size-expected-to-reach-usd-407-31-billion-by-2026---valuates-reports-301053918.html#:~:text=The%20global%20mobile%20application%20market,18.4%25%20from%202019%20to%202026.&text=The%20study%20focuses%20on%20the,opportunities%2C%20constraints%2C%20and%20trends.>>>

Salz, P.A. 2017. How Much Are Users Really Willing To Pay For Subscription Mobile Apps? Accessed on 6 December 2020. Available at :  
<<https://www.forbes.com/sites/peggyannesalz/2017/08/15/how-much-are-users-really-willing-to-pay-for-subscription-mobile-apps/?sh=b8dc6604c69b>>

The Strategic CFO. Threat of Substitutes (one of Porter's Five Forces). Accessed on 6 December 2020. Available at : <<https://strategiccfo.com/threat-of-substitutes-one-of-porters-five-forces/>>